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Preparing for Census 2020

29th Annual Nebraska Data Users Conference

Wednesday, August 15, 2018
University of Nebraska at Omaha
Dodge Campus | CPACS Building
Omaha, Nebraska

Presenter:

Blanca E. Ramirez-Salazar, Partnership Specialist
U.S. Census Bureau-Denver Region

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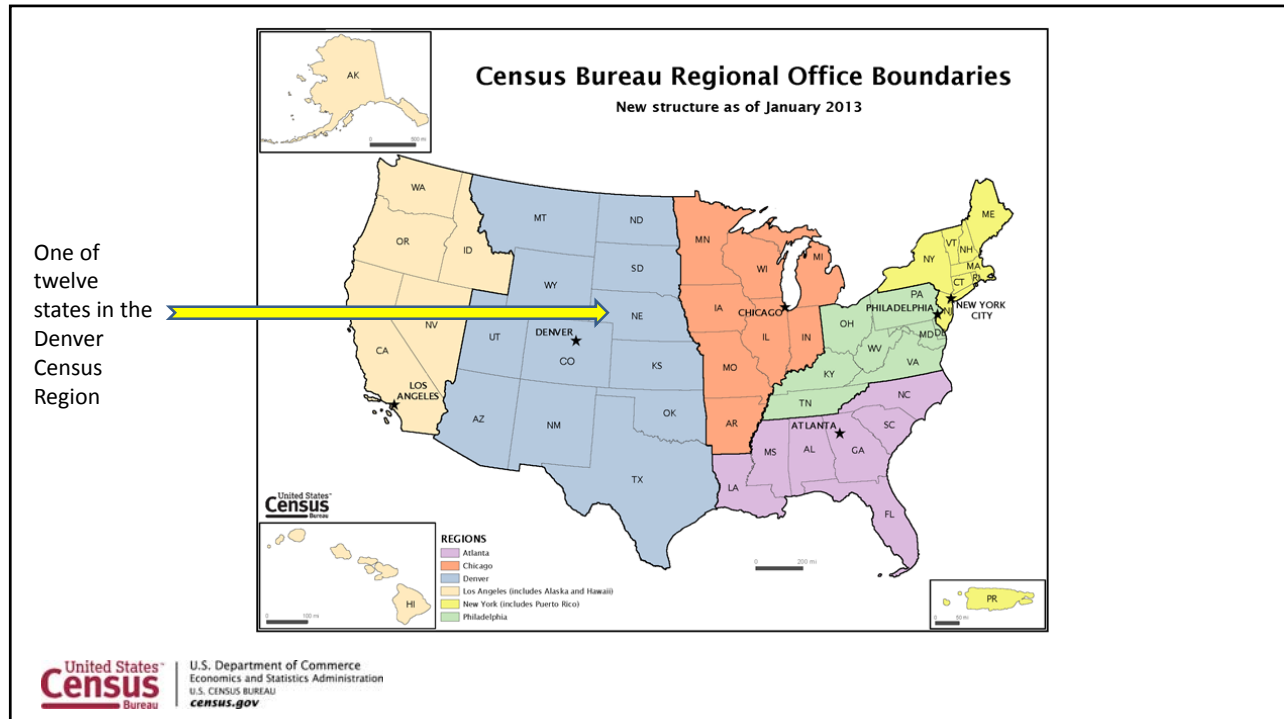
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Agenda

- Census Overview
 - Why We do a Census
 - Why it is Vital for States
- Confidentiality
- 2020 Census-What's New?
 - 3 Ways to Self-Respond
- Field Operations and Key Data Collection Dates
- Jobs
- Community Partnership and Engagement Program
- ROAM, Local Update, and Action Plan Checklist

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CENSUS OVERVIEW

Why we do a census:

Article 1, Section 2 of the US Constitution

- Congressional Apportionment
- Dollars to States

FUNDING

Nebraska receives **over \$2.5 billion** dollars per year based on Decennial Census data.

The per capita allocation is **\$1,342**.

Counting for Dollars link:

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



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THE GEORGE WASHINGTON INSTITUTE OF PUBLIC POLICY
THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars

16 Largest Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Nebraska

Total Program Obligations: **\$2,544,798,214**
Per Capita: **\$1,342**

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$1,115,705,449
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$354,653,896
20.205	Highway Planning and Construction	DOT	Grants	States	\$283,856,429
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$242,092,503
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$73,900,220
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$70,930,488
93.767	State Children's Health Insurance Program (SCHIP)	HHS	Grants	States	\$69,689,000
10.555	National School Lunch Program	USDA	Grants	States	\$67,470,553
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$67,187,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$53,894,062
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$32,309,177
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$29,374,312
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$27,819,412
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$21,407,000
93.527/93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$18,795,713
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$15,713,000

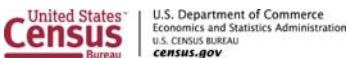
The Decennial Census

Conduct a census of population and housing
Disseminate results to the President, the States and the American People

Other uses of Census data:

- **Apportion** representation among states
- **Distribute** federal dollars to states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

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Confidentiality

- The Census Is Required by Law and Confidential
- All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code
- The results from any census or survey are reported in statistical format only.
- Furthermore, under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.

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What's New?

- Increased Use of Technology
- Response Options
- Applying for Jobs- Online



New Ability to Self Respond Starting March 23, 2020

3 Ways to Self Respond

- Internet
- Phone
- Mail



(Or traditional in-person interview if do not SELF-RESPOND)

Community Involvement

Offices

Data Collection Operations

2020 Census Key Dates	
Community Involvement - Offices - Data Collection Operations	
January 2018 through September 2019	Engage & Educate Local Leaders, Partners & Communities
April 2019 through January 2020	Promote Participation in the Census Locally
January 2019 & February 2019	Early Area Census Offices Open (three offices run the Address Canvass Operations)
June 2019 through August 2019	Area Census Offices Open (ACOs)
August 2019 through October 2019	Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)
March 2020 through June 2020	Call To Action for Residents to Respond (starting March 23)
February 2020 through June 2020	Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)
Mid-March 2020	Residents Invited to Respond
Individual Housing Units (IHUs) invited by either:	
Mail (to USPS Mailable Addresses) or 1. Letter Mailed 2. Reminder Postcard 3. Then Paper Questionnaire	Hand Delivery (to Rural/PO Box, non-USPS HU delivery) 1. List Housing Units (operation is called Update Leave) 2. Leave Questionnaire (Spanish in certain areas) & Letter w/other Response Options (internet & phone)
Options to Self-Respond (all residents will have these 3 options & decide what is best for them)	
Internet	Telephone
Paper	
March 23, 2020	Self-Response Begins & Continues through July 2020
APRIL 1, 2020	Census Day - Reference Date = where you live on April 1
Mid-April 2020	Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)
May 2020 through July 2020	Non-Response Follow-up (NRFU) to IHUs that do not self-respond (IHUs can continue to self-respond during this time)
Late August 2020 through September 2020	Area Census Offices Close
August 2020 through December 2020	Quality Evaluation (in-contact of select IHUs)
December 31, 2020	Deliver Counts to the President

2020 Census Key Dates

- **January 2019 & February 2019** – Early Area Census Offices open (these offices run the address Canvass Operation from Aug 2019 – Oct 2019)
- **June 2019 through August 2019** – Area Census Offices (ACO) open (including one in Lincoln)
- **August 2019 through October 2019** – Address Canvass Operation in select areas (~30% of country, high growth & change areas and not part of hand delivery)
- **February 2020 through June 2020** – Group Quarters Operations (Count residents in shelters, dorms, nursing homes, transitory locations, prisons, military bases, RV parks, etc.). Local governments & Census identify & plan these operations.



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2020 Census Key Dates

- **Mid-March 2020** – Residents invited to respond

Individual Housing Units (HUs) by either:

Mail (to USPS Mailable addresses)

1. Letter mailed
2. Reminder postcard
3. The Paper Questionnaire

Hand Delivery (to rural/PO Box, non-USPS HU delivery)

1. List housing units (operation is called update Leave)
2. Leave Questionnaire (Spanish in certain areas) & Letter w/ other Response Options (internet & phone)

Options to Self-Respond (open to all residents): Internet, Telephone or Paper

- **March 23, 2020** – Self-Response begins & continues through July 2020



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2020 Census Key Dates

- **April 1, 2020 – Census Day** - (reference day = where you live on April 1)
- **Mid-April 2020** – Early Non-Response Follow-Up or NRFU (primarily areas around Colleges/Universities)
- **May 2020 through July 2020** – NRFU to HUs that do not self-respond (HUs can continue to self-respond during this time)
- **Late August 2020 through September 2020** – ACOs close
- **August 2020 through December 2020** – Quality Evaluation (re-contact of select HUs)
- **December 31, 2020** – Deliver counts to the president



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Census 2020 Jobs-What to expect?

- Application process will be **online**
- Situational online assessment will be in **English and Spanish**
- Must be a **U.S. Citizen**
- Must have an **email address**
- There is a time delay between application submittal and actual hiring- 3 months
- Once selected for employment, a **background check** with fingerprints is required
- All Census jobs will **require use of computer/phone/technology** to complete their work and equipment will be provided by the Census.
- Office management jobs on a different website from that of office clerks, enumerators, recruiting assistants, and field supervisors.
- The website for all Census Partnership and management jobs is...
<https://www.census.gov/about/regions/denver/jobs/all.html>



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Timeline: June 2019 - August 2019 Area Census Office Opens in Lincoln, NE

- 40-50 Positions Total
- Manager Positions:
 - Area Census Office Manager
 - Recruiting Manager
 - Administrative Manager
 - IT Manager
 - Census Field Manager
- Support Positions: address listers, enumerators, clerks
- June 2019 – September 2020 (ACO closes)



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Census 2020 Jobs- Resources

- 2020census.gov/jobs
- 1-855-JOB-2020
(1-855-562-2020)
- Federal Relay Service: (800-877-8339)/ASCI
- www.gsa.gov/fedrelay
- Website and jobs line is not available until:
 - September 7, 2018 (full launch)
 - Recruiting Assistants will be the first field positions to open up



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COMMUNITY PARTNERSHIP AND ENGAGEMENT PROGRAM



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COMMUNITY PARTNERSHIP AND ENGAGEMENT PROGRAM

Census Staff

- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community

- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion

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What is a Complete Count Committee?

A CCC is a volunteer committee comprised of trusted voices from the community to increase awareness about the Census and motivate residents to respond.

The purpose is to:

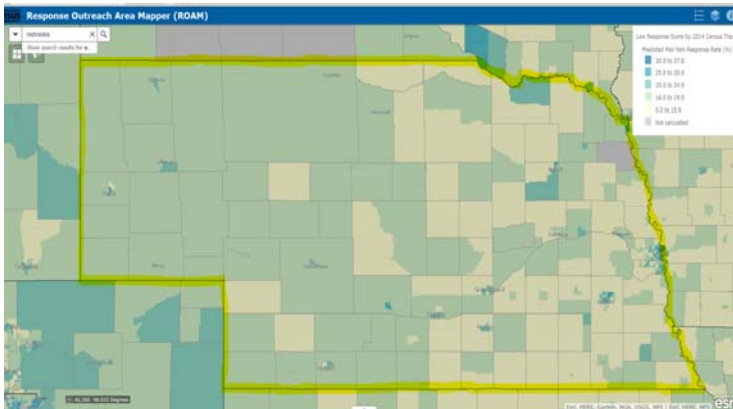
- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign



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Response Outreach Area Mapper (Low Response Score tool)



This application exists in order to predict areas that are less likely to respond to the 2020 Census. In its raw form, this app can be used in many ways including **identifying areas where special outreach and promotion efforts could be considered.**

<https://www.census.gov/roam>

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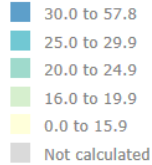
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Response Outreach Area Mapper (ROAM)/Low Response Score (LRS) Application

Area: **NEBRASKA**

Low Response Score by 2014 Census Tracts

Predicted Mail Non-Response Rate (%)



EXAMPLE:

If LRS= 25, we are estimating that 25% of households in that tract will **not self-respond** to the Census.

Nebraska counties with census tracts having a LRS of **24.5+**. The Census Tract shown is the highest LRS in that county .

Douglas County Census Tract 39 Population: 2,802 LRS (%): 32.8	Lancaster County Census Tract 5 Pop: 1,725 LRS (%): 30.2	Sarpy County Census Tract 103.05 Pop: 1,601 LRS (%): 28.6	Scotts Bluff County Census Tract 9537 Pop: 4,429 LRS (%): 27.7	Buffalo County Census Tract 9696 Pop: 5,707 LRS (%): 27.2	Dakota County Census Tract 101 Pop: 6,324 LRS (%): 26.6	Dawson County Census Tract 9684 Pop: 5,466 LRS (%): 26.2
		Madison County Census Tract 9607 Pop: 3,179 LRS (%): 25.0	Hall County Census Tract 2 Pop: 5,150 LRS (%): 24.9	Colfax County Census Tract 9648 Pop: 6,390 LRS (%): 24.7		



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*LRS was obtained using 2010-2014 ACS 5-year estimates.

Complete Count Program Update -Nebraska-

Invited	Committed Cities	Committed Counties	Will be Invited	Others (expressed interest)
<ul style="list-style-type: none"> * <i>State of Nebraska</i> • Hastings • Kearney • Omaha • Schuyler • Scottsbluff 	<ul style="list-style-type: none"> • Lexington • Lincoln • Norfolk 	<ul style="list-style-type: none"> • Hall 	<ul style="list-style-type: none"> • Crete • Fremont • Sarpy County/Bellevue • South Sioux City 	<ul style="list-style-type: none"> • South Platte United Chambers of Commerce (SPUCC) – includes 22 counties • Karen Community



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2020 Census Activities Update for Nebraska

- **Road to 2020 “Kick-off” Event – Lincoln**
- **Joint Congressional Delegation Meeting**
- **Tribal One-on-One Meetings**
- **SCCC Governor’s Meeting**
- **Community Dialogue – Omaha**
- **2020 Presentations:**
 - **Omaha, Grand Island, Scottsbluff**
 - **League of NE Municipalities - Annual Conference**
 - **State Data Center Conferences**
 - **Annual County Officials Convention - conferences**
 - **NE Association of County Officials**
- **Mayor Meetings: Hastings, Lincoln, and Norfolk**
- **Stakeholder Meetings:**
 - **Grand Island Public Schools**
 - **Omaha Community Foundation**
 - **Non-Profit Association of the Midlands**
 - **Coalition for a Strong Nebraska**
- **CCC Meeting(s): Hall County and cities of Kearney, Lincoln, [Lexington](#), Norfolk, Schuyler, and Scottsbluff.**



Where We’re Going...

- **Jobs (Partnership and ACO)**
- **Opening of ACO in Lincoln**
- **Complete Count Program**
 - Local (County/City)
 - Community
- **Additional partnerships/networks**
 - Government Organizations
 - Businesses
 - School Districts
 - Higher Education
 - Media
 - Faith-Based Organizations
 - Community Organizations
- **Continued communication & presence...**
 - Tribal Nations
 - State of Nebraska
 - County Association Conferences
 - Municipal League Events
 - State Data Center events

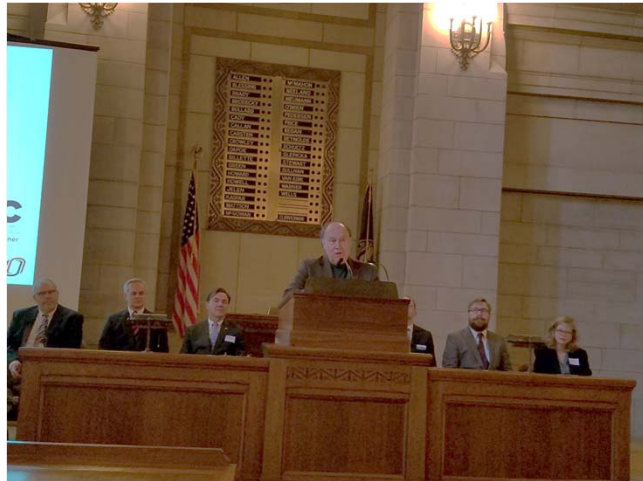
Action Plan Checklist

1. **Take a leadership position on the 2020 Census**-help your community understand the importance and how their community's future is impacted
2. **Start or Take an active role in your Local Complete Count Program** and make sure your community's challenges are represented
3. **Encourage funding efforts for census outreach**
4. **Support Census Recruiting Efforts for jobs**
5. **Help Identify Trusted Voices**-identify your local governments key leaders in education, health, philanthropy, corporations, faith based organizations and community based organizations
6. **Help Educate your communities on the importance of SELF-RESPONSE**



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As "Trusted Voices" in your communities/counties, you can raise awareness and encourage 2020 Census participation.

YOU CAN MAKE A DIFFERENCE...



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How to Reach Me.....

Blanca Ramirez-Salazar, Partnership Specialist, U.S. Census Bureau-Denver Region

blanca.e.ramirez.salazar@census.gov

Mobile: 720-501-7478



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