

United States  
**Census**  
**2020**

**2020 Census Briefing**  
Harrisonburg City Council

April 9, 2019

**Kathy O'Connell, Partnership Specialist**  
U.S. Census Bureau  
Philadelphia Region

# U.S. Census Bureau

Our mission is data!

- 
- We serve as the nation's leading provider of quality data about its people and economy.
  - We honor privacy, protect confidentiality, share our expertise globally and conduct our work openly.
  - We are guided on this mission by our scientific objectivity and our abiding commitment to our customers.



# The Decennial Census

## Why count everyone?

---

- Mandated by the U.S Constitution (Article 1, Section 2)
- Determines our representation in Congress (VA = 11 seats)
- Supports redistricting at the federal, state and local levels
- Guides distribution of more than \$675 billion in federal dollars annually



# How Census Data is Used

Statistics provide broad reaching support and help to shape the future for local governments and communities

---

**Census data supports decision making at all levels of government:**

- Planning for **schools and school districts**
- Directing funds for **social service programs**
- Forecasting future **housing needs**
- Planning for **roads and public transportation**
- Designing **public safety** strategies and **emergency** services
- Attracting **new businesses** to local areas
- **Grant applications** for government & community programs





# Counting for Dollars

## Federal programs that distribute funds based on decennial census data

- Medical Assistance Program (Medicaid) and Medicare Part B
- Supplemental Nutrition Program for Women, Infants and Children (WIC)
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- Special Education Grants (IDEA) and Head Start
- State Children's Health Insurance Program (S-CHIP)
- Title 1 Grants to Local Education Agencies
- National School Lunch Program



# 2020 Census Key Messages

The success of the Census depends on everyone's participation

---

- The census is coming and **EVERYONE COUNTS!**
- Participating in the Census is important, easy and safe.
- Respond as soon as you can.
- Complete your Census form online if possible.
- New communications campaign for 2020 focuses on how census data shapes our future

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**

# Responding to the Census

It only takes 10 minutes every 10 years.



---

## NEW FOR 2020! More response options!

- **ONLINE** – Safe, secure and can be accessed anytime from virtually anywhere  
*\*with or without a Census-assigned ID number*
- **PHONE** – Toll-free number with language support for those who need it
- **MAIL** – Paper forms will be sent to those who did not respond using other methods
- **IN PERSON** – Non-Response Follow Up (NRFU) conducted for remaining addresses



# Confidentiality & Public Trust

Census responses are safe, secure  
& protected

---

- Federal law protects Census responses (Title 13, Section 9)
- Responses can only be used for statistical purposes
- Individual responses cannot be shared with anyone or any other government agency
- Every Census employee takes an oath of confidentiality & must pass a background check
- We promise that we will use every technology, statistical methodology, and physical security procedure at our disposal to protect respondent data





# Our Goal for 2020

Count everyone once, only once,  
and in the right place

- **Census Day is April 1, 2020!**
- Standard of “Usual Residence”
- Same high quality as 2010 but at a lower cost
- Partnership with local governments and communities is essential
- This is our population count for the next 10 years!



# The 2020 Census Operational Overview



  
**ESTABLISH  
WHERE TO  
COUNT**

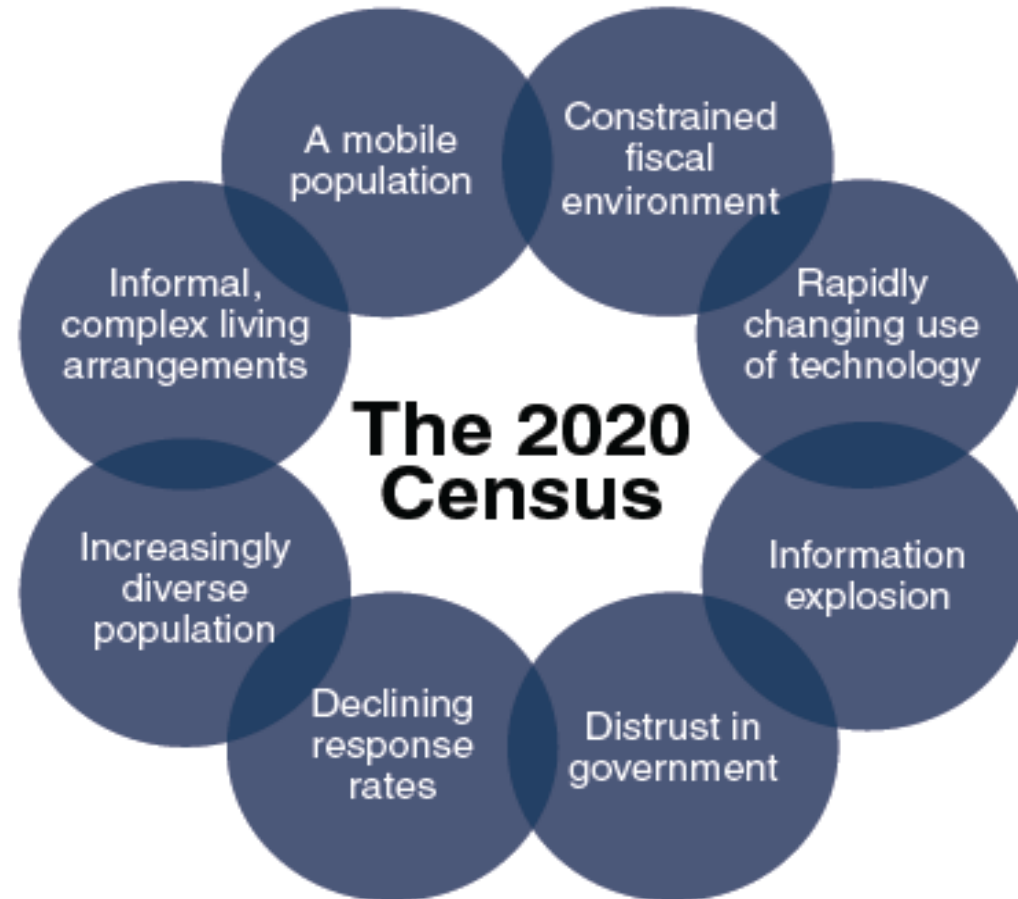
  
**MOTIVATE  
PEOPLE TO  
RESPOND**

  
**COUNT  
THE  
POPULATION**

  
**RELEASE  
CENSUS  
RESULTS**

# The Census Environment

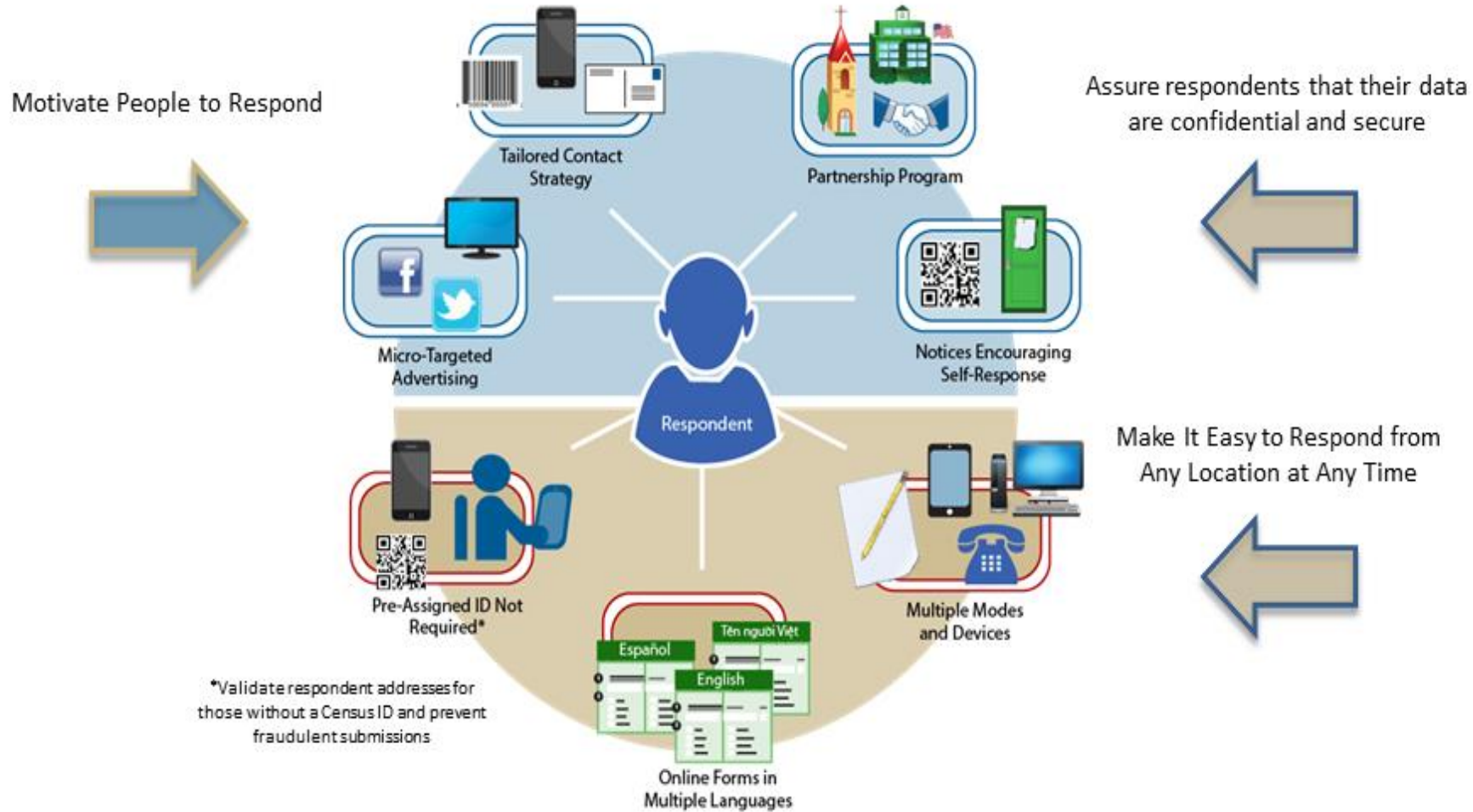
## Challenges to a Complete Count





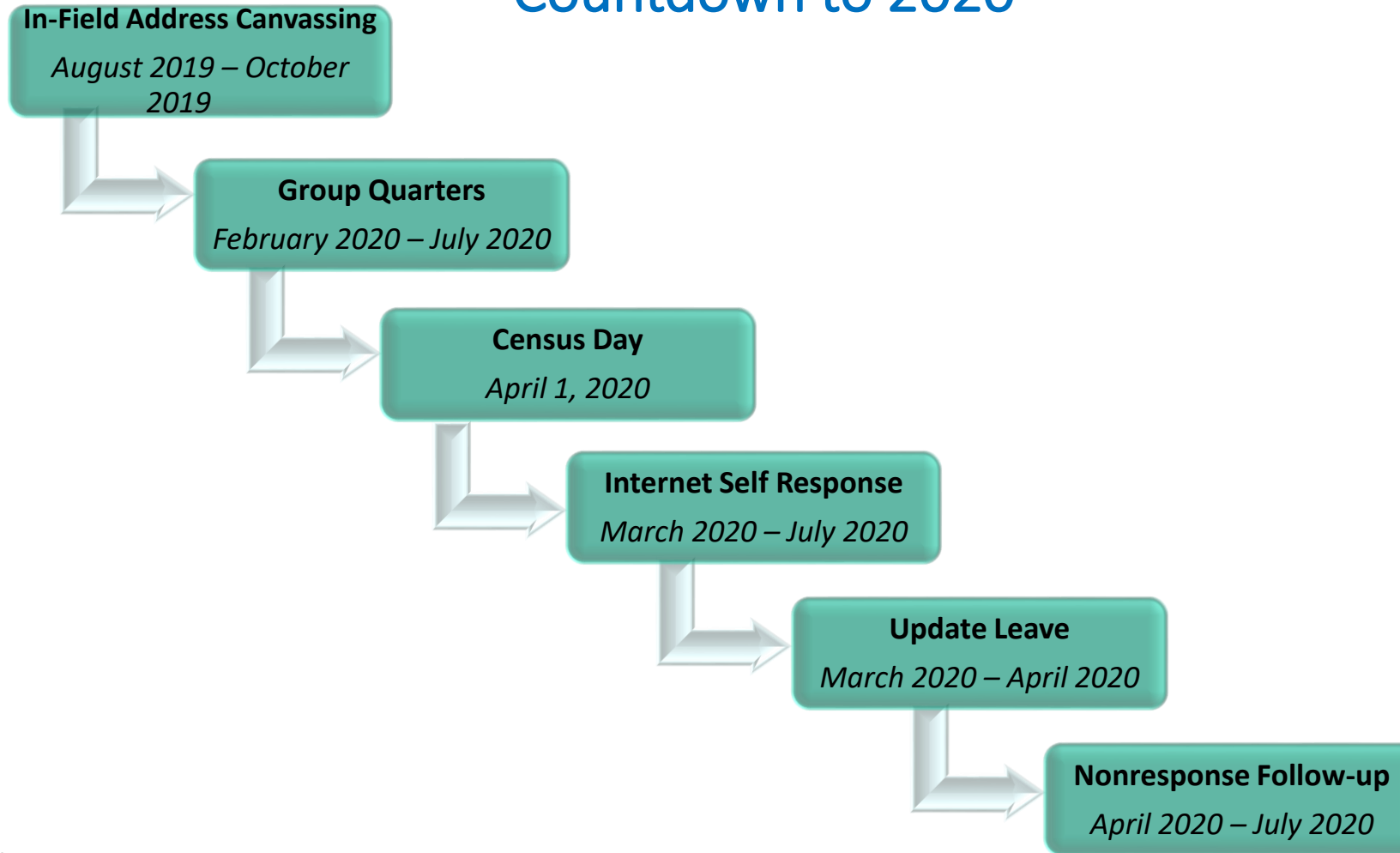
# The Census Environment

## Optimizing Self Response



# Our Census Timeline

## Countdown to 2020



# How We Will Invite People to Respond to the Census

Respond online if you can, or by phone or mail

On or between:	We'll send:
March 12-20	An invitation to respond online to the census
April 16-24	A reminder letter
<b>IF SOMEONE HAS NOT RESPONDED...</b>	
March 26-April 3	A reminder postcard
April 8-16	A reminder letter and paper questionnaire
April 20-27	A final reminder postcard before we follow up in person

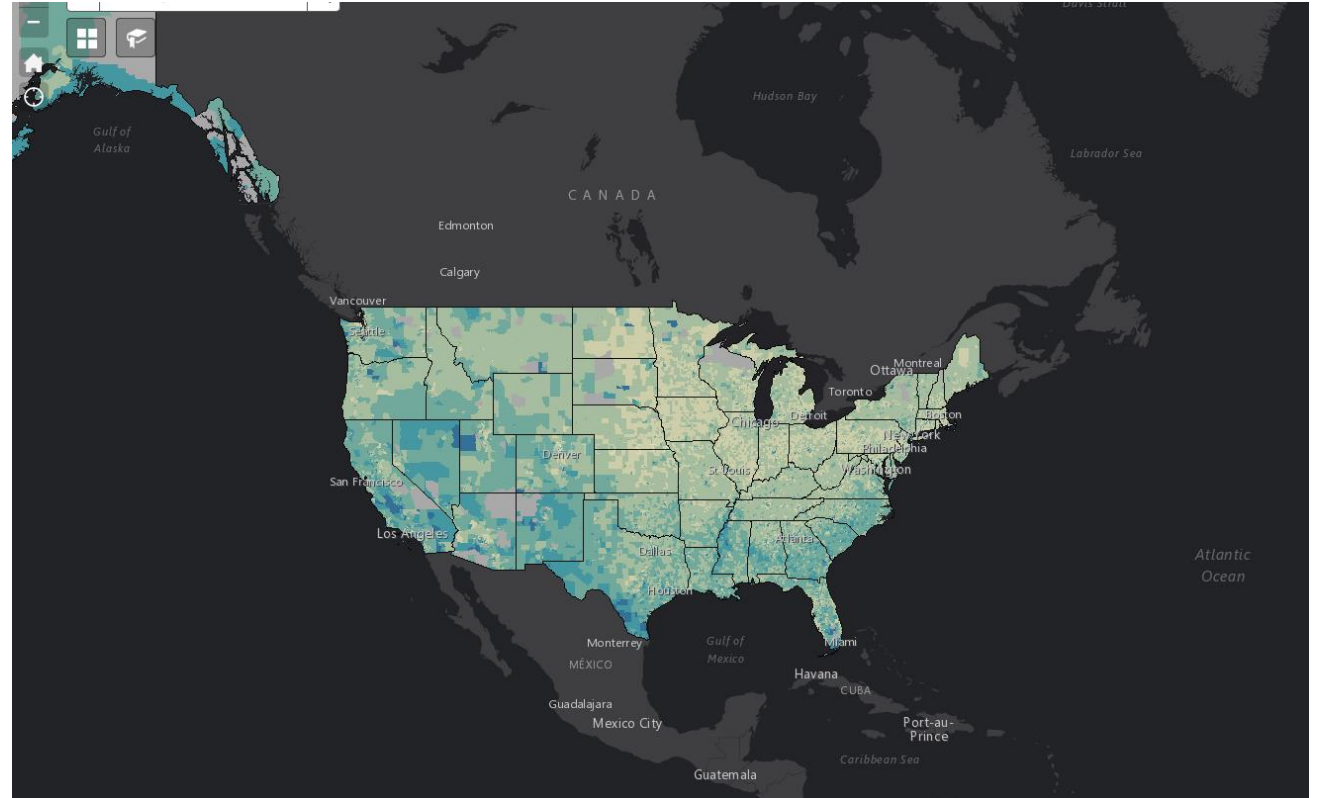


# Identifying Low Response Areas

Who is less likely to respond to the Census?

## Response Area Outreach Mapper (ROAM)

- Find it at: [www.census.gov/ROAM](http://www.census.gov/ROAM)
- Interactive maps with data about local areas down to the Census tract level
- Low Response Score (LRS)= indicates the percentage of households that are most likely NOT to participate initially in the Census.



# Historically Hard-to-Count Groups (HTC)

Who is less likely to respond to the Census?

Renters

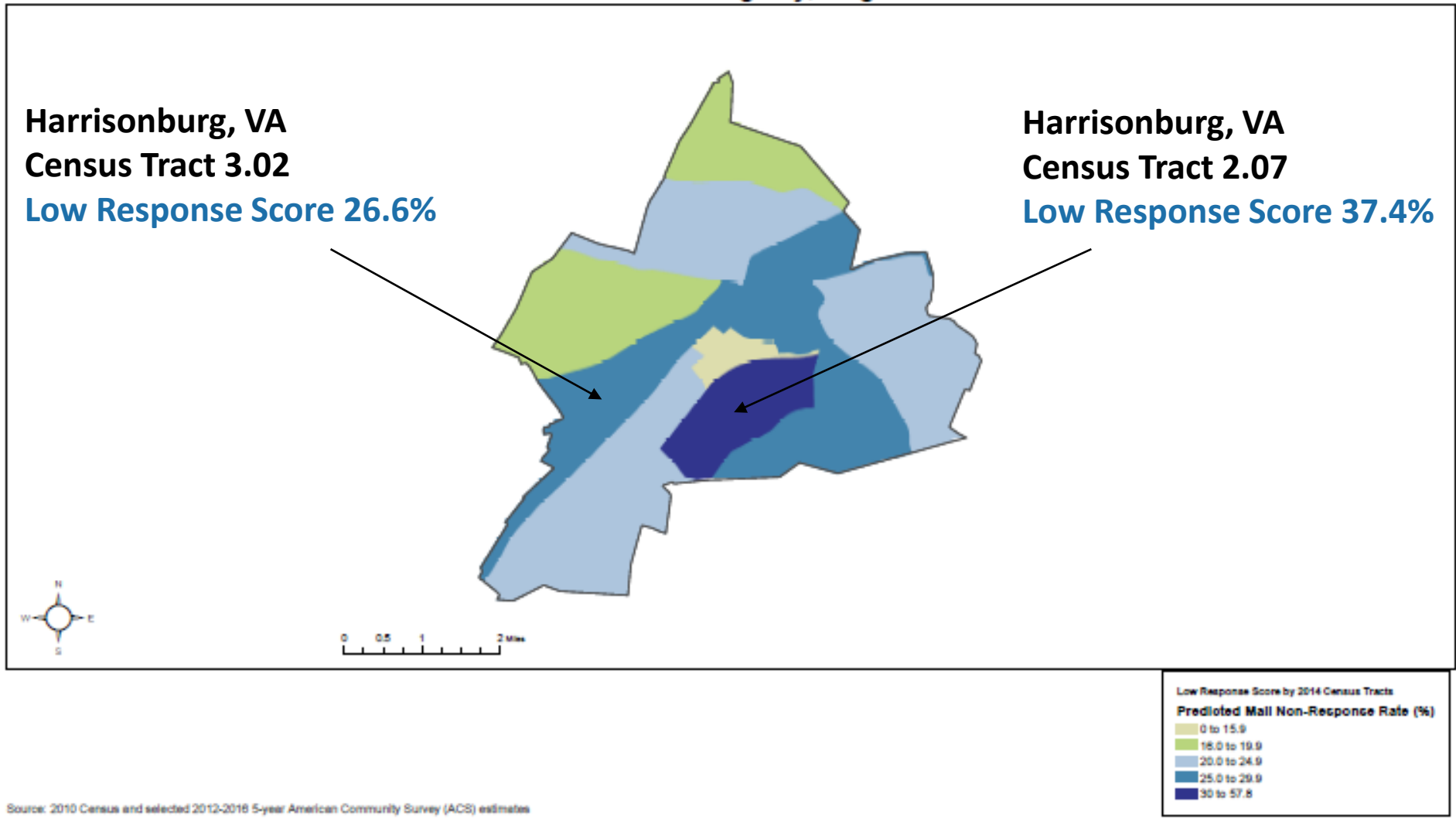
Non English  
Speakers (or  
limited English  
proficiency)

Low Income

Young & mobile  
(age 18-24)

Children 0-5

## Low Response Score By Tract Harrisonburg city, Virginia





# Identifying Low Response Areas & Hard-to-Count Groups

ROAM provides a snapshot  
of the community and  
helps to target outreach  
efforts

## City of Harrisonburg, Virginia – CENSUS TRACT 2.07

**Low Response Score (%): 37.4**

(2012-2016 ACS 5-year estimates)

Total Population: 6,132

Median Household Income (\$): 13,682

Population Under 5 (%): 1.26

**Population 18-24 (%): 86.61**

Population 65 and Over (%): 1.34

Below Poverty Level (%): 82.62

Not High School Graduate (%): 15.02

Non-Hispanic, Black (%): 9.13

Non-Hispanic, White (%): 76.83

Hispanic (%): 7.58

American Indian or Alaska Native (%): 0.00

Asian (%): 4.19

Native Hawaiian or Other Pacific Islander (%): 0.00

Some Other Race (%): 0.62

Foreign Born (%): 6.91

No One in Household Age 14+ Speaks English "Very Well" (%): 3.54

Total Housing Units: 1,728

Total Occupied Housing Units: 1,326

**Renter Occupied Housing Units (%): 91.33**

Family Occupied Housing Units with Related Children Under 6 (%): 37.99

Population 1+ Who Moved From Another Residence Within the Last Year (%): 60.52

Vacant Housing Units (%): 23.26

Multi-Unit (10+) Housing (%): 53.94

# Identifying Low Response Areas & Hard-to-Count Groups

ROAM provides a snapshot  
of the community and  
helps to target outreach  
efforts

## City of Harrisonburg, Virginia – CENSUS TRACT 3.02

**Low Response Score (%): 26.6**

(2012-2016 ACS 5-year estimates)

Total Population: 5,854

Median Household Income (\$): 39,864

Population Under 5 (%): 6.49

Population 18-24 (%): 23.78

Population 65 and Over (%): 9.98

**Below Poverty Level (%): 32.79**

**Not High School Graduate (%): 26.39**

Non-Hispanic, Black (%): 4.12

Non-Hispanic, White (%): 61.17

Hispanic (%): 28.97

American Indian or Alaska Native (%): 0.00

Asian (%): 3.23

Native Hawaiian or Other Pacific Islander (%): 0.00

Some Other Race (%): 0.38

**Foreign Born (%): 32.80**

**No One in Household Age 14+ Speaks English "Very Well" (%): 21.08**

Total Housing Units: 2,129

Total Occupied Housing Units: 1,954

**Renter Occupied Housing Units (%): 67.81**

**Family Occupied Housing Units with Related Children Under 6 (%): 31.95**

Population 1+ Who Moved From Another Residence Within the Last Year (%): 34.73

Vacant Housing Units (%): 8.22

Multi-Unit (10+) Housing (%): 18.69

# Determining the Cost of an Undercount

City of Harrisonburg, VA

**2010 Population – 48,914**

(2017 Population Estimate 54,215)

**If 5% of Population Missed – 2,446 people**

x \$1,200 per person\* = \$2,934,840/year

x 10 years = \$29,348,400/decade



# Our Partnership Program

Increase awareness and motivate participation in the 2020 Census

- **Educate** people about the 2020 Census and its importance to the community and to our democracy
- **Encourage** government and community partners to develop outreach strategies designed to motivate people to self-respond
- **Engage** local organizations as trusted voices to reach hard-to-count groups (*children, renters, non-English speakers, low income and education levels, immigrants*)





# Complete Count Committees (CCC)

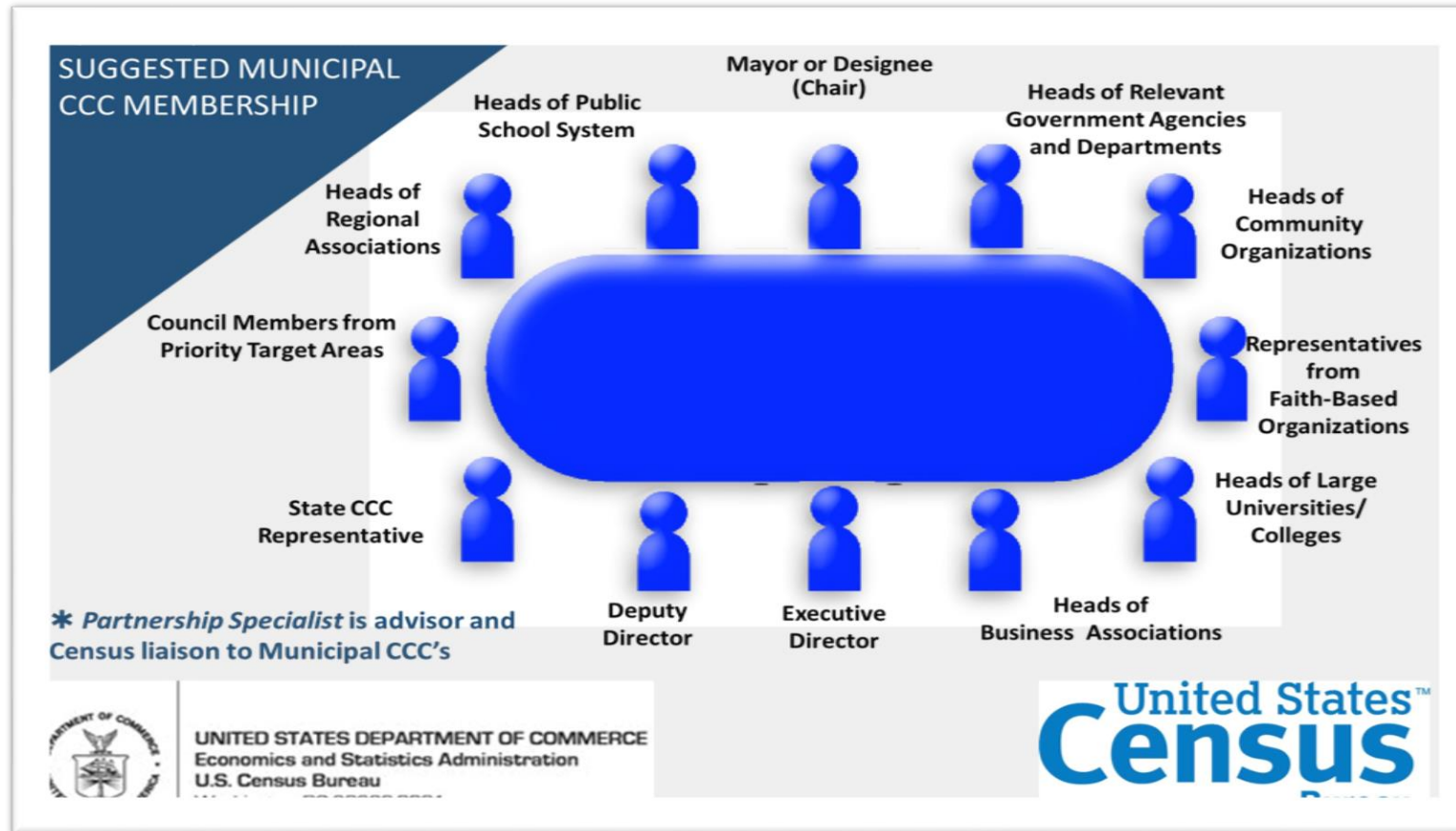
## Encouraging Census participation at the local level

- **Key strategy for ensuring everyone in your community gets counted!**
- Coordinate local efforts to increase response rate for residents
- Promote the 2020 Census through targeted outreach strategies, especially focusing on hard-to-count groups
- Share information with the public about 2020 Census to let them know how important their participation is and why it matters to their community



# Sample Complete Count Committee

Stakeholders represent a cross-section of the community



# Jobs with the 2020 Census


We are hiring locally for hundreds of temporary positions!

- Competitive pay
- Flexible hours
- Paid training
- Weekly pay
- Great way to earn extra income while helping your community!

**APPLY ONLINE!** [www.2020census.gov/jobs](http://www.2020census.gov/jobs)



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



**WE CAN  
BE CENSUS TAKERS**

**APPLY ONLINE!**  
[2020census.gov/jobs](http://2020census.gov/jobs)

**2020 Census jobs provide:**

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call  
**1-855-JOB-2020**

Federal Relay Service:  
1-800-877-8339 TTY/ASCII  
[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

The U.S. Census Bureau is an Equal Opportunity Employer.

**United States  
Census  
2020**

D-3282



# Preparing for a Complete Count in Harrisonburg

## Action steps to ensure everyone is counted!

---

- **Start NOW!**
- Form a Complete Count Committee to develop targeted outreach and messages for the local community
- Plan 2020 census awareness events and activities to let people know the Census is coming and why it is important
- Share 2020 Census messages via social media, community websites and newsletters
- Encourage people to apply for Census jobs!





United States  
**Census**  
**2020**

Questions?

# Connect with the Census Bureau!



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



Identify low response areas in your community:  
<http://www.census.gov/ROAM>



Reach out with any questions or to learn more about our Partnership Program:  
[Kathleen.Oconnell@2020census.org](mailto:Kathleen.Oconnell@2020census.org)



[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)