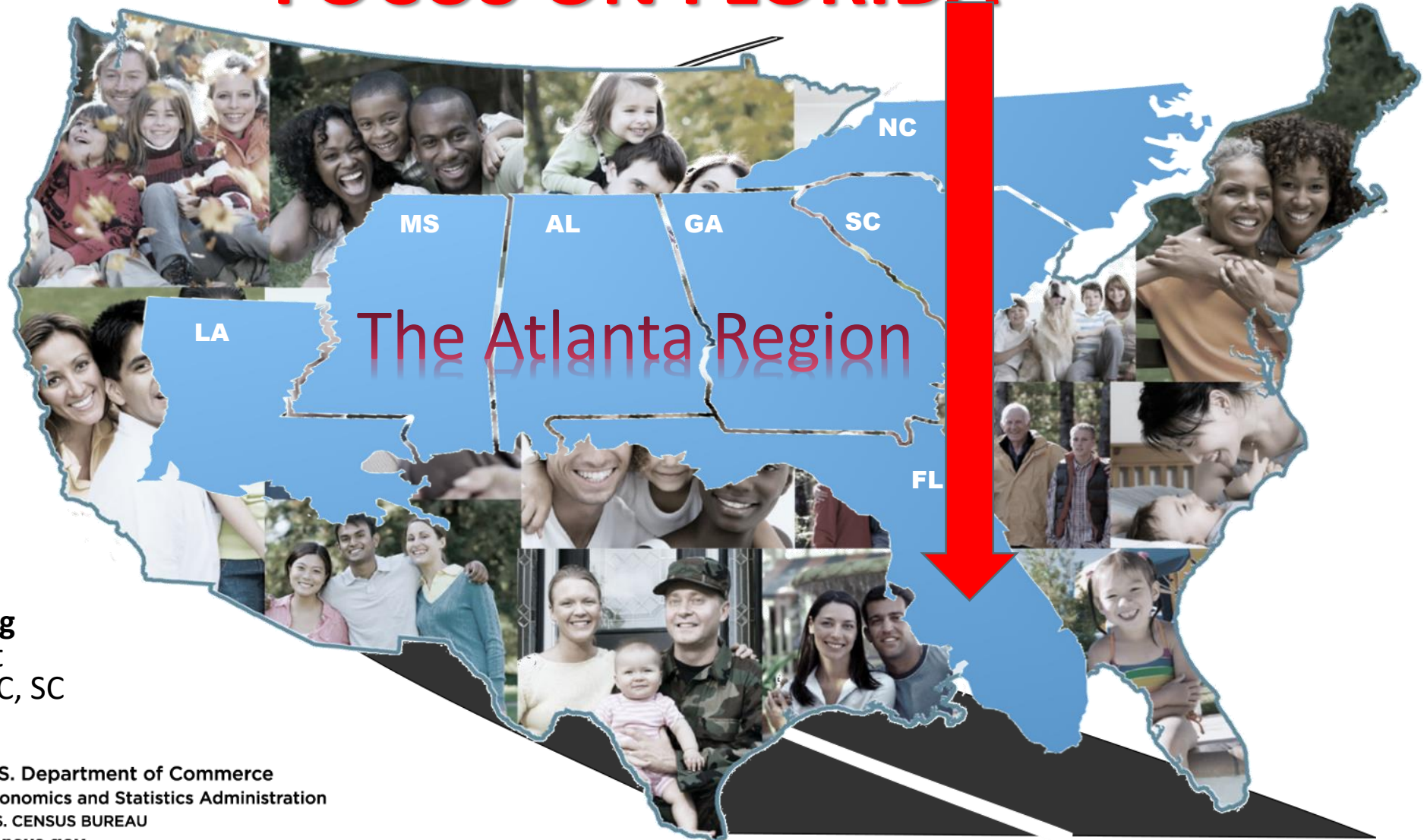


THE ROAD TO THE 2020 CENSUS: **FOCUS ON FLORIDA**



Bernadine White King
Partnership Specialist
AL, FL, GA, LA, MS, NC, SC



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

Local Government Involvement is Key to Census Success

- *The efforts of local governments contributed to the success of the 2010 Census in all areas:*
 - Local Update of Census Address (**LUCA**) Program
 - **Recruiting** for census workers
 - Formation of **Complete Count Committees**
 - **Field operations** from Address Canvassing to Non Response Follow Up



Why local governments have a vested interest in the Census

- **Political Power**

- Census is constitutionally mandated for re-apportionment of Congress
- Census results are used for Redistricting at national, state, and local levels.

- **Money/Economic Impact**

- \$400 Billion/year is distributed using Census numbers (\$4 Trillion over the decade) in 2010
- **\$675 Billion/year (\$7 Trillion over the decade) for 2020**

AMERICA MAILED IT BACK!

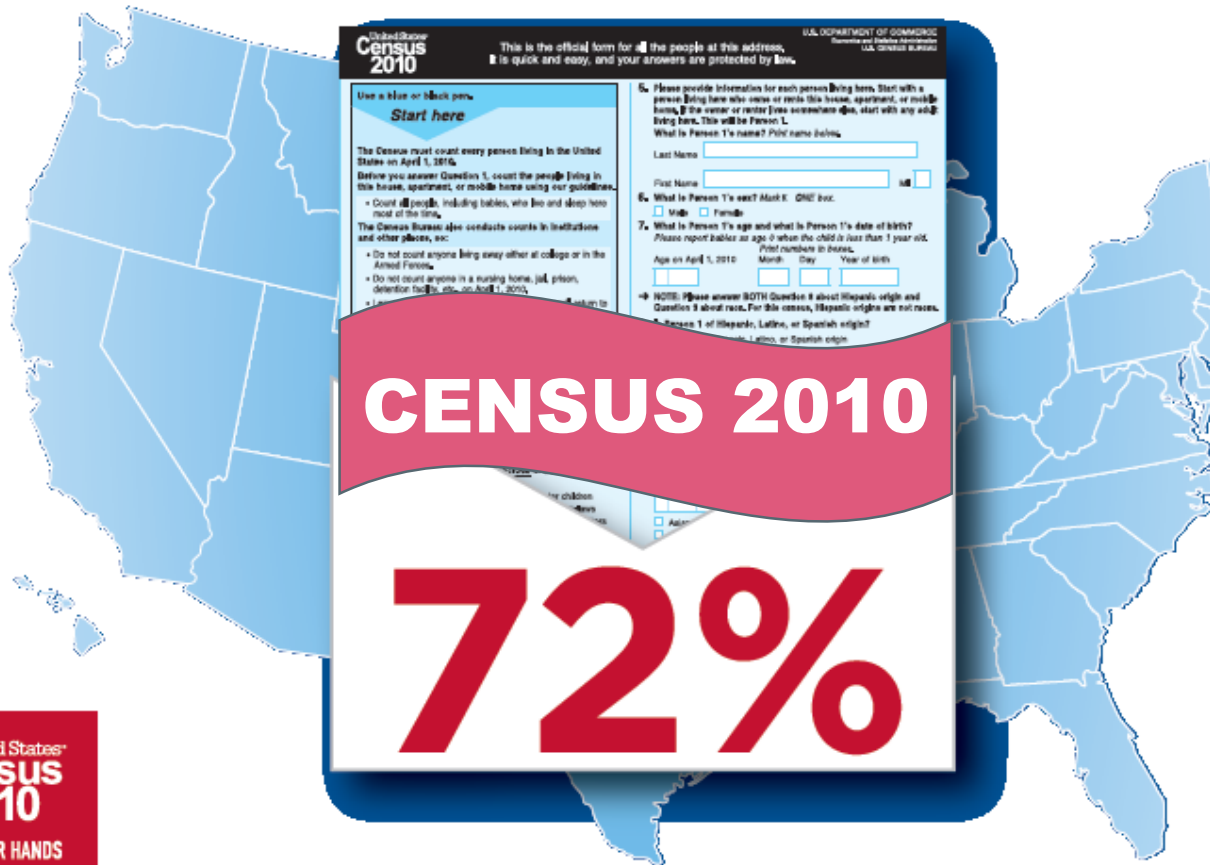
FLORIDA

Census 2000

71%

Census 2010

74%



PINELLAS

Census 2000

73%

Census 2010

75%

St. Petersburg

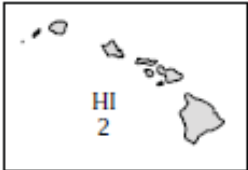
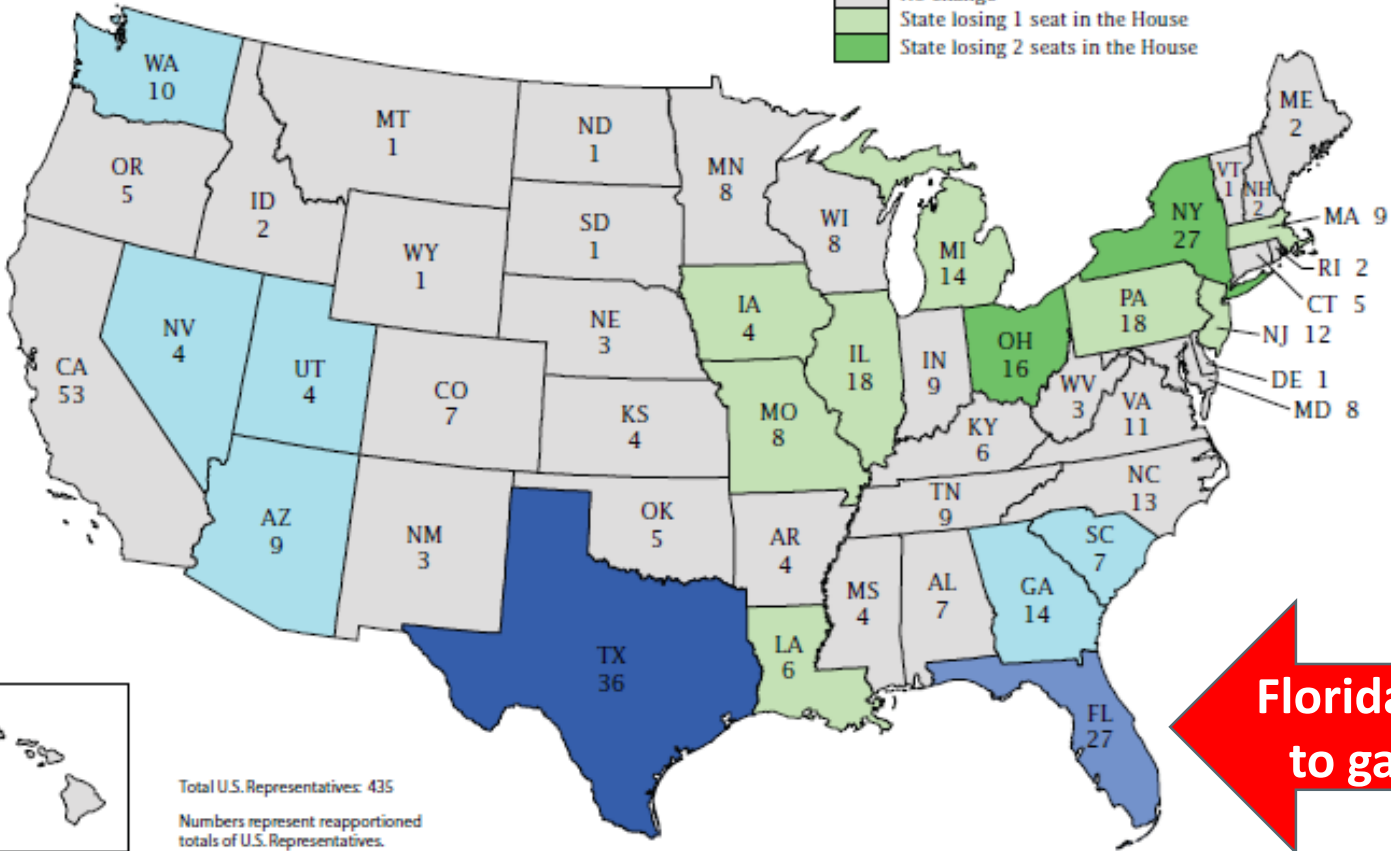
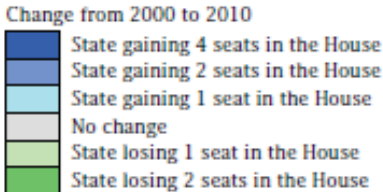
Census 2000

73%

Census 2010

76%

Apportionment of the U.S. House of Representatives Based on the 2010 Census

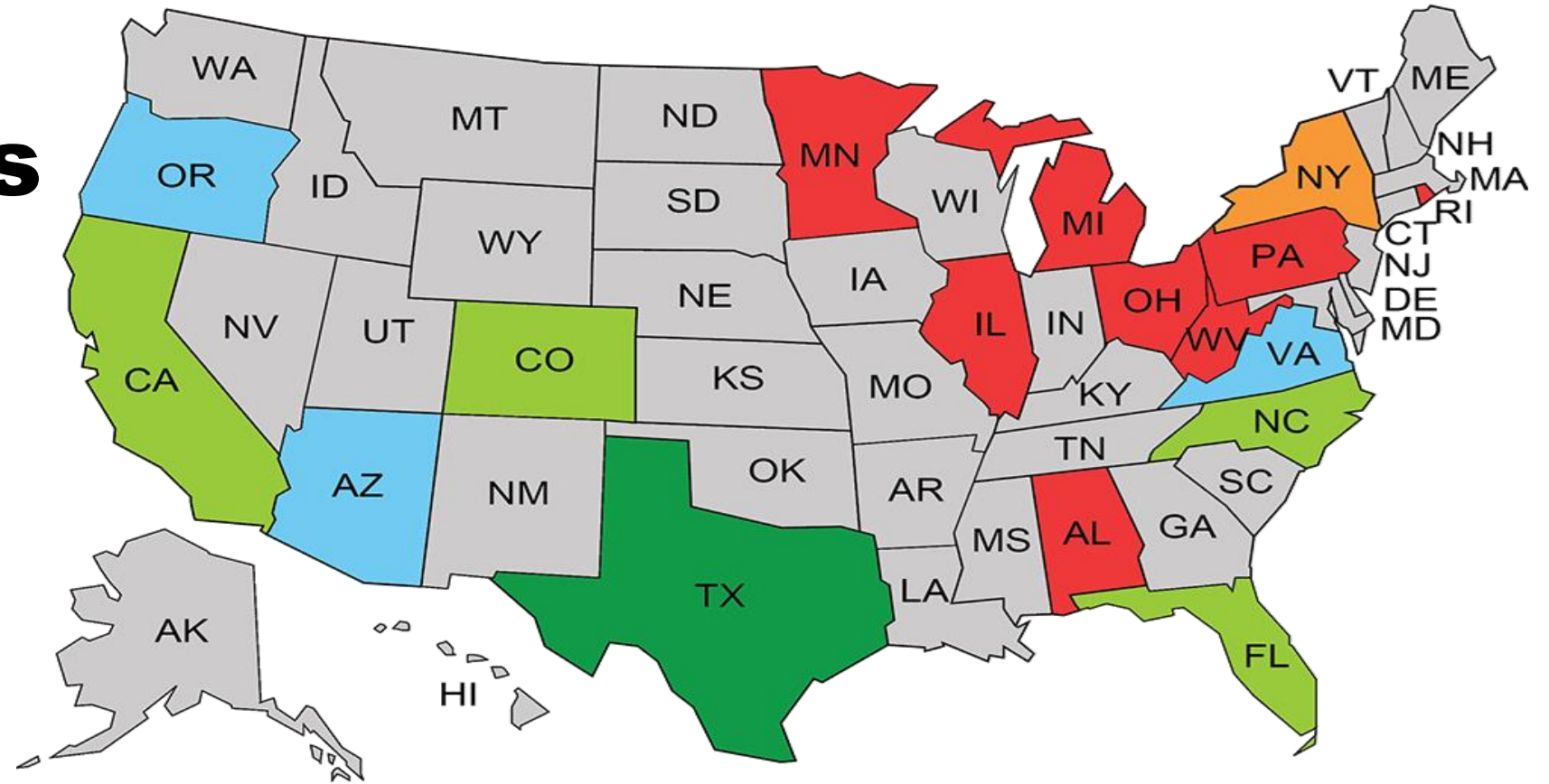


Total U.S. Representatives: 435
Numbers represent reapportioned totals of U.S. Representatives.

Florida only state to gain 2 seats

2010 Winners & Losers

Projections for 2020



The 2020 Census is DIFFERENT



Optimizing Self-Response for 2020 Census

- We are making it easier than ever before for people to respond to the Census
- In previous censuses, the **primary method** of responding to the census was to receive a questionnaire in the mail...complete it and mail it back
- **HOWEVER, for the 2020 Census, the INTERNET is the primary method** for households to self respond

Optimizing Self-Response for 2020 Census

- **Secondary** ways of responding to the 2020 Census
 - **Toll-free number**
 - **At any time, people can call our Census Questionnaire Assistance centers and get help completing their Census on the Internet...OR**
 - **Households can complete their Census with one of our staff over the telephone**
 - **Traditional questionnaire** (can be requested via the toll-free number)
 - **Non Response Follow Up operation**
 - Enumerators visit the household to conduct the interview

Impediments to a Successful Enumeration

Some HTC Indicators



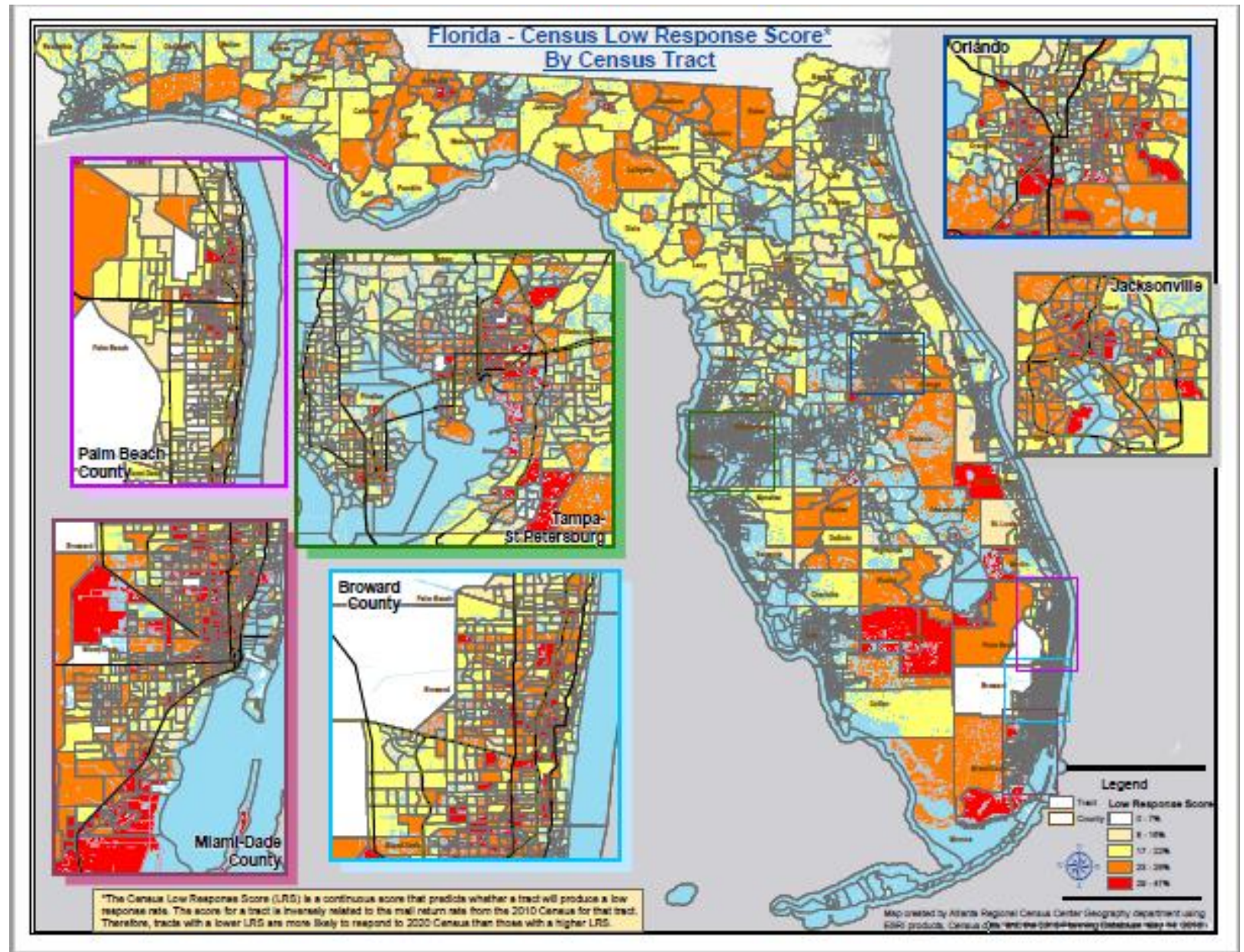
- Persons at or below poverty
- Persons receiving public assistance, disability, or SSI
- Concentrations of minority groups, immigrants, linguistically isolated communities, migrant workers
- Areas with high concentrations of low educational attainment (no high school diploma)
- 5% or more who speak a language other than English at home
- Single parents

Some Additional HTC Indicators

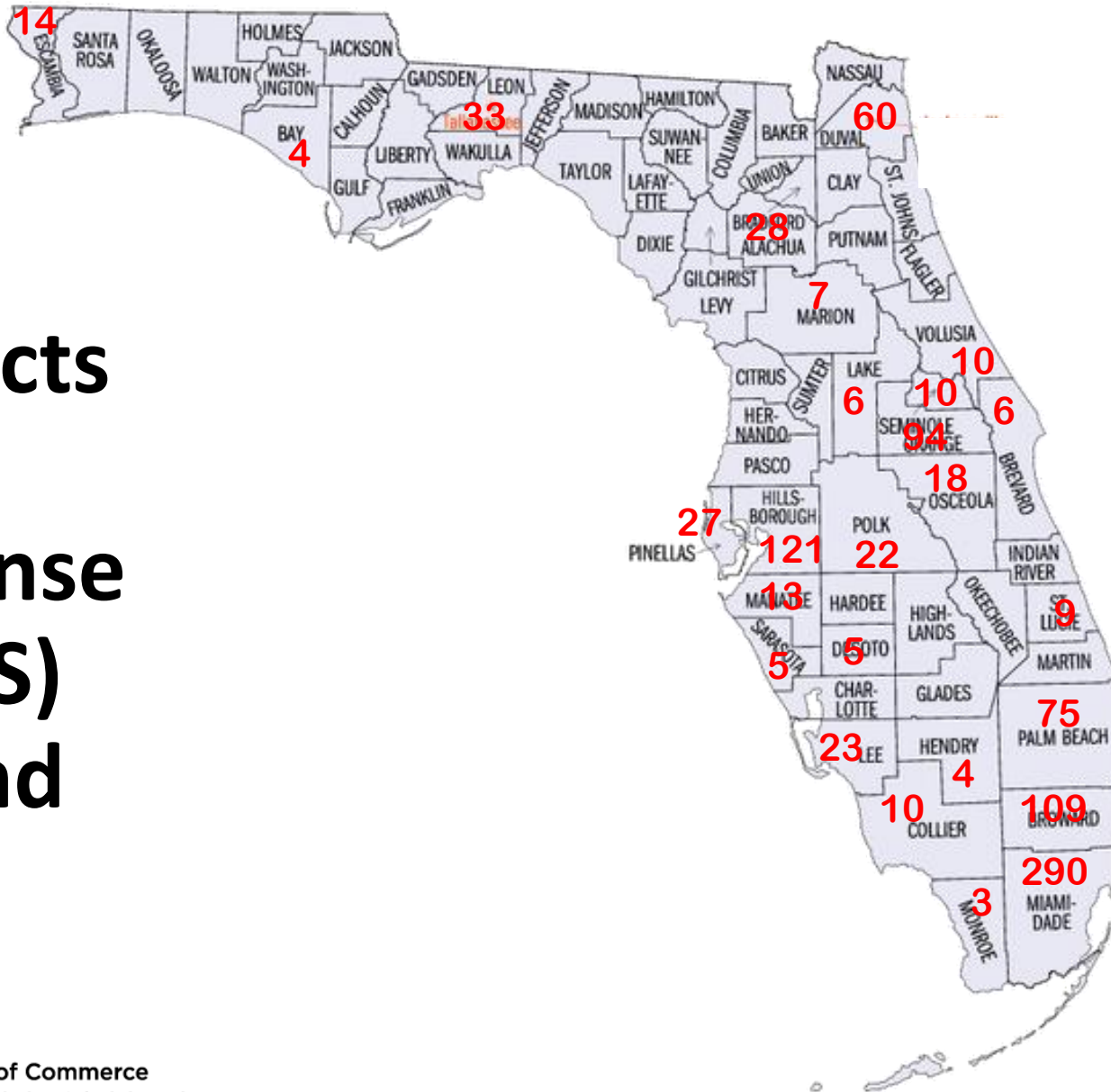


- Young children
- Concentrations of renters
- 40% or more households did not participate in previous decennials
- Seasonal or campground areas used for permanent residences
- Scattered mobile homes
- High crime areas
- Neighborhoods with hidden housing units
- Grandparents raising grandchildren

LOW RESPONSE SCORES



Census Tracts with a Low Response Score (LRS) of 25% and higher





Our Outreach Strategy

County & Local Government Complete Count Committees (CCC)

- A CCC is a group of “trusted voices” in the community appointed by the highest elected official, to develop activities to raise census awareness among community households and urging them to complete the census accurately and timely.
- Opportunity to “tailor” the Census outreach and messaging to most effectively influence communities throughout your county



County & Local Government Complete Count Committees

- The CCC should reflect all segments of the community: government; business; education; faith-based; community-based organizations; recruitment and workforce development agencies; and other unique populations.



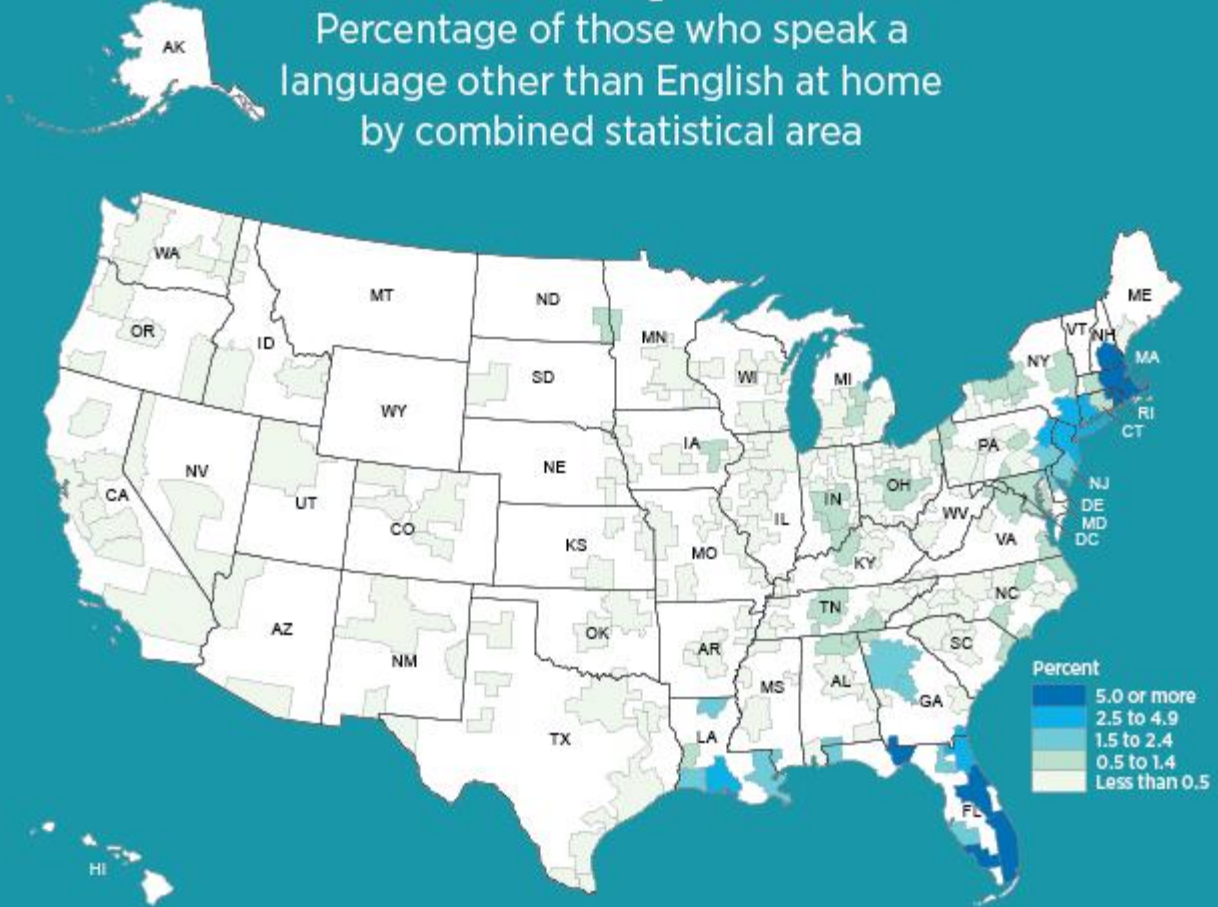
Community CCCs

- **Community CCC**
 - A group of community leaders in extreme hard to enumerate rural and urban communities that collaborate for the purpose of creating a census awareness campaign targeted to specific census tracts or concentrated populations that raise census awareness within these groups and encourages them to participate in the census.



Haitian Speakers

Percentage of those who speak a language other than English at home by combined statistical area



Note: Combined statistical areas consist of two or more adjacent metropolitan and micropolitan statistical areas that have substantial employment interchange.



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



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

Source: 2012-2016 American Community Survey
5-year estimates
www.census.gov/programs-surveys/acs/

2020 Census Design

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

Motivate People to Respond

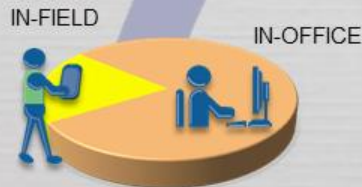
Conduct a nation-wide communications and partnership campaign

- 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



- 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

TELEPHONE AND PAPER SELF-RESPONSE

INTERNET SELF-RESPONSE

NONRESPONSE FOLLOWUP

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



**Count Everyone Once
In the Right Place**

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



“In a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its existence.”

Jamsetji Tata

Questions, Observations, Concerns

