

# 2020 CENSUS YOUR COMMUNITIES COUNT!



## Atlanta Regional Office

Managing Census Operations in  
AL, FL, GA, LA, MS, NC, SC

United States  
**Census**  
**2020**

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

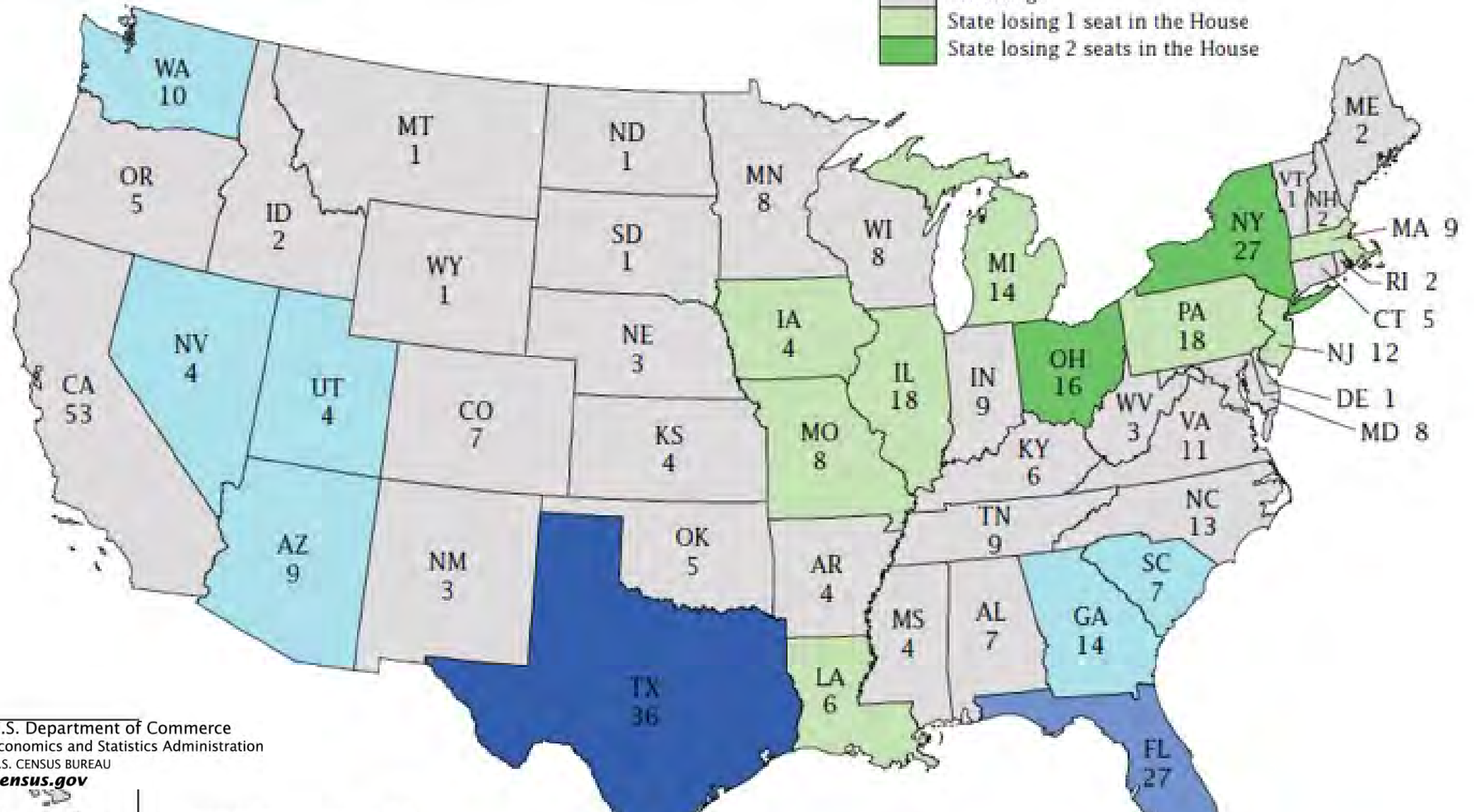
*The goal of Census 2020 is to  
count everyone once,  
only once and in the right  
place.*

**EVERYONE COUNTS!**



Change from 2000 to 2010

- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House



# Impact to Your Community

## Why We Ask You to Allocate Resources to the 2020 Census

- Political Representation
  - 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).

**THE GEORGE WASHINGTON UNIVERSITY**

WASHINGTON, DC

**Counting for Dollars 2020**

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

**Florida**

Total Program Obligations: \$29,283,302,687

Per Capita: \$1,445 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$10,266,089,747
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$6,222,206,787
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$5,688,711,691
20.205	Highway Planning and Construction	DOT	Grants	States	\$1,860,502,977
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$868,850,000
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$779,073,828
10.555	National School Lunch Program	USDA	Grants	States	\$745,669,520
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$635,914,958
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$566,046,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$380,669,166
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$359,815,341
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$303,572,466
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$214,787,047
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$187,321,000
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$133,414,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$70,658,159

PEOPLE  
MATTERS



COUNTS  
MATTER

# FL RESPONSE RATE VS MIAMI-DADE COUNTY

STATE/COUNTY	2000	2010
<b>FLORIDA</b>	<b>71%</b>	<b>74%</b>
<b>Miami-Dade</b>	<b>70%</b>	<b>72%</b>

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**≥82%**

# 2020 Census Design

## Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

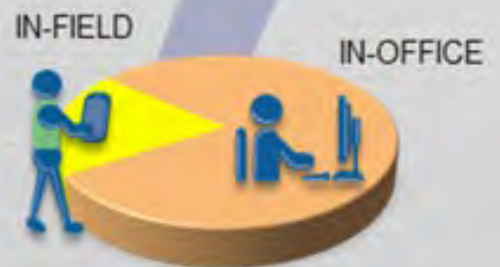
## Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

## Establish Where to Count

Identify all addresses where people could live



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes



## Release Census Results

Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



# 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.





# Privacy and Confidentiality

It is important  
to note that  
the Census  
Bureau:

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never asks for your full Social Security number;

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never asks for money or a donation;

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never sends requests on behalf of a political party;

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never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.

# Census Bureau Collects a Wide Variety of Data Surveys



Demographics:  
Age  
Sex  
Marital  
Education  
Housing  
Health Ins and more



Business and  
Industry Data  
Import/Exports  
Employment  
Government Data

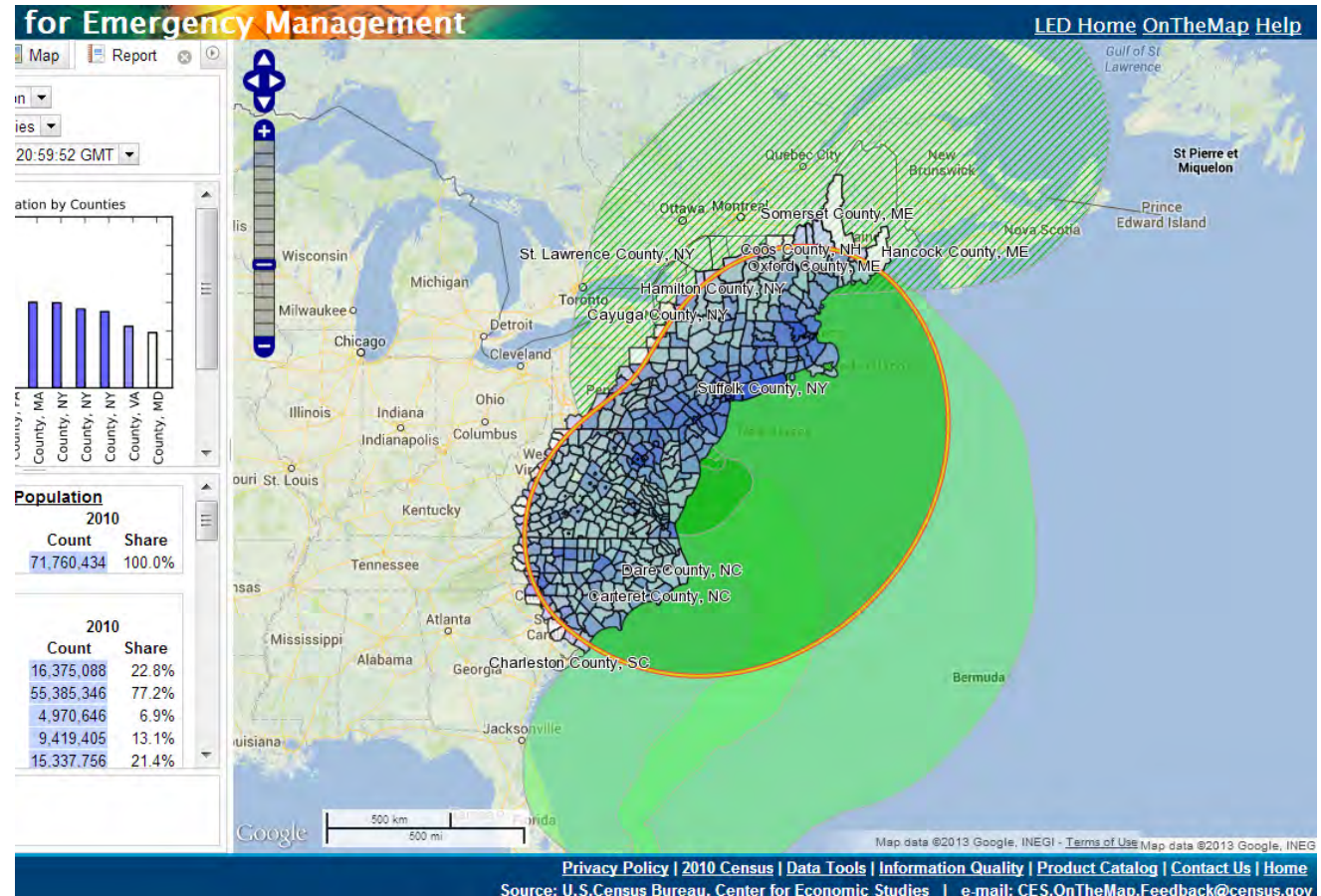
Standard Hierarchy of Census Geographic Entities



Data at a variety of  
Geographic Levels:  
National, State, County  
City/Place  
Tract  
Block  
Congressional Districts

# 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



# 2020 Census New Initiatives

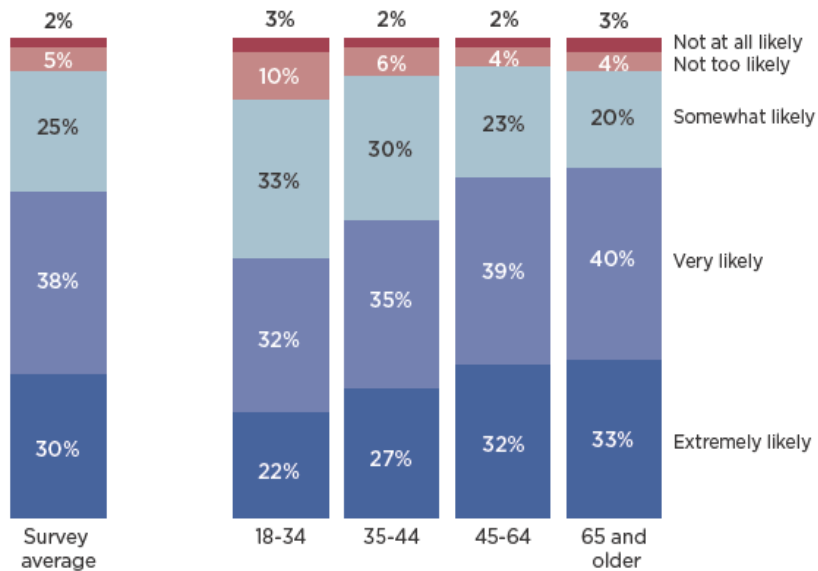
- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.
- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.



*The goal of the 2020 Census is to count everyone once, only once and in the right place.*

# 2020 Census New Initiatives

## How Likely Would You Be to Fill Out the Census Form?



Notes: All estimates were rounded so that the sum of estimates equals 100 percent.



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

Source: 2020 Census Barriers, Attitudes,  
and Motivators Study (CBAMS)  
Public Use Microdata Sample



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# Self Response



Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>
Internet First	1	March 12, 2020
	2	March 13, 2020
	3	March 19, 2020
	4	March 20, 2020
Internet Choice	N/A	March 13, 2020



# Geographic Partnership Programs

- Accurate Census data comes from accurate geographic data, including addresses and boundaries. Local governments are the best sources for address and boundary data.
- Local government participation in **2020 Geographic Partnership Programs** provide opportunities to work together to ensure the best and most useful results possible.



# 2020 New Construction Program

- **Local Update of Census Addresses (LUCA)** – Partner review period March-July 2018 (120 days). Feedback to participants in August 2019.
- **New Construction** – Program to add newly constructed housing unit addresses to Census; planned for August-November 2019.
- **Boundary and Annexation Survey (BAS)** – Annual survey. Partner review period January-May.
- **Participant Statistical Areas Program (PSAP)** – To edit/change tracts, block groups, and other statistical geographies for 2020 tabulations. (Review period planned for February-June 2019)

# 2020 New Construction Program

- Non-Title 13.
- Decennial program designed to capture new addresses for housing units that will be habitable on Census Day (April 1, 2020).
- Address submissions will require either:
  - State/County/Tract/Block Geocodes or
  - Latitude/Longitude Coordinates
- Available in Self-Response Type of Enumeration areas.
  - New addresses in non-Self-Response areas will be captured during field operations.
- Tentatively scheduled: August-November 2019.

# Overview of Complete Count Committees (CCCs)

- 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.
- Their focus is to encourage individuals in their community to self respond online, on the phone or by mail (if they received a questionnaire by mail)



# 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:

- Children 5yrs old and under
- 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



# Get Organized Right NOW!

- Households will begin to experience, by the summer of 2019, 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.



# Prepare for 2020 Census, Now!

- Host or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Allocate funding for this public education and outreach campaign.
- Raise awareness by including census information in speeches, newsletters, social media posts, podcasts, email blast, utility bills, bulletin boards, signs, bill boards, mailings, and add census links on web sites.
- Issue a proclamation announcing your CCC signaling the start of the public education and outreach campaign.
- U. S. Census Bureau will have a national education, marketing and advertising campaign.
- Help recruit census workers when jobs become available.







# 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 will provide a guide for 2020 Census Complete Count Committees. In the meantime, you can refer to a Complete Count Committee [guide](#) and [other information available online](#) from the 2010 Census for historical reference. Keep a big change in mind though: we'll primarily ask people to respond to the 2020 Census online (not by mail).
- 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.



# 2020census.gov/jobs

**1-855-JOB-2020**  
**(1-855-562-2020)**

Federal Relay Service: (800) 877-8339 TTY / ASCII  
[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.

The U.S. Census Bureau is an Equal Opportunity Employer.

# WHO DO WE NEED?

## **Administrative Manager (AM)**

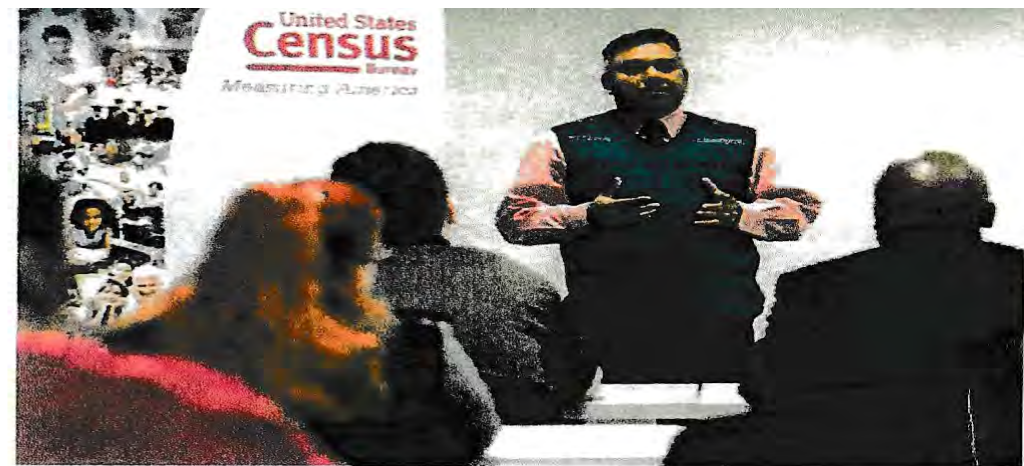
The AM is responsible for office administrative activities, including personnel and payroll operations for the assigned office. AMs are responsible for administrative support of all staff. Specifically, the AM is responsible for processing applications for thousands of applicants, managing applicant selection (telephone interviewing and making job offers), processing personnel actions for several hundred or more hires, and processing payroll for several hundred or more employees a week, at peak.

## **Area Census Office Manager (ACOM)**

The ACOM leads a team of census managers assigned to the Area Census Office (ACO). ACOMs are responsible for ensuring that 2020 Census field and office operations are completed within budget, on schedule, and meet quality standards. The ACO management team will be responsible for recruiting office and field staff, managing personnel payroll activities, and technology functions. Additionally, the ACOM supervises and manages hundreds of field staff involved in updating address lists, conducting interviews, and performing other follow-up activities.

## **Census Field Manager (CFM)**

The CFM manages various field data collection activities. Specifically, the CFM is responsible for training, supervising, and managing several hundred field staff involved in activities such as updating address lists and maps, conducting in-person interviews, and performing other follow-up activities. Additionally, the CFM will train, supervise, and manage office staff.



## **IT Manager (IT)**

The IT Manager is responsible for managing technology used by hundreds of field staff and dozens of office staff. Specifically, the IT Manager is responsible for troubleshooting, evaluating, analyzing, and coordinating automation operations, supporting both office and field activities (including support of mobile devices used by field staff). Additionally, the IT Manager will train and supervise office staff to assist in the IT support function.

## **Recruiting Manager (RM)**

The RM is responsible for ensuring that qualified applicants are recruited to fill field and office positions. The RM is responsible for the development of an ACO recruiting plan that will provide guidance to the office in the recruitment of thousands of applicants. The RM is also responsible for recruiting, training, and managing recruiting support staff, including dozens of field recruiting assistants and office support staff. The recruiting assistants will work at the grass roots level to get the word out about jobs.



# Contact Information

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