

# 2020 Census Community Partnership and Engagement Program





## *A Message from the Director...*

*Marilyn A. Sanders*  
*Chicago Regional Director*

The Chicago Region is pleased to share our plans for the upcoming 2020 Census. We look forward to this opportunity to meet and engage our partners in support of our 2020 Census mission: to conduct a census of population and housing and disseminate the results to the President, the states and the American people. Our goal is to count everyone once, only once, and in the right place!

We want to share the many opportunities available for you to be engaged and to partner with the region. We promise to listen to your valuable input. With your assistance and support, we will take every opportunity to work in concert with each of the eight states in our region: Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri and Wisconsin.

Please accept my sincere thanks to each of you for attending and hosting this crucial meeting with the Chicago Region's 2020 Census Leadership Team. I am certain you will find the information shared informative and staff from the Chicago Regional Office 2020 Census Team responsive to your questions. We are available as a resource and engaged at every level to achieve a complete count of the population in our Region.

Please feel free to email me, contact me by telephone or schedule a meeting if you desire. I can be reached at [marilyn.a.sanders@census.gov](mailto:marilyn.a.sanders@census.gov) or 630-288-9301. I look forward to the 2020 Census Experience!

# A Constitutional Mandate



*The U.S. Constitution (Article 1, Section 2) mandates a headcount every 10 years, of everyone residing in the United States*

50 states, Puerto Rico and the Island areas

People of all ages, races, ethnic groups, citizens, and noncitizens

**The next Census occurs in 2020**

# The 2020 Census Redesign

## The 2020 Census: A New Design for the 21<sup>st</sup> Century

### Motivate People to Respond

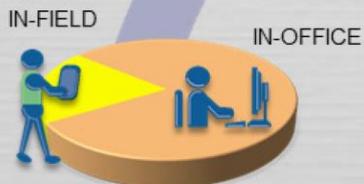
**Conduct a nation-wide communications and partnership campaign**

- 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



**Count Everyone Once  
In the Right Place**

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

### 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



# 2020 Operational Schedule

## Key Operational Milestones

Date	Activity
January 2018	Regional Census Center Opens (Chicago, IL)
January 2019	Open Area Census Offices (Field Offices)
2019	Complete Count Committees Active
August 2019	Begin In-Field Address Canvassing
February 2020	Group Quarters Operations Begin
End of March 2020	Self-Response
End of March-July 2020	Field Enumeration (in Selected Areas)
<b>April 1, 2020</b>	<b>2020 Census Day!</b>
Late April-August 2020	Conduct Nonresponse Follow-Up (NRFU)
August 2020	Complete NRFU
December 31, 2020	Deliver Apportionment Counts to President
March 31, 2021	Deliver Redistricting Counts to States

# The 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.



# Goal of the Partnership Program

*Work with local partners to increase participation in the 2020 Census from those who are less likely to respond or are often missed.*



**-Partnership for the best Census in your community**

# Community Partnership & Engagement Program

Census Bureau engages in partnerships with:

- State Governments
- County Governments
- Municipal Governments
- Tribal Governments
- Community Organizations
- Faith-based Institutions
- Schools/Colleges
- Non-profit organizations
- Businesses
- Local Media



# Community Partnership and Engagement Program Complete Count Commission

## HIGHEST LEVEL PARTNERSHIP

Develop partnerships at the highest levels within each state

State Complete Count Commission may be codified and grounded in law, if desired

## PURPOSE

- Act as 2020 Decennial Champion for the State by providing leadership and support for 2020 Census
- Provide “trusted voices” to act as Census Ambassadors
- Provide authoritative and knowledgeable contact point for Regional Director to meet goal of timely, accurate and cost-effective Census count

## GOALS AND OBJECTIVES

- Monitor Census participation to target outreach efforts and support
- Focus attention on low response rate areas
- Marshall financial and staffing resources to support Complete Count Commission goals
- Promote the formation of Complete Count Committees at the county and municipal levels, with support from the Census Bureau Regional Director and partnership specialists

# State Complete Count Commissions

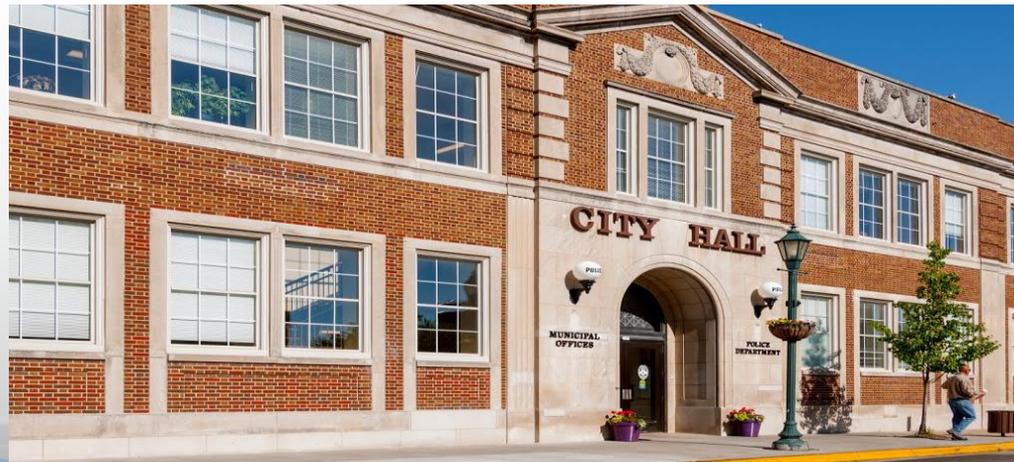
*New for 2020!*

- Organized by Governors Office/State Data Center
- Formed by executive order or by legislation
- Governor appoints members of the commission
- Commission organizes census outreach efforts for entire state
- Provides resources and support for census implementation



# Complete Count Committees

- Organized at the county and municipal levels
- Formed by local official proclamation or passage of ordinance
- Members appointed by county executive/chair or city mayor
- Committee organizes local outreach efforts
- Provide leadership and support for local participation

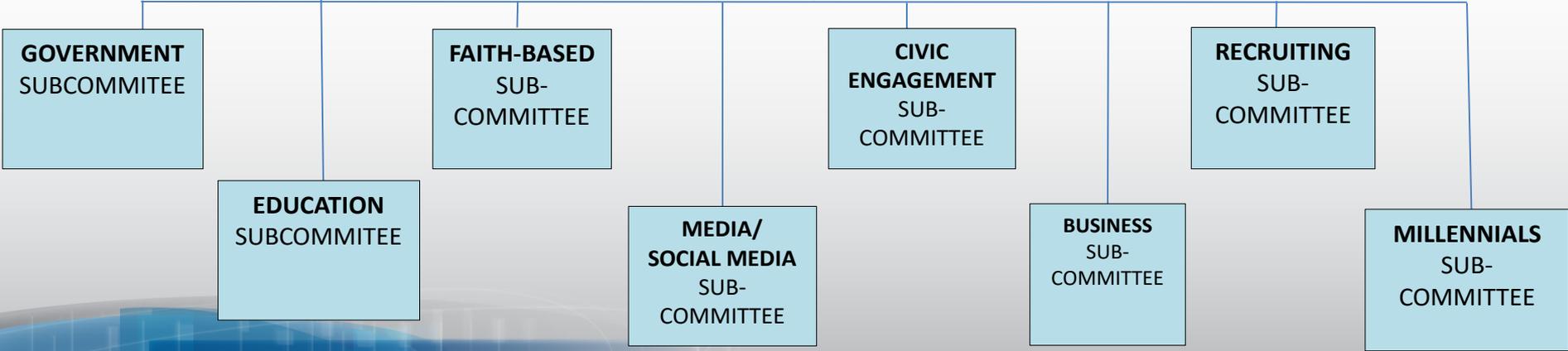


# Who to Include on a Committee

- Members of state, local or township governments
- Schools/Colleges
- Faith-based Institutions
- Community organizations
- Non-Profit Organizations
- Local Businesses
- Local Media
- Special Housing Groups



# Example Complete Count Committee



# Previous Hard-To-Count Demographics

- Veterans
- People with disabilities
- Farm workers
- Homeless
- Renters
- College Students
- Immigrants/Minorities
- Snowbirds
- Senior citizens
- Language constrained
- Children under five
- People living in poverty



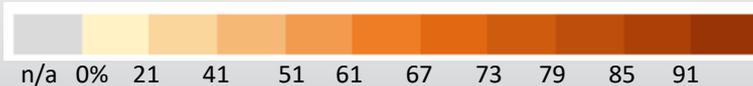
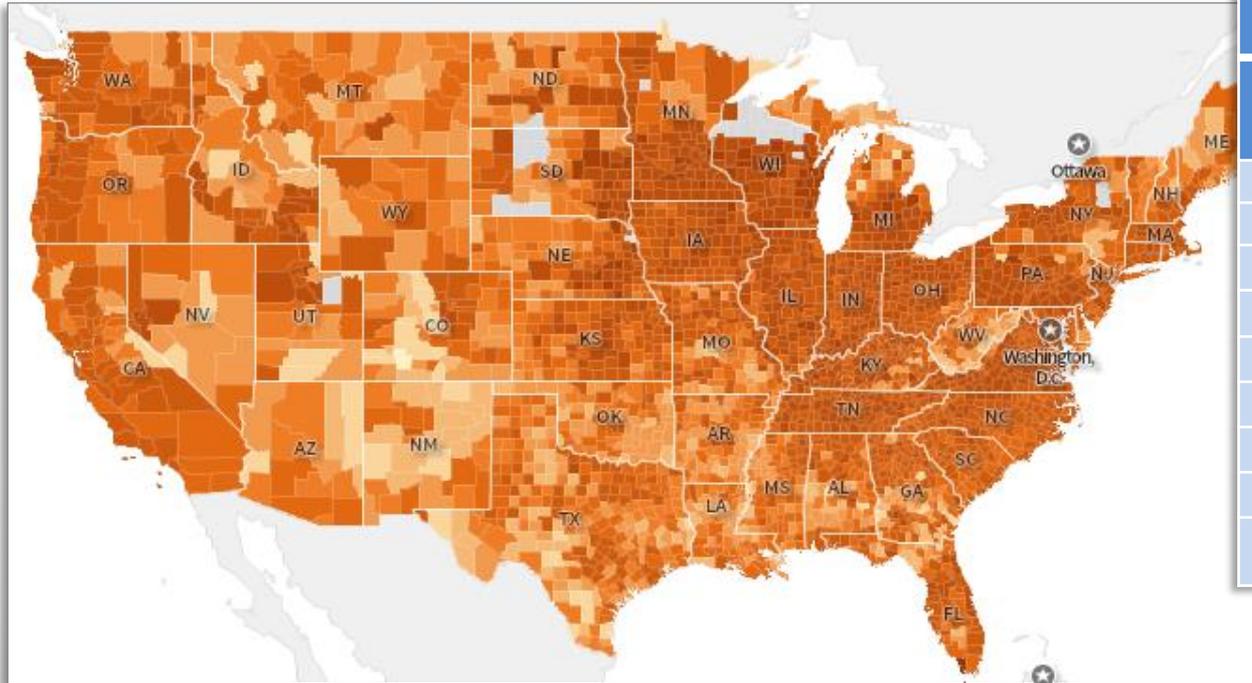
# Tools for Identifying Low Response Areas and Populations

*We can help!*

- 2010 Mail Participation Rate Map
- Low Response Score Map
- Data Access Tools (American Factfinder, QuickFacts, Business Builder)
- Census Data Access Workshops
- Regional Data Specialists

# Identifying Low Response Areas

## 2010 Mail Participation Rates



2010 CENSUS PARTICIPATION RATES		
STATE	2010 Rate	Rank
Arkansas	69%	38
Illinois	76%	11
Indiana	79%	3
Iowa	79%	3
Michigan	78%	5
Minnesota	81%	2
Missouri	74%	24
Wisconsin	82%	1
United States	74%	NA

For your area mail participation rates go to:

<https://www.census.gov/censusexplorer/2010ratemap.html>

# Mail Participation Rates

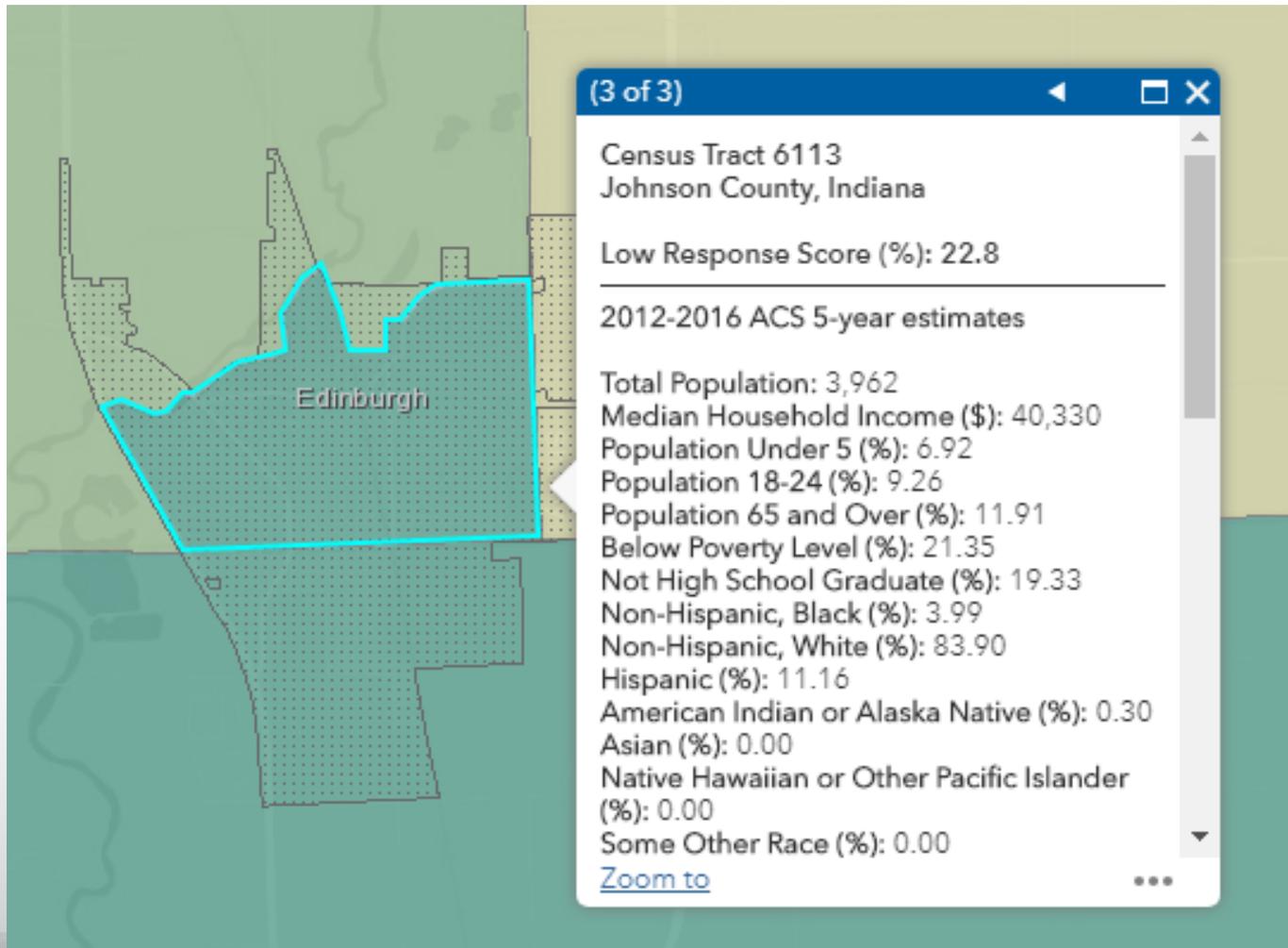


## Edinburgh town, IN

2000 Participation Rate	70%
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2010 Participation Rate	76%
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# Low Response Score



# 2020 Community Partnership and Engagement Census Timeline

**2017**

Mobilize local resources

**2018**

Highest elected officials determine CCC membership

**2019**

Continue establishing committees

Develop strategies and work plans

Mobilize community organizations

**2020**

CCC continued outreach and promotional efforts

Questionnaires delivered nationwide

**April 1, 2020 – Census Day!**

**Next Steps**

*“We understand that a plan is only as good as those who are put in the game to mobilize the plan. On a Football Team everyone has to know their role – these plans will help us to truly function as a team, with the ultimate goal being to count everyone once and in the right place for the eight state region.”*

*- Marilyn A. Sanders*

# 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/>



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

## Employment Opportunities:

<https://www.census.gov/about/regions/chicago/jobs/all.html>

# Questions

*Thank you!*

## Contact information:

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