

# 2020 Census Overview

Victoria L. Johnson, Ph.D.  
Partnership Specialist

# 2020 Census

- U.S. Constitutional Mandate, Article 1, Section 2
- Apportion seats in the U.S. House of Representatives
- Conduct redistricting at the federal, state, and local levels
- Distribute over \$675 billion federal dollars to state and local governments
- Provide statistical support for grant applications
- Help community plan for future needs

# 2020 Census Goals

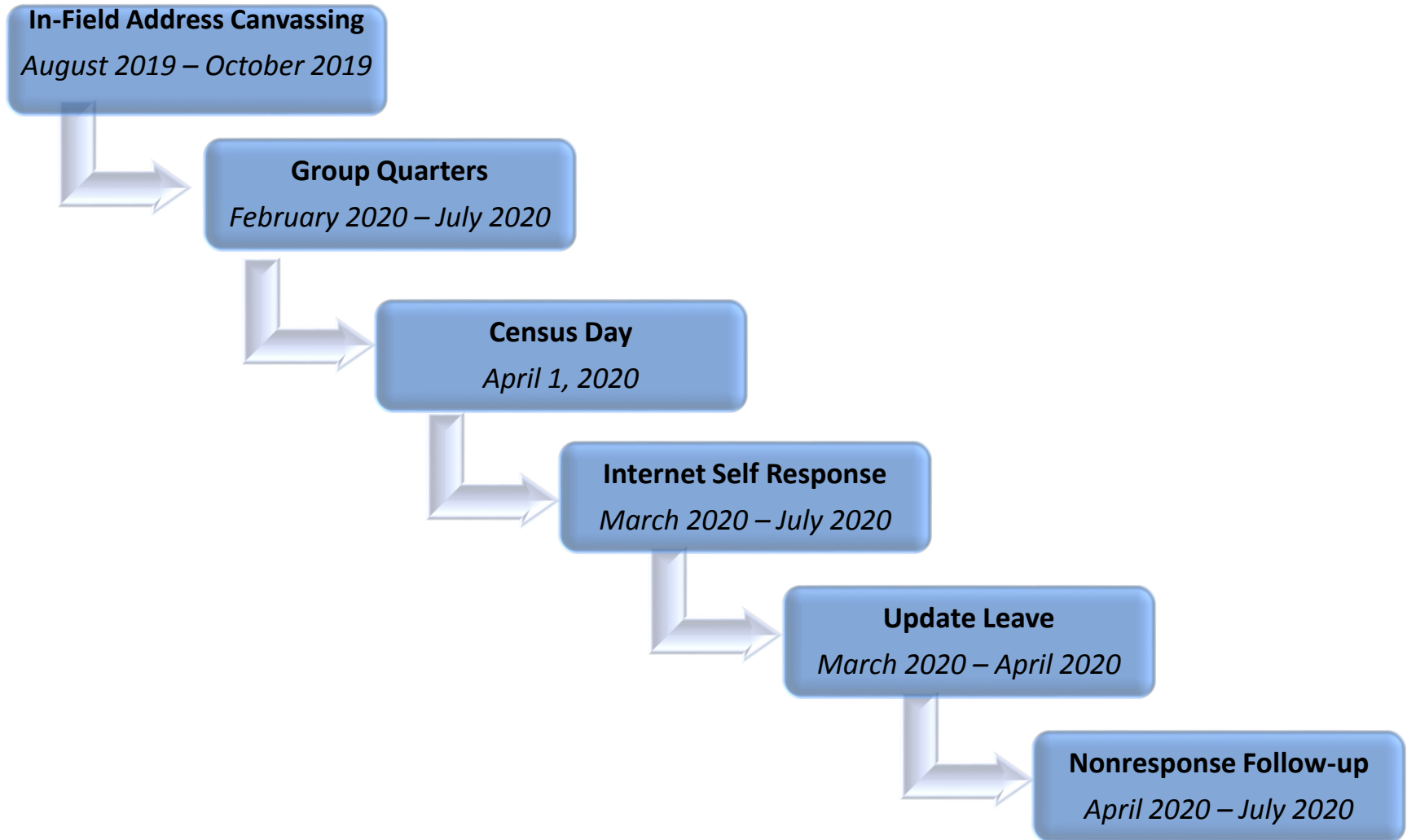
## Goals

- 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.

# Our Timeline



# Pennsylvania ACOs (Area Census Offices)

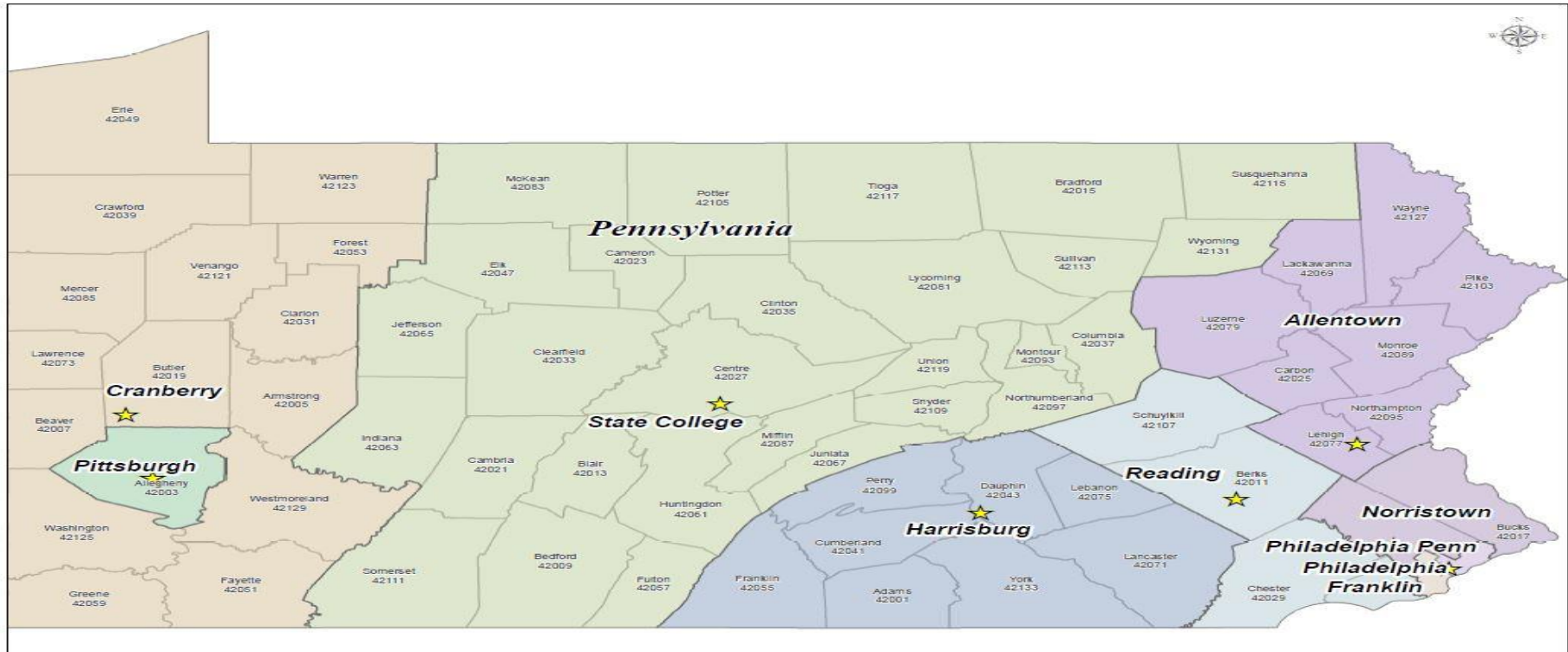
## Wave 1: April 2019

- Cranberry
- Harrisburg

## *Wave 2: October 2019*

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

# Pennsylvania Area Census Offices



# ACO Job Title & Descriptions

- **Area Census Office Manager** – *Responsible for the general supervision and administration of the office*
- **Census Field Manager** – *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.*
- **Recruiting Assistant** - *Assists in recruiting and testing 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.*

# 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



# Complete Count Committees

## How Can Local Organizations and 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

## 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.

# When Should a Complete County Committee Organize?

**Get Organized RIGHT NOW!**

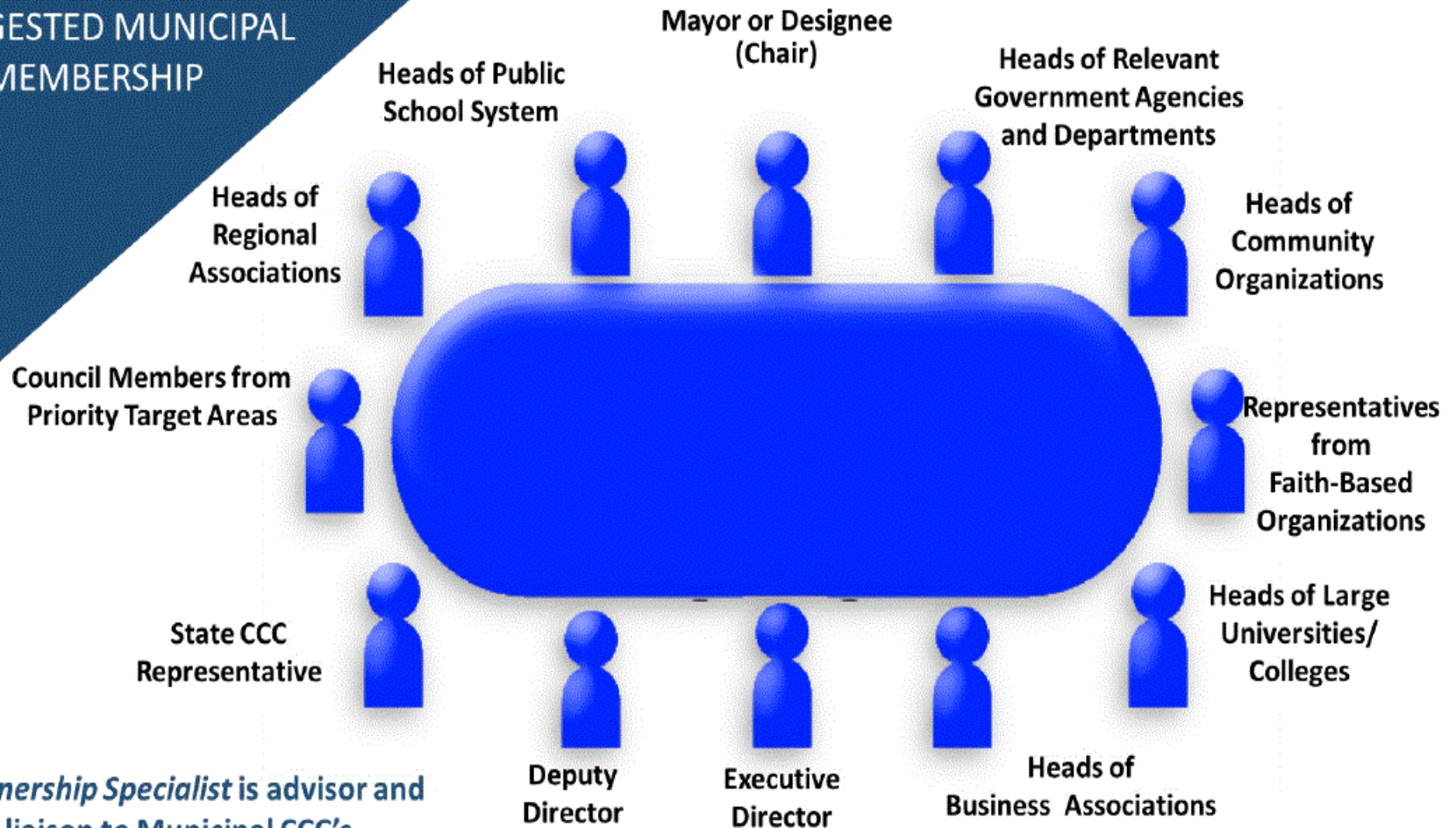
- The immediate formulation of a Complete Count Committee will ensure that local residents are kept abreast of the various census operations.
- The more informed residents are about the 2020 Census operations, the better their understanding of the census process becomes, increasing their willingness to be a part of the successful enumeration in 2020.

# Prepare for the 2020 Census **NOW!**

- The 2020 Census has begun.
- Prepare to participate, put line-items in your budget, identify human and technical resources to successfully participate.
- Coordinate your participation with overlapping city/county governments.
- Identify a point of contact or liaison for your CCC.
- Schedule and invite the Partnership Specialist to your first planning meeting.

# Municipal Complete Committees

## SUGGESTED MUNICIPAL CCC MEMBERSHIP



# 2020 Census Contact Information

- **Philadelphia Regional Census Center**

- 1-844-507-2020

- [Philadelphia.rcc.partnership@census.gov](mailto:Philadelphia.rcc.partnership@census.gov)

- **Recruitment Hotline**

- 1-855-562-2020

# 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/>



[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)



[pinterest.com/uscensusbureau](https://pinterest.com/uscensusbureau)



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



# Statistics in Schools Program



Erin Yasenchak  
Partnership Specialist  
Pennsylvania



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





# What is Statistics in Schools?

- It's a free program that offers data, tools, and teacher-friendly activities for K-12 teachers
- Geography, History, Social Studies, Mathematics, Statistics and Sociology
- It provides opportunities to teach statistics concepts and data analysis skills in various subjects.
- It is designed to support —not replace —teachers' existing lesson plans.
- The program started in 2000 as Census in Schools, tied to the decennial census. It became Statistics in Schools in 2012.
- The program was revised over the last few years through Census collaboration with teachers and education experts.

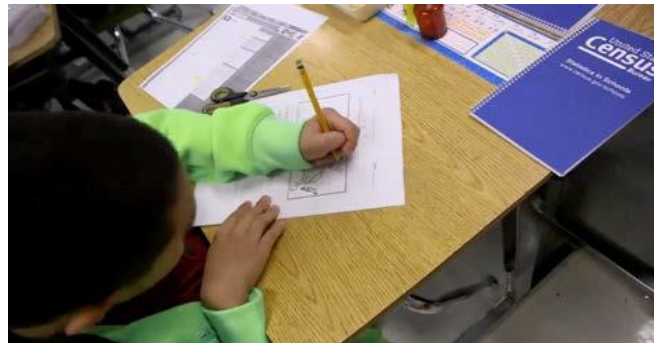


U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)



# Purpose of Statistics in Schools

- Encourage teachers of all subjects to incorporate statistics in their lessons.
- Establish a connection now with the next generation of census respondents.



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

