2020 Census: How Communities Can Prepare

Thursday, November 16, 2017
Plenary Session
19th Annual New Mexico Data Users Conference 2017
CNM Workforce Training Center, Albuquerque, NM
Presenters: Pauline Núñez, Partnership Coordinator
U.S. Census Bureau – Denver Region
Agenda

• Welcome and Introductions
• 2020 Census-Overview
• Field Operations
• Community Partnership and Engagement Program
• Critical Next Steps and Q&A
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.
The Decennial Census

Conduct a census of population and housing
Disseminate results to the President, the States and the American People

Uses of Census data:

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Distribute** federal dollars to states
  - Total Program Obligations: $6,197,394,617
  - Per Capita: $2,972
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

*Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds, George Washington Institute for Public Policy, George Washington University, Washington, DC
https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds*
APPORTIONMENT

OFFICIAL RESULTS 2010

<table>
<thead>
<tr>
<th>GAINED</th>
<th>LOST</th>
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<tbody>
<tr>
<td>Arizona +1</td>
<td>Illinois -1</td>
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<tr>
<td>Florida +2</td>
<td>Iowa -1</td>
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</tr>
<tr>
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<td>Ohio -2</td>
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The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
New Ability to Self Respond
Starting March 23, 2020

- Internet
- Phone
- Paper Form

Or traditional in-person interview
Short Questionnaire

- Name
- Age and Date of Birth
- Sex
- Race and Origin
- Own or Rent Home
- Relationship
- Phone Number

Data protected by Title 13 Confidentiality
HIGH LEVEL FIELD OPERATIONS

• **Address Canvassing** (areas of high growth/change)

• **Group Quarters**
  – Many operations
  – Institutionalized & non-institutionalized

• **Update Leave** (in areas where USPS does not deliver)
  – List Housing units
  – Drop questionnaire packet to households so they can self respond

• **Non Response Follow-Up** (largest operation)
  – Visit housing units that did not self respond

• **Coverage Measurement**
  – Measure accuracy of Census
Key Data Collection Dates

- Nov – 2019
- April 2018
- Early 2019
- Aug – Oct 2019
- Mid-2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020

- In-Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response Starts
- **CENSUS DAY**
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President
COMMUNITY PARTNERSHIP AND ENGAGEMENT PROGRAM
Community Partnership and Engagement Program

**Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren’t motivated to respond to the national campaign
COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM

Census Staff
- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community
- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion
Local Complete Count Committee

- MAYOR COUNTY CHAIR
- MEDIA COMM
- BUSINESS
- IMMIGRANT
- COMMUNITY ORG
- EX-OFFENDER
- EDUCATION (K-12)
- FAITH BASED
- HOMELESS
- VETERANS
- GROUP QUARTERS
- RECRUITING
Response Outreach Area Mapper (ROAM)

City of Albuquerque, NM

Low Response Score by Census Tract

- Predicted Mail Non-Response Rate (%)
  - 30.0 to 57.8
  - 24.5 to 29.9
  - 20.0 to 24.4
  - 15.5 to 19.9
  - 0.0 to 15.4
  - -1
Low Response Score by Census Tract

Bernalillo County Census Tract

Low Response Score (%) = 31.1

2010-2014 ACS 5-year estimates

- Total Population: 2,254
- Median Household Income ($): 15,054.00
- Non-Hispanic, Black (%): 1.3
- Non-Hispanic, White (%): 29.7
- Hispanic (%): 60.6
- Asian (%): 0.0
- Native Hawaiian or Other Pacific Islander (%): 0.0
- American Indian or Alaska Native (%): 8.3
- Below Poverty Level (%): 50.8
- Not High School Graduate (%): 27.8
- Renter Occupied Housing Units

United States Census
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign
STATISTICS IN SCHOOLS

Classrooms Powered by Census Data

Learning About College Degrees and Lifetime Earnings

Exploring 19th-Century Child Labor Laws in the United States
MEDIA AND ADVERTISING

facebook.com/uscensusbureau

twitter.com/uscensusbureau

youtube.com/user/uscensusbureau

instagram.com/uscensusbureau

pinterest.com/uscensusbureau

More information on the 2020 Census:
http://www.census.gov/2020Census
Critical Next Steps…

1. Make sure your city/county is participating in LUCA and other Geographic Programs
2. How can you help create awareness for 2020 Census in your
3. Encourage your local government to promote 2020 Census every step of the way