

2020 Census Briefing

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2020 Census

- ✓ U.S. Constitutional Mandate, Article 1, Section 2
- ✓ Every 10 years ending in zero since 1790
- ✓ Apportion seats in the U.S. House of Representatives
- ✓ Conduct redistricting at the federal, state, and local levels
- ✓ Distribute over \$675 billion federal dollars to state and local governments
- ✓ Increasingly diverse and growing population
 - ✓ 330 million people
 - ✓ Over 140 million housing units
- ✓ Confidential
 - ✓ Responses are protected by Federal Law
 - ✓ Responses are only used to produce statistics

US Code Title 13

- ✓ Private information is never published, including names, addresses (including GPS coordinates), and telephone numbers.
- ✓ The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- ✓ Census Bureau employees are sworn to protect confidentiality for life.
- ✓ Violating Title 13 is a serious federal crime. **Violators are subject to severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.**

2020 Census Goals

Goals

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

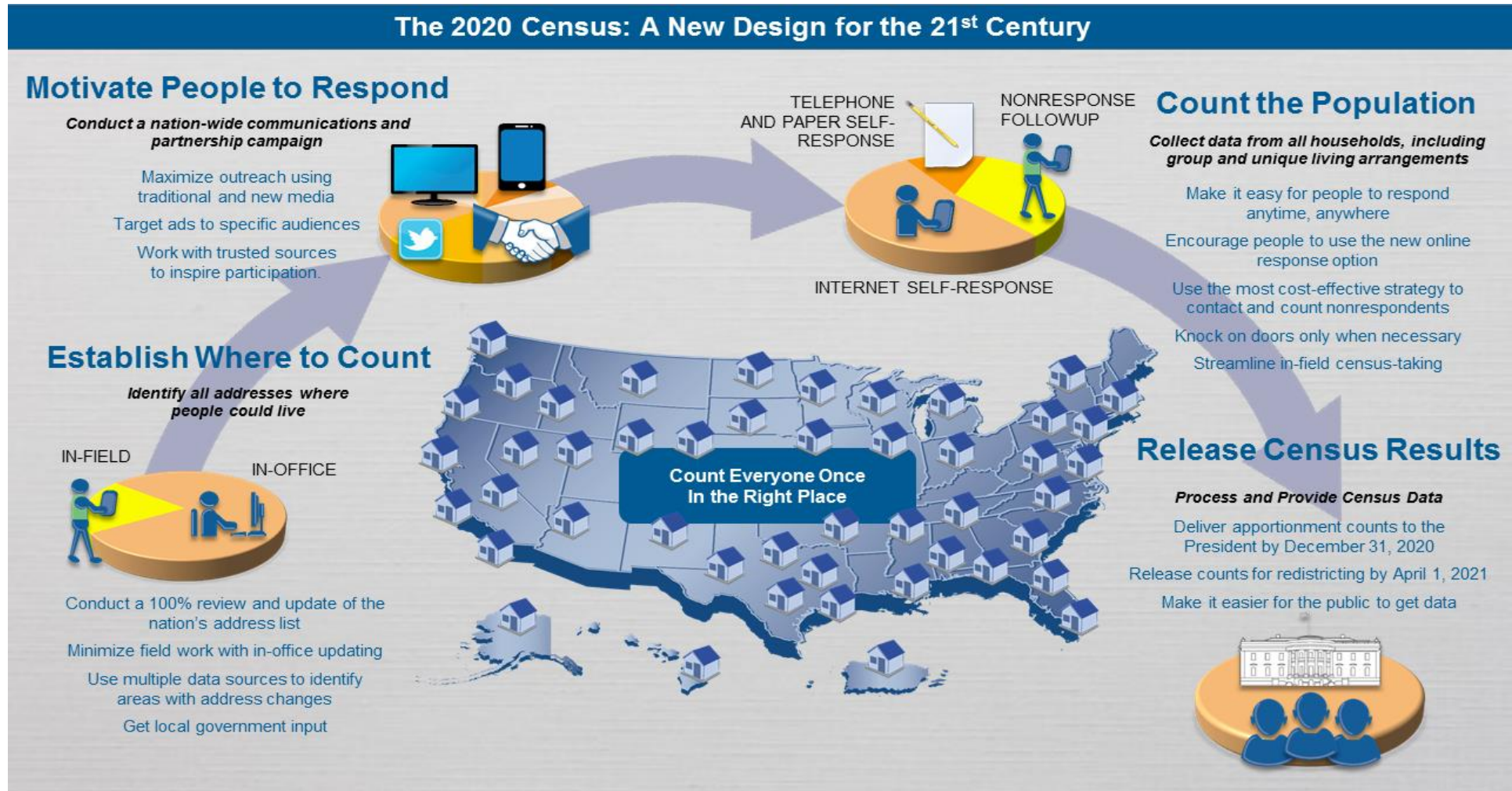
Objective

- ✓ To conduct the 2020 with the same high quality as the 2010 design

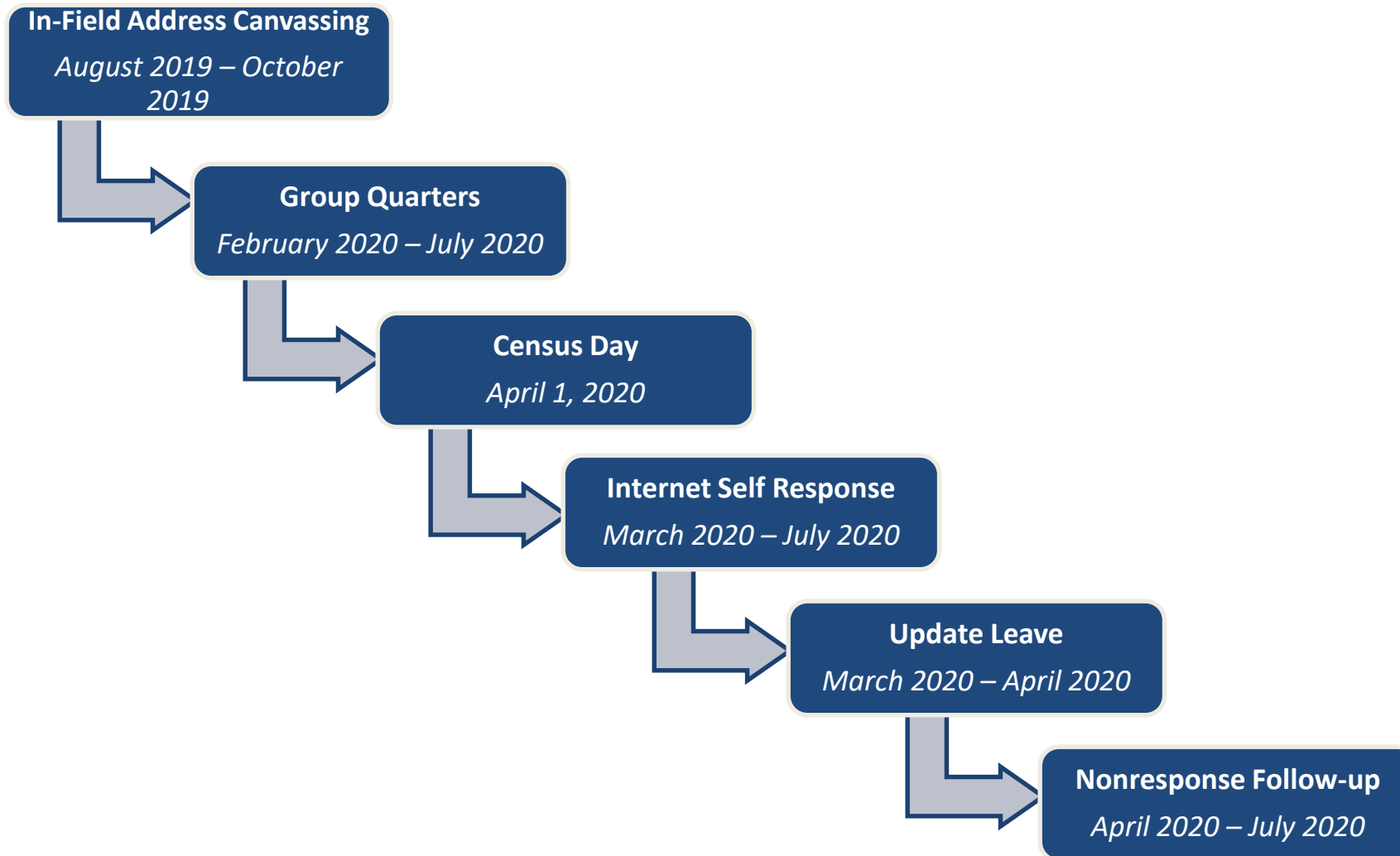
What's New

- ✓ 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.

Design for 2020 Census



2020 Census Timeline



Area Census Offices

- ✓ Baltimore
- ✓ Hanover
- ✓ Towson
- ✓ Hagerstown
- ✓ Washington, D.C.
- ✓ Fairfax
- ✓ Crystal City
- ✓ Fredericksburg
- ✓ Richmond
- ✓ Roanoke
- ✓ Virginia Beach

2020 Census Employment Opportunities

ACO Based Positions

- ✓ Area Census Office Manager
- ✓ Lead Census Field Manager
- ✓ Census Field Managers
- ✓ Administration Manager
- ✓ IT Manager
- ✓ Recruiting Manager
- ✓ Office Operations Supervisors
- ✓ Clerks

Field Bases Positions

- ✓ Regional Technicians
- ✓ Partnership Specialist
- ✓ Address Lister
- ✓ Enumerator
- ✓ Recruiting Assistant
- ✓ Census Field Supervisor

2020 Census Employment Pay Scale in Maryland

Position	Average Pay Rates	Starting Timeline
Area Census Office Manager	\$31.50 - \$37.50	June 2019
Lead Census Office Manager	\$27.00 - \$32.00	June 2019
Census Field Manager	\$23.00 - \$27.50	March 2019
Administration Manager	\$23.00 - \$27.50	June 2019
IT Manager	\$23.00 - \$27.50	June 2019
Recruiting Manager	\$23.00 - \$27.50	June 2019
Recruiting Assistants	\$20.50 - \$24.00	January 2019
Census Field Supervisor	\$20.50 - \$24.00	June 2019
Census Operations Supervisor	\$19.00 - \$22.50	July/August 2019
Enumerator	\$18.50 - \$22.00	June 2019
Clerk	\$15.00 - \$17.50	September 2019
Regional Technician	GS 7 – 12	Posted
Partnership Specialist	GS 7 - 12	Ongoing

2020 Census Challenges

- ✓ Constrained fiscal environment
- ✓ Rapidly changing use of technology
- ✓ Distrust in government
- ✓ Declining response rates
- ✓ Increasingly diverse population
- ✓ Informal, complex living arrangements
- ✓ A mobile population

Overcoming 2020 Census Obstacles

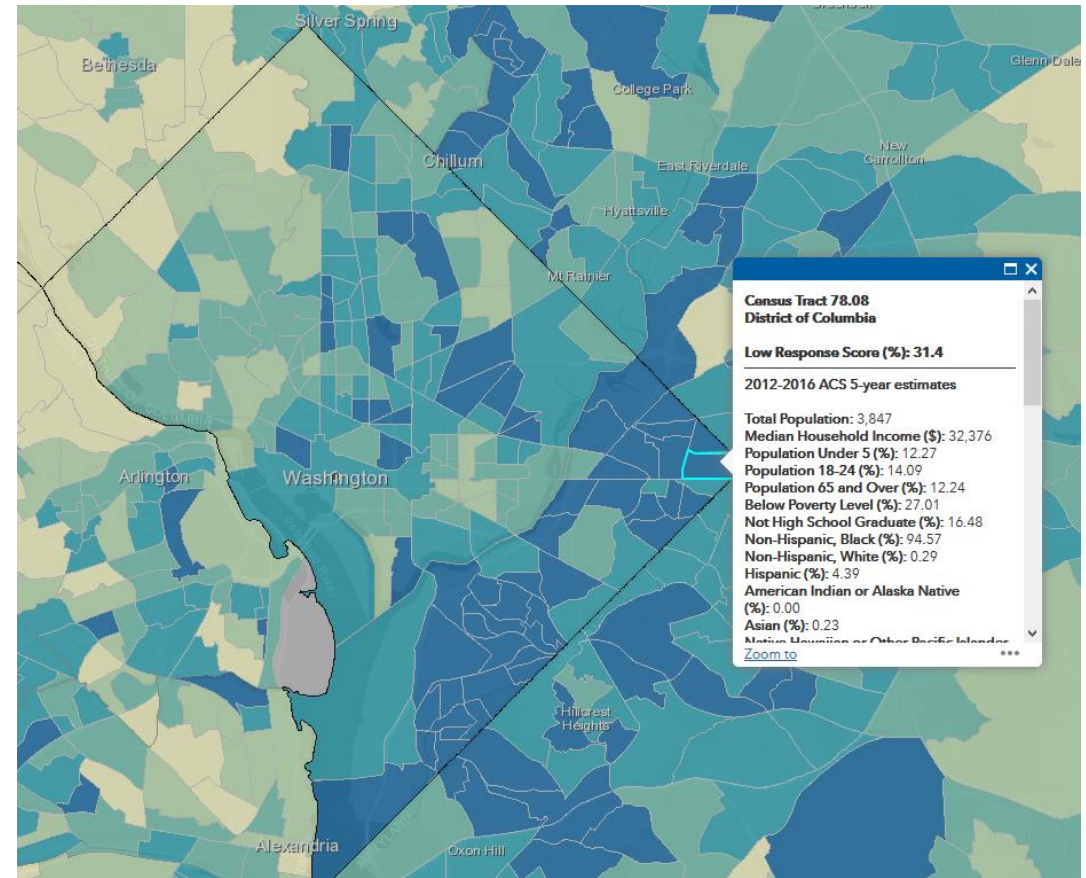
- ✓ Identifying Hard to Count Areas
- ✓ Partnership Efforts
- ✓ Effective Messaging
 - ✓ 2020 Census Employment Opportunities
 - ✓ Responding to the 2020 Census
- ✓ Complete Count Committees

Respondent Outreach Area Mapper

Planning database

- ✓ Select 2010 Decennial Census Data
- ✓ Select 2010-2014 5-year American Community Survey (ACS) estimates
- ✓ Census block group and tract levels of geography
- ✓ Available to the Public

[Census.gov/roam](https://www.census.gov/roam)



The Low Response Score (LRS) is a metric developed by the Census Bureau to classify geographic areas according to their propensity to self-respond in survey and censuses. The LRS predicts the mail non-response rate. The score is updated yearly and the data is derived from the 2011-2015 American Community Survey and the 2010 Census data

Responding to the 2020 Census Language Assistance

- ✓ Internet Self-Response
 - ✓ 12 Non-English Languages: Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- ✓ Census Questionnaire Assistance (telephone and other customer channels)
 - ✓ 12 Non-English Languages: Spanish, Chinese (Mandarin, Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese (includes telecommunication device for the deaf)

Responding to the 2020 Census Language Assistance

- ✓ Enumerator Instrument, Bilingual Paper Questionnaire, Bilingual Mailing, Field Enumeration Materials
 - ✓ Spanish
- ✓ Language Glossaries and Language Identification Cards
 - ✓ 59 Non-English Languages
- ✓ Language Guides (Video and Print)
 - ✓ 59 Non-English Languages
 - ✓ Includes American Sign Language, braille, and large print
- ✓ Hiring at the community level

Overcoming Obstacles through Partnerships

- ✓ Elected Officials
- ✓ Colleges and Universities
- ✓ School Districts
- ✓ Libraries
- ✓ Governments Offices
- ✓ Community Organizations and Associations
- ✓ Media Outlets
- ✓ Businesses

Trusted Voices will encourage participation

Partnership Activity Examples

- ✓ Participate in a Complete Count Committee
- ✓ Host events
- ✓ Allow the Census Bureau to Participate in events
 - ✓ Speaking Opportunities
 - ✓ Presence at events
- ✓ Share the Census Message
 - ✓ Social Media
 - ✓ Newsletters
- ✓ Assist with Census Operations
 - ✓ Recruiting assessments
 - ✓ Response activities

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

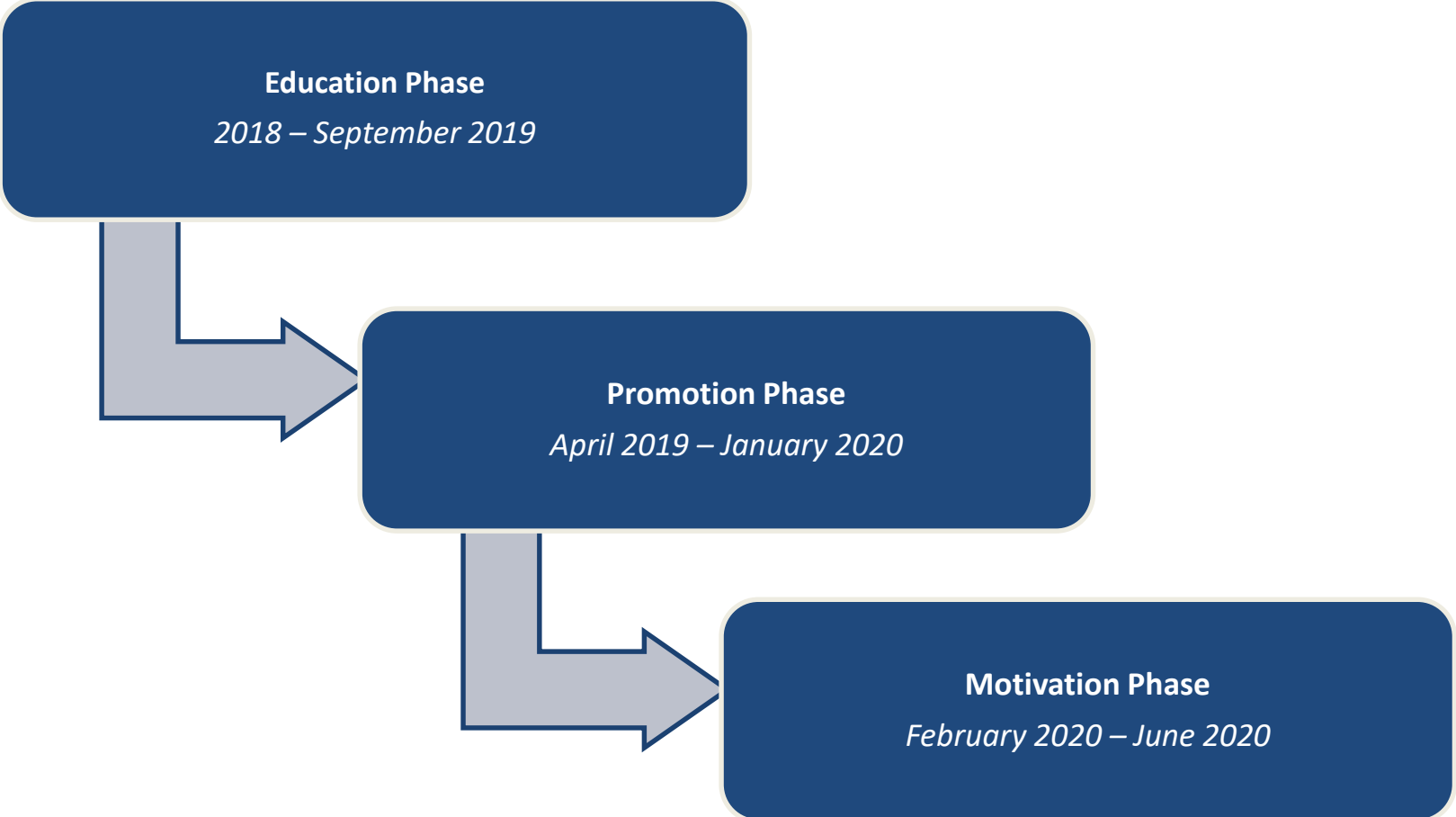
Complete Count Committees

- ✓ Comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response to the 2020 Census.
- ✓ Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

Complete Count Committee Activities

- ✓ Holding CCC kickoff meetings with media briefings
- ✓ Participating in Census rallies or parades
- ✓ Coordinating Census participation in events
- ✓ Encouraging the use of Statistics in Schools classroom resources
- ✓ Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- ✓ Helping recruit census workers when jobs become available

2020 Census Complete Count Committee Timeline



Looking Ahead to Census 2020

2018

- ✓ Partnership Program - Launch of the Partnership Program
- ✓ Recruitment Begins (Fall)

2019

- ✓ Open Wave 1 Field Offices (Jan – Feb)
- ✓ Open Wave 2 Field Offices (Jun – Sep)
- ✓ Complete Count Committees - Complete Formation of SCCC/CCCs

2020

- ✓ Advertising - Begins in early 2020
- ✓ Census Day - April 1, 2020
- ✓ Nonresponse Follow-up - Begins in March and continues through July
- ✓ Apportionment Counts to the President - December 31, 2020

2021

- ✓ Redistricting Counts to the States - By March 31, 2021

Questions?