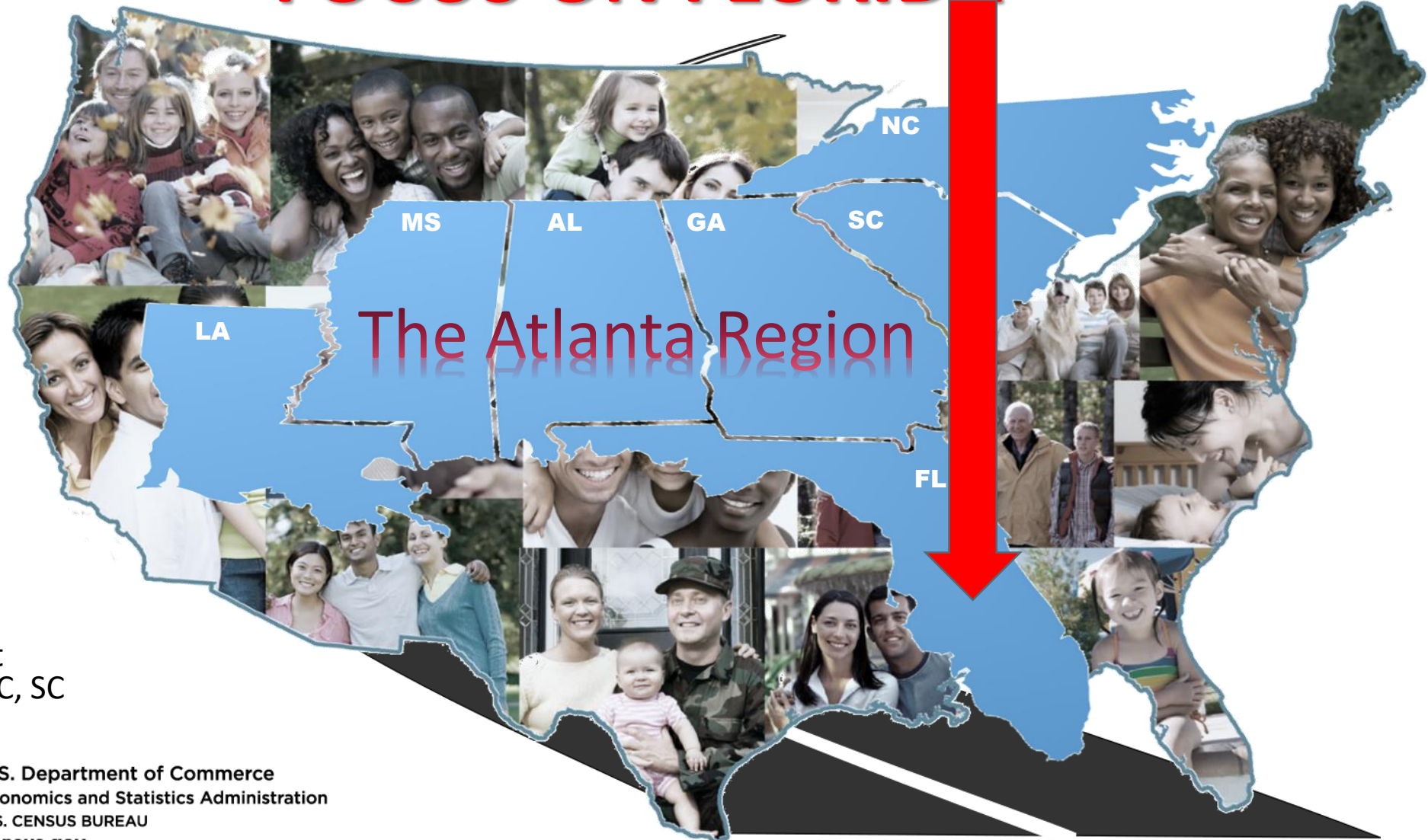


THE ROAD TO THE 2020 CENSUS: **FOCUS ON FLORIDA**



Neal Dollar
Partnership Specialist
AL, FL, GA, LA, MS, NC, SC



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

America's Census

The U.S. Constitution and Decennial Census

- Conducted every 10 years since **1790**, as required by the U.S. Constitution. Article I, Section 2. *"Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . ."*
- The 1790 counted 3.9 million inhabitants.*
- U.S. marshals conducted the enumerations between 1790 and 1870.
- Specially trained enumerators carried out the census beginning in 1880.



1910 Enumeration
A census enumerator interviews Winnebago Indians in Wisconsin in 1910.

Schedule of the whole number of Persons in the Territory of the United States North (west of the River)

Names of Counties	Free white Males				Free white Females				Total	Slaves
	Under ten years of Age	From ten to 16 years	From 16 to 21 years	21 years and over	Under ten years of Age	From ten to 16 years	From 16 to 21 years	21 years and over		

Jefferson
Washington
Adams
Hamilton
Wayne
Rock
Summit

410	416	626	481	1158	410	416	626	481	1158	
1937	753	749	701	1117	1703	714	718	606	338	35
1035	379	508	642	292	991	528	474	107	193	18
737	573	314	341	177	662	261	267	273	115	15
3273	1335	1502	1251	480	3094	1181	1297	952	344	0
540	201	332	514	198	1107	193	352	198	100	139
1648	600	928	1061	376	1418	608	760	698	292	125
202	71	228	223	55	206	83	93	186	71	5
9362	3627	4036	4833	1985	8646	3313	3861	3342	2742	337

The aggregate amount of each Description . . .

The whole number of Inhabitants in the Territory 43,365.

Minor census records are maintained and released by the National Archives and Records Administration, not the U.S. Census Bureau.

Visit <http://www.archives.gov> for more information about publicly available records like the one shown here.

Local Government Involvement is Key to Census Success

- *The efforts of local governments contributed to the success of the 2010 Census in all areas:*
 - Local Update of Census Address (**LUCA**) Program
 - **Recruiting** for census workers
 - Formation of **Complete Count Committees**
 - **Field operations** from Address Canvassing to Non Response Follow Up



Why local communities have a vested interest in the Census

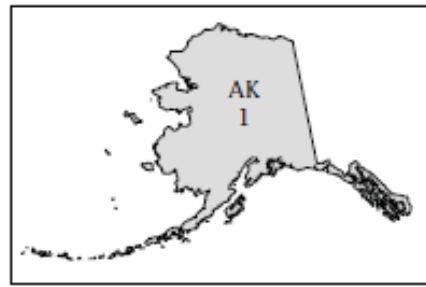
- **Political Power**

- Census is constitutionally mandated for re-apportionment of Congress
- Census results are used for Redistricting at national, state, and local levels.

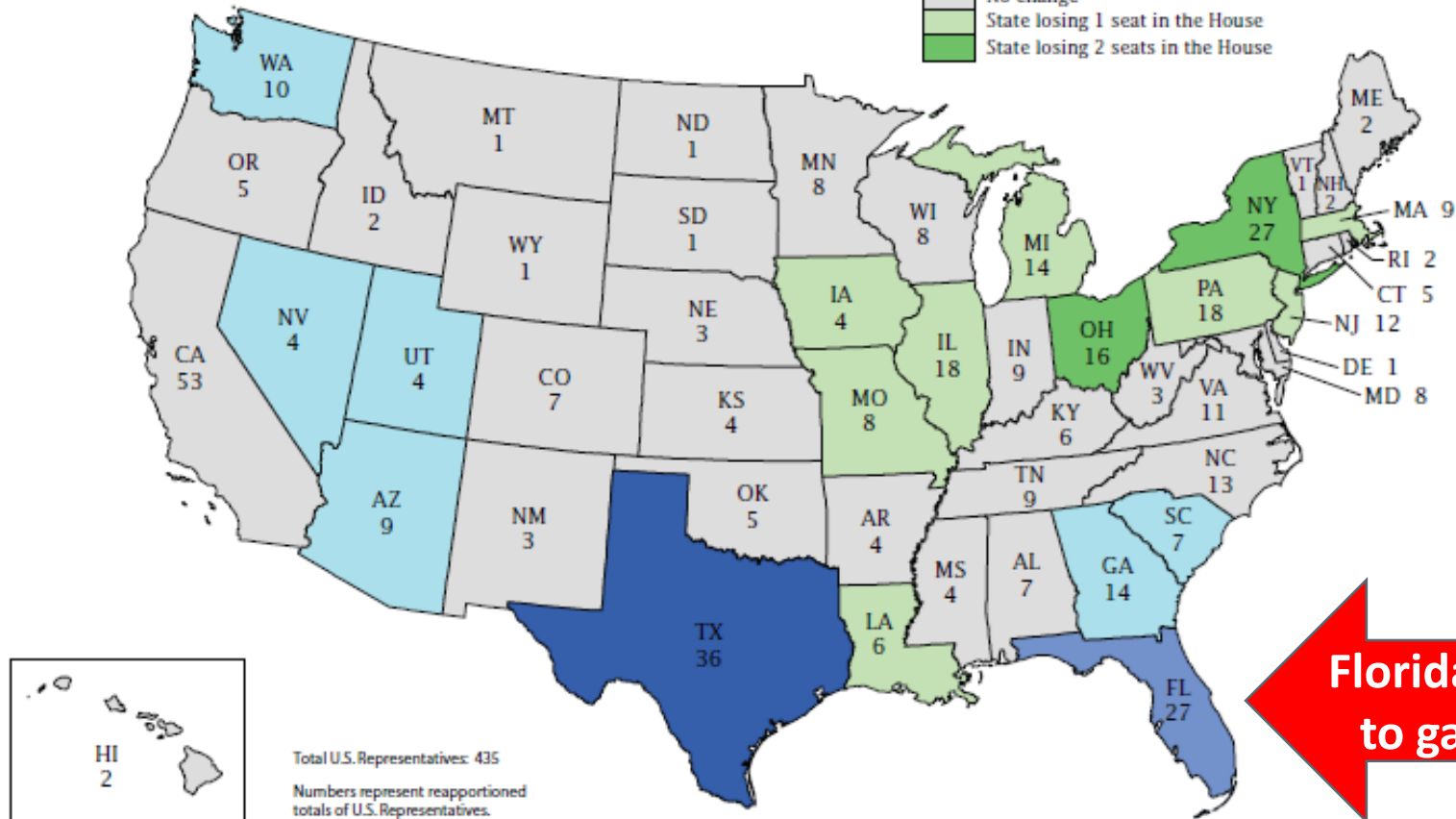
- **Money/Economic Impact**

- \$400 Billion/year is distributed using Census numbers (\$4 Trillion over the decade) in 2010
- **\$675 Billion/year (\$7 Trillion over the decade) for 2020**

2010 Winners & Losers



Apportionment of the U.S. House of Representatives Based on the 2010 Census



Florida only state
to gain 2 seats

Census counts determine funding for:

- Children's Health Insurance
- Medicaid
- Special Education
- Head Start
- WIC
- Title I School Funding
- Foster Care Support
- School Nutrition
- Supplemental Nutrition Assistance
- Housing Assistance
- Highways
- Hospitals
- Fire Departments



AMERICA MAILED IT BACK!

FLORIDA

Census 2000

71%

Census 2010

74%

SARASOTA

Census 2000

74%

Census 2010

75%

CENSUS 2010

72%

United States[™]
**Census
2010**
IT'S IN OUR HANDS

The 2020 Census is DIFFERENT



Optimizing Self-Response for 2020 Census

- We are making it easier than ever before for people to respond to the Census
- In previous censuses, the **primary method** of responding to the census was to receive a questionnaire in the mail...complete it and mail it back
- **HOWEVER, for the 2020 Census, the INTERNET will be the primary method** for households to self respond

Optimizing Self-Response for 2020 Census

- **Secondary** ways of responding to the 2020 Census
 - **Toll-free number**
 - At any time, people can call our Census Questionnaire Assistance centers and get help completing their Census on the Internet...OR
 - Households can complete their Census with one of our staff over the phone
 - **Traditional questionnaire** (can be requested via the toll-free number)
 - **Non Response Follow Up operation**
 - Enumerators visit the household to conduct the interview

It is important
to note that
the Census
Bureau:

never asks for your full Social Security number

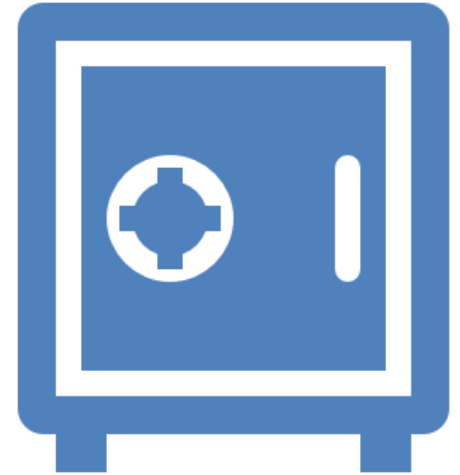
never asks for money or a donation

never sends requests on behalf of a political party

never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts

Privacy and Confidentiality

- 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.
- We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.
- The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.



Impediments to a Successful Enumeration

Some HTC Indicators

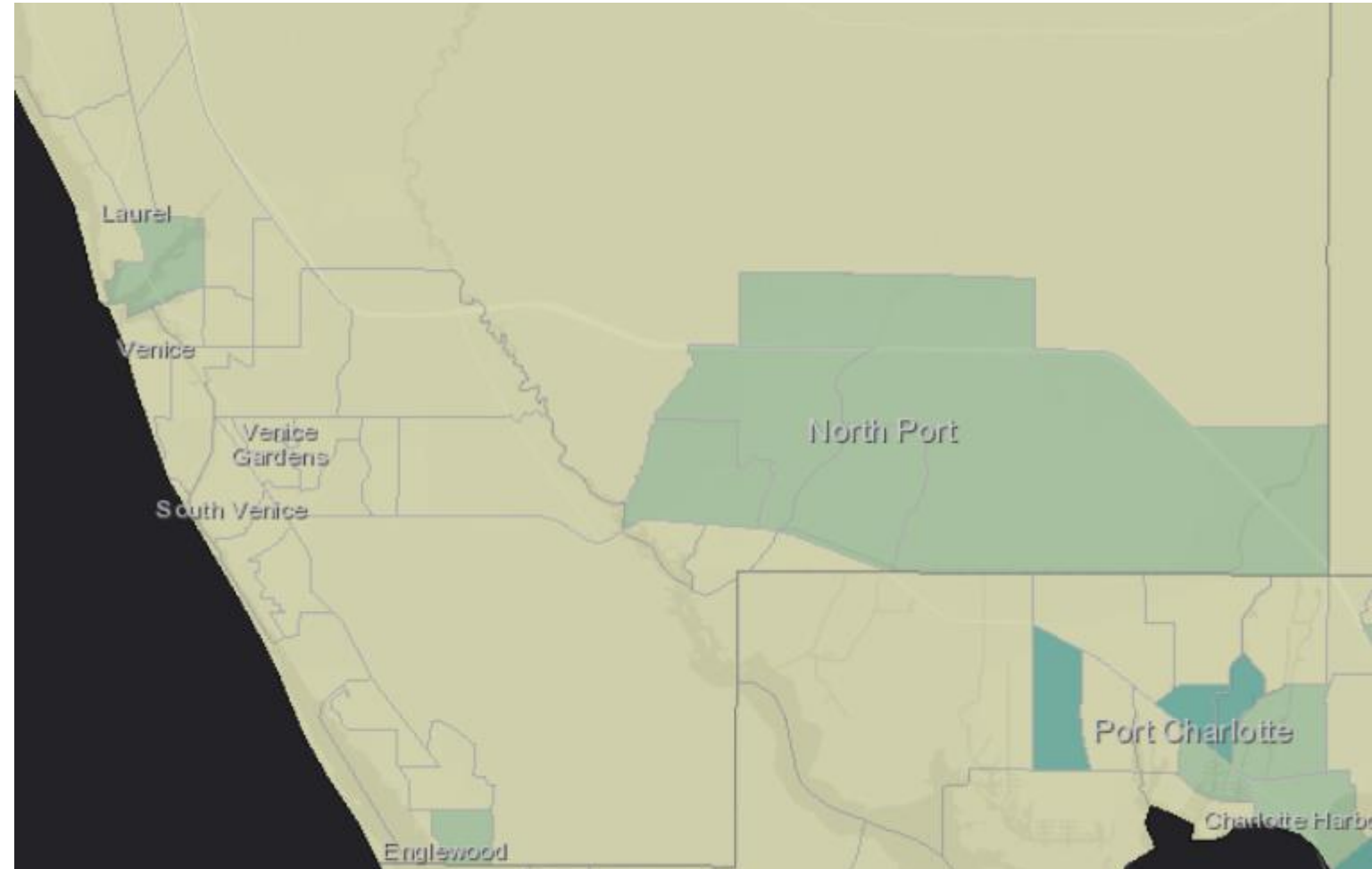


- Persons at or below poverty
- Persons receiving public assistance, disability, or SSI
- Concentrations of minority groups, migrant workers, immigrants, linguistically isolated communities
- Areas with high concentrations of low educational attainment (no high school diploma)
- Rural Areas
- Single parents
- Children under the age of 5

SOUTH SARASOTA COUNTY

LOW RESPONSE SCORE AREAS

*Darker shaded areas mean a
higher lower response (est.)*





Our Outreach Strategy

Complete Count Committees (CCC)

- A CCC is a group of “trusted voices” in the community appointed by the highest elected official, to develop activities to raise census awareness among community households and urging them to complete the census accurately and timely.
- Opportunity to “tailor” the Census outreach and messaging to most effectively influence communities throughout your county



Complete Count Committees

- The CCC should reflect all segments of the community. Some of the subcommittees include: government; business; education; faith-based; community-based organizations; recruitment and workforce development agencies; homeless; Hispanic; and other unique populations.



Community CCCs

- **Community CCC**
 - A group of community leaders in extreme hard to enumerate rural and urban communities that collaborate for the purpose of creating a census awareness campaign targeted to specific census tracts or concentrated populations that raise census awareness within these groups and encourages them to participate in the census.



2020 Census Design

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

Motivate People to Respond

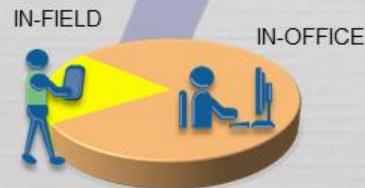
Conduct a nation-wide communications and partnership campaign

- 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



**Count Everyone Once
In the Right Place**

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



Apply Online!

Join the 2020 Census Team!

2020census.gov/jobs

1-855-JOB-2020

(1-855-562-2020)

Questions, Observations, Concerns

