

Maryland State Data Center Conference 2020 Census Briefing

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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 Goals

Goals

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

Objectives

- ✓ To conduct the 2020 with the same high quality in comparison to 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.

The Decennial Census

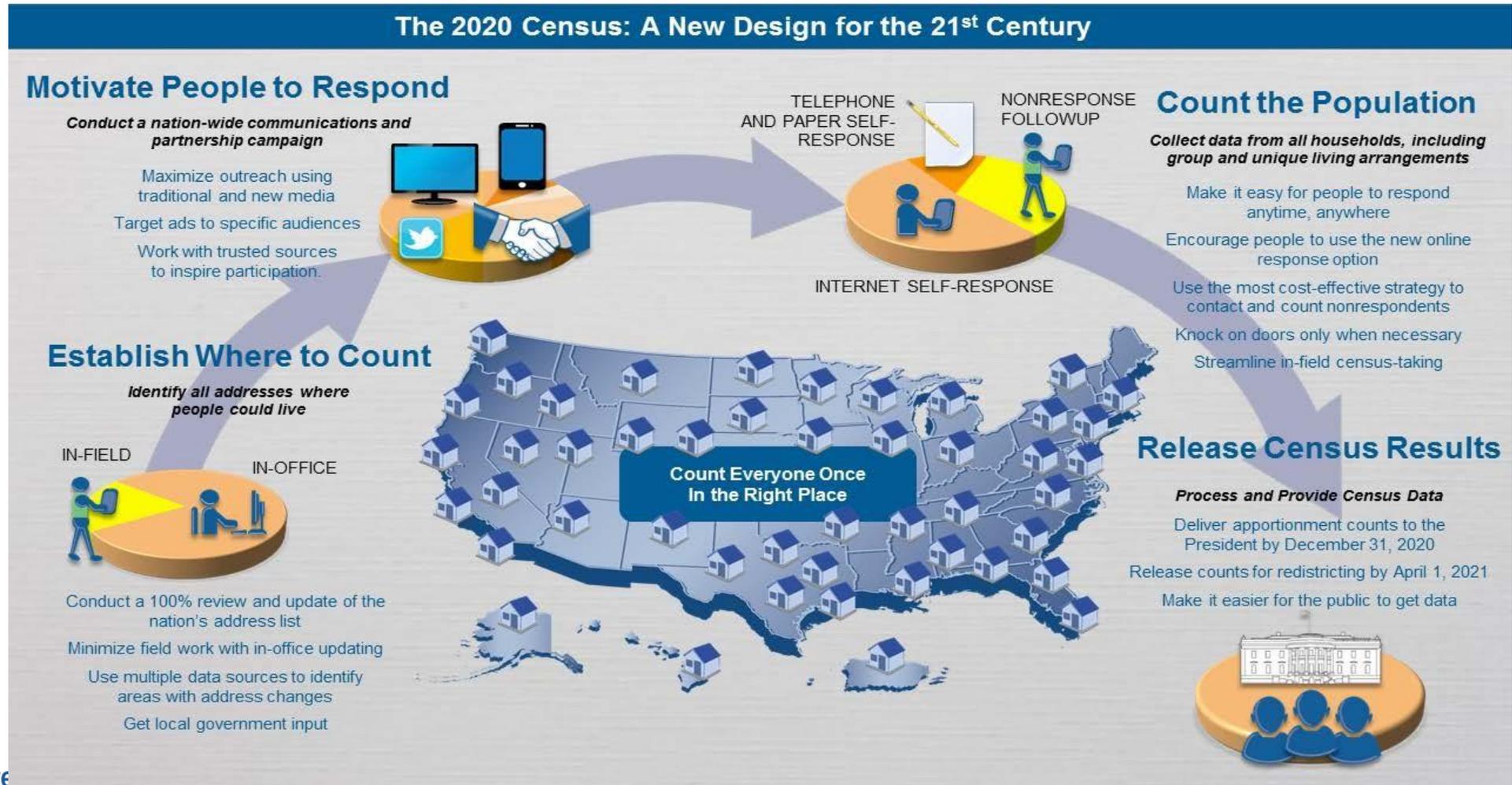
- The purpose of the 2020 Census is to conduct a census of population and housing and disseminate the results to the President, the states, and the American people.
- The data collected from the census will be used for the apportionment of seats allocated to the states for the House of Representatives.
- Decennial data are used by governmental entities for redistricting, i.e. defining the representative boundaries for congressional districts, state legislative districts, school districts, and voting precincts.

The Decennial Census

- **Enforcing** voting rights and civil rights legislation
- **Distributing** federal dollars to states
- **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

The 2020 Census

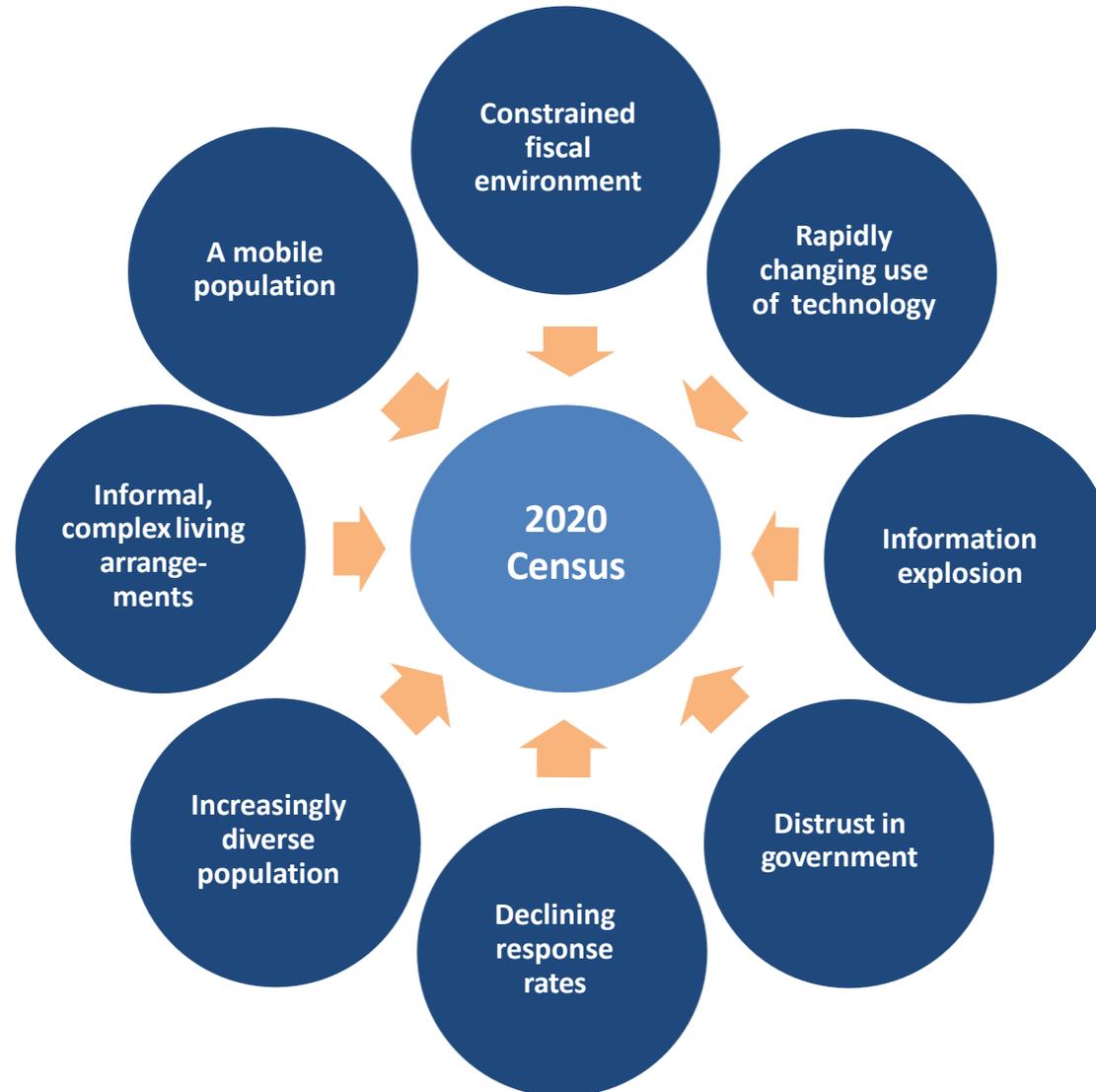
A New Design for the 21st Century



The Decennial Census

The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



Low Response Score (LRS) Variables

- LRS Score: predicts mail return rate
- ACS Variables:
 - Total Pop
 - Household Med Income
 - % Pop under age 5
 - % Pop over age 65
 - % below Poverty Level
 - Race Data
 - Language Data

Low Response Score by 2014 Census Tracts Predicted Mail Non-Response Rate (%)

30.0 to 57.8

25.0 to 29.9

20.0 to 24.9

16.0 to 19.9

0.0 to 15.9

Not calculated

Census Tract 1304
Baltimore city, Maryland

Low Response Score (%): 31.9
2012-2016 ACS 5-year estimates

Total Population: 2,352
Median Household Income (\$): 35,208
Population Under 5 (%): 7.40
Population 18-24 (%): 10.63
Population 65 and Over (%): 9.99
Below Poverty Level (%): 30.50
Not High School Graduate (%): 17.13
Non-Hispanic, Black (%): 90.69
Non-Hispanic, White (%): 3.87
Hispanic (%): 3.95
American Indian or Alaska Native (%): 0.81
Asian (%): 0.04
Native Hawaiian or Other Pacific Islander (%): 0.00

Census Tract 7505.03
Frederick County, Maryland

Low Response Score (%): 29.4
2012-2016 ACS 5-year estimates

Total Population: 6,860
Median Household Income (\$): 52,190
Population Under 5 (%): 8.40
Population 18-24 (%): 9.15
Population 65 and Over (%): 6.14
Below Poverty Level (%): 13.64
Not High School Graduate (%): 25.71
Non-Hispanic, Black (%): 26.08
Non-Hispanic, White (%): 26.79
Hispanic (%): 38.43
American Indian or Alaska Native (%): 0.09
Asian (%): 5.77
Native Hawaiian or Other Pacific Islander (%): 0.15

Census Tract 4042.02
Baltimore County, Maryland

Low Response Score (%): 31.6

2012-2016 ACS 5-year estimates

Total Population: 9,507

Median Household Income (\$): 58,775

Population Under 5 (%): 7.29

Population 18-24 (%): 25.12

Population 65 and Over (%): 5.36

Below Poverty Level (%): 12.58

Not High School Graduate (%): 14.10

Non-Hispanic, Black (%): 47.96

Non-Hispanic, White (%): 25.93

Hispanic (%): 15.73

American Indian or Alaska Native (%): 0.09

Asian (%): 5.73

Native Hawaiian or Other Pacific Islander (%): 0.25

Confidentiality & Privacy

- It is important that individuals know their responses to the census have legal protections. The law requires the Census Bureau to keep private citizens' information confidential and use their responses only to produce statistics. The Census Bureau cannot publicly release an individual's responses in any way that could identify them, their business, organization, or institution.
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- All information collected by the Census Bureau under the authority of Sec. 9, Title 13 of the U.S. Code (13 U.S.C. 9) is strictly confidential. The same law that requires individuals to respond to the census also guarantees the confidentiality of respondents.

Confidentiality & Privacy (Continued)

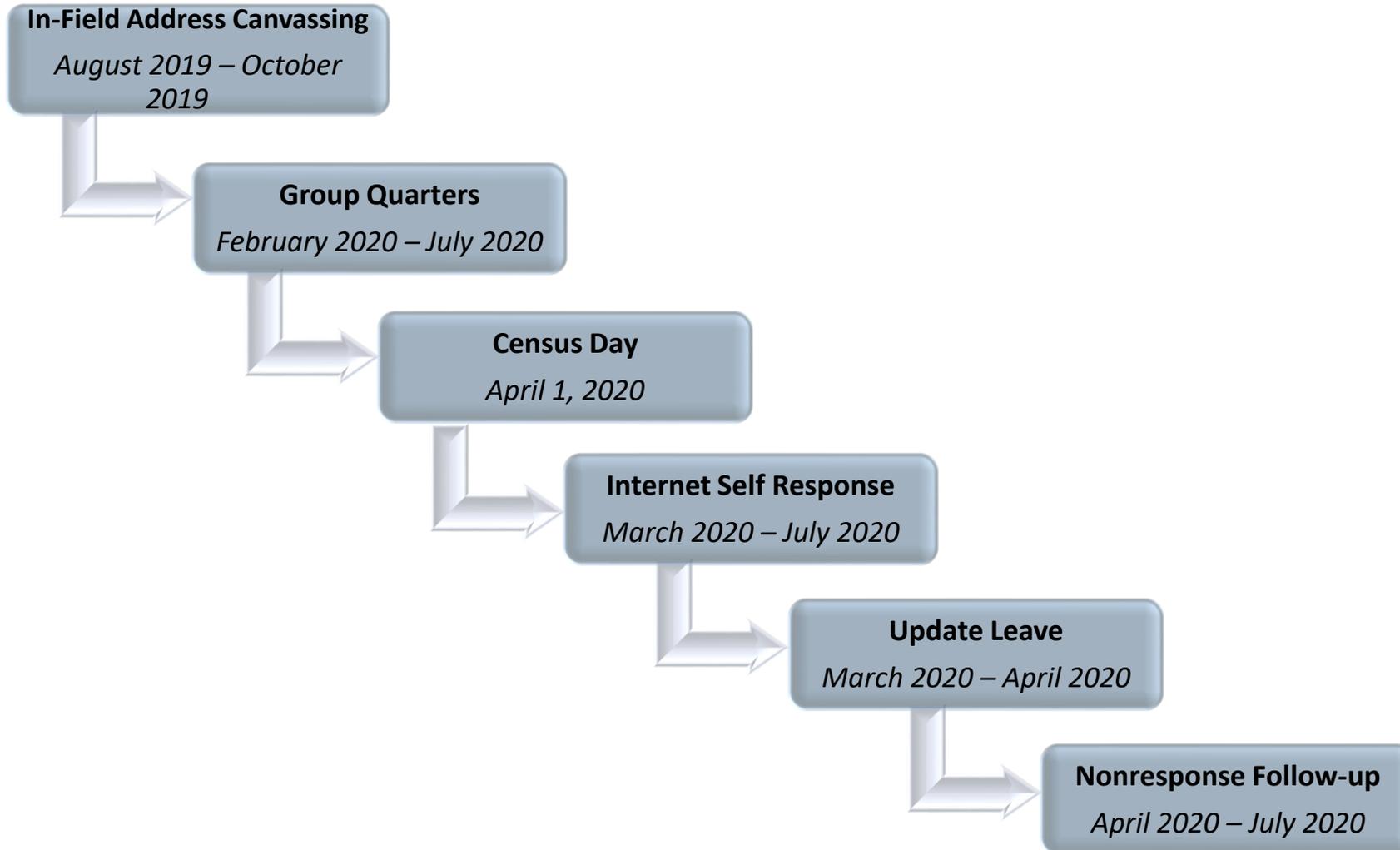
- By law the Census Bureau cannot share individual responses with anyone. That includes the Federal Bureau of Investigation, the Central Intelligence Agency, the Internal Revenue Service, state or federal welfare departments, or governments and programs.
- Census workers must pass a security check. They are sworn to uphold a pledge of confidentiality. The penalty for violating the confidentiality of responses is up to a 250,000 fine and up to a 5-year prison term.
- No court of law can have access to individual census responses. Not even the President of the United States can get access to this information.

We Need Your Help & Support.

OUTREACH AND PROMOTION

- The primary goal for outreach and promotion is to develop community support and increase participation in the 2020 Census and increase self-response. Implementation of outreach activities will vary from one community to another.
- Each community or organization needs to consider relevant factors in the design of its census outreach and promotion initiatives

Our Timeline



Philadelphia Region ACOs (Area Census Offices)

Wave 1: April 2019

- ✓ Fairfax, VA

Wave 2: October 2019

- ✓ Alexandria, VA
- ✓ Fredericksburg, VA
- ✓ Norfolk, VA
- ✓ Roanoke, VA
- ✓ Richmond, VA
- ✓ Towson, MD
- ✓ Hagerstown, MD
- ✓ Baltimore, MD
- ✓ Annapolis, MD
- ✓ District of Columbia

ACO Job Title & 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.*

2018 ACO Pay Rates

(pay ranges for the D.C., Maryland, Virginia area)

Position	Pay Rate (subject to change)			Staffing Timeline (Peak Operations)
	D.C.	Maryland	Virginia	
<i>Area Census Office Manager</i>	\$40.00 - \$43.00	\$31.00 - \$38.00	\$25.00 - \$43.00	<i>June 2019</i>
<i>Census Field Manager</i>	\$30.00 - \$32.00	\$23.00 - \$28.00	\$19.00 - \$32.00	<i>June 2019</i>
<i>Administration Manager</i>	\$30.00 - \$32.00	\$23.00 - \$28.00	\$19.00 - \$32.00	<i>June 2019</i>
<i>IT Manager</i>	\$30.00 - \$32.00	\$23.00 - \$28.00	\$19.00 - \$32.00	<i>June 2019</i>
<i>Recruiting Manager</i>	\$30.00 - \$32.00	\$23.00 - \$28.00	\$19.00 - \$32.00	<i>June 2019</i>
<i>Recruiting Assistants</i>	\$25.00 - \$28.00	\$20.00 - \$24.00	\$16.00 - \$28.00	<i>August 2019</i>
<i>Census Field Supervisor</i>	\$25.00 - \$28.00	\$18.00 - \$24.00	\$15.00 - \$28.00	<i>February 2020</i>
<i>Office Operations Supervisor</i>	\$25.00 - \$26.00	\$19.00 - \$23.00	\$15.00 - \$26.00	<i>July 2019</i>
<i>Enumerator</i>	\$21.00 - \$23.0	\$15.00 - \$20.00	\$13.00 - \$23.00	<i>March 2020</i>
<i>Clerk</i>	\$18.00 - \$20.00	\$15.00 - \$18.00	\$12.00 - \$20.00	<i>September 2019</i>

Complete Count Committee (CCC)

- The Census Bureau has asked governments/organizations to set up a CCC if feasible. Establishing a CCC which represents a broad range of community interests, will play a major role in conducting census outreach and promotion activities for its community and it's members.

Complete Count Committees



EDUCATION PHASE 2018 Through September 2019

The education phase is often referred to as the “raising census awareness” phase. During this period, CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members fully understand the mission of the CCC in relation to the overall awareness-building effort. This is the period to emphasize strongly the many uses of census data.

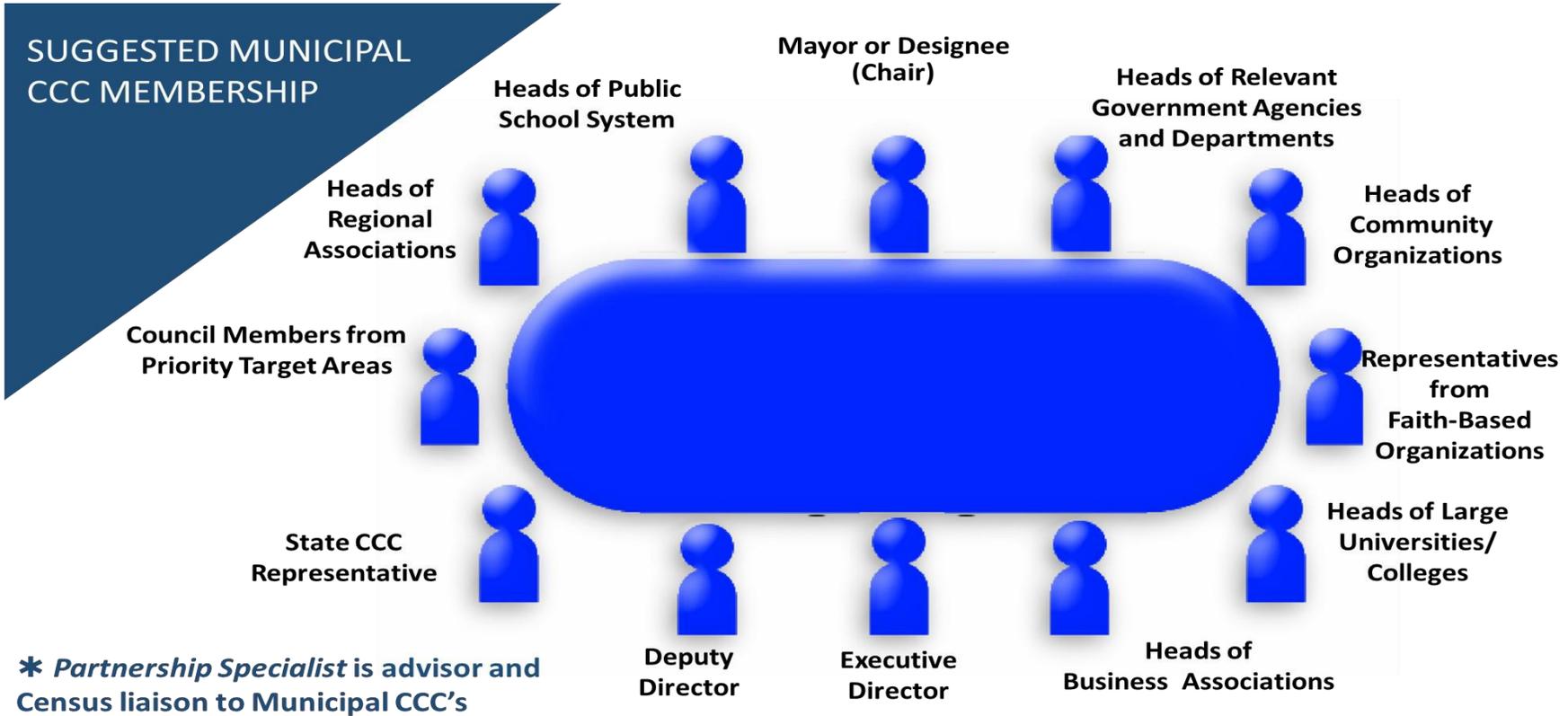
PROMOTION PHASE April 2019 Through January 2020

The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “The 2020 Census is Coming.” During this period, CCCs implement activities of the work plan through their government, faith- and community-based organization, business, media, and recruitment partners.

MOTIVATION/ ACTION PHASE February 2020 Through June 2020

The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak in April 2020. It is constant between May 2020 and June 2020. The focus of this phase is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will begin to be the focus in May 2020. The message to the community is “Cooperate with Census Takers” and the objective is to get non-responsive households to cooperate on the first visit.

Sample Complete Count Committee



Why Form A Complete Count Committee?

- Increase the response rate for residents returning their questionnaire through a focused, neighbor-to neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.

When Should a CCC Organize?

Get Organized RIGHT NOW!

- **The immediate formulation of a Complete Count Committee will ensure that local residents are kept abreast of the various census operations.**
- **The more informed residents are about the 2020 Census operations, the better their understanding of the census process becomes, increasing their willingness to be a part of the successful enumeration in 2020.**

Benefits Of A Complete Count Committee

- **A CCC speaks the language of and knows the pulse of its community and will help ensure an accurate 2020 Census count.**
- **A CCC gains valuable knowledge about the census process and develops a plan to impart that knowledge to the community.**
- **A CCC increases the participation ratio and response rate by continuing awareness of the 2020 Census.**

2020 Census Resources and Legislation

www.ncsl.org

<http://www.ncsl.org/research/redistricting/2020-census-resources-and-legislation.aspx>

Information about the 2020 Census, including state legislation, creating complete count committees and commissions, identifying and reaching hard-to-count populations, the importance of the census, and state-level funding for census promotion, outreach and completion.

Next Steps

Prepare for the 2020 Census **NOW!**

- The 2020 Census has begun.
- Prepare to participate, put line-items in your budget, identify human and technical resources to successfully participate.
- Identify a point of contact or liaison for your CCC.
- Schedule and invite the Partnership Specialist to your first CCC planning meeting.

How Local Organizations/Governments Can Collaborate with the U.S. Census Bureau

Operational Support

- ✓ Provide space that can be used for testing, on-boarding, training, etc.
- ✓ Provide lists of residential institutions
- ✓ Provide lists of shelters, service providers, and transient locations
- ✓ Promote temporary job opportunities

Promotional Support

- ✓ Form a Complete Count Committee (elected officials, community groups, faith based, social service, health, business, etc.)
- ✓ Encourage census participation in newsletters, on websites, alert systems, drop-in articles, etc.

Questions 2020 Census?

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Connect with Us



- Sign up for and manage alerts at https://public.govdelivery.com/accounts/US_CENSUS/subscriber/new



- More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



- More information on the 2020 Census:
<http://www.census.gov/2020Census>



- More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



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