

2020 CENSUS FUNDAMENTALS



PREPARING COUNTIES FOR THE BIG COUNT

May 30, 2019

KEY MILESTONES: 2019

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- **Jan.-Feb.:** 39 Early Area Census Offices (ACO) open
- **Now:** hiring for Address Canvassing (AdCan) operation; continue hiring for ACOs
- **July–Sept.:** open remaining 209 ACOs
- **Aug.–Sept.:** In-Field AdCan operation (~30% of addresses)
- **Fall:** Begin recruitment for peak operations field staff
- **Nov.:** launch Communications Campaign, initially targeting hard-to-count (HTC) population groups
- **Ongoing:** Establish national/state/local *partnerships*

KEY MILESTONES: 2019-20

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“Geographic” Programs

- **June – Aug.:** Local Update of Census Addresses (LUCA) Feedback Operation (participants receive files showing how Census Bureau dispensed with proposed adds or changes)
- **Summer 2019 – Jan. 2020:** LUCA Appeals Process: (participants can appeal Census Bureau decisions on additions or corrections to their address lists within 45 days of receiving Feedback materials)
- **April 2019 – Jan. 2020:** New Construction Program for states/localities to add new living quarters (voluntary program)

IT'S 2020!

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Lesson #1: The census does not start on April 1st!
(Hint: The census will be in *full swing* on April 1st.)

MAJOR CENSUS OPERATIONS:

Self-Response

Update/Leave

Service-based Enumeration

Group Quarters Enumeration

Enumeration of Transitory Locations

Nonresponse Follow-up

SELF-RESPONSE OPERATION

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- Peak operations: mid-March thru April 30
 - Materials mailed in 4 waves over a week (3/12-3/20)
 - 80% of homes get letter inviting Internet response in 1st mailing
 - 20% of homes also get paper form in 1st mailing
 - *All unresponsive homes will receive paper form in 4th mailing*
- People can respond on-line or by phone without unique ID
- Multilingual assistance (English + 12 languages on-line & by phone; paper form in English & bilingual Engl./Spanish; instructional guides 59 languages)

UPDATE/LEAVE OPERATION

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- ~12 million addresses without reliable mail service, P.O. Box mail delivery, and high seasonal turnover; American Indian reservations; areas recovering from natural disasters
- **March – April:** Census workers **update** master address list as they go and **leave** materials at the home (on-line invitation + paper form)
- ~500,000 homes counted by Update/Enumerate method (also, AI reservations can request)

OTHER COUNTING OPERATIONS

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- **Service-based Enumeration (SBE)** – people experiencing homelessness (March 30 – April 1)
 - Shelters with sleeping facilities, shelters for youth, mobile food vans and soup kitchens, targeted non-sheltered outdoor locations
- **Enumeration of Transitory Locations** – people who do not have a usual home elsewhere (March – April)
 - Hotels, motels, marinas, campgrounds, carnivals/circuses; some migrant farmworker housing
- **Group Quarters Enumeration** – prisons/jails, college dorms, skilled nursing homes, military installations (February – April)
 - Options: electronic file transfers; individual paper forms; paper rosters

NONRESPONSE FOLLOW-UP (NRFU)

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- Door-to-door visits: May 13 through end of July
 - Starts April 9th in areas with a lot of off-campus college students
- Vacant units identified using administrative records, but will receive at least one in-person visit
- Occupied households: between one and six visits from census enumerator
 - After 3rd visit, enumerator can ask reliable *proxy* (such as landlord, neighbor, letter carrier) for info about household

MEASURING PROGRESS

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- Self-response rate: *percent of housing units (not people!) that self-respond*
 - Reported daily for states, localities, & census tracts
- Participation rate: *percent of occupied housing units (households) that self-responded, calculated when all field work is done*
- NRFU progress reported weekly,* tracking total housing units counted in each area until 100% are covered by one method or another (*TBD)

QUESTIONS?

Next: Hiring/Jobs

CENSUS HIRING/JOBS

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RECRUITMENT & HIRING PEAKS:

- **Now:** ~50,000 **address listers** for In-Field Address Canvassing this fall
- **October 2019:** Major recruitment push starts for ~500,000 field staff for peak operations (Winter/Spring 2020)
- **Ongoing through this summer:** ACO managers, clerks, recruiting assistants; Partnership Specialists

“HOME GROWN” HIRING IS KEY TO SUCCESS!

JOB APPLICATIONS

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- On-line applications; exceptions can be made in rural areas with limited broadband
- Apply through <https://2020census.gov/jobs>
- Variable pay rates by location

JOB QUALIFICATIONS

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- Age 18+
- Valid Social Security + Selective Service (men) #s
- U.S. citizen
- Documentation of veterans preference eligibility
- Non-English language skills needed in some places
- Need email address; phone #; mailing address
- Expect: assessment of education, work history, etc, when applying; background check & fingerprinting once job offer is made

QUESTIONS?

Next: What Counties Can Do

WHAT YOU CAN DO TO HELP!

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Advocacy:

- Urge Congress to appropriate sufficient FY 2020 funding for 2020 Census (\$7.5 billion)
- Urge robust congressional oversight of final preparations and census implementation
- Discourage (or prohibit, as appropriate) immigration enforcement, public housing raids, other government activity not related to public safety and preventing crime that could make people fearful of participating in the census

Operations:

- Promote 2020 Census job opportunities
- Participate in address list building activities

WHAT YOU CAN DO TO HELP!

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Get Out the Count (GOTC):

- Create county Complete Count Committee or join forces with appropriate local government(s)
- Urge state officials to allocate \$\$ for outreach/promotion
- Engage business/industry & philanthropy
- Partner with libraries, schools, colleges, job training sites to make computers available for job applicants and internet self-response
- Be creative! (“I Count” stickers; contests for school kids; friendly wagers with other counties; business give-aways)

THANK YOU!

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#WeCanDoThis

#EveryoneCounts

#CountiesCount

