

# Road to 2020 Decennial Census

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# 2020 Census



# Why We Do a Census

- Article 1, Section 2 of the US 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.*

- Key Purpose is Apportioning the US House of Representatives

# Why does the 2020 Census matter?

## Power

- Congressional representation
- Reapportionment & redistricting

## Money

- \$675 Billion distributed annually
- Funding distributed based on population

## Hawai'i

- Over 2 Billion Dollars in Federal Funding
- \$1,533 approx. per HI resident counted\*

# Federal Funding

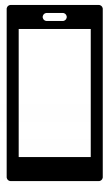
Census data informs how **\$675 billion** is distributed annually among local, state, and tribal governments for programs like:

- Transportation
- Job training centers
- Schools (Title 1 Grants, National School Lunch Program, Head Start/Early Head Start)
- Senior and Foster Care Centers
- Housing (Section 8 housing choice vouchers)
- Medical Assistance Programs (Medicaid, Medicare)

# Goals for the 2020 Census

- Maintain Quality
- Reduce Costs
- Four Areas of Innovation
  - Efficiency in Building an Address List
  - Easier Ways to Respond
  - Better Use of Information We Already Have
  - More Efficient Field Operations

# New Ability to Self Respond Starting March 23, 2020



Internet



Phone



Paper Form

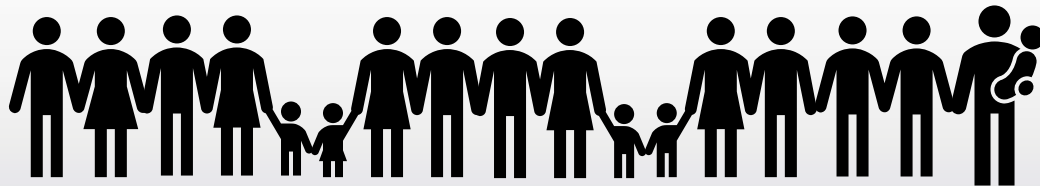


In-person

*\*13 languages including English will be supported*

# Hard-to-Count Populations

Racial and ethnic minorities	Lower income	Persons who do not speak English fluently
LGBT	Undocumented immigrants	Children under 5
People experiencing homelessness	Native Hawaiians & Pacific Islanders	Rural Communities





# Low Response Rate



[www.census.gov/roam](http://www.census.gov/roam)

# How can we work together to ensure a complete count in 2020?

# Recruiting

- Recruiting Information for All Positions
  - [www.census.gov/fieldjobs](http://www.census.gov/fieldjobs)
  - [www.usajobs.gov](http://www.usajobs.gov)
  - [www.2020census.gov/jobs](http://www.2020census.gov/jobs)
  - **1-888-658-5564** (RCC recruiting hotline)

# Community Partnership and Engagement Program (CPEP)

**Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

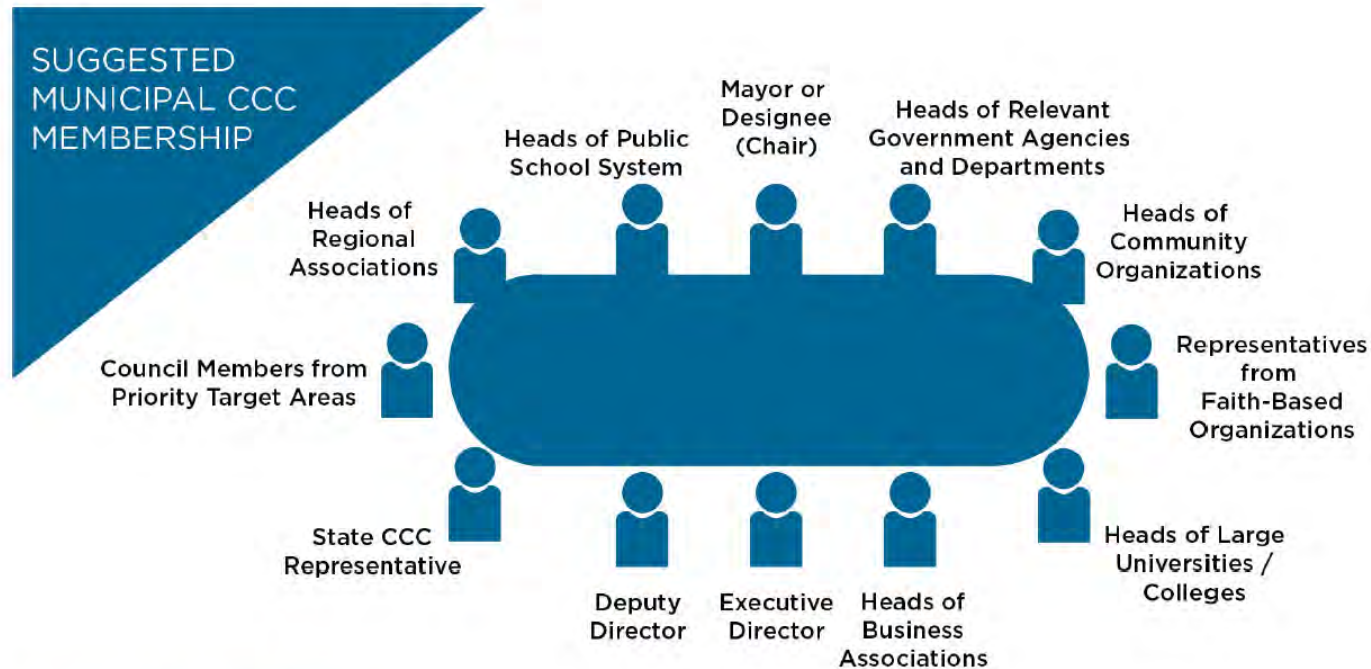
- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

# Complete Count Committees

- Background and Structure of Complete Count Committees (CCCs)
- Native Hawaiian, 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 members.
- Committee members are experts in the following areas:
  - Government
  - Media
  - Workforce development
  - Business
  - \*Education
  - \*Community Organizations
  - \*Faith-Based Community
  - \*Other, Based on Needs

# Complete Count Committees

## Suggested CCC Membership



*\*Partnership Specialist is advisor and  
Census liaison to Municipal CCC's*

# Examples of CCC Strategies:

- Allocate/obtain funds for the CCC and assign a staff person to work with the committee.
- Set, clear achievable goals and objectives.
- Use “grassroots” approach working with community-based organizations.
- Implement special events such as Census Day “Be Counted” parades.
- Create promotional materials.

## Key Dates

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- 2017**
- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
  - Publish final 2020 residence criteria and situations
- 
- 2018**
- Question wording to Congress—March 31, 2018
  - 2018 End-to-End Census Test
  - Regional Census Centers opening
- 
- 2019**
- Opening Field Offices
  - Complete Count Committees established
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- 2020**
- Advertising—begins in early 2020
  - Begin self response
  - Census Day**—April 1, 2020
  - Nonresponse Followup—early April–late July
  - Apportionment counts to the President—December 31, 2020
- 
- 2021**
- Redistricting counts to the States—March 31, 2021



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# Aloha & Mahalo: Contact Information

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