

2020 Census Overview

PA State Complete Count Commission Summit

May 20, 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 Are 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 and 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 and rehabilitation loans, etc

2020 Census Goals

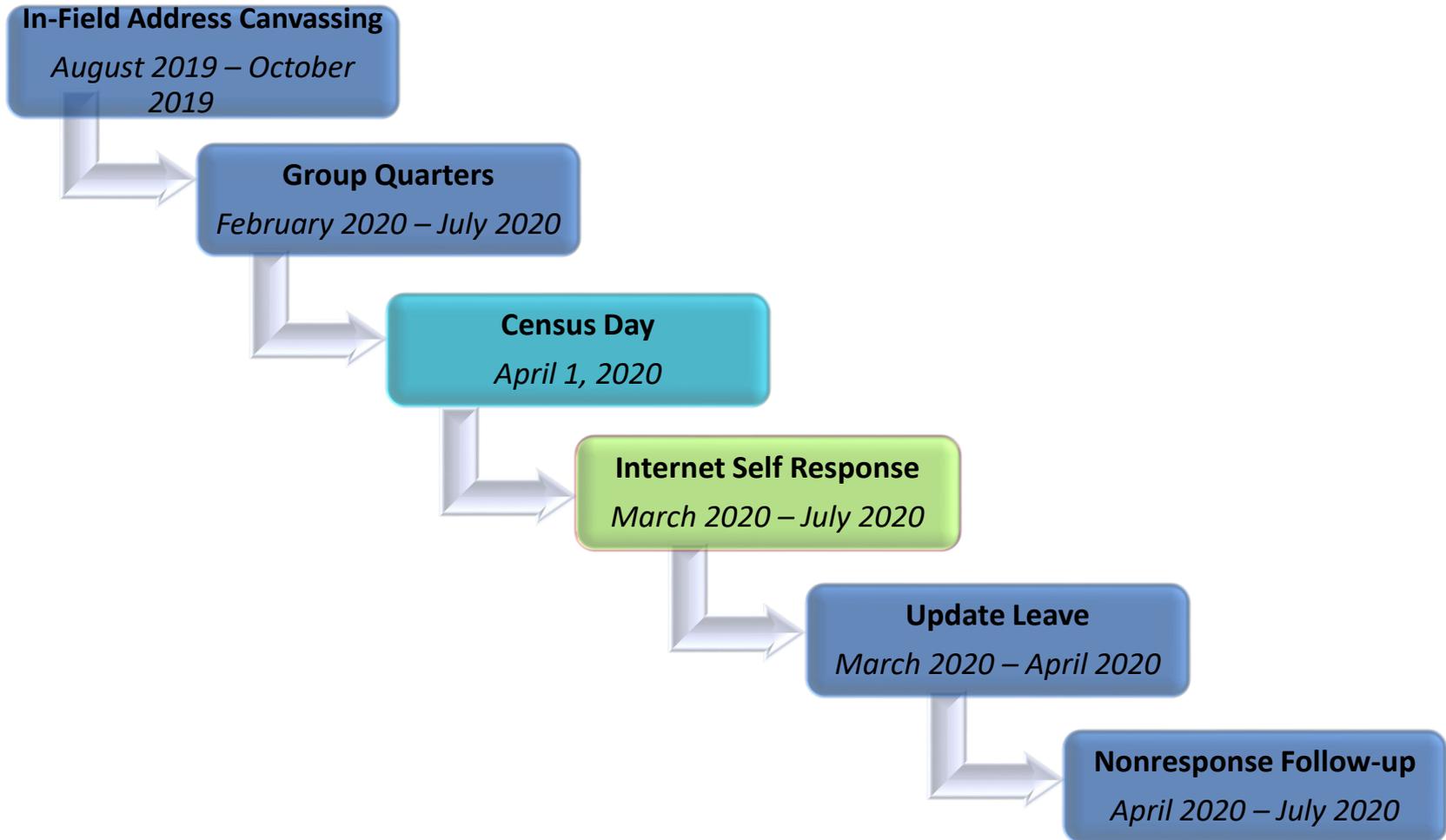
Goals

- ✓ 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 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.

Operation Timeline



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

Area Census Offices

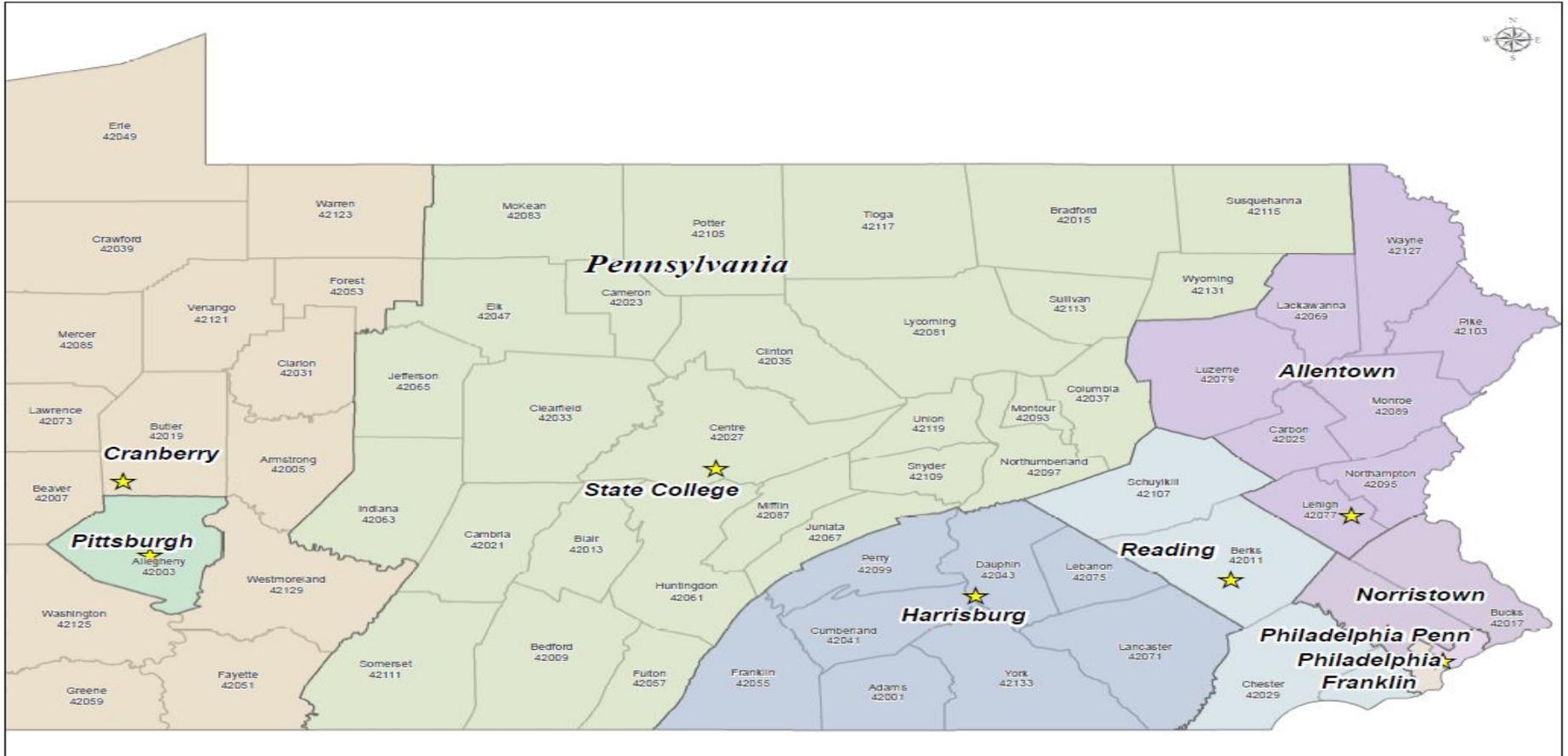
Wave 1: February 2019

- ✓ Harrisburg
- ✓ Cranberry Township

Wave 2: Summer of 2019

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

Pennsylvania Area Census Offices



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

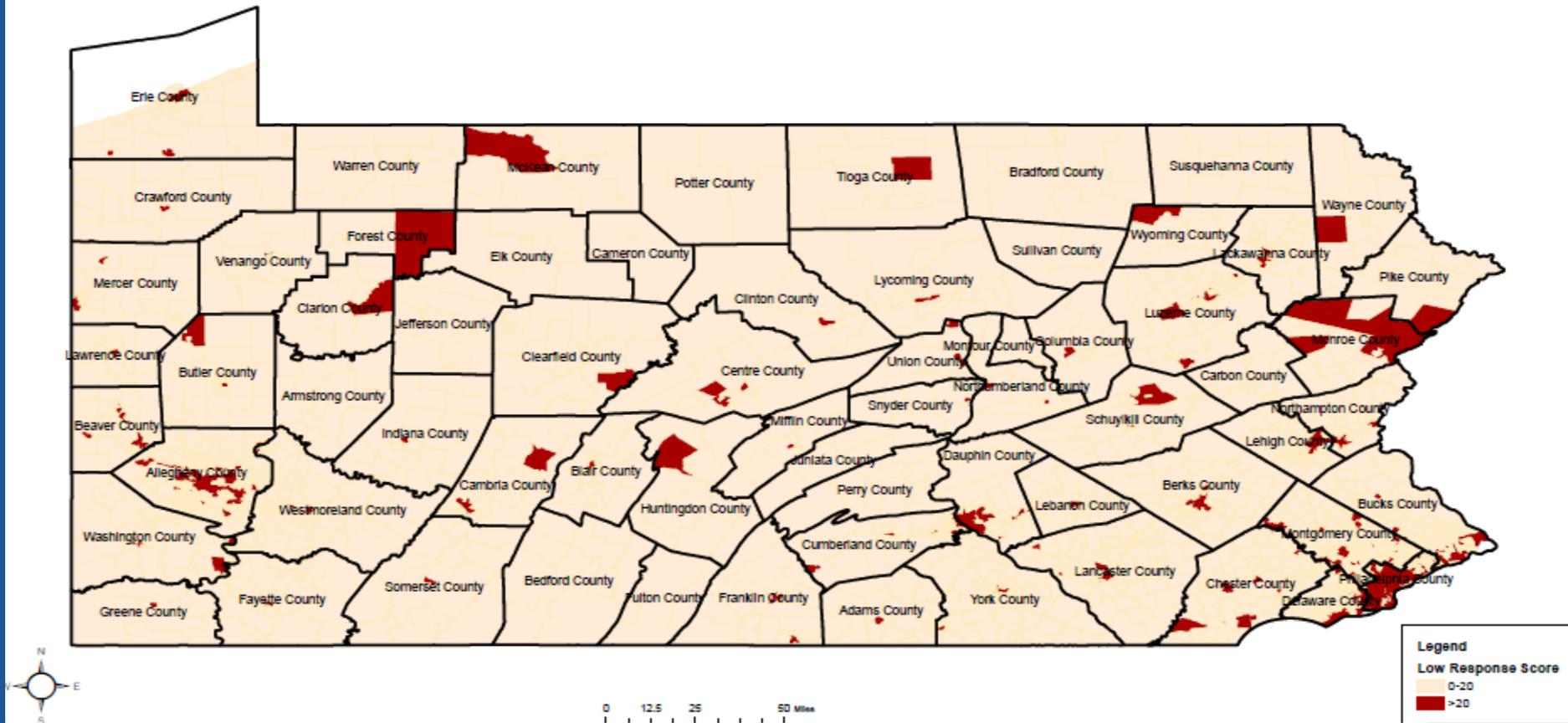
1-855-JOB-2020

(1-855-562-2020)

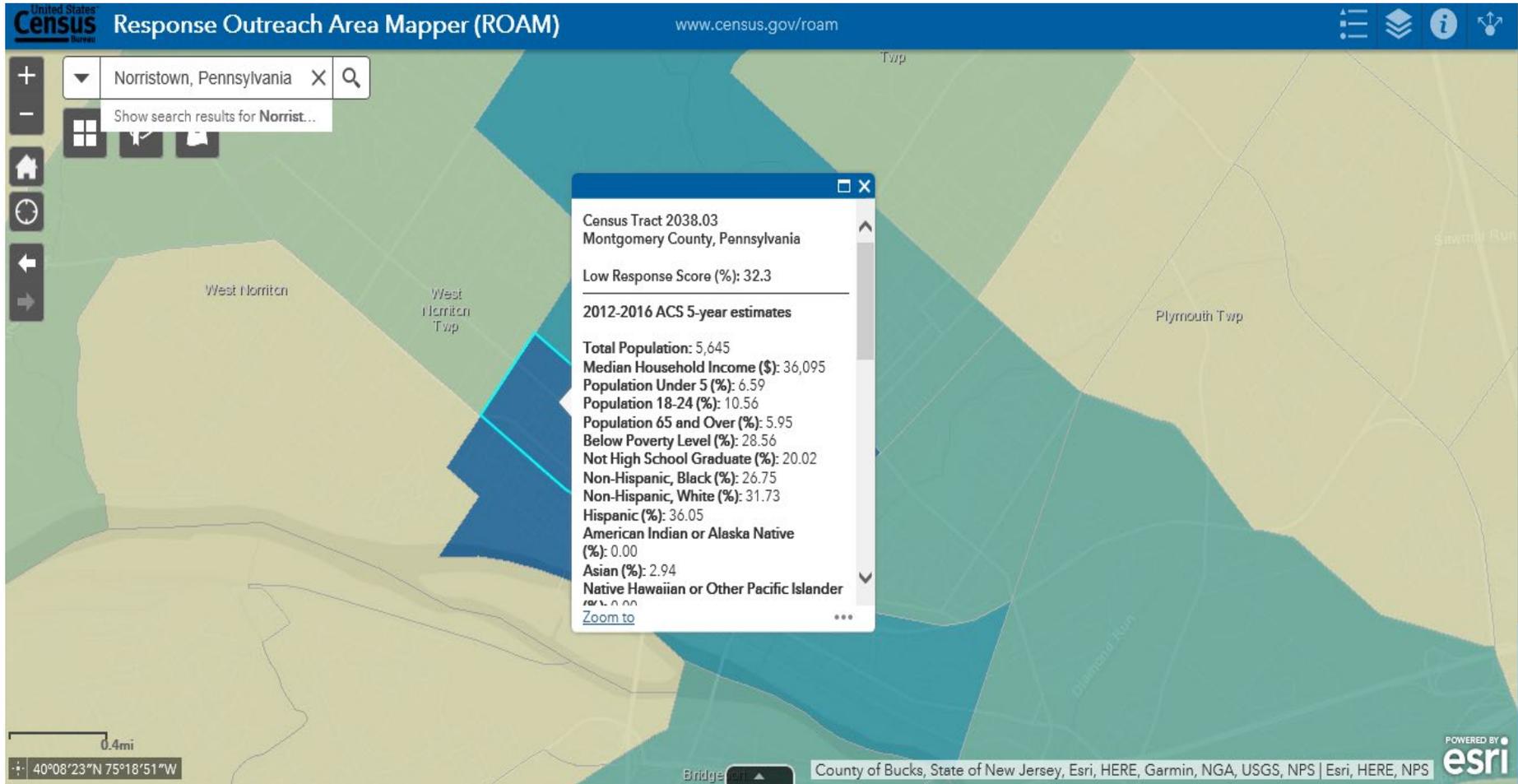
Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

Pennsylvania Low Response Map



Response Outreach Area Mapper ROAM



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

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.
- CCCs are “census ambassadors” that play an integral part in the 2020 Census
- Committee members should be influencers in some of the following areas:
 - Government
 - Media
 - Workforce development
 - Business
 - Education
 - Community organizations
 - Faith-based community
 - Other, 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.

Key Points About the CCC Structure

- CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community
- Census Bureau staff serve as liaisons and information resources for CCC
- CCC operations are governed by elected officials or community leaders

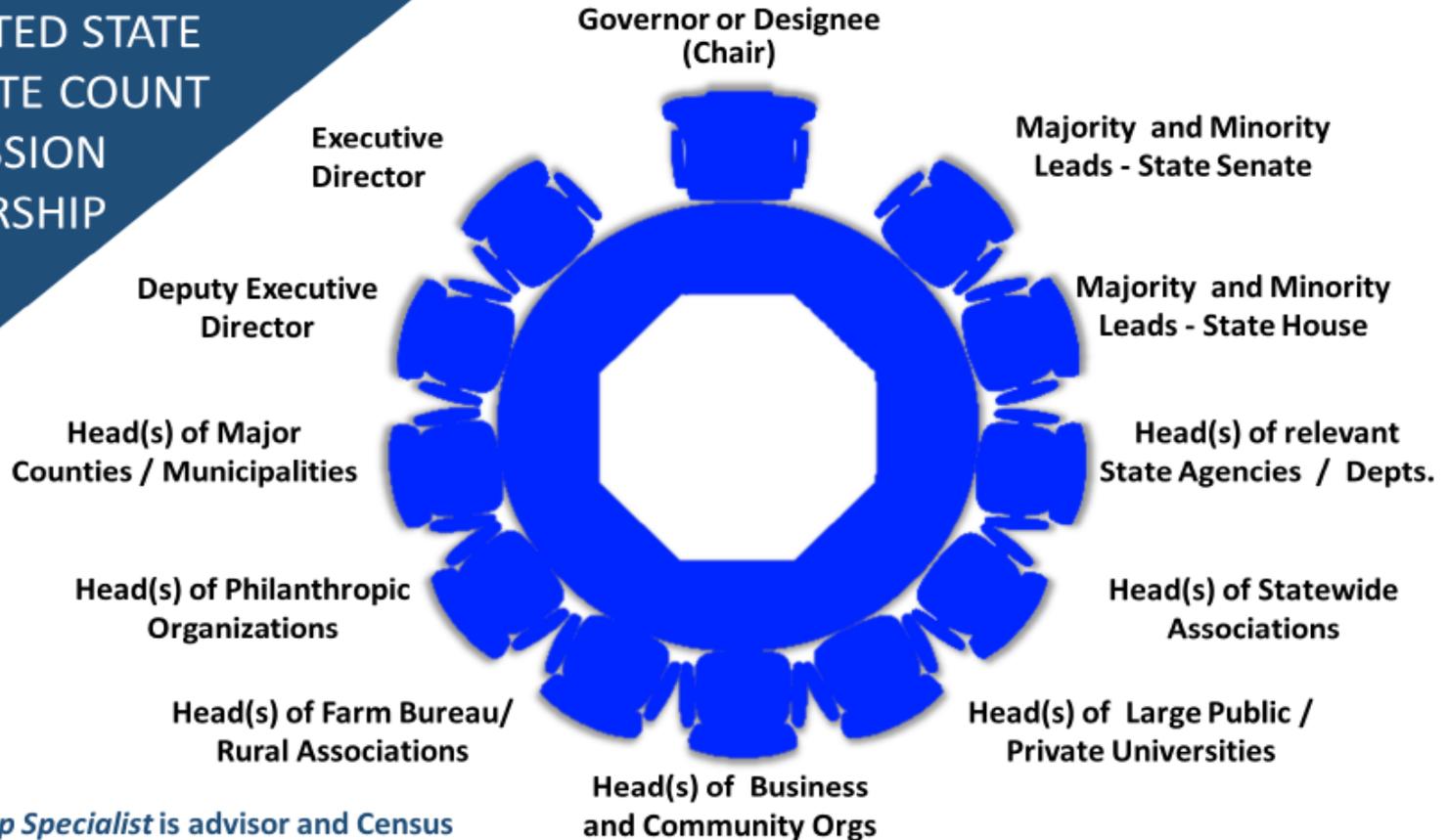
Subcommittee Structure of CCCs

State Government CCCs can be a SCCC or a CCC. The structure should consist of influential members. Below are suggested membership for this sub team:

- Government
- Workforce development
- Faith-based community
- Education
- Media
- Technology
- Community organizations
- Business

State Complete Count Commission

SUGGESTED STATE COMPLETE COUNT COMMISSION MEMBERSHIP



* *Partnership Specialist* is advisor and Census liaison to the State Complete Count Commission

Recruitment Subcommittee

Focus

- Distributes recruiting materials received from Partnership Specialists and assists them in securing donations for space to train employees
- Publicizes Census Bureau job openings using all available resources, including local festivals and job fairs

Composition

- Staff from local job training agencies or organizations

Government Subcommittee

Focus

- Represents tribal, state and local government in all programs between the Census Bureau and the local government, such as new construction programs
- Ensures that elected officials are aware of and are included in all committee activities

Composition

- Elected officials, city planners, demographers, cartographers and municipal employees

Education Subcommittee

Focus

- Creates, facilitates, and coordinates census awareness activities among various educational levels
- Ensures the wide distribution and awareness of the Statistics in Schools program and materials
- Works with area colleges and universities to raise awareness of the census among students housed on and off campus
- Raises awareness through adult education and English Language Learner programs

Composition

- Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students, and university housing coordinators

Faith-based Subcommittee

Focus

- Facilitates and coordinates census awareness activities between faith-based institutions and organizations, ministerial alliances and forums, and ecumenical councils across racial, cultural and ethnic divisions

Composition

- Faith-based leaders from denominations representing the community, ministerial alliances, ecumenical councils and seminary administrators

Media Subcommittee

Focus

- Assist the CCC in communicating census message to ALL households
- Facilitates communication of CCC messages through multiple channels, such as ethnic media, local newsletters, electronic bulletin boards, bloggers, local websites, bloggers, and any social media platforms.

Composition

- Local media representatives, communication directors, publishers and editors of neighborhood newspapers, and ethnic media representatives

Community-based Subcommittee

Focus

- Coordinates the building of coalitions with community organizations that serve the needs of various racial, ethnic, cultural, civic, fraternal and advocacy groups, immigrants, and people with disabilities.

Composition

- Executive directors from community organizations, leaders of fraternities and sororities, membership and non-membership organizations and advocacy groups, and disability organizations.

Business Subcommittee

Focus

- Coordinates and generates census awareness activities that involve businesses of all types and sizes

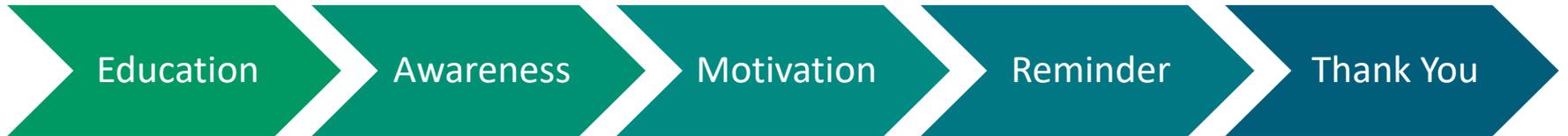
Composition

- Chambers of Commerce, business alliances, neighborhood business associations, franchise owners and operators, financial institution officers, owners of small community and ethnic businesses, and utility company managers

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

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

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)

Additional Resources for Complete Count Committees

- Partnership Specialists provide training to Complete Count Committees
- Partnership Specialists are available to be support and technical resources
- 2020 Census website provides Info Sheets, operational plans, and more
- 2020 Census promotional campaign provides marketing materials

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.

Questions 2020 Census Operations and Positions?

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>



facebook.com/uscensusbureau



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



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



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



instagram.com/uscensusbureau



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



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