

*2020 Census*

Community  
Partnership  
and  
Engagement  
Program  
(CPEP)

Chicago Region



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# MESSAGE FROM THE DIRECTOR

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](mailto:marilyn.a.sanders@census.gov) or 630-288-9301.



**Marilyn A. Sanders**  
*Chicago Regional Director*

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# CHICAGO REGION OF THE US CENSUS

The Chicago Region appreciates this opportunity to meet and engage with you 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!



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# TODAY'S PRESENTATION

1. Census Background and Operations
2. 2020 Decennial Updates
3. Overview of the Partnership Program
4. How to Form a Complete Count Committee
5. Ways to Help the Census Through Media Relations

# CENSUS BACKGROUND AND OPERATIONS

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# FEDERAL GOVERNANCE

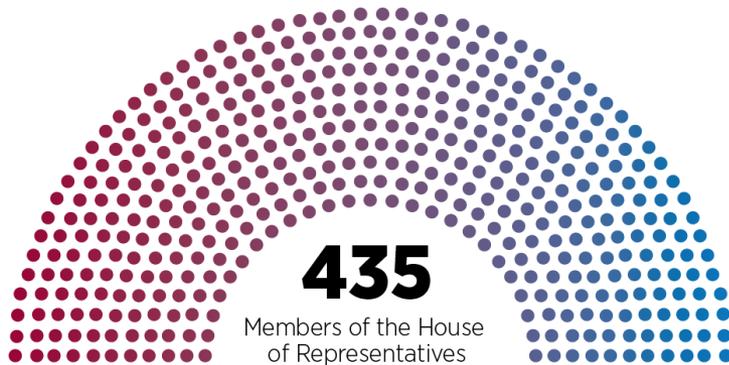
- Article 1, Section 2 of the U.S. Constitution mandates a headcount every 10 years, of every person residing in the United States
- August 2, 1790 was the date of the very first census, led by Secretary of State Thomas Jefferson
- Title 13 of the US Code states that no private information acquired by the US Census Bureau will be shared with anyone, including other federal agencies

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and including Indians not taxed, three fifths of all other Persons. 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. The Number of Representatives shall not exceed one for every thirty Thousand, but each State shall have at least one Representative, and until such Enumeration shall be made, the State of New Hampshire shall be entitled to choose three, Massachusetts eight, Rhode-Island and Providence Plantations one, Connecticut and New-York six, New Jersey four, Pennsylvania eight, Delaware one, Maryland six, Virginia ten, North Carolina five, South Carolina five, and Georgia three.

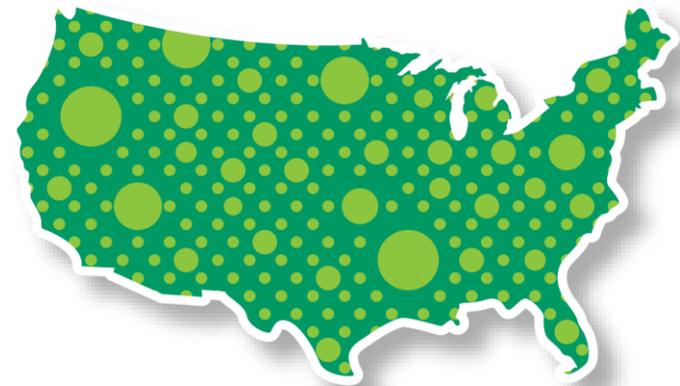
THE PEOPLE

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# APPORTIONMENT AND FUNDING



Legislative  
representation is  
redetermined  
through  
APPORTIONMENT



\$675+ BILLION will be  
distributed annually  
for 10 years based on  
Census information

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# ADDRESS CANVASSING

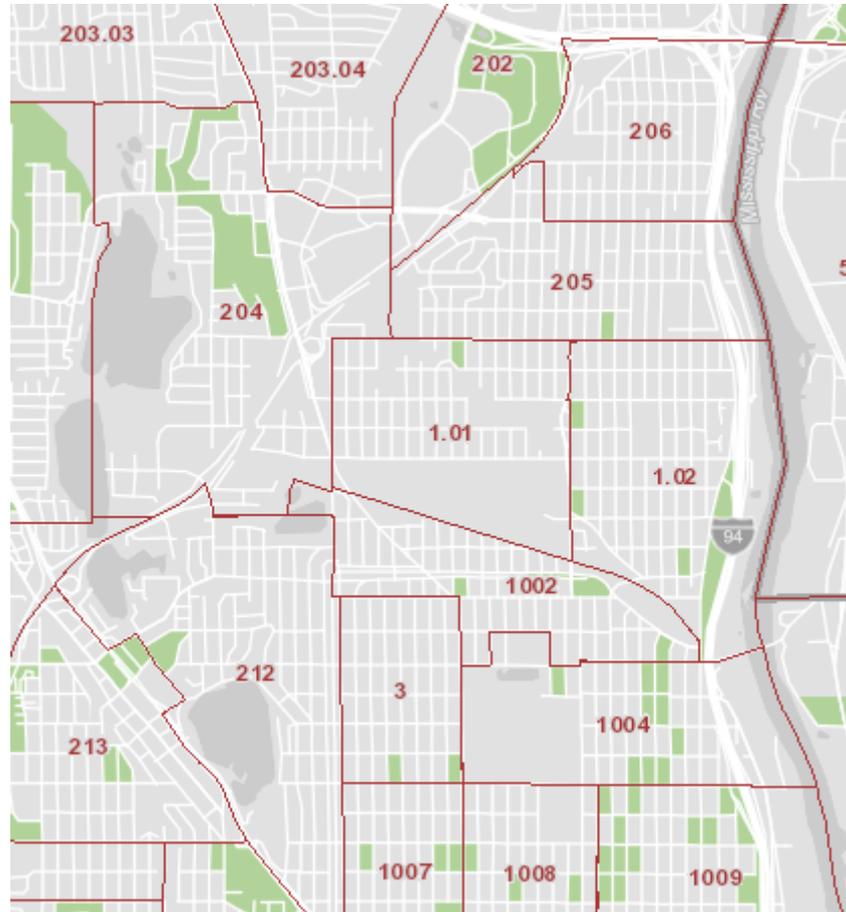
- Temporary Census Bureau employees, known as Listers, walk the streets of designated census blocks.
- Listers will knock on doors and, using laptops, verify addresses in the Census' Master Address File (MAF) in preparation for the 2020 count.
- Listers will attempt to contact every structure to ask about living quarters.
- In-field operation begins in August 2019 and concludes in October 2019.



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# ADDRESS CANVASSING

<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=1a0004d1745547888c8fd2f4d929d42f>



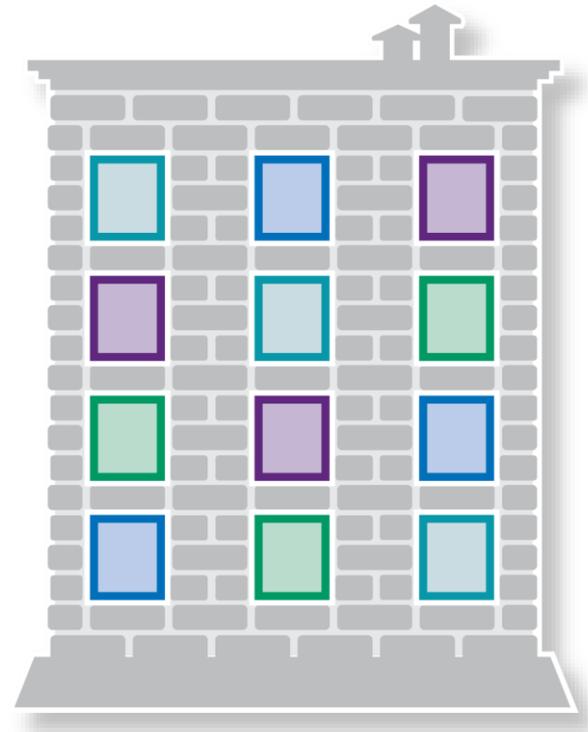
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# GROUP QUARTERS

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.

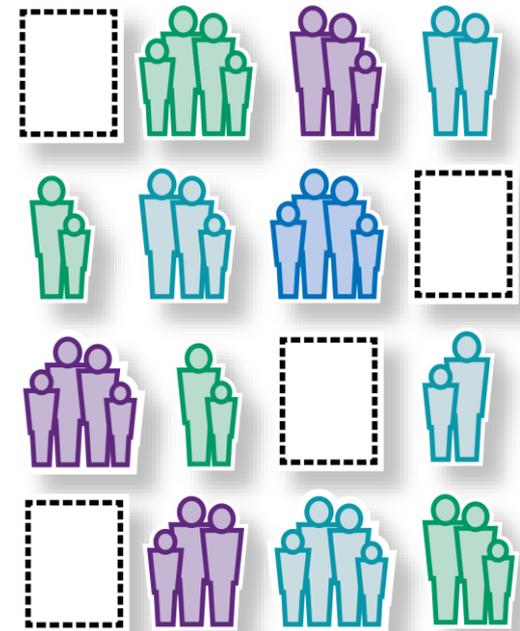
When we think of group quarters, the examples that come to mind are:

- College Residence Hall
- Group Home
- Prisons
- Nursing Homes
- Residential Treatment Centers



# 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.



# UPDATES FOR THE 2020 DECENNIAL

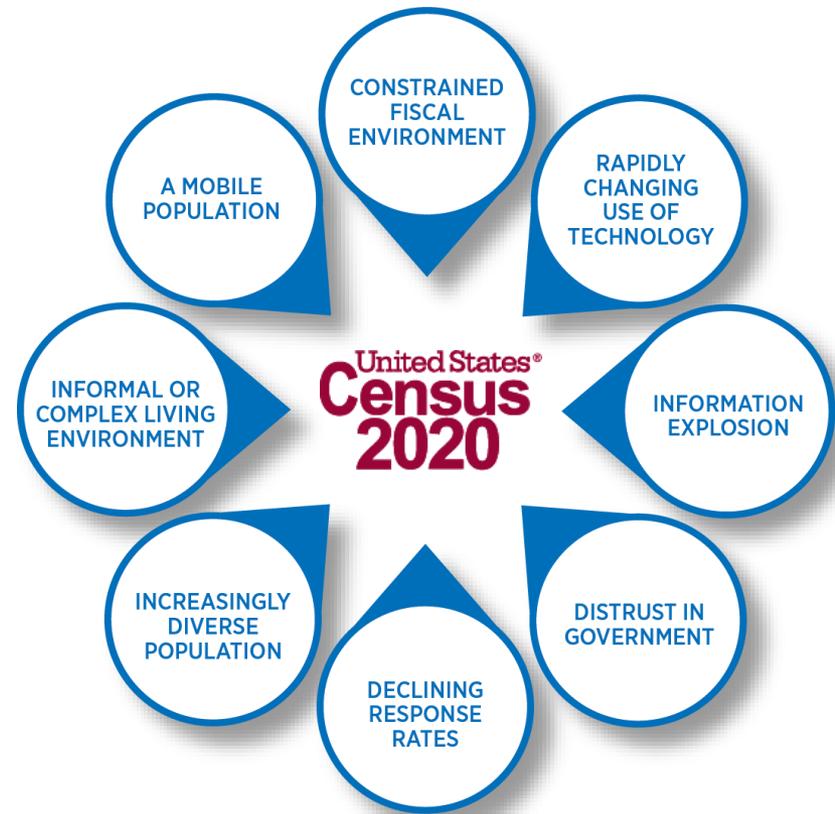
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# THE NEW ENVIRONMENT

The 2020 Census is being conducted in a rapidly changing environment.

It requires a flexible design that takes advantage of new technologies and data sources while minimizing risk.

When these three concepts are combined, it ensures a high quality population count, and a successful 2020 Census.

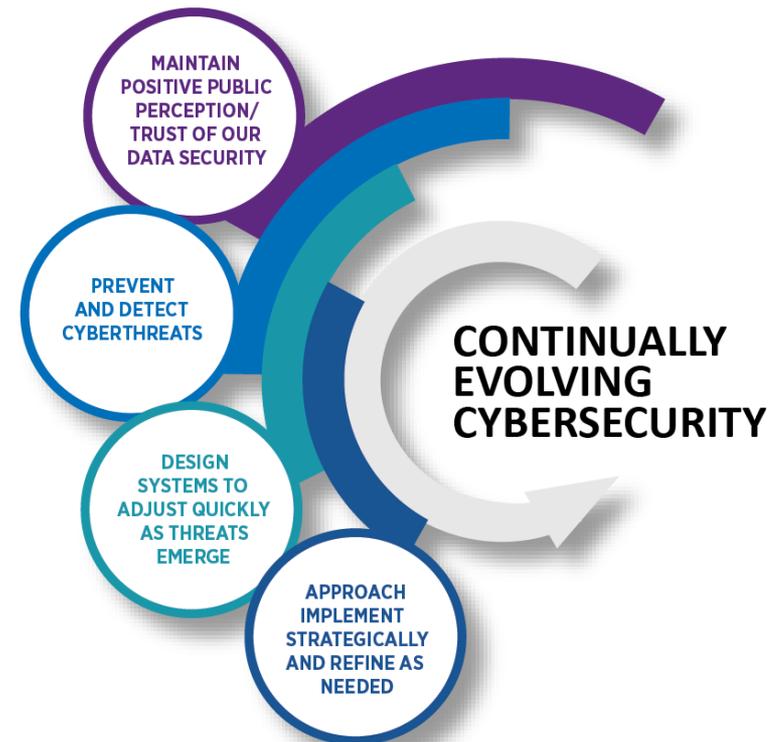


# ENUMERATION REDESIGN



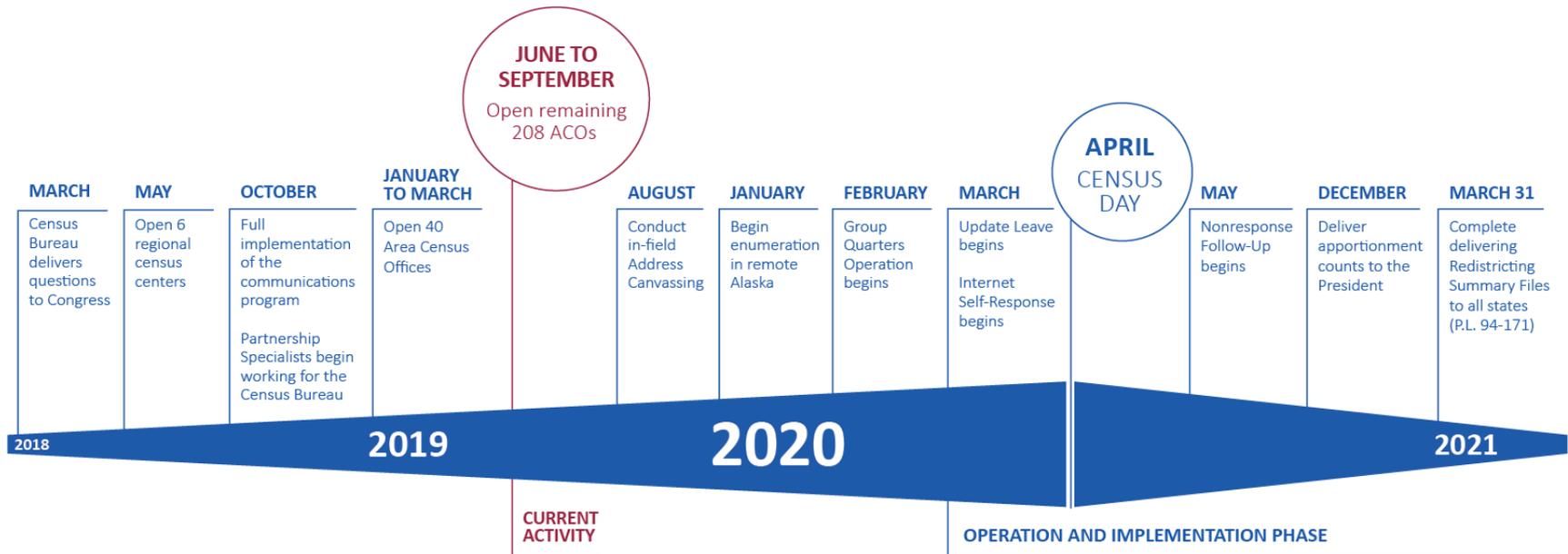
# CYBERSECURITY RISK MITIGATION

- Federal Partnerships  
Assists with threat detection and recovery
- Communication Plan  
Informs respondents about personal proactive cybersecurity steps
- Industry Solutions  
Provides services that protect, detect and resolve threats
- Incident Response Plan  
Contains and manages security breaches



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# OPERATIONAL SCHEDULE



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# DIRECT MAIL CALENDAR

**MARCH 12-20**

An Invitation to  
Respond Online to  
the 2020 Census

**MARCH 16-24**

A Reminder  
Letter

*PRIMARY MAILING FOR MARCH 12*

*IF NO RESPONSE BY MARCH 24*

**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

# OUR PARTNERSHIP PROGRAM

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# GOAL OF PARTNERSHIP PROGRAM

We will work with our 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.

- Community Organizations
- County and Municipal Governments
- Faith-Based Institutions
- Local Businesses
- Philanthropy
- Regional Media Outlets
- Schools/Colleges
- State Governments
- Tribal Governments

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# 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)

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# COMMUNITY OUTREACH

Community Complete Count Committees in the LRS areas will assist us with educating and raising awareness within the hard-to-count areas, as well as with our regional recruiting program.

- Community Organizations
- Immigrant Organizations
- Cultural Programs and Centers
- Educators
- Service-Based Programs
- Consulates General
- Faith-Based Institutions

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# PHILANTHROPIC PARTNERS



# COMPLETE COUNT COMMITTEES (CCC)

# WHAT IS A COMPLETE COUNT COMMITTEE

A team of local representatives brought together by a municipal or community leader with the expressed purpose of assisting the 2020 census, organized at the county, municipal, community, or state level

- Formed by official proclamation or ordinance
- Members appointed by the Highest Elected Official (HEO)
- Committee organizes local outreach efforts within their community

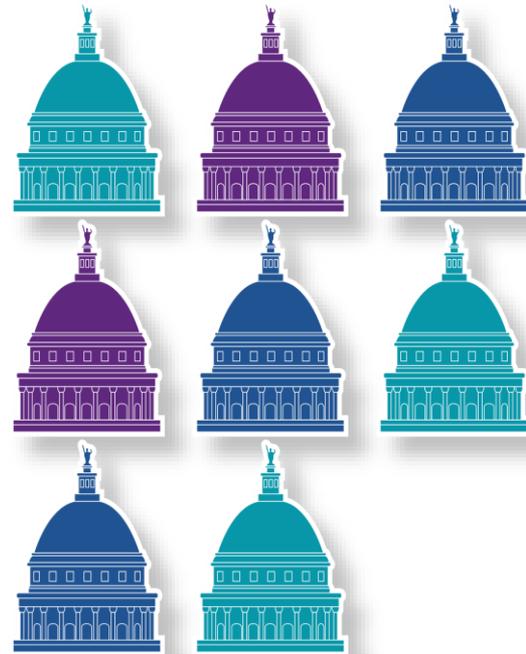


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# STATE COMPLETE COUNT COMMISSION

NEW FOR 2020!

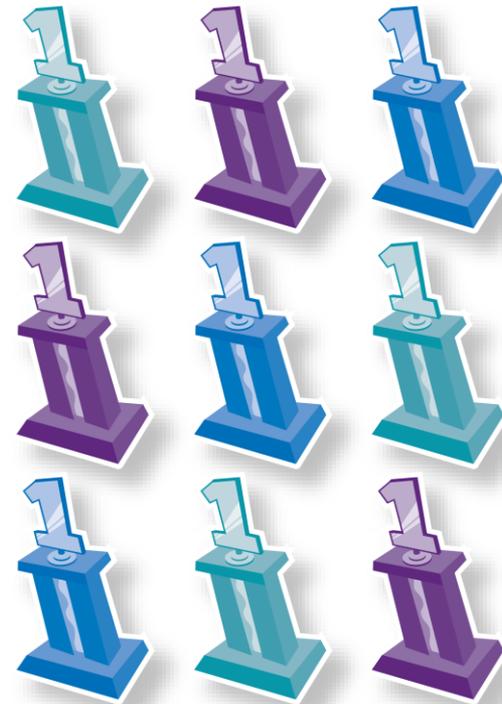
- Organized by Governor's Office or State Data Center
- Formed by Executive Order or by legislation
- Governor appoints members of the commission
- Commission organizes outreach efforts for entire state, provides guidance, resources and support for census implementation.



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# COMMITTEE PURPOSE

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



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# WHO SHOULD BE INCLUDED IN YOUR CCC

- County Judge, Executive, or Mayor
- Health Department
- Heads of Government Agencies
- Social Services
- Media
- Non-Profits
- K-12 Schools
- Clinics and Hospitals
- Business Offices
- Professional Associations
- Universities and Colleges
- Faith-Based Communities
- Regional Associations
- Libraries



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# KEY COMMUNICATION PHASES

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      Jul 2020

# AVAILABLE TRAINING AND SUPPORT

## CCC TRAINING

- In-person and via webinar
- Materials provided by the Chicago RCC
- Partners can assist by providing training space

## COMMUNICATION PHASE SUPPORT

- Our representatives will meet with your team during each phase
- Assist in accomplishing the goal of each phase
- Answer any questions that you have

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# EXISTING CCCs IN THE AREA

<https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html>

- City of Minneapolis (Office of the Mayor)
- Hennepin County
- Pillsbury United Communities
- Minneapolis Regional Retiree Council
- YMCA of the Greater Twin Cities

# CENSUS RECRUITING

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# RECRUITING AND JOB OPPORTUNITIES

Chicago Regional Census Center (RCC)

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

For current job openings, visit [2020census.gov/jobs](https://2020census.gov/jobs) or call 855-JOB-2020 or if you have any questions, email us at [chicago.rcc.recruiting@census.gov](mailto:chicago.rcc.recruiting@census.gov).



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# RECRUITING AND JOB OPPORTUNITIES

32 Area Census Offices (ACOs)

AR, IA, IL, IN, MI, MN, MO,  
WI

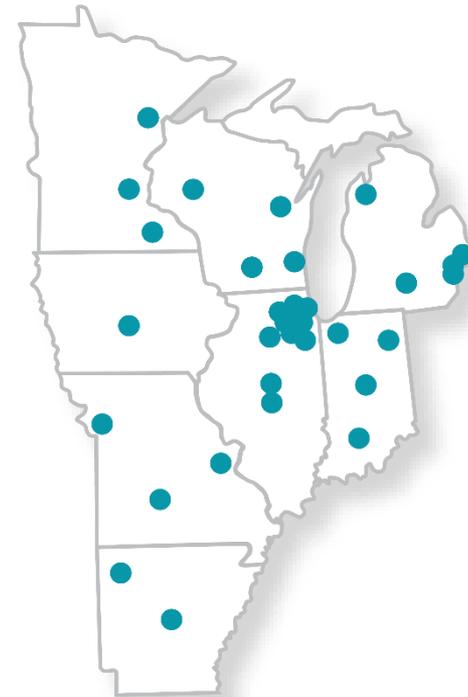
- Recruiting Assistants
- Office Operations Supervisors
- Office Clerks
- Census Field Supervisors
- Address Listers
- Census Enumerators/Takers

For current job openings, visit:

[2020census.gov/jobs](https://2020census.gov/jobs)

[2020census.gov/fieldjobs](https://2020census.gov/fieldjobs) or call 855-JOB-

2020 or if you have any questions, email us at [chicago.rcc.recruiting@census.gov](mailto:chicago.rcc.recruiting@census.gov).



# RECRUITING/ASSESSMENT IMPROVEMENTS

New for 2020, online job application and online assessments now utilize:

- Situational Judgement Questions
- Biodata Questions

*(Questions about life and work experiences, as well as opinions, values, attitudes, and abilities related to the job and the organization)*

Sample Question:  
**How quickly do you adapt to new things?**

- I adapt almost instantly
- I adapt, but it takes a little time
- I take my time to adapt

CENSUS  
ADVERTISES  
AVAILABLE  
JOBS ONLINE

APPLICANT IS  
DIRECTED TO  
OUR RECRUITING  
WEBSITE

APPLICANT  
COMPLETES ONLINE  
APPLICATION AND  
ASSESSMENT

SYSTEM  
TRANSFERS  
APPLICATION  
TO APPLICANT  
DATABASE

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# CCC SPONSORED RECRUITING EVENTS

Help us recruit  
for the 2020  
Census by hosting  
an Applicant Day  
within your  
community.

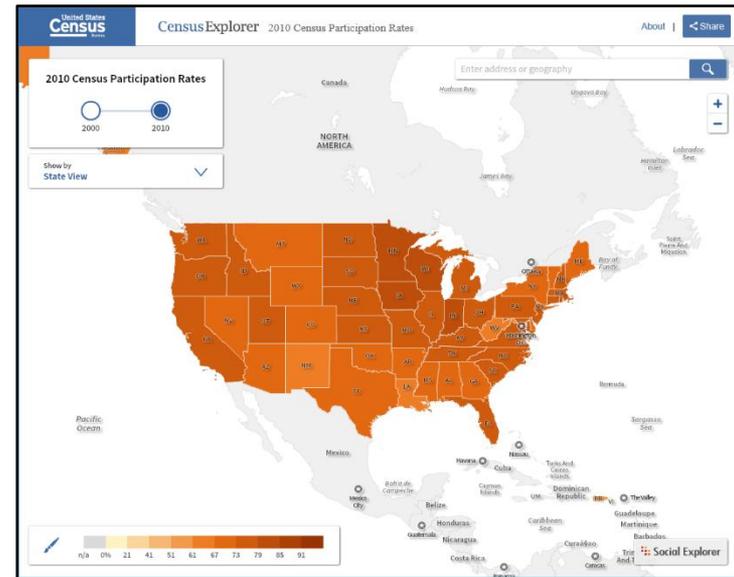
1. Pick a Date
2. Choose a Location
3. Select a Contact Person
4. Let Us Know That You're Interested in Hosting an Applicant Day
5. Get the Word Out in Every Communication Outlet that your Complete Count Committee Has Available (*Social Media, Posters, Websites, Advertising, Newsletters, Etc.*)

# ONLINE TOOLS AND RESOURCES

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# MAIL PARTICIPATION RATE MAP (MPR)

- Covers the 2000 and 2010 Decennials
- Demonstrates the mailed-in responses & participation rates
- Darker / Deeper the color, the higher the Census Mail Participation Rate  
*(Light Orange to Dark Red)*

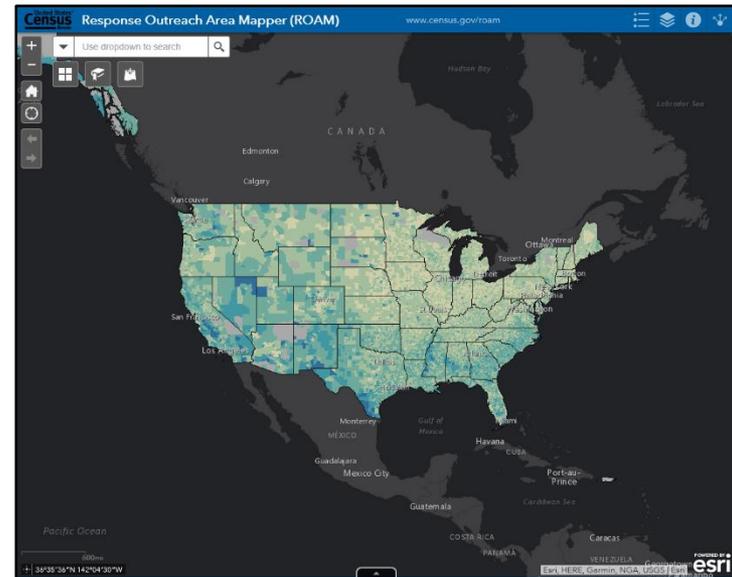


[census.gov/censusexplorer/2010ratemap.html](https://census.gov/censusexplorer/2010ratemap.html)

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# RESPONSE OUTREACH AREA MAPPER (ROAM)

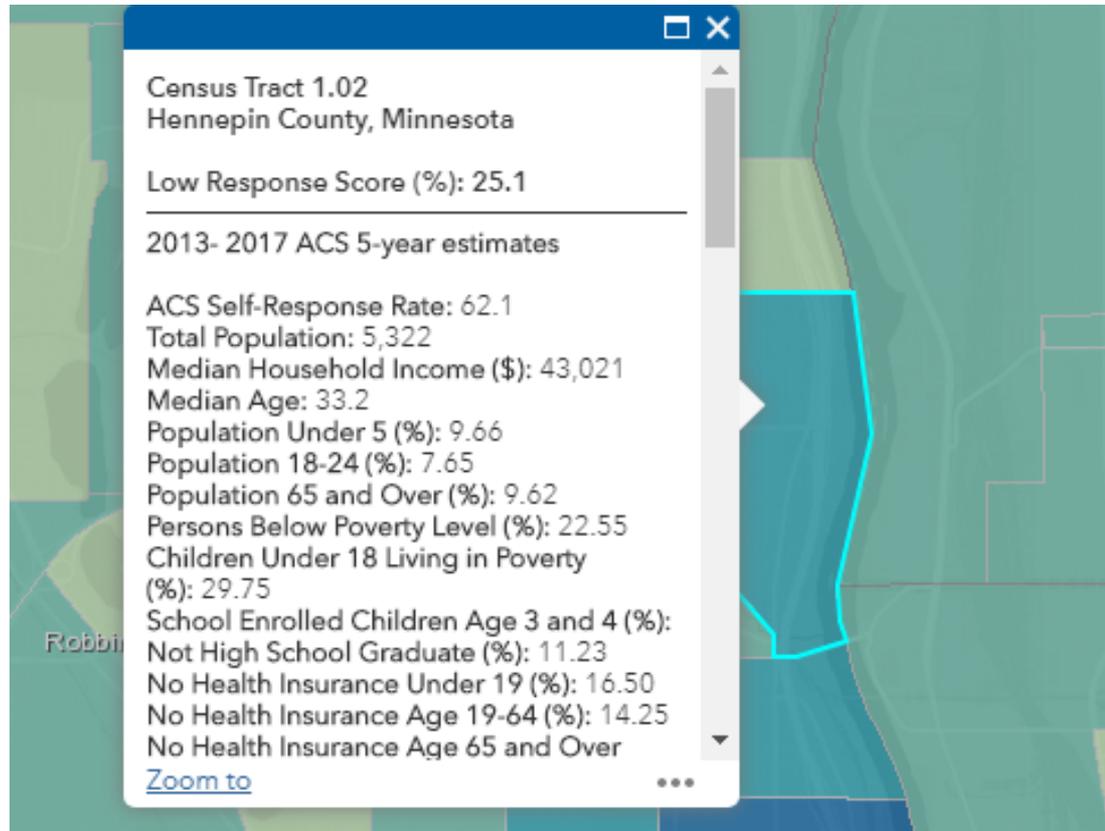
- Covers 2012 - 2016 (5 year estimate)
- Identifies hard-to-survey areas and provides a socioeconomic & demographic profile
- Darker / Deeper the color, the higher the Low Response Score  
(Light Beige to Green to Dark Blue)



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

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# RESPONSE OUTREACH AREA MAPPER (ROOM)



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# RESPONSE OUTREACH AREA MAPPER (ROOM)

Census Tract 1.02  
Hennepin County, Minnesota

Low Response Score (%): 25.1

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2013- 2017 ACS 5-year estimates

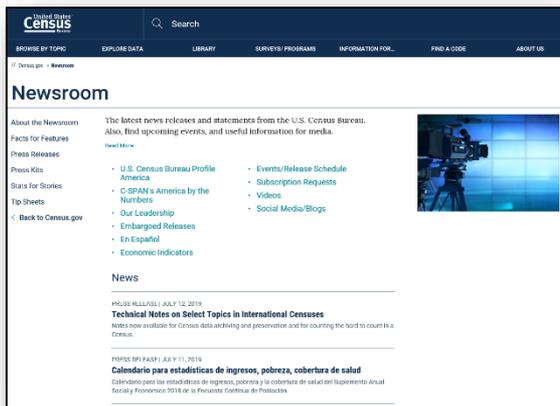
ACS Self-Response Rate: 62.1  
Total Population: 5,322  
Median Household Income (\$): 43,021  
Median Age: 33.2  
Population Under 5 (%): 9.66  
Population 18-24 (%): 7.65  
Population 65 and Over (%): 9.62  
Persons Below Poverty Level (%): 22.55  
Children Under 18 Living in Poverty (%): 29.75  
School Enrolled Children Age 3 and 4 (%):  
Not High School Graduate (%): 11.23  
No Health Insurance Under 19 (%): 16.50  
No Health Insurance Age 19-64 (%): 14.25  
No Health Insurance Age 65 and Over (%): 0.00  
Non-Hispanic, Black (%): 26.83  
Non-Hispanic, White (%): 40.62  
Hispanic (%): 6.13  
American Indian or Alaska Native (%): 0.58  
Asian (%): 12.31  
Native Hawaiian or Other Pacific Islander (%): 0.00  
Some Other Race (%): 0.00  
Foreign Born (%): 13.34

No One in Household Age 14+ Speaks English "Very Well" (%): 7.16  
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 2.41  
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 (%): 0.00  
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 (%): 0.73  
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: 1,903  
Total Occupied Housing Units: 1,829  
Renter Occupied Housing Units (%): 33.52  
Married Couple Households with Child Under 18 (%): 50.45  
Family Occupied Housing Units with Related Children Under 6 (%): 37.55  
Population 1+ Who Moved From Another Residence Within the Last Year (%): 8.53  
Vacant Housing Units (%): 3.89  
Multi-Unit (10+) Housing (%): 7.93  
Households with No Computing Device (%): 11.43  
Households with Computer (%): 79.61  
Households with Only Smartphone (%): 2.84  
Households with No Internet Access (%): 19.03  
Households with Broadband Internet Access (%): 64.90  
Population with No Computing Device (%): 7.29  
Population with Broadband Internet and Computing Device (%): 80.49

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# MEDIA RESOURCES

## MEDIA NEWSROOM



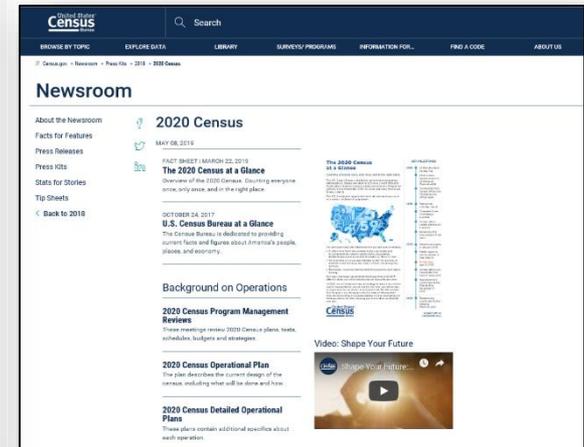
[census.gov/newsroom.html](https://www.census.gov/newsroom.html)

## RECRUITING TOOLKIT



[www2.census.gov/about/partners/general/2020-recruitment-toolkit.pdf?#](https://www2.census.gov/about/partners/general/2020-recruitment-toolkit.pdf?#)

## MEDIA TOOLKIT



[census.gov/newsroom/press-kits/2018/2020-census.html](https://www.census.gov/newsroom/press-kits/2018/2020-census.html)

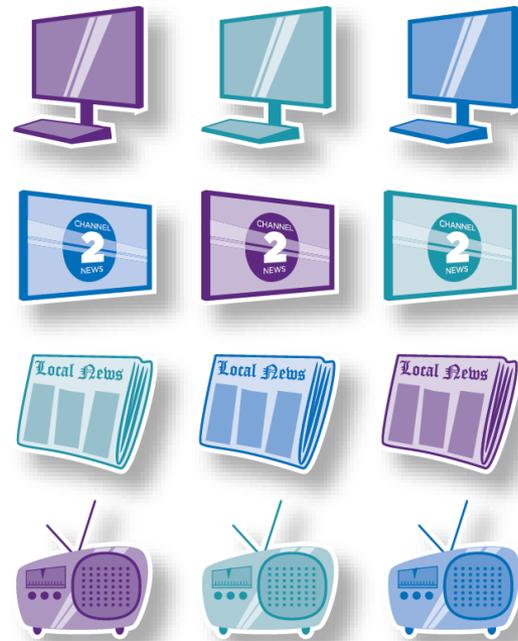
# CRITICAL NEXT STEPS

# CRITICAL NEXT STEPS

1. Formalize with Letter to Regional Director
2. Appoint a Census Liaison
3. Determine CCC Membership
4. Establish a CCC
5. Request CCC Training
6. Help with Recruiting for Census Jobs
7. Maintain Ongoing Census Awareness Activities
8. Continue Supportive Initiatives Through the  
Entire Census Process

# USE YOUR MEDIA CHANNELS

- Appoint a designated spokesperson for Census-related interviews and press conferences
- Leverage existing media relationships to support Census outreach and recruiting
- Promote the Census via social media channels
- Create a targeted media plan to encourage, educate and engage hard-to-count populations within low-response areas in the district
- Sign up at [Census.gov](https://www.census.gov) for regular updates about Census operations



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# CONNECT WITH US

2020 Census Homepage

[census.gov/2020Census](https://census.gov/2020Census)

Census Alerts

[public.govdelivery.com/accounts/USCENSUS/  
subscriber/new](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new)

2020 Census  
Memorandum Series

[census.gov/programs-  
surveys/decennial-census/2020-  
census/planning-management/memo-  
series.html](https://census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html)

American Community Survey

[census.gov/programs-surveys/acs/](https://census.gov/programs-surveys/acs/)



[2020census.gov/jobs](https://2020census.gov/jobs) or  
[2020census.gov/fieldjobs](https://2020census.gov/fieldjobs)

[census.gov/about/regions/chicago/jobs  
/all.html](https://census.gov/about/regions/chicago/jobs/all.html)

uscensusbureau

# THANK YOU FOR YOUR PARTNERSHIP

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