

2020 Census Briefing

June 18, 2019

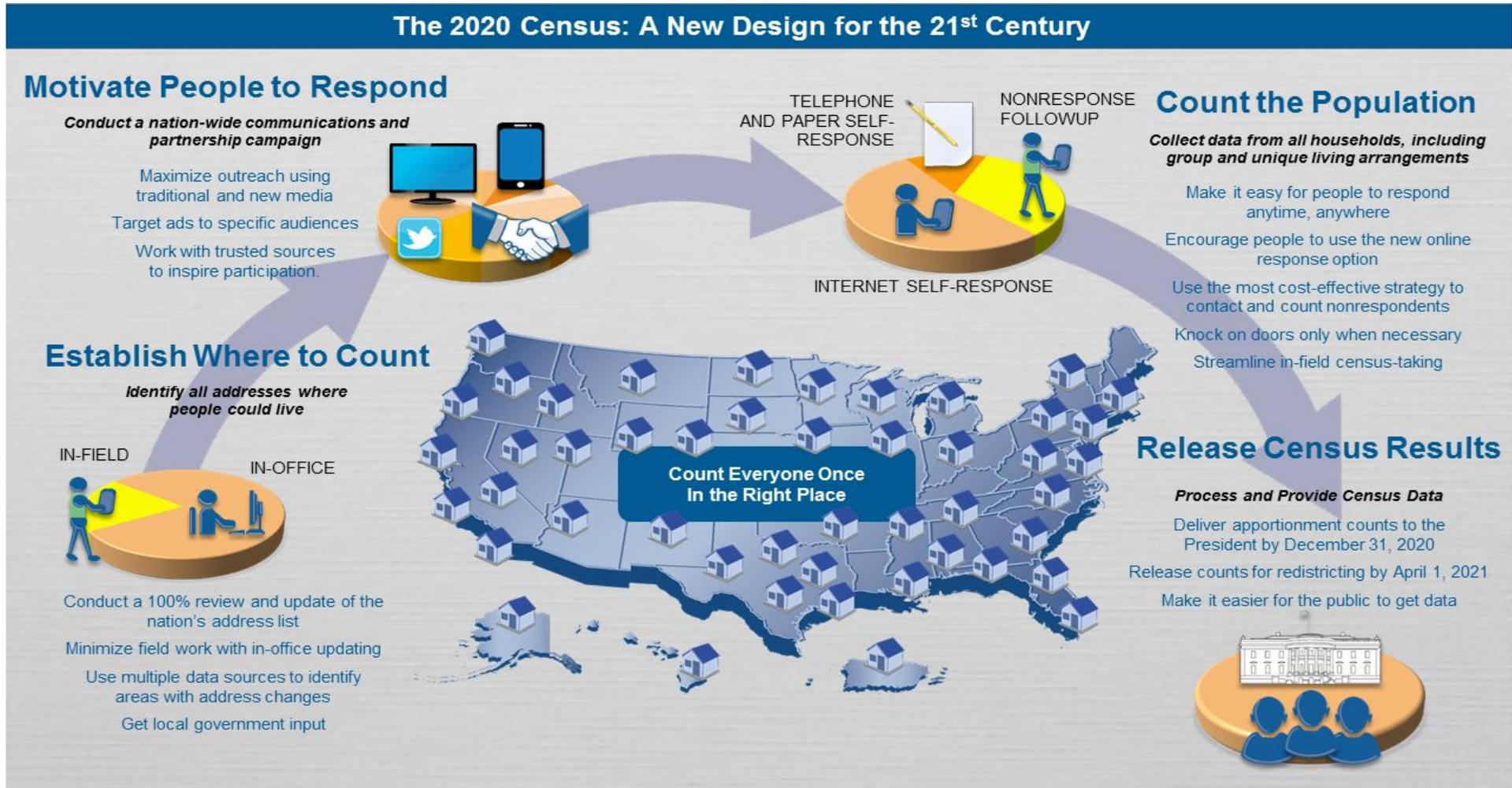
Upper Marlboro, Maryland

*Daniel Jones, Partnership Specialistist
Analisa Rusnack, Regional Technician*

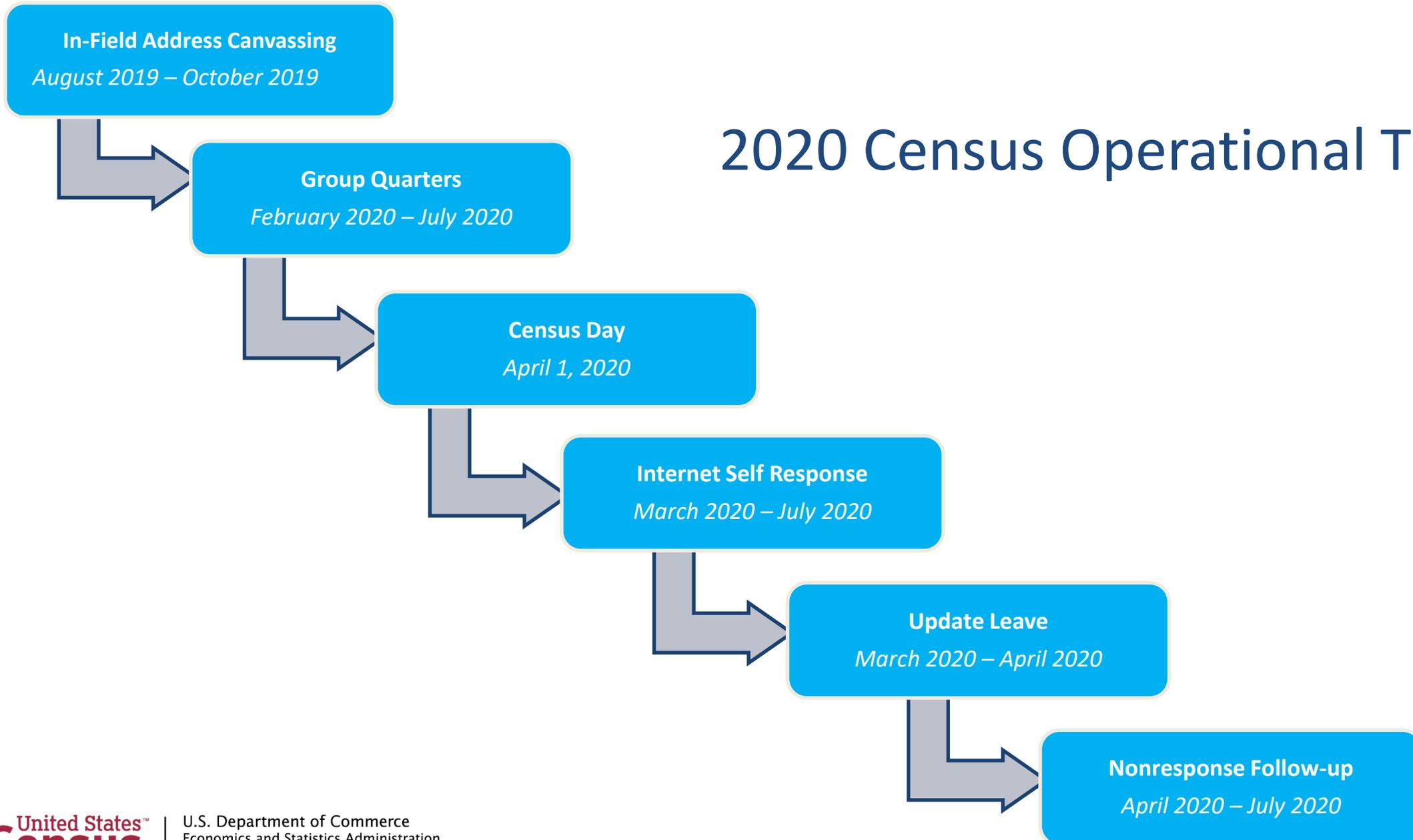
2020 Census

- 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
- Increasingly diverse and growing population
- Confidential
 - Responses are protected by Federal Law
 - Responses are only used to produce statistics
- To conduct the 2020 with the same high quality as the 2010 design

Design for 2020 Census



2020 Census Operational Timeline



2020 Census Recruiting Goals Prince George's County Maryland

	Early Operations Address Canvassing	Peak Operations	Applicants as of June 15, 2019
County Applicant Goal	503	5,675	2,057 (36%)
State Goal	2,922	36,301	11,361 (31%)

Overcoming 2020 Census Obstacles

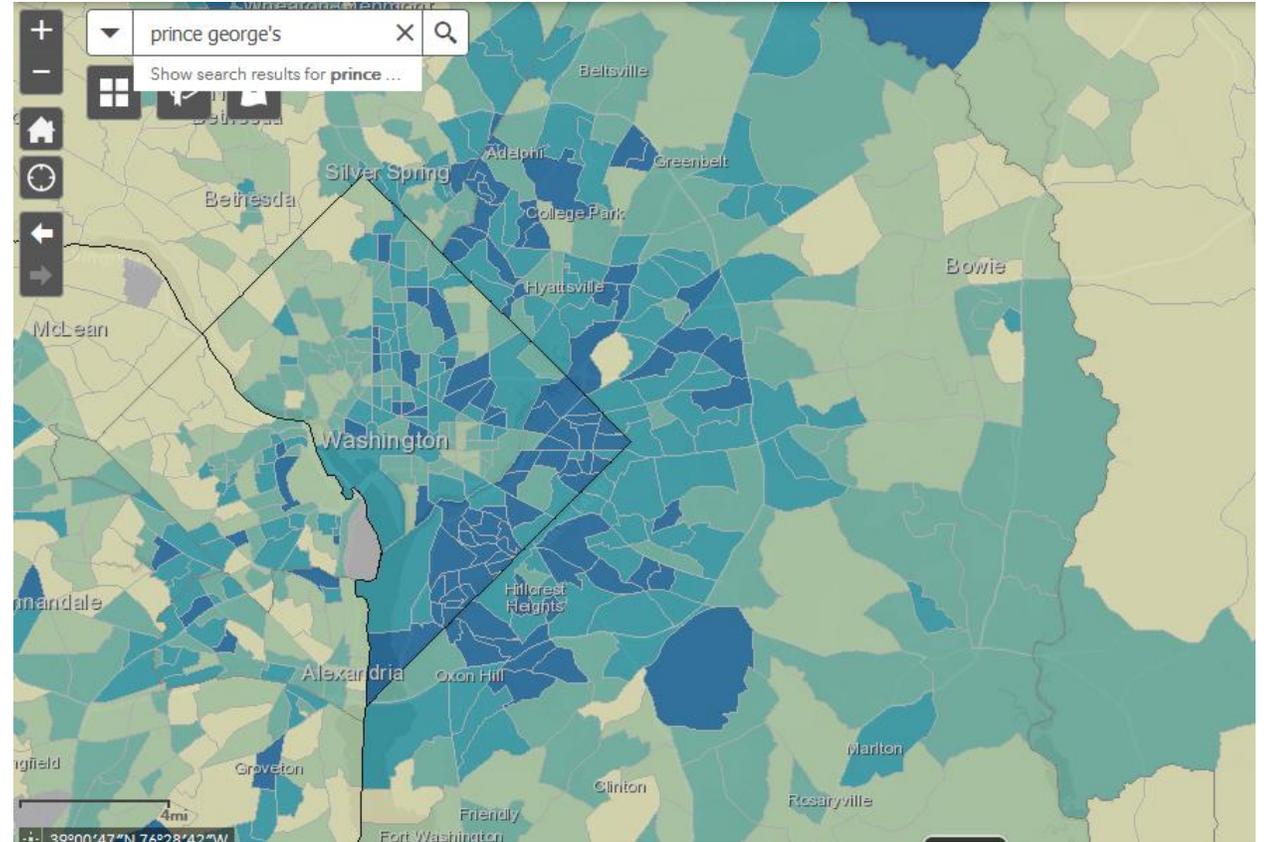
- Identifying Hard to Count Areas/Hard to Recruit Area
- Partnership Efforts
- Effective Messaging
 - 2020 Census Employment Opportunities
 - Responding to the 2020 Census
- Complete Count Committees

Respondent Outreach Area Mapper

Planning database

- Select 2010 Decennial Census Data
- Select 2010-2014 5-year American Community Survey (ACS) estimates
- Census block group and tract levels of geography
- Available to the Public

[Census.gov/roam](https://www.census.gov/roam)



The Low Response Score (LRS) is a metric developed by the Census Bureau to classify geographic areas according to their propensity to self-respond in survey and censuses. The LRS predicts the mail non-response rate. The score is updated yearly and the data is derived from the 2011-2015 American Community Survey and the 2010 Census data

Overcoming Obstacles through Partnerships

- Elected Officials
- Colleges and Universities
- School Districts
- Libraries
- Governments Offices
- Community Organizations and Associations
- Media Outlets
- Businesses

Trusted Voices will encourage participation

Prince George's County Partnership Initiatives

- Complete Count Committees
- Community/State and Local Networks
- Faith-Based Community Outreach
- Foreign Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Trusted Voices
- Thank You Campaign

2020 Census Prince George's Partnership Activities

- **Prince George's County Complete Count Committee**
- UMD Office of Community Engagement:
- Prince George's County NAACP
- Prince George's County Municipal Association
- Suitland Civic Association
- Casa De Maryland
- Prince George's Community College
- **2020 Census events:**
 - Council Member Monique Anderson-Walker Town Hall Meeting -D8
 - School Board member Belinda Queen Coffee Circle presentation
 - Council Member Sidney Harrison Town Hall Meeting -D9
 - County Executive Office- coordinating faith based leaders presentation
 - Greater Mt. Nebo AME Church presentation

Looking Back and Ahead to Census 2020

2018

- Partnership Program - Launch of the Partnership Program
- Recruitment Begins (Fall)

2019

- Maryland Area Census Offices Open (July/August)
- Complete Count Committees - Complete Formation of SCCC/CCCs

2020

- Advertising - Begins in early 2020
- Census Day - April 1, 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts delivered to the President - December 31, 2020

2021

- Redistricting Counts to the States - By March 31, 2021

Questions?

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www.2020census.gov