



Council of New Jersey Grantmakers'  
2019 Conference for the Social Sector

# CENSUS 2020

Defining the Next 10 Years

@CNJG  
#CNJGCensus2020

Jeff Behler  
Regional Director  
US Census Bureau

Opening Plenary  
*Census 101*



# 2020 Census



Jeff T. Behler, Regional Director  
New York Regional Office

# 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
- Representation and Funding

# 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

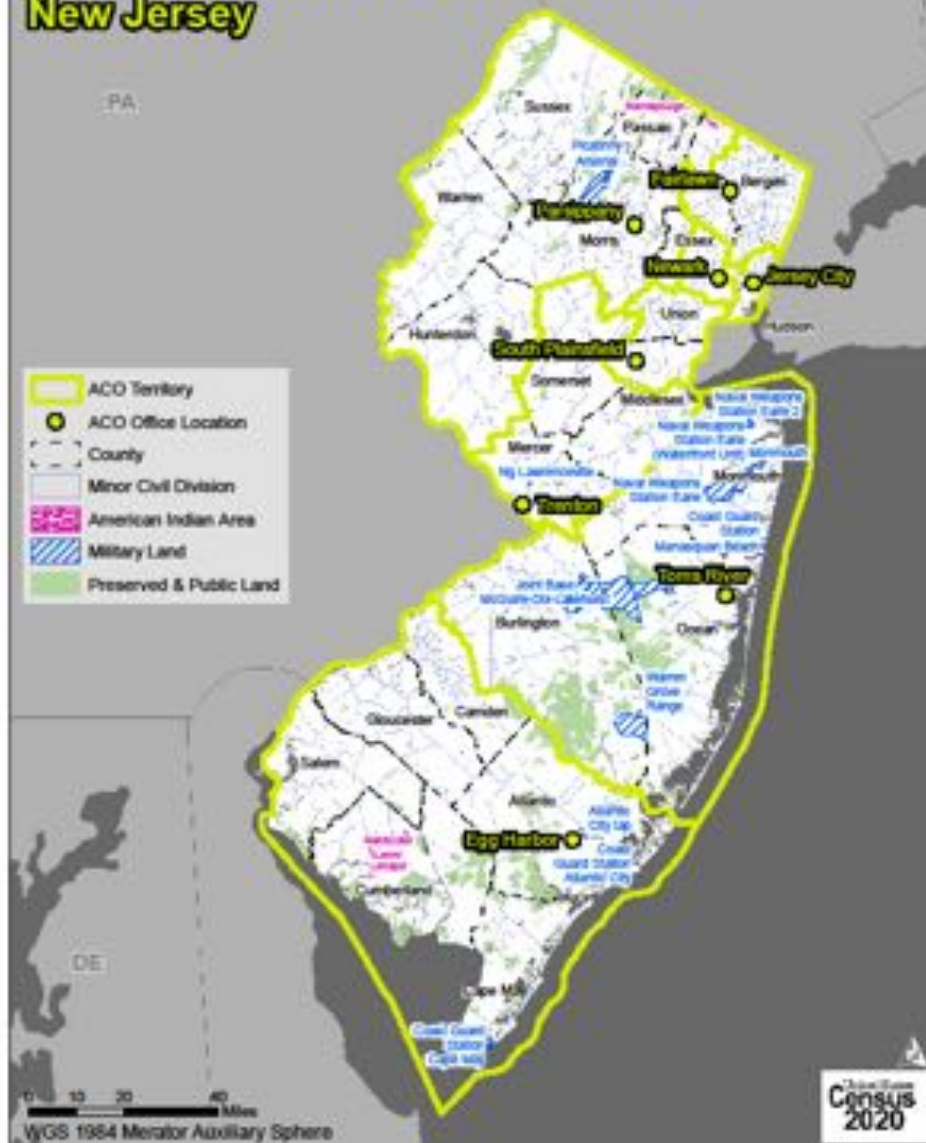
- Recruiting Assistants\*
- Census Field Supervisors\*
- Enumerators\*

\* 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)

# 2020 Wave 2 Area Census Offices New Jersey





# 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
- 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 & Form	<u>Mailing 2</u> Letter	<u>Mailing 3</u> Postcard	<u>Mailing 4</u> Letter & Form	<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



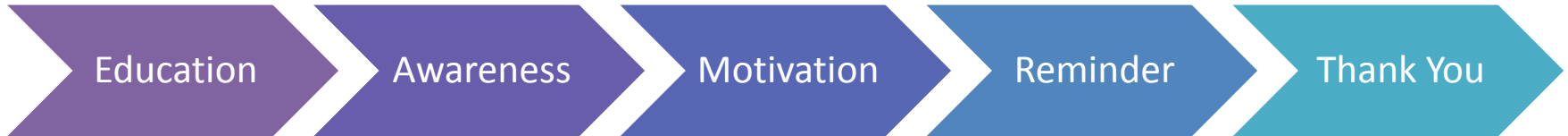
# 2020 Census – It Is Important

- 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 \$22.7B 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

# Key Milestones for the 2020 Census

- August 2019 – New Statistics in Schools classroom activities available online [www.census.gov/schools](http://www.census.gov/schools)
- January 2020 – Advertising campaign begins
- March 2020 – Group Quarters (GQ) Enumeration begins
  - Includes college dormitories, prisons, nursing homes, service-based locations (homeless shelters, soup kitchens, mobile food vans) and homeless count
- Mid-March 2020 – Public can begin responding online at [www.2020census.gov](http://www.2020census.gov)
  - Replying by mail or phone will also be an option
- April 1, 2020 – Census Day
- Mid-May 2020 – July 2020 – Census takers go door to door
- 2021 – Initial 2020 Census results to be released on [www.census.gov](http://www.census.gov)

# The 2020 Census Phases



Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

- Education Phase – 2018 - 2019
- Awareness Phase – January – February 2020
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

# What You Can Do Now!

- Share job recruitment information
- Start the Census conversation
  - Safe, Easy & Important
- Become a partner
  - [www.census.gov/partners.html](http://www.census.gov/partners.html)
- Start or join a Complete Count Committee (CCC)
  - Ask your local leadership to form a CCC
- Identify opportunities to include Census messaging, materials, or invite Census staff to your event



# Census Planning Tools

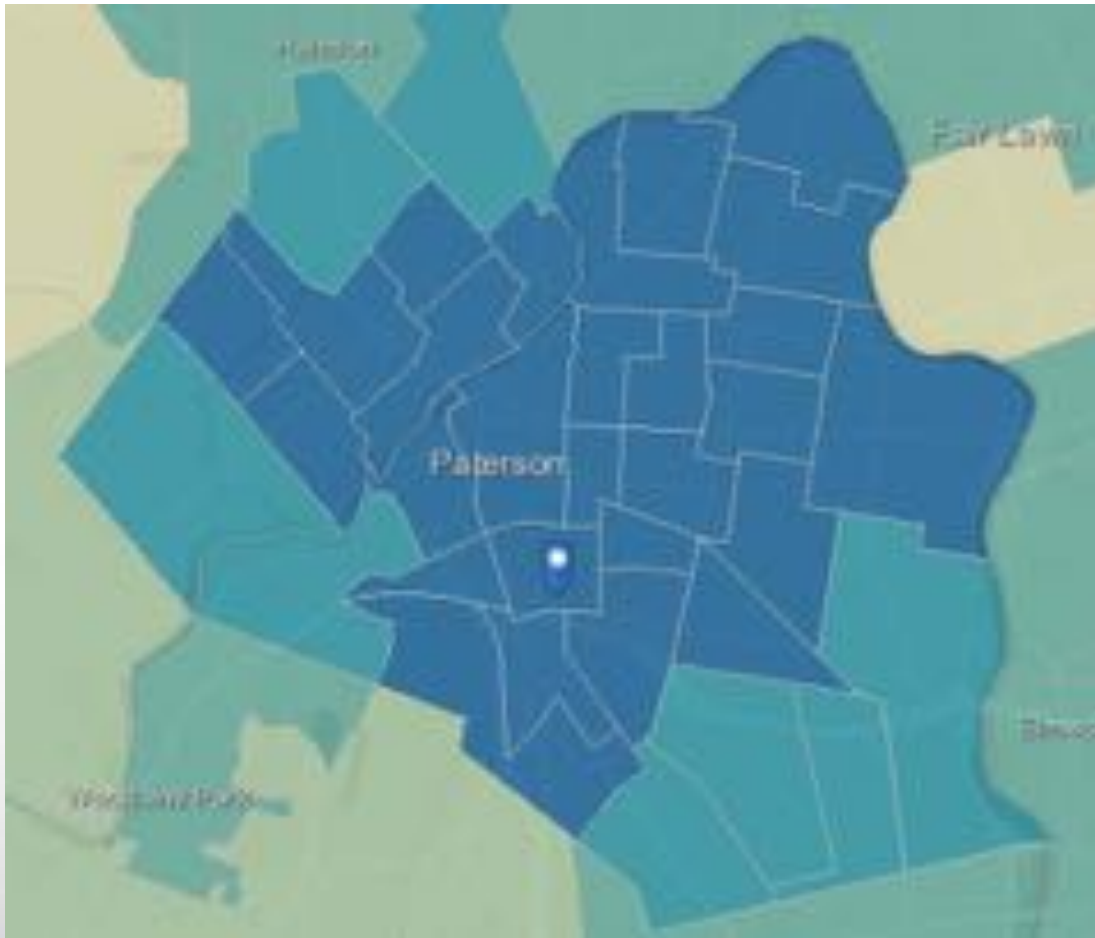
- Center for Urban Research/CUNY Graduate Center
  - <https://www.censushardtcountmaps2020.us/>
- US Census Bureau – Response Outreach Area Mapper
  - <https://www.census.gov/roam>
- Local Knowledge!

# Response Outreach Area Mapper (ROAM)

- [www.census.gov/roam](http://www.census.gov/roam)
- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census tracts are harder to survey than lighter census tracts



# Response Outreach Area Mapper (ROAM)



## Census Tract 1822

Passaic County, New Jersey

Low Response Score (%): 36.6

Total Population: 3,405

Median Household Income (\$): 23,850

Population Under 5 (%): 7.11

Population 18-24 (%): 10.31

Population 65 and Over (%): 7.72

Below Poverty Level (%): 48.66

Not High School Graduate (%): 35.20

Non-Hispanic, Black (%): 23.29

Non-Hispanic, White (%): 8.40

Hispanic (%): 67.90

Foreign Born (%): 23.76

No One in Household Age 14+ Speaks English "Very Well" (%): 28.30

Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 31.36

Total Housing Units: 1,025

Renter Occupied Housing Units (%): 93.30

Family Occupied Housing Units with Related Children Under 6 (%): 33.01

Multi-Unit (10+) Housing (%): 24.29

# 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

[www.2020census.gov](http://www.2020census.gov)



[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)

# 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)

Thank You!  
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