

2020 Census Overview

Upper Dublin Township, PA

June 11, 2019

Why do We Take a Census?

- U.S. Constitution, Article 1, Section 2 mandates a headcount every 10 years of every one residing in the 50 states, Puerto Rico and the Island Areas of the United States.
- By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within 9 months of Census Day (on or before December 31, 2020) so that apportionment can be taken.

How Is Census Data Used?

- Conduct redistricting at the federal, state, and local levels.
- Apportion seats in the U.S. House of Representatives.
- Distribute over **\$675 billion federal dollars** to state & local governments.
- Provide statistical support for grant applications.
- Plan for future needs (program and services).
 - ✓ Education
 - ✓ Health care
 - ✓ Transportation
 - ✓ Social services
 - ✓ Emergency response
 - ✓ Forecast future transportation needs
 - ✓ Determine areas eligible for housing assistance & rehabilitation loans, etc.

2020 Census Goals

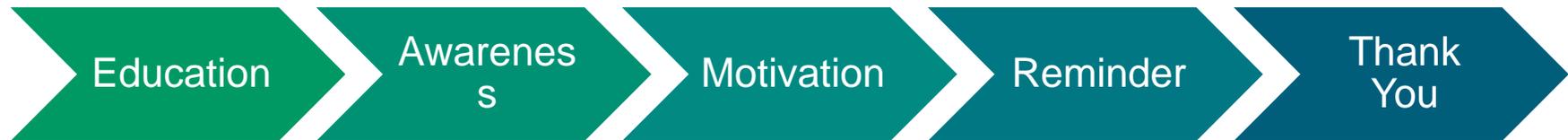
Goals

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

What's New

- ✓ We're maximizing outreach by using both traditional and new media.
- ✓ We're offering & 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.

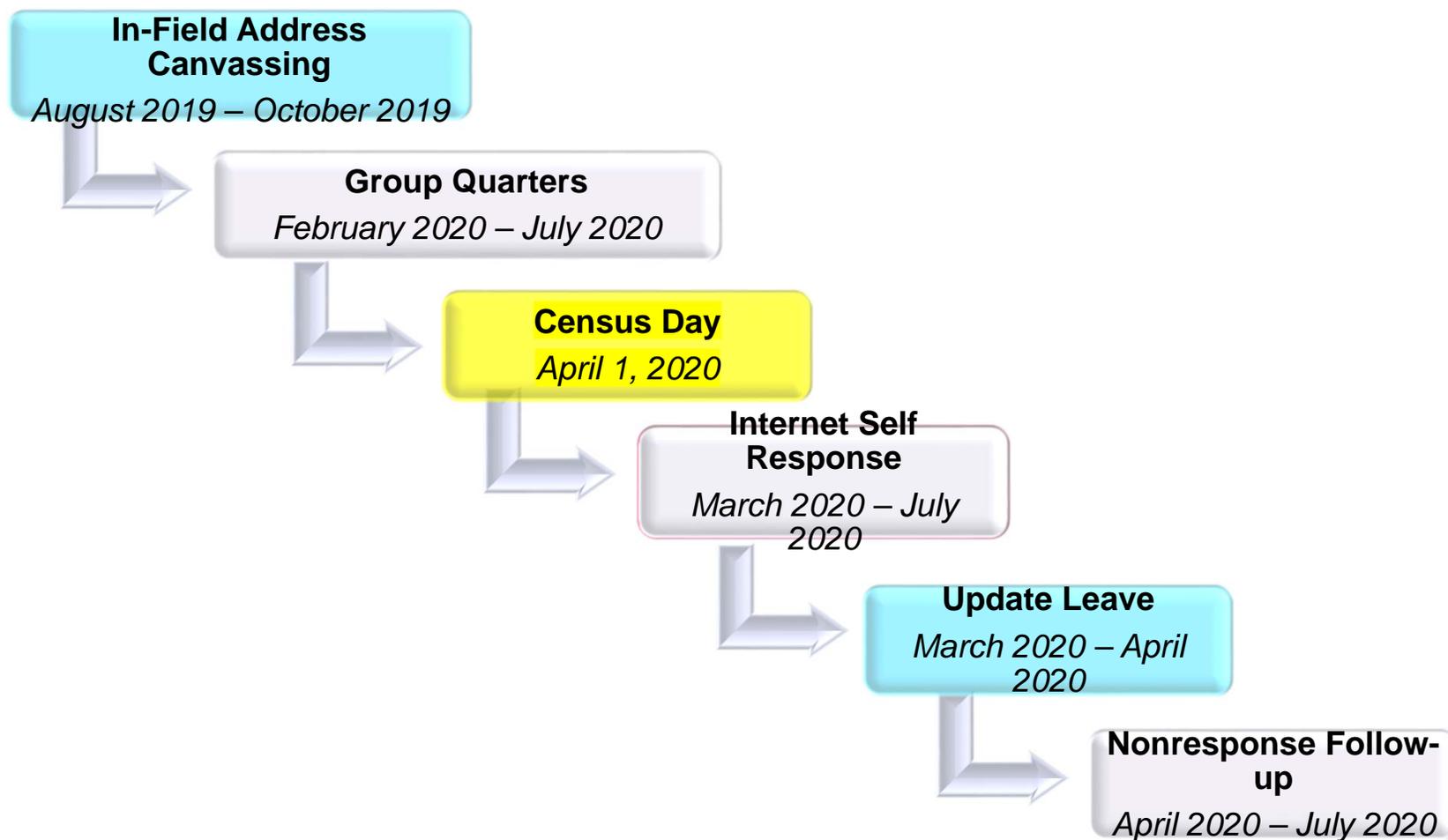
The 2020 Census Phases



Local governments & 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

Operation Timeline



Address Canvassing (AdCan)

- Field AdCan will be conducted August 2019 to October 2019
- Enumerators will use handheld devices
- Recruiting Assistants – January 2019
- Census Field Supervisors – May 2019
- Census Listers – June 2019

Confidentiality and Privacy

- It is important that individuals know their responses to the census have legal protections.
- 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 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 Census Bureau employees swear a lifetime oath to protect respondent information.
- Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

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Area Census Offices

Wave 1: February 2019

- Harrisburg
- Cranberry Township

Wave 2: Summer of 2019

- Allentown
- Norristown
- Philadelphia - Franklin
- Philadelphia - Penn
- Pittsburgh
- Reading
- State College

ACO Job Title & Descriptions

ACO Jobs – USAjobs.gov

- ✓ 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.

DAPPS – 2020census.gov/jobs

- ✓ 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.

ACO Pay Rates Pennsylvania

Position	Pay Rate (subject to change)	Staffing Timeline (Peak Operations)
Area Census Office Manager	\$25.50 - \$35.50	June 2019
Lead Census Field Manager	\$22.00 - \$30.50	June 2019
Census Field Manager	\$19.00 - \$26.50	June 2019
Administration Manager	\$19.00 - \$26.50	June 2019
IT Manager	\$19.00 - \$26.50	June 2019
Recruiting Manager	\$19.00 - \$26.50	June 2019
Recruiting Assistants	\$16.50 - \$23.00	August 2019
Census Field Supervisor	\$16.50 - \$23.00	February 2020
Office Operations Supervisor	\$15.50 - \$21.50	July 2019
Enumerator	\$15.00 - \$21.00	March 2020
Clerk	\$12.00 - \$17.00	September 2019

Online Job Applications for Non-Managerial Positions

Help us get the word out about 2020 Census jobs.

Assist in recruiting of job applicants; Appoint, train, and supervise enumerators engaged in data collection; Coordinate, supervise, and oversee office clerks in specific functional areas; Locally hired workers who perform field enumeration activities in and around their respective neighborhood; perform a wide variety of clerical functions in support of field data collection, recruiting, payroll/personnel, automation technology, and quality assurance operations.

Apply Online Today! 2020census.gov/jobs

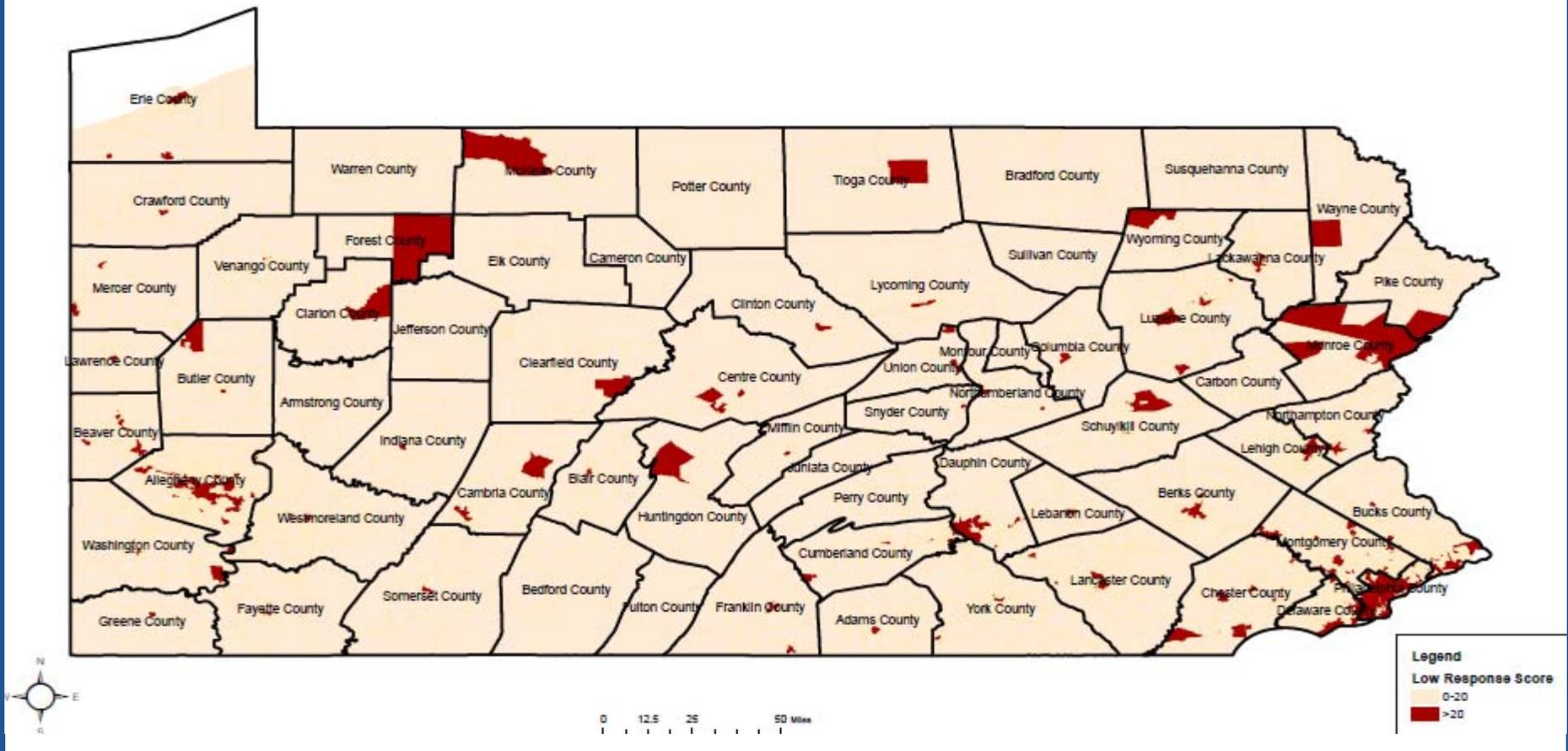
1-855-JOB-2020

(1-855-562-2020)

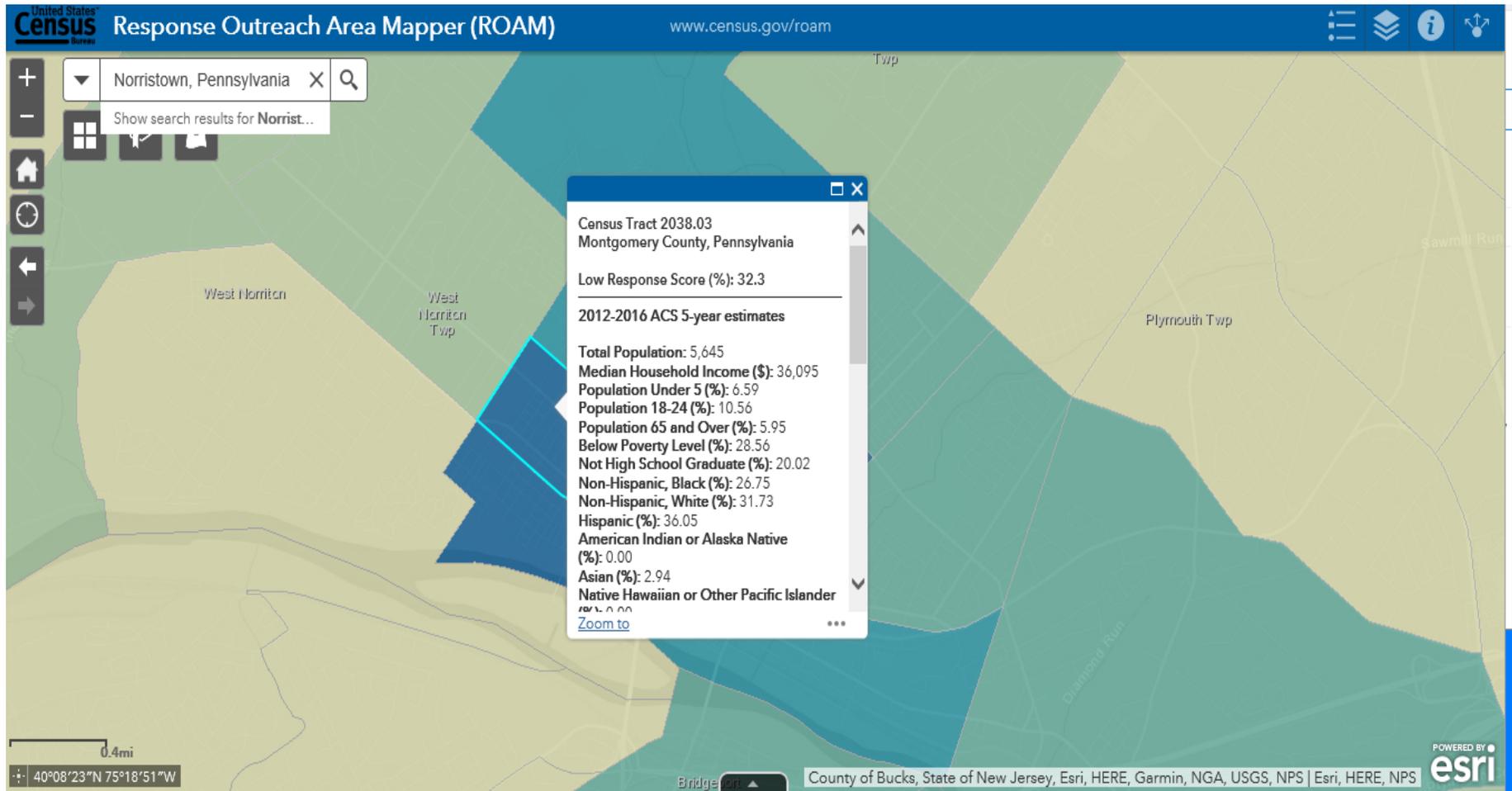
Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

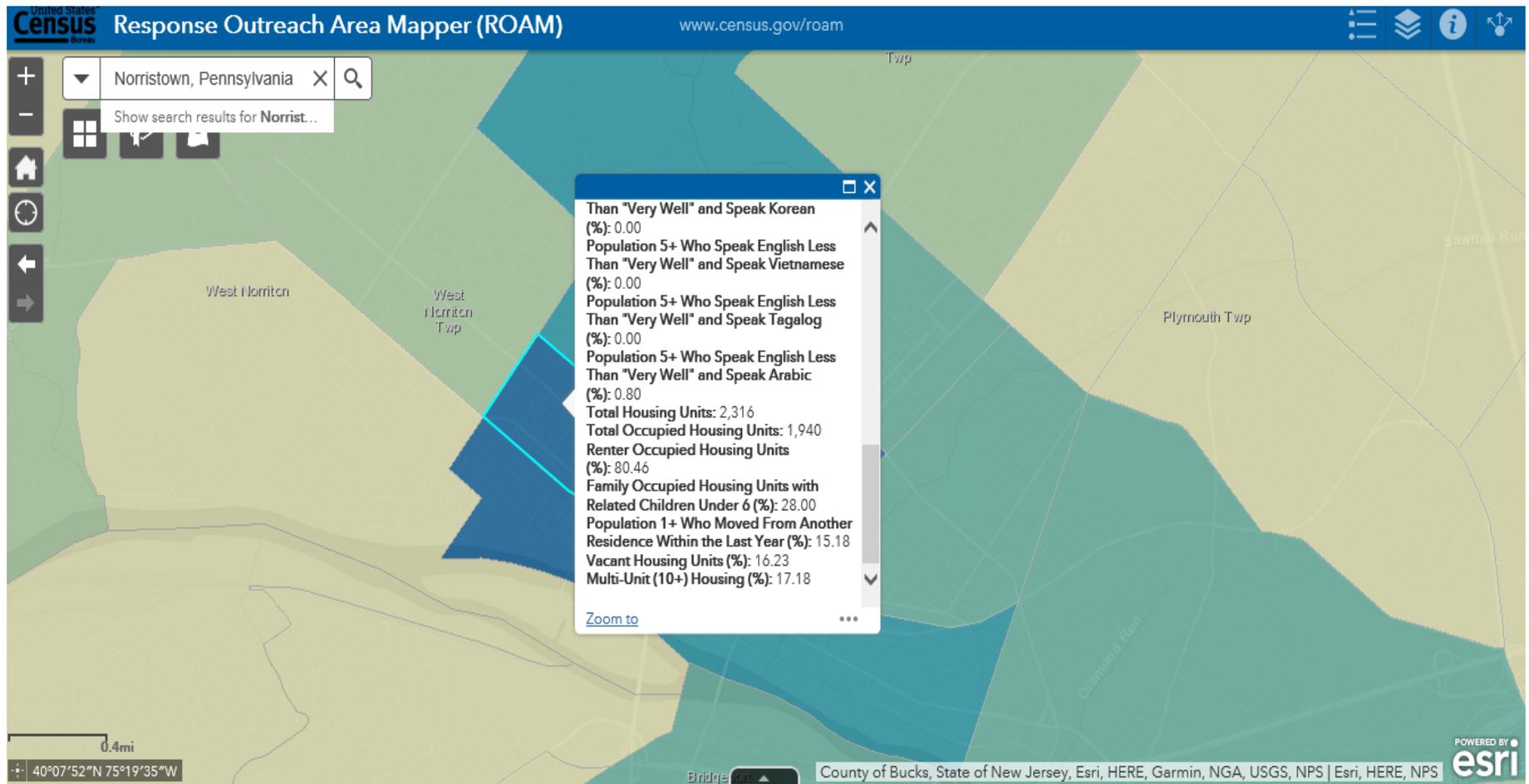
Pennsylvania Low Response Map



Response Outreach Area Mapper ROAM



Response Outreach Area Mapper ROAM



Low Response Score 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

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Complete Count Committees (CCCs)

Volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness, about the census and motivate residents in the community to respond.

Committee members should be influencers in some of the following areas:

Government

Media

Workforce development

Business

Education

Community organizations

Faith-based community

Orgs based on needs (seniors, migrant workers, immigrants, philanthropic, etc.)

Complete Count Committee Goals

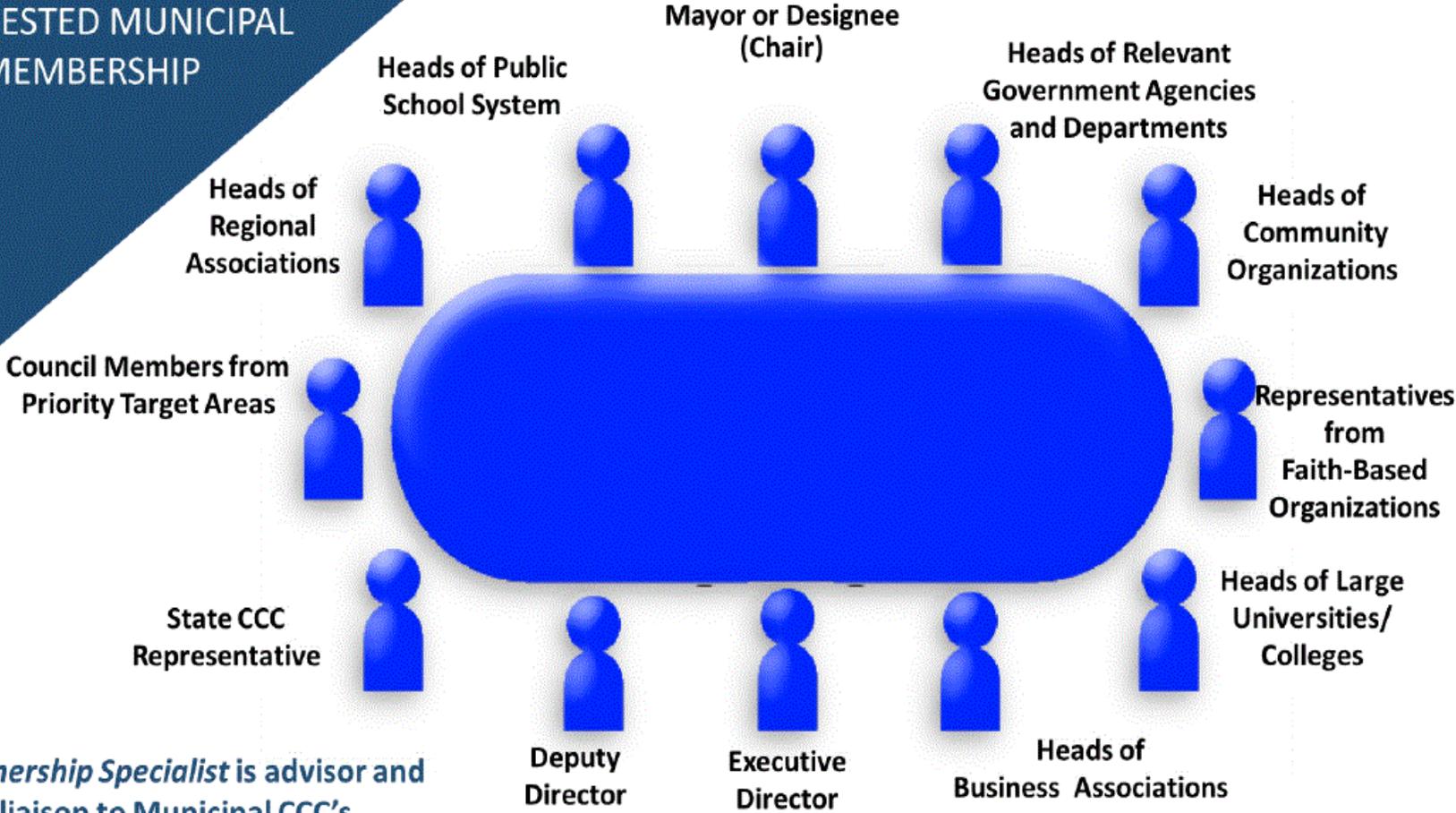
- Bring together a cross section of community members whose focus is 2020 Census awareness.
- Increase participation in the 2020 Census, especially in low response communities, through a focused, neighbor-to-neighbor program.
- Use the knowledge, expertise, and influence of trusted voices to develop local messaging on the importance and benefits of the 2020 Census in the community.

Overview of CCCs

- CCCs are one of the core strategic elements of the Partnership Program for the 2020 Census.
- Census Bureau works with tribal, state and local governments, and community organizations to form CCCs around the country.
- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation.

Municipal Complete Count Committee

SUGGESTED MUNICIPAL CCC MEMBERSHIP



* Partnership Specialist is advisor and Census liaison to Municipal CCC's

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.
- Coordinate your participation with overlapping city/county governments.
- Identify a point of contact or liaison for your CCC.
- Schedule and invite the Partnership Specialist to your first planning meeting.

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

Operational Support

- ✓ **Provide space that can be used for testing, on-boarding, training, etc.**
- ✓ E.g. Computer labs, Libraries, Schools
- ✓ 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.

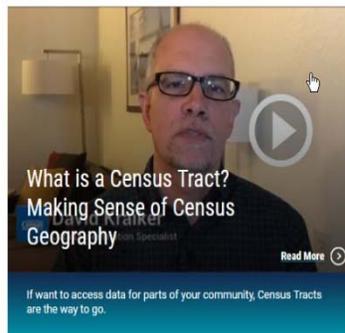
Data Dissemination Training: census.gov/academy

Census Academy

Data Gems
Webinars
Courses - Coming Soon!



Data Gems



VIDEO | OCTOBER 11, 2018
How to Access Data for a Neighborhood or Service Area
By using Census Tracts, you can select the boundaries of your area, and access demographic, socioeconomic, and housing statistics about your community.

VIDEO | SEPTEMBER 21, 2018
How to Extract Data from the Census API
Learn how to use the Census API to explore or learn more about America's changing population and economy.

VIDEO | SEPTEMBER 21, 2018
Visualizing Characteristics Using the Census Engagement Navigator
Learn how to use this interactive visualization to quickly understand what areas of the country had high or low return rates in the 2010 census.

[VIEW ALL DATA GEMS](#)

✓ **Bring our data experts to you.**
[Request](#) a free data training for your organization.

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- **Receive our Data Gems.**
These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!
- **Get access to our data courses.**
You will learn-at-your-own-pace with these video- tutorials designed for different skill levels.
- **Interact with our instructors via webinars.**
Learn about our data releases and tools while attending these live virtual classes.

Contact us:
census.askdata@census.gov
1-844-ASK-DATA

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Questions?

Contact us:

Recruiting Hotline - 1-888-480-1639

Philadelphia Regional Census Center- 1-844-507-2020

Email us at - Philadelphia.rcc.partnership@census.gov

Connect with Us



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/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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