

# 2020 Census



Jeff T. Behler, Regional Director  
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
- Count every resident living in the United States
- Increasingly diverse and growing population
  - 330 million people
  - Over 140 million housing units
- Private and Confidential
  - Responses are protected by Federal Law
  - Responses are only used to produce statistics

# Why We Do a Census

- Article 1, Section 2 of the US Constitution  
*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.*
- Key Purpose is Apportioning the US House of Representatives

# Also About Fairness...

- Fundamental element of Federal legislation
- Some examples:
  - Voting Rights (Voting Rights Act)
  - Civil Rights
    - Title VI
    - Title IX
    - ADA
    - Age Discrimination Act
  - Fair Housing Act

# And About Funding

**Table 2. Ten Largest Census-Guided Assistance Programs, FY2008**

| CFDA # | Program Name  | Department                                  | FY08 Expenditures | Type of Assistance and Recipient   |
|--------|---|---|-------------------|--|
| 93.778 | Medical Assistance Program  | Department of Health and Human Services     | \$261,143,624,624 | Formula grants to states   |
| 20.205 | Highway Planning and Construction (Federal-Aid Highway Program)                       | Department of Transportation                | \$36,795,552,695  | Formula grants and project grants to states  |
| 14.871 | Section 8 Housing Choice Vouchers   | Department of Housing and Urban Development | \$15,340,853,794  | Project grants to public housing agencies  |
| 84.027 | Special Education Grants to States  | Department of Education                     | \$10,786,318,120  | Formula grants to states   |
| 84.010 | Title I Grants to Local Educational Agencies  | Department of Education                     | \$7,513,986,185   | Formula grants to state educational agencies (local agencies are subgrantees)                      |
| 10.410 | Very Low to Moderate Income Housing Loans   | Department of Agriculture                   | \$7,268,193,451   | Direct loans and guaranteed/insured loans to very low- to moderate-income families and individuals |
| 93.767 | State Children's Insurance Program  | Department of Health and Human Services     | \$7,100,682,976   | Formula grants to states   |
| 10.557 | Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program) | Department of Agriculture                   | \$6,138,491,549   | Formula grants to states   |
| 14.195 | Section 8 Housing Assistance Payments Program (Project-based Section 8)               | Department of Housing and Urban Development | \$6,002,587,454   | Direct payments to public housing agencies   |
| 93.600 | Head Start  | Department of Health and Human Services     | \$5,681,535,945   | Project grants to local service providers  |

Source: "Counting for Dollars: The Role of the Decennial Census in the Distribution of Federal Funds - Andrew Reamer and Rachel Blanchard Carpenter, Brookings Institution (3/2010)

# Additional Uses

- Drawing Congressional, state, and local legislative districts
- Basis for population projections
- Informing the decisions of governments, business, and non-profits regarding numerous topics such as community and regional development, education, agriculture, energy, etc.



# Three Main Reasons We Miss People

1. We don't have an address
  - We can't send a form
  - If we get a response, we can't "match" them to the ground
2. We can't get a response
  - We have an address, but we can't determine occupancy
3. We get a partial response
  - Children
  - Multiple Families
  - Unrelated individuals

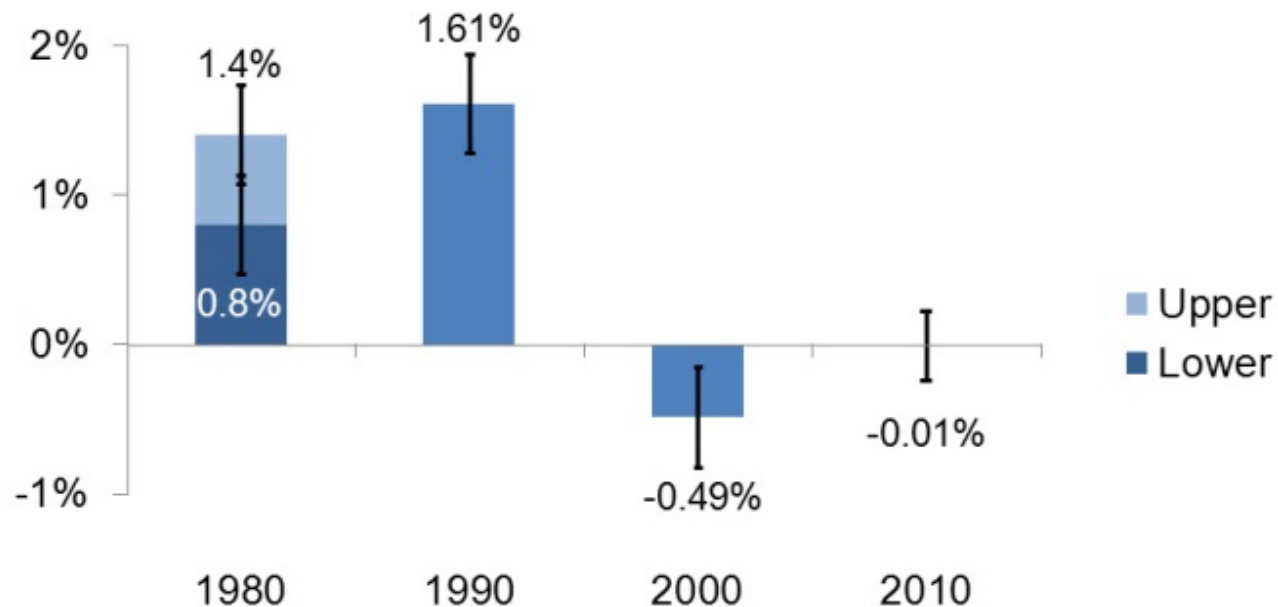
# 2020 Census Local Update of Census Addresses (LUCA)

- Voluntary geographic partnership operation
- Once a decade opportunity to review and update the Census Bureau's Address List for residential addresses
- Authorized by the [Census Address List Improvement Act of 1994 \(Public Law 103-430\)](#)

# The 2010 Census

- A Very Good “Net” Census

U.S. Total Percentage Net Undercount  
from 1980 - 2010



# Who Can Participate in LUCA

- States
- Counties
- Incorporated places (Cities, towns)
- Federally recognized tribes with a reservation or off-reservation trust land

# Confidentiality and Security

- **The information provided to/from LUCA is covered under Title 13 of the United States Code which:**
  - Requires the Census Bureau to ensure confidential treatment of census-related information, including individual addresses and map structure points
  - Requires that all liaisons, reviewers, and anyone with access to Title 13 materials abide by Confidentiality and Security Guidelines
  - Requires the Census Bureau maintain the confidentiality of all information it collects

# 2020 LUCA schedule

| Timeframe              | Activity  |
|------------------------|---|
| January 2017 ✓         | Advance Notice mailing mailed to Highest Elected Officials (HEOs), Tribal Chairs (TCs), Governors and other potential 2020 LUCA contacts. |
| March 2017 ✓           | 2020 LUCA Promotional presentations began.  |
| July 2017 ✓            | 2020 LUCA invitation and registration materials mailed to HEOs, TCs and Governors.  |
| October 2017 ✓         | 2020 LUCA Training workshops began.   |
| December 15, 2017      | <b>2020 LUCA registration deadline.</b>   |
| February - April 2018  | Participants receive their 2020 LUCA materials.   |
| March - September 2018 | Census Bureau processes 2020 LUCA submissions.  |
| April 2018 - May 2019  | Census Bureau validates 2020 LUCA addresses.  |
| Summer 2019            | Census Bureau delivers 2020 LUCA feedback.  |
| April 1, 2020          | <b>CENSUS DAY.</b>  |

# Design for 2020 Census

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

## Motivate People to Respond

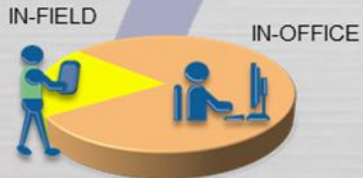
*Conduct a nation-wide communications and partnership campaign*

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



## 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



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

## 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



# Area Census Office Staffing

## Hiring Now through Spring of 2020

### Office Positions

#### Hiring Now through Spring of 2019

- Area Census Office Manager
- Census Field Manager
- Administrative Manager
- Information Technology Manager
- Recruiting Manager
- Office Operations Supervisor\*
- Clerical Support\*

### Field Positions

- Recruiting Assistants\*
- Census Field Supervisors\*
- Enumerators\*

\* Indicates apply now through 2020 at the below link for our Field Operations

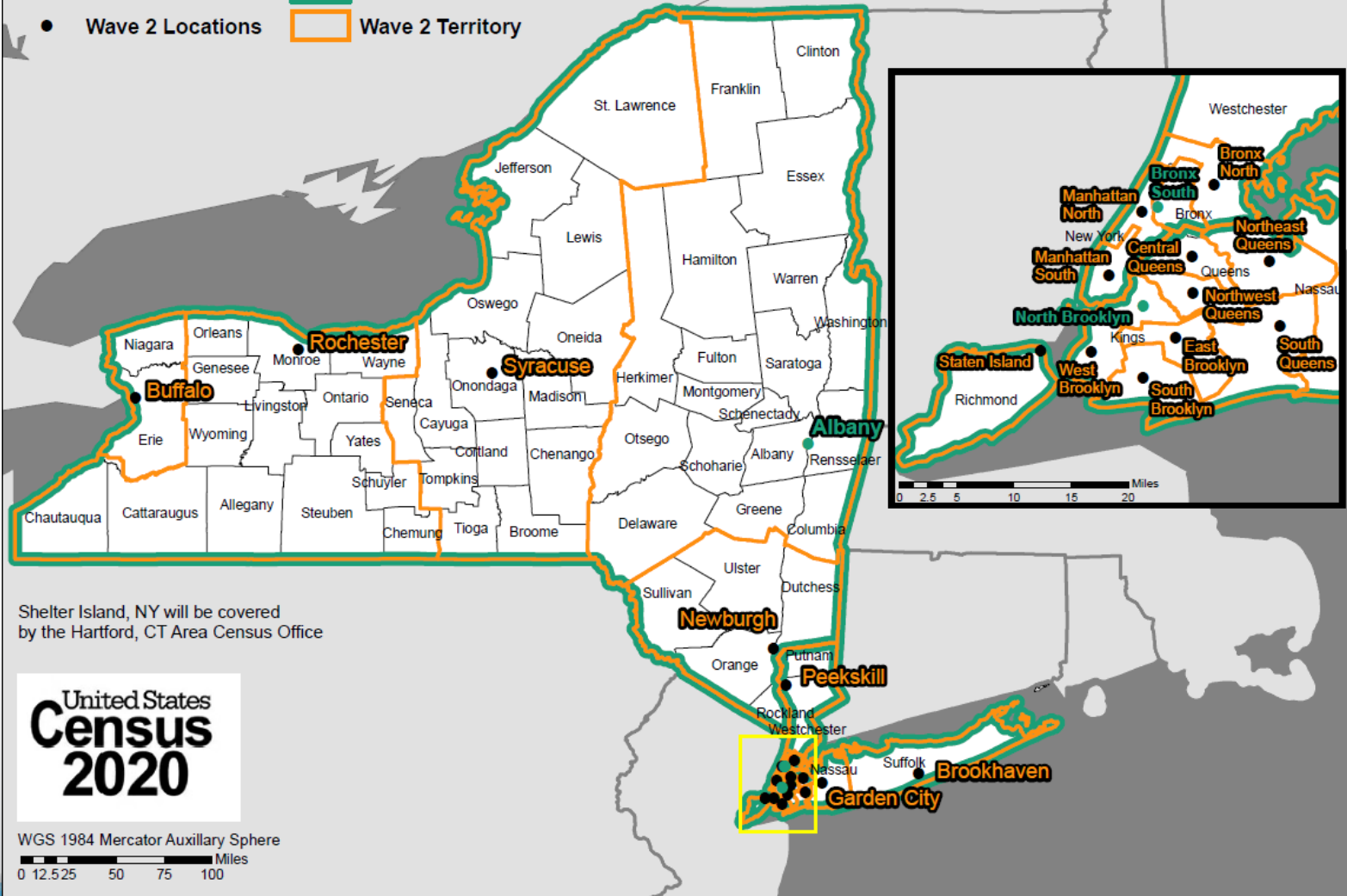
<https://2020census.gov/jobs>

All other positions must apply on [www.USAJobs.gov](http://www.USAJobs.gov)



# Wave 1 and Wave 2 Area Census Offices

- Wave 1 Locations
- Wave 2 Locations
- Wave 1 Territory
- Wave 2 Territory



# 2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, 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 – It Is Easy

- Four ways to respond in 2020
  - Online
  - Phone
  - Paper
  - Personal Visit by Census Employee
- Internet Choice/Internet First
- Staggered Mailing
- Name, age, DOB, race and origin, Hispanic origin, citizenship, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)
- Multiple Languages

# Self Response

- The Census Bureau will mail (or hand deliver) invitations to complete the 2020 Census in March 2020.
- The majority of the country (~80 percent) will receive a letter during the first mailing requesting the housing unit complete the census online, using the Internet Self-Response method (called “Internet First”).
- The remainder of the country will receive a letter and paper form during the first mailing (called “Internet Choice”).
- All non-responding housing units will receive a letter and paper form during the fourth mailing.

| Group           | <u>Mailing 1</u><br><i>Internet First:</i><br>Letter<br><i>Internet Choice:</i><br>Letter & From | <u>Mailing 2</u><br>Letter | <u>Mailing 3</u><br>Postcard | <u>Mailing 4</u><br>Letter & From | <u>Mailing 5</u><br>“It’s not too late”<br>Postcard |
|-----------------|--|----------------------------|------------------------------|-----------------------------------|---|
| Internet First  | March 12-20, 2020  | March 16-24, 2020          | March 26-April 3, 2020       | April 8-16, 2020                  | April 20-27, 2020                                   |
| Internet Choice | March 13, 2020   | March 17, 2020             | March 27, 2020               | April 9, 2020                     | April 20, 2020                                      |



# 2020 Census – It Is Important

- 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 the annual allocation of \$675 billion dollars in federal funding
  - Over \$73B in federal funding to NY each year
  - Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, S-CHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes
- Provides population benchmarks for nearly every other United States survey

# 2020 Census Environment



# Overcoming Obstacles by Utilizing Partnerships

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



# Our Partners

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

# How We Support Partners

## Materials

- Language
  - Sample email messages
  - Drop in articles
  - Social Media Content and links
- Support
  - Partnership presence
  - Connecting Partners with other partners
  - Data Services

# Partnership Activity Examples

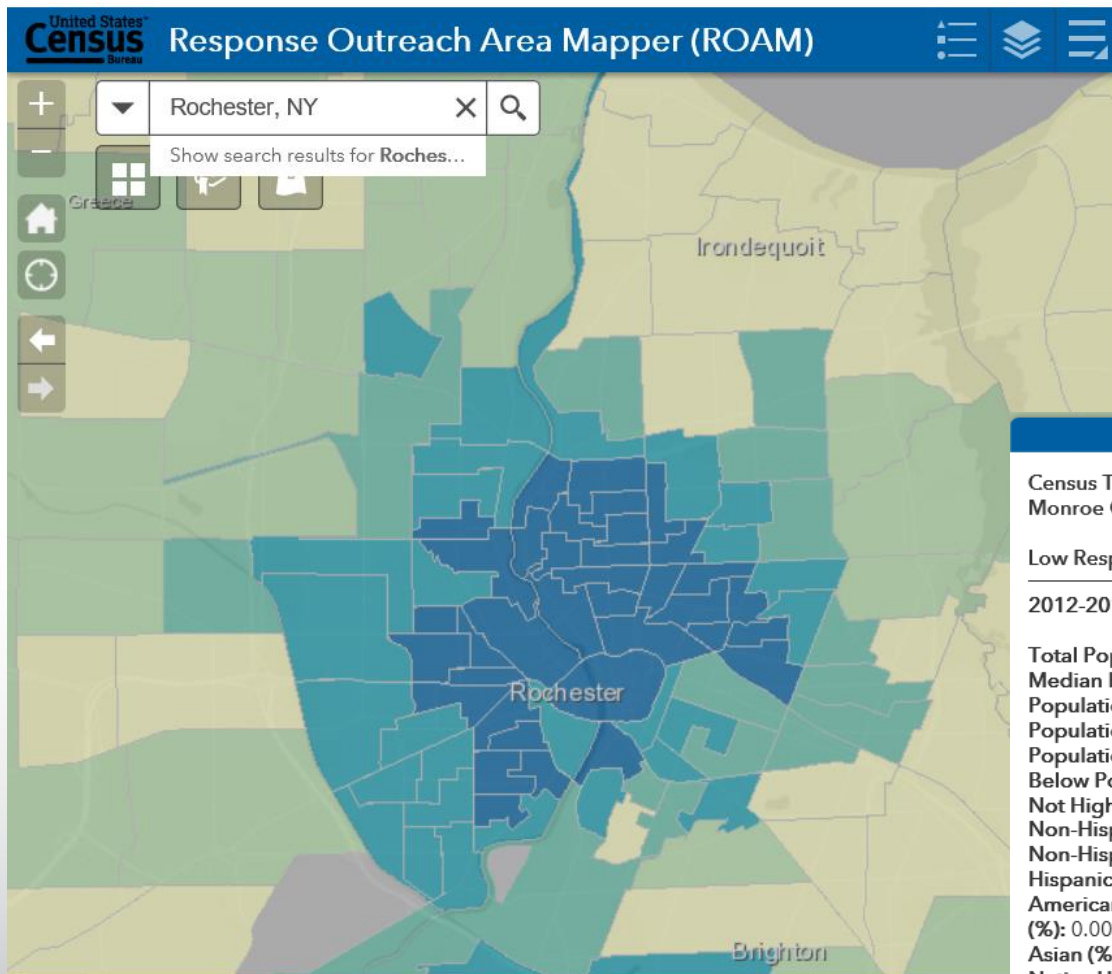
- Participate in a Complete Count Committee
- Hosting events
- Allowing the Census Bureau to Participate in events
  - Speaking Opportunities
  - Presence at events
- Sharing the Census Message
  - Social Media
  - Newsletters
- Assisting with Census Operations
  - Recruiting assessments
  - Response 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

# Response Outreach Area Mapper (ROAM)

## census.gov/roam



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

| Census Tract 102<br>Monroe County, New York    |        |
|--|--------|
| Low Response Score (%): 8.4                    |        |
| 2012-2016 ACS 5-year estimates                 |        |
| Total Population:                              | 3,822  |
| Median Household Income (\$):                  | 82,794 |
| Population Under 5 (%):                        | 4.47   |
| Population 18-24 (%):                          | 4.76   |
| Population 65 and Over (%):                    | 19.39  |
| Below Poverty Level (%):                       | 4.84   |
| Not High School Graduate (%):                  | 1.68   |
| Non-Hispanic, Black (%):                       | 0.52   |
| Non-Hispanic, White (%):                       | 96.65  |
| Hispanic (%):                                  | 0.84   |
| American Indian or Alaska Native (%):          | 0.00   |
| Asian (%):                                     | 1.41   |
| Native Hawaiian or Other Pacific Islander (%): | 0.00   |
| <a href="#">Zoom to</a>                        | ...    |

# 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](http://www.census.gov)
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap

# Connect with us



[facebook.com/uscensusbureau](https://facebook.com/uscensusbureau)



[twitter.com/uscensusbureau](https://twitter.com/uscensusbureau)



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)



[pinterest.com/uscensusbureau](https://pinterest.com/uscensusbureau)

# Contact Us

## Partnership Program

Phone: (212) 882-2130

Email: [new.york.rcc.partnership@2020census.gov](mailto:new.york.rcc.partnership@2020census.gov)

Website: <https://www.census.gov/partners/2020.html>

## Census Jobs

Field & Office Job Opportunities

Website: [www.2020census.gov/jobs](http://www.2020census.gov/jobs)

Office Managerial Job Opportunities

Website: [www.usajobs.gov](http://www.usajobs.gov)

Website: [www.census.gov/about/regions/new-york/jobs.html](http://www.census.gov/about/regions/new-york/jobs.html)

## Data Dissemination Program

Email: [census.askdata@census.gov](mailto:census.askdata@census.gov)

Phone: 1-844-ASK-DATA

Website: [www.census.gov/data/training-workshops.html](http://www.census.gov/data/training-workshops.html)