2020 Census

Paul Reyes, Partnership Coordinator
New York Regional Office

Mission and Purpose

Mission

To serve as the nation's leading provider of quality data about its people and economy.

Purpose

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

Count everyone once, only once and in the right place.

U.S. Census Bureau

- Largest statistical agency in the U.S.
- Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau Surveys and Programs
  - Demographic Programs
    - Decennial Census
    - American Community Survey
    - Current Population Survey
    - American Housing Survey
  - Economic Programs
    - Economic Census (Years ending in 2 & 7)
    - Census of Governments (Years ending in 2 & 7)

2020 Census

- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Counts every resident in the United States where they live and sleep most of the time
- 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.**

Uses of Census Information

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines how more than $675 billion dollars in federal funding are spent on infrastructure, programs and services each year
- Informs government, business and community planning and decisions
- Provides business and nonprofit organization with critical information for planning decisions
- Provides population benchmarks for nearly every other United States survey

Design for 2020 Census

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

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.

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

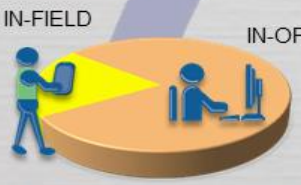
Use the most cost-effective strategy to contact and count nonrespondents

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

Get local government input

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

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

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

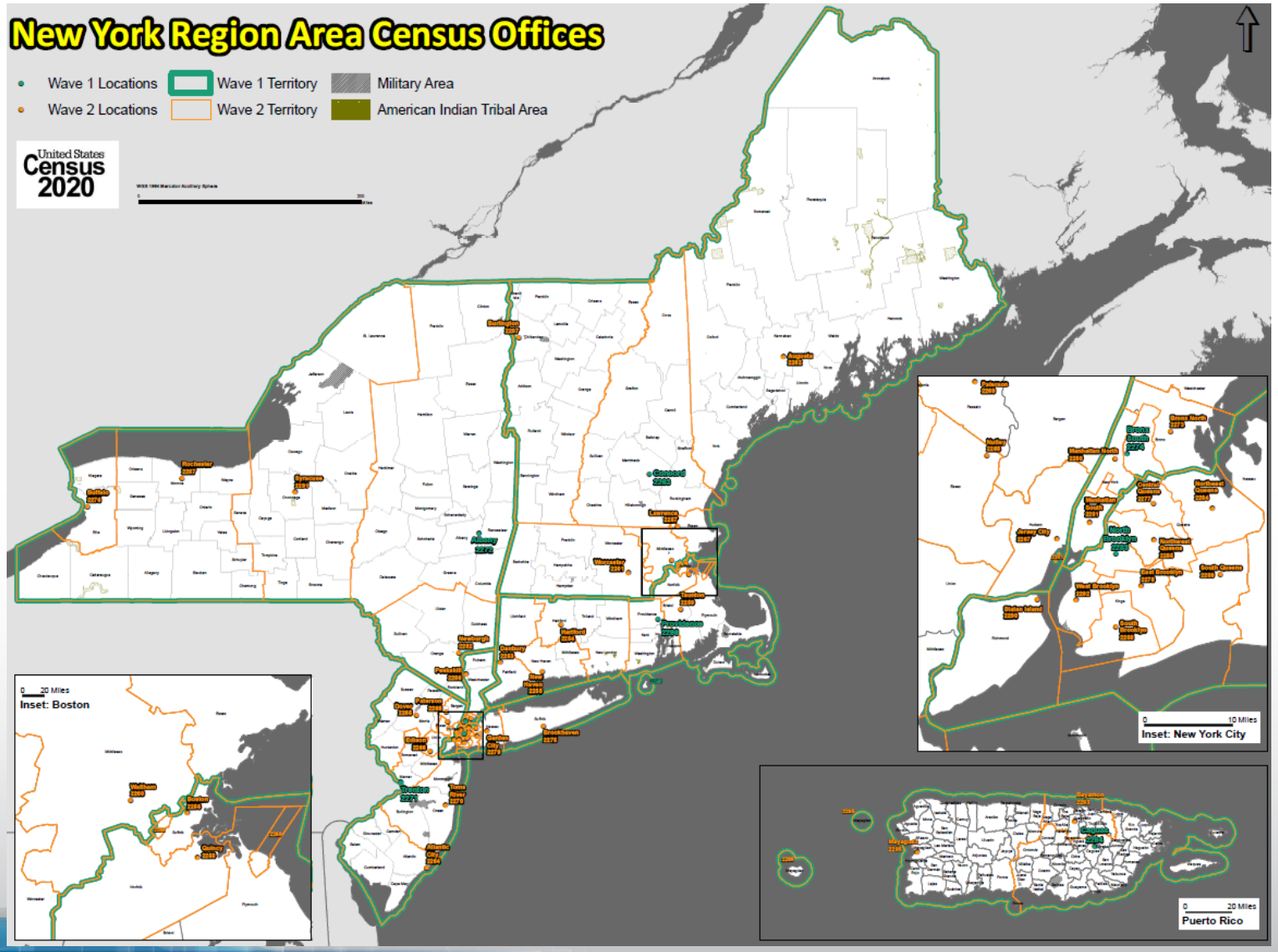
2020

- 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

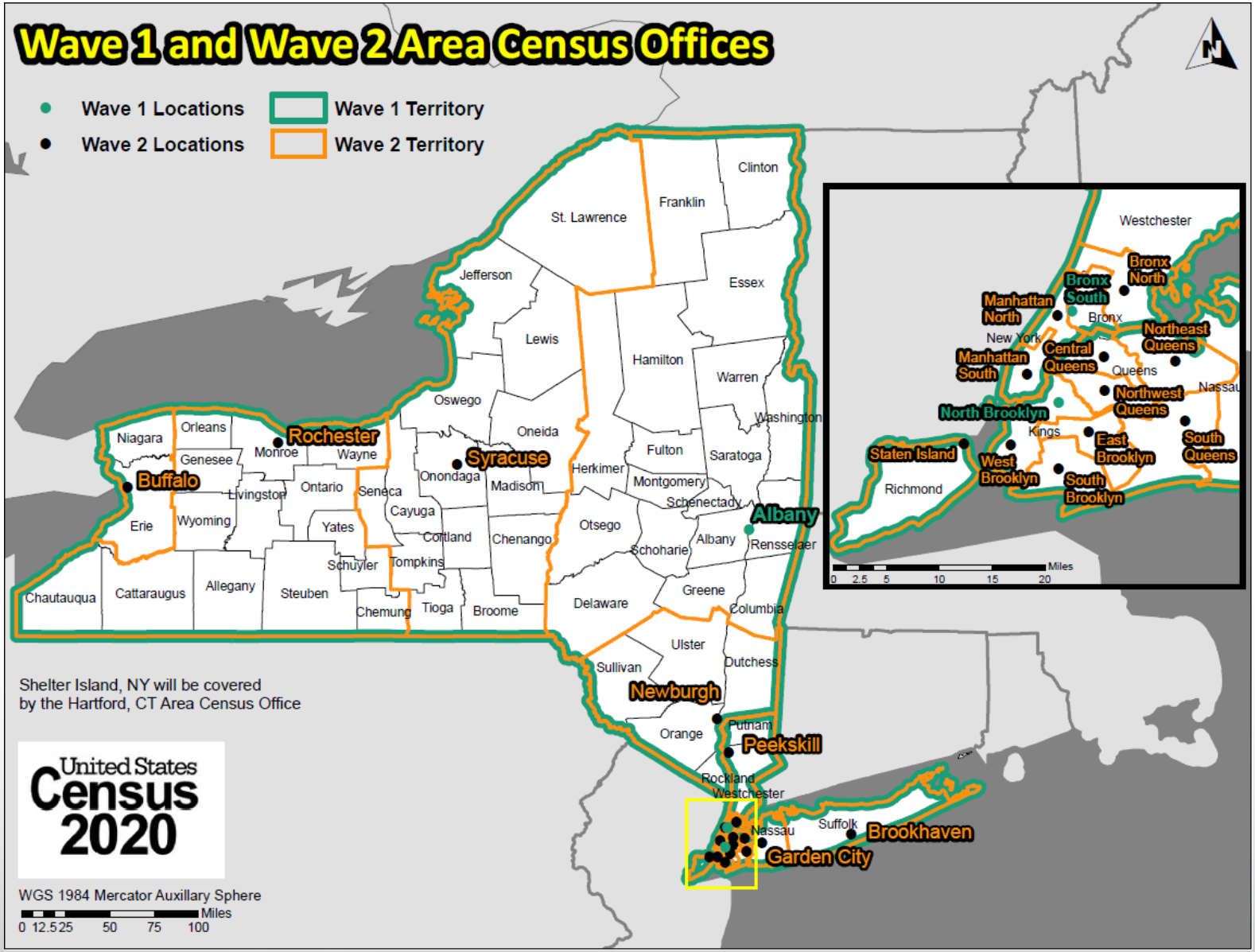
2021

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

2020 Area Census Offices



Wave 1 and Wave 2 Area Census Offices



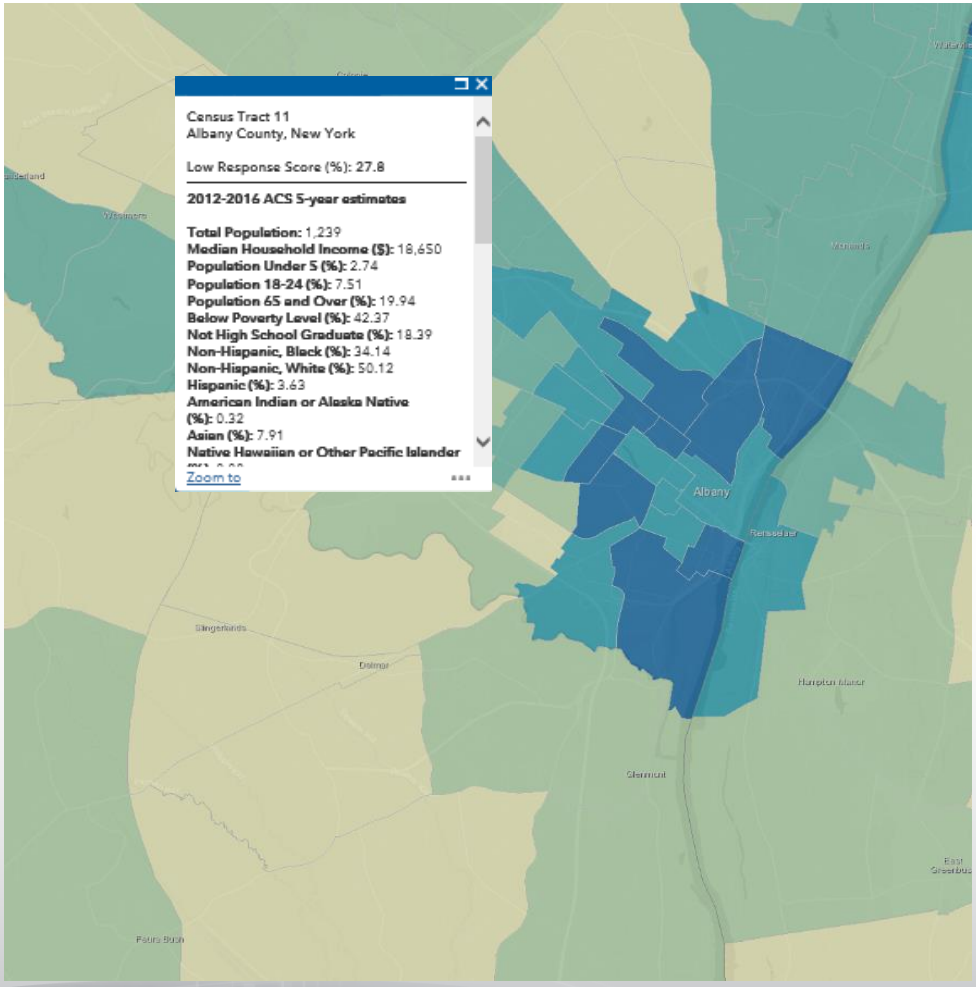
Census 2020 Jobs

Beginning in the fall of 2018 the Census Bureau will begin recruitment in preparation of the 2020 Census. The Census Bureau will be searching for a qualified and diverse staff to fill the following positions:

- Area Census Office Manager
- Census Field Manager
- Administrative Manager
- Information Technology Manager
- Recruiting Manager
- Office Operations Supervisor
- Clerical Support
- Area Manager
- Partnership Specialists
- Recruiting Assistant
- Census Field Supervisors
- Enumerators

2020 Census Environment

Response Outreach Area Mapper (ROAM)
census.gov/roam



- Housing
- Demographic
- Socioeconomic
- Data Available at the Census tract
- Available to the public

Overcoming Obstacles through Partnerships

- Our Partners: Elected Officials, Colleges and Universities, School Districts, Libraries, Government Offices, Community Organizations and Associations, Media Outlets and Local Businesses.

- Your **Trusted Voice** to encourage everyone's participation

- Local knowledge and insight of the community to reach everyone with the Census Bureau's messaging
  - The impact of a complete count for the community
  - Every person living in the U.S. is to be counted in the 2020 Census
  - Privacy; Confidentiality of responses
  - Employment Opportunities

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

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

Complete Count Committee

- A autonomous and bi-partisan group of community leaders that are invested in the 2020 Census who come together to identify the possible obstacles and their solutions to ensure that their community is accurately represented in the 2020 Census.

- Complete Count Committees are communication vehicles that:
  - Promote the importance of the 2020 Census
  - Promote the employment opportunities with the 2020 Census
  - Encourage and support participation in the 2020 Census

Complete Count Committee

- Complete Count Committees allow stakeholders the ability to participate in a substantial and meaningful way in the complete count of its population
  - Coordinates and nurtures a cooperative effort between local organizations, communities, and the Census Bureau
  - Enables the local census stakeholders to develop and implement a locally-based and targeted outreach and promotion effort

- Strong Complete Count Committees are:
  - As inclusive as possible
  - Consist of a coalition of businesses, community groups, government officials, and other public serving entities

Complete Count Committee/Sub-Committee Example Activities

- Appoint a Census Liaison
- Establish a local advertising campaign
  - Post Census related information on the city's website and social media
  - Print materials
  - Run PSAs on local media outlets
- Translate Census materials
- Provide a Census Bureau Presence
  - Create 2020 Census events
    - Media Kick-Offs
    - Outreach events (Recruiting and Response)
    - Provide a space for Census Bureau staff at local events
- Create sub-committees to develop a targeted approach for specific audiences with in community

Complete Count Sub-Committee

- Subcommittees are a part of a Complete Count Committee that enable the CCC to reach all parts of a community.
  - Business
  - Community Based Organizations
  - Pre-K through 12 grade
  - Colleges & Universities
  - Ex-Offenders
  - Faith-Based
  - Government
  - Homelessness
  - Library
  - Philanthropy
  - Race & Ethnic
  - Recruiting
  - Senior Citizen
  - Veterans

Data Dissemination Program

- Free Resource to **YOU**
- Opportunities to teach the public how to access our data
  - Data Presentations
  - Data Access Workshops and Training Sessions
  - Webinars
  - Data and Survey Inquiries
- All tools and data available at www.census.gov
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap

For More Information

- Information on Census, and our data products, visit **www.census.gov**
- Information on the 2020 Census, visit **www.2020census.gov**
- Information on 2020 Census Jobs, visit **2020census.gov/jobs**
- Information on Complete Count Committees, visit **https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html**
- Information on the Respondent Outreach Area Mapper, visit **www.census.gov/roam**

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Contact Us

Paul Reyes
Partnership Coordinator
New York Regional Office
(212) 882.2155
lil.paul.reyes@2020census.gov

New York Regional Census Center Partnership Team
Partnership Line (212) 882-2130
New.York.RCC.Partnership@2020census.gov