

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

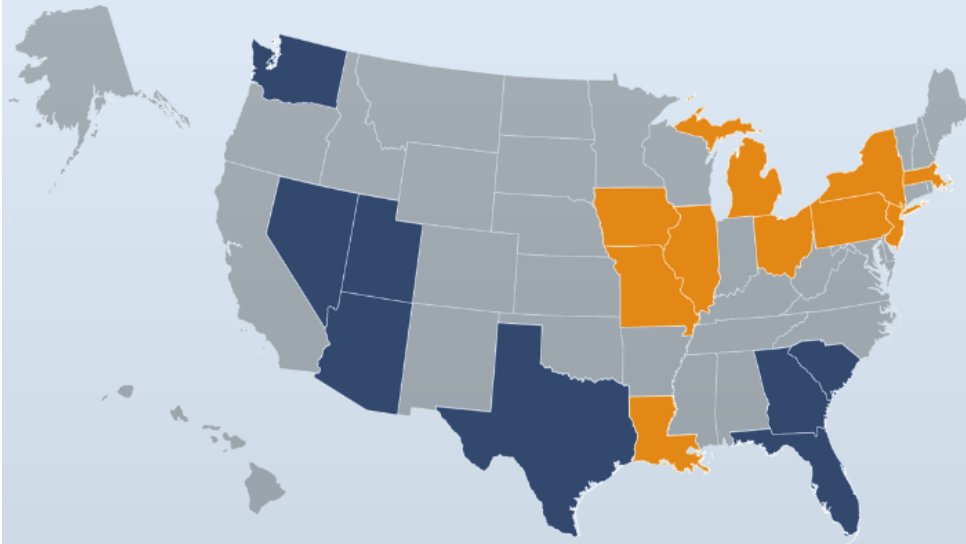
Uses of Census data:

- **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

United States™
Census
2020

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

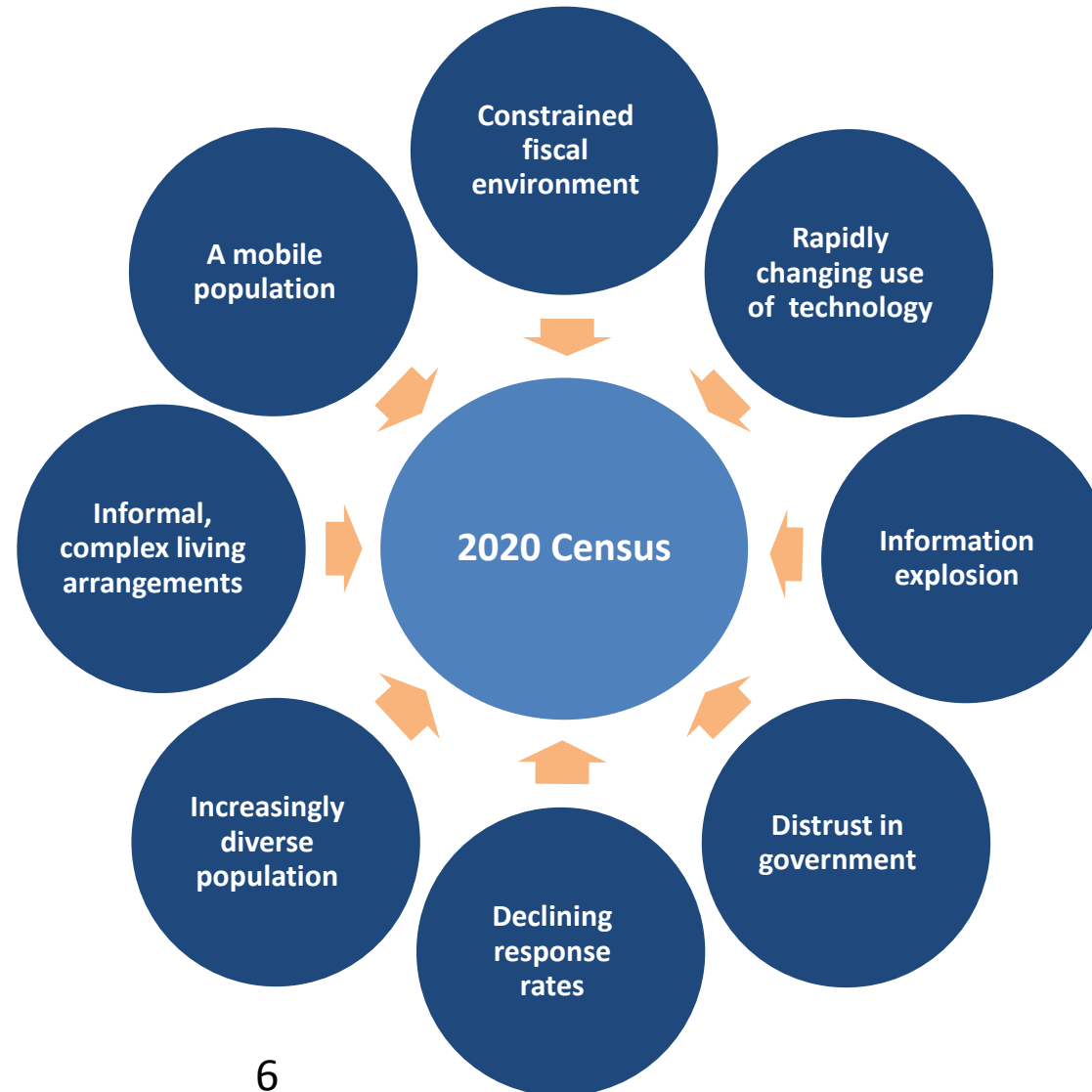
Ohio -2

Pennsylvania -1

THE DECENNIAL CENSUS

The 2020 Census Environment

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

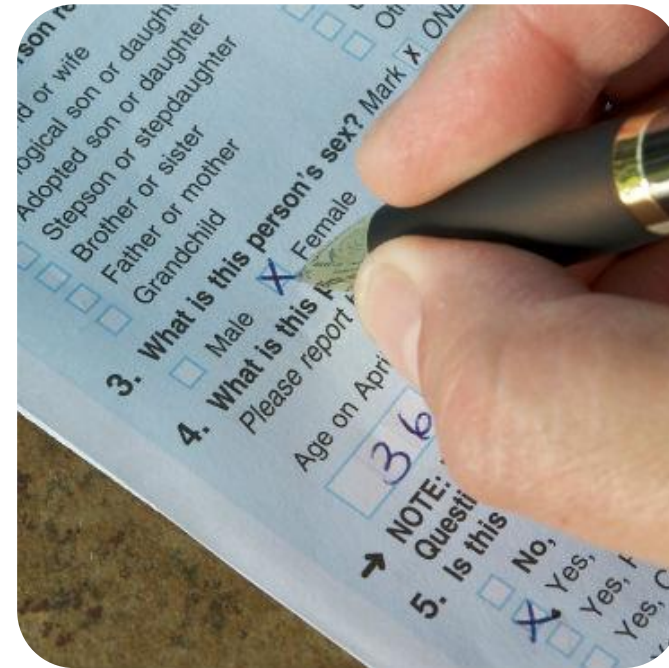
- **Internet**
- **Phone**
- **Paper Form**



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

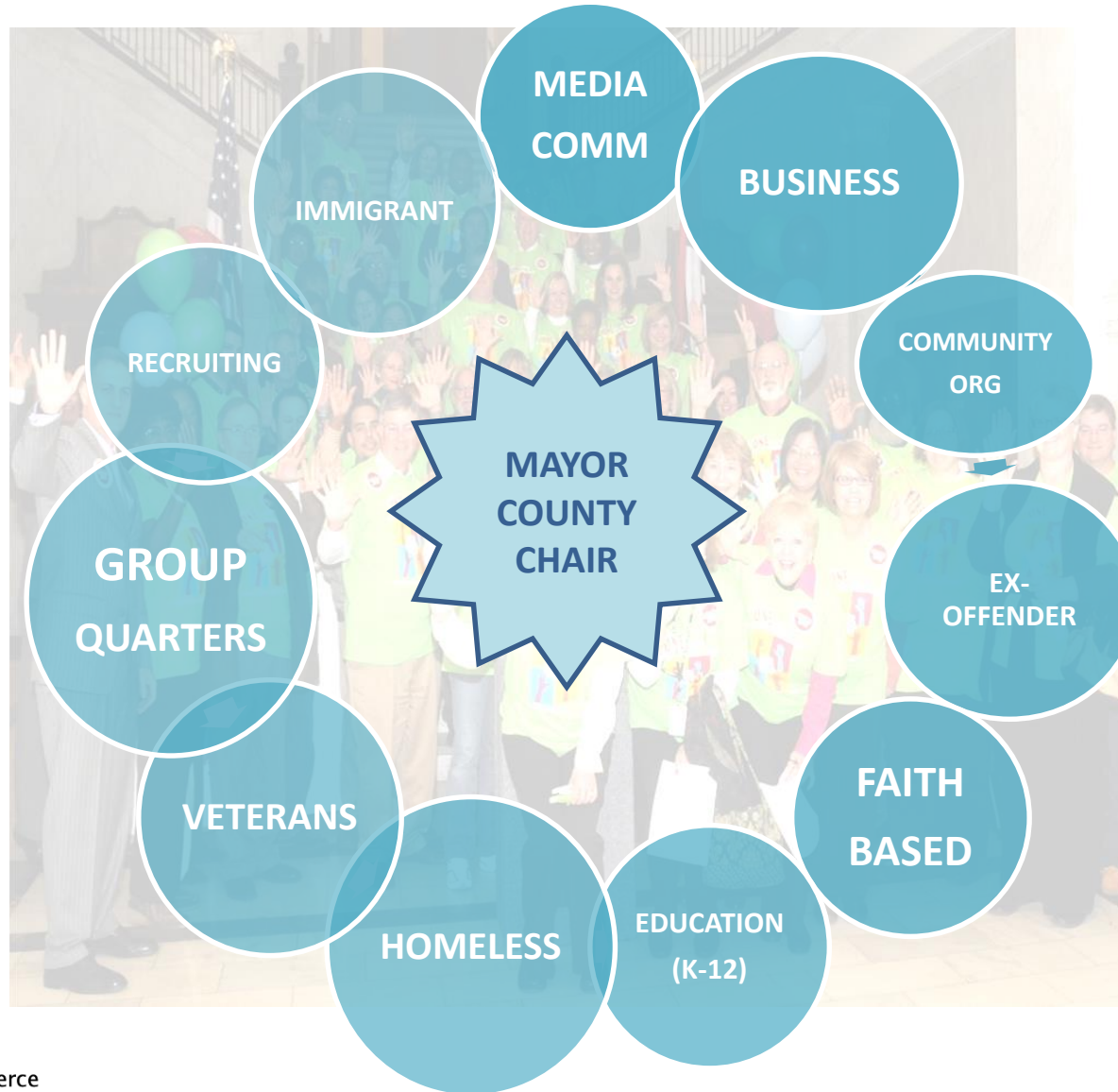
Census Staff

- 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

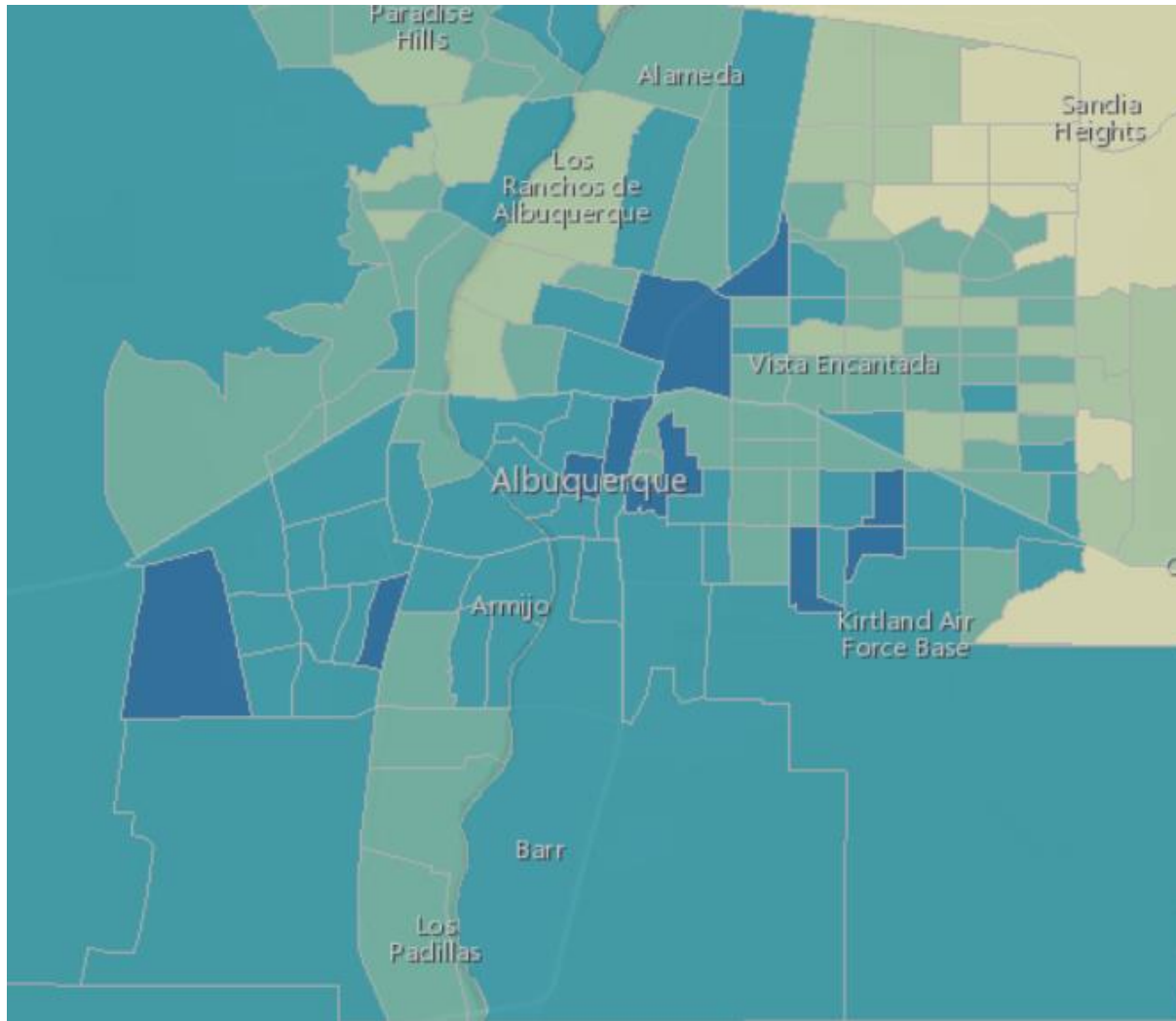
State/Local Community

- 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



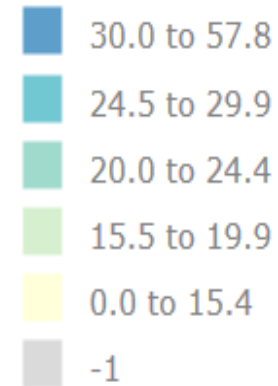
Response Outreach Area Mapper (ROAM)



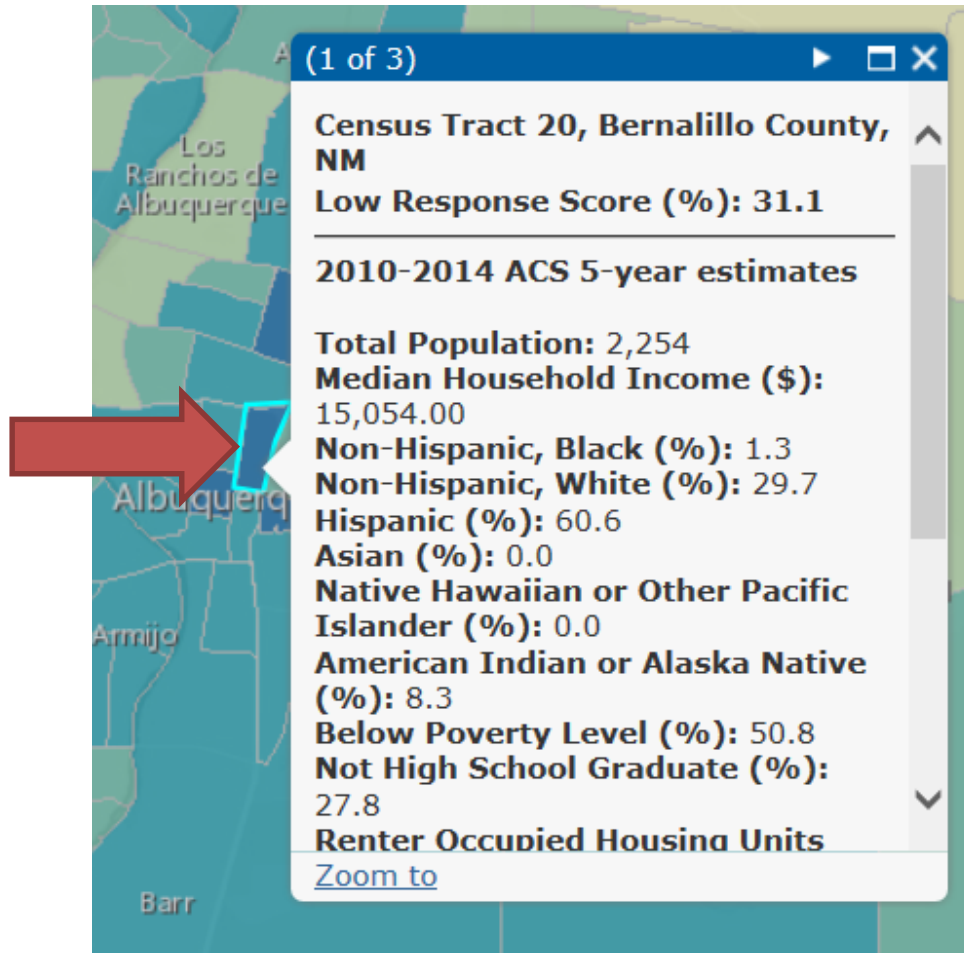
City of Albuquerque, NM

Low Response Score by Census Tract

Predicted Mail Non-Response Rate (%)



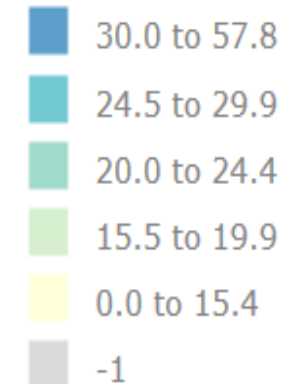
Low Response Score by Census Tract



Bernalillo County Census Tract

Low Response Score by Census Tract

Predicted Mail Non-Response Rate (%)



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



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



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instagram.com/uscensusbureau



pinterest.com/uscensusbureau



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