

# 2020 Census Briefing

It's important. It's easy. It's safe

Government Subcommittee – 10.31.19

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United States<sup>®</sup>  
Census  
2020

# Let's start with a pop quiz!

1. When was the first Census conducted? 1790
2. How often is the Census conducted? Every 10 Years
3. Why does the US conduct a Census? Mandated by the Constitution
4. Who has to take the Census? EVERYONE!
5. Politically, what does the US Census determine? Congressional Seats
6. To whom does the Census Bureau submit the state population totals? President
7. When is Census Day? April 1, 2020
8. How many question appear on the Census? 9
9. In how many languages is the Census available? 12

# 2020 Census

- ✓ U.S. Constitutional Mandate, Article 1, Section 2
- ✓ 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
- ✓ Provide statistical support for grant applications
- ✓ Help community plan for future needs



# 2020 Census

## *Goal*

- ✓ 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.



# 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**.
- Regardless of how households are invited to respond, respondents will be **able to respond by any of the three modes—online, phone or paper**.



# 2020 Census

## Non-Response Follow-up

### What You Need to Know

- Temporary Census Bureau employees, known as census takers, will visit housing units 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.



# The 2020 Census: A New Design for the 21<sup>st</sup> 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.



TELEPHONE  
AND PAPER SELF-  
RESPONSE

NONRESPONSE  
FOLLOWUP



INTERNET SELF-RESPONSE

## 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**

IN-FIELD

IN-OFFICE



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 Everyone Once  
In the Right Place**

## Release Census Results

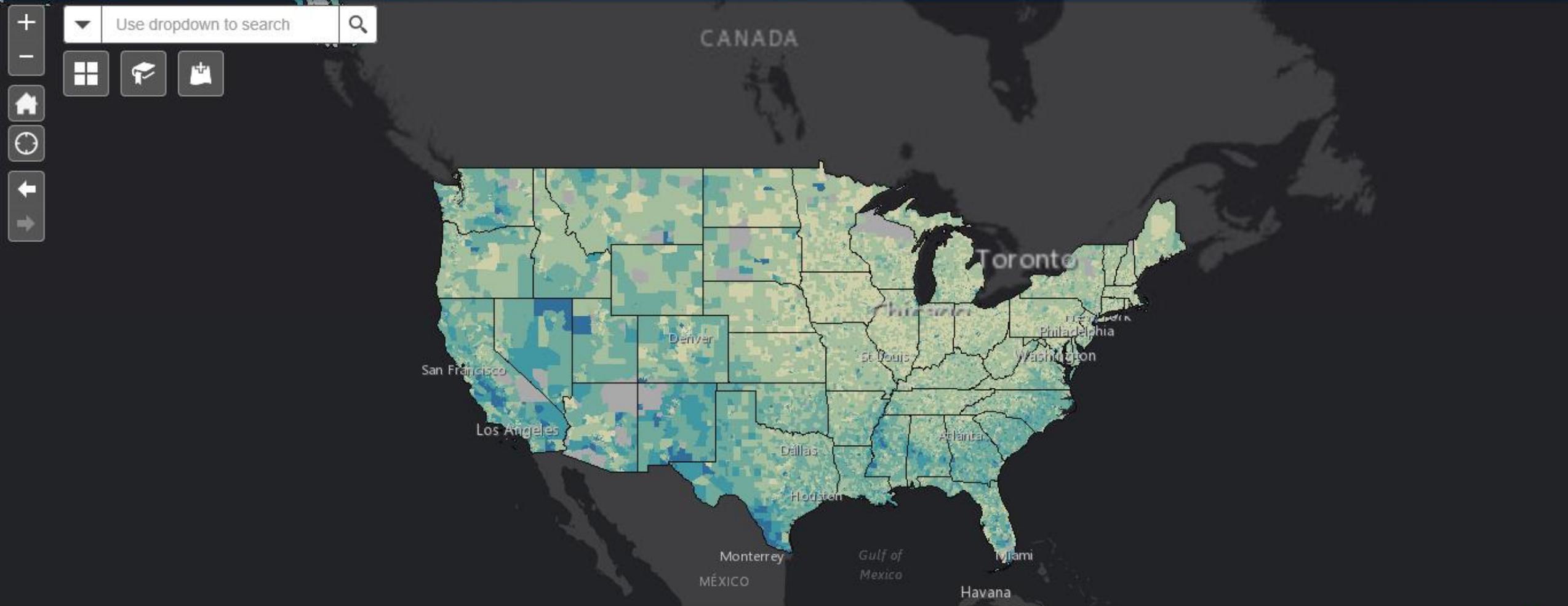
**Process and Provide Census Data**

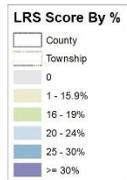
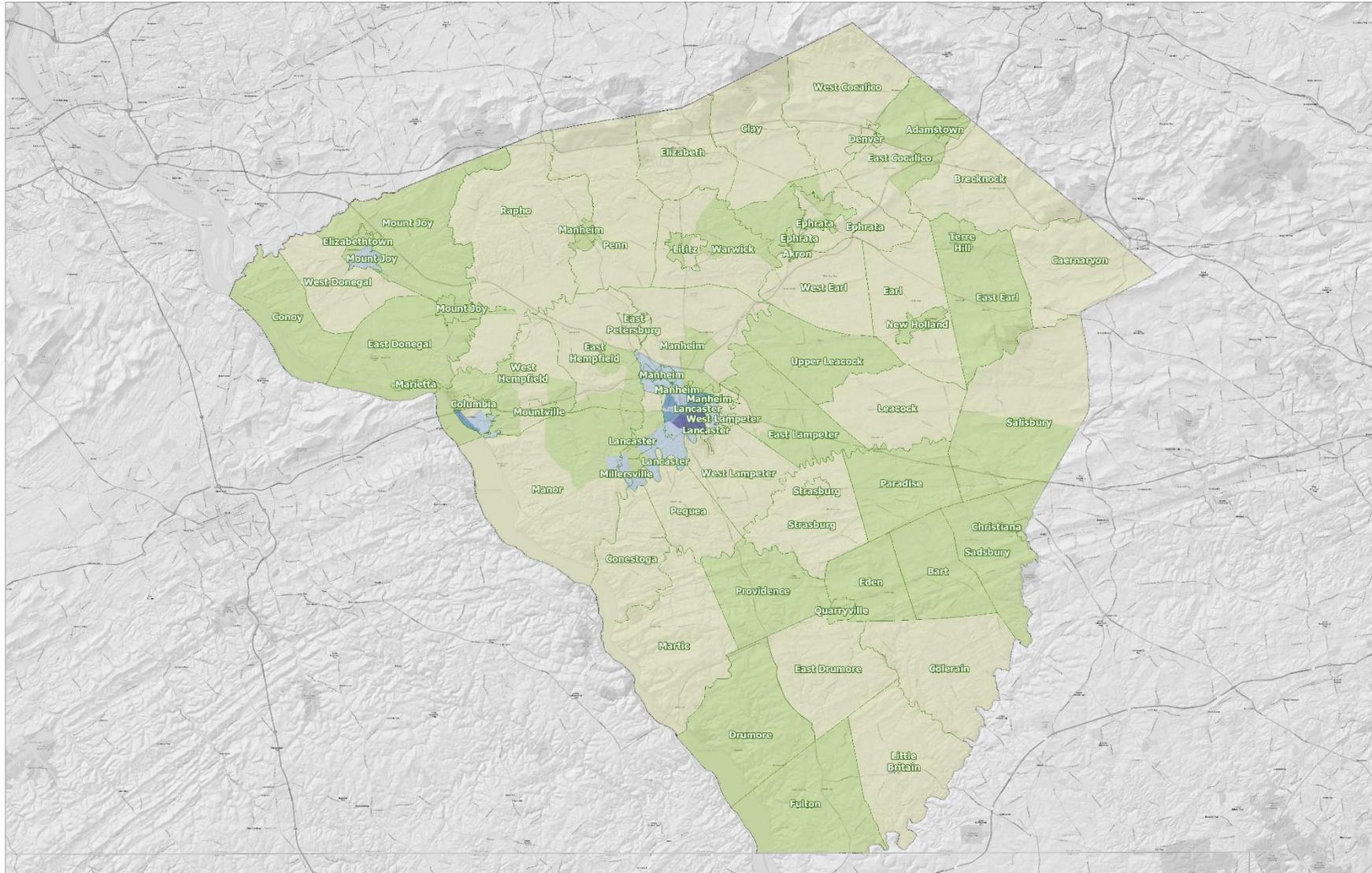
Deliver apportionment counts to the President by December 31, 2020

Release counts for redistricting by April 1, 2021

Make it easier for the public to get data

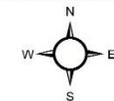






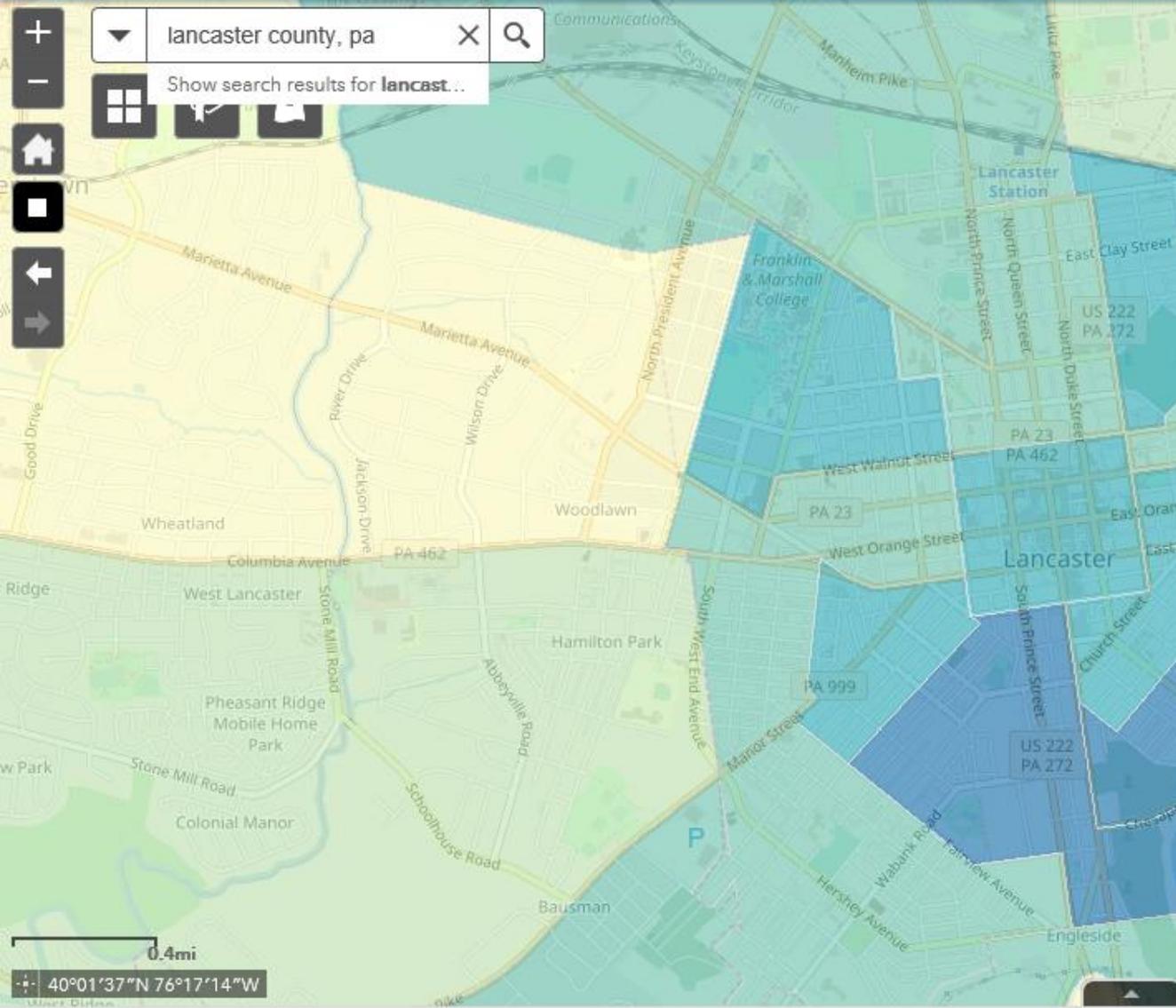
## Lancaster County, PA Response Outreach Area Mapper (ROAM) Predicted Low Response Score

U.S. Census Bureau: 2019 Planning Database & 2013-2017 ACS 5-Year Estimates



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United States<sup>®</sup>  
**Census  
2020**



**Census Tract 8**  
**Lancaster County, Pennsylvania**

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**Low Response Score (%): 30.1**

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**2012-2016 ACS 5-year estimates**

**Total Population:** 3,953  
**Median Household Income (\$):** 35,665  
**Population Under 5 (%):** 6.45  
**Population 18-24 (%):** 16.22  
**Population 65 and Over (%):** 10.62  
**Below Poverty Level (%):** 39.05  
**Not High School Graduate (%):** 34.78  
**Non-Hispanic, Black (%):** 15.84  
**Non-Hispanic, White (%):** 15.79  
**Hispanic (%):** 65.62  
**American Indian or Alaska Native (%):** 0.00  
**Asian (%):** 1.95  
**Native Hawaiian or Other Pacific Islander (%):** 0.00

[Zoom to](#)

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# 2020 Census Partners

## *Operational Support*

✓ Provide space that can be used for testing, on-boarding, training, etc.

e.g. Computer labs, libraries, schools

✓ Host an event/Job Fair/Provide Voluntaries

✓ Provide lists of shelters, service providers, and transient locations

✓ Promote temporary job opportunities

## *Promotional Support*

✓ Encourage census participation via newsletters, websites, social media, alert systems, drop-in articles, etc.

# Complete Count Committees



A volunteer committee established by local governments with stakeholders/community leaders to increase awareness about the census in order to motivate all residents to respond especially groups at-risk of undercount.

# Groups At-Risk of Undercount

- Foreign-born residents
- People in low-income households
- The undocumented population
- People who don't trust the government
- Those who do not speak English well
- The homeless
- Renters
- Those without Internet access
- Highly mobile groups

- Children younger than age 5

- The Child splits time between two homes
- The Child lives in a lower income household
- The Child is a newborn
- Multigenerational and highly mobile families
- Households with complex relationships
- Believe that young children do not need to be listed on the census form

# COMPLETE COUNT COMMITTEE

## Business & Employers

CHAIR  
Heather Valudes

*Lancaster  
Chamber of  
Commerce*

## Communication: Media & Arts

CHAIR  
Dr. Theresa  
Russell-Loretz

*Millersville  
University*

## Education

CO-CHAIR  
Dr. Damaris Rau

*School District of  
Lancaster*

CO-CHAIR  
Lori Leaman

*Millersville  
University*

## Government

CO-CHAIR  
Larry George

*County of  
Lancaster*

CO-CHAIR  
Terry Kauffman

*West Lampeter  
Township*

## Lancaster County Hard-to-Count

CO-CHAIR  
Alice Yoder

*Penn Medicine/  
Lancaster General  
Health*

CO-CHAIR  
Cindi Moses

*United Way of  
Lancaster County*

## Lancaster City Hard-to-Count

CHAIR  
Milzy Carrasco

*City of  
Lancaster*

# The 2020 Census Phases



Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

- Education Phase – 2018 - 2019
- Awareness Phase – January – February 2020
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

# Education Phase



## Action Steps for now thru December 2019

- Conduct CCC training for members
- Develop a work plan for promoting the census and motivating participation in your community
- Hold regular meetings to report on tasks, other activities, including subcommittee reports
- Proceed with census awareness-building activities generated by the committee or subcommittees
- Evaluate the effectiveness of CCC activities
- Conduct at least one census awareness-building activity each month

# Awareness Phase



## Action steps starting January 2020

- Hold regular CCC and subcommittee meetings
- Finalize plans for activities surrounding responding to the census
- Review task lists and subcommittee plans
- Proceed with 2020 Census activities
- Finalize plans for activities to encourage households to complete and respond to the census
- Develop and finalize plans for motivating residents who do not participate to cooperate with census takers during nonresponse follow-up

# Motivation Phases



## Action steps for March 2020 – April 2020

- Hold weekly CCC and subcommittee meetings
- Review and modify plans to promote responding to the census activities
- Send a news release highlighting the 2020 Census activity schedule
- Encourage households to respond accurately and expediently
- Prepare to implement activities for residents who do not return their questionnaire
- Census Bureau plans to provide response rate numbers starting in April. Response rates may be used to determine where more outreach is needed

# Reminder & Thank You Phase



## Action steps for May 2020 – July 2020

- Encourage every household that did not respond that they still can respond or wait for the census taker to knock on their door.
- Continue to meet and review the CCC plans. Please plan to use the 2020 daily response rates that will become available to the public in April to implement your plans to encourage cooperation.
- Prepare a summary report of committee activities and member feedback
- Share this report with your Partnership Specialist
- Celebrate the success of the 2020 Census and recognize the efforts of the CCC members
- Thank your community for their support and response

# Components of a CCC Work Plan

## Overview

- Summary of the goals and objectives of the CCC and description of the community

## Committee Structure

- Identify the name of the CCC
- Describe the structure of the committee
- Develop strategies for reaching their objectives

## Timeline

- Develop broad timetable of events and activities with dates

## Reporting

- Include a report of subcommittee activities to the committee
- Modify future activities as needed based on feedback

## Thank you

- Include strategies for thanking committee members, the community and others who provide support

## Final Report

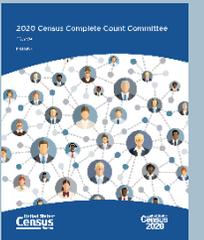
- Prepare a final evaluation of your activities and successes to help the Census Bureau guide future committees

# Effective committee activities used in 2010

- Public Service Announcement (PSAs)
- Advertising campaign
- Banner, posters, billboards, advertising on benches
- Print materials
- Faith-based activities
- Translation of materials
- Local media coverage (including social media)

# Summary

- CCC Training Manual has been created to provide leaders and members information to form strong effective CCCs
- CCC can develop strategies and activities that are focused and make the best use of available resources



# Recruiting Efforts

# ACO Job Titles and Descriptions

- ✓ **Area Census Office Manager** - *Responsible for the general supervision and administration of the office.*
- ✓ **Census Field Manager / Lead CFM**– *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 of 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.*

# Pay Rates

## Harrisburg ACO/South Central Region

Position	Pay Rate (subject to change)	Staffing Timeline (Peak Operations)
Area Census Office Manager	\$25.50	June 2019
Lead Census Field Manager	\$22.00	June 2019
Census Field Manager	\$19.00	June 2019
Administration Manager	\$19.00	June 2019
IT Manager	\$19.00	June 2019
Recruiting Manager	\$19.00	June 2019
Recruiting Assistants	\$16.50	August 2019
Census Field Supervisor	\$16.50	February 2020
Office Operations Supervisor	\$15.50	July 2019
Enumerator	\$15.00 <sup>27</sup>	March 2020
Clerk	\$12.00	September 2019

# Questions?



**Apply Online Today! [2020census.gov/jobs](https://2020census.gov/jobs)**

# It's important. It's easy. It's safe

## Thank You

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