2020 Census Overview

Baltimore Data Day 2018

University of Baltimore’s Thumel Business Center
Baltimore, MD

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1-844-507-2020
Philadelphia Region
U.S. Census Bureau
2020 DECENNIAL CENSUS

The 2020 Census is coming

And

Every one counts
US Census Bureau

Measuring America: People, Places and our Economy

- Leading source of statistical information about the nation’s people, places, and economy, providing not only snapshots of the nation’s population size and growth, but also detailed portraits of the changing characteristics of our communities.

- Primary source of economic and demographic data for the U.S.
The Decennial Census
Purposes and Uses of Census data

- **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
- **Drawing** congressional and state legislative districts, school districts and voting precincts
- **Enforcing** voting rights and civil rights legislation
- **Distributing** over $675 billion federal dollars to states and local governments
- **Informing** planning decisions of federal, tribal, state and local government
- **Informing** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
Largest Federal Programs that use Population and Income Data as Factors

- Medical Assistance Program (Medicaid)
- Unemployment Insurance
- Highway Planning and Construction
- Supplemental Nutrition Assistance Program (SNAP)
- Supplemental Nutrition Prog. for Women, Infants & Children (WIC)
- Temporary Assistance for Needy Families
- Federal Pell Grant Program
- Title 1 Grants to Local Educational Agencies
- Special Education Grants to States
- National School Lunch Program
- Head Start
- Health Center Program
- Foster Care/Child Care and Development Fund
2020 Census Goals

Goals

✓ To count everyone once, only once, and in the right place

What’s New

✓ We’re maximizing outreach by using both traditional and new media
✓ We’re offering and encouraging people to respond online, by mail or by phone
✓ We’re providing our fieldworkers with handheld devices for collecting Census data.
✓ We’re utilizing automated systems for recruiting, training, and payroll.
2020 Census Design

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

- Conduct a nationwide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation

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
- Get local government input

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

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
Maryland LUCA Participation Status

The State has Registered

Legend
County Status
- Registered
- Declined
- Boundary

Current as of: 3/15/2018
Our Timeline

- **In-Field Address Canvassing**
  - *August 2019 – October 2019*

- **Group Quarters**
  - *February 2020 – July 2020*

- **Census Day**
  - *April 1, 2020*

- **Internet Self Response**
  - *March 2020 – July 2020*

- **Update Leave**
  - *March 2020 – April 2020*

- **Nonresponse Follow-up**
  - *April 2020 – July 2020*
ACO Job Title & Descriptions

- **Area Census Office Manager** – Responsible for the general supervision and administration of the office.
- **Census Field Manager** – Responsible for accomplishing production and quality goals in field operations under their span of control. Conducts individual and group training sessions for their personnel as necessary.
- **Administration Manager** – Responsible for administrative functions, such as personnel, payroll and supply. Manages and monitors all office requisitioning, equipment and shipping.
- **IT Manager** – Leads all office computing environment, mobile computing environment, and automation support efforts.
- **Recruiting Manager** – Oversees the recruiting and testing of job applicants for field position and clerks.
- **Recruiting Assistant** - Assists in recruiting and testing job applicants.
- **Census Field Supervisor** - Appoints, trains, and supervises Enumerators that are engaged in data collection.
- **Office Operations Supervisor** – Coordinates, supervises, and oversees the work of office clerks in specific functional areas.
- **Enumerator** - Locally hired workers who perform field enumeration activities in and around their respective neighborhoods.
- **Clerk** - Office clerks perform a wide variety of clerical functions in support of field data collection, recruiting, payroll/personnel, automation technology, and quality assurance operations.
## Maryland ACO Pay Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>Average Pay Rates (subject to change)</th>
<th>Staffing Timeline (Peak Operations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area Census Office Manager</td>
<td>$31.50-$37.50</td>
<td>June 2019</td>
</tr>
<tr>
<td>Census Field Manager</td>
<td>$23.50-$27.50</td>
<td>June 2019</td>
</tr>
<tr>
<td>Administration Manager</td>
<td>$23.00-$27.50</td>
<td>June 2019</td>
</tr>
<tr>
<td>IT Manager</td>
<td>$23.00-$27.50</td>
<td>June 2019</td>
</tr>
<tr>
<td>Recruiting Manager</td>
<td>$23.00-$27.50</td>
<td>June 2019</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>$20.50-$24.00</td>
<td>August 2019</td>
</tr>
<tr>
<td>Census Field Supervisor</td>
<td>$20.50-$24.00</td>
<td>February 2020</td>
</tr>
<tr>
<td>Office Operations Supervisor</td>
<td>$19.00-$22.50</td>
<td>July 2019</td>
</tr>
<tr>
<td>Enumerator</td>
<td>$18.50-$22.00</td>
<td>March 2020</td>
</tr>
<tr>
<td>Clerk</td>
<td>$15.00-$17.50</td>
<td>September 2019</td>
</tr>
</tbody>
</table>
Changes and Challenges

- Declining participation in Surveys
- Distrust of Government
- Privacy Concerns/ Identify Theft
- New Residents, Immigrants and Languages
- Large college Population
- Seasonal Populations
- Gated Communities
- Homeless Population

- Locked Buildings
- Lack of Time to Participate in Surveys
- Group Quarters Challenges
- Military Population Areas
- Significant government population in DC metro area
- Lack of connectivity (e.g. Computer, internet, etc.)
- 2020 Presidential Election impact
The Census is Confidential

- All responses to Census Bureau surveys and Censuses are confidential and protected under Title 13 of the U.S. Code. Under this law Census Bureau is required to keep respondent information confidential.
- We will never share a respondent’s personal information with immigration and law enforcement agencies like FBI or Police or allow it to be used to determine their eligibility for government benefit.
- Under Title 13, U.U. Code, all Census Bureau employee swear a lifetime Oath to protect respondent data.
Educate and Motivate Households to Respond

- Households are notified to respond to the 2020 Census in Spring of 2020
- One person responds for the entire household
- Response can be completed by mail, online, or telephone
- Households that do not respond will be visited by a census enumerator
Educate and Motivate Households to Respond

- Trusted partners can motivate households to participate in the Census
- Trusted partners can develop localized messaging that explains the benefits and uses of the census
- Trusted partners can explain the confidentiality of census data
Your Role in the 2020 Census

- Agree to help with Outreach Campaign in the community to PROMOTE 2020 CENSUS and motivate them to respond online
- Agree to participate on the Complete Count Committee as a member
- Provide Recruiting Assistance by identifying Census job Applicants
- Request 2020 Census Exhibits, Presentations, Seminars/Workshops
- Volunteer as a speaker to deliver the 2020 Census messages
- Host a Census meeting
Partnership Initiatives

- Complete Count Committees
- American Indian and Alaska Native Program
- Community/State and Local Networks
- Faith-Based Community Outreach
- Foreign Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Trusted Voices
- Mobile Response Program
- Thank You Campaign
Municipal Complete Count Committee

A Municipal Complete Count Committee is a mutually beneficial partnership – at the highest level—within each city. The mayor often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:

- Communicates the importance of the census through local messaging.
- Raises awareness of the census throughout the city.
- Motivates every household in the city to participate in the census by completing the questionnaire thoroughly and in a timely manner.
- Increases the city’s self-response rate.

The size of the Complete Count Committee is determined by each city. In addition, mayors and city councils may allocate funding to support the activities of the CCC. Cities view this funding as a sound investment in the future. Failure to count residents could result in a substantial loss of revenue for the next decade.
Municipal Complete Committees

**SUGGESTED MUNICIPAL CCC MEMBERSHIP**

- Mayor or Designee (Chair)
- Heads of Public School System
- Heads of Relevant Government Agencies and Departments
- Heads of Regional Associations
- Council Members from Priority Target Areas
- Heads of Community Organizations
- Representatives from Faith-Based Organizations
- Heads of Large Universities/Colleges
- State CCC Representative
- Deputy Director
- Executive Director
- Heads of Business Associations

*Partnership Specialist is advisor and Census liaison to Municipal CCC’s*
CCC AT A GLANCE

- Our goal is complete and accurate count
- Success depends on everyone’s participation
- State complete count commissions encourage counties, cities, towns, other state agencies especially in the welfare, education, aging, and health arenas to form CCC.
- The work best done when a CCC includes a Cross-Section community representatives.
Questions 2020 Census Operations and Positions?

Contact us:
Recruiting Hotline - 1-888-480-1639

Philadelphia Regional Census Center- 1-844-507-2020

Email us at - philadelphia.rcc.partnership@census.gov
Thank you