Tennessee State Data User Conference

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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
• Provide statistical support for grant applications
• Help community plan for future needs
2020 Census Goals

• To count everyone once, only once, and in the right place

Objectives:
• To conduct the 2020 with the same high quality as the 2010 design

What’s New:
• Maximizing outreach by using both traditional and new media
• Offering and encouraging people to use the secure online response option
• Providing our fieldworkers with handheld devices for collecting Census data.
• Utilizing automated systems for recruiting, training, and payroll.
Partnership is Key in 2020

• The Partnership Program is the central component to the Integrated Partnership Plan.

• Establish committed partnerships with 300,000 partners by March 2020

• Engage national and local partners to increase participation in this decennial census.

• Leverage trusted voices to assist in meeting the overall 2020 Census goal.
What is a Hard-to-Count Population

- Hard to locate
- Hard to interview
- Hard to contact
- Hard to persuade

Participation hindered by language, literacy or internet access

Want to remain hidden: undocumented residents or other associated reasons

Low Trust in Government or Civic Engagement

Highly mobile, homeless or physical access barriers (gated communities)
Local Partnerships Objectives:

• Establish at least 1 partner in Low Response Score tracts of 30 or higher (9 percent of all census tracts)

• Establish 1 partner in no less than 70 percent of tracts with a Low Response Score between 20 and 30 (41 percent of all census tracts) by March 2020.

• Facilitate the formation of Complete Count Committees (CCCs) or similar efforts in all 50 States, the District of Columbia, Puerto Rico and cities with a population of 200,000 or more by January 2020.

• Provide supplemental language support for over 100 languages either directly or via established partnerships by February 2020.
Tennessee’s Partnership Team:

• Currently have 25 Partnership Specialists in Tennessee
  
  • 11 East Tennessee
  • 8 Middle Tennessee
  • 6 West Tennessee

These include:
  
  ▪ 2 Spanish Speaking Specialists
  ▪ 1 Media Specialists
  ▪ 1 Congressional and State Government Specialist
Tennessee Partnership:

• We have met with Highest Elected Officials in all 95 Counties

• Established Complete Count Committees in 95% of Counties in Tennessee (90 Counties)

• Established Complete Count Committees in all Metro areas

• Established a State Complete Count Committee
Examples of Key Partnerships:

• Gov. Bill Lee’s Office
• NAACP of Tennessee
• Memphis City Schools
• State Data Center
• State Department Of Health and Human Services
• State Developmental Districts
• Tennessee Congressional Delegation
Key Messages for the 2020 Census:

The Census is SAFE, EASY, and IMPORTANT!

• All information is confidential, No PII!!!
• You can respond online, by mail, or by phone,
• It Helps with planning in communities and brings money back to the community for needed resources
Questions??