

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.

About the U.S. Census Bureau

Largest statistical agency in the U.S.

Conduct more than 130 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 since 1790 (years ending in zero)
- Counts every resident in the United States where they live and sleep most of the time
- Increasingly diverse and growing population
 - 330 million people
 - Over 140 million housing units
- 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 21st Century

Motivate People to Respond

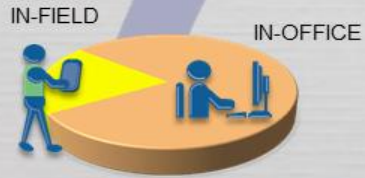
Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



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



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



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)
- Internet Choice/Internet First
- Staggered Mailing
- Multiple Languages

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

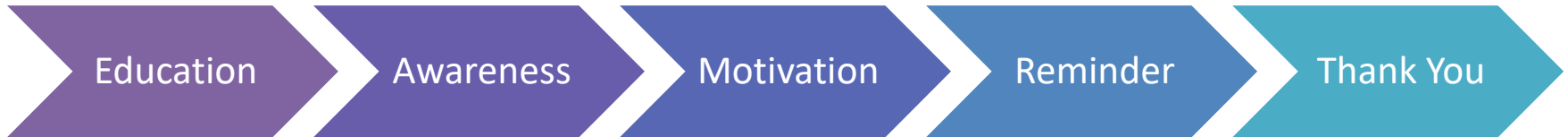
2020 Census Language Accessibility



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
 - 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

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

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>

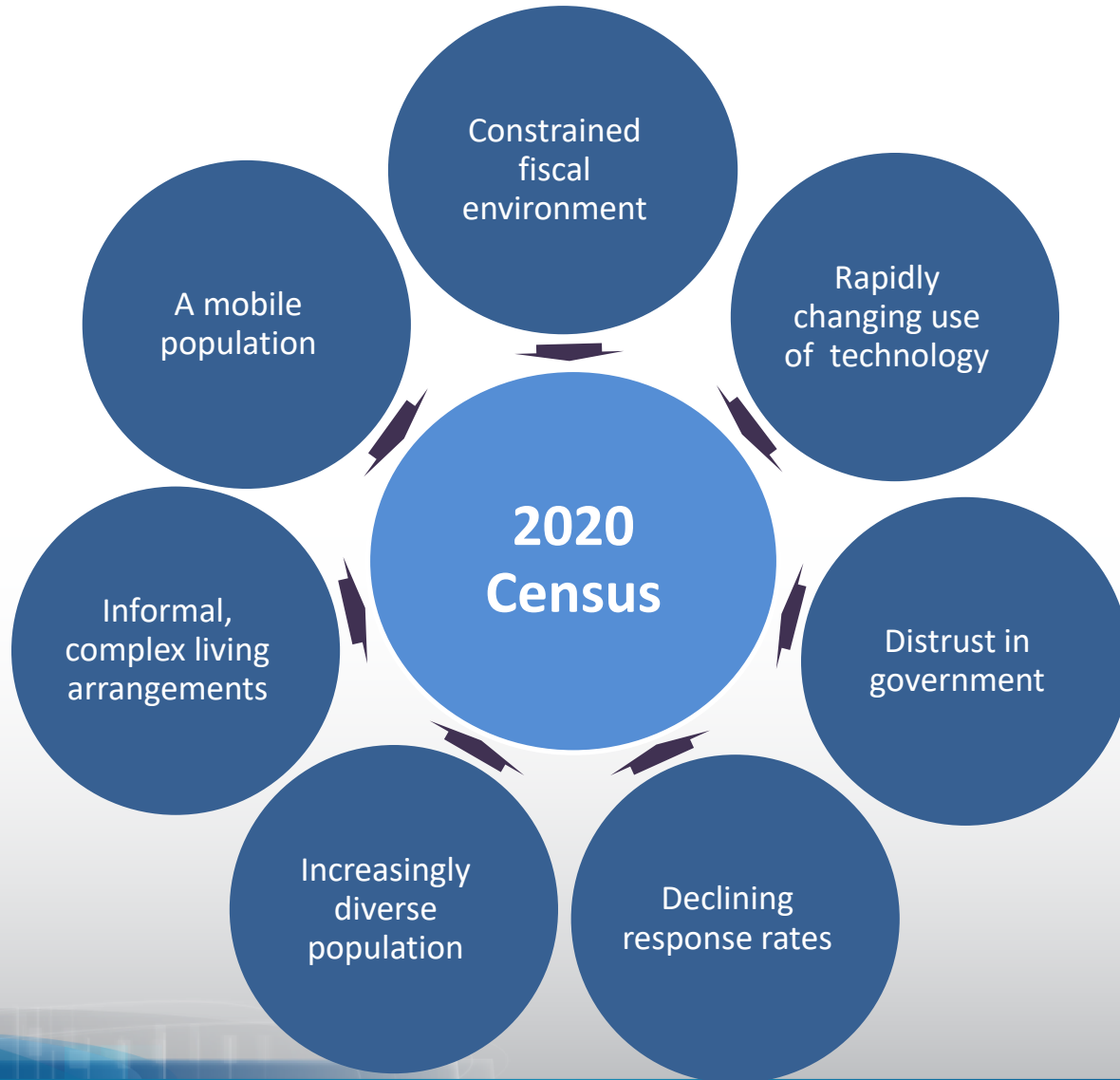
All other positions must apply on www.USAJobs.gov

2020 Census Recruiting

How Partners Could Help Us with Recruiting?

- Post link to 2020 jobs website on your landing page
- Email blast to your community members about job opportunities
- Identify locations where computer resources/internet connectivity is available for community members
- Host Census Hiring events in your local community
- Invite Census staff to speak to local leaders about job opportunities

2020 Census Environment



New Hampshire

*2017 ACS

Subject	NH	USA
Total Population	1,342,795	325,719,178
Households	528,700	120,062,818
Persons per HHs	2.46	2.65
Foreign Born	6.2%	13.7%
Speak another language at home	8%	21.8%
Veterans	8.6%	7.3%
Median Age	43.2	38.1
under the age of 20	22%	25.4%
over the age of 65	18%	16%
High school graduates or higher	93.1%	88%
Median Income	\$73,381	\$60,336
Below poverty level	7.7%	13.4%

2020 Census: Possible Challenges in NH

- Recruiting
- Internet Access
- Remote Areas and Seasonal Camps
- College Students
- Snowbirds
- Children Under the Age of 5
- Immigrant and Refugee Communities: Nashua, Manchester and Concord

Overview of CCCs



TRIBAL, STATE AND LOCAL
GOVERNMENTS, AND
COMMUNITY ORGANIZATIONS
FORM CCCS AROUND THE
COUNTRY



CORE STRATEGIC ELEMENTS OF
THE PARTNERSHIP PROGRAM
FOR THE 2020 CENSUS



PLAN AND IMPLEMENT LOCALLY-
BASED OUTREACH CAMPAIGNS
THAT RAISE AWARENESS OF THE
CENSUS AND ULTIMATELY DRIVE
PARTICIPATION

Complete Count Committee

What is a Complete Count Committee?

A group of government and community leaders who come together to raise awareness about the 2020 Census and motivate their community members to respond.

Who should be on the Complete Count Committee?

Elected leaders, school department, libraries, workforce development, immigrant organizations, faith based leaders, senior services, community development and housing, community based organizations, veterans services, higher education, business, media (not an exhaustive list).

How do we get started?

Appoint a chair; identify the individuals/groups to include; plan a kick-off meeting; form subcommittees to be dedicated to specific areas of need.

NH Complete Count Committees

New Hampshire Complete Count Committee Kickoff Meeting

www.nh.gov/osi/data-center/2020-census/index.htm

Thursday, June 20, 2019, 9:00am

Register in Eventbrite: <https://www.eventbrite.com/e/2020-census-complete-count-committee-kickoff-tickets-61172064291>

City of Nashua Census Solutions Workshop

<https://www.nashuanh.gov/1245/Complete-Count-Committee>

Thursday, June 13, 2019, 9:00am

Register: <https://www.nashuanh.gov/FormCenter/Citizen-Services-17/Nashua-Census-Solutions-Workshop-130>

How We Support Partners

- Promotional Materials
 - Flyers (general and targeted)
 - Posters
 - In-language
- Content
 - Sample message for email or blog
 - Drop in articles
 - Social media content and links
 - Graphics

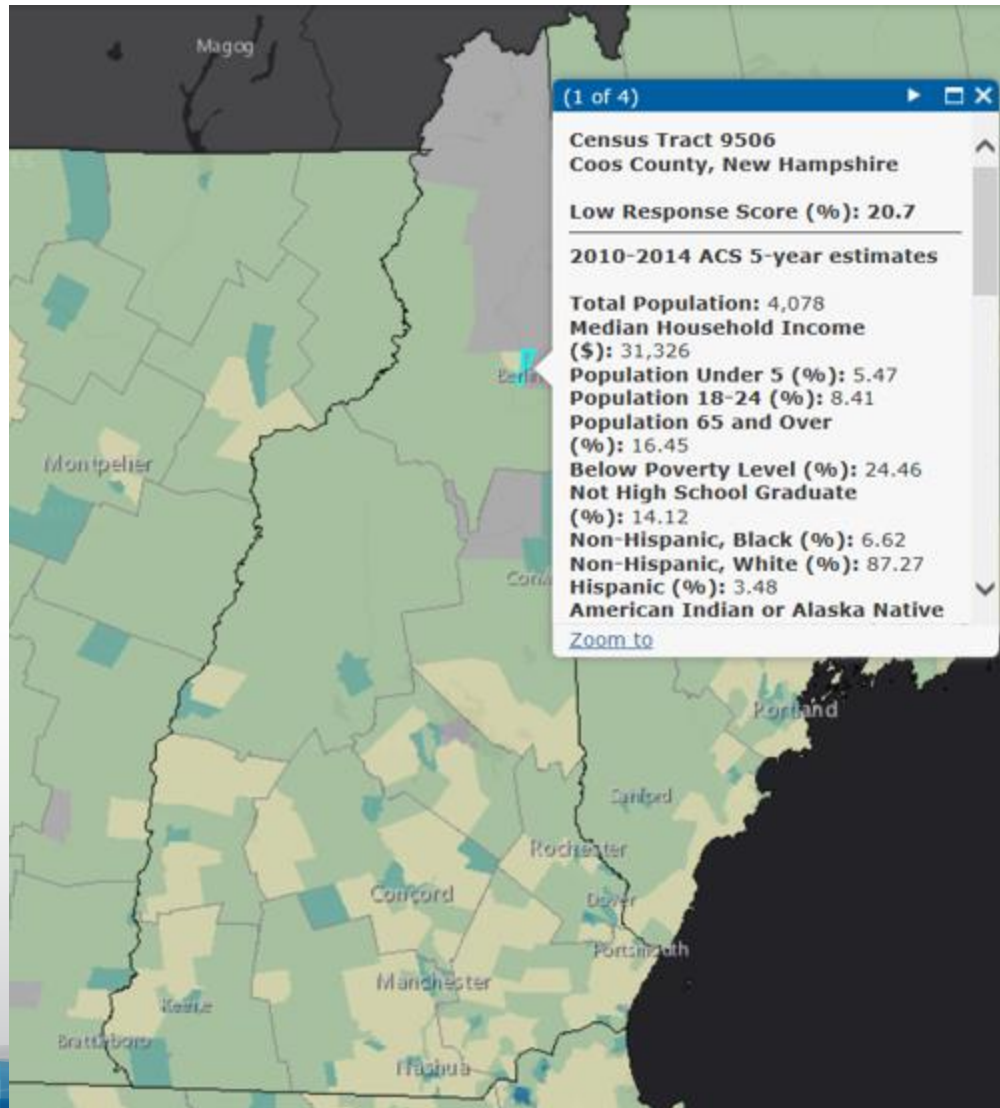
www.census.gov/partners/2020-materials

- Partnership presence
- Connecting Partners with other partners
- Data Services

Partner 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!

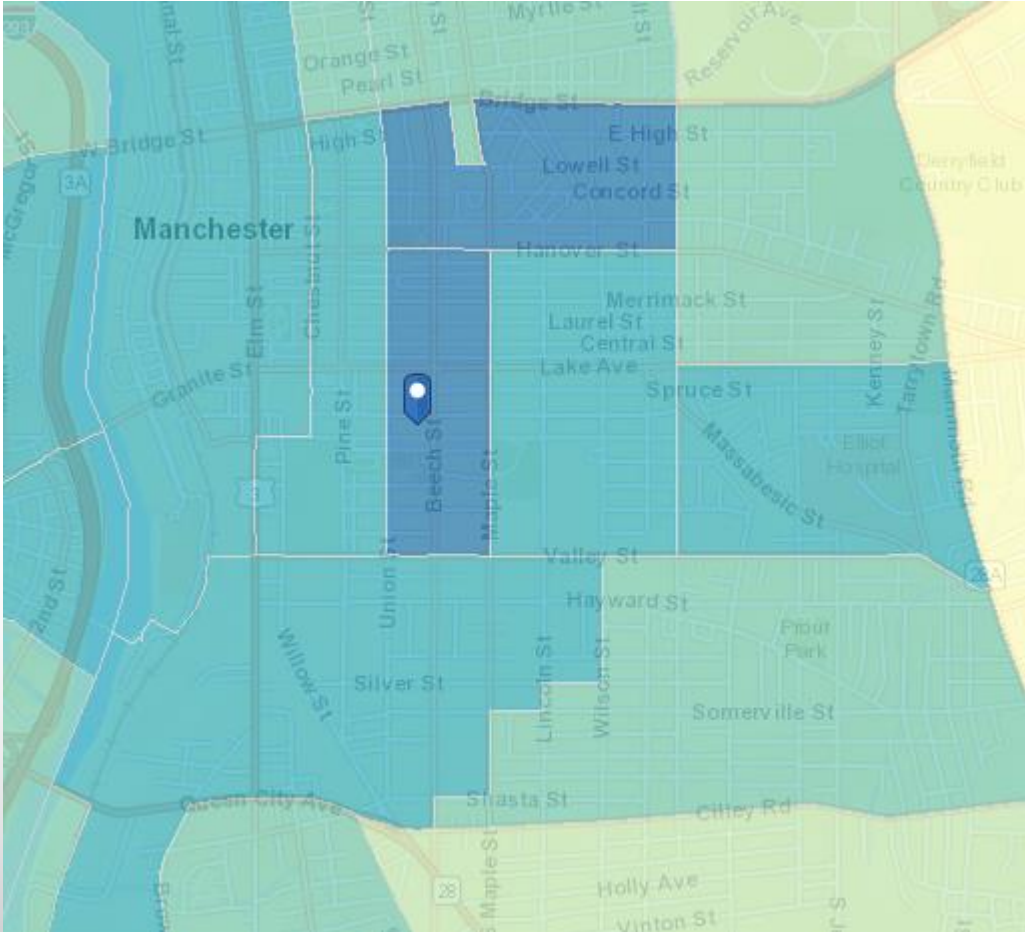
Response Outreach Area Mapper (ROAM)



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

census.gov/roam

ROAM: Manchester NH



Census Tract 15, Hillsborough County, NH

Low Response Score (%): 31.8

Total Population: 2,732

Median Household Income (\$): 31,141

Population Under 5 (%): 9.15

Below Poverty Level (%): 32.49

Not High School Graduate (%): 30.62

Non-Hispanic, Black (%): 10.51

Non-Hispanic, White (%): 53.26

Hispanic (%): 24.41

Foreign Born (%): 31.92

No One in Household Age 14+ Speaks English

"Very Well" (%): 17.82

Population 5+ Who Speak English Less Than

"Very Well" and Speak Spanish (%): 12.13

Renter Occupied Housing Units (%): 91.82

Family Occupied Housing Units with Related

Children Under 6 (%): 43.97

Population 1+ Who Moved From Another

Residence Within the Last Year (%): 29.21

Vacant Housing Units (%): 19.90

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

- American FactFinder
- Census Business Builder
- My Congressional District
- OnTheMap

Subscribe and learn more:
www.census.gov/academy

Connect With Us

www.2020census.gov



facebook.com/uscensusbureau



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau

Contact Us

Partnership Program

Phone: (212) 882-2130

Email: 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

Office Managerial Job Opportunities

Website: www.usajobs.gov

Website: www.census.gov/about/regions/new-york/jobs.html

Data Dissemination Program

Email: census.askdata@census.gov

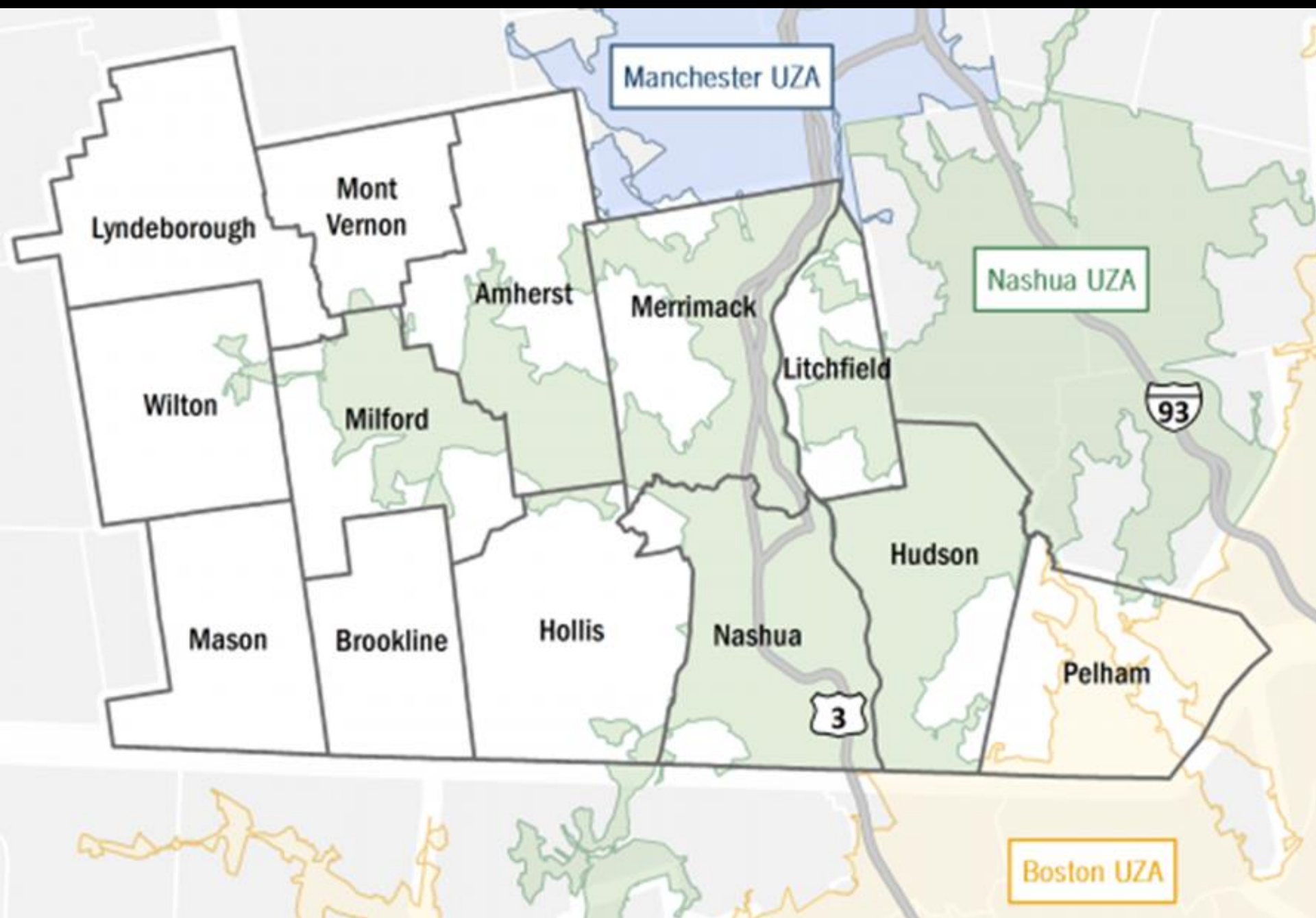
Phone: 1-844-ASK-DATA

Website: www.census.gov/data/training-workshops.html

Applications of U.S. Census Data in Regional Planning

25th Annual Spring Planning and Zoning Conference
Grappone Conference Center
70 Constitution Ave, Concord, NH 03301

June 1, 2019



Why We Need Census Data

**Understand
Ourselves**

**Envision our
Future**

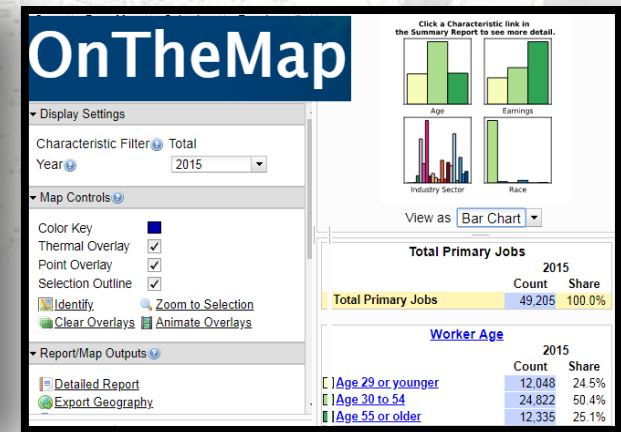
**Plan
Accordingly**



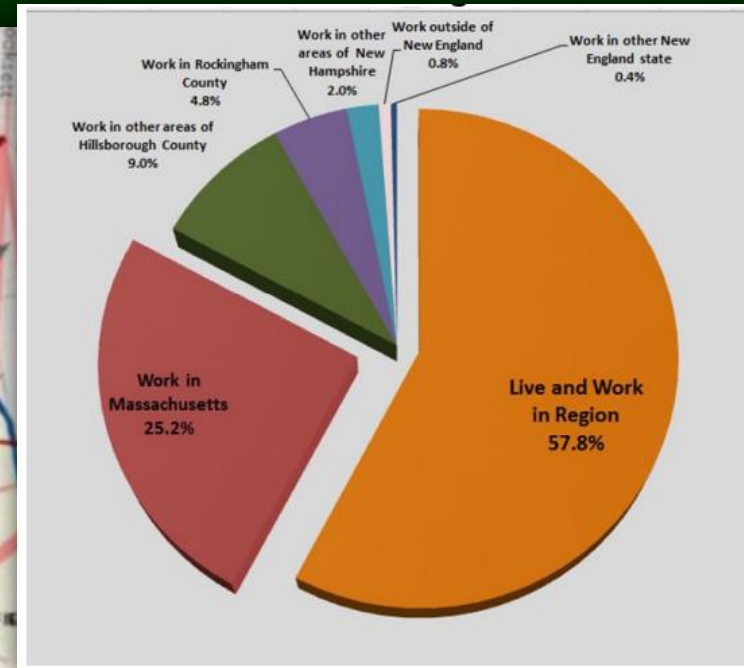
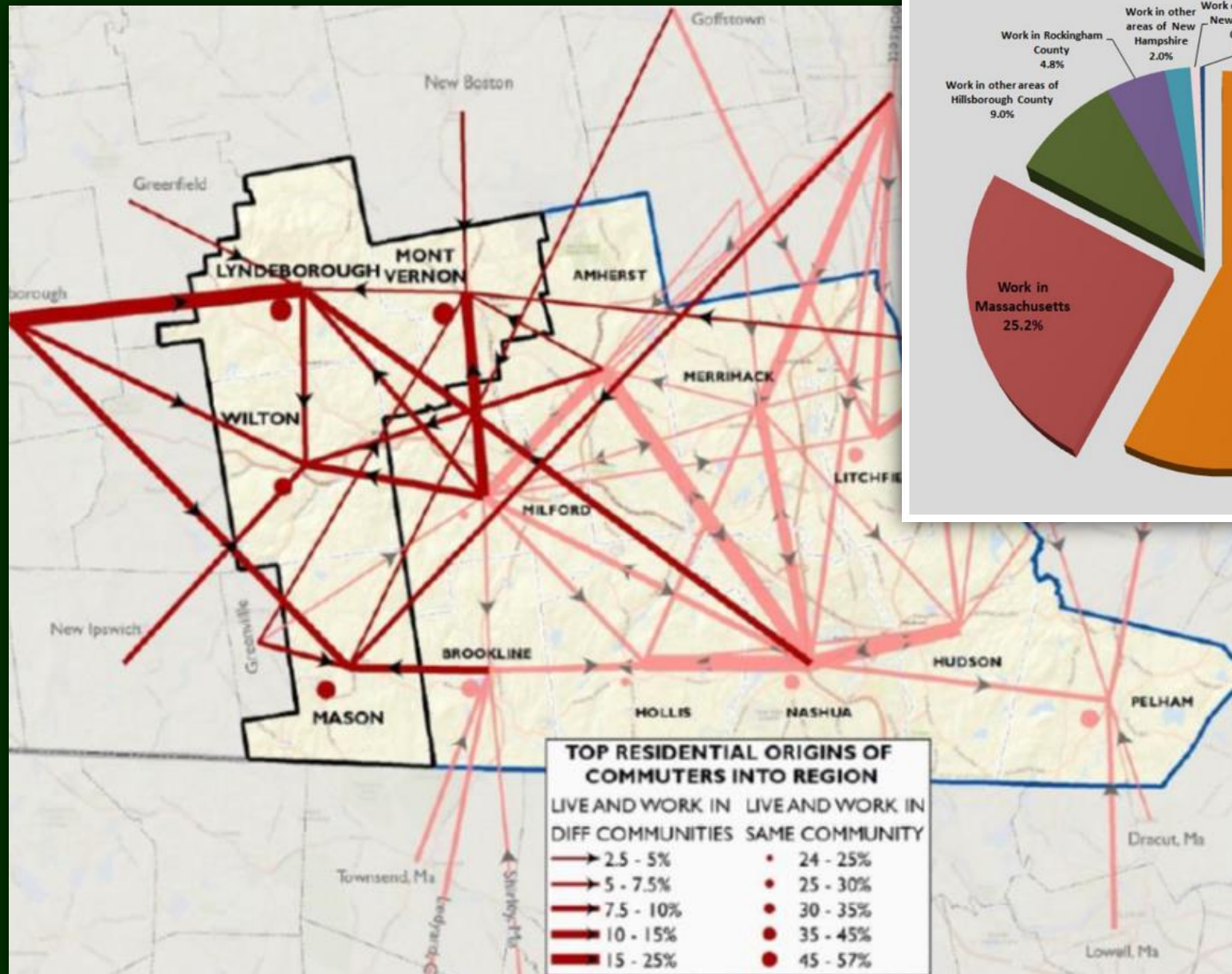
*The NRPC GIS Lab
Photo by NRPC*

Key Census Data

- Decennial Census
- American Community Survey (ACS)
- Census Transportation Planning Package (CTPP)
- Longitudinal Employer-Household Dynamics (LEHD)

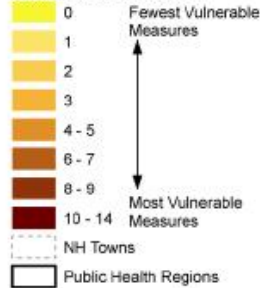


Where is our Workforce Living? Where do our Residents Work?

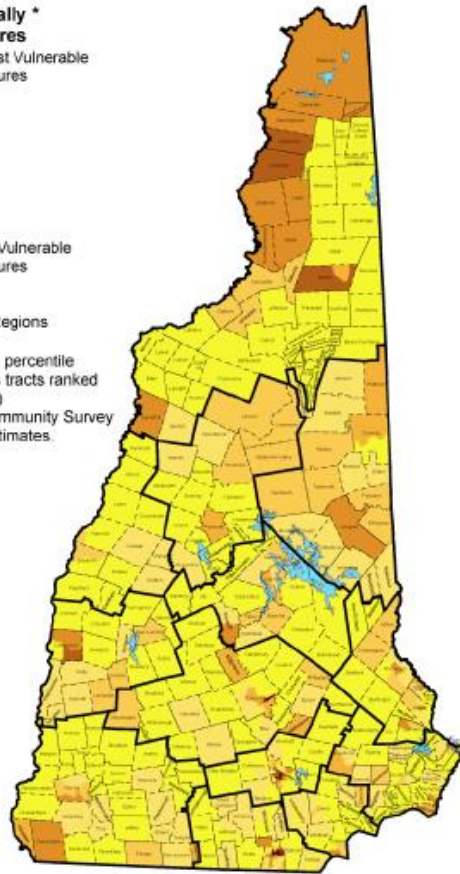


Where Are Our Most Socially Vulnerable Neighborhoods?

Number of unusually * vulnerable measures



* (Exceeding the 90th percentile within NH. Census tracts ranked for each measure.)
Source: American Community Survey 2008-2012 5 year estimates.



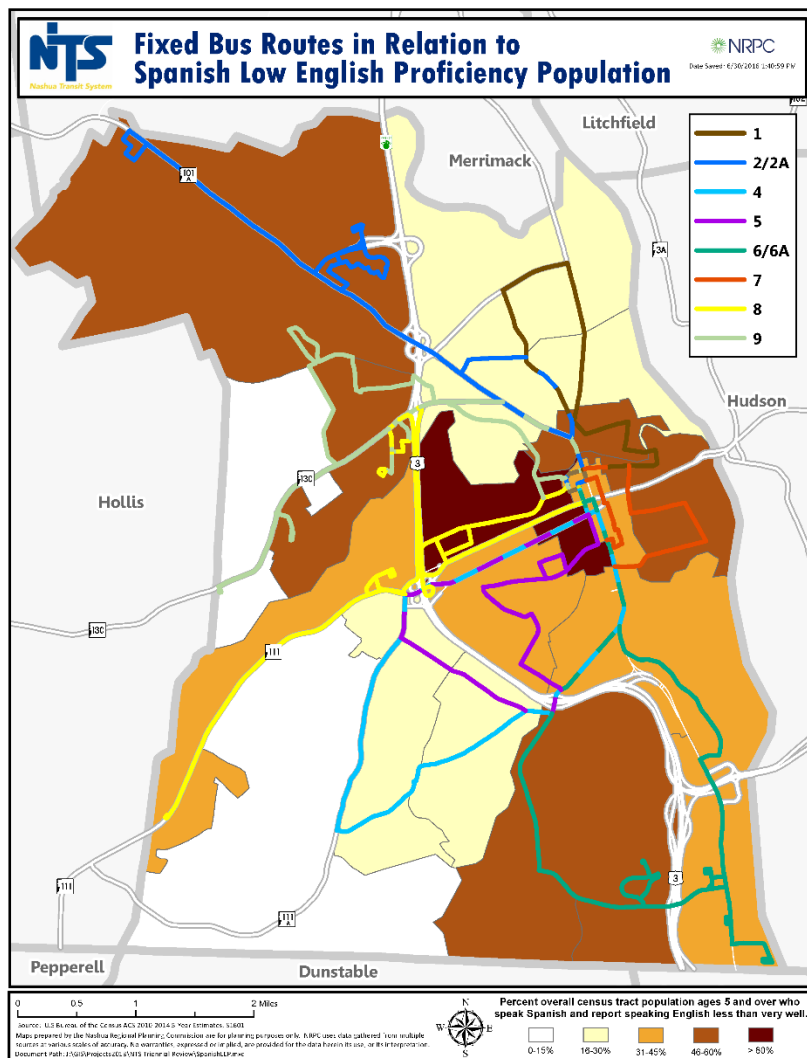
Source: NH DHHS Social Vulnerability Index (SVI)

Relative Vulnerability to Heat



What Languages are Spoken Here?

How Do We Best Serve Non-English Residents?



TARIFAS DE AUTOBUSES NTS

Tarifa exacta requerida. Tarifas sujetas a cambio. Los niños menores de 12 años deben ser acompañados por un adulto. Niños (5 años) LIBRE DE

Estudiante (6-18 o con identificación de escuela)	\$0.75
Honrado ciudadano *	\$0.60
Adulto	\$1.25
Pase diario	\$5.00
Transferencias de (Servicio excluido fuera de los límites de la ciudad)	LIBRE DE

PASE MENSUAL

Pase mensual es bueno para los viajes ilimitados durante el mes. Servicio excluido fuera de los límites de la ciudad.

Adulto	\$40.00
Honrado ciudadano o estudiante	\$30.00

TARJETAS de VIAJE

Tarjetas de viaje sirven para paseos 8 en

Adulto	\$10.00
Honrado ciudadano* o estudiante	\$5.00

*Ciudadano honrado se define como un veterano, beneficiario de Medicare con discapacidad persona o persona 60 y mayor. Sin embargo, las personas de sesenta años de edad no están obligados a pagar una tarifa para servicio dentro de la ciudad de Nashua. Condiciones sujetas a cambios.

Notifiquelo al conductor al abordar si planea transferir buses.

Los operadores de autobuses y las cajas de tarifa no hacen cambio. Precio cajas aceptan \$1 bill y nos moneda solamente.

NO SE ACEPTAN DEVOLUCIONES

CAMBIO DE SERVICIO

Para recibir alertas de desviación e inclemencias por correo electrónico e texto: www.nashuanh.gov/list.aspx

MANTENTE CONECTADO

facebook.com/NashuaTransitSystem
@RideBigBlue



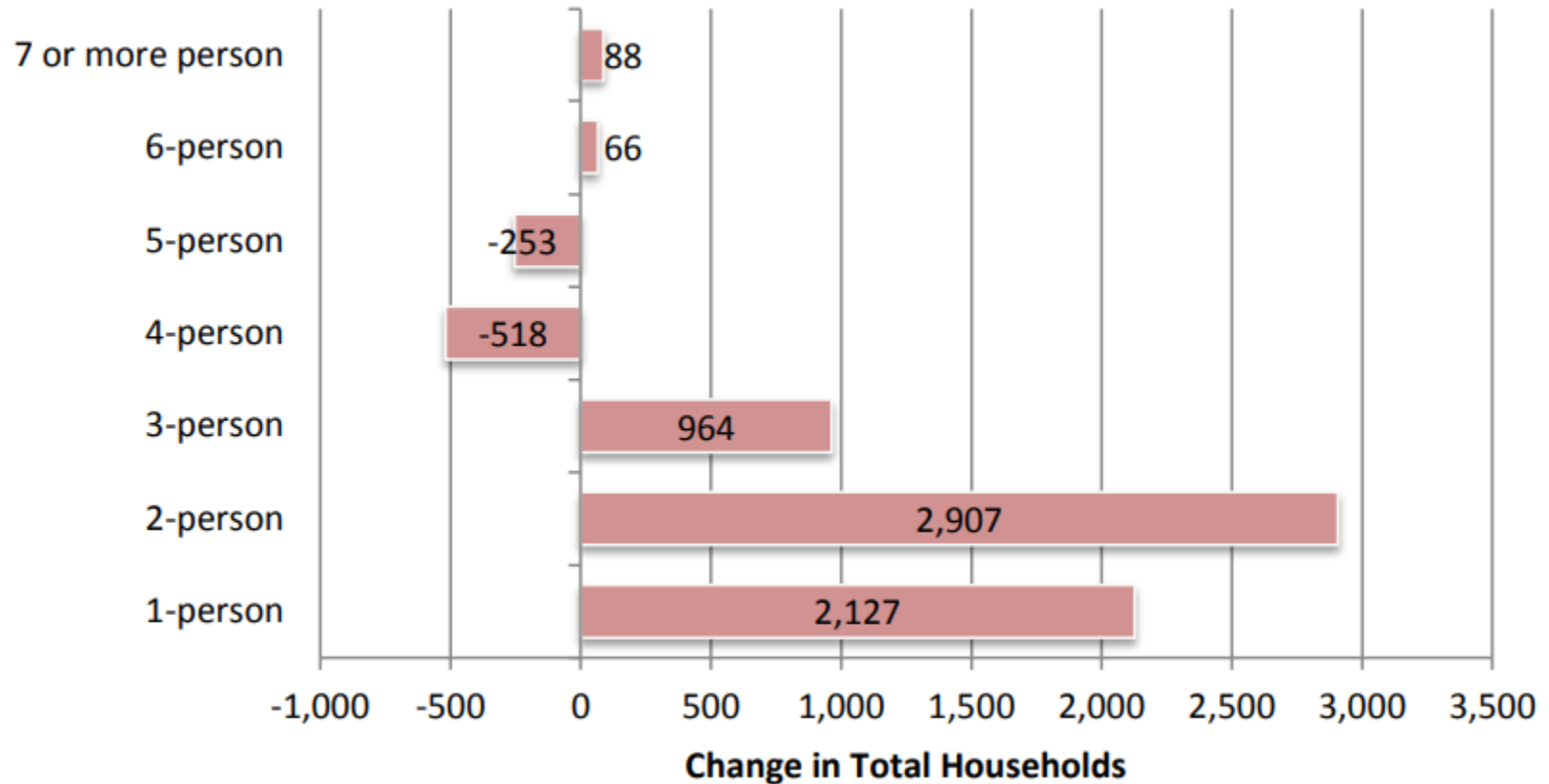
Sistema de tránsito Nashua
Guía de viaje
Servicio de Día



603.880.0100
www.RideBigBlue.com
Impreso enero 2019

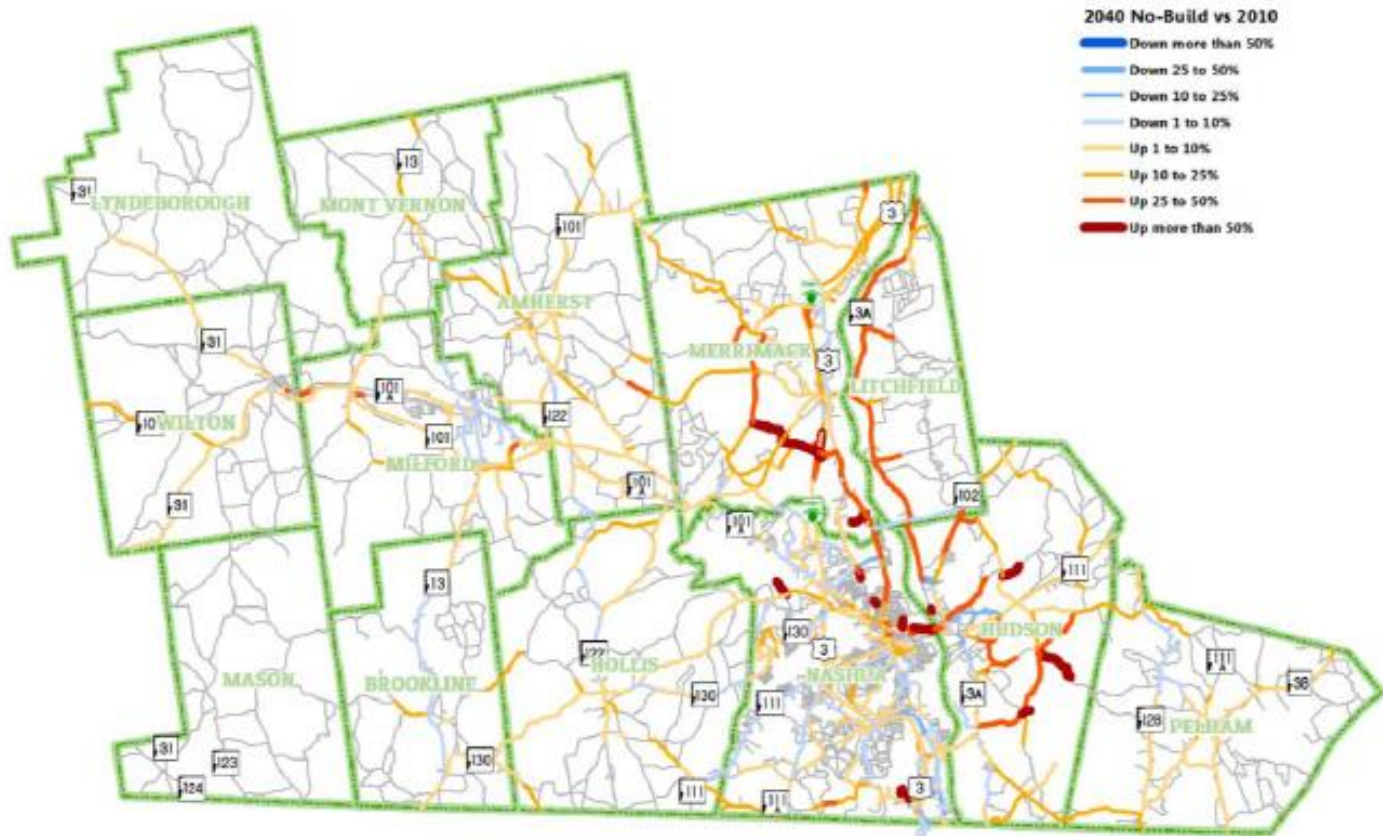
How Are Our Households Changing?

Change in Total Persons per Household, 2000-2010



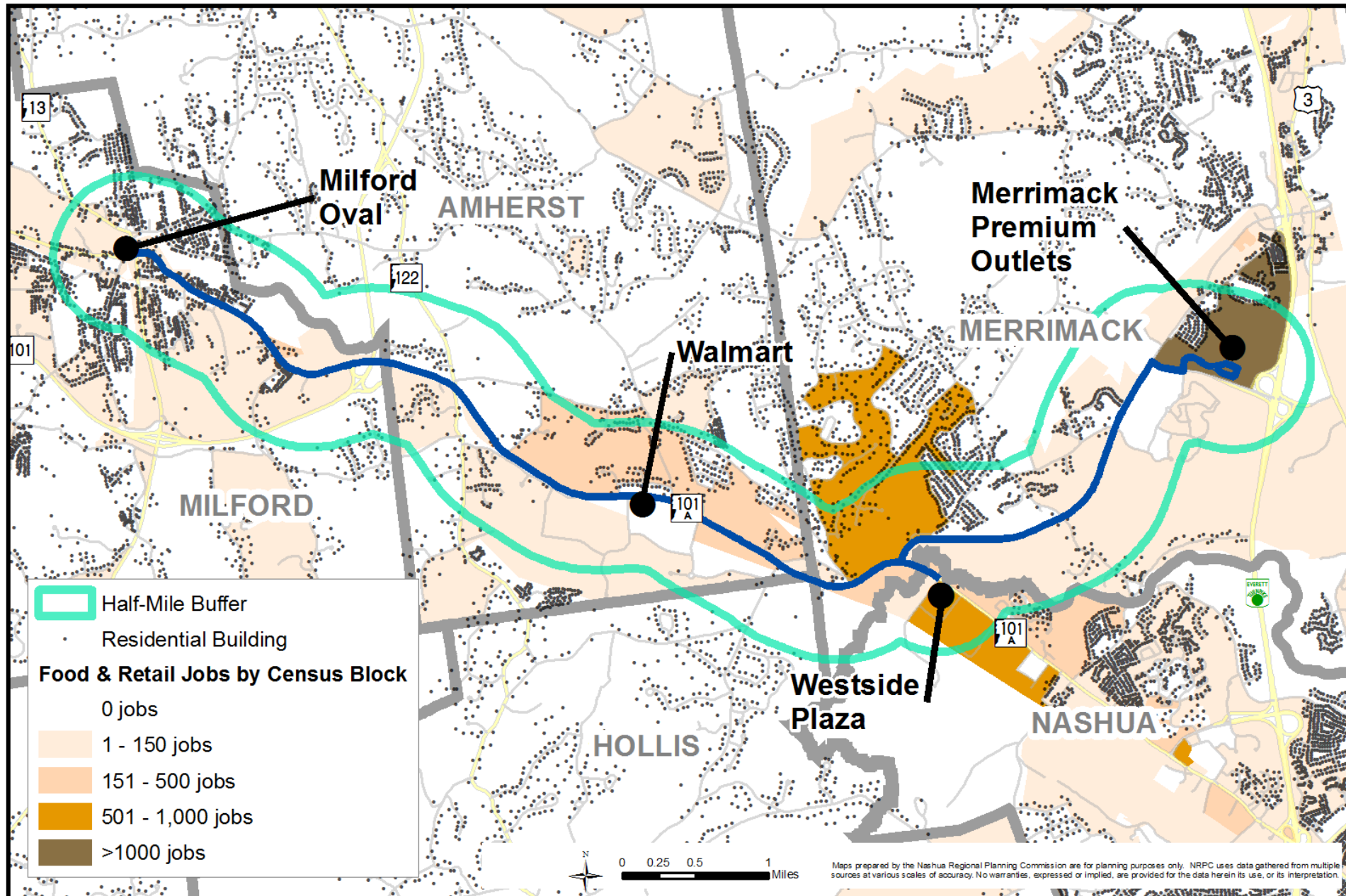
Where is Traffic Going to Get Worse?

Future Conditions: No Build Scenario 2040 vs. 2010



The commission's Travel Demand Model predicts traffic levels will increase most significantly in parts of Nashua, Hudson and Merrimack under a 'No Build' scenario in 2040.

Where Does Transit Expansion Make Sense?



Thank You

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