2020 Census: What You Should Know and Do Now

Jennifer Pope, Partnership Specialist
Dallas Regional Census Center/Field Division/Denver Region
Presenter

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Agenda

• Greetings
• Census Overview
• Timeline of Activities
• Complete Count Committee Basics
• Determining Local Resource Needs
• Critical Next Steps and Q&A
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

OFFICIAL RESULTS 2010

GAINED
Arizona +1
Florida +2
Georgia +1
Nevada +1
South Carolina +1
Texas +4
Utah +1
Washington +1

LOST
Illinois -1
Iowa -1
Louisiana -1
Massachusetts -1
Michigan -1
Missouri -1
New Jersey -1
New York -2
Ohio -2
Pennsylvania -1
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. Census results 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
Distribution of Resources

• Distribution of more than $675 billion annually in federal funds
• Redistricting of state legislative districts
• Forecasting of future transportation needs
• Determining areas eligible for housing assistance and rehabilitation loans
• Designing facilities for people with disabilities, the elderly and children
Texas receives over $43 billion dollars per year based on Decennial Census data.

The per capita allocation is $1,578.

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.
Key Data Collection Dates

- Nov – 2019
- April 2018
- January-Feb 2019
- Aug – Oct 2019
- Jan-Aug-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
What’s Happening in 2019

- Recruiting NOW – 2020census.gov/jobs
- Open Early Area Census Offices in Houston and San Antonio (January-February 2019)
- Open houses for EACO nationwide
- Open Area Census Offices (ACOs) in Texas (June, July, August)
- CCCs begin community organization mobilization
- August-October Address Canvassing begins (Statewide: 550 listers projected)
- Recruiting for Operations in 2020-enumerators (Fall, 2019)
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.
Structure of a Complete Count Committee

The Mayor or Highest Elected Official appoints the members of the CCC based on their ability to:

• Communicate to Hard To Count
• Bring Resources to the table
• Approve initiatives
• Influence
• Allocate sufficient time
• Represent all races/ethnicities in a non-partisan manner
• Create coalitions
Complete Count Committee Formation
Response Outreach Area Mapper (ROAM)
census.gov/roam
Critical Steps What’s Next 2018 - Early 2019

- Highest elected official or community leader determines CCCs structure and appoints a Committee Chair.
- CCCs receive 2020 Census training.
- CCCs develop strategy and work plan.
- City Council passes a resolution in support of 2020
Don’t Forget the Children!!!

Counting Young Children in the 2020 Census

_Counting everyone once, only once, and in the right place_

An estimated 5 percent of kids under the age of 5 weren’t counted in the 2010 Census. That’s about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here’s what our research tells us about why young children are missed and what you can do to help make sure they are counted.

**Common situations where young children aren’t counted**

**How you can help?**
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs
You can help.

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

jennifer.pope@2020census.gov

972.978.0679