The Road to 2020

Puget Sound Regional Council
15 May 2019

Lorraine Ralston
Partnership Specialist
U.S. Census Bureau
The Road to 2020

Census Day is 1 April 2020

321 DAYS TO GO!

Count everyone once, only once, and in the right place.
Why We Do a Census

“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 1, Section 2
U.S. Constitution
U.S. House of Representatives

435 Total Representatives | 10 Representatives in Washington

2010 Official Results

<table>
<thead>
<tr>
<th>GAINED</th>
<th>LOST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1</td>
<td>Illinois -1</td>
</tr>
<tr>
<td>Florida +2</td>
<td>Iowa -1</td>
</tr>
<tr>
<td>Georgia +1</td>
<td>Louisiana -1</td>
</tr>
<tr>
<td>Nevada +1</td>
<td>Massachusetts -1</td>
</tr>
<tr>
<td>South Carolina +1</td>
<td>Michigan -1</td>
</tr>
<tr>
<td>Texas +4</td>
<td>Missouri -1</td>
</tr>
<tr>
<td>Utah +1</td>
<td>New Jersey -1</td>
</tr>
<tr>
<td>Washington +1</td>
<td>New York -2</td>
</tr>
<tr>
<td></td>
<td>Ohio -2</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania -1</td>
</tr>
</tbody>
</table>
Funding

More than $883 BILLION each year

Examples:
- Medicaid
- SNAP/WIC
- Transportation Planning
- Student Loans/Pell Grants
- Section 8 Housing
- School Lunch Program
- Head Start

Washington Received More than $16 BILLION in 2016

Other Uses of Census Data

• State legislative districts, school districts, voting precincts
• State, local and tribal governments planning decisions
• Business and nonprofit decisions (where to locate, size of market)
• Local trends
• Population benchmarks
What’s New for 2020

1. Easier to Self-Respond
   • Internet
   • Toll-free Number
   • Paper

2. Technology – field workers will use mobile devices
The Road to 2020

2018-2019

Jan-Feb 2020

SELF-RESPONSE

Mar-Jun 2020

GROUP QUARTERS

May-Aug 2020

NONRESPONSE FOLLOWUP

31 Dec 2020

TABULATE DATA AND RELEASE CENSUS RESULTS
What Do We Ask?

1. Address (Rent/Own)
2. Phone Number
3. Count of Each Person At That Address
4. Name
5. Gender
6. Age and Date of Birth
7. Race
8. Hispanic, Latino or Spanish Origin
9. Whether Someone Lives Somewhere Else
10. Relationship
11. Citizenship *
<table>
<thead>
<tr>
<th>Internet Self-Response</th>
<th>Paper Form</th>
<th>Questionnaire Help</th>
<th>Enumerators, Mailed Items</th>
<th>Language Card and Guides</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>English</td>
<td>13 languages</td>
<td>English</td>
<td>59 languages</td>
</tr>
<tr>
<td>Spanish</td>
<td>Spanish</td>
<td>Plus TDD</td>
<td>Spanish</td>
<td>Plus ASL</td>
</tr>
<tr>
<td>Chinese (Simp.)</td>
<td></td>
<td></td>
<td></td>
<td>Plus Braille</td>
</tr>
<tr>
<td>Vietnamese</td>
<td></td>
<td></td>
<td></td>
<td>Plus Large Print</td>
</tr>
<tr>
<td>Korean</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arabic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tagalog</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Polish</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>French</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Haitian Creole</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portuguese</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japanese</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How It Will Work

Nearly every household will receive an invitation to participate from a postal worker or a census worker.
## How It Will Work

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
Private and Confidential

- Only aggregate data reported
- Prohibited by law from releasing personal information to any person or organization (USC, Title 13) *
- Life-time oath by all Census Bureau employees
- Penalties for wrongful disclosure: up to 5 years imprisonment and/or a fine of $250,000
Partnership
Working Together

**Educate** people about the 2020 Census and foster cooperation with enumerators.

**Encourage** people to self-respond.

**Engage** organizations to reach out to hard-to-count groups and those who aren’t motivated to respond to the national campaign.
Hard-to-Count Populations

- Foreign-born/Immigrants
- Children younger than 5
- Seniors
- Homeless
- Migrant workers
- Renters
- Low internet access
Complete Count Committees

- Volunteer committees established by state, local or tribal governments
- Include community leaders and organizations
- Increase awareness and motivate residents to respond to the census
Next Steps
What You Can Do

- Establish/Join a Complete Count Committee
- Work to mobilize your community
- Develop a strategy and work plan
- Identify community areas that need special attention
- Recruit trusted voices in the community
- Build awareness
Good Ideas

- Put a link for jobs on your website
- Put 2020 Census information on your website
- Put a 2020 Census message on your organization voicemail
- Activate social media
- Census kiosk

Stay Connected: 2020 Census

facebook.com/uscensusbureau
twitter.com/uscensusbureau
youtube.com/uscensusbureau
Good Ideas

- Put up Census posters and flyers
- Publish articles in your newsletters
- Print messages on bills (e.g., electric bills)
- Host a Census event
- E-blast to employees
- Resolution/Proclamation
## Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Validate all residential units in the county</td>
</tr>
<tr>
<td>Early 2020</td>
<td>Advertising Campaign</td>
</tr>
<tr>
<td>23 March 2020</td>
<td>Online portal opens</td>
</tr>
<tr>
<td>1 April 2020</td>
<td>CENSUS DAY!</td>
</tr>
<tr>
<td>April-June 2020</td>
<td>Non-response Follow Up Quality Control</td>
</tr>
<tr>
<td>31 Dec 2020</td>
<td>Results delivered to the president</td>
</tr>
<tr>
<td>31 Mar 2021</td>
<td>Results delivered to the states</td>
</tr>
</tbody>
</table>
Thank You!

Lorraine Ralston
Partnership Specialist
U.S. Census Bureau
lorraine.m.ralston@2020census.gov
253.905.8348