2020 Census: Shape Arizona’s Future: Start Here

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US Census Bureau
Presented to Arizona Housing Coalition Conference
October 29, 2019
Why We Do a Census?

Article 1, Section 2 of the US Constitution

The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.
Confidentiality Is Key

Title 13 of the Code of Federal Regulations requires us to keep everyone’s information confidential.

We cannot share responses with immigration, law enforcement, or allow information to be used to determine eligibility for benefits.

We can only use the information we collect for statistical purposes.
The Decennial Census

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

Uses of Census data:

• **Draw** congressional and state legislative districts, school districts and voting precincts

• **Distribute** federal dollars to states

• **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
Road to the 2020 Census

2020 Census Operational Timeline

Key census activities start in 2018 and continue through 2021

- March: Census Bureau delivers questions to Congress
- April: Open 6 regional census centers
- October: Partnership specialists begin working for Census Bureau
- January: Begin enumeration in remote Alaska
- February: Group Quarters Operation begins
- March: Update Leave begins
- March: Internet Self-Response begins
- April 1: Census Day
- May: Nonresponse Followup begins
- December 31: Deliver apportionment counts to the President

2018

- January-March: Open 40 area census offices
- June-September: Open remaining 208 area census offices

2019

- August: Conduct in-field Address Canvassing

2021

- March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

Shape your future START HERE
How the 2020 Census will invite everyone to respond

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

**What we will send in the mail**

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

Shape your future. Start here.
Sample Questionnaire

Start here or go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines:
- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:
- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:
- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark X all that apply:
- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark X ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

[Form number removed]
HIGH LEVEL FIELD OPERATIONS

- **Address Canvassing** (areas of high growth/change)
- **Group Quarters**
  - Many operations
  - Institutionalized & non-institutionalized
- **Update Leave** (in areas where USPS does not deliver)
  - List Housing units
  - Drop questionnaire packet to households so they can self respond
- **Non-Response Follow-Up** (largest operation)
  - Visit housing units that did not self respond
- **Coverage Measurement**
  - Measure accuracy of Census
- **National Processing Center**
  - Processing paper questionnaires for Western U.S.
  - Hiring 900 full time positions
Arizona Area Census Offices
6 total

- 3105 Flagstaff
- 3106 Maricopa Central
- 3107 Maricopa South
- 3108 Maricopa West
- 3019 Tucson
- 3110 Window Rock
Arizona Jobs

- Early Ops Field jobs - 1,042
- Peak Ops Field jobs - 13,522
- 6 ACO’s - 300 managers/support staff
  [www.2020census.gov/jobs](http://www.2020census.gov/jobs)
- National Processing Center - 900 full time positions located at 4417 W. Buckeye Rd, Phoenix
  [www.usajobs.gov](http://www.usajobs.gov)
Community Partnership and Engagement Program

AZ Partnership Specialists (20)
- State Complete Count Committee
- Maricopa County Municipalities
- Faith Based Community
- Latinx Community
- Immigrant Community (Including refugees)
- Education (K-12 and Higher)
- Chambers of Commerce and businesses
- Health
- Rural

AZ Partnership Coordinators:
- Pauline Nunez
- Tammy Parise
- Nakia Cooper-Media
- Amadeo Shije-Tribal
LOCAL PARTNERSHIP STRATEGIES

• Complete Count Committees
• Media Census Promotion
• Local Community Marketing
• Presenting at Leaderships Meetings and Conferences
• Attend Local Festivals and Community Celebrations
• Mobile Response Table
• PSA with Local Trusted Voices
• Thank You Campaign
Complete Count Committees

56 CCC’s to date across the State, including one in each of your cities:
- Buckeye
- Goodyear
- Avondale
- Tolleson
- Peoria
- Glendale
- El Mirage
- Surprise
2020 Census Website Tools

LINKS
Partner Toolkit: https://www.census.gov/partners/toolkit.pdf
SIS: https://www.census.gov/programs-surveys/sis.html
Jobs: https://2020census.gov/jobs
https://www.usajobs.gov/Search/?l=Phoenix%2C%20Arizona&k=NPC
Social Media: @uscensusbureau
Partnership Portal

The 2020 Census Partner Materials page includes:

- Downloadable Fact Sheets
- Social Media graphics
- Downloadable CCC Materials
- Link to the 2020 Census Press Kit
- Audience Specific Materials
- Materials in other languages as they become available

Several new 2020 Census outreach materials are now posted on our website. Find downloadable handouts, posters, and other resources that highlight the impact of the census for your community.
Statistics in Schools

- Activity sheets
- Scholastic Census Book
- Statistics in Schools PSAs
- Aug 2019: SIS Teacher Ambassador Program (Arizona Teachers are participating)
- Dec 2019: New videos and webisodes
- March 2-6: SIS Week
Social Media

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn

@uscensusbureau
CENSUS JOBS NOW LIVE!
JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!

2020 Census jobs provide:
- Great pay
- Weekly pay
- Flexible hours
- Paid training

2020census.gov/jobs

WE CAN BE CENSUS TAKERS

APPLY ONLINE!

2020 Census jobs provide:
- Great pay
- Weekly pay
- Flexible hours
- Paid training

2020census.gov/jobs

I CAN BE A CENSUS TAKER

APPLY ONLINE!

2020 Census jobs provide:
- Great pay
- Weekly pay
- Flexible hours
- Paid training

2020census.gov/jobs

SOY MAMA Y SOMOS CENSISTAS

2020 Census jobs provide:
- Great pay
- Weekly pay
- Flexible hours
- Paid training

2020census.gov/jobs

Access the 2020 Census Jobs Site
2020 CENSUS SOLUTIONS WORKSHOP

Creative and collaborative workshop to foster new partnerships and solve census challenges in your community
Agenda

• Introductory Remarks
• Table Scenario
• Generate Ideas (choose top 1-2)
• Develop the Top 1-2 Ideas
• Share with the Larger Group
• Commit to Continue (sign-up)
What scenario best describes some challenges in your community?

- Trouble Completing Forms?
- Not understanding what the census is/why it is important?
- Mistrust, dislike, fear of or disengagement from government?
- Confidentiality concerns?

TABLE SCENARIOS
(each table choose)
GENERATE IDEAS

All participants generate as many ideas as possible, in silence, for new ways to reach the persona they’ve selected.

write down (or draw) one idea per sticky note.

During share out in your group, cluster ideas around themes—move the post-its around so that similar ideas are grouped together.
GENERATE IDEAS

Combine elements of ideas or build on each others’ ideas. It is important that this be a generative process. Use the phrase, “Yes, and...” to acknowledge others’ ideas.

Choose which idea has the most potential and / or excitement among the group. This will be the idea you will start fleshing out in the next exercise.
Developing the Idea(s)

Each group develops the solution to the idea it has chosen, explaining the concept through drawings, diagrams, or by acting it out.

• Describe target population
• Identify their barrier to census completion
• Walk through storyboard of intervention
• Identify what would need to happen for this to be implemented: What people, resources, materials/capabilities are needed?
• Ask for feedback
Time To Share!!

• Scenario/Target Population

• Top 1-2 Ideas

• Barriers

• Storyboard of Beginning Solutions?

• Commitment to Continue?
COMMIT TO CONTINUE

You may want to make public commitments of what your next steps will be to further develop and implement these ideas.

Think about what you have learned or shared today and what you or the organizations you work for can do to bring to life the visions you articulated.

If you want to continue this process in your community, sign up and a partnership specialist will contact you about it.
COMMIT TO CONTINUE

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