

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 annually to state and local governments
- Provide statistical support for grant applications
- Help community plan for future needs

2020 Census Goals

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

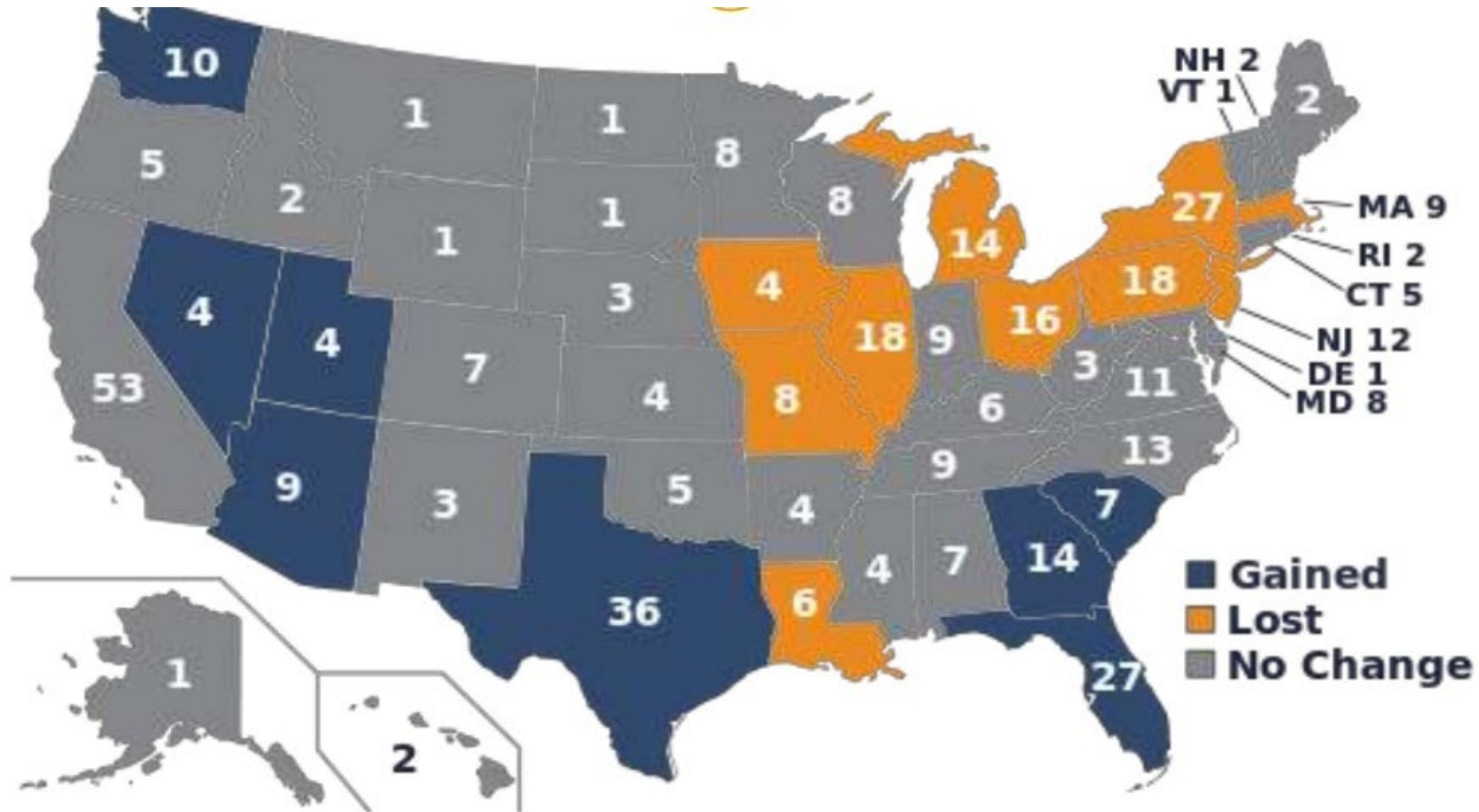
What's New

- Maximizing outreach by using both traditional and new media
- Offering and encouraging people to use the secure online response option
- Providing our fieldworkers with handheld devices for collecting Census data
- Utilizing automated systems for recruiting, training, and payroll

The Census is Confidential

- The Census Bureau is required by law to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
- We will never share a respondents personal information with other government agencies
- Results from the census are reported in statistical summary format only
- Records are confidential for 72 years by law (Title 44, U.S. Code)
- 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

2010 Census Congressional Apportionment



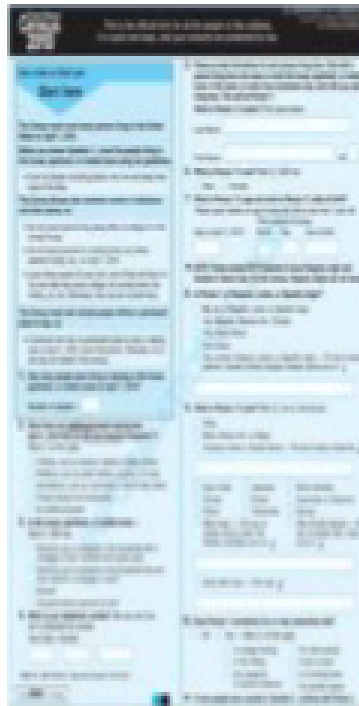
Programs Using Census Data

- [Medical Assistance Program \(Medicaid\)](#)
- [Supplemental Nutrition Assistance Program \(SNAP\)](#)
- [Medicare Part B \(Supplemental Medical Insurance\) – Physicians Fee Schedule Services](#)
- [Highway Planning and Construction](#)
- [Section 8 Housing Choice Vouchers](#)
- [National School Lunch Program](#)
- [Special Education Grants \(IDEA\)](#)
- [State Children's Health Insurance Program \(S-CHIP\)](#)
- [Head Start/Early Head Start](#)
- [Supplemental Nutrition Program for Women, Infants, and Children \(WIC\)](#)
- [Foster Care \(Title IV-E\)](#)
- [Health Center Programs \(Community, Migrant, Homeless, Public Housing\)](#)
- [Low Income Home Energy Assistance \(LIHEAP\)](#)
- [Child Care and Development Fund – Entitlement](#)

Decennial Census Has Two Parts

Decennial Count -- from 1790 to present

- Short form and long-form questions through 2000
- Short form only in 2010

A screenshot of the 2010 Census long-form questionnaire. The form is titled "2010 Census Long-Form Questionnaire" and contains various sections for demographic and socioeconomic data, including household information, individual characteristics, and housing details.

American Community Survey
(The new long-form)

- Conducted & published annually since 2005
- Most recent data available for 2015 – **TIMELY!!**
- Only source of detailed information on income, occupation, education/skills, veterans, housing, health insurance, and much more

A screenshot of the American Community Survey questionnaire. The form is titled "American Community Survey" and includes instructions for respondents, such as "Please complete the form and return it to your enumerator as quickly as possible." It also features a "How to Fill In" section with numbered steps for completing the form.

How Can You Help?

Fight misinformation, disinformation, and scams

- <https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires>

• WHAT WE DO NOT ASK

- Full Social Security Number
- Mothers Maiden Name
- Bank Account Information
- Donation of any kind
- Political Affiliation

• *** RED FLAG ***

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any **additional** people staying here on April 1, 2020 that you did not include in Question 1?
Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number
 - -

[Form number removed]

The 2020 Census

Count Everyone, Only Once, in the Right Place

The 2020 Census: A New Design for the 21st 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.



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

Establish Where to Count

Identify all addresses where people could live

IN-FIELD

IN-OFFICE



- 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



Count Everyone Once
In the Right Place

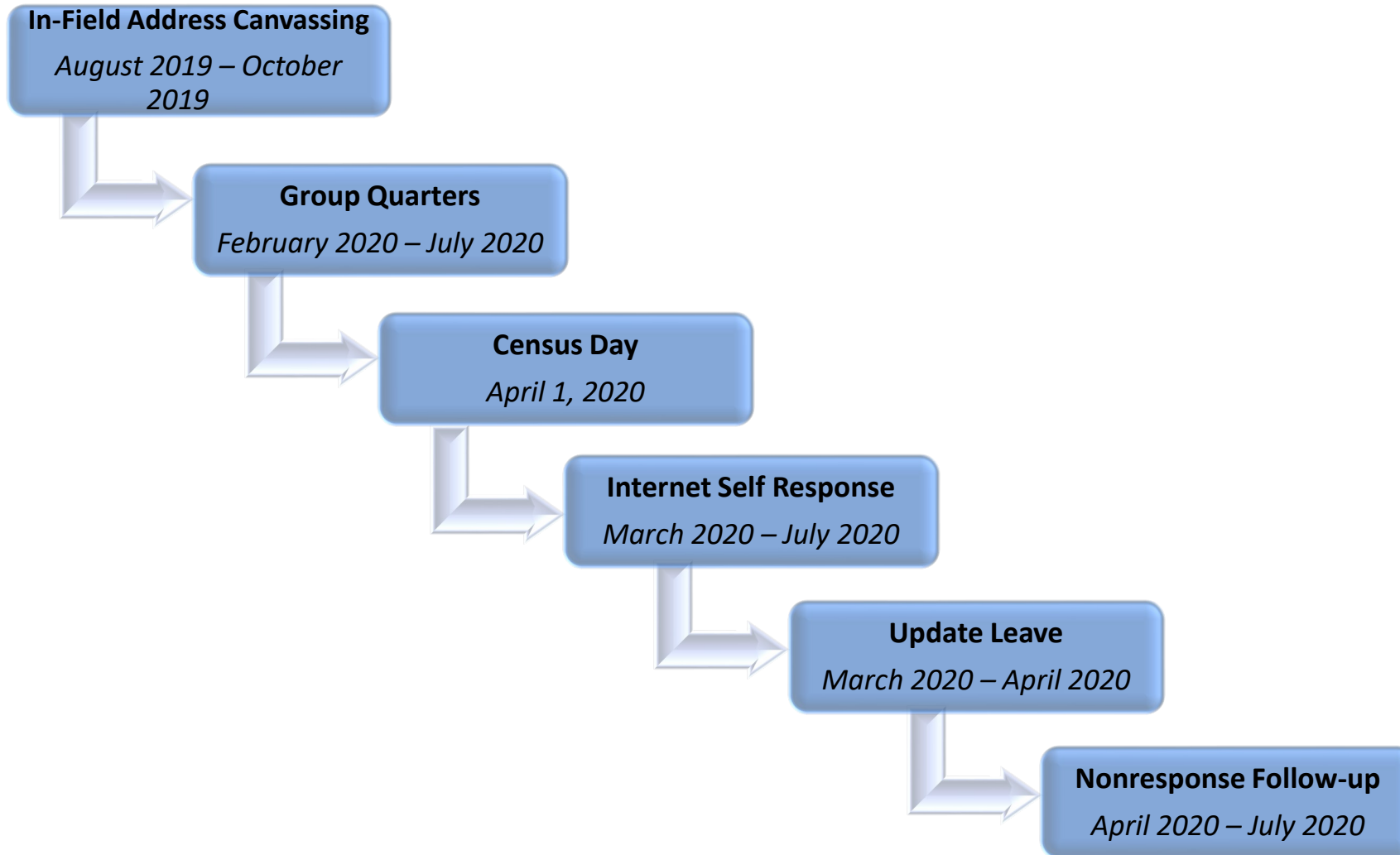
Release Census Results

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



Operations Timeline



Self-Response Mail Strategy

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Language Program

Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA)

- 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**:
Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
* *Chinese (Simplified)* for ISR;
** *Chinese (Mandarin and Cantonese)* for CQA
Language Selection Criteria: 60,000 or more housing units

Language Guides (Video and Print) Language Glossaries Language Identification Card

- 59 Non-English Languages
- Language Guides include American Sign Language, braille, large print

Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials

- Spanish

Communications and Partnership

- Advertising, Partnership and Promotional Materials in at least 12 Non-English Languages
- Procedures and Materials to Support Partnership Specialists and Partners in multiple languages

Kentucky Area Census Offices



Legend

- ★ ACO Location
- ACO Boundary
- ▨ Current Military Installations
- ▭ County
- ▭ State

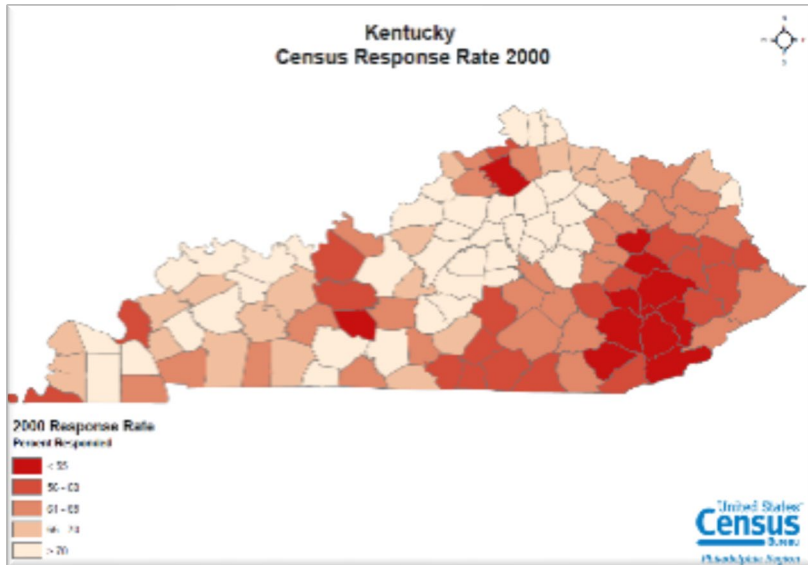
ACO locations are approximations and do not reflect the physical location of the office.

2020 Census
Area Census Office (ACO) Boundaries
Philadelphia Region



Product File: 2020 Census Philadelphia Region Product File
Date: 2021-01

2000



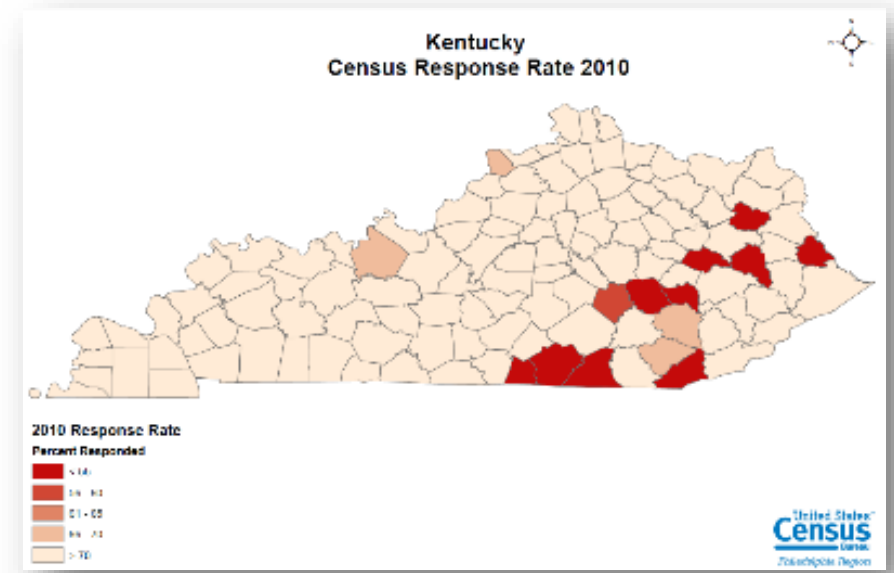
2000 Census

- Kentucky self-response 72%
- Both *short* and *long* form
- 2005 American Community Survey (monthly survey)

2010 Census

- Increased KY's response 77%
- 192 **Complete Count Committees**
- Trusted voices in the community

2010



2020 Census

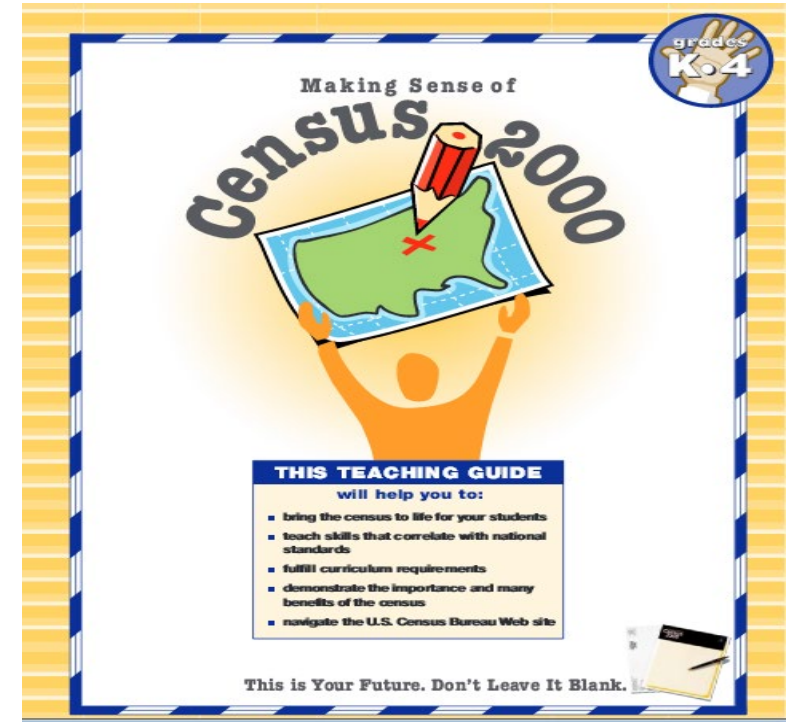
- Online Response Options
- Online Recruiting/ Training Process
- **APRIL 1st 2020 IS CENSUS DAY**

Community Partnership and Engagement

- Complete Count Committees
- Tribal Government Liaison Program
- Targeted Outreach to Hard-to-Count populations
- Language Support Program
- Faith Based Organizations
- Statistics in Schools
- Social Media Outreach

Statistics in Schools

- A free program (www.census.gov/schools) offering real census data, tools, and standards based activities for K-12 classrooms.
- Incorporates statistics and data analysis in a variety of subjects.
- Designed to **supplement**, not replace, teachers' lesson plans.
 - Printed maps
 - Kits and lessons
 - SIS Week materials
 - Family take-home pages
- Increase statistical literacy and establish a connection now with the next generation of census respondents.



Position	Proposed ACO Pay Rate (subject to change)
Area Census Office Manager	\$26.50 - \$29.00
Census Field Manager	\$19.50—\$21.50
Administration Manager	\$19.50 – \$21.50
IT Manager	\$19.50 - \$21.50
Recruiting Manager	\$19.50 - \$21.50
Recruiting Assistants	\$15.50 - \$18.50
Census Field Supervisor	\$17.00
Office Operations Supervisor	\$16.00
Enumerator	\$15.50
Clerk	\$12.00

APPLY ONLINE!

2020census.gov/jobs

OFFICE & IN-FIELD POSITIONS

For more information or help applying, please call
1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY/ASCII | www.gsa.gov/fedrelay

The U.S. Census Bureau is an Equal Opportunity Employer.



JOIN THE 2020 CENSUS TEAM

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/>



pinterest.com/uscensusbureau

Questions?

Carolyn Franklin

502-939-4698

Partnership Specialist

carolyn.franklin@2020census.gov

Claudia Peralta-Mudd

502-604-8117

Partnership Specialist

claudia.m.peralta.mudd@2020census.gov