2020 Census: Complete Count Committees

Atlanta Regional Office
Managing Census Operations in
AL, FL, GA, LA, MS, NC, SC
The U.S. Constitution and Decennial Census

- Conducted every 10 years since 1790, as required by the U.S. Constitution. Article I, Section 2. "Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . .
- The 1790 counted 3.9 million inhabitants.
- U.S. marshals conducted the enumerations between 1790 and 1870.
- Specially trained enumerators carried out the census beginning in 1880.
Why We Ask You to Allocate Resources to the 2020 Census

• **Political Power**
  – Census is constitutionally mandated for re-apportionment of Congress
  – Census results are used for Redistricting at national, state, and local levels.

• **Money/Economic Impact**
  – Over $675 Billion/year is distributed to state and local governments using Census numbers (Over $4 Trillion over the decade).
Counting For Dollars Project 2020

Initial Analysis: 16 Large Census-guided Financial Assistance Programs

- In Fiscal Year (FY) 2015, the 50 states plus the District of Columbia received $589.7 billion from 16 large Census-guided programs, such as Medicaid, Highway Planning and Construction, the National School Lunch Program, and Head Start.

- For 15 of the 16 programs, the amount of funds a state received was guided by its 2010 Census count. The more accurate the state’s count, the more fair and equitable is its share of federal funds.
Census Data Are Used In Many Ways

- Forecasting of future transportation needs
- Determining areas eligible for housing assistance and rehabilitation loans
- Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
  - Education
  - Healthcare
  - Transportation
  - Social Services
  - Emergency response
- Designing facilities for people with disabilities, the elderly and children
Privacy and Confidentiality

• Under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.

• We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.

• The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.
It is important to note that the Census Bureau:

- never asks for your full Social Security number;
- never asks for money or a donation;
- never sends requests on behalf of a political party;
- never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.
Do You know that the Census Bureau Collects a Wide Variety of Data Every Month?

Demographics:
Age
Sex
Marital
Education
Housing
Health Ins and more

Business and Industry Data
Import/Exports
Employment
Government Data

Data at a variety of Geographic Levels:
National, State, County
City/Place
Tract
Block
Congressional Districts
The goal of the 2020 Census is to count everyone once, only once and in the right place.
New Initiatives for Census 2020 to help us reach our goal.

- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.

- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.

*The goal of the 2020 Census is to count everyone once, only once and in the right place.*
Ultimately, the success of the 2020 Census depends on everyone’s participation. One way to ensure success is by forming a Complete Count Committee.

State and local governments, businesses and community leaders form Complete Count Committees to encourage participation in their community. They develop an outreach plan tailored to the unique characteristics of their community. Then they work together to implement the plan.
Complete Count Committees

– Complete Count Committees conduct a wide range of possible activities. For example, they host promotional events, display census information in government buildings, include census messages on customer billing statements or other correspondence, and they network with community leaders to ensure everyone is involved.

– Opportunity to “tailor” the Census outreach and messaging to most effectively influence local communities.

– Involve all constituent groups, and use “trusted voices” of community leaders to encourage self-response.
Get Organized Right NOW!

• Households will begin to experience, by the end of 2018, some type of census operation such as address listing. These necessary operations verify the accuracy and location of each address.

• The immediate formulation of a CCC will ensure that local households are kept abreast of the various census operations before the information is nationally circulated.

• The more informed households are about the 2020 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of the successful enumeration in 2020.
What is the Structure of a CCC?

Highest elected officials or community leaders appoint chairpersons.

The Chairperson is the liaison or main source of contact between the CCC and the Census Bureau.

The chairperson collaborates with the highest elected official or community leader to select subcommittees and chairs of the subcommittees.
CCC Chairs and Subcommittee Chairs

- Choose a CCC committee chairperson who is committed, knowledgeable, and active in the community
- Select subcommittee chairpersons who are purpose-driven, result oriented, and get results
- Customize and design the committee to reflect a true snapshot of the community
- Include diverse perspectives to achieve objectives. Assess which groups—locally and nationally—are able to provide support and assistance
- Include Trusted Voices
Local Government CCC’s

Local government CCC’s should include members with experience in the following areas:

• Government
• Education
• Media
• Minority Organizations
• Community organizations
• Workforce developments
• Faith-based institutions
• Businesses
Community-based CCC’s

The Census Bureau encourages community leaders in hard-to-count areas to form CCC’s and include trusted voices from the community. Hard-to-count areas may, for example, have:
  • Hidden or overcrowded housing
  • Populations that speak little or no English
  • Off-campus apartments
  • New immigrant populations
  • High poverty areas
  • People displaced by natural disasters such as floods, fires, and hurricanes
Subcommittee Examples

- Government
- Education
- Faith-based
- Media
- Housing
- Recruiting
- Community-based organizations
- Business
- Senior Citizens
- Philanthropic
- Service Providers
The Undercount of Children

The 2010 Census child undercount is estimated to be about 1 million for children under 5.

- Children under 18 had a 1.7 percent net undercount.

Reasons

- The more complex the household is, the greater the risk that a child or other person in that household won’t be included on the census questionnaire.
- Examples of complex living situations include children living with grandparents or other relatives, or between two houses in a joint custody situation.
- Confusion, fear and misunderstanding of who should be counted at an address contribute to the undercount.
The Count of Children Has Large Funding Implications

• Census counts determine funding for:
  – Children’s Health Insurance
  – Medicaid
  – Special Education
  – Head Start
  – Foster Care Support
  – School Nutrition
  – Supplemental Nutrition Assistance
  – Housing Assistance
Solutions to the Undercount of Children

• Educate Parents and non-parent caregivers that any child in their household should be counted, including if the child’s living arrangements are divided among more than one household.

• Also, educate parents of children in dual households that children should be counted where they sleep the most.

• Develop education and awareness activities directed to young mothers and grandparents.

• Partner with advocacy groups and local community groups.

• Promote the Census Bureau’s Statistics in Schools Program to local schools.

• Educate Foster Parents about the importance.
Explore the Response Outreach Area Mapper Web Application

- The U.S. Census Bureau has released the Response Outreach Area Mapper (ROAM) web application.
- An interactive map to identify areas that typically have low response rates for censuses and surveys.
- Community planners and local officials can use the ROAM to plan, focus and allocate resources for the 2020 Census.
- Provides tract-level data.
Mayor’s Youth Council Active In Census
2010 Promotion

The Mayor’s Youth Council of North Little Rock kicked-off its Census 2010 promotion activities at McCain Mall where students set-up a Census information booth on Saturday, March 6th for Census Awareness Week.

This weekend was the first of four Saturdays in March that the Youth Council has committed to volunteer to manage this important Census information point. Since it was a beautiful Spring day on Saturday, we salute the high school students who volunteered to spend their Saturday afternoon telling people about the important reasons to return the Census questionnaires. Being located outside of Chick-Fil-A was a great location in the busy McCain Mall food court.

Mayor Hays Hosts Lunch with North Little Rock Faith Leaders

On February 16, North Little Rock Mayor Patrick H. Hays hosted an Census 2010 information lunch for almost 30 pastors and ministers. Held just after a February snow storm that canceled school and closed City offices, the event was celebrated as a success by the participants who joined the City’s outreach to make sure that every City resident is counted in the Census.

Seminole Co FL,-March to the Mailbox 2010

Seminole Town Center 2010
Awareness Event

Seminole County Wekiva Riverfest
2010 Census Event Photo

2010 Lakewood NJ Article Photo on Participation rates
How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

What to Expect in the Mail

When it’s time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you’ll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we’ll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

What We Will Send in the Mail

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
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<tbody>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
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<tr>
<td>March 26-April 3</td>
<td>If you haven’t responded yet;</td>
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<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
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We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.
How the Census Bureau Will Support You

• We will provide staff from our regional offices to work directly with each Complete Count Committee.
• We will provide information, assist you in forming committees and subcommittees, and participate in local events and activities.
• We provide a guide for 2020 Census Complete Count Committees on our website at https://census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

• As the 2020 Census gets closer, the Census Bureau will also launch a robust communications campaign. We’ll use advertisements, conduct outreach. You can leverage our efforts in your own community through your Complete Count Committee.
Recruiting/Hiring Challenges

• Now an online application and assessment is required for 2020 Census hourly positions (paid weekly). website 2020census.gov/jobs

• Expected challenges from the online process
  – Applicants who do not have computer or smart phone access
  – Applicants who do not have internet access or easy internet access
  – Applicants who are not tech-savvy and possibly intimidated by the process
  – Applicants who do not have email addresses
Census Recruiting Help Needed

- Free space with computers
- Free space with good internet access
- Preferably, ADA accessible space
- Spread the word about jobs
Where to Direct Interested Applicants for 2020 Census Positions

www.usajobs.gov

Or

2020census.gov/jobs

Or

Toll Free Jobs Line

1-855-JOB-2020

(1-855-562-2020) or (1-855-889-8932)
Next Steps

- Continue to Identify and/or finalize your list of CCC members
- Inform the Census Bureau Partnership staff of the selected Chairperson, Committee members, Subcommittee chairpersons and members
- Schedule a Census workshop on CCC Workplans and Strategies.