

United States **Census** **2020**



MIAMI VALLEY
Regional Planning Commission

2020 CENSUS BRIEFING

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Miami Valley Regional
Regional Planning Commission

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Serving Montgomery, Greene, Clark, Miami
& Champaign Counties

U.S. Census Bureau
Philadelphia Region

2020 Census: April 1, 2020

- Every 10 years, since 1790, the federal government conducts a population count of everyone in the United States. This data effects distribution of more than **\$675 billion in federal funds annually** to communities that impact:



- Housing
- Education
- Transportation
- Employment
- Health Care
- Public Policy

2020 Census: April 1, 2020

Census data is also used to :

- Redraw boundaries of congressional and state legislative districts and
- Determine the number of congressional seats each state has in the U.S. House of Representatives



2020 Census: Mission, Plan, Goal

MISSION: To be the nation's leading provider of quality data about its people and economy

PLAN: To conduct a high-quality 2020 Census that fulfills our...

GOAL: To count everyone...

ONCE, ONLY ONCE, and in the RIGHT PLACE.

2020 Census: Why Count Everyone?



Every resident
NOT COUNTED
in 2020
potentially
costs OHIO

\$Thousand\$/year
for the next 10 years

2020 Census: **EASY**—Safe—Important

ONLINE: FIRST TIME EVER!

online option in numerous languages
10 questions/10 minutes
secure, accessible anytime/anywhere

PHONE: *toll-free; support in 12 languages*

MAIL: short form
mailed ONLY to non-respondents



2020 Census: Easy—**SAFE**—Important

- ✓ **Title 13 of the U.S. Code**
*authorizes data collection;
restricts data to statistical use ONLY*
- ✓ **Raw data encrypted/aggregated before release**
*cannot be used against anyone by any agency/court;
cannot be released for 72 years*
- ✓ **All census workers must pass background check/
take oath of confidentiality for life**
penalty: 5 years in prison, \$250,000 fine



2020 Census: Easy—Safe—**IMPORTANT**



Meet U.S.
Constitutional
Mandate
Article 1, Section 2



Apportion
seats in
U.S. House of
Representatives



Conduct
redistricting at
federal, state
and local
levels



Help
communities
plan for
future needs



Provide
statistical
support for
grant
applications



Determine
distribution of
\$675 billion
federal dollars
to the states

2020 Challenges:

Hard-to-Count Groups



- ✓ Natural Disaster victims
- ✓ Renters & Senior Citizens
- ✓ Non-English Speakers
or limited English proficiency
- ✓ Low-income/Low education
- ✓ Living in rural or isolated areas
- ✓ Children 0-5 years

Natural Disaster Residence Guidance

Memorial Day Tornado Victims

- People temporarily displaced by natural disasters are to be counted at their usual residence to which they intend to return.
- People in temporary group living quarters, will be counted where they live and sleep most of the time (or at the facility, if they do not report a usual home elsewhere).



2020 Census Timeline

In-field address canvassing

August-October 2019

Group Quarters

February-July 2020

Internet Self-Response

March-July 2020

CENSUS DAY

April 1, 2020

Update Leave

March-April 2020

Non-Response Follow-Up

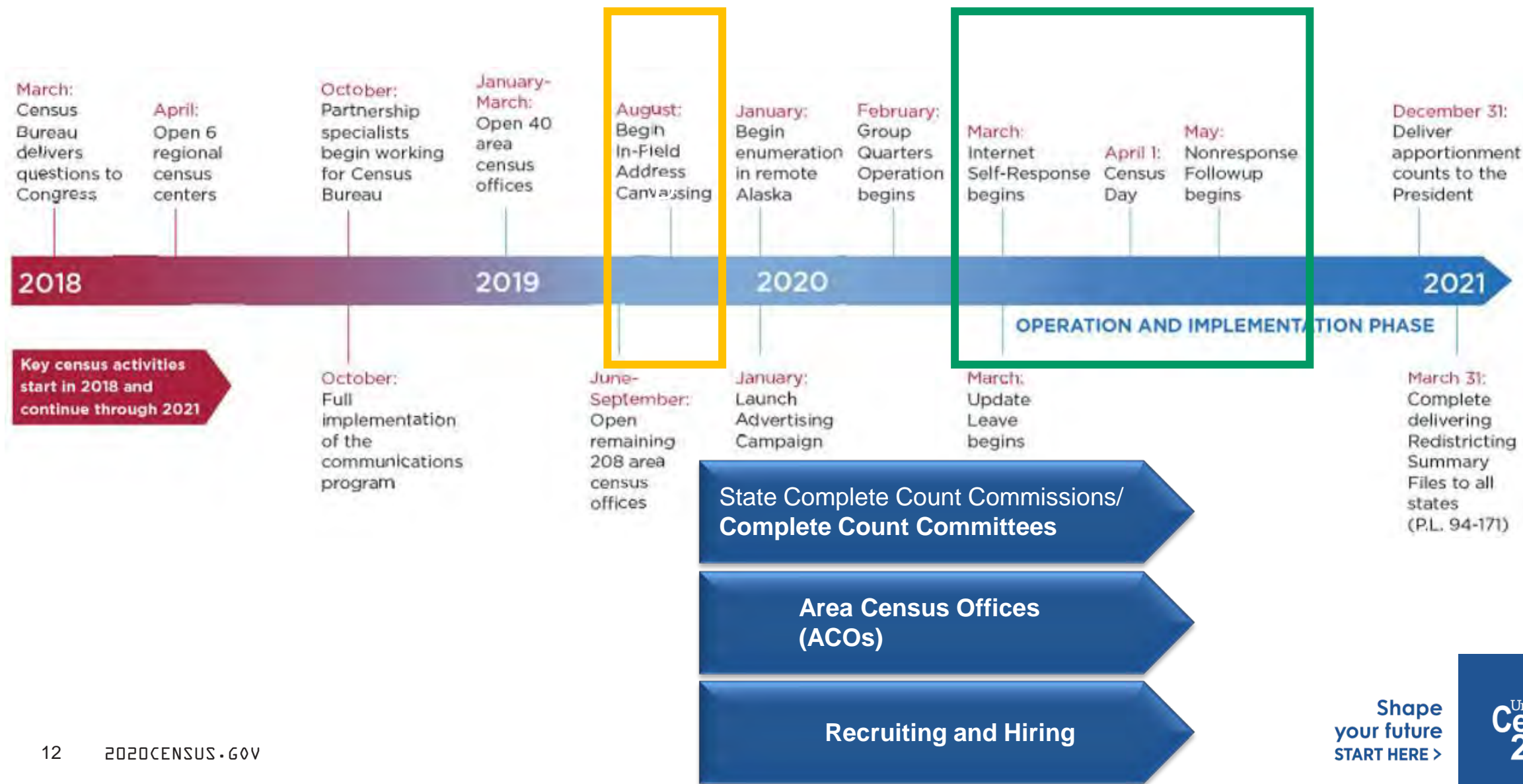
April-July 2020



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[census.gov](https://www.census.gov)



2020 Census Where are We Now ...



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

IN-FIELD

IN-OFFICE



- 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



How can you support Montgomery County?

Become a 2020 Census Partner!

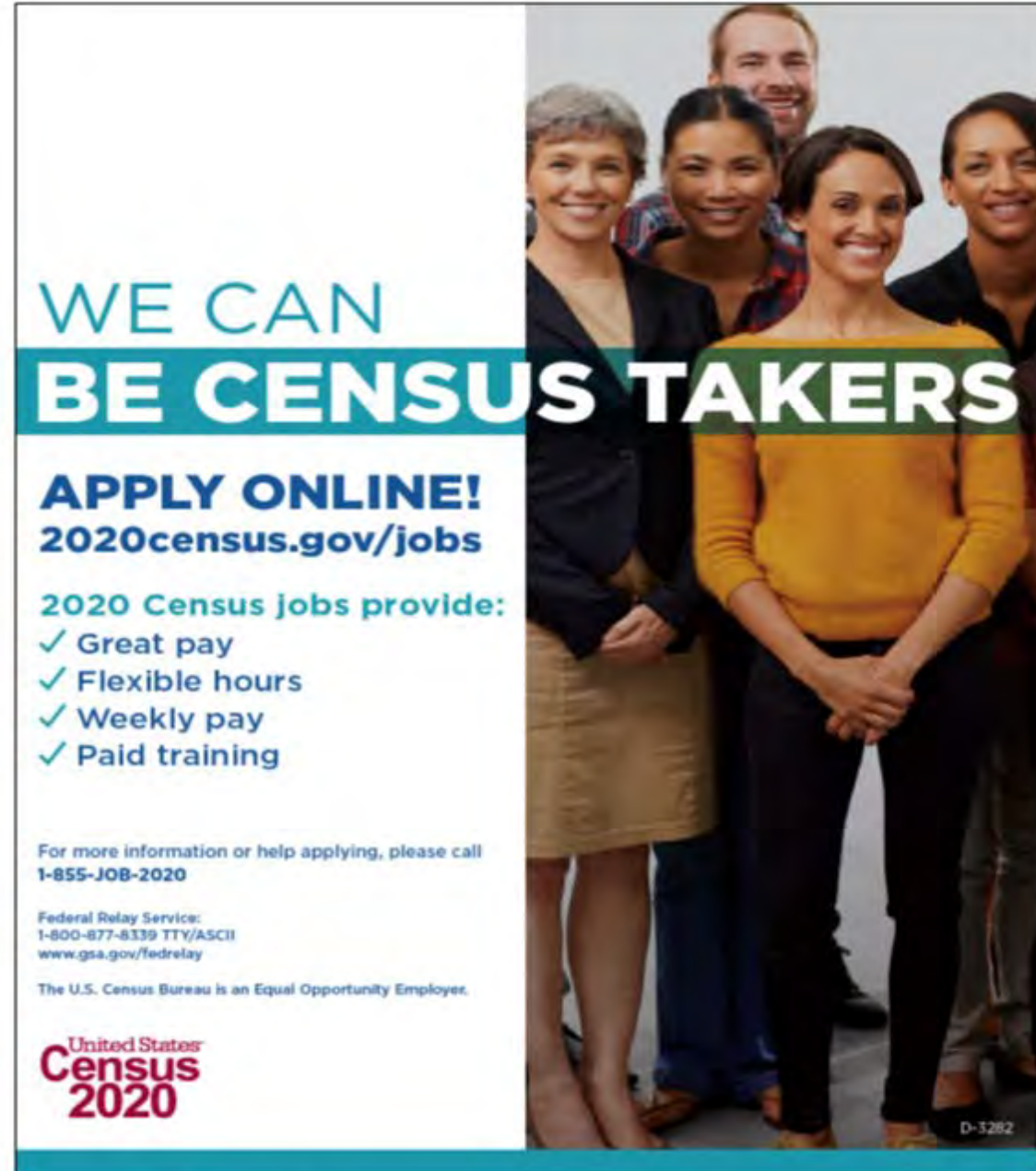
- Invite Census employees to meetings & events
- Post 2020 Census logos on websites & social media
- Display promotional materials
- Encourage employee participation
- Send emails with census jobs & info to your contacts
- Tell us your ideas!!

How **We** Can Help Our Partners

- ✓ Offer well-paying jobs to the local community
- ✓ Provide informational & promotional materials
- ✓ Serve as liaisons and advisors to CCC's
- ✓ Provide census.gov statistical tools support
- ✓ Promote the census with nationwide PSAs & ads



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A promotional poster for 2020 Census jobs. It features a group of diverse people smiling. The text is as follows:

**WE CAN
BE CENSUS TAKERS**

APPLY ONLINE!
[2020census.gov/jobs](https://www.2020census.gov/jobs)

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call
1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY/ASCII
www.gsa.gov/fedrelay

The U.S. Census Bureau is an Equal Opportunity Employer.

United States
**Census
2020**

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APPLY ONLINE! www.2020census.gov/jobs

Census Day
April 1, 2020

Thank you!