



# On The Road To The 2020 Census

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# 2020 Decennial...A Snapshot of our Nation

- U.S. Constitution, Article 1, Section 2 (Since 1790)
- 100% Count of Persons and Housing Units
- Basis for our Representative Government, “One person, one vote”
- Every 10 Years on April 1 in the year ending in “0”
- Supplemented by Annual American Community Survey Data
- Distribute over \$675 billion federal dollars to state and local governments

# Sample of Programs Using Census Data

- [Medical Assistance Program \(Medicaid\)](#)
- [Supplemental Nutrition Assistance Program \(SNAP\)](#)
- [Medicare Part B \(Supplemental Medical Insurance\) – Physicians Fee Schedule Services](#)
- [Highway Planning and Construction](#)
- [Section 8 Housing Choice Vouchers](#)
- [Title I Grants to Local Education Agencies](#)
- [National School Lunch Program](#)
- [Special Education Grants \(IDEA\)](#)
- [State Children's Health Insurance Program \(S-CHIP\)](#)
- [Section 8 Housing Assistance Payments Program \(Project-based\)](#)
- [Head Start/Early Head Start](#)
- [Supplemental Nutrition Program for Women, Infants, and Children \(WIC\)](#)
- [Foster Care \(Title IV-E\)](#)
- [Health Center Programs \(Community, Migrant, Homeless, Public Housing\)](#)
- [Low Income Home Energy Assistance \(LIHEAP\)](#)
- [Child Care and Development Fund – Entitlement](#)

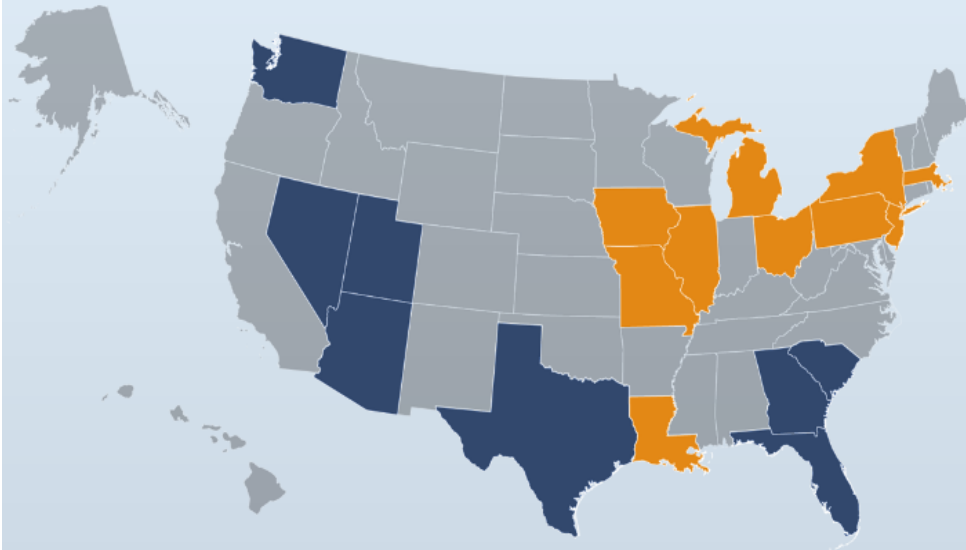
# Funding

Program	Amount (Billions)
Medicaid	\$214.0
Highway Planning and Construction	\$37.4
TANF	\$17.0
Section 8 Housing Choice Vouchers	\$15.6
Title I Grants to Local Education Agencies	\$13.9
IDEA Part B	\$11.0
Federal Transit Formula Grants Programs	\$8.2
Head Start	\$6.9
CHIP	\$6.0
CDBG and Neighborhood Stabilization Program	\$4.9

Source: "Formula Grants" Government Accountability Office, December 2009

# APPORTIONMENT

2010  
OFFICIAL RESULTS



## GAINED

Arizona +1

Florida +2

Georgia +1

Nevada +1

South Carolina +1

Texas +4

Utah +1

Washington +1

## LOST

Illinois -1

Iowa -1

Louisiana -1

Massachusetts -1

Michigan -1

Missouri -1

New Jersey -1

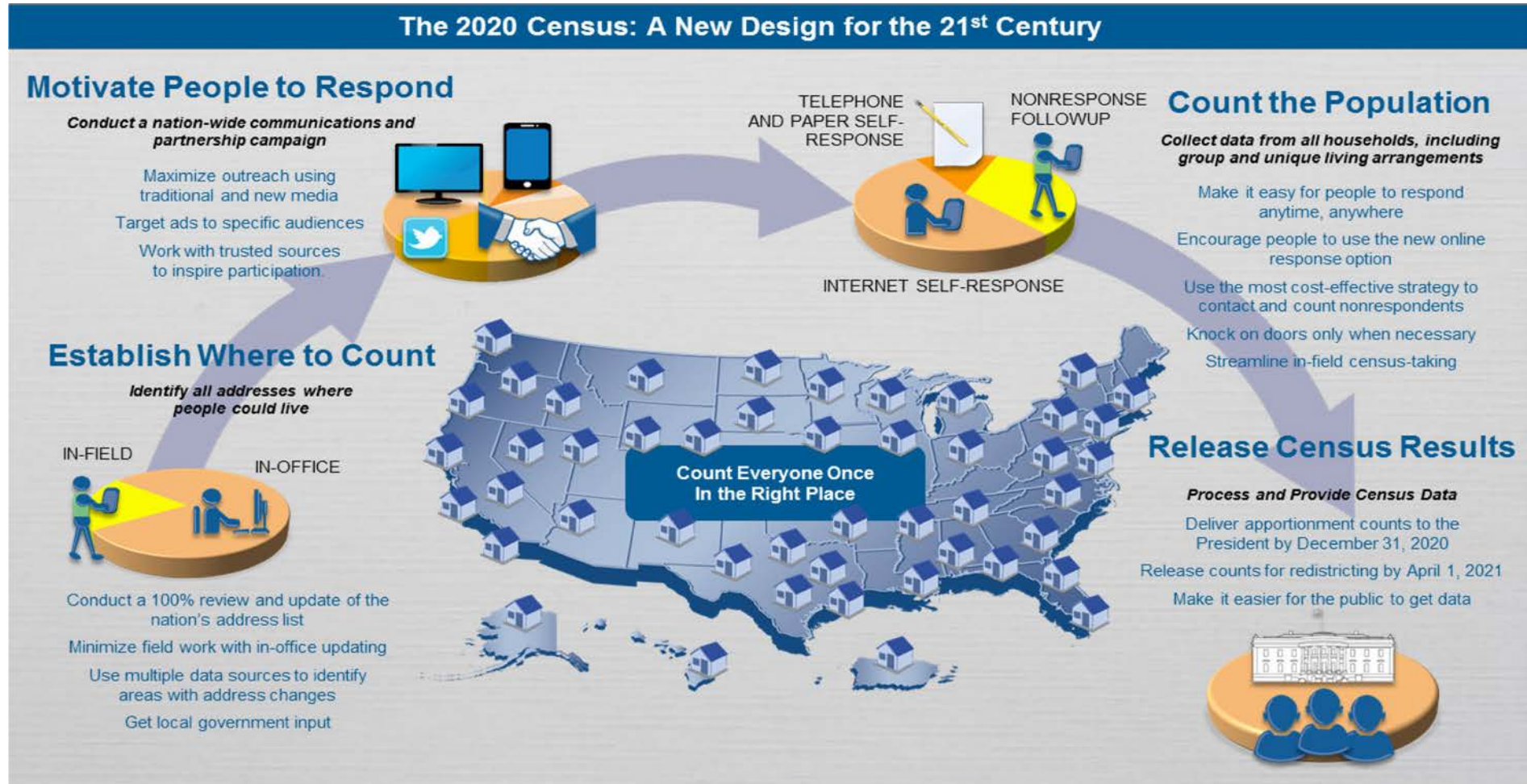
New York -2

Ohio -2

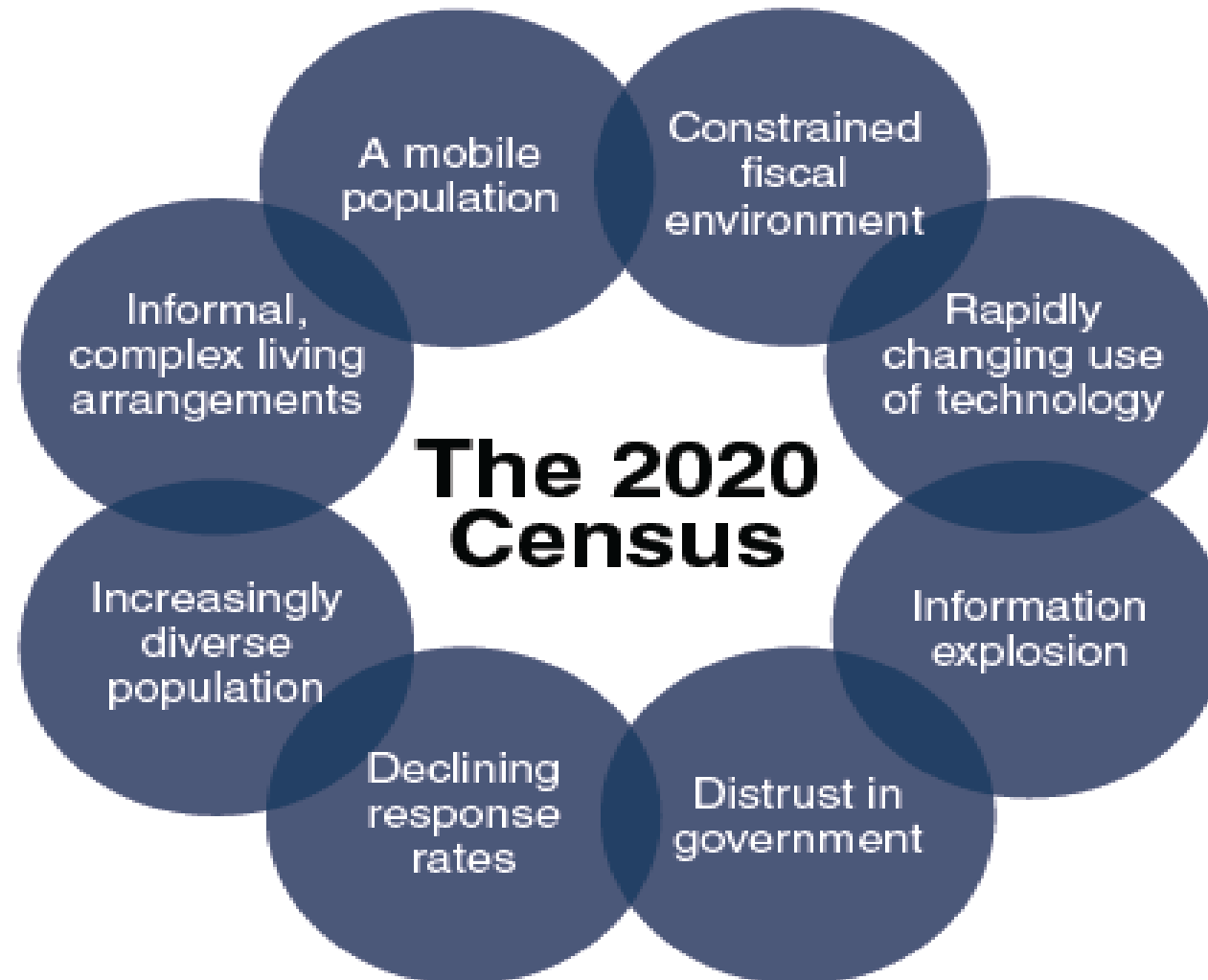
Pennsylvania -1

# The 2020 Census

## Count Everyone, Only Once, in the Right Place



# The 2020 Census Environment





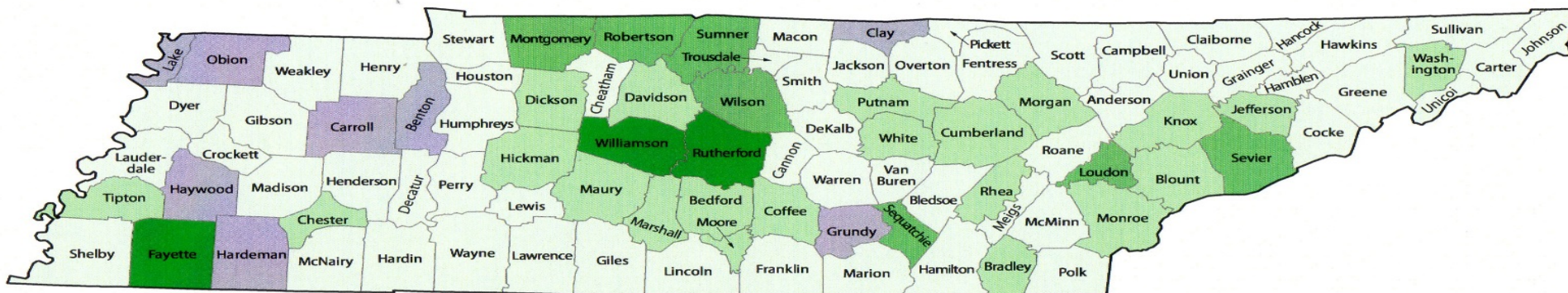
# Areas Covered by The Philadelphia Region





## TENNESSEE - 2010 Census Results

### Percent Change in Population by County: 2000 to 2010




Percent Change

30.0 to 44.7

10.0 to 19.9

0.0 to 9.9

 -5.1 to -0.1

Percent Change for State: 11.5%

Source: U.S. Census Bureau, Census 2000 and 2010 Census Redistricting Data Summary File  
For more information visit [www.census.gov](http://www.census.gov).

United States<sup>™</sup>  
**Census**  
Bureau

# Community Partnership and Engagement Program

## Partnership Methods

- Complete Count Committees
- Tribal Government Liaison Program
- Targeted Outreach to Low Response populations
- Language Support Program
- Faith Based Organizations
- Statistics in Schools/Headstart/Colleges/K-12
- Social Media Outreach/Communication Campaign
- Finding “Trusted Voices” in each Community

# Complete Count Commission

## HIGHEST LEVEL PARTNERSHIP

Develop partnerships at the highest levels within each state

State Complete Count Commission may be codified and grounded in law, if desired

## PURPOSE

- Act as 2020 Decennial Champion for the State by providing leadership and support for 2020 Census
- Provide “trusted voices” to act as Census Ambassadors
- Provide authoritative and knowledgeable contact point to meet goal of timely, accurate and cost-effective Census count

## GOALS AND OBJECTIVES

- Monitor Census participation to target outreach efforts and support
- Focus attention on low response rate areas
- Marshall financial and staffing resources to support Complete Count Commission goals
- Promote the formation of Complete Count Committees at the county and municipal levels, with support from the Census Bureau

# Complete Count Committees

- Educate and Motivate Residents to Respond
- Tell Your Census Story (Local Uses of Census Data)
- What's In It For Me?
  - Medical, playgrounds, senior centers, food stores, etc.

## **Active Committees in:**

Memphis, TN (Shelby County)

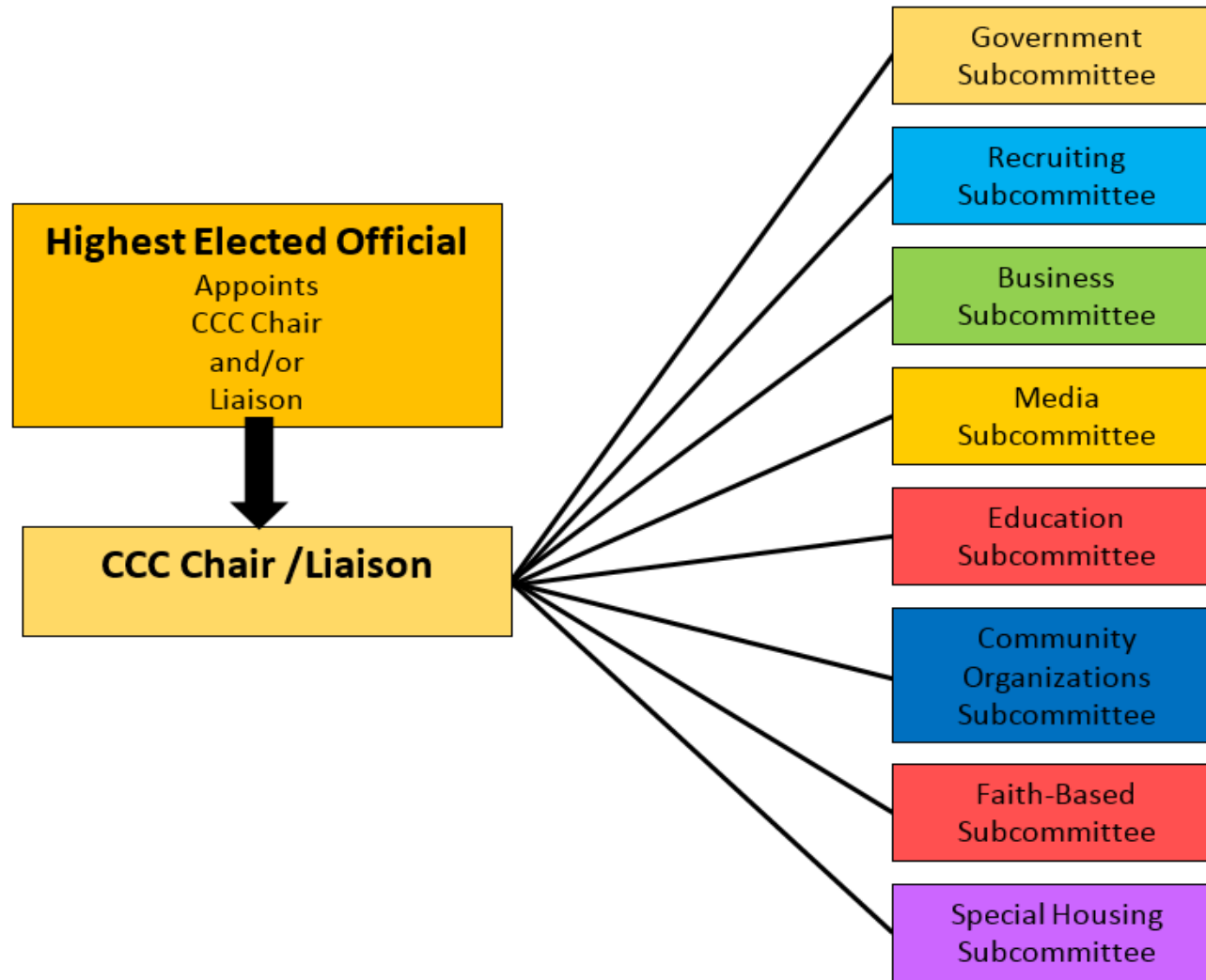
Franklin, TN (Williamson County)

Martin, TN (Weakley County)

Knoxville, TN (Knox County) Training August 2018

Nashville, TN (Davidson County) Training soon

# Complete Count Committee



# Municipal Complete Count Committee



## **EDUCATION PHASE** 2018 Through September 2019

The education phase is often referred to as the “raising census awareness” phase. During this period, CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members fully understand the mission of the CCC in relation to the overall awareness-building effort. This is the period to emphasize strongly the many uses of census data.

## **PROMOTION PHASE** April 2019 Through January 2020

The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “The 2020 Census is Coming.” During this period, CCCs implement activities of the work plan through their government, faith- and community-based organization, business, media, and recruitment partners.

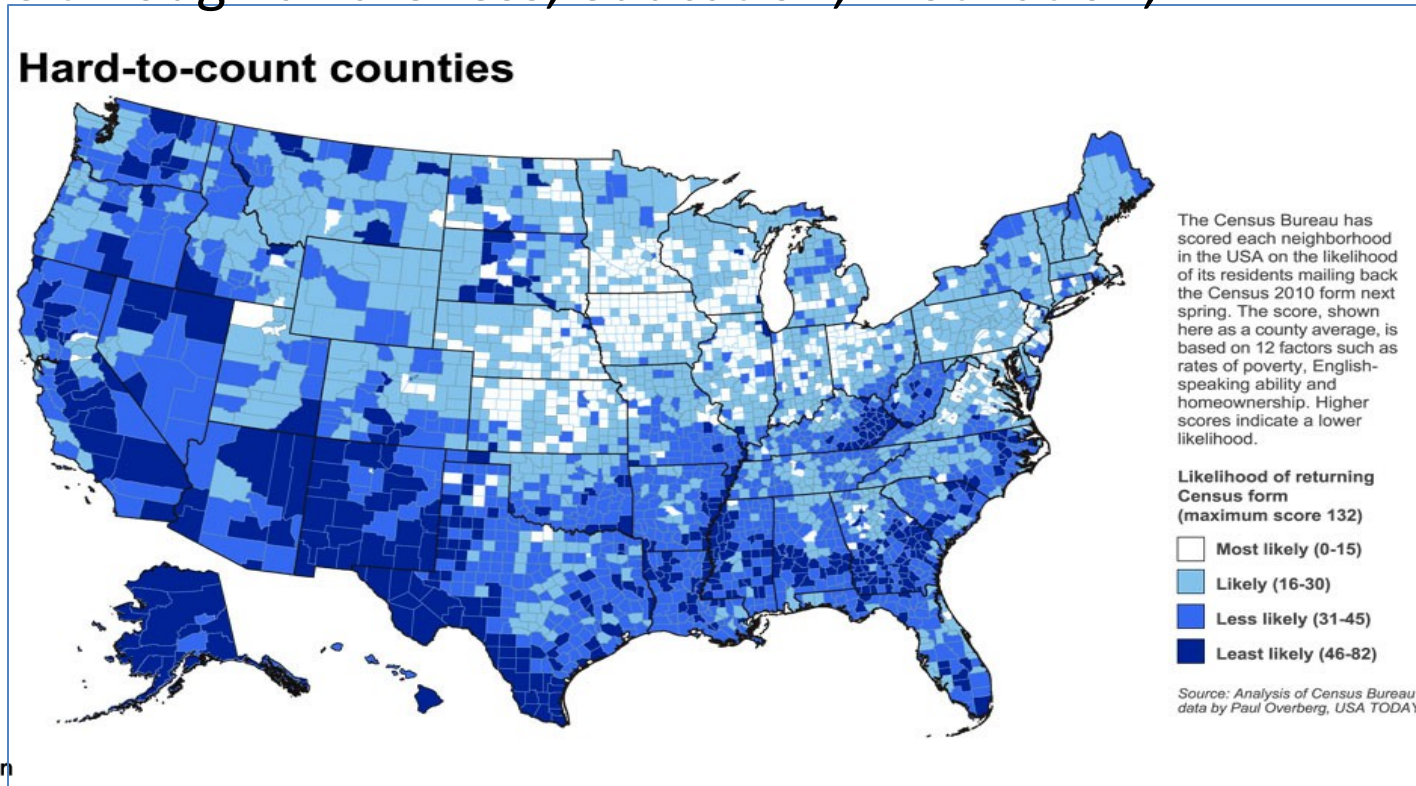
## **MOTIVATION/ ACTION PHASE** February 2020 Through June 2020

The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak in April 2020. It is constant between May 2020 and June 2020. The focus of this phase is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will begin to be the focus in May 2020. The message to the community is “Cooperate with Census Takers” and the objective is to get non-responsive households to cooperate on the first visit.



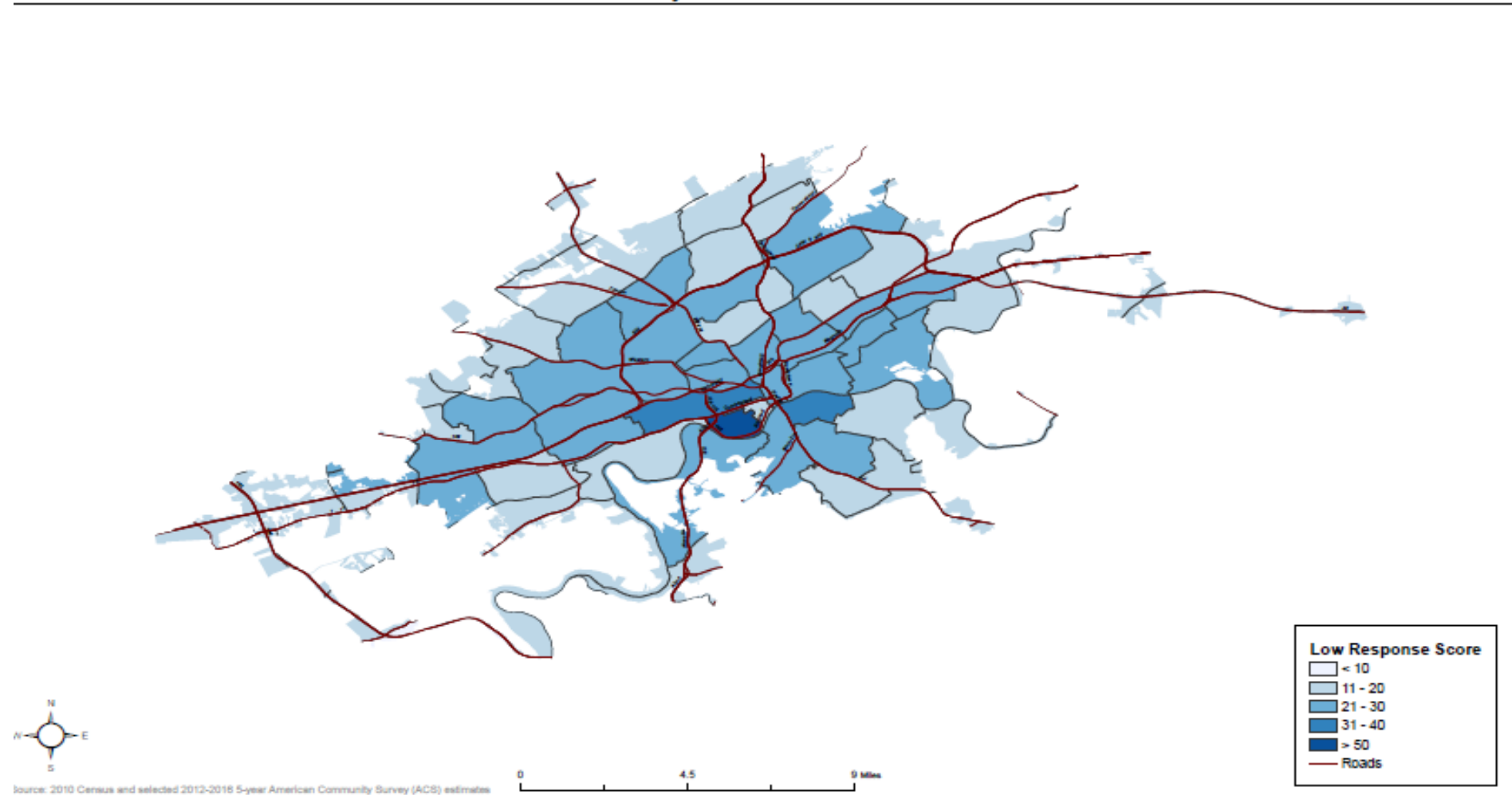
# Targeted Outreach to Low Response Rate Areas

- Support through community leaders – Community Partnership and Engagement Program
- Raise census awareness among Hard To Count (HTC) populations
- Overcome community fears through awareness, education, motivation, and community events





Low Response Score for  
Knoxville city  
By Census Tract



# ROAM

Census.gov > Library > Census Infographics & Visualizations

## Library

About the Library

America Counts:  
Stories

Audio

**Infographics &  
Visualizations**

Interactive Gallery

Photos

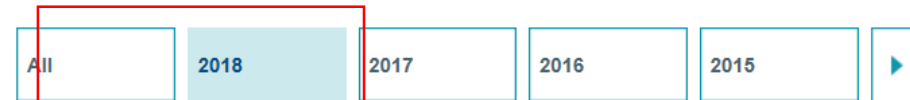
Publications

Reference

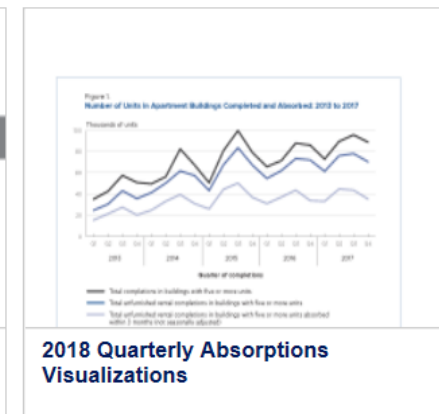
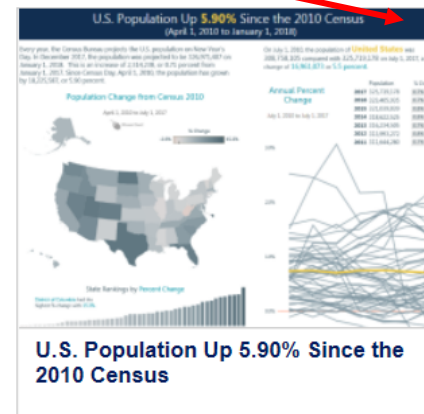
Videos

Working Papers

### Infographics & Visualizations



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Or type "ROAM" in Search box

<Previous 1 2 3

# ROAM

Census.gov > Census Infographics & Visualizations > 2017 > Response Outreach Area Mapper (ROAM)

## Library

About the Library

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## Response Outreach Area Mapper

January 2018



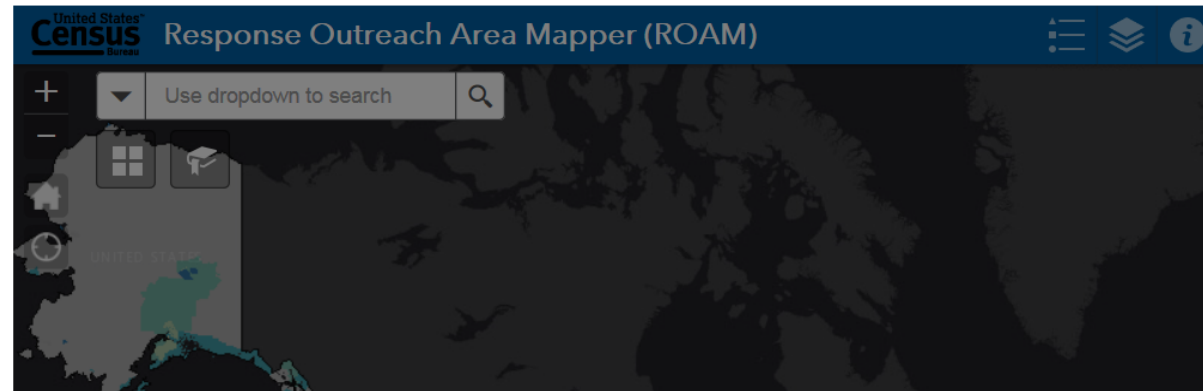
The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the [Planning Database](#). Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see [The Low Response Score \(LRS\): A Metric to Locate, Predict, and Manage Hard-to-Survey Populations](#).

To help you get started, please reference ROAM's additional resources:

- [User Guide](#)
- [Data Dictionary](#)
- [Frequently Asked Questions](#)

### ROAM Application

Interact with the live application below, or [open it in a separate window](#).



## Related Information



**American Community Survey (ACS)**

**The Planning Database (2015-2016)**

September 15, 2016

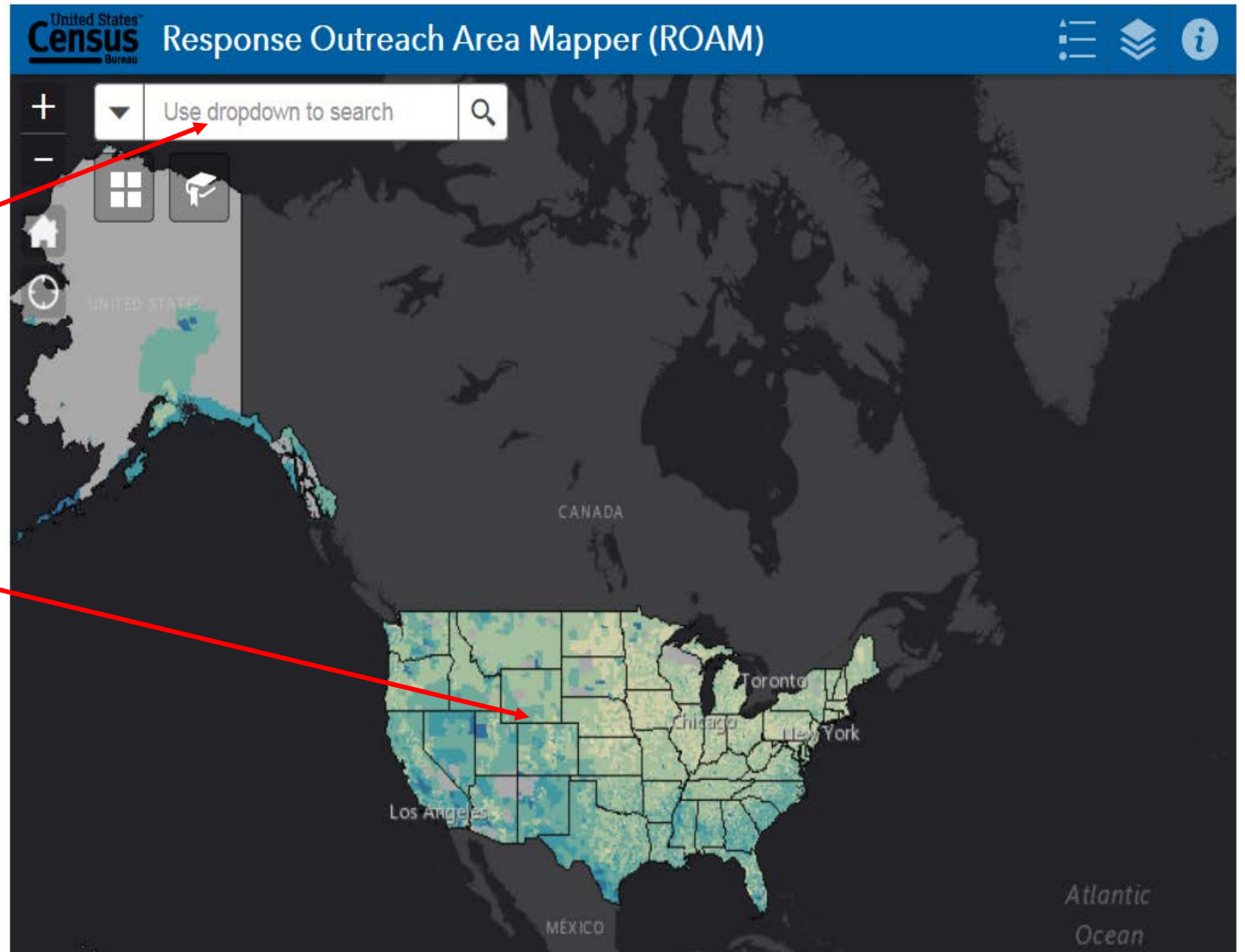
# ROAM

Multiple ways to navigate:

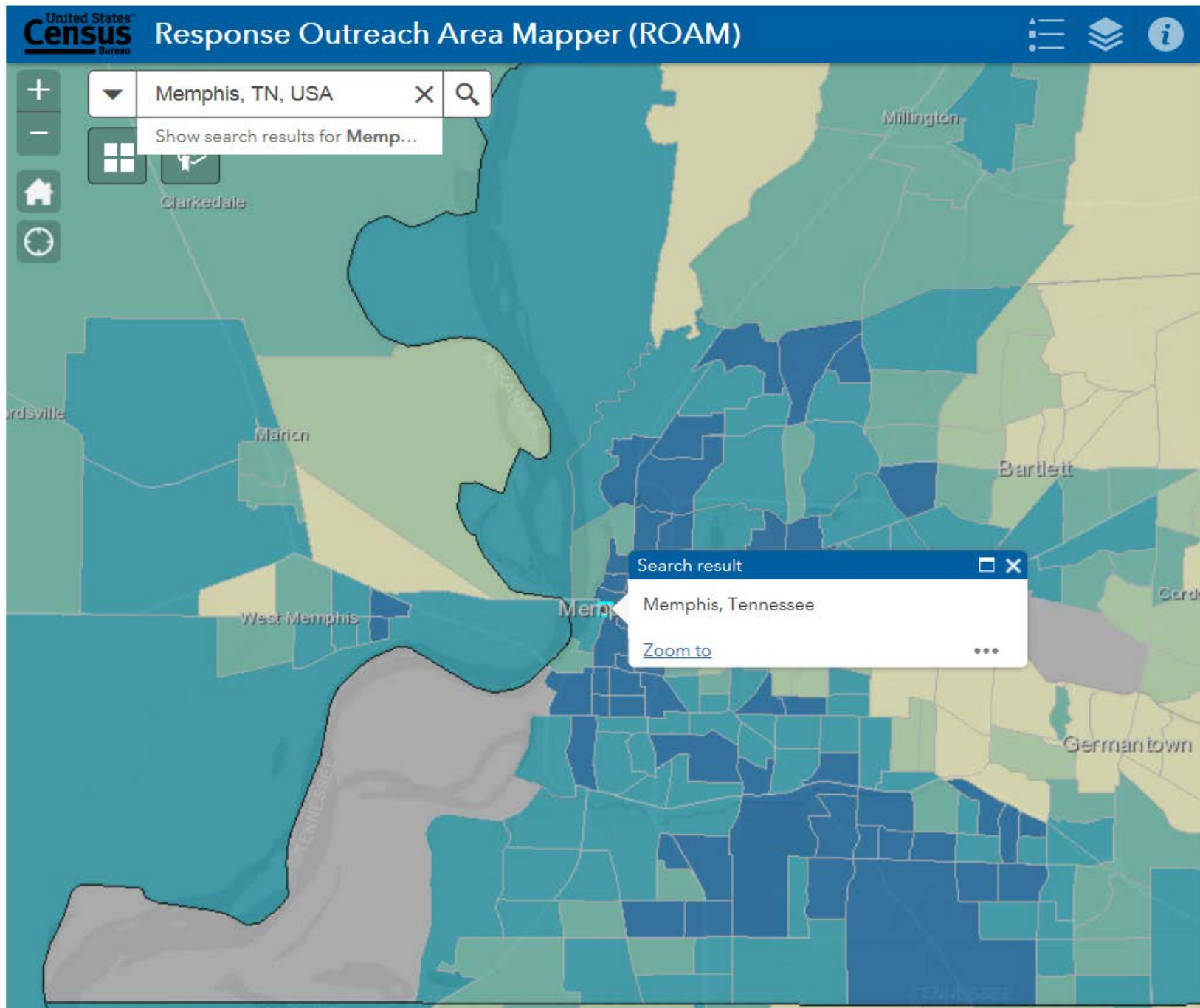
Zoom

Search

Drag



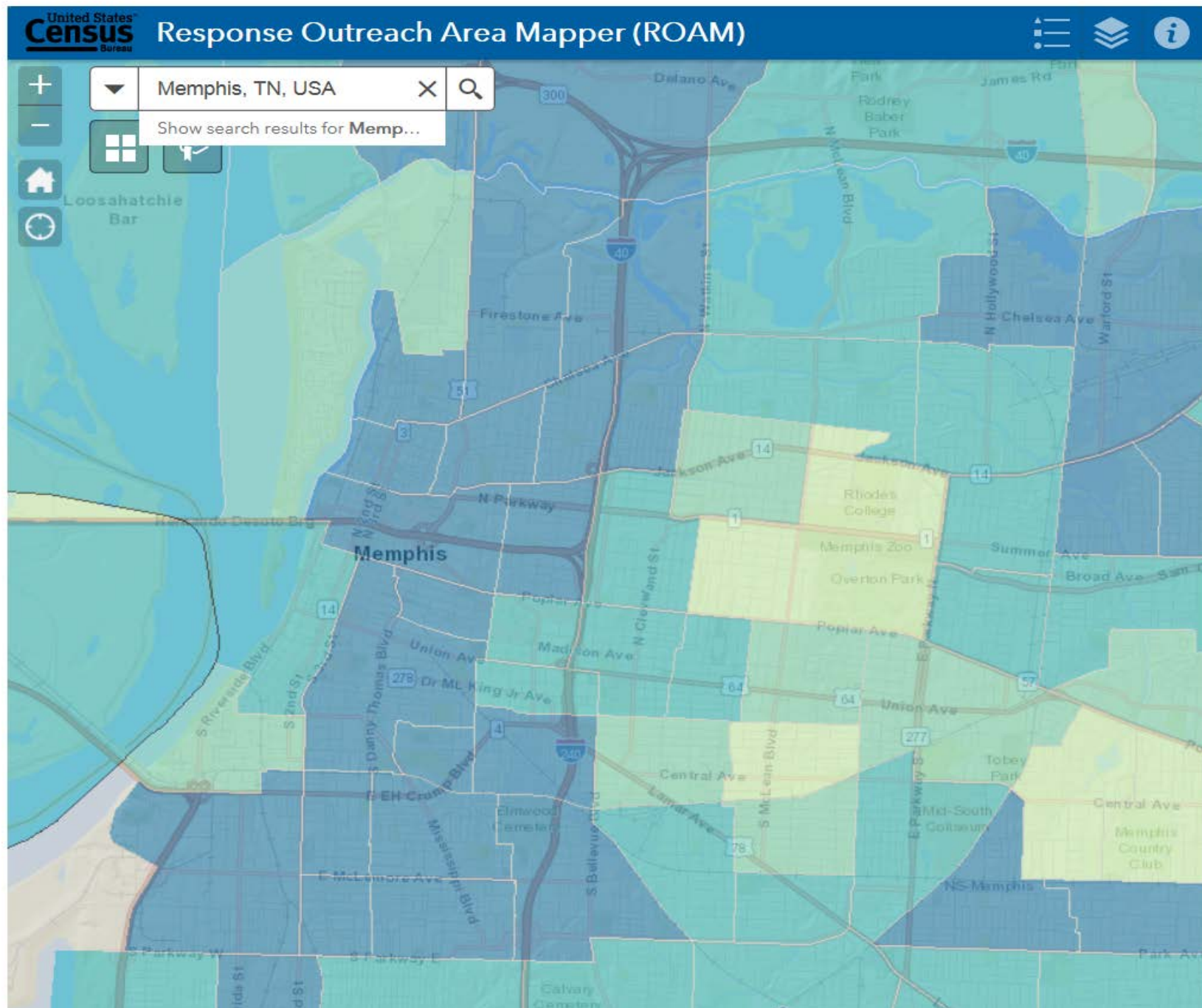
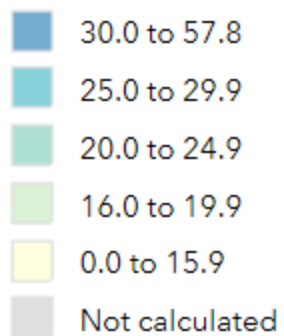
Search Memphis

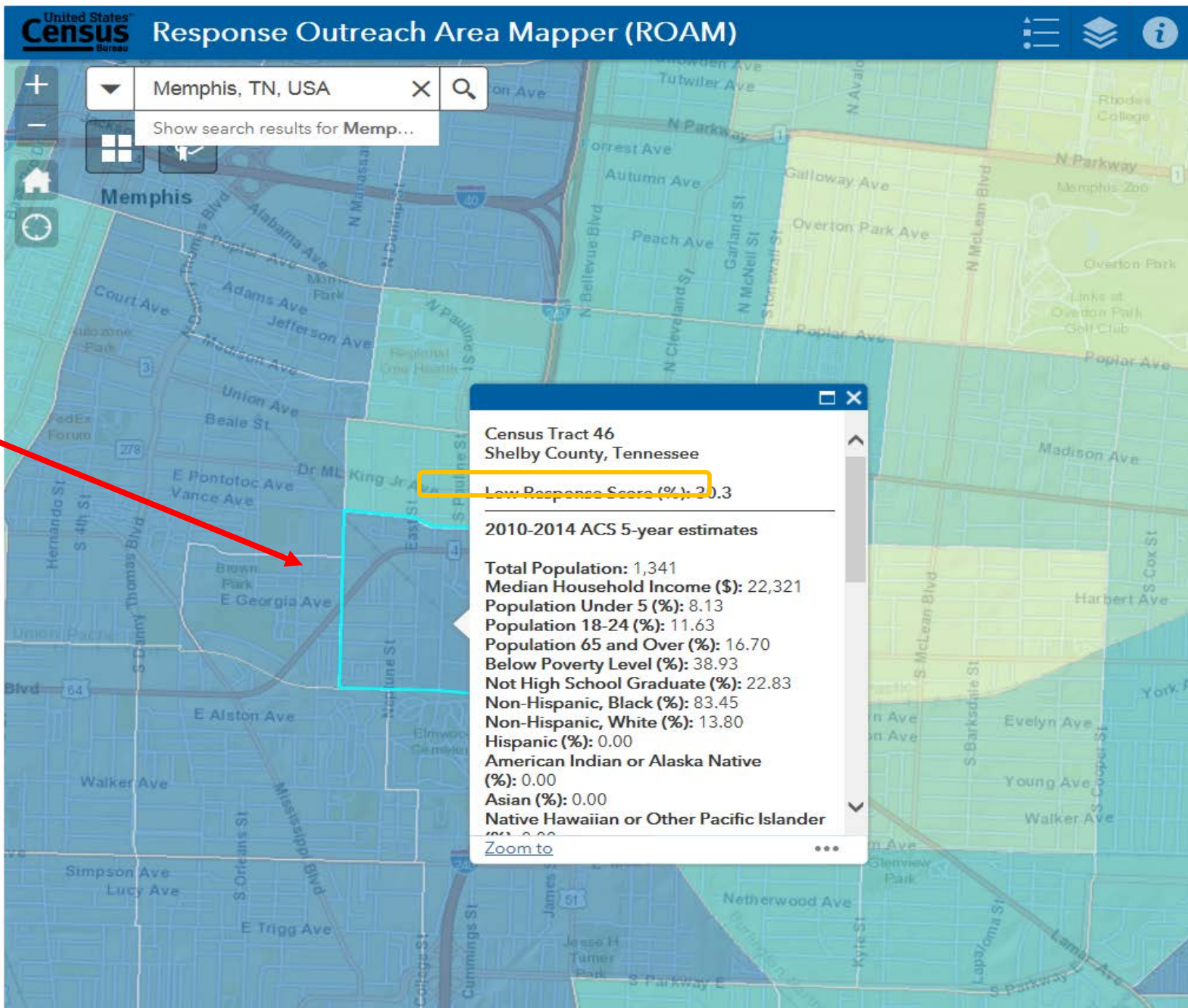




## Low Response Score by 2014 Census Tracts

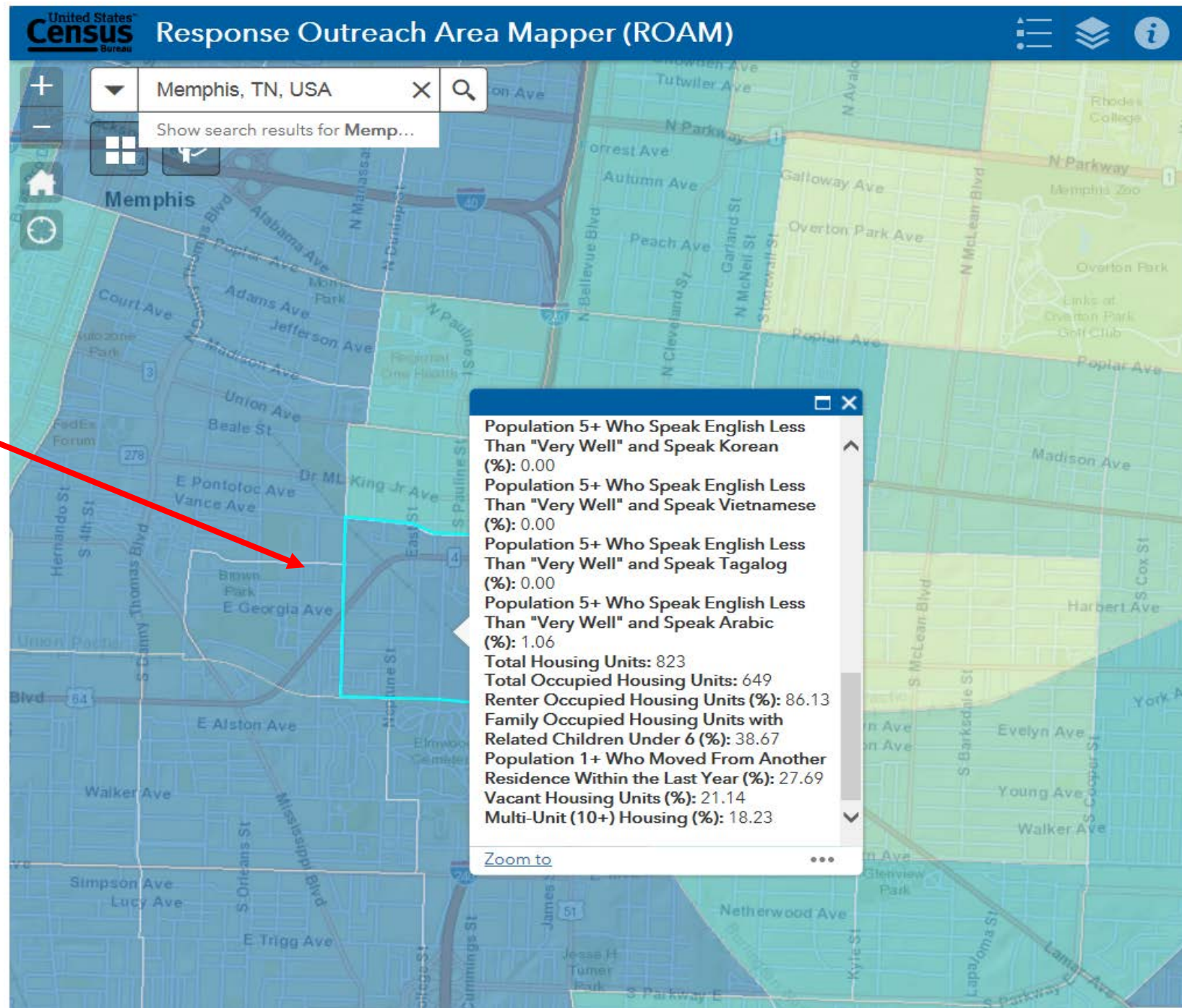
Predicted Mail Non-Response Rate (%)



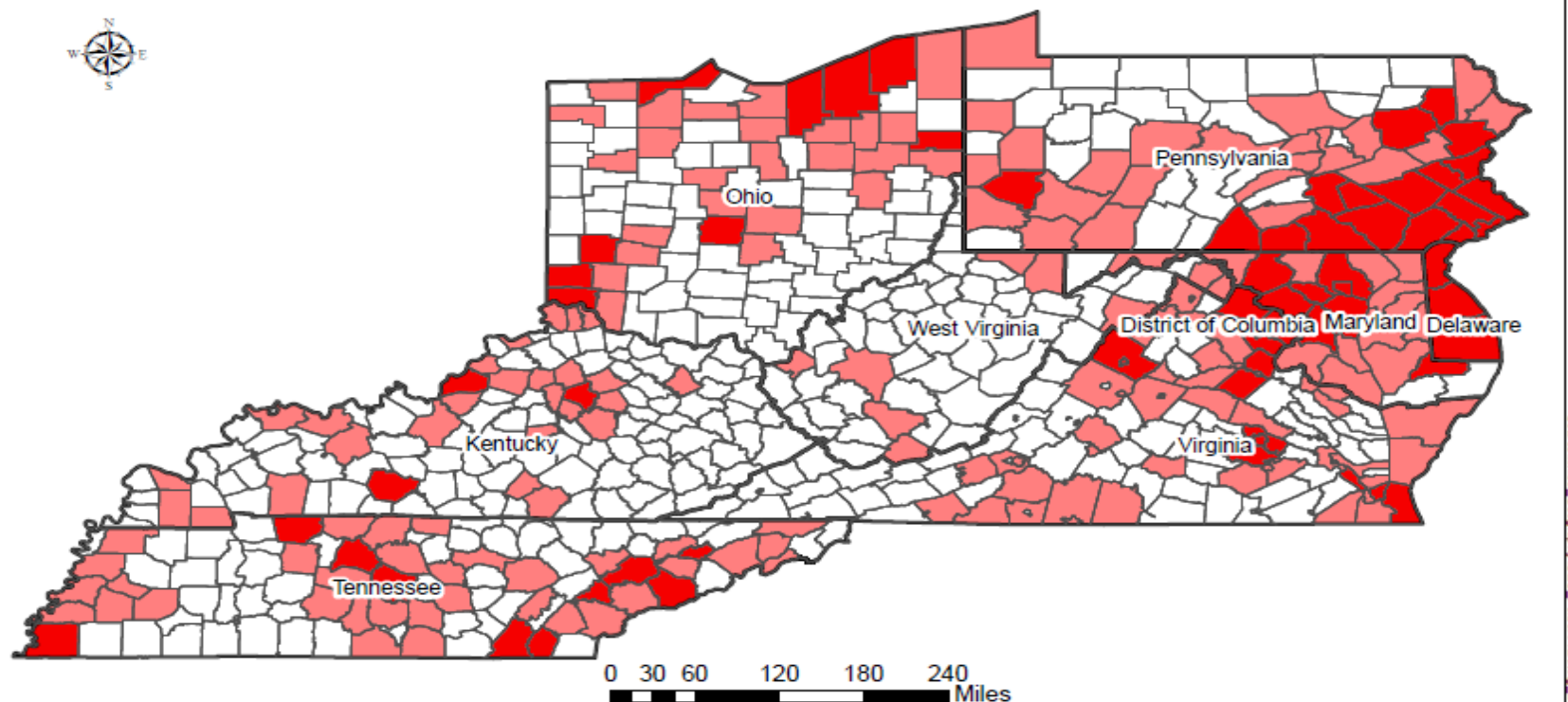




Additional data  
available for each tract



## Persons 5 Yrs of Age and Over that Speak English less than Very Well and Speak Spanish at Home

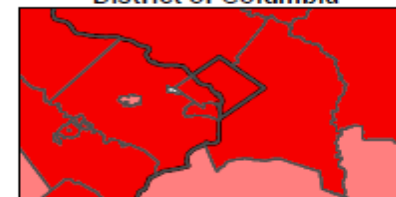


Source: MOMB Geography/SEED, FORGE/PARTNERS DB

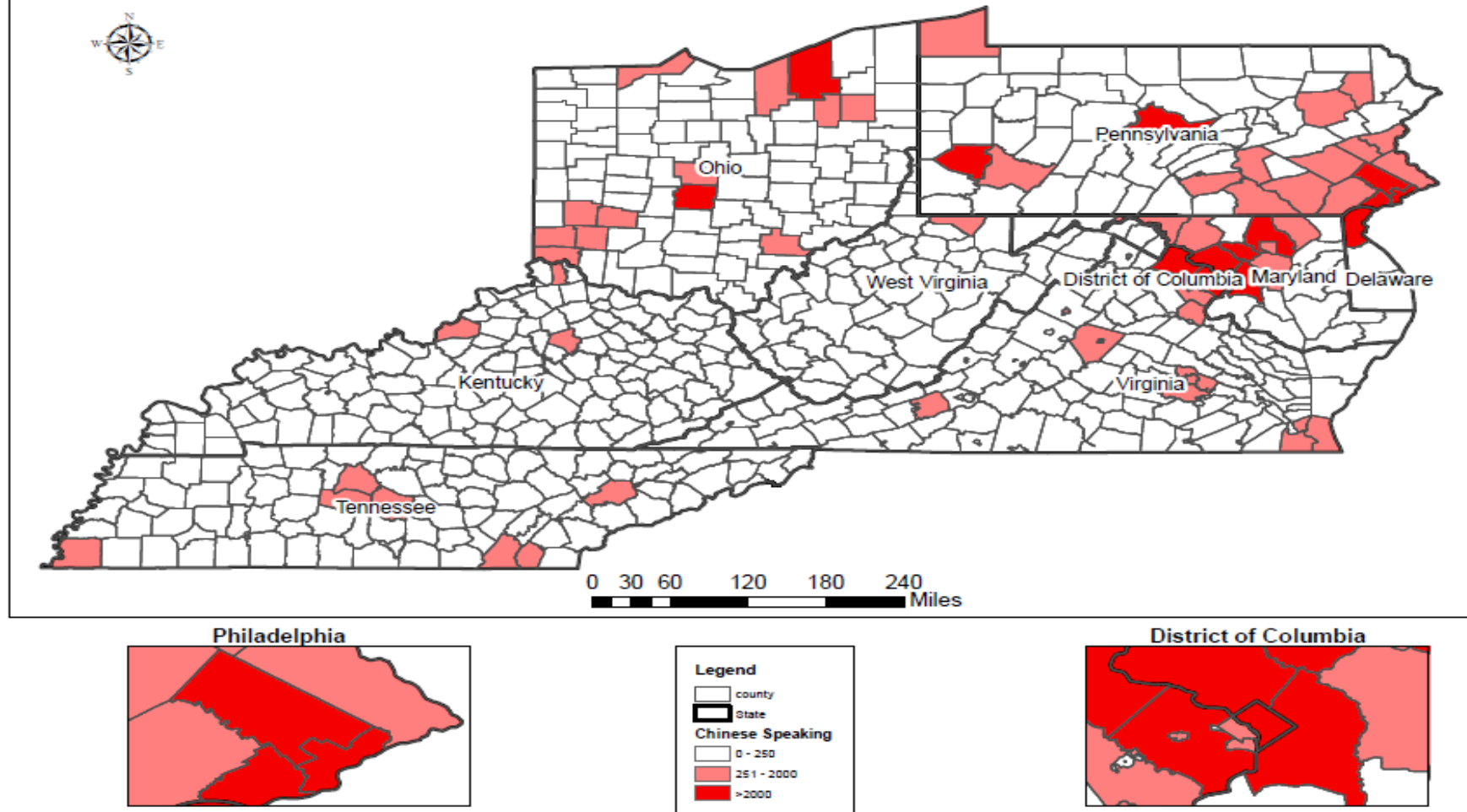
Philadelphia



District of Columbia



## Persons 5 Yrs of Age and Over that Speak English less than Very Well and Speak Chinese at Home



Source: 2018 Planning Database; 2012-2016 American Community Survey (ACS) Estimates



# Road to the 2020 Census

## 2020 Census Operational Timeline



United States<sup>™</sup>  
**Census**  
Bureau

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

# 2020 Census and Local Government

## How Can You Help?

- Participate in LUCA
- Form a Complete Count Committee
- Educate and Motivate Residents to Participate in the Census
- Put Your American Community Survey profile on your website
- Encourage use of Statistics in Schools
- Encourage Residents to Participate in Census Surveys
- Promote Census jobs
- Partner through outreach activities through 2020



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