

- <https://youtu.be/LXJz7ZfzAuM>
- <https://youtu.be/wLFjPTogMIs>
- <https://youtu.be/WVyfvMdEtsE>
- <https://youtu.be/IE8COwgnheM>
- [https://youtu.be/Q0VI\\_SkhMKg](https://youtu.be/Q0VI_SkhMKg)

**Shape  
your future  
START HERE >**

United States®  
**Census  
2020**

*Lee Osberry*  
*Partnership Specialist*  
Feb. 26, 2020

# The Decennial Census

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People.



- ✓ Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution.
- ✓ Draw congressional and state legislative districts, school districts, and voting precincts.
- ✓ Distribute more than \$675 billion federal annually to states.
- ✓ Inform federal, tribal, state, and local government planning decisions.
- ✓ Inform business and nonprofit organization decisions (e.g., where to locate, size of the market).

# 2020 Census Goals

## *Goals*

- ✓ To count everyone once, only once, and in the right place

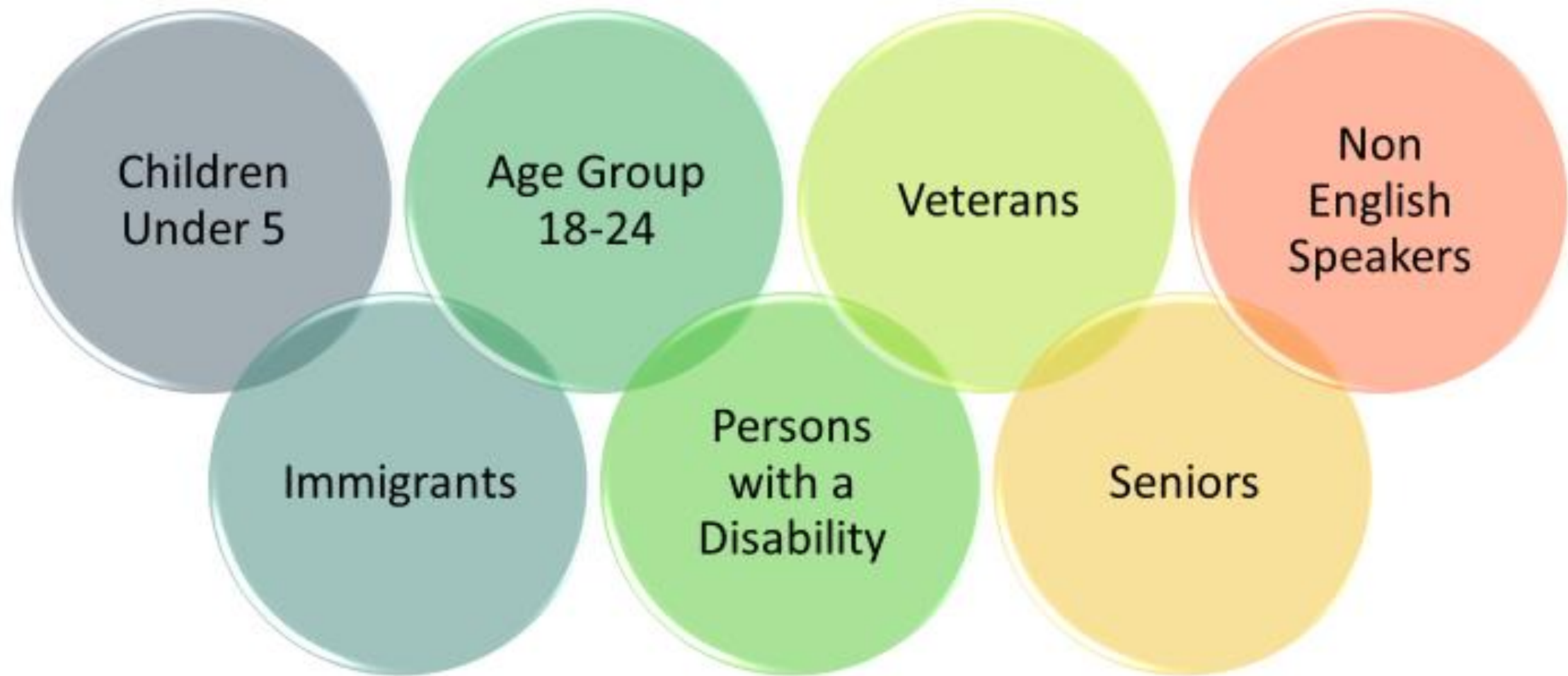
## *Objectives*

- ✓ To conduct the 2020 with the same high quality in comparison to the 2010 design.

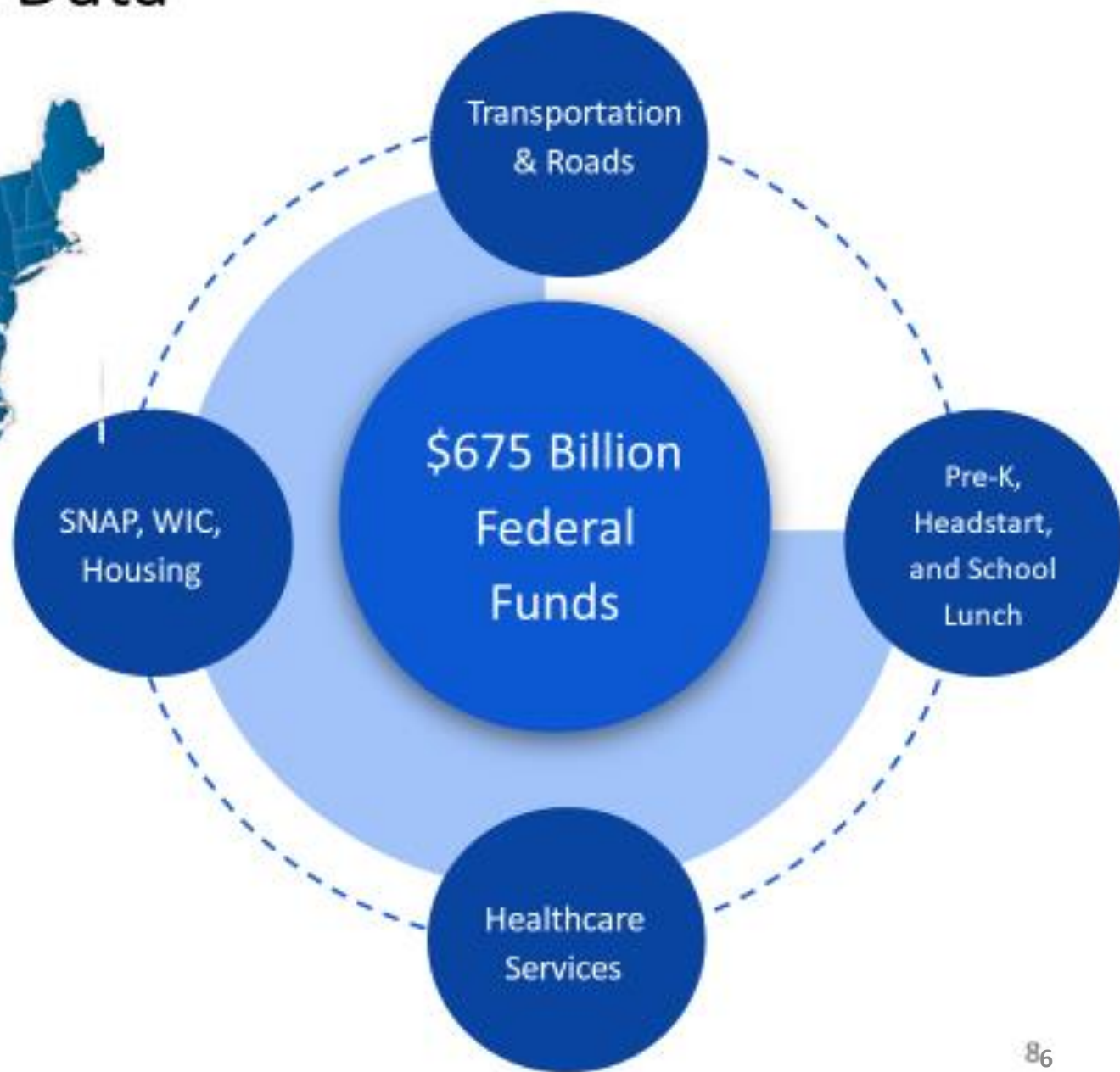
## *What's New*

- ✓ We're maximizing outreach by using both traditional and new media.
- ✓ We're offering and encouraging people to use the secure online response option.
- ✓ We're providing our fieldworkers with handheld devices for collecting Census data.
- ✓ We're utilizing automated systems for recruiting, training, and payroll.

# Historically Undercounted Groups

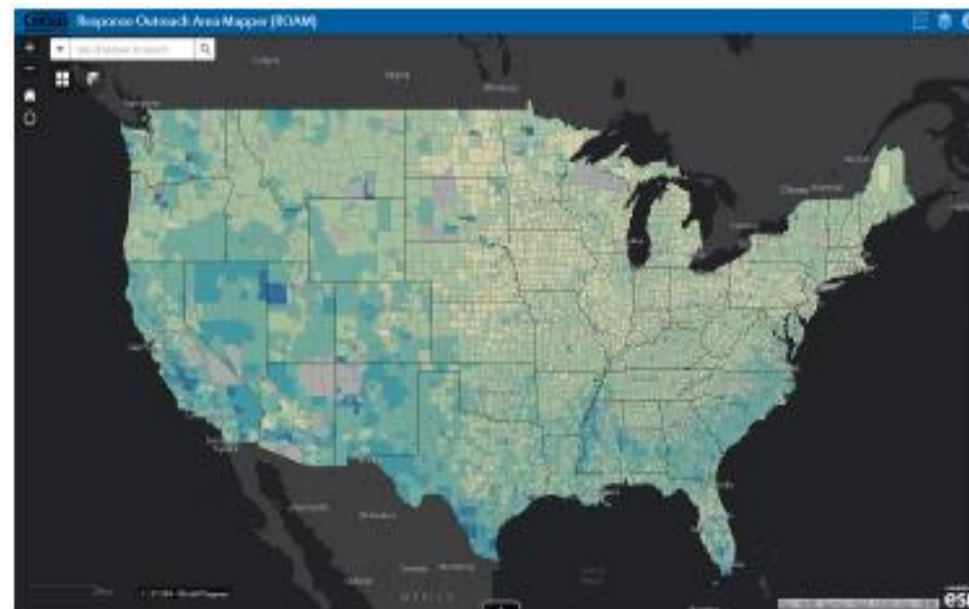


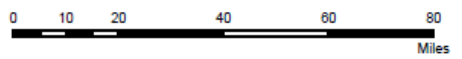
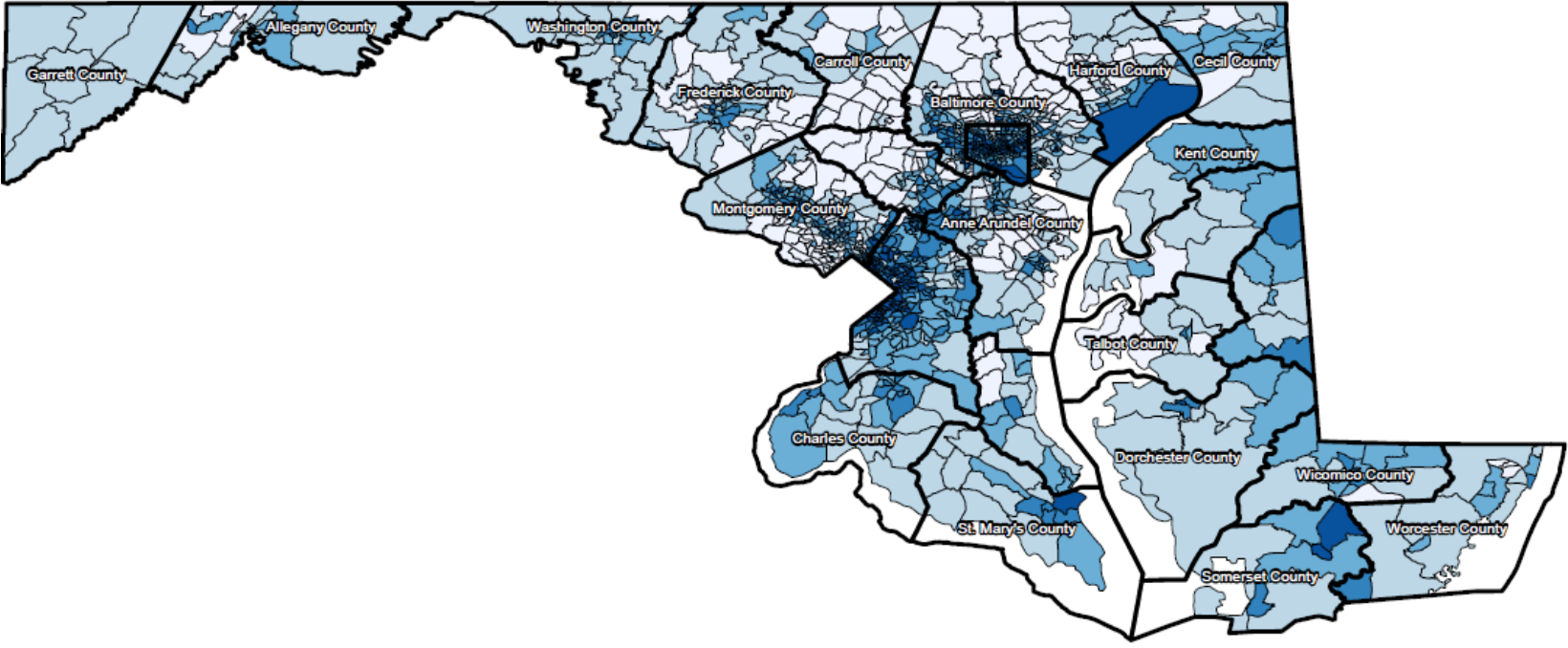
# Even More Uses for Census Data



# Low Response Score (LRS) Variables

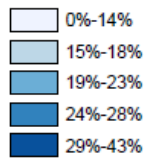
- ✓ LRS Score: predicts mail return rate
- ✓ ACS Variables:
  - Total Pop
  - Household Med Income
  - % Pop under age 5
  - % Pop over age 65
  - % below Poverty Level
  - Race Data
  - Language Data





Percent of Low Response by Census Tract:  
State of Maryland

Percent of Non-responses by Census Tract



**NAS Pax River & Lexington Park  
Census Tract 8758.01  
St. Mary's County, Maryland**

**Low Response Score (%): 31.3**

**2012-2017 ACS 5-year estimates**

**ACS Self-Response Rate: 68.9**

**Total Population: 1,617**

**Median Household Income (\$): 59,318**

**Population Under 5 (%): 14.59**

**Population 18-24 (%): 21.77**

**Population 65 and Over (%): 0.12**

**Below Poverty Level (%): 6.51**

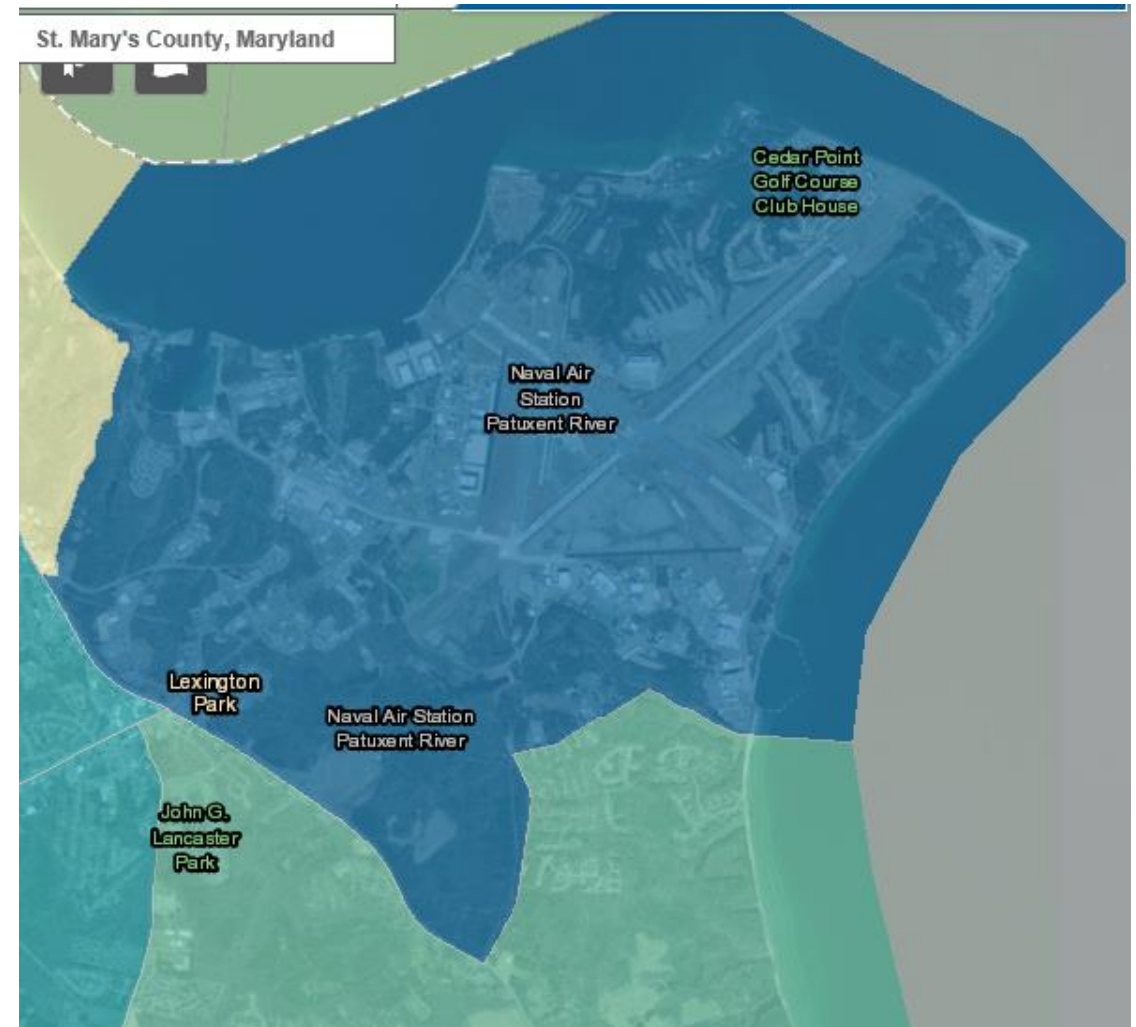
**Not High School Graduate (%): 5.93**

**Non-Hispanic, Black (%): 13.85**

**Non-Hispanic, White (%): 64.01**

**Hispanic (%): 13.85**

**Asian (%): 2.91**



**Census Tract 8760.01  
St. Mary's County, Maryland**

**Low Response Score (%): 27.0**

**2012-2017 ACS 5-year estimates**

**ACS Self-Response Rate: 51.5**

**Total Population: 4,988**

**Median Household Income (\$): 57,665**

**Population Under 5 (%): 8.34**

**Population 18-24 (%): 8.26**

**Population 65 and Over (%): 6.58**

**Below Poverty Level (%): 18.95**

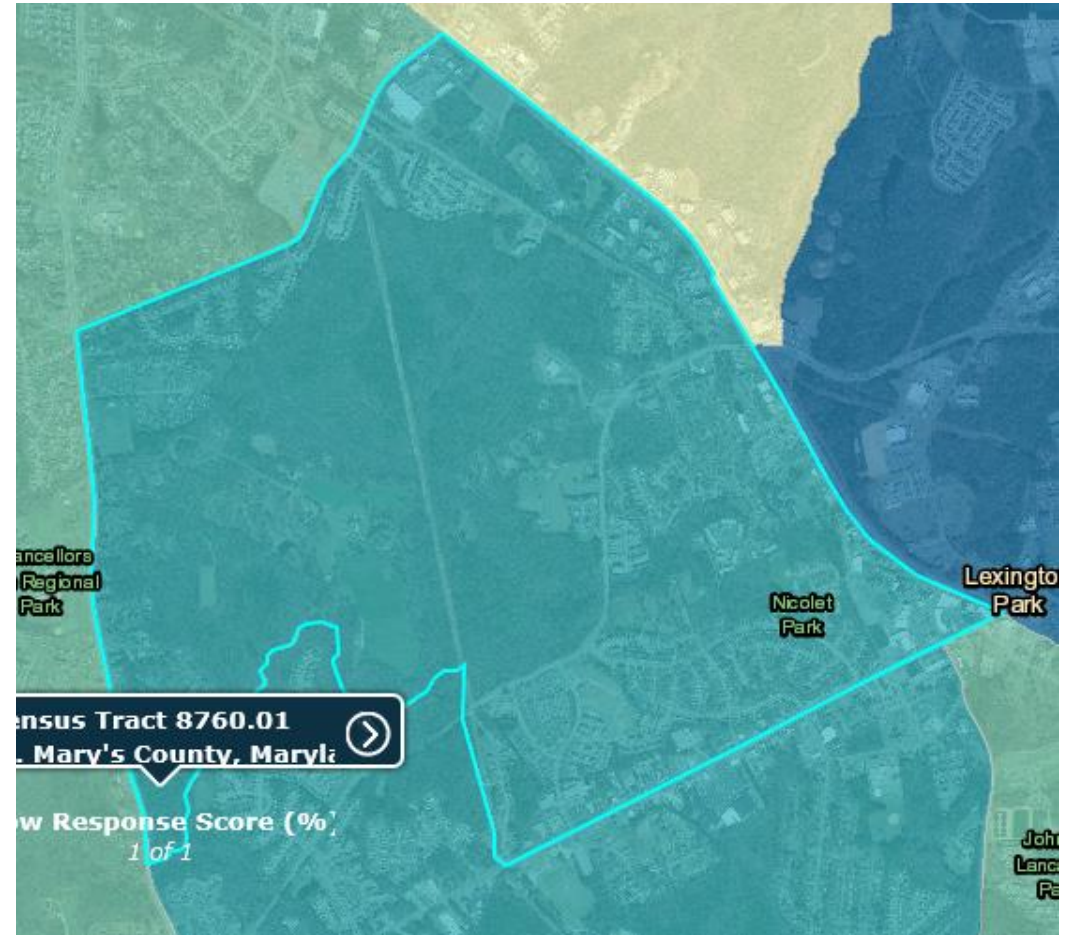
**Not High School Graduate (%): 11.98**

**Non-Hispanic, Black (%): 35.36**

**Non-Hispanic, White (%): 51.02**

**Hispanic (%): 7.86**

**Asian (%): 2.81**

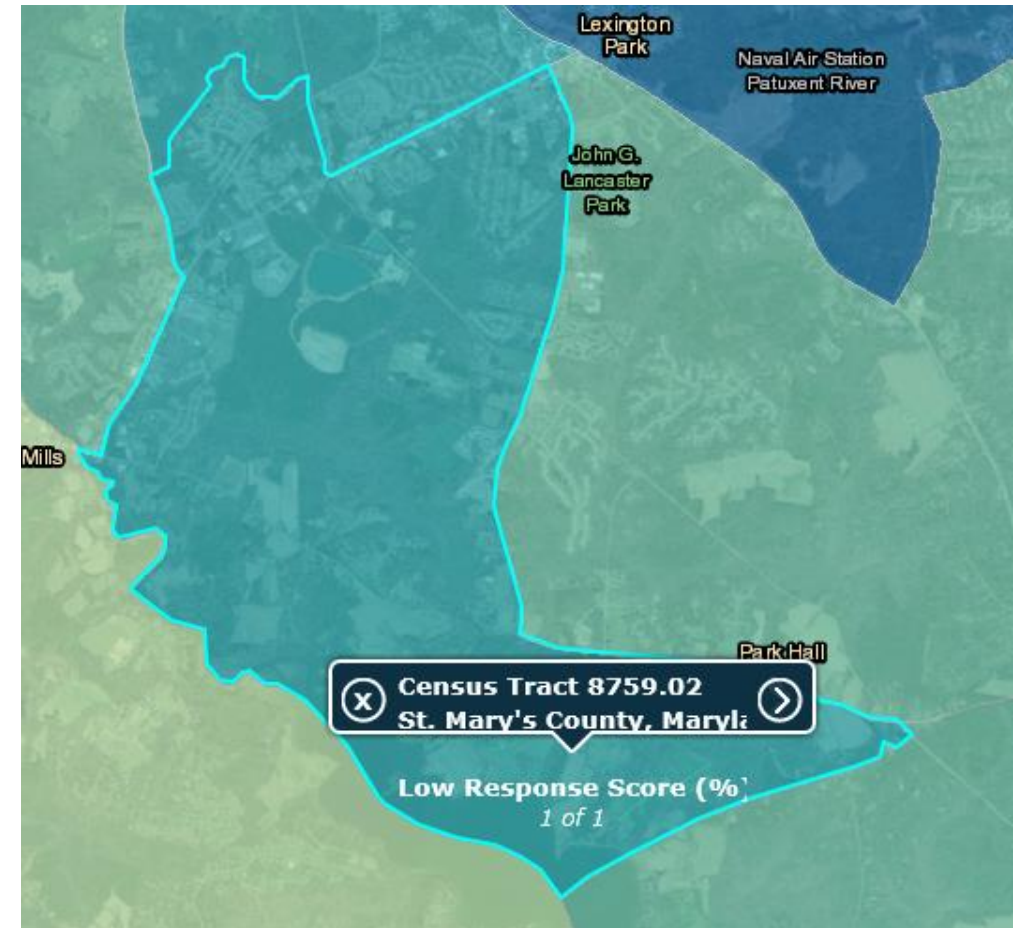


**Census Tract 8759.02**  
**St. Mary's County, Maryland**

**Low Response Score (%): 27.1**

**2012-2017 ACS 5-year estimates**

**ACS Self-Response Rate: 51.3**  
**Total Population: 8,834**  
**Median Household Income (\$): 51,909**  
**Population Under 5 (%): 7.57**  
**Population 18-24 (%): 12.37**  
**Population 65 and Over (%): 7.35**  
**Below Poverty Level (%): 13.42**  
**Not High School Graduate (%): 20.10**  
**Non-Hispanic, Black (%): 42.04**  
**Non-Hispanic, White (%): 41.11**  
**Hispanic (%): 10.30**  
**Asian (%): 4.69**

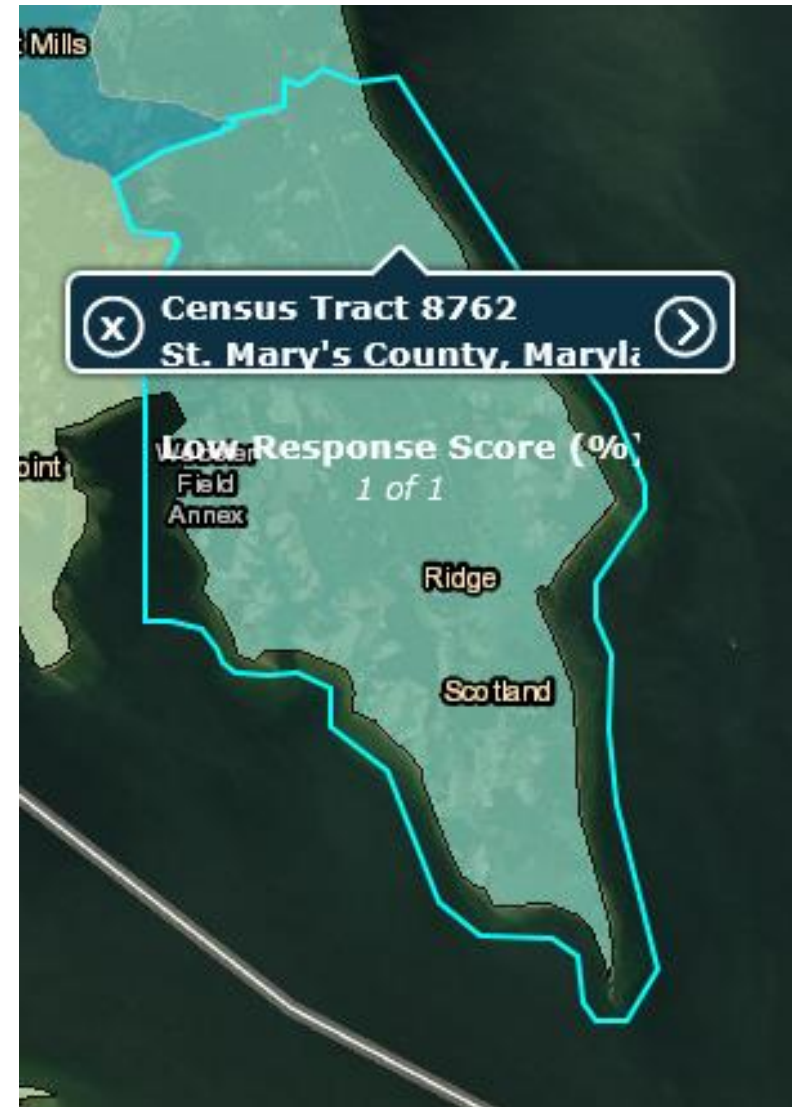


**Census Tract 8762  
St. Mary's County, Maryland**

**Low Response Score (%): 20.7**

**2012-2017 ACS 5-year estimates**

**ACS Self-Response Rate: 77.5**  
**Total Population: 6,765**  
**Median Household Income (\$): 92,130**  
**Population Under 5 (%): 2.37**  
**Population 18-24 (%): 30.54**  
**Population 65 and Over (%): 10.92**  
**Below Poverty Level (%): 8.59**  
**Not High School Graduate (%): 14.79**  
**Non-Hispanic, Black (%): 12.06**  
**Non-Hispanic, White (%): 80.92**  
**Hispanic (%): 3.68**  
**Asian (%): 1.37**



**Census Tract 8756**  
**St. Mary's County, Maryland**

**Low Response Score (%): 19.9**

**2012-2017 ACS 5-year estimates**

**ACS Self-Response Rate: 78.2**

**Total Population: 8,601**

**Median Household Income (\$): 98,182**

**Population Under 5 (%): 5.50**

**Population 18-24 (%): 10.24**

**Population 65 and Over (%): 11.48**

**Below Poverty Level (%): 1.41**

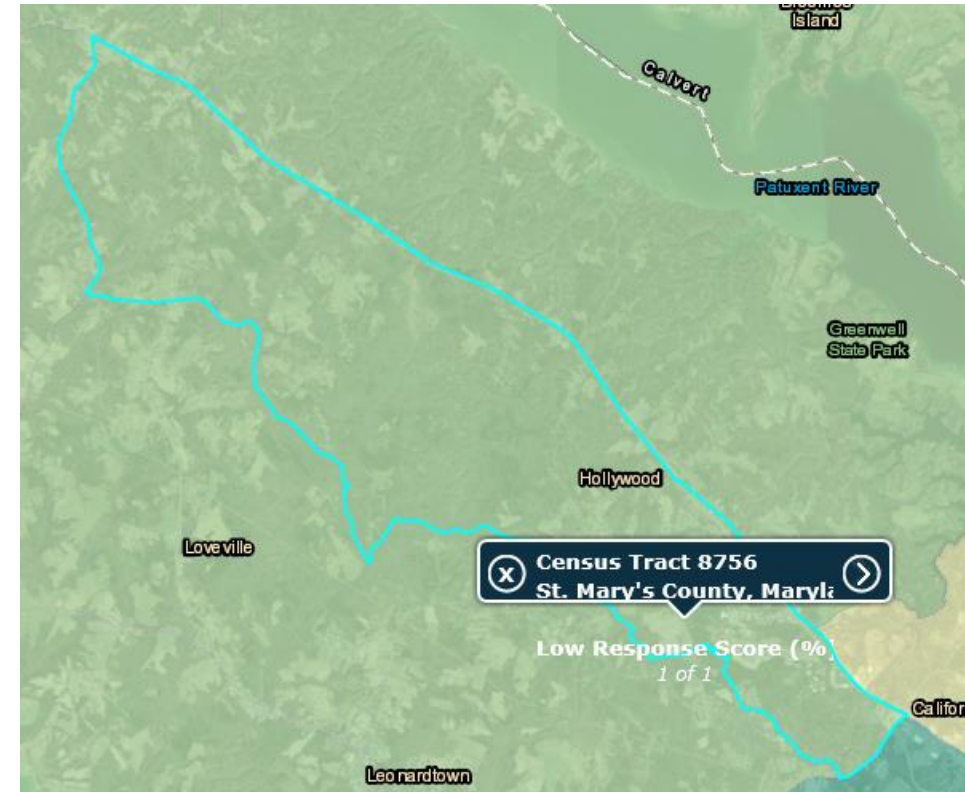
**Not High School Graduate (%): 9.84**

**Non-Hispanic, Black (%): 12.08**

**Non-Hispanic, White (%): 79.48**

**Hispanic (%): 2.69**

**Asian (%): 2.74**



# Participation Rates & Low Response

County	2000	2010
St. Mary's	71%	75%
Calvert	76%	80%
Charles	77%	78%
Anne Arundel	78%	80%
Prince George's	75%	74%



8756	Pax River/ Lexington	8760.01	8759.02	8762
19.9%	31.3%	27.0%	27.1%	20.7%
Non-Hispanic, White	Renter Occupied Housing Units	Persons Below Poverty level & Kids	Diverse by race-42 Blk, 41 Wht, 10 Hispanic, 4.7 Asian, 13 Foreign born	Population 18- 24
Children Under 6	Married couple households w/ Child under 18	Married couple households w/ Child under 18		Non-Hispanic, White

# 2020 Census

## How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by paper form, or in person.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



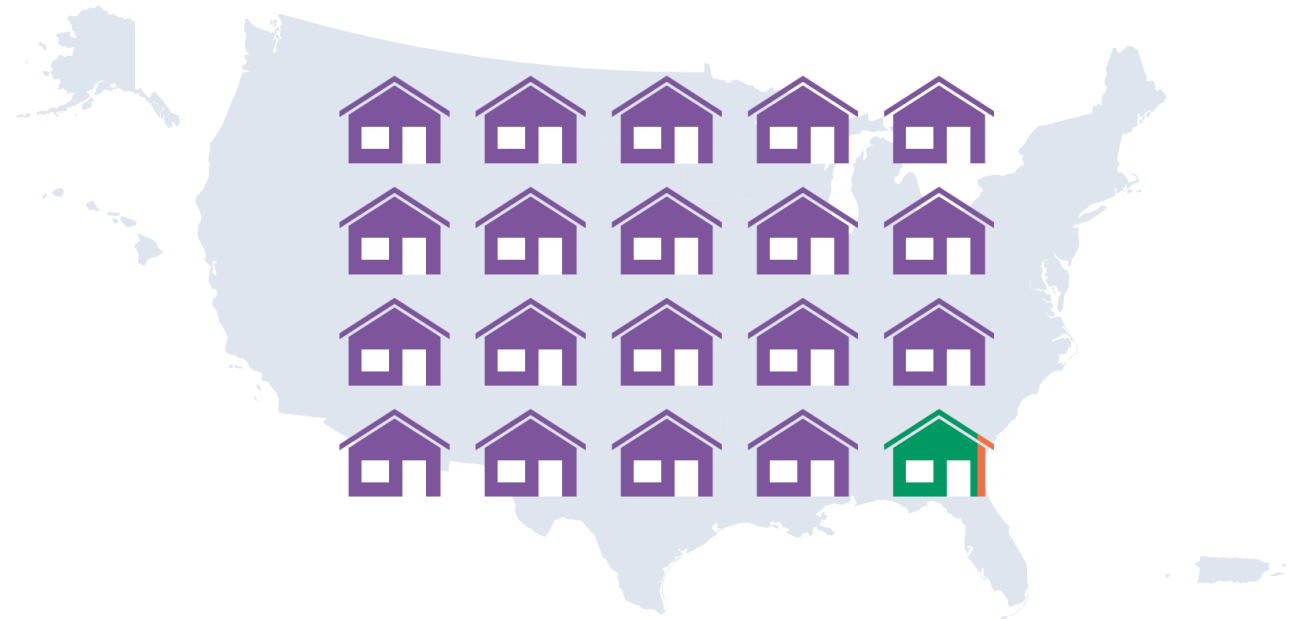
**95%** of households will receive their census invitation in the mail.



**Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use post office boxes or areas recently affected by natural disasters).



**Less than 1%** of households will be counted in person by a census taker instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.



# 2020 Census Decennial Survey

## What You Need to Know

- ✓ Sample form online now.  
<https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires/2020.html>
- ✓ This version excludes some features that will be made available to households starting in March 2020.
- ✓ You may request a paper form or complete over the phone.
- ✓ Assistance available in multiple ways including for those with disabilities.

The image shows a sample of the 2020 Census questionnaire form. At the top, it reads "United States Census 2020" and "This is the official questionnaire for this address. It is quick and easy to respond, and your answers are protected by law." Below this, there is a section for "FOR OFFICIAL USE ONLY". The main body of the form contains instructions and questions. A large watermark "INTERNATIONAL COPY" is overlaid diagonally across the page. The visible questions include: 1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020? 2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1? 3. Is this house, apartment, or mobile home... 4. What is your telephone number?

Video walkthrough: <https://youtu.be/vCM0XrSynFw>

“ Spanish version: <https://youtu.be/9OUDMYyo9T8>

“ Sign Language: [https://youtu.be/jfEQvQ\\_O4b8](https://youtu.be/jfEQvQ_O4b8)

# Confidentiality & Privacy


**CENSUS 101**

---

## Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



**United States**  
**Census**  
Bureau

### Responses are confidential, safe, and secure.

- ✓ Answers cannot be used against you in any way.
- ✓ Responses to the 2020 Census are protected by federal law.
- ✓ All Census Bureau staff take a lifetime oath to protect your personal information and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

### There are no exceptions.

- ✓ The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any

government agency or court in any way.

- ✓ The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits.
- ✓ Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

# Avoiding Fraud and Scams

The U.S. Census Bureau is committed to making the 2020 Census quick, easy, and safe for all participants.

- If someone visits your home to collect a response for the 2020 Census, you can do the following to verify their identity:
- First, check to make sure that they have a valid ID badge, with their photograph, a U.S. Department of Commerce watermark, and an expiration date.
- If you still have questions about their identity, you can call **800-923-8282** to speak with a local Census Bureau representative.



# Recruitment for Census Jobs

- ✓ A temporary local workforce is essential in conducting the 2020 Census. Government and Community Based groups will play a pivotal role in recruiting employees. The knowledge about factors that may affect the recruitment process is important to ensure the recruiting and hiring of temporary census staff is in line with community interests. The focus in the recruitment process is to:
  - Distribute information in communities when census jobs become available in their area.
  - Encourage community organizations and governments to use their networks to spread the word about census jobs.
  - Identify facilities where applicants can go to apply online.
  - Identify locations where training sessions for new hires can be held.
  - Help identify potential job applicants and refer them to the jobs website or the toll-free jobs line.

# 2020 Census Timeline

## Fall 2018

Recruitment begins for early census operations.

## Fall 2019

Recruitment begins for peak operations in 2020.

## August – October 2019

In-field address canvassing where needed.

## March – July 2020

Internet Self-Response.

## March – July 2020

In-person or follow-up interviews.

## March – September 2020

Census Questionnaire Assistance via telephone.

## April 1, 2020

Census Day – Respondents will be able to respond via internet, telephone or paper questionnaire.

## December 2020

U.S. Census Bureau delivers population counts to President for apportionment.

## March 2021

U.S. Census Bureau delivers redistricting data to states.




# M-QACs

- ***Mobile Questionnaire Assistance Centers (M-QACs)***
  - ✓ Travel to places in historically hard-to-count rural, urban and suburban neighborhoods.
  - ✓ Census enumerators answer questions and help people respond to the census on the spot.
  - ✓ Lexington Park,
  - ✓ Help us identify others.



# Resources

How to use this toolkit:

<p><b>STEP 1</b> <b>READ THE INTRO</b> PAGE 03</p> <p>Welcome! Find out what this toolkit is, who it's for, and how to use it.</p>	<p><b>STEP 2</b> <b>GET A CENSUS REFRESHER</b> PAGE 04</p> <p>Take Census 101—get a refresher on the reasons census matters to your community and the United States at large.</p>
<p><b>STEP 3</b> <b>LEARN THE BASICS OF OUTREACH</b> PAGE 06</p> <p>Get quick tips &amp; best practices on how to design your outreach based on behavioral science research.</p>	<p><b>STEP 4</b> <b>IDENTIFY YOUR AUDIENCE TO UNDERSTAND THEIR BARRIERS TO PARTICIPATION</b></p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="394 606 547 771">  <p>"I don't think the census has any impact on my life." PAGE 11</p> </div> <div data-bbox="573 606 726 771">  <p>"I don't feel comfortable sharing my information." PAGE 12</p> </div> <div data-bbox="751 606 904 771">  <p>"I have trouble completing census forms." PAGE 13</p> </div> <div data-bbox="930 606 1082 771">  <p>"I don't have time to fill out the census." PAGE 14</p> </div> </div>
<p><b>STEP 5</b> <b>TAILOR YOUR OUTREACH</b> PAGE 15</p> <p>Answer some questions and fill in the blanks to create a plan for your outreach strategy.</p>	<p><b>STEP 6</b> <b>USE OUR RESOURCES</b> PAGE 16</p> <p>See examples and get printable materials to support your census outreach efforts.</p>

## How census data is used

1 Decision making at all levels of government.	16 Designing facilities for people with disabilities, the elderly, or children.	32 Directing services to children and adults with limited English-language proficiency.
2 Drawing federal, state, and local legislative districts.	17 Planning future government services.	33 Planning urban land use.
3 Attracting new businesses to state and local areas.	18 Planning investments and evaluating financial risk.	34 Planning outreach strategies.
4 Distributing over \$675 billion annually in federal funds and even more in state funds.	19 Publishing economic and statistical reports about the United States and its people.	35 Understanding labor supply.
5 Forecasting future transportation needs for all segments of the population.	20 Facilitating scientific research.	36 Assessing the potential for spread of communicable diseases.



**2020**  
CensusMaryland

**Importante  
Fácil y Seguro**



**2020**  
CensusMaryland

**중요하고  
쉽고 안전한  
인구통계조사**

En Los Estados Unidos están requeridos a realizar un recuento nacional de todas las personas que viven en cada estado cada diez años (Constitución de los Estados Unidos, artículo 1, sección 2).  
El censo a realizarse en el 2020 impacta al estado de Maryland en varias maneras importantes.  
El censo:

- Determina la representación en el Congreso e impacta a los distritos legislativos locales;
- Es la base para el financiamiento de programas y servicios críticos para la Comunidad.
- Asiste a la toma de decisiones locales para el desarrollo económico, la construcción de escuelas y proyectos de transporte, así como la salud pública, la seguridad pública y la planificación de emergencias.

**¡ Cada Marylander cuenta!**  
**Sea contado en el Censo 2020.**

미국은 각 주에 거주하는 모든 주민들의 수를 10년마다 집계하는 인구통계조사를 실시해야 한다. (미 헌법 제 1조 2항)

2020년 전국인구통계조사는 메릴랜드에 매우 중요합니다. 인구통계조사는:

- 미 의회 의원 선출과 지역 선거구에 영향을 미칩니다.
- 핵심적인 사회 복지 프로그램과 서비스를 위한 연방 기금 배정의 근거가 됩니다.
- 지역사회의 경제 개발, 학교 건설, 교통 계획, 공공 보건 및 안전과 비상 대역들을 위한 의사결정에 도움을 줍니다.

**메릴랜드 주민 한 명 한 명이 모두 중요합니다!**  
**10년 만에 돌아오는 2020년 인구통계조사에 응해주십시오.**

# What is a Group Quarter (GQ)?

A GQ is 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.

Examples:

- ✓ College residence halls
- ✓ Group homes
- ✓ Prisons
- ✓ Nursing Homes
- ✓ Residential Treatment Centers
- ✓ Military Barracks



# What is Service-Based Enumeration (SBE)?

**SBE is a subset of GQ. SBE ensures that people without conventional housing and people who may be experiencing homelessness are counted in the census. Through this process, people who may not be included in counts of traditional household-type living arrangements or GQs are enumerated where they stay or receive services or at predetermined outdoor locations. We conduct these activities over 3 days.**

These locations include:

- ✓ Regularly Scheduled Mobile Food Vans
- ✓ Soup Kitchens
- ✓ Transitional and Emergency Shelters
- ✓ Targeted Non-sheltered Outdoor location

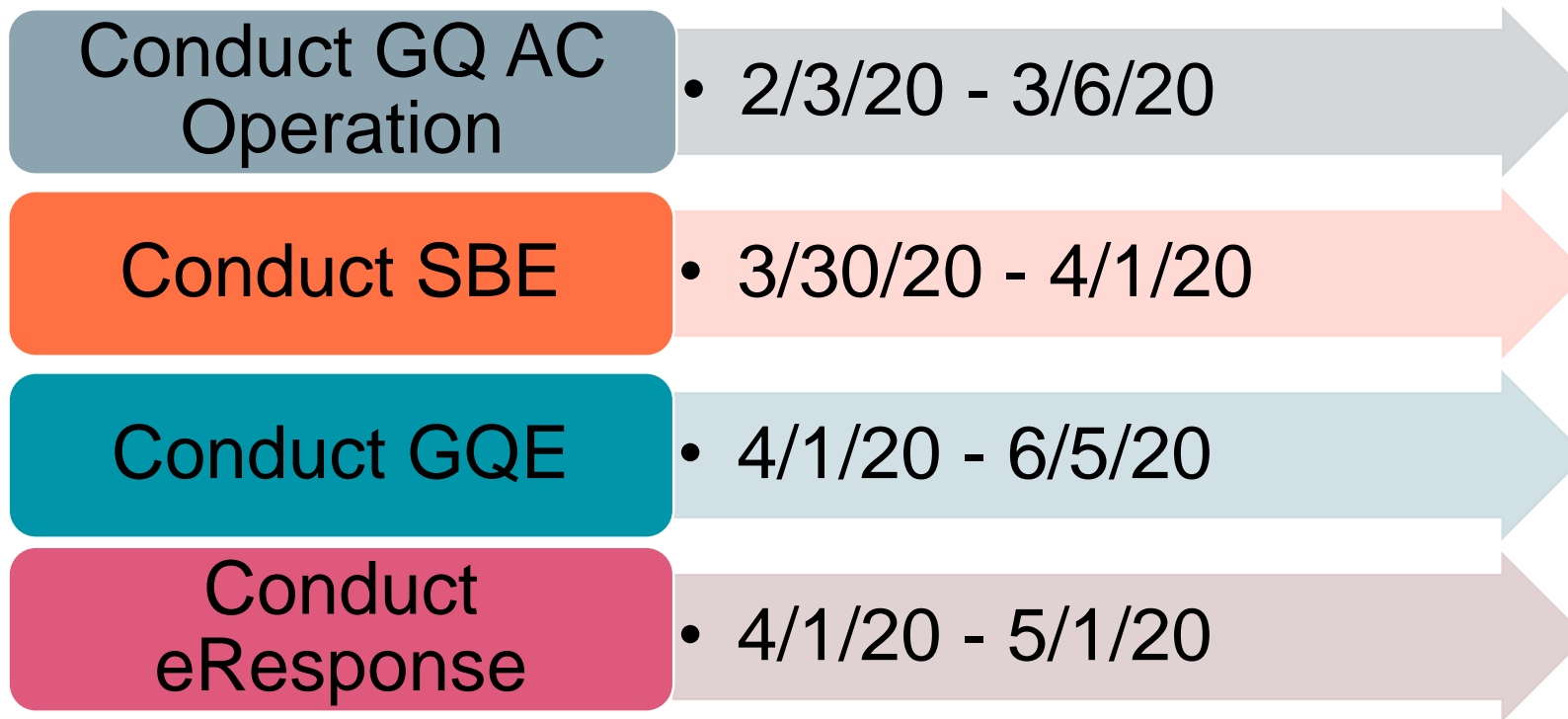


# What are Targeted Non-Sheltered Outdoor Locations (TNSOLs)?

**TNSOLs are predetermined outdoor locations. TNSOL are enumerated starting on the evening of Tuesday, 3/31/20. Teams of enumerators will go out to all the locations below and interview anyone they find there.**

- ✓ Living in Cars, Trucks, or RVs
  - ✓ Parking lots
  - ✓ Along streets
  - ✓ Parks
- ✓ Tent Encampments
- ✓ Bureau of Land Management areas
- ✓ Wooded/underdeveloped Land area
- ✓ Gas Stations
- ✓ Bus Depots
- ✓ Metro systems
- ✓ Pull Outs/Pull Overs
- ✓ Park Benches
- ✓ Big Stores Parking Lots
  - ✓ Walmart
  - ✓ Cabelas Sporting Goods Store

# GQ Operations Schedule



# Group Quarters Enumeration: Enumeration Methods

## ✓ Paper Response Collection

- ✓ The enumerator will meet with the GQ contact person of the facility to obtain a paper listing of Census response data for each person who was living or was staying at this facility on Census Day, April 1, 2020.

## ✓ In-Person Interview

- ✓ The enumerator will conduct a face-to-face, in-person interview with each person who was living or was staying at this facility on Census Day, April 1, 2020, to complete an Individual Census Questionnaire (ICQ).

# Group Quarters Enumeration: Enumeration Methods

## ✓ **Drop off/Pick Up**

- ✓ The enumerator will leave census questionnaires with the GQ contact person for them to distribute to each person who was staying at this facility on Census Day, April 1, 2020. Each resident will complete the questionnaire and return them to the contact person in a sealed envelope. The contact person should ensure each person completes and returns the questionnaires. Then, the enumerator will pick up the completed forms from the contact person on an agreed-upon date and time.

## ✓ **Facility Self-Enumeration**

- ✓ The enumerator swears in and trains the GQ contact person on how to handle Title 13 data to conduct the enumeration and provides all the materials and procedures needed to conduct the enumeration.

# Group Quarters Enumeration: Enumeration Methods

- ✓ **Electronic Transfer of Data (eResponse)**
  - ✓ The GQ types most likely to choose eResponse are correctional facilities, group homes, and nursing/skilled-nursing facilities, but this option is available for most GQ types.
  - ✓ GQ administrators who select eResponse will receive instructions, a unique User ID, and Census IDs through the mail to gain access to the secure eResponse website. These instructions are mailed from the NPC.
  - ✓ The data requested are GQ name, address, and respondent-level data (i.e. name, sex, date of birth, age on Census Day (April 1), Hispanic origin, race, and an alternate address where the person lives or stays when not at the facility). Same data as requested on the ICQ.

# Hanover Area Census Office

ACO-Manager

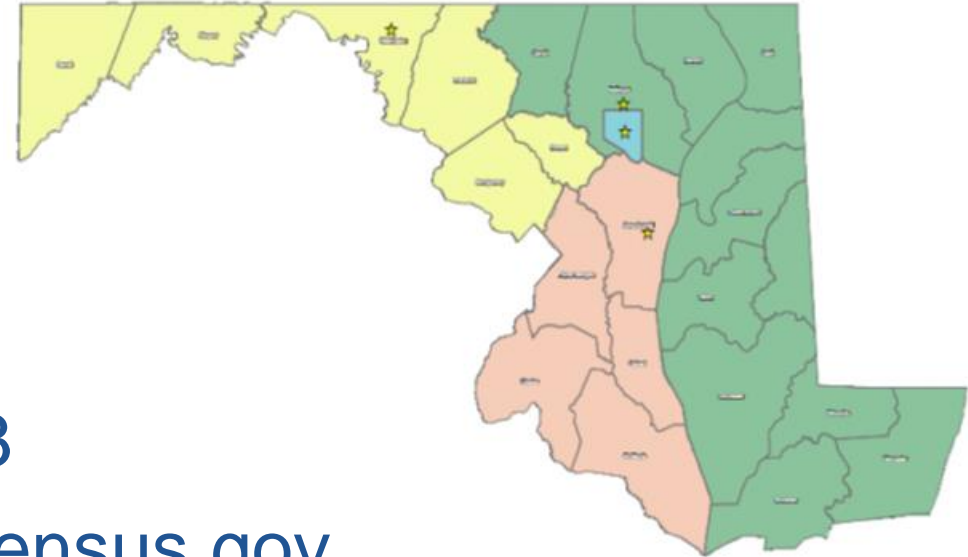
Mr. Johnny (Jerome) Carter

Main office: 410-689-6400

Kristin A Tkach-Pelgrim-410-689-6413

E-mail-kristin.a.tkach.pelgrim@2020census.gov

Domestic Violence Shelter (DVS) Enumeration



# Connect with Us



Sign up for and manage alerts at  
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



[facebook.com/uscensusbureau](https://facebook.com/uscensusbureau)



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](https://twitter.com/uscensusbureau)



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



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



<https://census.Maryland.gov/Pages/default.aspx>



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)



<http://www.census.gov/programs-surveys/acs/>



[pinterest.com/uscensusbureau](https://pinterest.com/uscensusbureau)



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://census.gov)

# Contact & Questions

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Troy Chartier—Census Recruiter

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Contact us: Philadelphia Regional Census Center- 1-844-507-2020

Email us at - [Philadelphia.rcc.partnership@census.gov](mailto:Philadelphia.rcc.partnership@census.gov)