

# 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

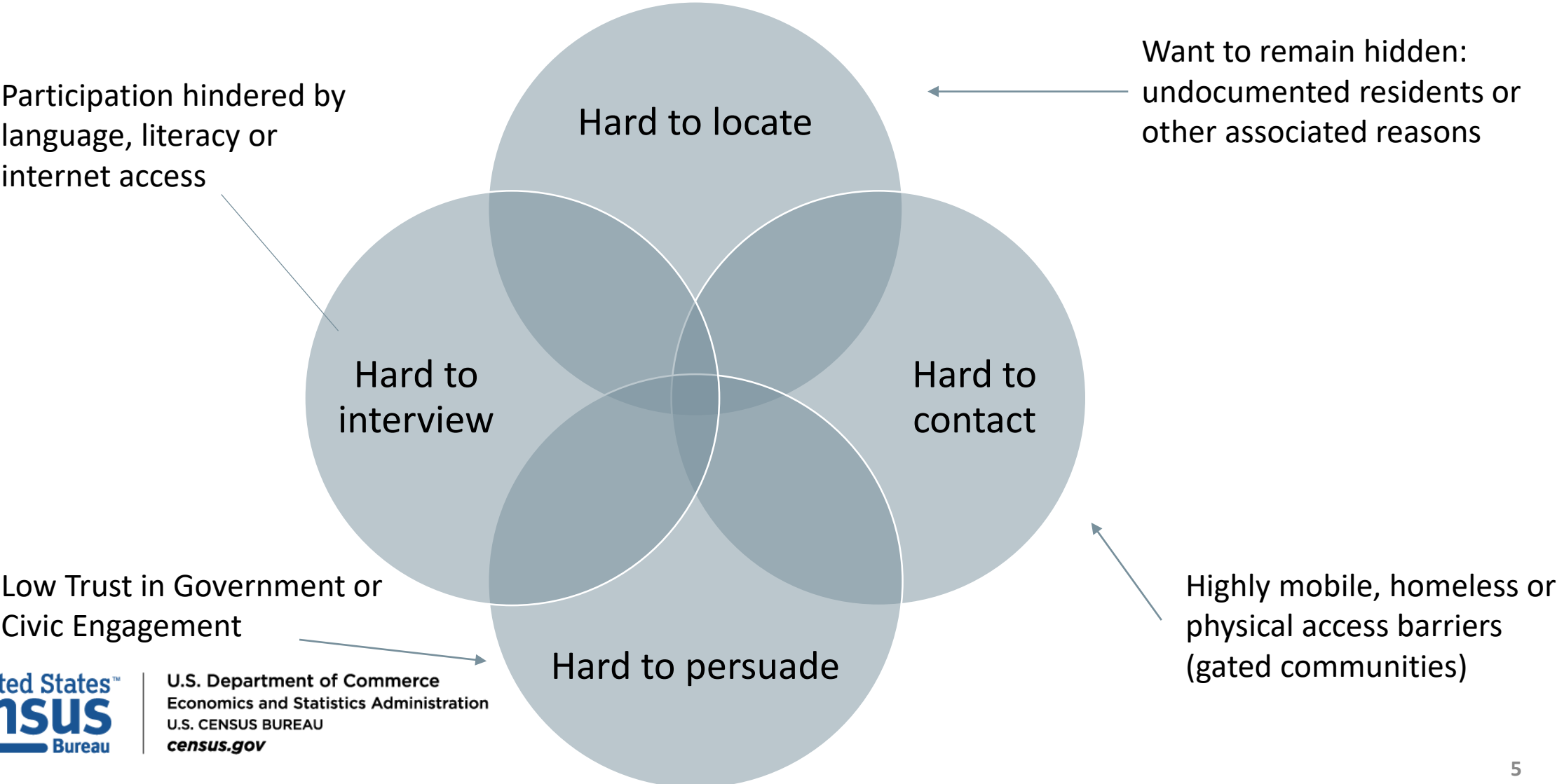
## What's New:

- 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



# 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??