

2020 Census



Your Name, Partnership Specialist
New York Regional Office

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United States
Census
2020

Mission and Purpose

Mission

To serve as the nation's leading provider of quality data about its people and economy.

Purpose

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People.

Count everyone once, only once and in the right place.

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Census
2020

U.S. Census Bureau

- Largest statistical agency in the U.S.
- Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau Surveys and Programs
 - Demographic Programs
 - Decennial Census
 - American Community Survey
 - Current Population Survey
 - American Housing Survey
 - Economic Programs
 - Economic Census (Years ending in 2 & 7)
 - Census of Governments (Years ending in 2 & 7)

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Census
2020

2020 Census

- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years since 1790 (years ending in zero)
- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of \$675 billion dollars in federal funding
- Provides insight to governments, business and community planning groups for planning purposes

Count everyone once, only once and in the right place.

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Data Protection

- Responses are protected by Federal Law (Title 13) and are only used to produce statistics.
- Personal information collected by the Census Bureau cannot be shared with any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a federal crime with severe penalties, including a **federal prison sentence of up to five years, a fine of up to \$250,000, or both.**
- Cybersecurity program meets highest and most recent standards.
- Data encrypted to protect privacy; restricted access; responses kept on private, internal network behind firewalls

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Design for 2020 Census

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



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

TELEPHONE AND PAPER SELF-RESPONSE



NONRESPONSE FOLLOWUP

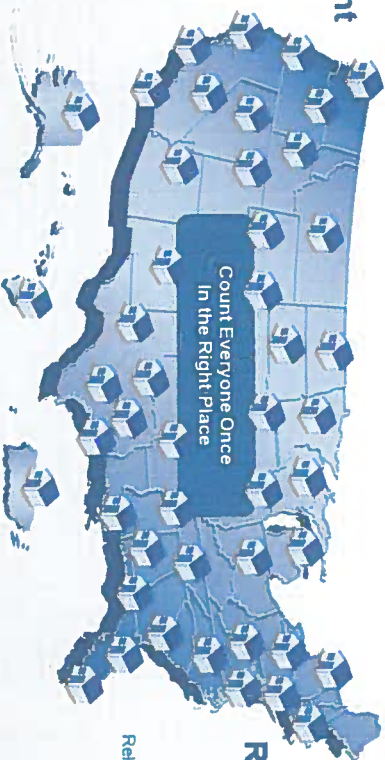


Count the Population

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



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



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Responding to the 2020 Census

- Four opportunities to complete the 2020 Census
 - Online
 - Phone
 - Paper
 - Visit from Census employee
- 12 Non-English Languages for Online and Phone
- 59 Non-English Language Guides (Video and Print)
 - Includes American Sign Language, braille, and large print

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Looking Ahead to Census 2020

2018

- Partnership Program - Launch of the Partnership Program
- Recruitment Begins
- Complete Count Committees - Formation of SCCCC/CCCCs

2019

- Open Wave 1 Field Offices (Jan – Feb)
- Open Wave 2 Field Offices (Jun – Jul)

2020

- Advertising - Begins in early 2020
- Census Day - April 1, 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts to the President - December 31, 2020

2021

- Redistricting Counts to the States - By April 1, 2021

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2020 Census Recruiting

- Post link to 2020 jobs website on your landing page
- Email blast to your community members about job opportunities
- Identify locations where computer resources/internet connectivity is available for community members
- Host Census Hiring events in your local community
- Invite Census staff to speak to local leaders about job opportunities

2020census.gov/jobs (one application for chance at multiple positions)

- Census Takers/Enumerators, Area Census Office clerical positions, Office Operations Supervisors, Census Field Supervisors, Recruiting Assistants

USAJobs.gov (one application for each distinct job posting)

- Partnership positions, Area Census Office Management positions

[Recruitment Toolkit](#)

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Overcoming Obstacles through Partnerships

- **Your Trusted Voice** to encourage everyone's participation
- **Local knowledge and insight of the community** to reach everyone with the Census Bureau's messaging
 - The impact of a complete count for the community
 - 2020 Census will count every person living in the U.S.
 - Privacy; Confidentiality of responses
 - Employment Opportunities
- **Our Partners:** Elected Officials, Colleges and Universities, School Districts, Libraries, Government Offices, Community Organizations and Associations, Media Outlets and Local Businesses.

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How We Support Partners

- Promotional Materials and Content
 - Flyers, Fact Sheets
 - Posters
 - In-language
 - Toolkits
 - Social media content and links
 - Sample message for email or blog; drop in articles
 - Graphics

census.gov/partners/2020-materials

2020census.gov/en/partners/outreach-materials

- Partnership presence
- Connecting Partners with other partners
- Data Services

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Complete Count Committee

What is a Complete Count Committee?

A group of government and community leaders who come together to raise awareness about the 2020 Census and motivate their community members to respond.

Who should be on the Complete Count Committee?

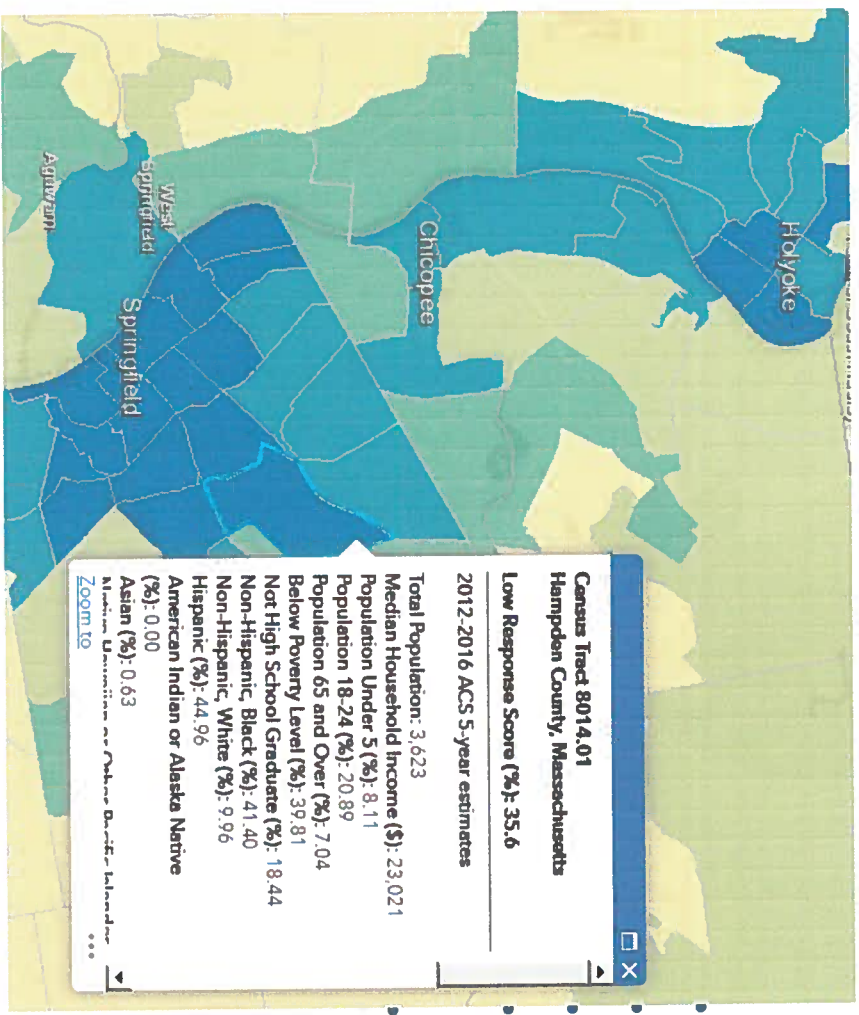
Elected leaders, school department, libraries, workforce development, immigrant organizations, faith based leaders, senior services, community development and housing, community based organizations, veterans services, higher education, business, media (not an exhaustive list).

How do we get started?

Appoint a chair; identify the individuals/groups to include; plan a kick-off meeting; form subcommittees to be dedicated to specific areas of need.

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Response Outreach Area Mapper (ROAM)



Housing
Demographic
Socioeconomic
Data at the Census
tract level
Available to the
public

census.gov/roam

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Data Dissemination Program

Free Resource to YOU

Opportunities to teach the public how to access our data

- Data Presentations
- Data Access Workshops and Training Sessions
- Webinars
- Data and Survey Inquiries

All tools and data available at www.census.gov

- American FactFinder
- Census Business Builder
- My Congressional District
- OnTheMap

Subscribe and learn more:

www.census.gov/academy

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youtube.com/user/uscensusbureau



instagram.com/uscensusbureau



linkedin.com/company/us-census-bureau

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Contact Us

Partnership Program

Phone: (212) 882-2130

Email: new.york.rcc.partnership@2020census.gov

Website: <https://www.census.gov/partners/2020.html>

Census Jobs

Field & Office Job Opportunities

Website: www.2020census.gov/jobs

Office Managerial Job Opportunities

Website: www.usajobs.gov

Website: www.census.gov/about/regions/new-york/jobs.html

Data Dissemination Program

Email: census.askdata@census.gov

Phone: 1-844-ASK-DATA

Website: www.census.gov/data/training-workshops.html

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