

2020 Census Briefing

Presented to **Philanthropy West Virginia**

and

West Virginia Nonprofit Association

Annual Policy Institute

December 14, 2018

by Josue Figueroa, Partnership Coordinator

josue.figueroa@2020census.gov

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

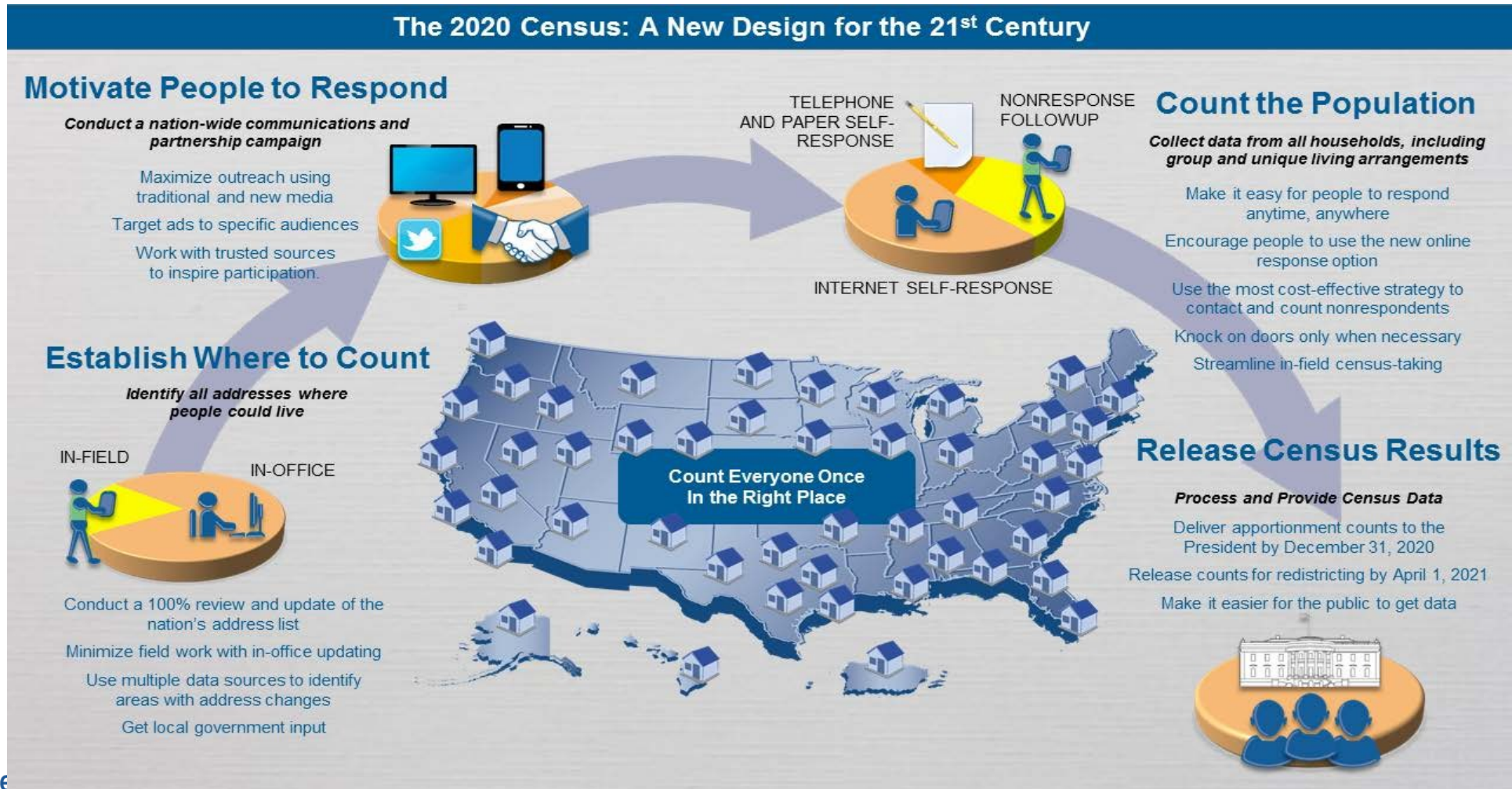
- ✓ To conduct the 2020 with the same high quality as the 2010 design

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 handheld devices for collecting Census data.
- ✓ We're utilizing automated systems for recruiting, training, and payroll.

The 2020 Census

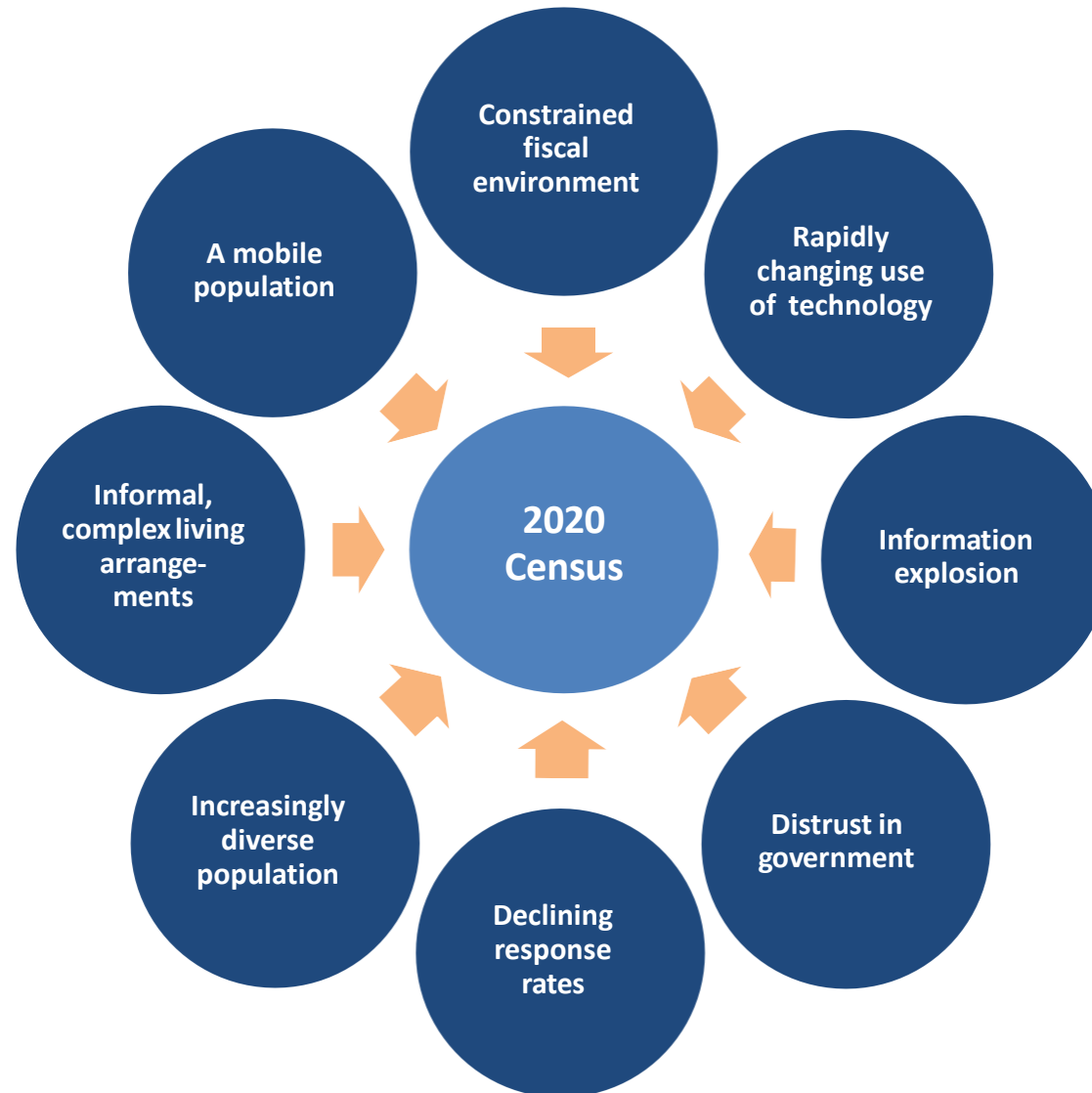
A New Design for the 21st Century



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

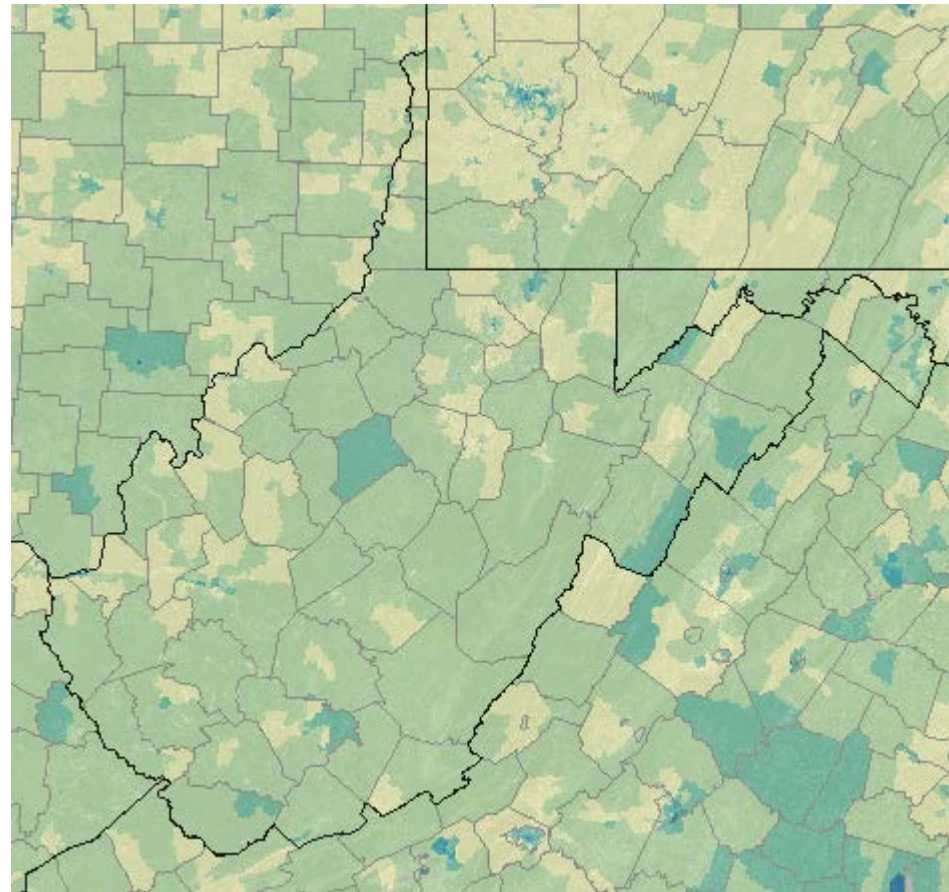
- LRS Score: predicts mail return rate
- ACS Variables:
 - Total Pop
 - Household Med Income
 - % Pop under age 5
 - % Pop over age 65
 - % below Poverty Level
 - Race Data
 - Language Data

Low Response Scores in West Virginia

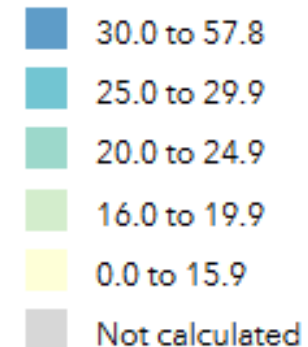
The percentage of households predicted **NOT** to respond

Great tool for getting demographic data at the Census Tract level!

Can help create and target your message.



Predicted Mail Non-Response Rate (%)

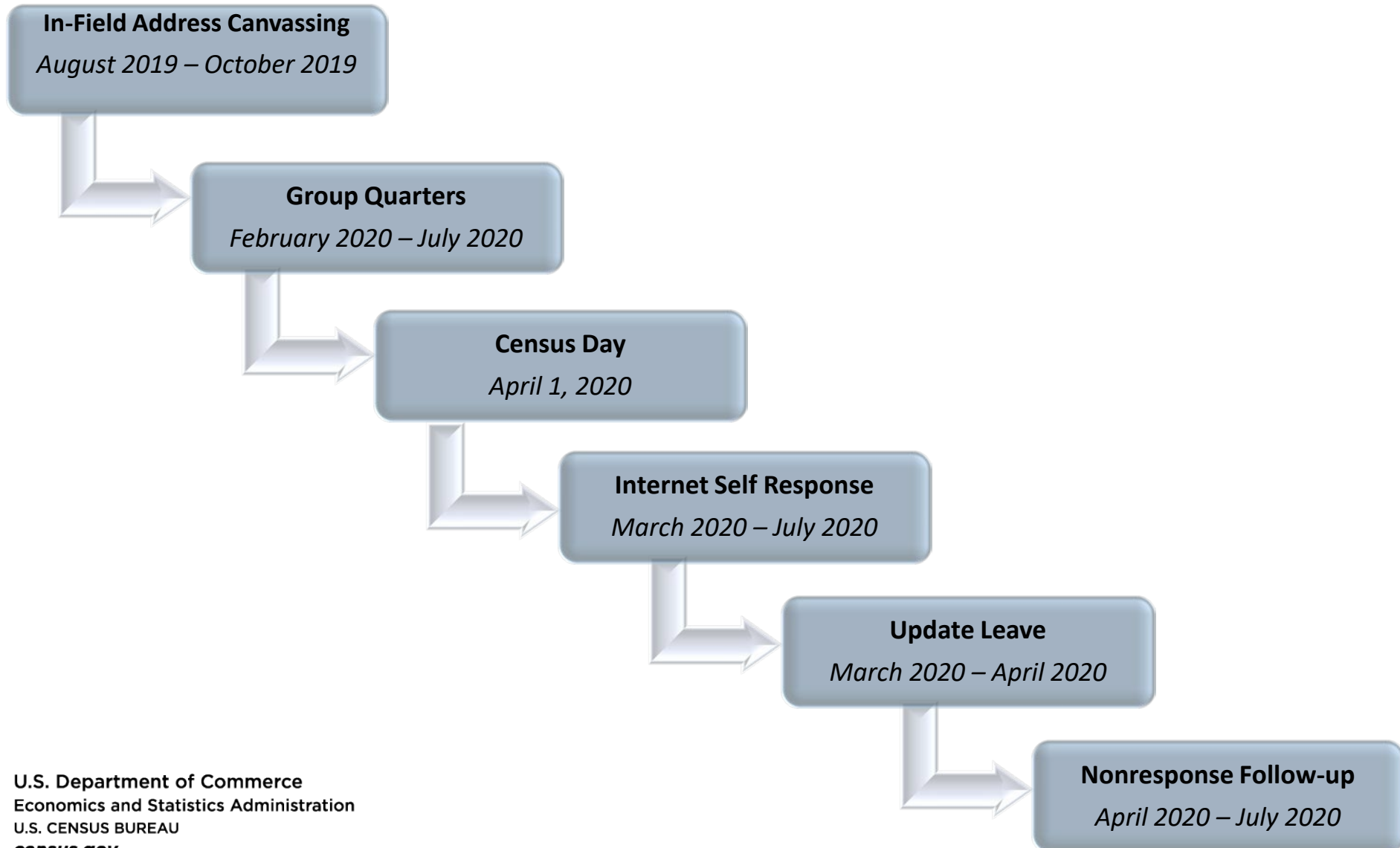


West Virginia ACOs

(Area Census Offices)

2010 Local Census Offices	2020 Area Census Offices
<i>Beckley</i>	<i>Beckley</i>
<i>Charleston</i>	
<i>Morgantown</i>	

Our Timeline



2018 End to End Test

Objectives

- ✓ To test listing capabilities required by In-Field Address Canvassing for 2020 Census

Locations

- ✓ Bluefield-Beckley-Oak Hill (Fayette, Greenbrier, McDowell, Mercer, Monroe, Pocahontas, Raleigh, Summers, and Wyoming)
- ✓ Pierce County, Wash
- ✓ Providence County, RI

Results (Beckley)

- ✓ Canvassed 63,536 housing units
- ✓ Hired over 100 office and field staff
- ✓ Over \$200,000 in salaries earned

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.

The Census Bureau is hiring!

- www.2020census.gov/jobs or 1-855-JOB-2020
- Flexible hours
- Paid training
- Temporary positions
- Mileage reimbursement
- Work from home, reports to a supervisor, must keep detailed records
- Extra income, great resume builder
- **PLEASE share this information!**

The Census Bureau is hiring!

- Anyone who registers and applies at the jobs website, will have an opportunity to qualify for future jobs:
 - Field supervisors – appoints, trains, supervises enumerators
 - Address canvassers/listers – verifies and updates address list
 - Enumerators – perform counting activities in/around their neighborhood
- Must apply online – no paper applications
www.2020census.gov/jobs
- Must have reliable transportation and valid drivers license
- Criminal background check – allowing 8 to 10 weeks

ACO Pay Rates

West Virginia – Beckley

Position	Pay Rate (subject to change)	Staffing Timeline (Early Operations)
<i>Area Census Office Manager</i>	\$25.50	<i>January 2019</i>
<i>Lead Census Field Manager</i>	\$22.00	<i>February 2019</i>
<i>Census Field Manager</i>	\$19.00	<i>April 2019</i>
<i>Administration Manager</i>	\$19.00	<i>January 2019</i>
<i>IT Manager</i>	\$19.00	<i>December 2018</i>
<i>Recruiting Manager</i>	\$19.00	<i>July 2018</i>
<i>Recruiting Assistants</i>	\$15.00 - \$16.50	<i>January 2019</i>
<i>Census Field Supervisor</i>	\$15.00 - \$16.50	<i>May 2019</i>
<i>Office Operations Supervisor</i>	\$15.50	<i>January/April 2019</i>
<i>Enumerator</i>	\$13.50 - \$15.00	<i>June 2019</i>
<i>Clerk</i>	\$12.00	<i>January/April/June 2019</i>

Programs that distribute funds on basis of Census-derived statistics

Source: The George Washington University

• Medicaid	\$ 3,146,439,845
• Supplemental Nutrition Assistance Program (SNAP)	497,268,953
• Highway planning and construction	421,664,008
• Medicare Part B	355,641,036
• Title I grants for education	88,547,245
• Special Education Grants (IDEA)	75,161,973
• National School Lunch Program	71,660,000
• Section 8 Housing Choice Vouchers	70,616,000

Programs that distribute funds on basis of Census-derived statistics *cont'd*

• Head Start / Early Head Start	\$ 64,297,471
• Health Center Programs	60,745,150
• Section 8 Housing Assistance Payments (project based)	57,086,119
• Children's Health Insurance Program	55,249,000
• Foster Care	36,948,000
• Supplemental Nutrition Program for Women, Infants, and Children (WIC)	36,472,001
• Low Income Home Energy Assistance program	24,591,426
• Child Care and Development Fund	17,443,000

Census-guided financial assistance to Rural America

Source: The George Washington University

- More than \$25 billion each year to states, localities and households in Rural America
 - Very low to moderate income housing loans \$ 229,696,497
 - Water and waste disposal systems \$ 29,892,248
 - Rural rental assistance payments \$ 16,840,276
 - Business and industry loans \$ 6,340,000
 - Cooperative extension service \$ 9,191,218
 - **Total \$ 291,960,239**

Complete Count Committees

- Complete Count Committees encourage residents to respond to the 2020 Census
 - Government and community leaders from business, media, education, healthcare and other community organizations, etc.
 - Develop and implement a local 2020 census awareness campaign
 - Utilize local knowledge, influence and resources to educate residents and promote the census through locally-based, targeted outreach efforts.
 - Provide a vehicle for coordinating and nurturing cooperatives efforts between communities and the Census Bureau.
 - Help the Census Bureau get a complete count in 2020 through partnership with community organizations.

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.
-
- 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.

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.

Possible CCC Representatives

- Business
- Communications and media
- Community organizations
- Education – all levels
- Ex-offenders
- Faith-based
- Government
- Group Quarters
- Homeless
- Library
- Recruiting
- Senior citizens
- Rental housing
- Veterans
- Philanthropic

Communities can help ensure a complete count!

- Form a Complete Count Committee – Statewide, local government, community organizations
- Participate on a CCC
- Active CCCs have shown to impact response rates
 - West Virginia tied with Alaska for the lowest – 65 % - mailback response rate
 - 78 % - Ohio and Virginia
 - 77 % - Kentucky and Pennsylvania
 - 76 % - Maryland and Tennessee
 - 72 % - Delaware and Washington, DC
- **“Trusted voices” act as Census ambassadors – neighbor-to-neighbor awareness & education**
- Reach priority target populations at the grassroots level

Sample CCC activities (there are many more!)

- Display/distribute digital materials through social media/email blasts
- Display/distribute/post recruiting materials
- Issue a public endorsement
- Provide a link from your website to the Census Bureau website
- Publish articles in your newsletters
- Place census messages on water bills, property tax bills, etc.
- Ask organizations to choose a month to sponsor census activities
- Plan a One-Year-Out (April 1, 2019) Celebration

Next steps for a CCC

- Sponsoring organization appoints a chairperson and members
- Partnership Specialist holds an introductory meeting with CCC members; explains their role and purpose
- CCC sponsor issues a proclamation and holds a press conference to announce formation of CCC
- CCC members attend training with Partnership Specialist
- CCC continues to hold regular meetings
- Plans a One-Year-Out (April 1, 2019) Celebration

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/>



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



twitter.com/uscensusbureau



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



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



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

Questions?

Josue.Figueroa@2020census.gov

267.909.2805

Janet.Y.Spry@2020census.gov (south)

681.587.6819

Donnie.L.Tucker@2020census.gov (north)

681.285.1494