2020 Census
Community Partnership and Engagement Program (CPEP)
Chicago Region
The Chicago Region is pleased to share its plans for the upcoming census.

We look forward to this opportunity to meet and engage 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 to be engaged and partner with the Chicago region. With your assistance and support, we will take every opportunity to work in concert with the eight states in the region: Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri and Wisconsin.
Thank you for attending and hosting this crucial meeting with the Chicago Region’s 2020 Census Partnership team. I am certain you will find the information shared informative and staff from the Chicago Region responsive to your questions. We are available as a resource and engaged at every level to achieve a complete count of the population in this region.

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 or 630-288-9301.

* I look forward to the 2020 Census Experience! *
Regional Director, Marilyn A. Sanders, and Chicago Region ARCM Ellisa Johnson, traveled to Jefferson City, MO to join Governor Mike Parsons as he signed Executive Order 18-12, officially launching the Missouri State Complete Count Committee. They were joined by partners from around the State of Missouri, including Matt Hesser, Missouri State Data Center; Sarah Steelman, Commissioner of the Office of Administration; and Thomas McAulliffe, Director of Health Policy for the Missouri Foundation for Health.
2020 Census

A Constitutional Mandate

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

- All 50 states, Puerto Rico, Washington DC, and Island areas
- People of all ages, races, ethnic groups, citizens, and noncitizens

**The Next Census Occurs in 2020!**
2020 Census

Democracy & Funding

Legislative Representation is redetermined through Apportionment

$675 Billion will be distributed annually based on Census information
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.
2020 Census

Redesign

1. Establish Where to Count
   - Identify all addresses where people could live

2. Motivate People to Respond
   - Conduct a nationwide communications and partnership campaign

3. Count the Population
   - Collect data from all households including group and unique living arrangements

4. Non-Response Follow-Up
   - Collect data from all households, including group and unique living arrangements

5. Tabulate Data and Release Census Results
   - Process and provide Census data

COUNT EVERYONE ONCE, ONLY ONCE AND IN THE RIGHT PLACE
2020 Census

Re-Engineering Field Operations

Using Technology To Efficiently and Effectively Manage 2020 Census Field Work

STREAMLINED OFFICE AND STAFFING STRUCTURE

- AREA MANAGER OF OPERATIONS
- CENSUS FIELD MANAGERS
- CENSUS FIELD SUPERVISORS
- LISTERS & ENUMERATORS

INCREASED USE OF TECHNOLOGY

- Automated and optimized work assignments
- Automated recruiting, training, payroll, and expense reporting
- Reduced paper and manual processing

INCREASED MANAGEMENT AND STAFF PRODUCTIVITY

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Cybersecurity Risk Mitigation Strategy

- **Federal Partnerships** to assist with threat detection and recovery
- **Communication Plan** to inform respondents about personal proactive cybersecurity steps
- **Industry Solutions** to provide services that protect, detect and resolve threats
- **Incident Response Plan** to contain and manage security breaches
2020 Census

Recruiting & Job Opportunities

Chicago Regional Census Center (RCC)

- Management
- Clerical
- Recruiting
- Information Tech
- Space / Leasing
- Administrative
- Partnership

For current job openings, visit 2020census.gov/jobs or call 855-JOB-2020 or if you have any questions, email us at chicago.rcc.recruiting@census.gov.
2020 Census

Recruiting & Job Opportunities

32 Area Census Offices (ACOs)
AR, IA, IL, IN, MI, MN, MO, WI

- Recruiting Assistants
- Office Operations Supervisors
- Office Clerks
- Census Field Supervisors
- Address Listers
- Census Enumerators / Takers

For current job openings, visit:
2020census.gov/jobs
2020census.gov/fieldjobs
or call 855-JOB-2020 or if you have any questions, email us at chicago.rcc.recruiting@census.gov.
New for 2020, online job application and online assessments now utilize:

- Situational Judgement Questions
- Biodata Questions

(Questions about life and work experiences, as well opinions, values, beliefs, and attitudes that reflect a historical perspective. – Wikipedia)
## 2020 Census

### Operational Schedule / Key Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>September</td>
<td>Begin Recruiting for Census Jobs</td>
</tr>
<tr>
<td>2019</td>
<td>January</td>
<td>Area Census Offices Begin Opening</td>
</tr>
<tr>
<td></td>
<td>August</td>
<td>Complete Count Committees Begin Activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In-Field Address Canvassing Starts</td>
</tr>
<tr>
<td>2020</td>
<td>February</td>
<td>Begin Group Quarters Operations</td>
</tr>
<tr>
<td></td>
<td>End of March</td>
<td>Self-Response Period Begins</td>
</tr>
<tr>
<td></td>
<td>End of March-July</td>
<td>Begin Field Enumeration (in Selected Areas)</td>
</tr>
<tr>
<td></td>
<td>April 1</td>
<td><strong>2020 Census Day!</strong></td>
</tr>
<tr>
<td></td>
<td>Late April - August</td>
<td>Conduct Nonresponse Follow-Up (NRFU)</td>
</tr>
<tr>
<td></td>
<td>December 31</td>
<td>Deliver Apportionment Counts to President</td>
</tr>
<tr>
<td>2021</td>
<td>April 1</td>
<td>Deliver Redistricting Counts to States</td>
</tr>
</tbody>
</table>
Goal of the Partnership Program

Work with local partners to Engage, Educate and Encourage participation in the 2020 Census by those who are less likely to self respond and who are known to be hard to count.

The 2020 Census succeeds through partnerships with:

- Tribal Governments
- State Governments
- County and Municipal Governments
- Community Organizations
- Faith-based Institutions
- Schools/Colleges
- Businesses
- Local Media
- Philanthropy
State Complete Count Commissions

New for 2020!

- **Organized** by governor’s office or State Data Center
- Formed by *executive order* or by legislation
- Governor **appoints members** of the commission
- Commission organizes outreach efforts for **entire state**, provides guidance, resources and support for census implementation.
2020 Census

Complete Count Committees (CCCs)

- Organized at the **county, municipal, or community** level
- Formed by local, official **proclamation** or passage of **ordinance**
- Members appointed by the **Highest Elected Official** (HEO)
- Committee organizes **local outreach efforts**
- Provides **leadership/support** for participation
2020 Census

CCCs Purpose and Influence

- Assist Census Bureau to meet the goal of a **timely, accurate and cost-effective** census count.
- Act as 2020 Census **Champions**
- Provide “**trusted voices**” as Census Ambassadors.
• **Monitor** census participation
• Target **outreach efforts** in low response rate areas
• Marshall **resources** to support Complete Count goals
• Collaborate with Regional Director and Partnership Specialists for **training and support**
2020 Census

Who Should be Included on a CCC

- Heads of Relevant Government Agencies and Departments
- Early Childhood & K-12 Schools
- Media
- Social Services
- Early Childhood & K-12 Schools
- Faith-Based Communities
- Regional Associations
- Business Offices
- Universities & Colleges
- Professional Associations
- Library
- Community Organizations/Non-Profits
- Health Department
- Clinics and Hospitals

*Partner Specialist is advisor and Census liaison to CCCs*
Sample Topics for the CCCs

- How to reach **specific audiences**, such as Millennials, students, Seniors, businesses, and faith-based communities
- How to help **recruit** for Census Jobs
- How to use and engage with **Media & Social Media**
- How to **share, reinforce, and localize** the Census message
2020 Census

Data Dissemination and Training

• **Bring our data experts to you**
  Request a free data training for your organization.

• **Subscribe to census.gov/academy**
  Join our educational hub to receive our updates and training products.

• **Receive our Data Gems**
  These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

• **Get access to our data courses**
  You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

• **Interact with our instructors via webinars**
  Learn about our data releases and tools while attending these live virtual classes.

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census.gov/academy

Contact us:
census.askdata@census.gov
1-844-ASK DATA
Community Outreach

Community/Immigrant Based Organizations, Cultural programs and Centers, Embassies, Consulates General and Faith-Based Institutions will be heavily utilized to assist with recruiting, language support, translation services and raising awareness within the linguistically isolated areas as well. Key partners like the Polish American Association, Chinese American Service League, MALDEF and the Arab American Association will be heavily utilized for translation and education services.
2020 Census

Non-Profit Partners

Forefront
Engaging for impact

Michigan Nonprofit Association

arkansas impact philanthropy

OUR DEMOCRACY
2020

MINNESOTA COUNCIL OF NONPROFITS

Kansas City Census Funders’ Collaborative

Indiana Philanthropy Alliance

2020 Census

CCC Launch Calendar

Indianapolis CCC  February 2019
Detroit CCC      February 2019
St. Louis CCC   March 2019
Minneapolis CCC March 2019
Aurora CCC      April 2019
Chicago CCC     April 2019
2020 Census

Hard-To-Count (HTC) Demographics

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)
2020 Census

New Construction

Once a decade, a voluntary opportunity for governments to submit addresses with city style mailing addresses for units constructed after LUCA that will be closed to the elements (i.e., basic construction completed) by census day.

This only applies to governments that will receive decennial census questionnaires by mail.
Local governments and community leaders participate in activities highlighting that the 2020 Census is **fast approaching** and it is easy, important and safe.

**Gear Up Phase**
Now – Fall 2019

**Engage Phase**
Nov – Dec 2019

**Educate Phase**
Feb 2020

**Encourage Phase**
Mar – May 2020

**Remind Phase**
May – Jul 2020

**Thank You Phase**
Start Jul 2020
Census Data Tools

- 2010 Mail Participation Rate Map (MPR)
- **Low Response Score Map (ROAM)**
- Data Access Tools
  - *American Community Survey (ACS), QuickFacts, Business Builder*
- Census Data Access Workshops
- Regional Data Specialists
2010 Census Participation Rates

<table>
<thead>
<tr>
<th>State</th>
<th>Rate</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>69%</td>
<td>38</td>
</tr>
<tr>
<td>Illinois</td>
<td>76%</td>
<td>11</td>
</tr>
<tr>
<td>Indiana</td>
<td>79%</td>
<td>3</td>
</tr>
<tr>
<td>Iowa</td>
<td>79%</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>78%</td>
<td>5</td>
</tr>
<tr>
<td>Minnesota</td>
<td>81%</td>
<td>2</td>
</tr>
<tr>
<td>Missouri</td>
<td>74%</td>
<td>24</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>82%</td>
<td>1</td>
</tr>
<tr>
<td>United States</td>
<td>74%</td>
<td>NA</td>
</tr>
</tbody>
</table>

[census.gov/censusexplorer/2010ratemap.html](census.gov/censusexplorer/2010ratemap.html)
2020 Census

Response Outreach Area Mapper (ROAM)

Low Response Score

- 30.0 to 49.1
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9
- Not Calculated

census.gov/roam
2020 Census
ROAM Low Response Score Area Map

Census Tract 28
Genesee County, Michigan

Low Response Score (%): 30.4

2012-2016 ACS 5-year estimates

Total Population: 2,596
Median Household Income ($): 18,728
Population Under 5 (%): 2.43
Population 18-24 (%): 31.24
Population 65 and Over (%): 5.20
Below Poverty Level (%): 59.40
Not High School Graduate (%): 22.44
Non-Hispanic, Black (%): 36.06
Non-Hispanic, White (%): 54.01
Hispanic (%): 1.35
American Indian or Alaska Native (%): 0.00
Asian (%): 2.43
Native Hawaiian or Other Pacific Islander (%): 0.19
Some Other Race (%): 0.31
Foreign Born (%): 4.74

No One in Household Age 14+ Speaks English "Very Well" (%): 2.05
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.36
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00
Total Housing Units: 1,022
Total Occupied Housing Units: 684
Renter Occupied Housing Units (%): 78.80
# Census Data Maps Compared

<table>
<thead>
<tr>
<th></th>
<th>MPR Map</th>
<th>ROAM Map</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data Collection</strong></td>
<td>Prior 2 Decennial Censuses 2000 &amp; 2010</td>
<td>American Community Survey (ACS) 2012 - 2016 / 5 year estimate</td>
</tr>
<tr>
<td><strong>Objective</strong></td>
<td>Demonstrate the mailed-in responses &amp; participation rate of the previous Decennial Censuses</td>
<td>Identify hard-to-survey areas and provide a socioeconomic &amp; demographic profile of those Census Tracts</td>
</tr>
<tr>
<td><strong>Timeframe</strong></td>
<td>Past History</td>
<td>Most Current &amp; Future Trends</td>
</tr>
<tr>
<td><strong>Color Coding</strong></td>
<td>Darker / Deeper the color, the higher the Census Mail Participation Rate (Light Orange to Dark Red)</td>
<td>Darker / Deeper the color, the higher the Low Response Score (Light Beige to Green to Dark Blue)</td>
</tr>
</tbody>
</table>

[census.gov/censusexplorer/2010ratemap.html](census.gov/censusexplorer/2010ratemap.html)  
[Census.gov/roam](Census.gov/roam)
2020 Census

CCC Training

• Winter 2018/2019
• In-person and via webinar
• Materials provided by the Chicago RCC
• **Partners can assist by providing training space**
2020 Census

Critical Next Steps

• Determine ways you can Partner for the 2020 Census
• Appoint a Census Liaison
• **Help with Recruiting for Census Jobs**
• **Establish a CCC**
• Formalize with Letter to Regional Director
• Determine CCC Membership
• Request CCC Training
“We understand that a plan is only as good as those who are put in the game to mobilize the plan.

Just like a football team, where everyone has to know their role, these plans will help us truly function as a TEAM — with the ultimate goal to count everyone once — and only once — and in the right place for the entire eight-state region.”

Marilyn A. Sanders
Regional Director, Chicago
## Connect With Us

<table>
<thead>
<tr>
<th>2020 Census Homepage</th>
<th><a href="https://census.gov/2020Census">census.gov/2020Census</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Census Alerts</td>
<td><a href="https://public.govdelivery.com/accounts/USCENSUS/subscriber/new">public.govdelivery.com/accounts/USCENSUS/subscriber/new</a></td>
</tr>
<tr>
<td>American Community Survey</td>
<td><a href="https://census.gov/programs-surveys/acs/">census.gov/programs-surveys/acs/</a></td>
</tr>
<tr>
<td>Census Jobs</td>
<td><a href="https://2020census.gov/jobs">2020census.gov/jobs</a> or <a href="https://2020census.gov/fieldjobs">2020census.gov/fieldjobs</a> or <a href="https://census.gov/about/regions/chicago/jobs/all.html">census.gov/about/regions/chicago/jobs/all.html</a> uscensusbureau</td>
</tr>
</tbody>
</table>
If you have any questions during the 2020 Census, our Partnership Specialists are here to help.