2020 Census Briefing

July 17, 2019

Prince George’s County
Complete County Committee
Kick-Off

Sonya Harris-Ladjevich, Partnership Specialist
2020 Census

• U.S. Constitutional Mandate, Article 1, Section 2
• Apportion seats in the U.S. House of Representatives
• Conduct redistricting at the federal, state, and local levels
• Distribute over $675 billion federal dollars to state and local governments
• Increasingly diverse and growing population
• Confidential
  – Responses are protected by Federal Law
  – Responses are only used to produce statistics
• To conduct the 2020 with the same high quality as the 2010 design
Design for 2020 Census

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond
- Conduct a nationwide 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
- 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 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
2020 Census Operational Timeline

- In-Field Address Canvassing: August 2019 – October 2019
- Group Quarters: February 2020 – July 2020
- Census Day: April 1, 2020
- Internet Self Response: March 2020 – July 2020
- Update Leave: March 2020 – April 2020
- Nonresponse Follow-up: April 2020 – July 2020
2020 Maryland Area Census Offices (ACOs)

Opening July 2019

- Baltimore
- Hanover
- Towson
- Hagerstown
## 2020 Census Recruiting Goals
### Prince George’s County Maryland

<table>
<thead>
<tr>
<th></th>
<th>Early Operations</th>
<th>Peak Operations</th>
<th>Applicants as of June 15, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Applicant Goal</td>
<td>503</td>
<td>5,675</td>
<td>2,057 (36%)</td>
</tr>
<tr>
<td>State Goal</td>
<td>2,922</td>
<td>36,301</td>
<td>11,361 (31%)</td>
</tr>
</tbody>
</table>
Overcoming 2020 Census Obstacles

• Identifying Hard to Count Areas/Hard to Recruit Area
• Partnership Efforts
• Effective Messaging
  – 2020 Census Employment Opportunities
  – Responding to the 2020 Census
• Complete Count Committees
Respondent Outreach Area Mapper

Planning database
• Select 2010 Decennial Census Data
• Select 2010-2014 5-year American Community Survey (ACS) estimates
• Census block group and tract levels of geography
• Available to the Public

The Low Response Score (LRS) is a metric developed by the Census Bureau to classify geographic areas according to their propensity to self-respond in survey and censuses. The LRS predicts the mail non-response rate. The score is updated yearly and the data is derived from the 2011-2015 American Community Survey and the 2010 Census data.
Overcoming Obstacles through Partnerships

- Elected Officials
- Colleges and Universities
- School Districts
- Libraries
- Governments Offices
- Community Organizations and Associations
- Media Outlets
- Businesses

Trusted Voices will encourage participation
Prince George’s County Partnership Initiatives

- Complete Count Committees
- Community/State and Local Networks
- Faith-Based Community Outreach
- Foreign Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Trusted Voices
- Thank You Campaign
2020 Census Prince George’s Partnership Activities

- Prince George’s County Complete Count Committee
- UMD Office of Community Engagement:
- Prince George's County NAACP
- Prince George’s County Municipal Association
- Suitland Civic Association
- Casa De Maryland
- Prince George's Community College
- 2020 Census events:
  - Council Member Monique Anderson-Walker Town Hall Meeting -D8
  - School Board member Belinda Queen Coffee Circle presentation
  - Council Member Sidney Harrison Town Hall Meeting -D9
  - County Executive Office- coordinating faith based leaders presentation
    - Greater Mt. Nebo AME Church presentation
Looking Back and Ahead to Census 2020

2018

• Partnership Program - Launch of the Partnership Program
• Recruitment Begins (Fall)

2019

• Maryland Area Census Offices Open (July/August)
• Complete Count Committees - Complete Formation of SCCC/CCCs

2020

• Advertising - Begins in early 2020
• Census Day - April 1, 2020
• Nonresponse Follow-up - Begins in March and continues through July
• Apportionment Counts delivered to the President - December 31, 2020

2021

• Redistricting Counts to the States - By March 31, 2021
Questions?

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