

The 2020 Census Forefront

*Springfield, IL
October 19, 2017*



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, Geographic Partnership Programs and our Current Survey Regional data collection activities. 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. As the operational design for the 2020 Census is still being tested and not yet finalized, it is important to keep in mind the purpose of the 2020 Census and how the data will be used in the future.

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 or 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. Looking forward to the 2020 Census Experience!

“We understand that a plan is only as good as those who are put in the game to mobilize that 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 of winning.”

- Marilyn A. Sanders

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

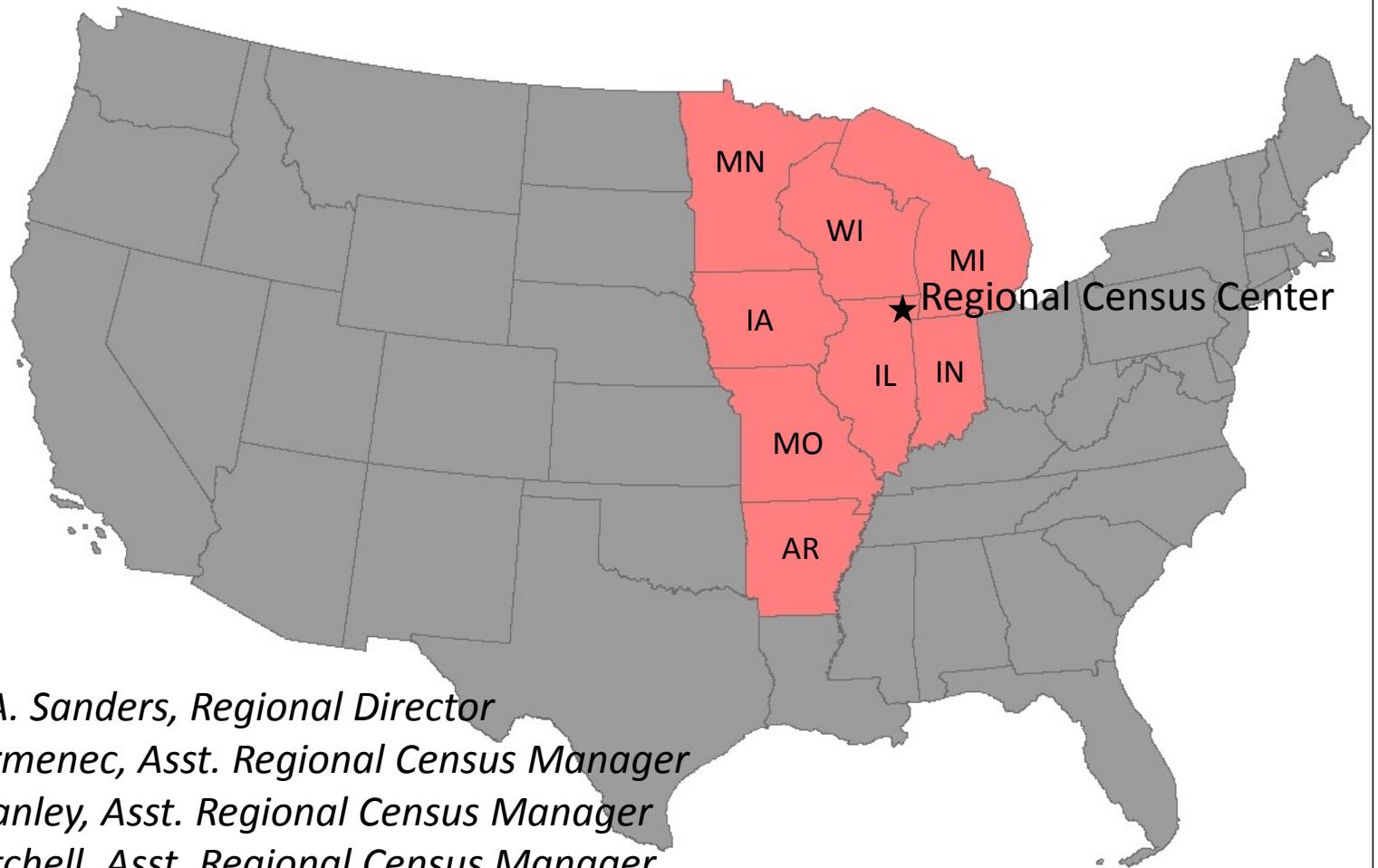
Today's Agenda

2020 Census Plan and Schedule

Geographic Partnership Opportunities

Partnership and Engagement

Chicago Region



Marilyn A. Sanders, Regional Director
Gail A. Krmeneč, Asst. Regional Census Manager
Debra Stanley, Asst. Regional Census Manager
Mark Mitchell, Asst. Regional Census Manager
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The 2020 Census

Count Everyone, Only Once, in the Right Place

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.



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

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



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
April 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)
April 1, 2020	2020 Census Day!
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

Geographic Partnership Opportunities

2020 Census



Boundary and Annexation Survey



Local Update of Census Addresses



Participant Statistical Areas Program



Boundary and Annexation Survey

BAS

What is It?

Annual survey of all governments to collect legal boundaries in effect on January 1st of the BAS year.

Why Participate?

Boundaries that *the Census Bureau has on record* are used to tabulate data for:

Decennial Census (year ending in 0)

Economic Censuses (years ending in 2, 7)

Population Estimates Program (annually)

American Community Survey (annually)

Submission Deadlines

March 1 of Survey Year: updates reflected in all subsequent censuses, surveys and estimates published for that year

May 31 of Survey Year: updates reflected in the following year's BAS



Local Update of Census Addresses

LUCA

What is It?

A once-a-decade-opportunity for eligible governments to review their address list that will be used to conduct the Decennial Census

Why Should Governments Participate?

To ensure that the Census Bureau has a complete and accurate address list for the jurisdiction for the 2020 Census

Note: If an address is not included in the census, for whatever reason, we cannot add it (and the population associated with it) after the census has been completed. The apportionment counts are based on the census figures delivered to the President by December 31, 2020.



Local Update of Census Addresses

LUCA Schedule

Date	Activity
✓ January 2017	Advance Notice mailed to HEOs and other governmental unit contacts Housing unit counts by block available for governments
✓ March 1	Deadline for BAS response (1 st Deadline)
✓ March-December 2017	LUCA Promotional Workshops
✓ July 2017	LUCA Invitation and Registration Materials mailed to HEOs
October 2017	LUCA Training Workshops begin
December 15 2017	Deadline for LUCA Registration
February-April 2018	Participants review and update the Census Bureau's address list (120 day review period from receipt of materials)
August-September 2019	Census Bureau delivers LUCA participant feedback
April 1, 2020	2020 Census Day



Participant Statistical Areas Program

PSAP

What is It?

Opportunity for invited participants, including American Indian tribes, to review and update Census Tracts, Block Groups, and Census Designated Places (CDPs) in advance of 2020 Census Data tabulation and publication.

How to Participate?

Census Bureau invites former 2010 PSAP participants and solicits new partners where there were no 2010 participants for a geographic area.



Participant Statistical Areas Program

PSAP

Schedule

Date	Activity
August 2017	Participant Statistical Areas Program announcement
Late 2018	PSAP delineation/review
Late 2019	PSAP Verification



2020 Census

Community Partnership and Engagement Program

Working Together for a Strong 2020

- More Response options:

Easy to respond...

- Internet
- Telephone
- Traditional mail form



Any Time



Any Where



Any Device

- Available in multiple languages
- National Communications Campaign
- Strong Partnerships
 - Engage all community members in the process

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

2020 Census Integrated Partnership and Communications

Communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, and United States Territories 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

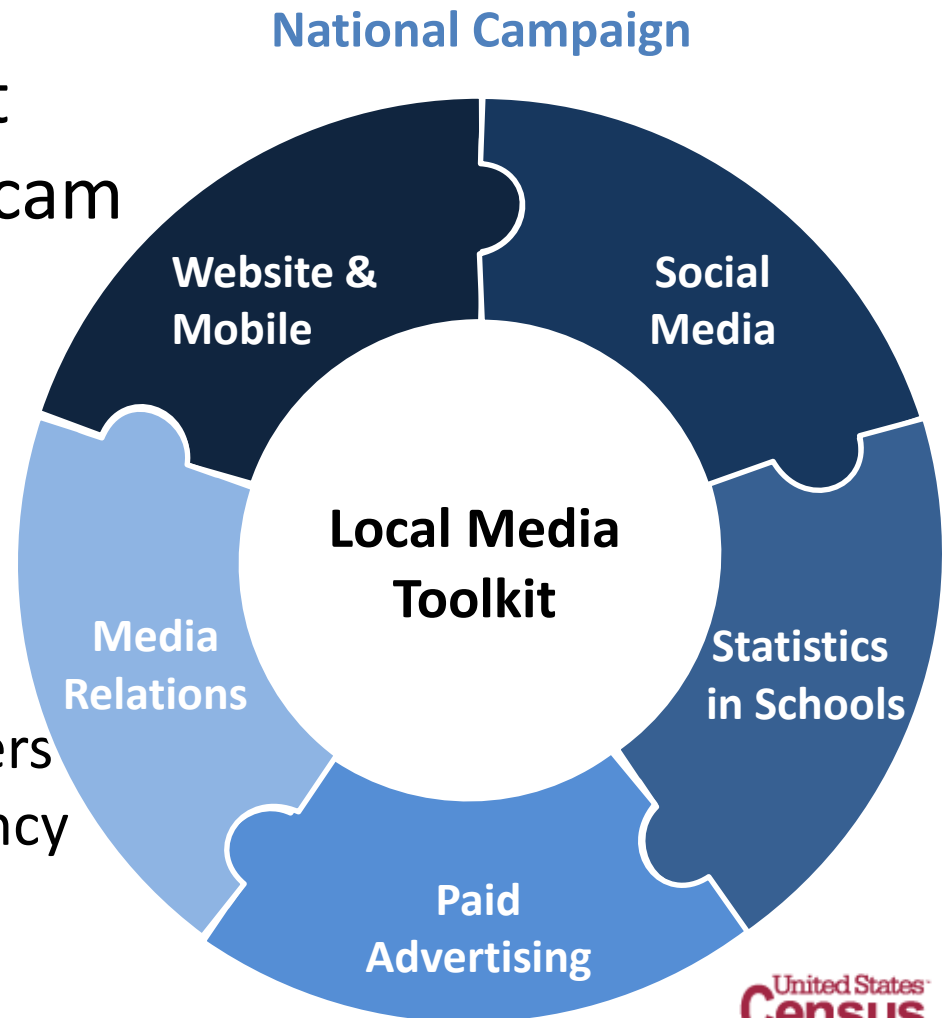
Main Components of the IPC



Nationwide Communications Contract

2020 Census Integrated Communications Contract awarded to Young & Rubicam

- Vendor for Census 2000
- Extensive experience
- World class marketing and communications expertise
- Multi-pronged approach
- Local media toolkit for partners broadens reach and consistency



Community Partnership and Engagement Program

The Environment

- Growing concerns about privacy and cybersecurity
- Growing terrorist fear
- Charged political environment
- Growing diversity in our nation's population
- Deepening distrust of government

Previous Hard-To-Count Demographics

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



2010 Coverage Measurement

Illinois

State Net Coverage	Net Undercount Persons		Net Undercount Housing Units	
		-59,800.00	-0.48	12,400.00

Places with 100,000+ Total Population	Net Undercount Persons		Net Undercount Housing Units	
	Chicago City	-11,700.00	-0.45	-11,400.00

Counties with 100,000+ Total Population	Net Undercount Persons		Net Undercount Housing Units	
	Cook County	-33,100.00	-0.65	-9,500.00

A positive estimate denotes a net undercount and a negative estimate denotes a net overcount.

Source: 2010 Census Coverage Measurement, U.S. Census Bureau

Percentage Net Undercount by Race and Hispanic Origin

	1990	2000	2010	Is there a significant difference from 2010?	
				1990	2000
Non-Hispanic White	0.68*	-1.13*	-0.84*	Yes	
Non-Hispanic Black	4.57*	1.84*	2.07*	Yes	
Non-Hispanic Asian	2.36*	-0.75	0.08		
American Indian on Reservation	12.22*	-0.88	4.88*		Yes
American Indian off Reservation	0.68*	0.62	-1.95		
Native Hawaiian or Pacific Islander	2.36*	2.12	1.34		
Hispanic Origin	4.99*	0.71	1.54*	Yes	

* Statistically significantly different from zero

Percentage Net Undercount by Age for Children 1990-2010

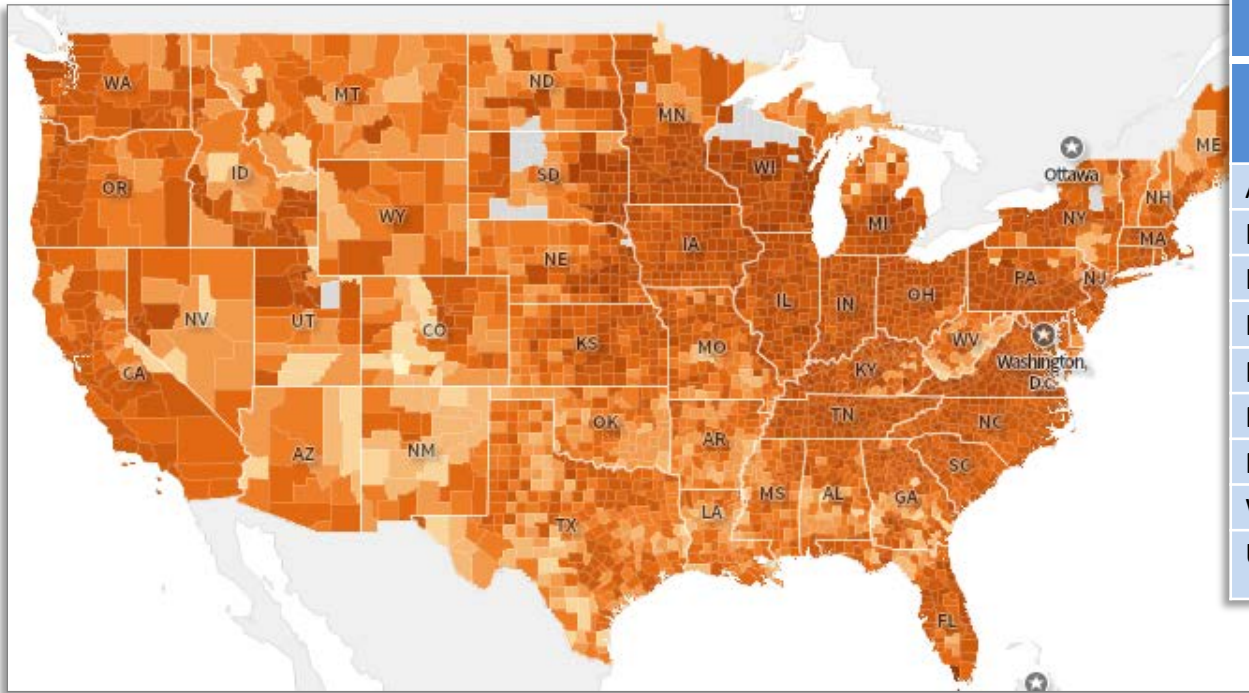
Age	1990	2000	2010
0 to 4	3.18*	-0.46	0.72*
5 to 9			-0.33
10 to 17		-1.32*	-0.97*

Is there a significant difference from 2010?	
1990	2000
Yes	

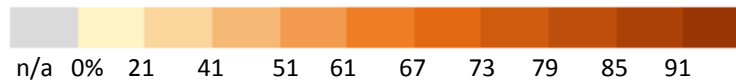
* Statistically significantly different from zero

Participation Rate: 2010

By State



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



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

The Complete Count Program

- State Complete Count Commissions
- Complete Count Committees
 - County
 - Municipal
 - Tribal
 - Community
- Community Partners as Trusted Voices

The foundation
of organized
outreach efforts

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



2010 Nonprofit Organizations Activities

- Joyce Foundation - \$1.25 million, Illinois Funders Census Initiative: *Count Me In*
- 26 grants supported outreach work in the State of Illinois
- Chicago Community Areas Funded –
 - Averaged 5% increase in 2010 from 2000
 - Average amount awarded - \$42,000 per grantee
 - 92% had 2 to 7 grantees focused on residents of Chicago Community Area
- *Nonprofit Outreach to continue in 2020*

Local Partnership is Important

We need your help!

Educate people about the 2020 Census, motivate them to self-respond, and encourage cooperation with enumerators

Encourage community partners to implement activities and events to raise Census awareness.

Engage community partners to increase decennial participation of those who are less likely to respond or are often missed



*Partnership
can make a
HUGE
difference.
Help us...
To help you.*

Resources

2020 Information: <http://www.census.gov/2020census>

LUCA: <https://www.census.gov/geo/partnerships/luca.html>

Geographic Partnerships:

<https://www.census.gov/geo/partnerships/>

Questions?

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More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



twitter.com/uscensusbureau



More information on the 2020 Census:
<http://www.census.gov/2020Census>



youtube.com/user/uscensusbureau



More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



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