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Census
2020



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Preparing for Census 2020

Presenter:

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U.S. Census Bureau-Denver Region

Presentation at:

South Dakota 6th Annual Demography Conference

June 14, 2018, 1:00pm - 2:00pm

University Center, 4801 N. Career Ave,
Sioux Falls, South Dakota 57107

Agenda

- Welcome and Introductions
- Why We do a Census and why it is Vital for States
- 2020 Census-New Ways to Respond
- Field Operations and Key Data Collection Dates
- Jobs
- Community Partnership and Engagement Program
- ROAM, Local Update, and Action Plan Checklist
- Q & A/Wrap-up

CENSUS OVERVIEW

Why we do a census:

Article 1, Section 2 of the US Constitution

1. Congressional Apportionment
2. Dollars to States
 - * \$675 Billion a year
 - * \$1596 pp/year in SD (George Washington University Study)

The Decennial Census

Conduct a census of population and housing
Disseminate results to the President, the States and the American People

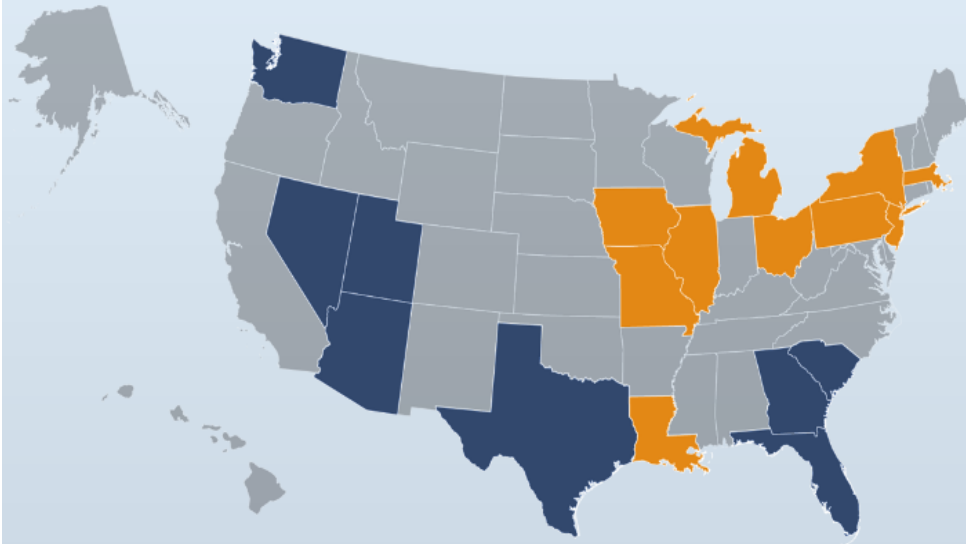
Uses of Census data:

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Distribute** federal dollars to states*
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

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APPORTIONMENT

2010
OFFICIAL RESULTS



GAINED

LOST

Arizona +1

Illinois -1

Florida +2

Iowa -1

Georgia +1

Louisiana -1

Nevada +1

Massachusetts -1

South Carolina +1

Michigan -1

Texas +4

Missouri -1

Utah +1

New Jersey -1

Washington +1

New York -2

Ohio -2

Pennsylvania -1

Counting for Dollars

THE GEORGE WASHINGTON INSTITUTE OF PUBLIC POLICY

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars

16 Largest Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

South Dakota

Total Program Obligations: **\$1,369,718,736**

Per Capita: **\$1,596**

| CFDA # | Program Name | Dept. | Type | Recipients | Obligations |
|-------------------|---|-------|------------|------------|---------------|
| 93.778 | Medical Assistance Program (Medicaid) | HHS | Grants | States | \$478,386,395 |
| 20.205 | Highway Planning and Construction | DOT | Grants | States | \$292,567,207 |
| 93.774 | Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services | HHS | Direct Pay | Providers | \$155,320,084 |
| 10.551 | Supplemental Nutrition Assistance Program (SNAP) | USDA | Direct Pay | Households | \$148,866,948 |
| 84.010 | Title I Grants to Local Education Agencies | ED | Grants | LEAs | \$53,651,013 |
| 93.600 | Head Start/Early Head Start | HHS | Grants | Providers | \$42,579,523 |
| 84.027 | Special Education Grants (IDEA) | ED | Grants | States | \$35,461,822 |
| 14.871 | Section 8 Housing Choice Vouchers | HUD | Direct Pay | Owners | \$28,858,000 |
| 10.555 | National School Lunch Program | USDA | Grants | States | \$28,784,140 |
| 93.568 | Low Income Home Energy Assistance (LIHEAP) | HHS | Grants | States | \$20,466,128 |
| 93.767 | State Children's Health Insurance Program (S-CHIP) | HHS | Grants | States | \$18,868,000 |
| 10.557 | Supplemental Nutrition Program for Women, Infants, and Children (WIC) | USDA | Grants | States | \$17,872,939 |
| 93.527/ 93.224 | Health Center Programs (Community, Migrant, Homeless, Public Housing) | HHS | Grants | Providers | \$17,816,686 |
| 14.195 | Section 8 Housing Assistance Payments Program (Project-based) | HUD | Direct Pay | Owners | \$17,414,851 |
| 93.596 | Child Care and Development Fund-Entitlement | HHS | Grants | States | \$6,472,000 |
| 93.658 | Foster Care (Title IV-E) | HHS | Grants | States | \$6,333,000 |

South Dakota receives over \$1.3 billion dollars per year based on Decennial Census data.

The per capita allocation is \$1,596.

Counting for Dollars link:

<https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>

What's New?

3 Ways to Self Respond

Internet, Phone, Mail

Increased Technology



New Ability to Self Respond

Starting March 23, 2020

- **Internet**
- **Phone**
- **Paper Form**



Or traditional in-person interview

HIGH LEVEL FIELD OPERATIONS

- **Address Canvassing** (areas of high growth/change)
- **Group Quarters**
 - Many operations
 - Institutionalized & non-institutionalized
- **Update Leave** (in areas where USPS does not deliver)
 - List Housing units
 - Drop questionnaire packet to households so they can self respond
- **Non Response Follow-Up** (largest operation)
 - Visit housing units that did not self respond
- **Coverage Measurement**
 - Measure accuracy of Census

Community Involvement

Offices

Data Collection Operations

2020 Census Key Dates Community Involvement - Offices - Data Collection Operations

| | |
|---|--|
| January 2018 through September 2019 | Engage & Educate Local Leaders, Partners & Communities |
| April 2019 through January 2020 | Promote Participation in the Census Locally |
| January 2019 & February 2019 | Early Area Census Offices Open (these offices run the Address Canvass Operation) |
| June 2019 through August 2019 | Area Census Offices Open (ACOs) |
| August 2019 through October 2019 | Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below) |
| March 2020 through June 2020 | Call To Action for Residents to Respond (starting March 23) |
| February 2020 through June 2020 | Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations) |
| Mid-March 2020 | Residents Invited to Respond |
| Individual Housing Units (HUs) Invited by either: <u>Mail</u> (to USPS Mailable Addresses) or 1. Letter Mailed 2. Reminder Postcard 3. Then Paper Questionnaire | <u>Hand Delivery</u> (to Rural/PO Box, non-USPS HU delivery) 1. List Housing Units (operation is called Update Leave) 2. Leave Questionnaire (Spanish in certain areas) & Letter w/other Response Options (internet & phone) |
| Options to Self-Respond (all residents will have these 3 options & decide what is best for them) | Internet Telephone Paper |
| March 23, 2020 | Self-Response Begins & Continues through July 2020 |
| APRIL 1, 2020 | Census Day – Reference Date = where you live on April 1 |
| Mid-April 2020 | Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May) |
| May 2020 through July 2020 | Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time) |
| Late August 2020 through September 2020 | Area Census Offices Close |
| August 2020 through December 2020 | Quality Evaluation (re-contact of select HUs) |
| December 31, 2020 | Deliver Counts to the President |



2/5/2018

Preparing for Decennial Headcount

- 3 months until widespread job advertisement
- 12 months until the Area Census Offices open
- 14 months until our first operation
- 22 months until Census Day
- 26 months – count is done!

Local Jobs - Critical

Office Positions

- Regional Census Center (Dallas for Denver region)
 - Managers, clerks, admin, geography, IT, space and leasing
- Area Census Offices (all states)
 - Managers (ACO Office Manager, Recruiting Manager, Administrative Manager, IT Manager, Census Field Manager)
 - IT, and clerks

Work from Home

- Census Field Supervisors
- Recruiting Assistants
- Enumerators
- Partnership Specialists

What to Expect When Applying for a 2020 Census Job

1. Application process will be **ONLINE** only and in English only
2. There will be a paper option for rare circumstances where online is not possible
3. An **online assessment** is part of the application process and will be in both **English and Spanish**
4. Must be a U.S. Citizen
5. Must have an **email address** – you can create a free gmail account or any other account of your choice
6. There is a time delay between application submittal and actual hiring – it can take up to 3 months between job posting and start date
7. A background check with fingerprints is required once selected for employment
8. All Census positions will require employees to use some type of computer/phone/technology to do their work. The Census provides these devices
9. Office management jobs will be on a different website from that of office clerks, enumerators, recruiting assistants, and field supervisors. Those websites will be released soon
10. First field jobs for recruiting assistants will open in early September 2018
11. CCC/Partners should identify areas of good internet connectivity where applicants can go to apply for jobs

Timeline – September 2018

Local Job - Hire Dates

- Partnership Specialists Sept 2018, Jan & Apr 2019
- Recruiting Assistants Nov 2018
- Area Census Office Staff May 2019
- Listers for Address Canvass June 2019
- Enumerators February 2020

COMMUNITY PARTNERSHIP AND ENGAGEMENT PROGRAM



Census Mobilization Process



- Education Phase January **Engage & Educate Local Leaders, Partners & Communities** January 2018-September 2019
- Promotion Phase **Promote Participation** April 2019-January 2020
- Motivation /Action Phase **Call to Action for Residents to Respond** February 2020-June2020

LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign

COMMUNITY PARTNERSHIP AND ENGAGEMENT PROGRAM

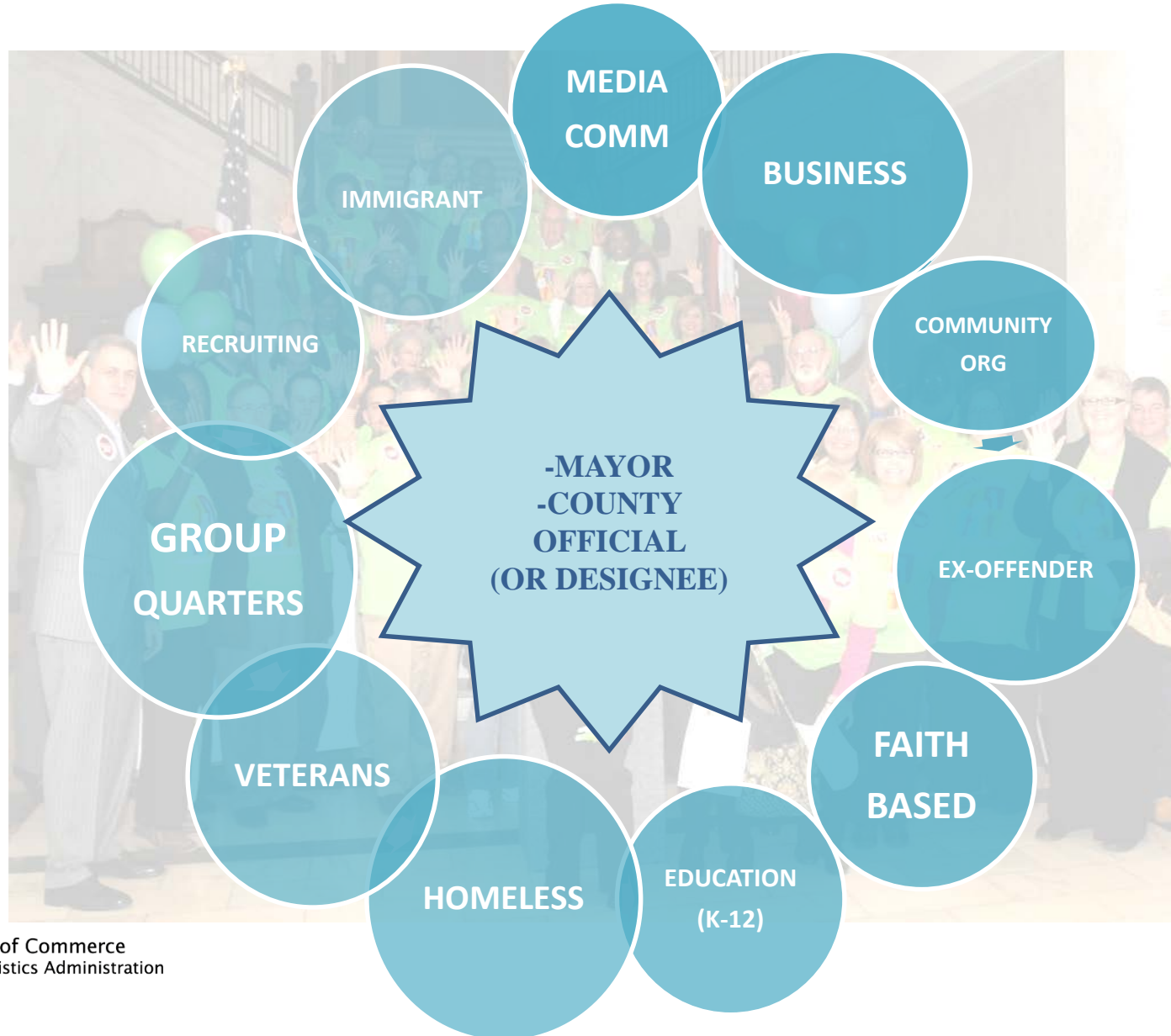
Census Staff

- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community

- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion

Local Complete Count Committee



STATISTICS IN SCHOOLS



MEDIA AND ADVERTISING



 facebook.com/uscensusbureau

 twitter.com/uscensusbureau

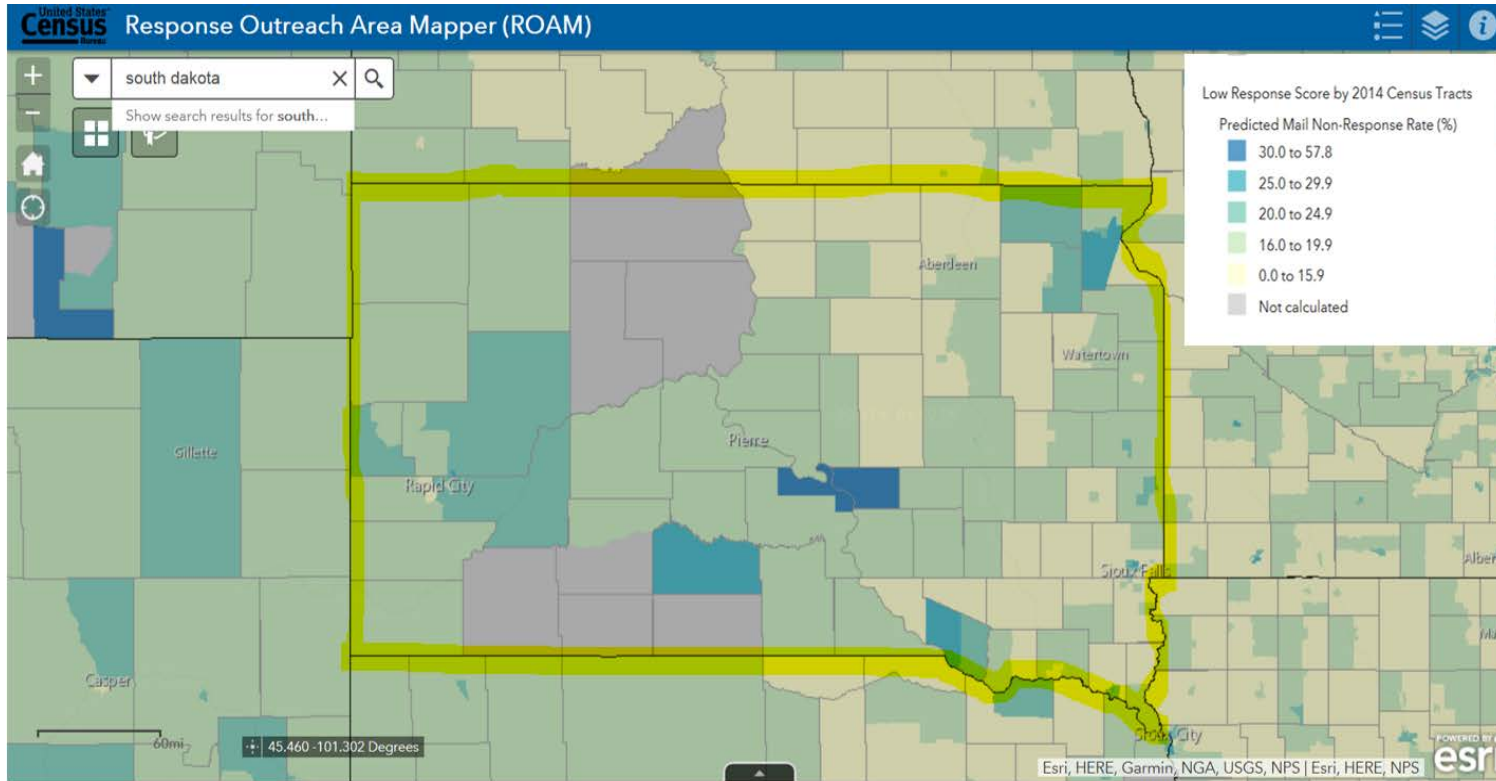
 youtube.com/user/uscensusbureau

 instagram.com/uscensusbureau

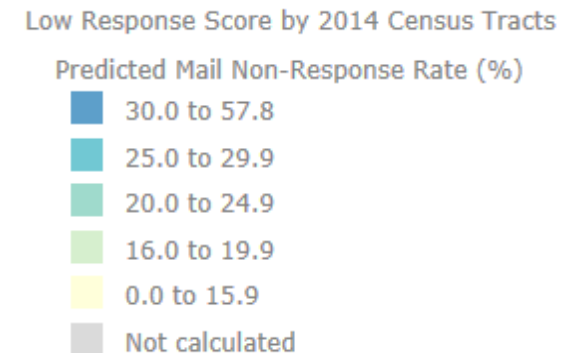
 pinterest.com/uscensusbureau



Response Outreach Area Mapper (ROAM)



This application exists in order to predict areas that are less likely to respond to the 2020 Census. In its raw form, this app can be used in many ways including **identifying areas where special outreach and promotion efforts could be considered.**



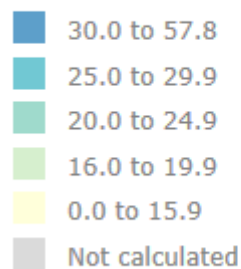
<https://www.census.gov/roam>

Response Outreach Area Mapper (ROAM)/Low Response Score (LRS) Application Area: SOUTH DAKOTA

ROAM/LRS* app. – This application exists in order to predict areas that are less likely to respond to the 2020 Census. In its raw form, this app can be used in many ways including identifying areas where special outreach and promotion efforts could be considered.

Low Response Score by 2014 Census Tracts

Predicted Mail Non-Response Rate (%)

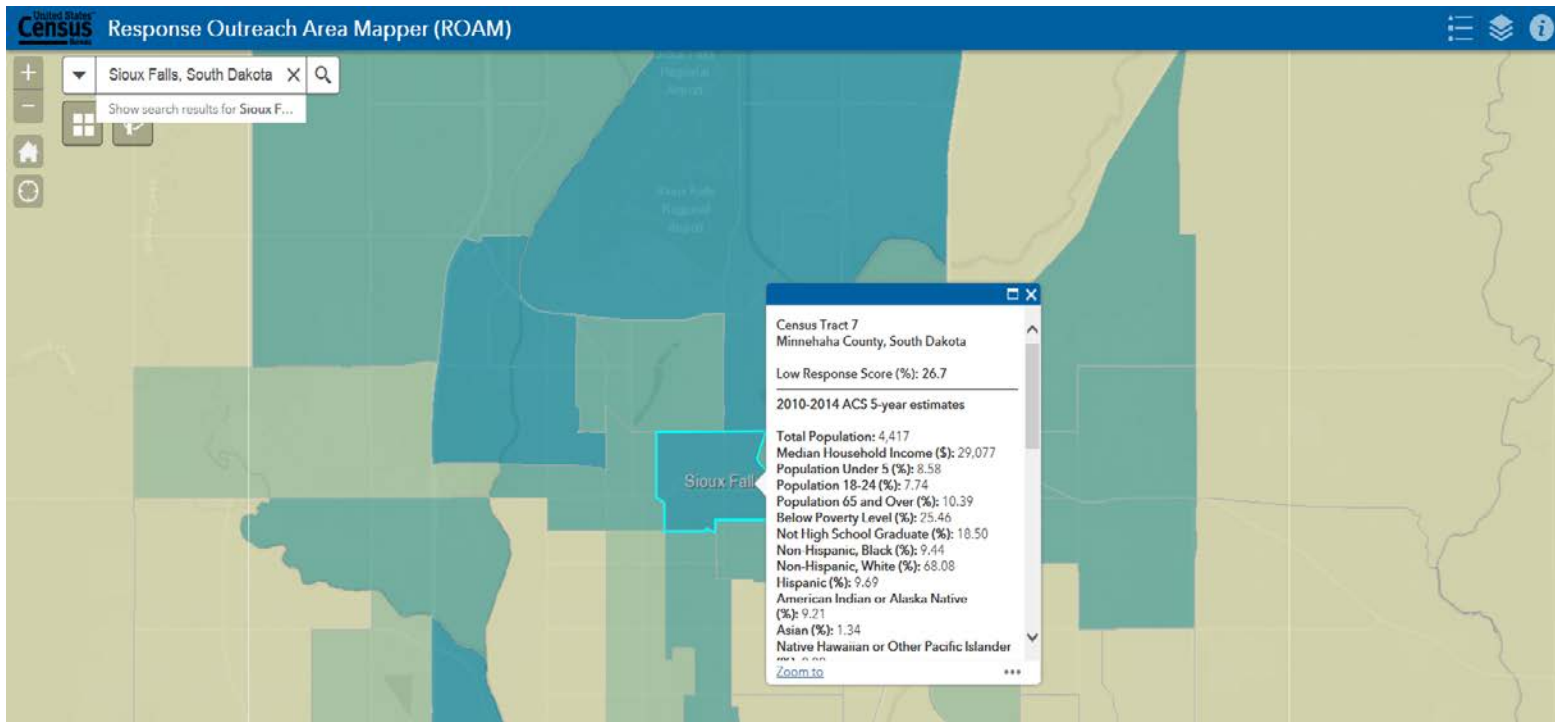


South Dakota Counties with census tracts having a Low Response Score* of **23.0+**. The Census Tract shown is the highest LRS in that county.

| | | | | | | |
|---|--|---|---|---|---|--|
| Lyman County Census Tract 9401 Population: 1,566 LRS (%): 34.6 | Buffalo County Census Tract 9402 Pop: 2,013 LRS (%): 32.5 | Meade County Census Tract 202 Pop: 1,287 LRS (%): 29.6 | Pennington County Census Tract 115 Pop: 680 LRS (%): 29.0 | Minnehaha County Census Tract 7 Pop: 4,417 LRS (%): 26.7 | Mellette County Census Tract 9403 Pop: 2,084 LRS (%): 26.2 | Roberts County Census Tract 9408 Pop: 3,055 LRS (%): 25.8 |
| | Charles Mix County Census Tract 9402 Pop: 3,195 LRS (%): 25.6 | Clay County Census Tract 9659 Pop: 5,905 LRS (%): 25.3 | Brookings County Cen. Tract 9588.02 Pop: 5,914 LRS (%): 24.9 | Brown County Census Tract 9515 Pop: 2,730 LRS (%): 24.1 | Beadle County Census Tract 9569 Pop: 3,236 LRS (%): 23.2 | |

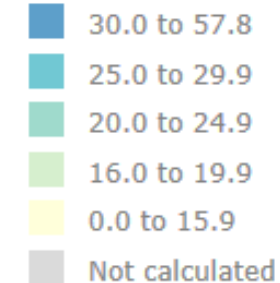
Low Response Score by Census Tract

City of Sioux Falls, SD (Minnehaha County): Census Tract 7, LRS Score 26.7



Low Response Score by 2014 Census Tracts

Predicted Mail Non-Response Rate (%)



For example,

If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the Census.

What about this census Tract???

<https://www.census.gov/roam>

Census Tract 7, LRS Score 26.7

City of Sioux Falls, SD

Census Tract 7

Minnehaha County, South Dakota

Low Response Score (%): **26.7**

2010-2014 ACS 5-year estimates

1. Total Population: 4,417
2. Median Household Income (\$): 29,077
3. Population Under 5 (%): 8.58
4. Population 18-24 (%): 7.74
5. Population 65 and Over (%): 10.39
6. Below Poverty Level (%): 25.46
7. Not High School Graduate (%): 18.50
8. Non-Hispanic, Black (%): 9.44
9. Non-Hispanic, White (%): 68.08
10. Hispanic (%): 9.69
11. American Indian or Alaska Native (%): 9.21
12. Asian (%): 1.34
13. Native Hawaiian or Other Pacific Islander (%): 0.00
14. Some Other Race (%): 0.00
15. Foreign Born (%): 10.66

16. No One in Household Age 14+ Speaks English "Very Well" (%): 5.62
17. Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 4.88
18. Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00
19. Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.00
20. Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00
21. Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00
22. Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00
23. Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.42
24. Total Housing Units: 2,571
25. Total Occupied Housing Units: 2,119
26. Renter Occupied Housing Units (%): 75.98
27. Family Occupied Housing Units with Related Children Under 6 (%): 33.21
28. Population 1+ Who Moved From Another Residence Within the Last Year (%): 24.23
29. Vacant Housing Units (%): 17.58
30. Multi-Unit (10+) Housing (%): 37.22

2020 Census Activities in South Dakota

- *Road to 2020 Census* “Kick-off” Event - Rapid City (April 2017)
- Joint Congressional Meeting (April 2017)
- SCCC Governor’s Meeting (April 2017)
- 2020 Census Presentations at:
 - Municipal League Annual Conference (October 2017)
 - State Data Center Conference (October 2017, June 2018)
 - Annual County Convention (Sept 2017)
- Tribal Meetings (one-on-one)
- Complete Count Committee Meetings: Cities of Sioux Falls, Aberdeen, Brookings, Huron (June 2018)



What's on the horizon?



- CCC Meeting (Rapid City)
- Complete Count Committee Trainings
- State Data Center
- Municipal League presentations
- County Association presentations
- SCCC Governor's Meeting (Jan-Mar 2019)
- Partnership NETWORKS
 - Businesses
 - School districts, Higher Education
 - Media
 - Faith-based/community based Orgz

Action Plan Checklist

1. **Take a leadership position on the 2020 Census**-help your community understand the importance and how their community's future is impacted
2. **Start or Take an active role in your Local Complete Count Program** and make sure your community's challenges are represented
3. **Encourage funding efforts for census outreach**
4. **Support Census Recruiting Efforts for jobs**
5. **Help Identify Trusted Voices**-identify your local governments key leaders in education, health, philanthropy, corporations, faith based organizations and community based organizations
6. **Help Educate your communities on the importance of SELF-RESPONSE**

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As “Trusted Voices” in your communities/counties, you can raise awareness and encourage 2020 Census participation.

YOU CAN MAKE A DIFFERENCE...