

2020 Census and CCC Overview



Presented By Jennifer E. Lee
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It is in the Constitution.

“The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.”

Article One, Section Two

Constitution of the United States of America

- **Apportionment**
- **Redistricting**
- **Distribution of Funds**
- **Inclusive Event**
- **Civic Engagement**
- **Democracy**

TIMELINE	OPERATION
August 2019	Address Canvassing (AC)
March 2020	Update/Leave (UL)
March 2020	Service Based Enumeration (SBE)
March 2020	Group Quarters Enumeration (GBE)
March 12-20	Self-Response
April 1, 2020	Census Day
April 2020	Early Non-Response Follow-up (ENRFU)
May 2020	Non-Response Follow-up (NRFU)

Your Answers are Protected by Title 13 of the U.S. Code

- ✓ The Census is confidential and required by law
- ✓ Results of the Census are reported in a statistical format only
- ✓ We do not share respondent personal information with other government agencies
- ✓ All Census employees swear to a lifetime oath to protect respondent information
- ✓ Penalties for wrongful disclosure - Up to 5 years imprisonment and/or a fine of \$250,000

Supporting Linguistically Diverse Populations Language Access

Available in Spanish

- Enumerator Instruments (hand-held)
- Paper questionnaire and other mailings
- Field enumeration materials

12 non-English languages

Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese

- Internet option - online questionnaire
- Census Questionnaire Assistance (CQAs)

Items available in 59 non-English languages

- Language glossary
- Language identification card
- Language Guides - Print and Video

Additional efforts from the Census Bureau

- Partner with grassroots organizations to localize the Census message
- Hire locally

Complete Count Committees

Bring a structured, focused, and unified outreach and communication campaign to their communities

Tribal, state, and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their constituents.

2020CENSUS.GOV

Committee members are experts in the following areas:

- Government
- Education
- Media
- Community Organizations
- Workforce Development
- Faith-Based Community
- Business
- Other, based on needs

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Forming the CCC

Key Points About the CCC Structure

- The CCC should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community
- Census Bureau staff serve as liaisons and information resources for the CCC
- CCC operations are governed by the highest elected official or community leader

Timeline - Key Communications

The 2020 Census Phases

Education Phase – 2018-2019

Awareness Phase – April 2019

Motivation Phase – March – May 2020

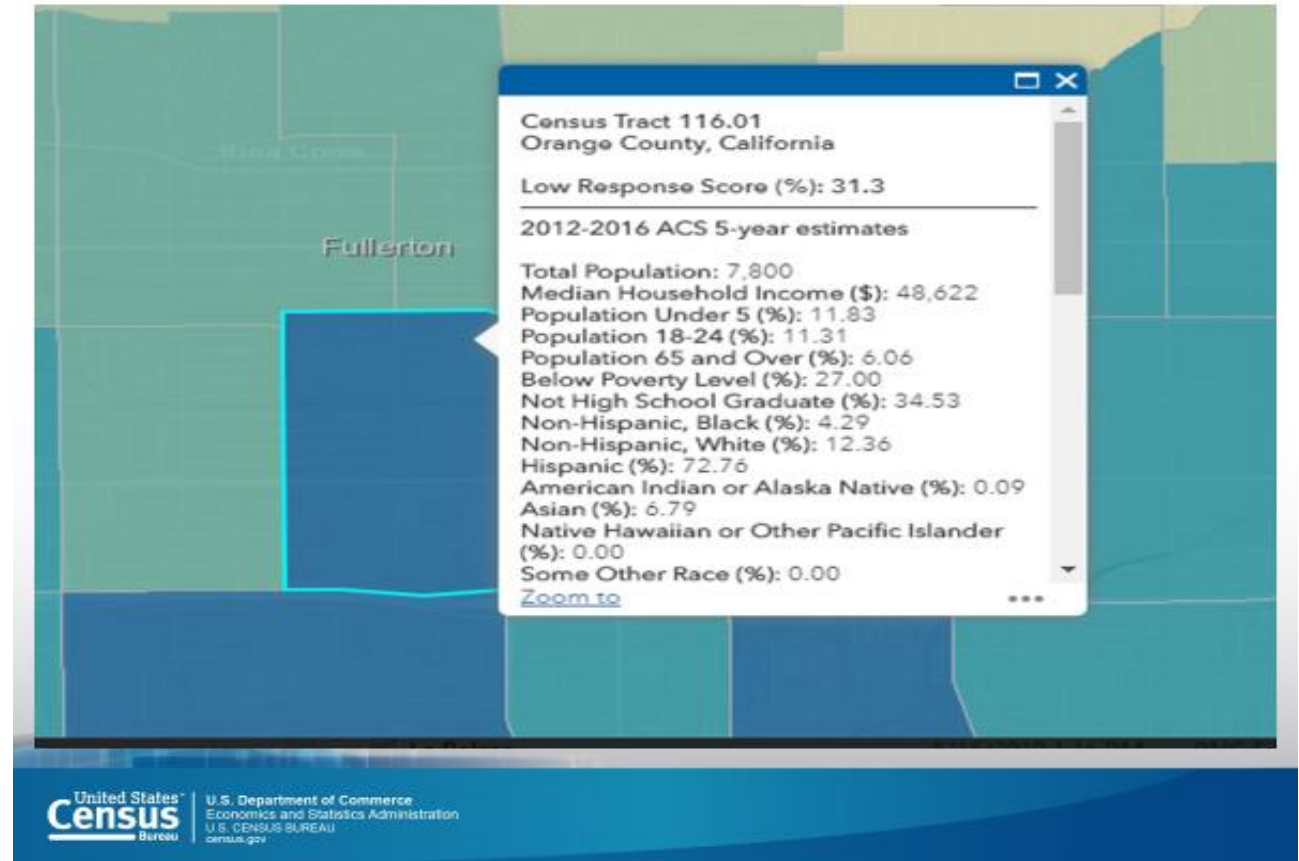
Reminder Phase – May – July 2020

Thank You Phase – Starts July 2020

Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

Response Outreach Area Mapper (ROAM)

- Public mapping application that displays characteristics of hard-to-count areas from the PDB
- 2012-2016 ACS 5-year estimates
- Census tract level
- <https://www.census.gov/roam>





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Next Steps

- **Help generate your community's readiness for the 2020 Census**
- **Work to mobilize your community and form or join Complete Count Committees**
- **Invite partnership specialists to present at your network meetings**
- **Apply for Census jobs and help us recruit diverse staff for ACOs**

Contact Information

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