2020 Census Overview

Pennsylvania State Data Center

2019 Data Users Conference

May 9, 2019

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The U.S. Decennial Census

The purpose is to **conduct** a census of population and housing and **disseminate** results to the President, the States and the American People

- Uses of Census data:
  - **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
  - **Drawing** congressional and state legislative districts, school districts and voting precincts
  - **Enforcing** voting rights and civil rights legislation
  - **Distributing** federal dollars to states
  - **Informing** planning decisions of federal, tribal, state and local government
  - **Informing** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

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2020 Census Goals

Goals

✓To count everyone once, only once, and in the right place

What's New

✓We're maximizing outreach by using both traditional and new media

✓We're offering and encouraging people to use the secure online response option

✓We're providing our fieldworkers with handheld devices for collecting Census data.

✓We're utilizing automated systems for recruiting, training, and payroll.

The 2020 Census: A New Design for the 21st 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.

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

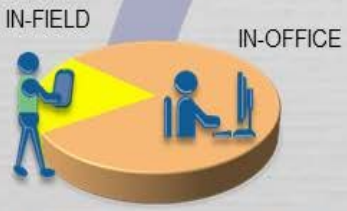
Use the most cost-effective strategy to contact and count nonrespondents

Knock on doors only when necessary

Streamline in-field census-taking

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

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

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Operation Timeline

In-Field Address Canvassing
August 2019 – October 2019

Group Quarters
February 2020 – July 2020

Census Day
April 1, 2020

Internet Self Response
March 2020 – July 2020

Update Leave
March 2020 – April 2020

Nonresponse Follow-up
April 2020 – July 2020

Address Canvassing (AdCan)

- Field AdCan will be conducted August 2019 to October 2019
- Enumerators will use a laptop
- Recruiting Assistants – January 2019
- Census Field Supervisors – May 2019
- Census Enumerators – June 2019

Area Census Offices

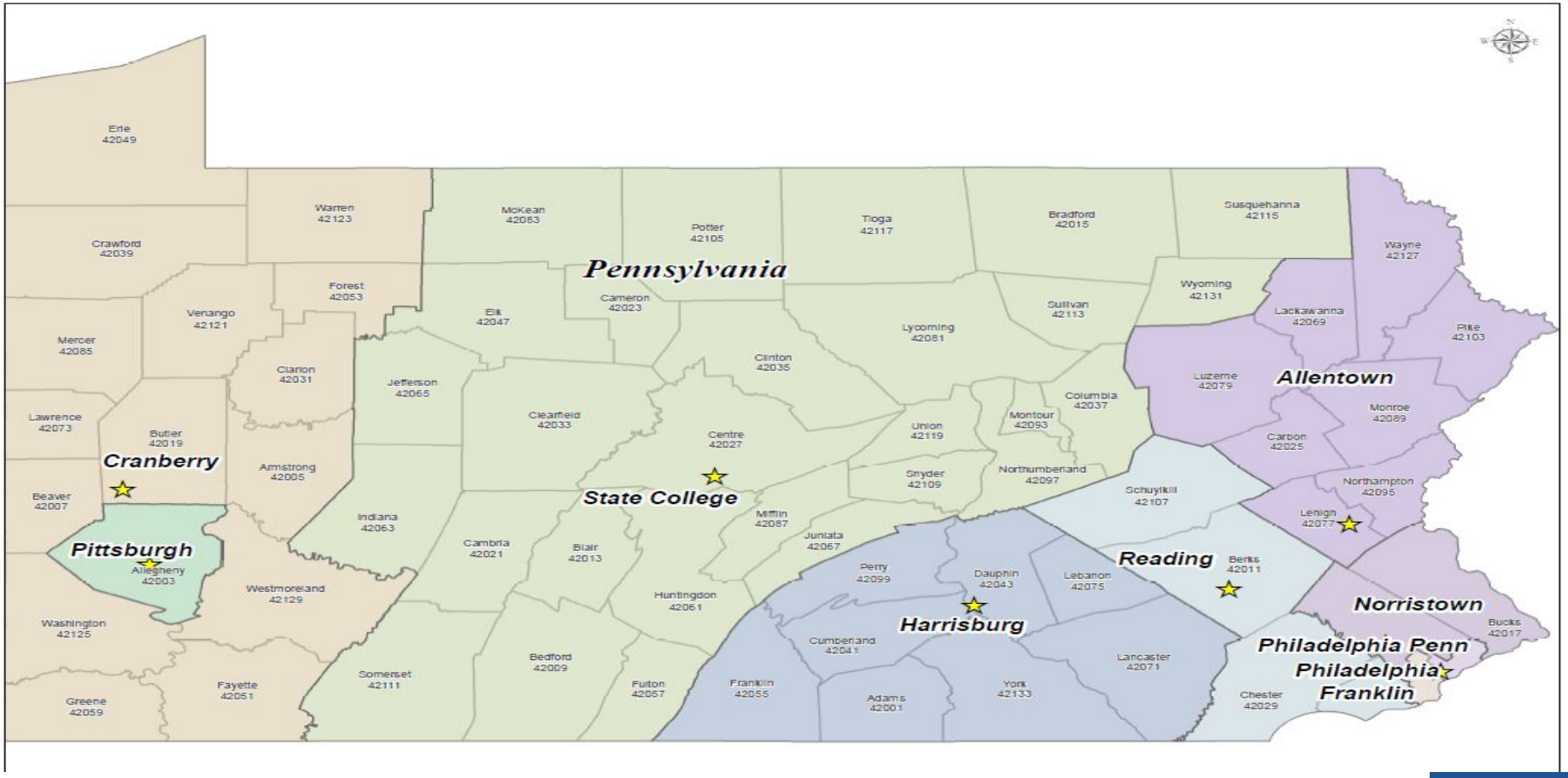
Wave 1: February 2019

- ✓Harrisburg
- ✓Cranberry Township

Wave 2: Summer of 2019

- ✓Allentown
- ✓Norristown
- ✓Philadelphia - Franklin
- ✓Philadelphia - Penn
- ✓Pittsburgh
- ✓Reading
- ✓State College

Pennsylvania Area Census Offices



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ACO Job Title & Descriptions

USA JOBS

- ✓ **Area Census Office Manager -** ***Responsible for the general supervision and administration of the office.***
- ✓ **Census Field Manager / Lead CFM–** ***Responsible for accomplishing production and quality goals in field operations under their span of control. Conducts individual and group training sessions for their personnel as necessary.***
- ✓ **Administration Manager –** ***Responsible for administrative functions, such as personnel, payroll and supply. Manages and monitors all office requisitioning, equipment and shipping.***
- ✓ **IT Manager –** ***Leads all office computing environment, mobile computing environment, and automation support efforts.***
- ✓ **Recruiting Manager –** ***Oversees the recruiting and testing of job applicants for field position and clerks.***

DAPPS

- ✓ **Recruiting Assistant –** ***Assists in recruiting and testing of job applicants.***
- ✓ **Census Field Supervisor –** ***Appoints, trains, and supervises enumerators that are engaged in data collection.***
- ✓ **Office Operations Supervisor –** ***Coordinates, supervises, and oversees the work of office clerks in specific functional areas.***
- ✓ **Enumerator –** ***Locally hired workers who perform field enumeration activities in and around their respective neighborhoods.***
- ✓ **Clerk –** ***Office clerks perform a wide variety of clerical functions in support of field data collection, recruiting, payroll/personnel, automation technology, and quality assurance operations.***

ACO Pay Rates Pennsylvania

Position	Pay Rate (subject to change)	Staffing Timeline (Peak Operations)
Area Census Office Manager	$25.50 - $35.50	June 2019
Lead Census Field Manager	$22.00 - $30.50	June 2019
Census Field Manager	$19.00 - $26.50	June 2019
Administration Manager	$19.00 - $26.50	June 2019
IT Manager	$19.00 - $26.50	June 2019
Recruiting Manager	$19.00 - $26.50	June 2019
Recruiting Assistants	$16.50 - $23.00	August 2019
Census Field Supervisor	$16.50 - $23.00	February 2020
Office Operations Supervisor	$15.50 - $21.50	July 2019
Enumerator	$15.00 - $21.00	March 2020
Clerk	$12.00 - $17.00	September 2019

Online Job Applications for Non-Managerial Positions

Help us get the word out about 2020 Census jobs.

Assist in recruiting of job applicants; Appoint, train, and supervise enumerators engaged in data collection; Coordinate, supervise, and oversee office clerks in specific functional areas; Locally hired workers who perform field enumeration activities in and around their respective neighborhood; perform a wide variety of clerical functions in support of field data collection, recruiting, payroll/personnel, automation technology, and quality assurance operations.

Apply Online Today! 2020census.gov/jobs

1-855-JOB-2020

(1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

Confidentiality and Privacy

It is important that individuals know their responses to the census have legal protections. The law requires the Census Bureau to keep private citizens' information confidential and use their responses only to produce statistics. The Census Bureau cannot publicly release an individual's responses in any way that could identify them, their business, organization, or institution.

All information collected by the Census Bureau under the authority of Sec. 9, Title 13 of the U.S. Code (13 U.S.C. 9) is strictly confidential. The same law that requires individuals to respond to the census also guarantees the confidentiality of respondents.

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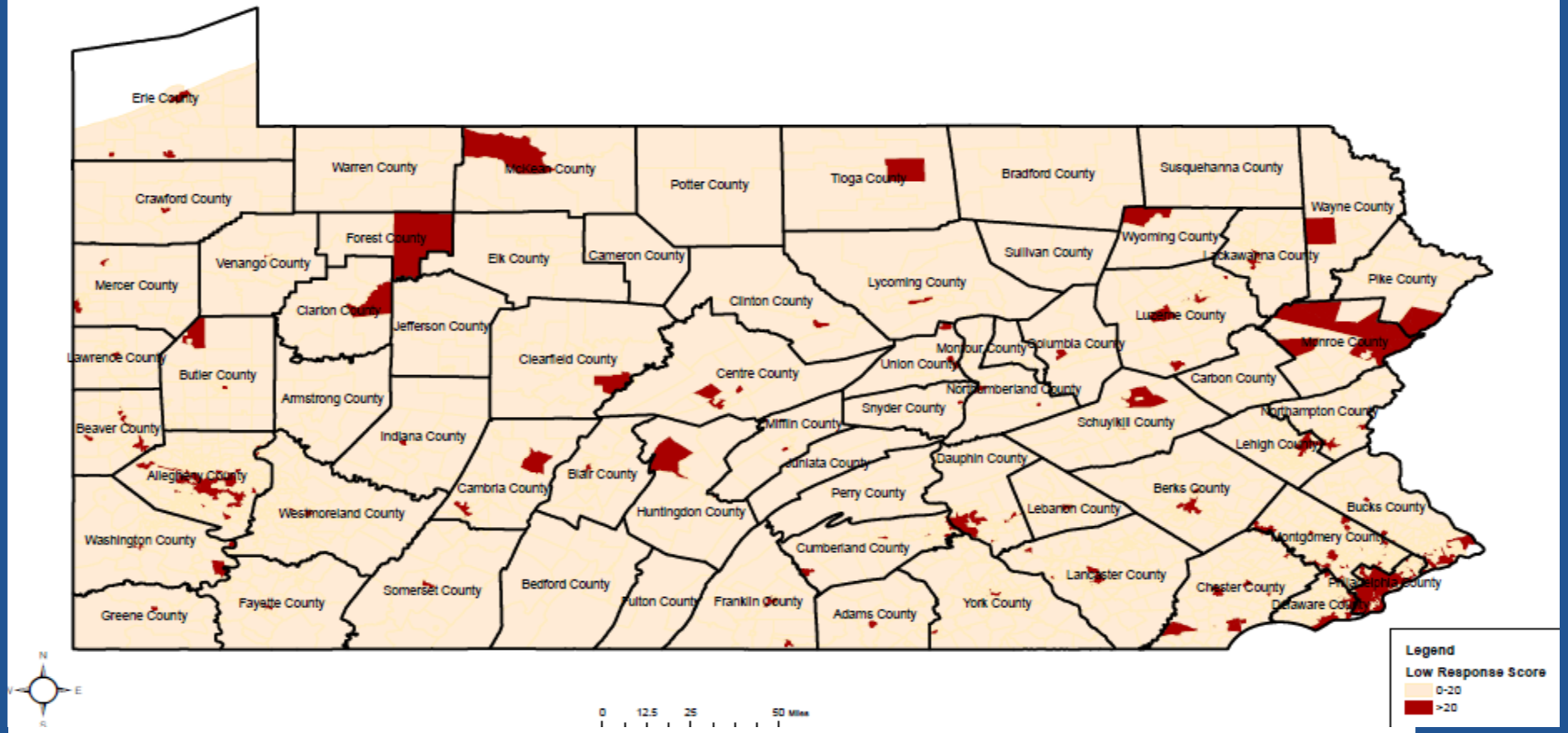
Pennsylvania Low Response Map



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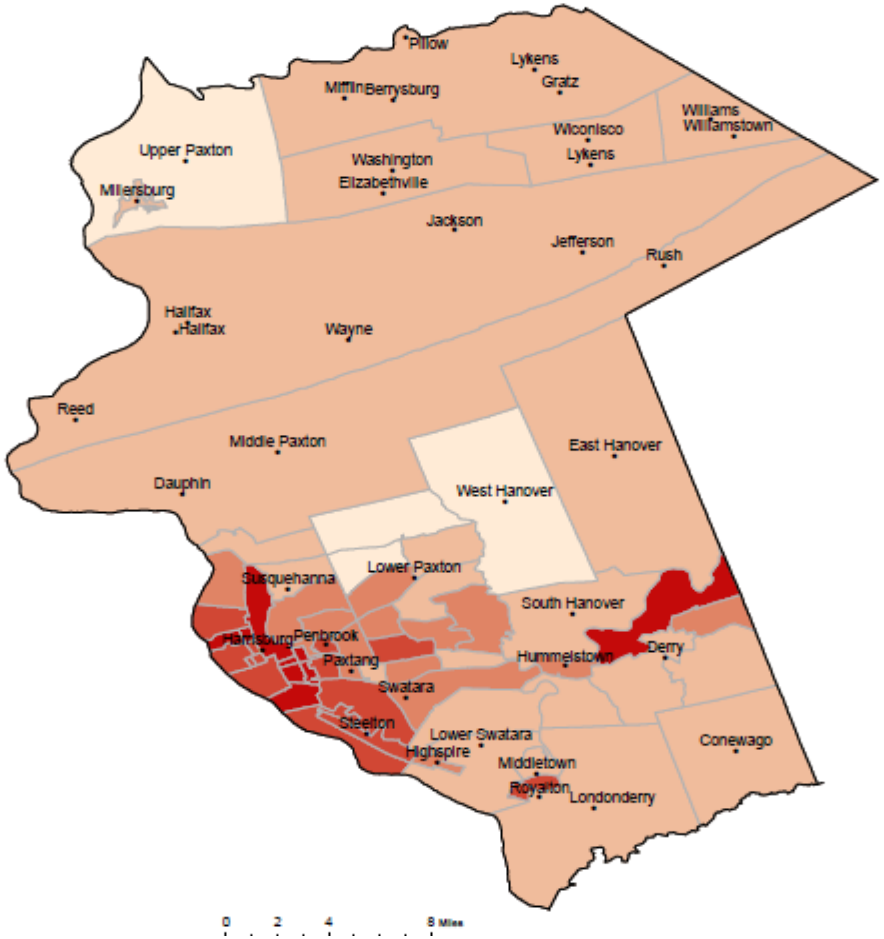
Dauphin County Low Response Map



Legend

- Township Center Point

Tracts

Low Response Score

- <14%
- 14% - 17.5%
- 17.5% - 21.5%
- 21.5% - 27%
- >27%

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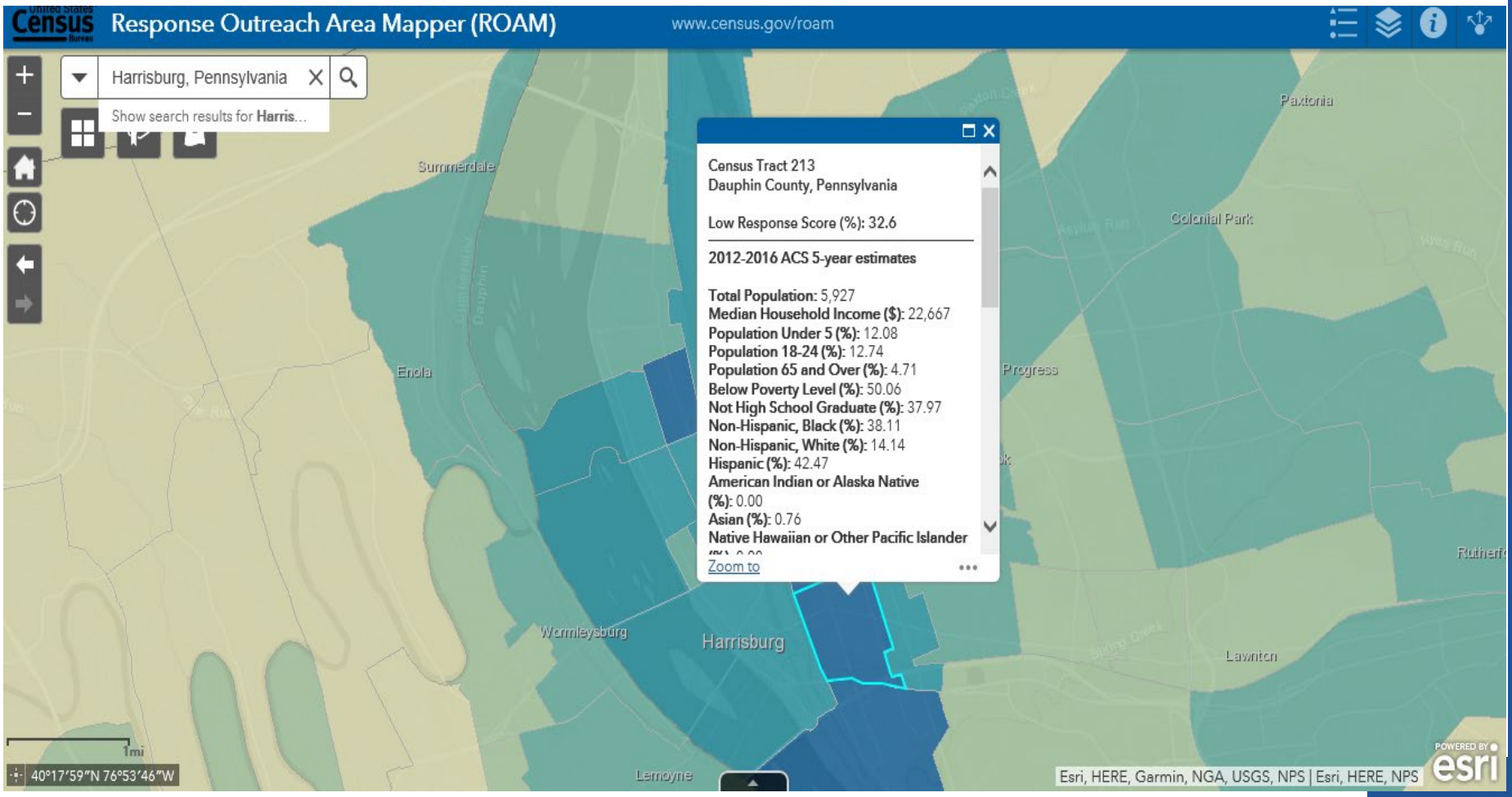
Response Outreach Area Mapper (ROAM)



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Low Response Score Variables

- **LRS Score: predicts mail return rate**
- **ACS Variables:**
  - Total Pop
  - Household Med Income
  - % Pop under age 5
  - % Pop over age 65
  - % below Poverty Level
  - Race Data
  - Language Data

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Complete Count Committees

- **How Can Local Governments Help**

A volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness, about the census and motivate residents in the community to respond.

Why Form A Complete Count Committee

- Increase the response rate for residents mailing back their questionnaire through a focused, neighbor-to neighbor program.

- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.

- Bring together a cross section of community members whose focus is 2020 Census awareness.

Municipal Complete Committees

How Local Governments Can Collaborate with the U.S. Census Bureau

Operational Support

✓Provide space that can be used for testing, on-boarding, training, etc.

✓E.g. Computer labs, Libraries, Schools

✓Provide lists of residential institutions

✓Provide lists of shelters, service providers, and transient locations

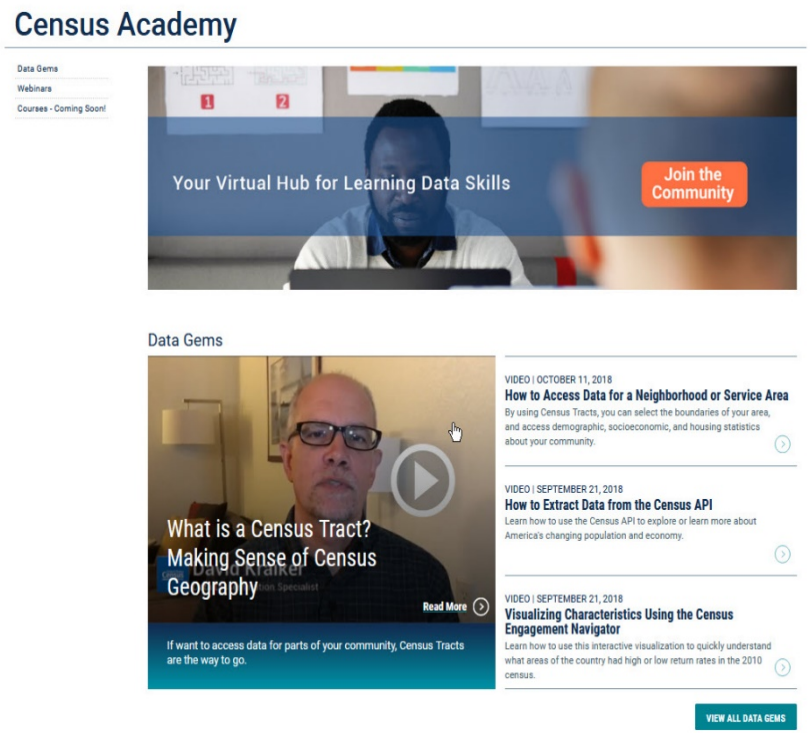
✓Promote temporary job opportunities

Promotional Support

✓Form a Complete Count Committee (elected officials, community groups, faith based, social service, health, business, etc.)

✓Encourage census participation in newsletters, on websites, alert systems, drop-in articles, etc.

Data Dissemination and Training: census.gov/academy



✓ **Bring our data experts to you.**
Request a free data training for your organization.

✓ **Subscribe to Census.gov/academy.**
Join our educational hub to receive our updates and training products

- **Receive our Data Gems.**
  These short "how-to" videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

- **Get access to our data courses.**
  You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

- **Interact with our instructors via webinars.**
  Learn about our data releases and tools while attending these live virtual classes.

Contact us:
census.askdata@census.gov
1-844-ASK-DATA

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Questions 2020 Census Operations and Positions?

Contact us:

Recruiting Hotline - 1-888-480-1639

Philadelphia Regional Census Center- 1-844-507-2020

Email us at - Philadelphia.rcc.partnership@census.gov

Connect with Us

Sign up for and manage alerts at https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census Memorandum Series: http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html

More information on the 2020 Census: http://www.census.gov/2020Census

More information on the American Community Survey: http://www.census.gov/programs-surveys/acs/

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