



2020 Census: Ensuring Complete Communities are Counted

Complete Community University – Third Ward Houston

Presenters: Dionne Roberts-Emegha, Partnership Specialist
U.S. Census Bureau-Denver Region



U.S. Department of Commerce
Economics and Statistics Administration
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[census.gov](https://www.census.gov)

Agenda

- Welcome and Introductions
- 2020 Census Overview
- Operational Timeline
- Community Partnership and Engagement Program
- Recruitment Efforts
- Critical Next Steps and Q&A

Census Overview

Why we do a census:

Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

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

Texas receives over \$43 billion dollars per year based on Decennial Census data.

The per capita allocation is \$1,578.

Counting for Dollars link:

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

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars 2020
18 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Texas

Total Program Obligations: \$43,334,650,874
Per Capita: \$1,578 (see note on proper use)

DDA #	Program Name	Dist.	Type	Recipient	Obligation
81.778	Medical Assistance Program (Medicaid)	990	Grants	States	\$21,111,711,007
81.851	Supplemental Nutrition Assistance Program (SNAP)	1024	Grants	Households	\$8,365,414,514
81.714	Medicare Part B Supplemental Medical Insurance - Physicians Fee Schedule Services	990	Grants	Providers	\$4,548,088,516
20.001	Highway Planning and Construction	001	Grants	States	\$1,433,437,357
20.555	National School Lunch Program	1004	Grants	States	\$1,394,918,318
84.018	Title I Grants to Local Education Agencies	80	Grants	LEAs	\$1,321,089,701
81.707	State Children's Health Insurance Program (SCHIP)	990	Grants	States	\$1,068,717,000
14.871	Section 8 Housing Choice Vouchers	1001	Grants	States	\$1,041,825,000
84.017	Special Education (Grants) (SEA)	80	Grants	States	\$684,944,500
81.500	Head Start/Early Head Start	1001	Grants	Providers	\$678,806,880
10.351	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	1004	Grants	States	\$544,800,000
14.025	Section 8 Housing Assistance Payments Program (Project-based)	1001	Grants	States	\$338,584,411
81.517	Health Center Programs (Community, Migrant, Homeless, Public Housing)	1001	Grants	Providers	\$281,890,888
81.204	Child Care and Development Fund (Childcare)	1001	Grants	States	\$221,754,000
81.438	Food Stamp (Title IV-C)	1001	Grants	States	\$218,415,000
81.540	Low Income Home Energy Assistance (LIHEAP)	1001	Grants	States	\$173,570,163



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Key Data Collection Dates

- Nov – 2019
- April 2018
- January-Feb 2019
- Aug – Oct 2019
- Jan-Aug-2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020
- In-Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response Starts
- **CENSUS DAY**
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President

Census Mobilization Process



- Education Phase **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

Community Partnership and Engagement Program



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Community Partnership and Engagement Program

- **Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.
- **Educate** people about the 2020 Census
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who are not motivated to respond to the national campaign

Establishing a Complete Count Committee

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.



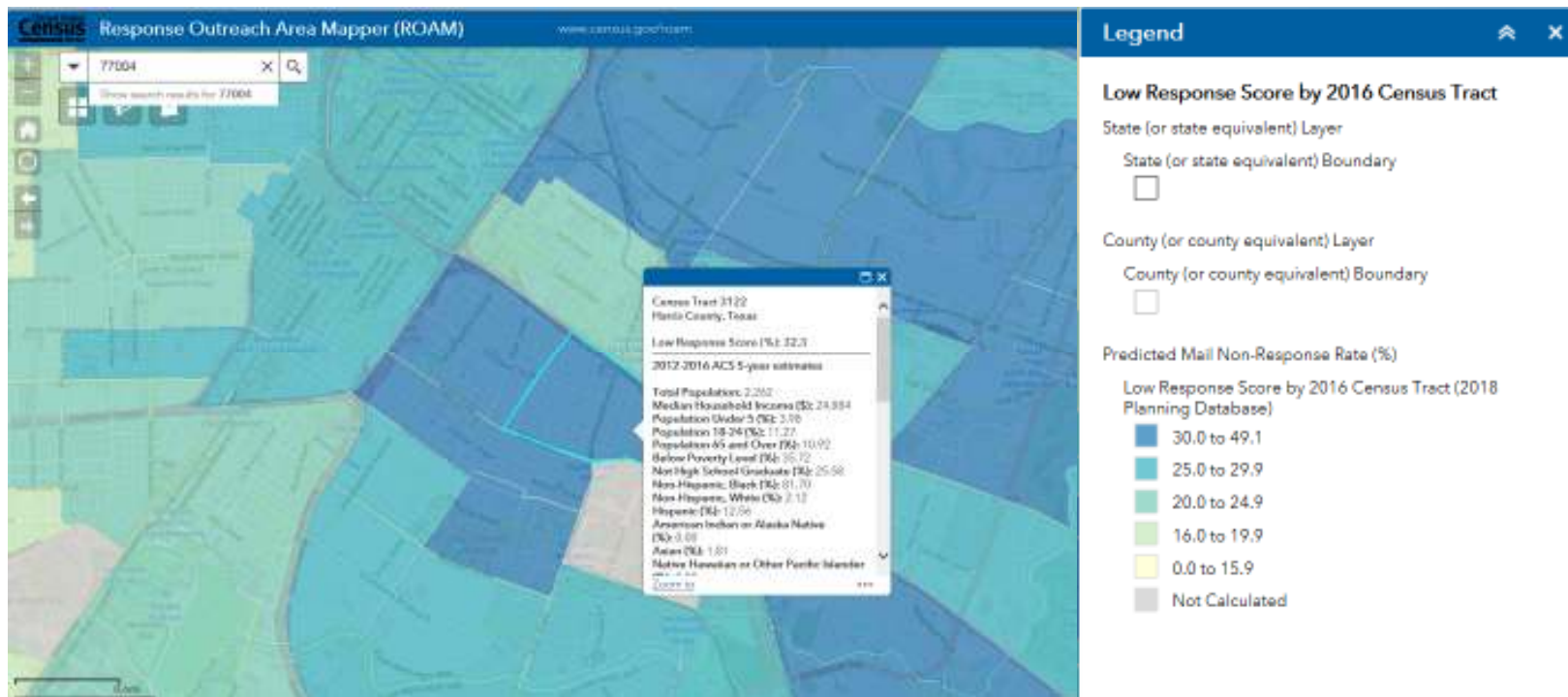
Structure of a Complete Count Committee

The Organization Head appoints the members of a Community CCC based on their ability to:

- Communicate to Hard To Count
- Bring Resources to the table
- Approve initiatives
- Influence
- Allocate sufficient time
- Represent all races/ethnicities in a non-partisan manner
- Create coalitions

Response Outreach Area Mapper (ROAM)

census.gov/roam



CCC TOOLS



<https://www.census.gov/programs-surveys/sis.html>



<https://www.census.gov/partners/toolkit.pdf>



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CENSUS JOBS NOW LIVE!

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



Type of Positions:

Partnership Specialists (full-time/1.5yrs) [census.gov/fieldjobs](https://www.census.gov/fieldjobs)

Area Census Office Positions (most full-time, 1yr to 1.5yrs), [census.gov/fieldjobs](https://www.census.gov/fieldjobs)

Office Manager	Lead Field Operations Manager
Admin Manager	Field Operations Manager
IT Manager	Supervisory Clerks
Recruiting Manager	Clerks (IT, Recruiting, Admin)

Work from Home (intermittent, part-time, 6 weeks to several months), 2020census.gov/jobs

Census Field Supervisor
Enumerator/Lister
Recruiting Assistant

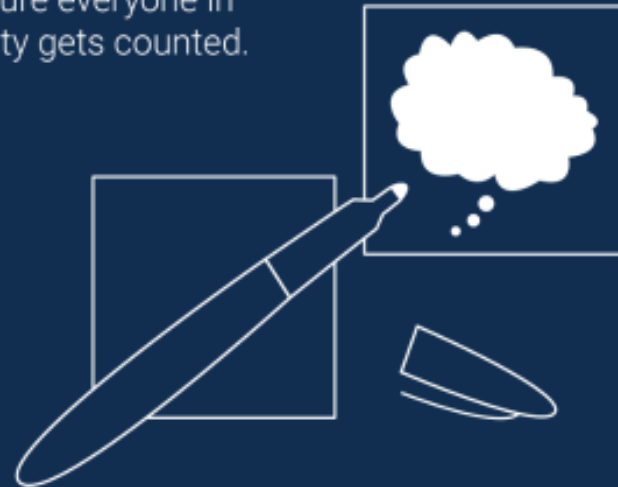
CENSUS JOBS NOW LIVE!

Hiring Requirements:

- Must be at least 18 years old
- Must be a US Citizen with a valid Social Security number
- Must be registered for Selective Service (eligible males)
- Must have a valid email address
- Must complete a Skills Assessment (online)
- Must complete and pass a background check
- Must have access to a car (field positions)
- Must be available to work days/evening and/or weekends (depending on position)
- May not hold political positions or engage in partisan political activities while on duty (Hatch Act)

You can help.

You are the expert—
we need your ideas on the best
way to make sure everyone in
your community gets counted.



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