

# United States Census 2020

## Complete Count Committee

TRAINING SESSION – TUESDAY, OCTOBER 23, 2018



# Welcome

Chelsi Bennett, J.D.  
Chair, Complete Count Committee



## City of Richmond Complete Count Committee Training Workshop October 23, 2018

*Ronald E. Brown*  
Partnership Coordinator  
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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



## The 2020 Census

A new design for the 21st century

### The 2020 Census: A New Design for the 21st Century

**Motivate People to Respond**  
 Conduct a comprehensive canvassing effort to reach every household in the country. Use a variety of methods, including door-to-door, mail, and telephone, to ensure that every household is reached.

**Establish Where to Count**  
 Use a variety of methods, including door-to-door, mail, and telephone, to ensure that every household is reached.

**Count the Population**  
 Gather data from a variety of sources, including administrative records, surveys, and censuses, to ensure that every person is counted.

**Release Census Results**  
 Release the results of the census in a timely and accessible format, including interactive maps and data tools, to help the public understand the results.

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## Our 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

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## The Decennial Census

### A 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.

- Constrained fiscal environment
- Rapidly advancing technology
- Information explosion
- Distrust in government
- Declining response rates
- Increasingly diverse population
- Informal, competing arrangements
- A mobile population

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## Complete Count Committee (CCC)

- The Census Bureau has asked governments/organizations to set up a CCC if feasible. Establishing a CCC which represents a broad range of community interests, will play a major role in conducting census outreach and promotion activities for its community and its members.

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## Complete Count Committees

**EDUCATION** → **PROMOTION** → **MOTIVATION / ACTION**

### EDUCATION PHASE 2018 Through September 2019

The education phase offers tailored tools, the "360-degree assessment" phase. During this period, C.C.C. members, CEOs and top management will identify their response to the membership fully and the mission of the C.C.C. is to help the community to the best of its ability, working effort. This is the period to emphasize strongly the busy lives of respondents.

### PROMOTION PHASE April 2019 Through January 2020

The promotion phase of the 2020 Census officially starts on April 1, 2019, when our team means Day. This phase overlaps with the education phase. The focus of this phase is "The 2020 Census is Calling". During this period C.C.C. implement a variety of the work plan through their government, faith, and community based organizations, business, media, and recreational activities.

### MOTIVATION / ACTION PHASE February 2020 Through June 2020

The motivation / action phase starts in February 2020, when the 2020 Census is called back in April 2020. It is constant between May 2020 and June 2020. The focus of this phase is to motivate each household to make a commitment of their census and make a commitment to participate. The main objective follows up on what you brought to the education phase. The message to the community is "Celebrate with Census Takers" and the objective is to get your response to the census to the best of your ability.

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## Identifying Hard-to-Count Areas and Populations (Low Response Scores)

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## Low Response Score (LRS) 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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Census Tract 305  
Richmond city, Virginia

Low Response Score (%): 31.1

Total Population: 2,641  
Median Household Income (\$): 27,149  
Population Under 5 (%): 200  
Population 18-24 (%): 17.7  
Population 65 and Over (%): 17.6  
Below Poverty Level (%): 24.4  
Not High School Graduate (%): 19.6  
Non-Hispanic, Black (%): 14.1  
Non-Hispanic, White (%): 54.1  
Hispanic (%): 2.6  
American Indian or Alaska Native (%): 1.1  
Asian (%): 16.4

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# Q & A

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# Mayor Levar Stoney



# Closing Remarks

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