2020 Census Overview and Update

Michigan Municipal League
December 5, 2019

Ellisa Johnson, Assistant Regional Census Manager
Chicago Regional Census Bureau
History of the Census

• **Article 1, Section 2** of the U.S. Constitution mandates a headcount every 10 years, of every person residing in the United States

• **August 2, 1790** was the date of the very first census, led by Secretary of State Thomas Jefferson

• **March 6, 1902** is the date that Congress enacted legislation creating a permanent Census Office

• **April 1** has been officially been Census Day since 1930
2020 Census

Type of Surveys

• **Decennial Census** As mandated by the U.S. Constitution, our nation gets just one chance each decade to count its population. The U.S. census counts every resident in the United States. The data collected by the census determine the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and is also used to distribute billions in federal funds to local communities.

• **American Community Survey** The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for population and housing information about our nation.

• **Economic Census** The Economic Census provides detailed information on employer businesses, including detailed data by industry, geography, and more.
2020 Census

Chicago Region Overview

<table>
<thead>
<tr>
<th>State</th>
<th>2018 HU Est.</th>
<th>2018 POP Est.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>1,380,504</td>
<td>3,013,825</td>
</tr>
<tr>
<td>Illinois</td>
<td>5,376,064</td>
<td>12,741,080</td>
</tr>
<tr>
<td>Indiana</td>
<td>2,903,554</td>
<td>6,691,878</td>
</tr>
<tr>
<td>Iowa</td>
<td>1,409,650</td>
<td>3,156,145</td>
</tr>
<tr>
<td>Michigan</td>
<td>4,614,380</td>
<td>9,995,915</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2,456,064</td>
<td>5,611,179</td>
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<tr>
<td>Missouri</td>
<td>2,806,371</td>
<td>6,126,452</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>2,710,723</td>
<td>5,813,568</td>
</tr>
<tr>
<td>TOTAL</td>
<td>23,657,310</td>
<td>53,150,042</td>
</tr>
</tbody>
</table>

Regional Census Center
Chicago, Illinois
2020 Census
A Complete and Accurate Count of the Population and Housing

Count everyone once, only once, and in the right place.
2020 Census

High Level Timeline for the 2020 Census

- **MARCH 2018**: Census Bureau delivers questions to Congress
- **MAY 2019**: Open 6 regional census centers
- **OCTOBER 2019**: Full implementation of the communications program; Partnership Specialists begin working for the Census Bureau
- **JANUARY TO MARCH 2020**: Open 40 Area Census Offices
- **JUNE TO SEPTEMBER 2020**: Open Remaining 209 Area Census Offices
- **JANUARY**: Begin enumeration in Alaska
- **FEBRUARY**: Group Quarters Operation begins; Update Leave begins
- **MARCH**: Internet Self-Response begins
- **APRIL 2020**: Nonresponse Followup begins; Deliver apportionment counts to the President
- **MAY 2020**: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

**FEBRUARY TO JUNE**: GROUP QUARTERS OPERATION

**MAY TO JULY**: NON-RESPONSE FOLLOWUP OPERATIONS

**AUGUST TO OCTOBER**: Conduct In-Field Address Canvassing
Group Quarters is defined as a place where people who
are not related live or stay in a group living arrangement
that is owned or managed by an entity or organization
providing housing and/or services for the residents.

When we think of group quarters, the examples that
come to mind are:

• College Residence Hall
• Group Home
• Prisons
• Nursing Homes
• Residential Treatment Centers
The Bureau counts people experiencing homelessness by locating them through **Service Based Enumeration (SBE)** at places where they receive services and at outdoor locations.

**Non-Sheltered Outdoor Locations (TNSOL)** will be identified in advance. These are commonly known locations where individuals experiencing homelessness are most likely to congregate.

**Enumeration of Transitory Locations (ETL)** is done by identifying non-traditional housing that is temporary or movable in nature.
2020 Census

Non-Response Follow Up

- Census takers will personally visit housing units to count or enumerate the households.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-field operation begins in May 2020 and concludes in July 2020.
2020 Census
When We Start Mailing

**MARCH 12-20**
An Invitation to Respond Online to the 2020 Census

**MARCH 16-24**
A Reminder Letter

**MARCH 26-APRIL 3**
A Reminder Postcard

**APRIL 8-16**
A Reminder Letter and Paper Questionnaire

**APRIL 20-27**
A Final Reminder Postcard Before We Follow Up in Person

*PRIMARY MAILING FOR MARCH 12*

*IF NO RESPONSE BY MARCH 24*
Households will be able to respond to the 2020 Census online, over the phone, or through a paper questionnaire.

This is a sample of the paper questionnaire that will be used during the 2020 Census.

This version excludes some features that will be made available to households starting in March 2020, such as the URL for online response and the contact information for phone response.
2020 Census

Census Communications
2020 Census

2020 Census Barriers, Attitudes, and Motivators Study (CBAMS)

The 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) is foundational research the U.S. Census Bureau conducted from February 20 to April 17, 2019. The survey results will drive the creative strategy and media planning of the 2020 Census Integrated Partnership and Communications Program, including demographic specific messaging.

50,000 households participated in the survey, which covered a range of topics related to 2020 Census including census participation and form completion.
Integrated Partnership and Communications operation communicates the **importance of participating in the 2020 Census** to the entire population of the 50 states, the District of Columbia, Puerto Rico, and the Island Areas to:

- **Engage and motivate people to self-respond**, preferably via the internet
- **Raise and keep awareness high** throughout the entire 2020 Census to encourage response
2020 Census

Preliminary Phases of the 2020 Census Communication

- **Strategic Early Education Phase**, October 2018 – December 2019
- **Awareness Phase**, January 2020 – February 2020
- **Motivation Phase**, March 2020 – April 2020
- **Thank-You Phase**, August 2020 – December 2020
- **Data Dissemination Phase**, January 2021 – Ongoing

2019

2020

2021

Ongoing
Languages Covered in National and Regional Communications

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese
2020 Census

Chicago Region Partnership
**2020 Census**

**State Complete Count Commissions**

Data current as of: **May 2019**

**Notes:**
Those states in the “Yes” category indicate that the Census Bureau has received a firm commitment at the highest state-level to form a complete count commission (CCC). However, this designation does not mean that the State CCC is fully formed yet or that legislation will be passed; only that a commitment has received by the Census Bureau.

*Source: Weekly Field Division Report*
2020 Census
Community Partnership and Engagement Program (CPEP)

Partnership efforts for the Census Bureau encompass **building and engaging trusted voices** to assist in meeting the overall 2020 Census goal of counting everyone once, only once, and in the right place.

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren’t motivated to respond to the national campaign
2020 Census

CCCs and LRS Tracts

Total Number of Commitments: 1,427
Total Number of LRS Tracts (19.5% or Greater): 1,076
2020 Census

Census Recruiting
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

Census Data Resources
Identifying Low Response Score Areas

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

### 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>
Thank You For Your Partnership

If you have any questions about the 2020 Census, our Partnership Specialists are here to help.