

# 2020 Census: Partnership Updates

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# The Decennial Census

## Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People.



Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

**Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...**

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.

## Primary Uses of Decennial Census Data:

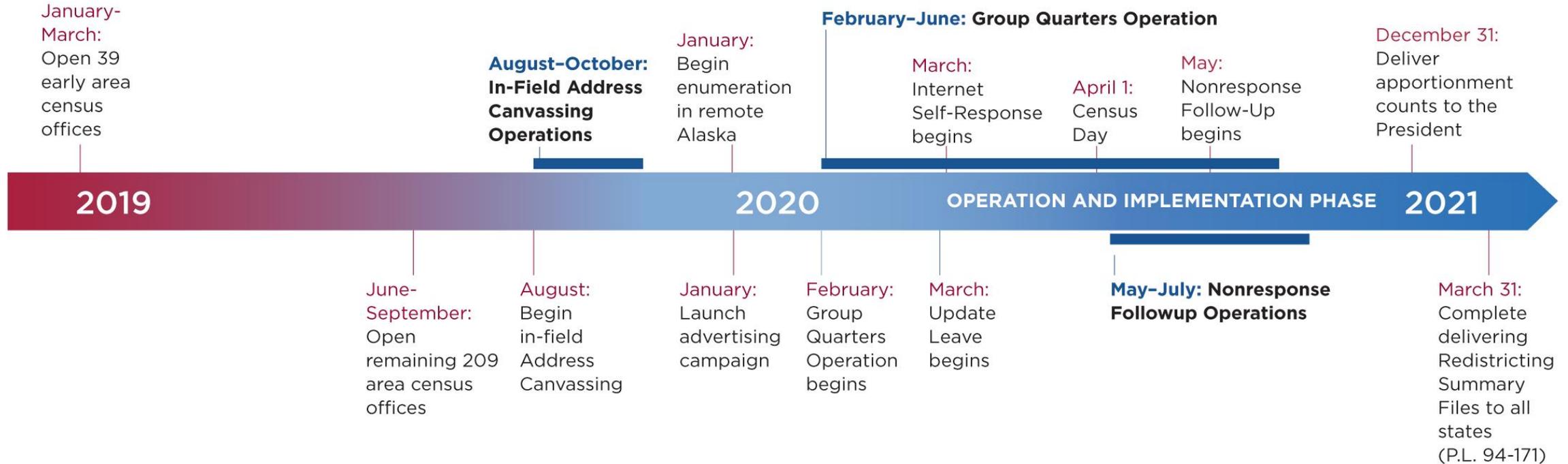
- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution.
- Draw congressional and state legislative districts, school districts, and voting precincts.
- Distribute more than \$675 billion federal dollars annually to states.
- Inform federal, tribal, state, and local government planning decisions.
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market).

# 2020 Census

## A Complete and Accurate Count of the Population and Housing

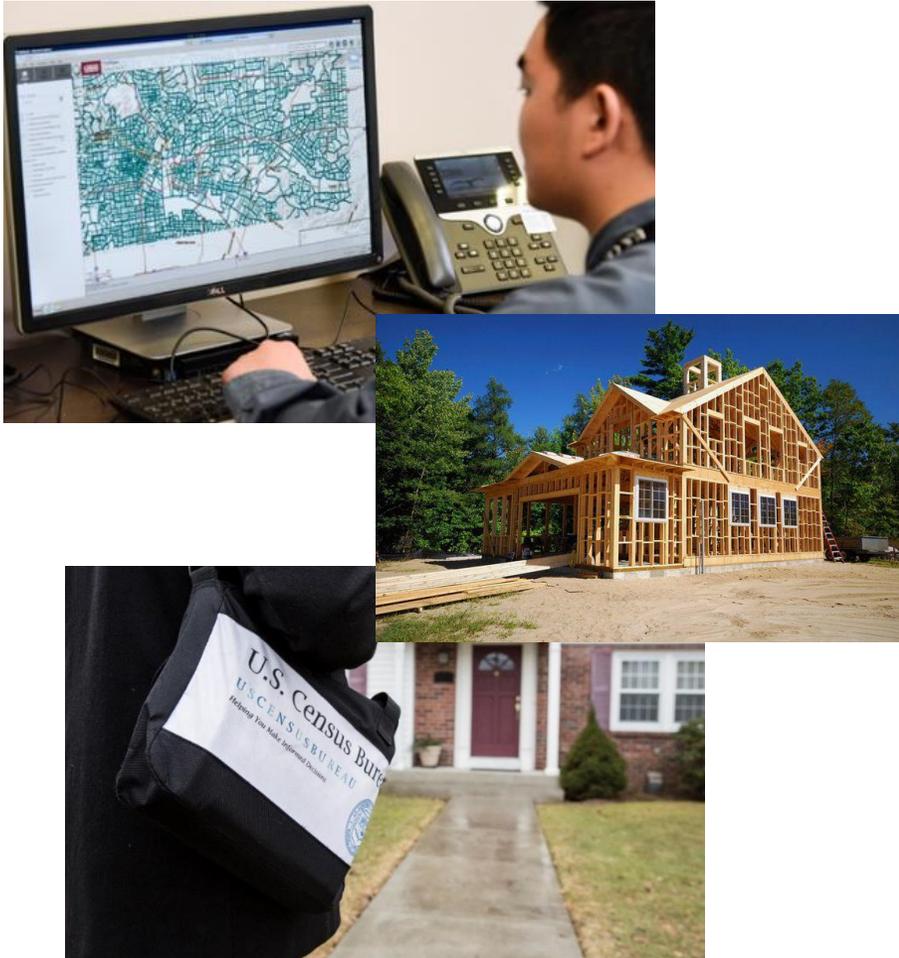


# High Level Timeline for the 2020 Census



# 2020 Census

## Establish Where to Count—Address Frame Development



**Development for the 2020 Census Master Address File (MAF) started with the 2010 Census Base.**

### **U.S. Postal Service (USPS) Delivery Sequence File (DSF)**

- Updates from USPS twice per year.

### **Geographic Support System Partnership Programs**

- Support and maintenance of the geographic and cartographic infrastructure.

### **Boundary and Annexation Survey**

- Annual survey to collect information about selected legally defined geographic areas.

### **In Office Address Canvassing**

- Examination of all Housing units using Aerial Imagery, Administrative Records, and information provided by State and Local Governments.

### **Local Update of Census Addresses (LUCA)**

- Opportunity for tribal, state, and local governments to review and comment on the residential address list.

### **New Construction Program**

- Opportunity for tribal, state, and local governments to update the Census Bureau's residential address list with living quarters for which construction is in progress during or after March 1, 2018, and completion is expected by Census Day, April 1, 2020.

# Counting 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 use the secure online response option

We're providing our fieldworkers with handheld devices for collecting Census data.

We're utilizing automated systems for recruiting, training, and payroll.

# 2020 Census

## When We Start Mailing

### What You Need to Know

- Initial invitations to respond to the 2020 Census will start arriving by U.S. mail on March 12.
- These will be followed by up to four additional mailings if a household has not self-responded.
- Every household that has not responded by the fourth mailing will receive a paper questionnaire arriving by U.S. mail starting on April 8.
- People who live in areas with low Internet connectivity will receive a paper questionnaire in their first mailing.
- Regardless of how households are invited to respond, respondents will be able to respond by any of the three modes—online, by phone, or by paper.





# 2020 Census

## Data Are Confidential

**CENSUS 101**

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# Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



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### Responses are confidential, safe, and secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census are protected by federal law.
- All Census Bureau staff take a lifetime oath to protect your personal information and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

### There are no exceptions.

- The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way.

- The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits.
- Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

### We will never ask for:

- Your full social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your full bank or credit card account numbers.

# 2020 Census Cybersecurity—Your Data Are Safe and Secure



## Cybersecurity Focus

- From the beginning when a respondent answers to the end when the data products are released, data are encrypted, safe, and secure.
- The Census Bureau is partnering with the federal intelligence community (DHS, FBI, NSA) and industry experts to protect the data we collect and maintain.
- Follow industry best practices to protect our networks from external threats and secure data inside the network.
- Advanced ability to continually identify, protect, detect, respond, and recover from possible cyber threats.
- Continuously improve our security posture.

# How the 2020 Census will invite everyone to respond

- 95% of households will receive their census invitation in the mail between March 12-20
- Almost 5% of household will receive their census invitation when a census taker with drop it off (Update Leave)
- A 2<sup>nd</sup> reminder letter will arrive at the respondents address between March 16-24
- **If you have not responded**, the household will receive a Postcard between March 26-April 3
- If you still haven't responded, **another reminder letter and a paper questionnaire will be sent April 8-16**
- **A final reminder postcard will be sent to all households that have not responded between April 20-27 before we follow in person.**

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# 2020 Census

## How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by paper form, or in person.

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



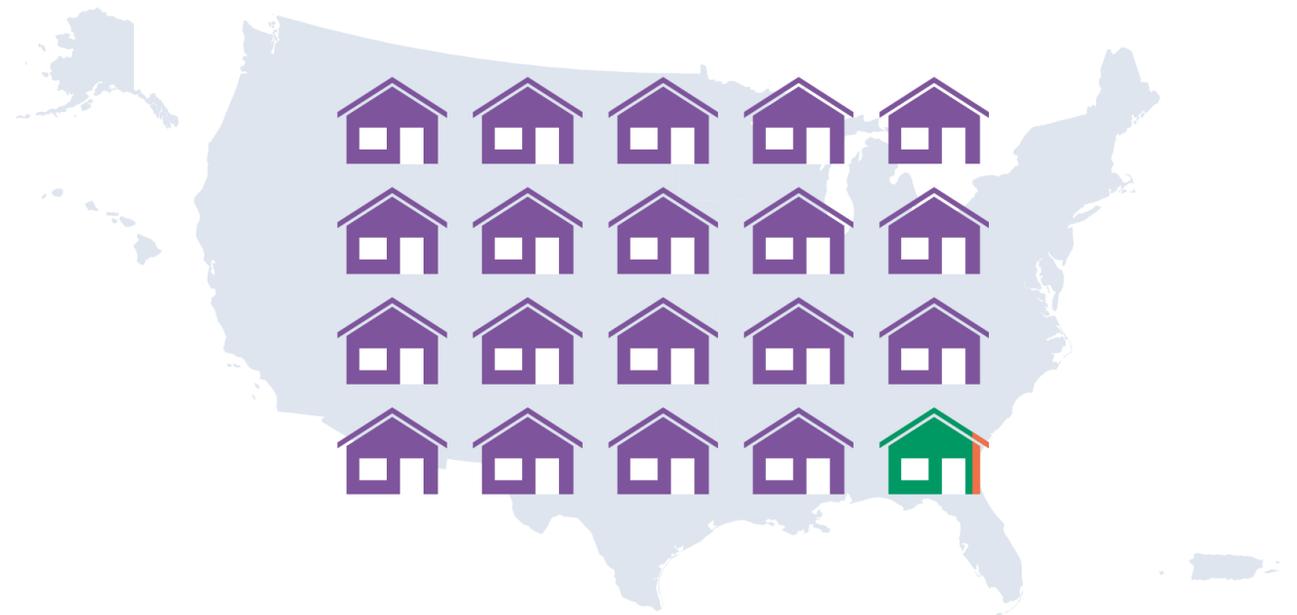
**95%** of households will receive their census invitation in the mail.



**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 post office 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.



# 2020 Census Community Partnership Engagement Program (CPEP)

## Partnership

### What You Can Do To Help

- Join us as a partner and become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions in our region to effectively reach everyone and encourage them to respond to the 2020 Census.
- Our partners are integral in building a location list of missions, shelters, soup kitchens, emergency and transitional shelters, and outdoor locations where people experiencing homelessness congregate.
- You are the trusted voices! Your support can help ensure that your community and constituents are accurately counted and represented in the 2020 Census.



### How can I learn more?

- Visit <[www.census.gov/partners](http://www.census.gov/partners)>.
- For the latest updates on the 2020 Census, visit <[www.2020census.gov](http://www.2020census.gov)>.



# Philadelphia Region: Metro DC Partnership Staff

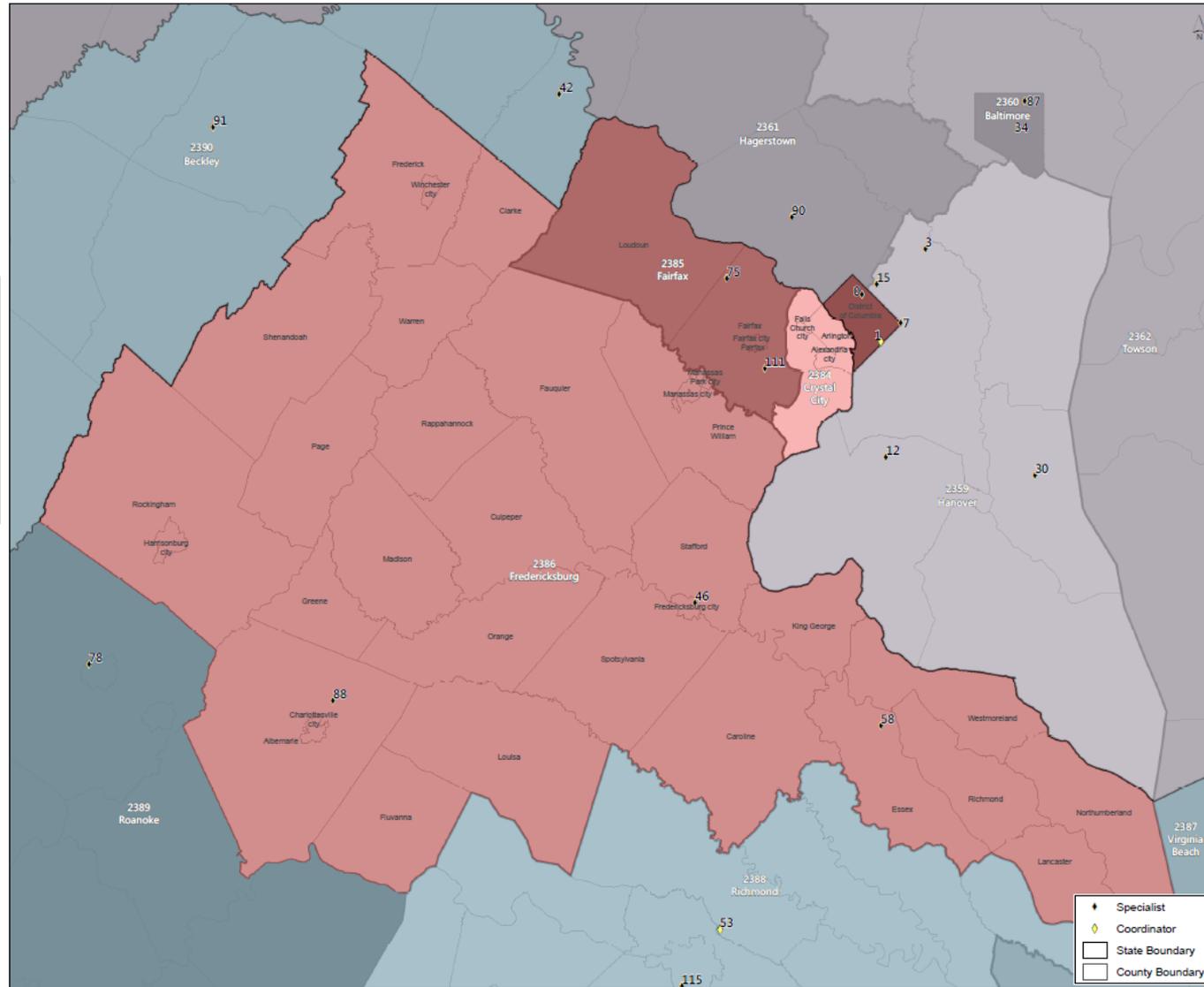
## Partnership Specialist Locations

Philadelphia Regional Census Center

Date: 6/11/2019

Fredericksburg, Fairfax, Crystal City, D.C.

ID	Name
0	Nelsi Calimeno
1	Eduardo Guity
7	Nun Othman Yousif
46	George Millsaps
58	Shannon Ellis
75	Alvenia McQueen
88	Kathleen O'Connell
111	Noelle Holloman



**Opening  
Soon!!**

**Wave 1, Fairfax Office (Now Open)**

**Wave 2, Virginia: Crystal City,  
Fredericksburg, Virginia Beach, Roanoke**

**Wave 2, Maryland and DC: Towson,  
Hagerstown, Baltimore, Hanover & District  
of Columbia**

**Each represents thousands of jobs that  
helps individuals and communities**

# The Census is Hiring

<https://www.census.gov/about/regions/philadelphia/jobs/all.html>

<https://www.usajobs.gov>

<https://www.census.gov/jobs>

<https://2020census.gov/en/jobs>

The Census Bureau is working towards meeting the goal of hiring 1501 Partnership Specialist around the country.

There will be position in IT, Clerks, Office Managers, Census Tackers and much more, see provided links for more information

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# 2020 Census

## In Field Address Canvassing Operations

### What You Need to Know

- Temporary Census Bureau employees, known as Listers, walk the streets of designated census blocks.
- Listers will knock on doors and, using laptops, verify addresses in the Census' MAF in preparation for the 2020 count.
- Listers will attempt to contact every structure to ask about living quarters.
- In-field operation begins in August 2019 and concludes in October 2019.



# 2020 Census Integrated Partnership and Communications Operation

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet.
- Raise and keep awareness high throughout the entire 2020 Census to encourage response.



# 2020 Census

## Special Populations—Service-Based Enumerations, Enumeration at Transitory Locations, Prison Populations

### Service-Based Enumeration

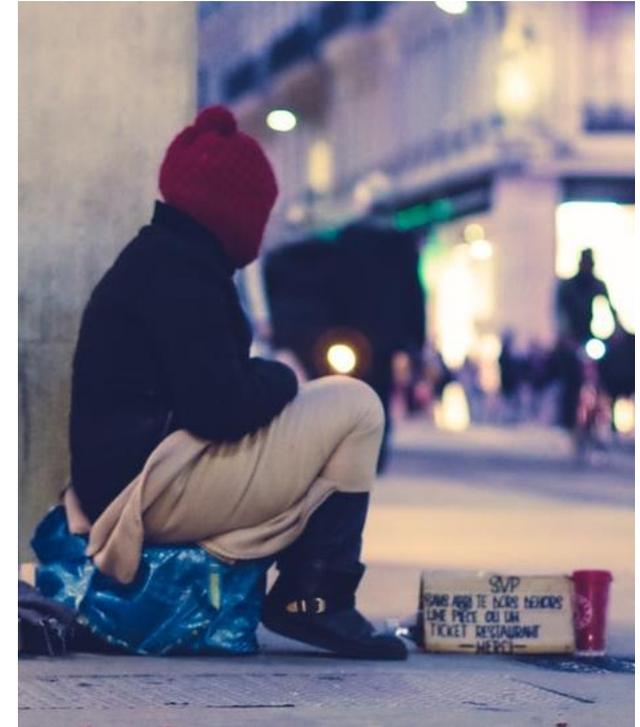
- Provides an opportunity for people without conventional housing or people experiencing homelessness to be included in the census by enumerating them at places where they receive services or at preidentified outdoor locations.
  - Missions, hotels and motels used as shelters, and places for children who are runaways, neglected, or experiencing homelessness.
  - Soup kitchens that offer meals to people experiencing homelessness.
  - Regularly scheduled mobile food vans.
  - Emergency and transitional shelters for people experiencing homelessness.
  - Targeted nonsheltered outdoor locations.

### Enumeration at Transitory Locations

- Highly mobile populations that do not have a usual home elsewhere (i.e., campgrounds, recreational vehicle parks, marinas, hotels and motels, racetracks, circuses, or carnivals).

### People in Correctional Facilities for Adults

- Prisoners are counted at the correctional facility.
- The Census Bureau will make available a bulk geocoding service in order to assist states in their goals of reallocating their own prisoner population counts.
- California has enacted legislation requiring the Department of Corrections to report the home addresses of incarcerated people to the Citizens Redistricting Commission so that the commission may count incarcerated people at home for redistricting purposes.



# 2020 Census

## Nonresponse Follow-up

### What You Need to Know

- Temporary Census Bureau employees, known as census takers, determine the housing unit status for addresses that do not self-respond to the 2020 Census.
- Census takers will personally visit housing units to count or enumerate the households.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-field operation begins in May 2020 and concludes in July 2020.



# www.2020census.gov

Language Options: English

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HELP US COUNT EVERYONE

## Why It Matters

Hospitals. Fire departments. Schools. Even roads and highways. The census can shape many different aspects of your community. Each year, the results help determine how more than \$675 billion in federal funding is distributed to states and communities. It's also mandated by the Constitution: The U.S. has counted its population every 10 years since 1790.

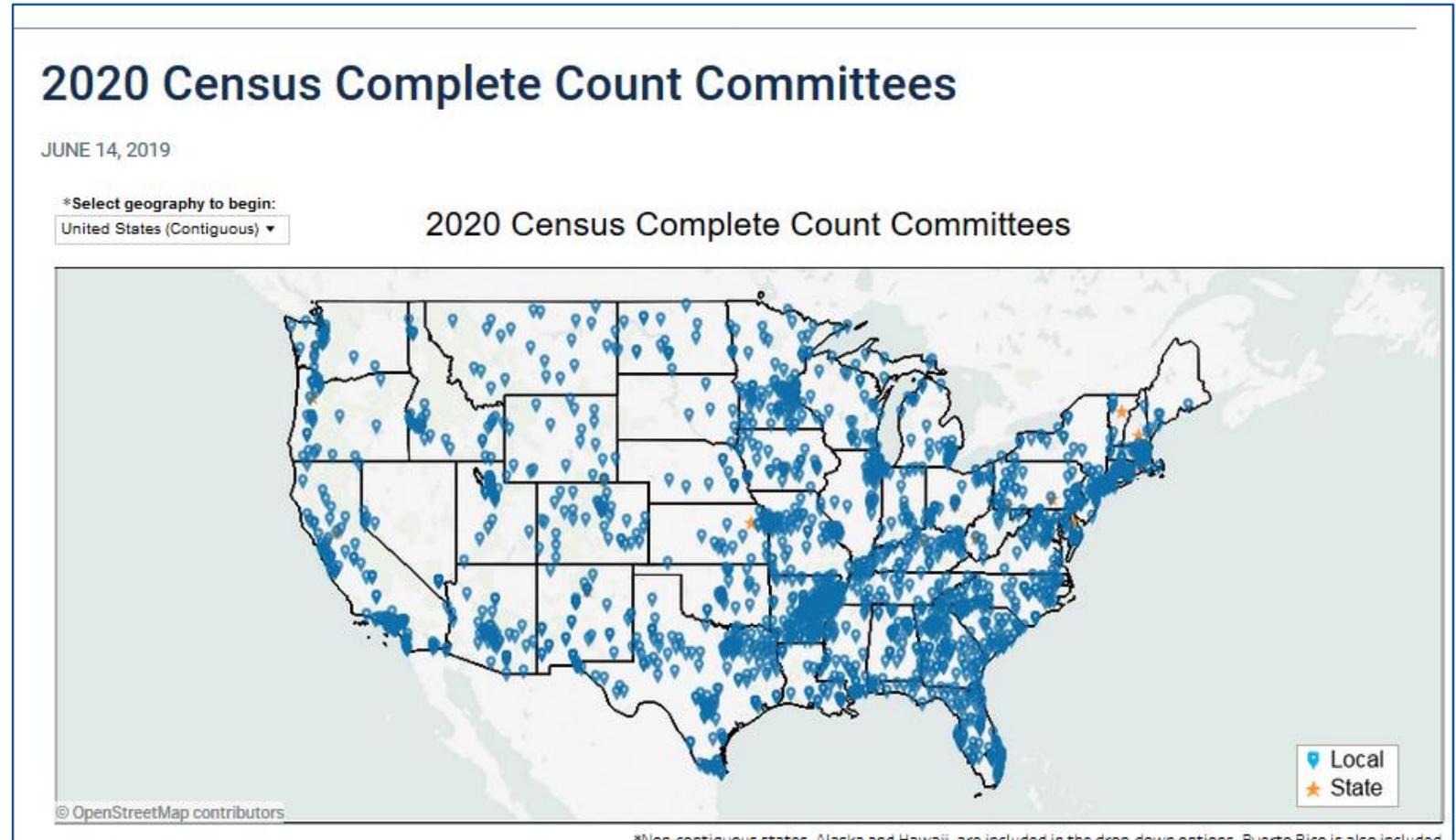
Shape Your Future: The 2020 Cen...

Is this page helpful? Yes No

# SCCCs and CCCs

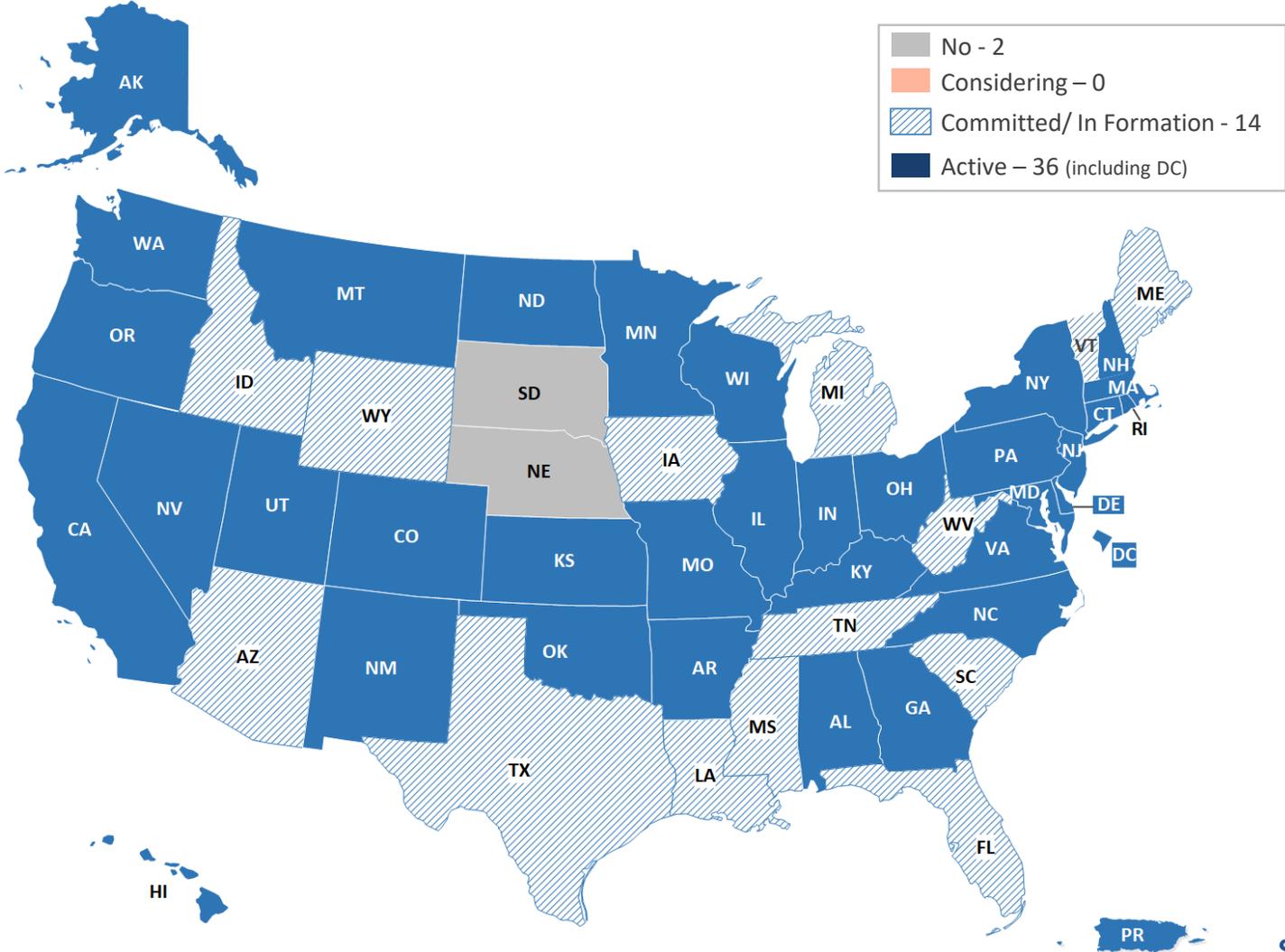
Census.gov [Map](#) Includes:

- SCCC and CCCs
- POCs with email address and/or phone number for most records
- table with national alphabetical listing of host organizations
- Updated weekly
- CPEP HQ continues weekly data hygiene



# 2020 Census: State Complete Count Commissions (SCCC)

Data current as of:  
June 20, 2019



# Thank You!!!

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# Questions?

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