

# 2020 Census



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New York Regional Census Center  
US Census Bureau

# 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.**

# 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)

# 2020 Census

- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Count every resident living in the United States
- Increasingly diverse and growing population
  - 330 million people
  - Over 140 million housing units
- Private and Confidential
  - Responses are protected by Federal Law
  - Responses are only used to produce statistics

# Design for 2020 Census

## The 2020 Census: A New Design for the 21<sup>st</sup> Century

### Motivate People to Respond

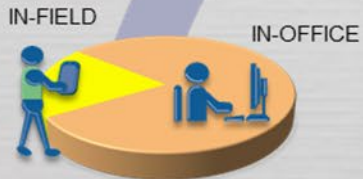
Conduct a nation-wide communications and partnership campaign

- 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



- 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

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

### 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



# Area Census Office Staffing

## Hiring Now through Spring of 2020

### Office Positions

#### Hiring Now through Spring of 2019

- Area Census Office Manager
- Census Field Manager
- Administrative Manager
- Information Technology Manager
- Recruiting Manager
- Office Operations Supervisor\*
- Clerical Support\*

### Field Positions

- Recruiting Assistants\*
- Census Field Supervisors\*
- Enumerators\*

\* Indicates apply now through 2020 at the below link for our Field Operations

<https://2020census.gov/jobs>

All other positions must apply on [www.USAJobs.gov](http://www.USAJobs.gov)

# New Jersey Wave 2 Area Census Offices

- Wave 2 Territory
- Wave 2 Locations



United States  
**Census  
2020**

WGS 1984 Mercator Auxillary Sphere  
0 5 10 20 30 40 Miles

# 2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a serious federal crime. **Violators are subject to severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.**



# 2020 Census – It Is Easy

- Four ways to respond in 2020
  - Online
  - Phone
  - Paper
  - Personal Visit by Census Employee
- Internet Choice/Internet Push
- Staggered Mailing
- Multiple Languages
- Name, age, DOB, race and origin, Hispanic origin, citizenship, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

# Self Response

- The Census Bureau will mail (or hand deliver) invitations to complete the 2020 Census in March 2020.
- The majority of the country (~80 percent) will receive a letter during the first mailing requesting the housing unit complete the census online, using the Internet Self-Response method (called “Internet First”).
- The remainder of the country will receive a letter and paper form during the first mailing (called “Internet Choice”).
- All non-responding housing units will receive a letter and paper form during the fourth mailing.

Group	<u>Mailing 1</u> <i>Internet First:</i> Letter <i>Internet Choice:</i> Letter & From	<u>Mailing 2</u> Letter	<u>Mailing 3</u> Postcard	<u>Mailing 4</u> Letter & From	<u>Mailing 5</u> “It’s not too late” Postcard
Internet First	March 12-20, 2020	March 16-24, 2020	March 26- April 3, 2020	April 8-16, 2020	April 20-27, 2020
Internet Choice	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020



# 2020 Census – It Is Important

- 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
  - Over \$17B in federal funding to NJ each year
  - Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, S-CHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes
- Provides population benchmarks for nearly every other United States survey

# 2020 Census Environment



# Overcoming Obstacles by Utilizing Partnerships

- Your **Trusted Voice** to encourage everyone's participation
- Your knowledge and insight of the community to reach everyone with the Census Bureau's messaging
  - The impact of a complete count for their community
  - Every person living in the U.S. is to be counted in the 2020 Census
  - Privacy and Confidentiality of their responses
  - Employment Opportunities

# Our Partners

- Elected Officials
- Colleges and Universities
- School Districts
- Libraries
- Government Offices
- Community Organizations and Associations
- Media Outlets
- Local Businesses

# How We Support Partners

## Materials

- Language
  - Sample email messages
  - Drop in articles
  - Social Media Content and links
- Support
  - Partnership presence
  - Connecting Partners with other partners
  - Data Services



# Partnership Activity Examples

- Participate in a Complete Count Committee
- Hosting events
- Allowing the Census Bureau to Participate in events
  - Speaking Opportunities
  - Presence at events
- Sharing the Census Message
  - Social Media
  - Newsletters
- Assisting with Census Operations
  - Recruiting assessments
  - Response activities

# Complete Count Committee

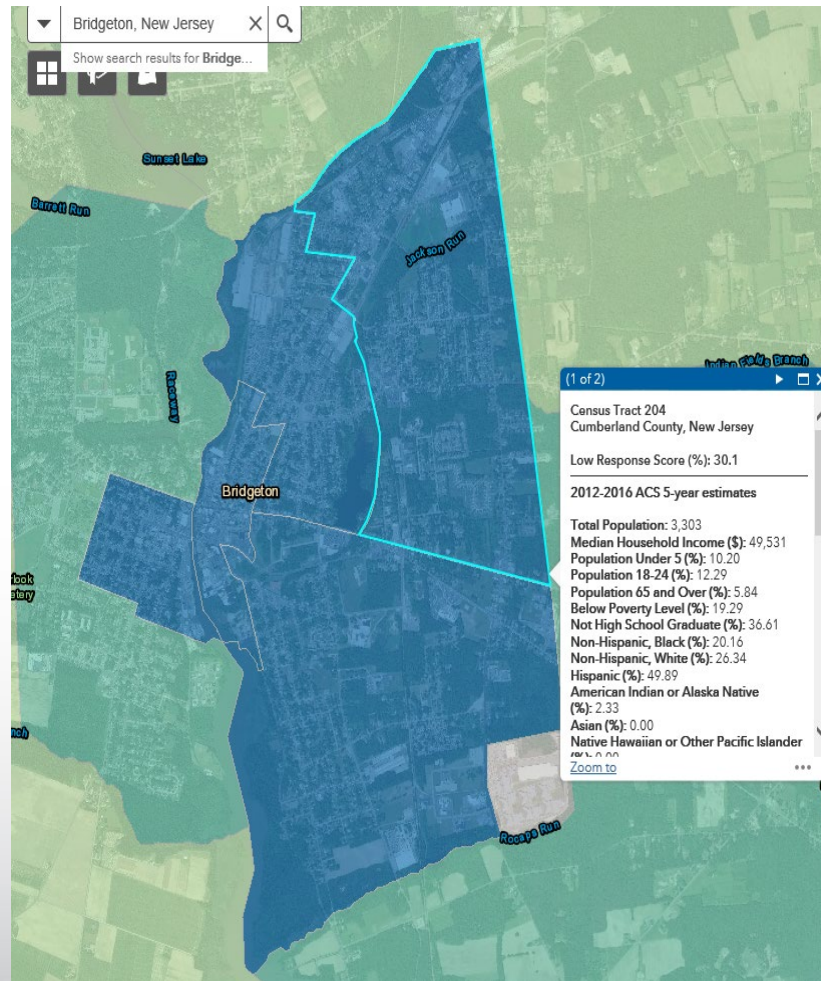
- A autonomous and bi-partisan group of community leaders that are invested in the 2020 Census who come together to identify the possible obstacles and their solutions to ensure that their community is accurately represented in the 2020 Census.
- Complete Count Committees are communication vehicles that:
  - Promote the importance of the 2020 Census
  - Promote the employment opportunities with the 2020 Census
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# Response Outreach Area Mapper (ROAM)

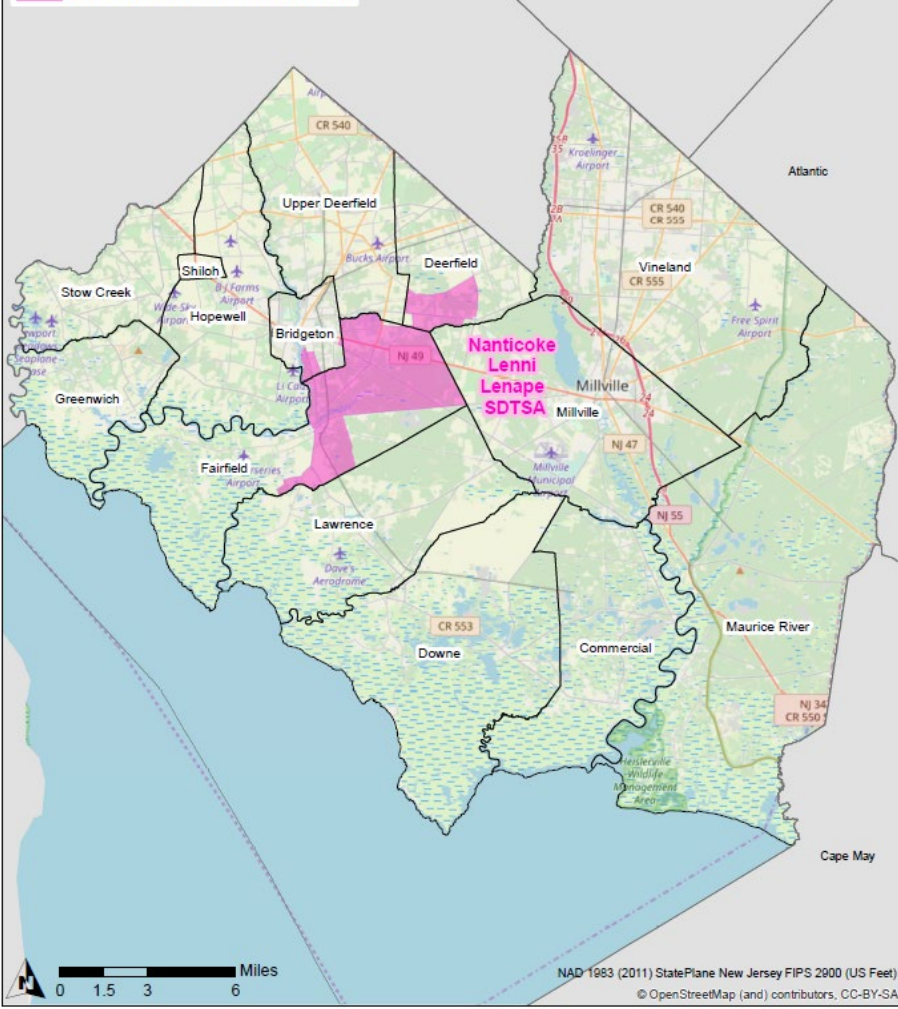
## census.gov/roam



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

# Cumberland County, NJ

- County
- Minor Civil Division (MCD)
- State Designated Tribal Statistical Area



## Cumberland County, New Jersey

### Areas to Consider:

- Emerging Languages
- Isolated Immigrant Groups
- State Designated Tribal Areas
- Complex Group Quarters Locations
- Other Hard to Count Populations

# 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](http://www.census.gov)
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap

# Connect with us



[facebook.com/uscensusbureau](https://facebook.com/uscensusbureau)



[twitter.com/uscensusbureau](https://twitter.com/uscensusbureau)



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)



[pinterest.com/uscensusbureau](https://pinterest.com/uscensusbureau)

# Contact Us

## Partnership Program

Phone: (212) 882-2130

Email: [new.york.rcc.partnership@2020census.gov](mailto: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](http://www.2020census.gov/jobs)

Office Managerial Job Opportunities

Website: [www.usajobs.gov](http://www.usajobs.gov)

Website: [www.census.gov/about/regions/new-york/jobs.html](http://www.census.gov/about/regions/new-york/jobs.html)

## Data Dissemination Program

Email: [census.askdata@census.gov](mailto:census.askdata@census.gov)

Phone: 1-844-ASK-DATA

Website: [www.census.gov/data/training-workshops.html](http://www.census.gov/data/training-workshops.html)