

2020 Census

- U.S. Constitutional Mandate, Article I Section II
- Apportion seats in the U.S. House of Representatives
- Conduct redistricting at Federal, State, and Local Level
- Provide statistical support for grant applications
- Help communities plan for future needs

2020 Census Operational Overview

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



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.



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

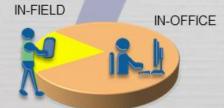
Encourage people to use the new online response option

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



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



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



Philadelphia Region ACOs

- Wave 1: April 2019
 - Harrisburg, PA (covers Eastern Maryland)
 - Fairfax, VA (covers Southern Maryland, Baltimore City, and Western Maryland)
- Wave 2: October 2019
 - Annapolis
 - Baltimore
 - Towson
 - Hagerstown

Technologies For Enumeration

- We're maximizing outreach by using both traditional and new media
- We are offering and encouraging people to use the secure online response, by mail or by phone for the first time.
- We're providing our field workers with handheld devices for collecting Census data.
- We're utilizing automated systems for recruiting, training and payroll.

Changes and Challenges

- Declining participation in Surveys
- Distrust of Government
- Privacy Concerns/ Identify Theft
- New Residents, Immigrants and Languages
- Large college Population
- Seasonal Populations
- Gated Communities
- Homeless Population

- Locked Buildings
- Lack of Time to Participate in Surveys
- Group Quarters Challenges
- Military Population Areas
- Significant government population in DC metro area
- Lack of connectivity (e.g. Computer, internet, etc.)
- 2020 Presidential Election impact

2020 Census: Complete Count Commission/ Complete Count Committee

Structure of CCC's

- Should include members with experience in
 - Government
 - Workforce development
 - Faith-based community
 - Education
 - Media
 - CommunityOrganizations
 - Business

Both Commissions and Committees should consist of influential community leaders.

Comparison : 2010 vs. 2020

If we repeat the 2010 Census methods & design the cost is estimated \$17.8 billion in 2020

The 2010 Census established 12 ROs, nearly 500 LCOs, and trained over 516,000 enumerators

 Distributed over \$425 billion federal dollars in 2010

- 2020 Census cost is estimated at \$12.5 billion
- To conduct the 2020 with the same high quality, but at a cost savings of 5.2 billion in comparison to the 2010 design
- The new design will cut ROs & LCOs in half
- Distribute over \$675 billion federal dollars to state local governments in 2020

Collaboration: Local Governments and U.S. Census Bureau

- 1. Technical Support
- 2. Operational Support
- 3. Promotional Support
- 4. Data user Support (Host data workshops & presentation on how to access census data)

Communications and Partnership programs in 2017 MACo Conference



Communications and Partnership programs in 2010 Census

