2020 Census: What’s at Stake for New Mexico

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Census Overview

Why we do a census:

Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.
APPORTIONMENT

2010 OFFICIAL RESULTS

GAINED   LOST
Arizona +1 Illinois -1
Florida +2 Iowa -1
Georgia +1 Louisiana -1
Nevada +1 Massachusetts -1
South Carolina +1 Michigan -1
Texas +4 Missouri -1
Utah +1 New Jersey -1
Washington +1 New York -2
   Ohio -2
   Pennsylvania -1
New Mexico receives over $6 billion dollars per year based on Decennial Census data.

The per capita allocation is $2,972.

Counting for Dollars link:
https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds
2020 Census vs 2010 Census

• In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.

• For the 1st time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.

• We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.
Decennial Census Overview

The Census is Confidential and Required by Law

1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.

2. We will never share a respondents personal information with other government agencies.

3. Results from the census are reported in statistical format only.

4. Records are confidential for 72 years by law (Title 44, U.S. Code).

5. All Census Bureau employees swear a lifetime oath to protect respondent information.

6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.
Key Data Collection Dates

- Nov – 2019
- Jun-Aug 2019
- Aug – Oct 2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020

- In-Office Address Canvass
- Area Census Offices Open
- Address Canvassing – select areas
- Group Quarters Start
- Self Response Starts
  - CENSUS DAY
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President
What is a Complete Count Committee

WHO?
Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?
A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. Those trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?
The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.
Complete Count Committee Formation
Response Outreach Area Mapper (ROAM)
census.gov/roam
Timeline
Key Communications Phases

• The 2020 Census Phases

  • Education Phase – 2018-2019
  • Awareness Phase – April 2019
  • Motivation Phase – March – May 2020
  • Reminder Phase – May – July 2020
  • Thank You Phase – Starts July 2020

Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that the **census is easy, important and safe**
CCC TOOLS

https://www.census.gov/programs-surveys/sis.html

https://www.census.gov/partners/toolkit.pdf
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs
Local Jobs - important

Office Positions
• Area Census Offices (all states)
  – Managers, IT, and clerks

Work from Home
• Census Field Supervisors
• Enumerators
• Partnership Specialists
• Recruiting Assistants
You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.
Thank you!

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