

2020 Census Overview

Maryland Association of Counties

Ocean City, MD

Nesreen Khashan

Partnership Branch

U.S. Census Bureau

The Decennial Census

Purposes and Uses of Census data

- **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
- **Drawing** congressional and state legislative districts, school districts and voting precincts
- **Enforcing** voting rights and civil rights legislation
- **Distributing** over \$675 billion federal dollars to states and local governments
- **Informing** planning decisions of federal, tribal, state and local government
- **Informing** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

Select Federal Programs that use Population and Income Data as Factors

- Medical Assistance Program (Medicaid)
- Senior Community Service Employment Program
- Supportive Housing for the Elderly
- Low-Income Home Energy Assistance
- Unemployment Insurance
- Highway Planning and Construction
- Supplemental Nutrition Assistance Program(SNAP)
- Supplemental Nutrition Prog. for Women, Infants & Children(WIC)
- Temporary Assistance for Needy Families
- National School Lunch Program
- Head Start

2020 Census Goals

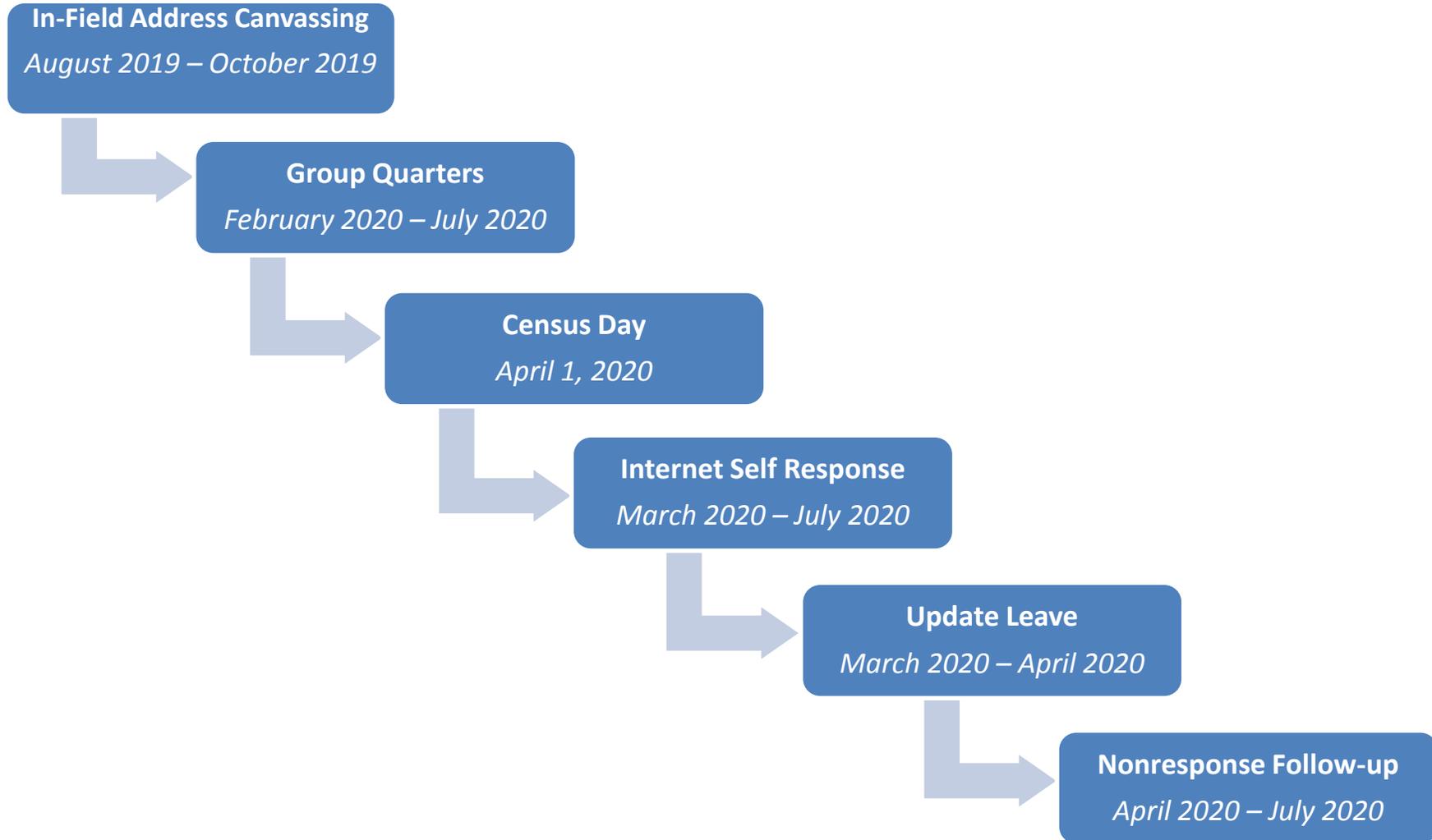
Goals

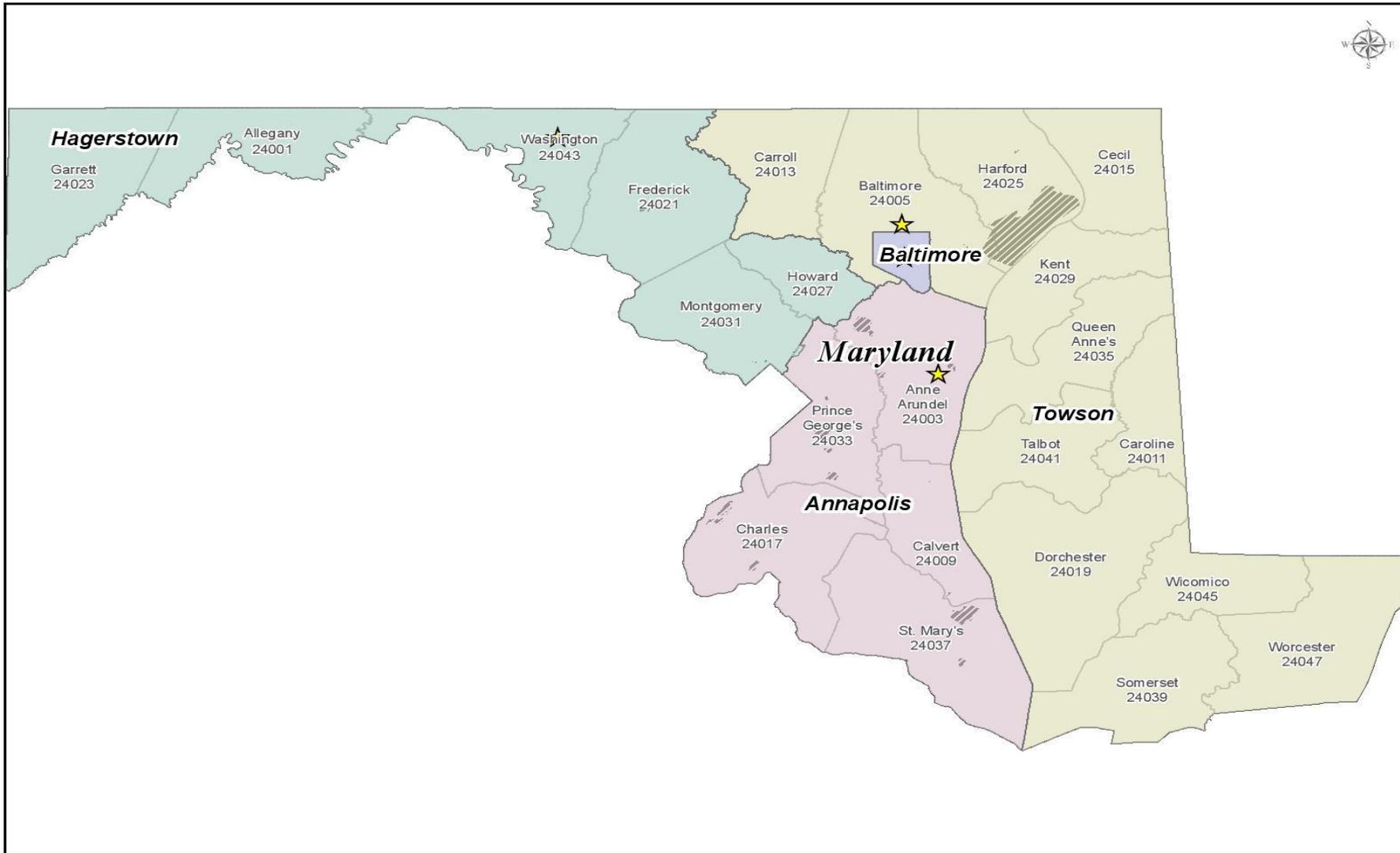
- ✓ To count everyone once, only once, and in the right place

What's New

- ✓ We're maximizing outreach by using both traditional and new media
- ✓ We're offering and encouraging people to respond online, by mail or by phone
- ✓ We're providing our fieldworkers with handheld devices for collecting Census data.
- ✓ We're utilizing automated systems for recruiting, training, and payroll.

Our Timeline





Legend

-  ACO Location
-  ACO Boundary
-  Current Military Installations
-  County
-  States

ACO locations are approximations and do not reflect the physical location of the office.

2020 Census
Area Census Office (ACO) Boundaries
Philadelphia Region



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Changes and Challenges

- Declining participation in Surveys
- Distrust of Government
- Privacy Concerns/ Identify Theft
- New Residents, Immigrants and Languages
- Large college Population
- Seasonal Populations
- Gated Communities
- Homeless Population
- Locked Buildings
- Lack of Time to Participate in Surveys
- Group Quarters Challenges
- Military Population Areas
- Significant government population in DC metro area
- Lack of connectivity (e.g. Computer, internet, etc.)
- 2020 Presidential Election impact

DP05: Total Population 65 Years and Over

	Total Population	65 Years and Over	65 Years and Over %
Maryland	5,959,902	820,050	13.8%
Baltimore city	621,000	76,327	12.3%
Caroline	32,653	4,949	15.2%
Dorchester	32,451	6,364	19.6%
Kent	19,819	4,814	24.3%
Queen Anne	48,712	8,416	17.3%
Somerset	25,899	3,990	15.4%
Talbot	37,668	9,940	26.4%
Wicomico	101,527	14,517	14.3%
Worcester	51,441	13,105	25.5%

S1810: Disability Characteristics

	Disability Per.	65 to 74 Per.	75 + Per.
Maryland	10.7%	21.6%	47.2%
Baltimore city	15.3%	32.5%	51.2%
Caroline	15.2%	25.3%	56.2%
Dorchester	16.5%	29.4%	55.0%
Kent	13.9%	22.1%	48.4%
Queen Anne	10.6%	15.7%	42.7%
Somerset	16.4%	27.9%	57.5%
Talbot	14.1%	18.7%	45.2%
Wicomico	10.7%	22.8%	42.8%
Worcester	14.6%	20.0%	44.8%

Population Estimates 65 Years and Over

	2010 Census	2012	2014	2016	2017
Maryland	707,642	765,155	823,035	877,217	904,671
Baltimore city	72,812	74,606	77,492	81,272	82,925
Caroline	4,413	4,716	5,013	5,210	5,301
Dorchester	5,771	6,114	6,393	6,642	6,781
Kent	4,397	4,604	4,912	5,079	5,104
Queen Anne	7,141	7,861	8,519	9,009	9,292
Somerset	3,660	3,739	3,903	4,082	4,225
Talbot	8,958	9,671	10,041	10,334	10,526
Wicomico	12,847	13,748	14,595	15,429	15,429
Worcester	11,961	12,608	13,253	13,804	14,094

Self-Response Rates

	2000 Census	2010 Census
Maryland	69%	80.3%
Baltimore city	53%	76.1%
Caroline	65%	79.0%
Dorchester	64%	81.2%
Kent	62%	83.0%
Queen Anne	71%	82.6%
Somerset	56%	79.4%
Talbot	68%	84.3%
Wicomico	68%	78.1%
Worcester	31%	85.6%

Your Role in the 2020 Census

- Help with outreach campaigns to promote 2020 Census and motivate online response
- Become a Complete Count Committee member
- Provide Recruiting Assistance by identifying job applicants
- Request 2020 Census exhibits, presentations, seminars/workshops
- Volunteer as a speaker to deliver the 2020 Census messages
- Host a Census 2020 Design Thinking Workshop

County Complete Count Committee

- A **County Complete Count Committee** is a mutually beneficial partnership – at the highest level—within each county. The county’s highest elected official often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:
 - Communicates the importance of the census through local messaging.
 - Raises awareness of the census throughout the county.
 - Motivates every household in the county to participate in the census by completing the questionnaire thoroughly and in a timely manner.
 - Increases the county’s self-response rate.

2020 Census Updates

United States Census Bureau

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

TOPICS: Population, Economy | GEOGRAPHY: Maps, Products | LIBRARY: Infographics, Publications | DATA: Tools, Developers | SURVEYS/PROGRAMS: Respond, Survey Data | NEWSROOM: News, Blogs | ABOUT US: Our Research

Search

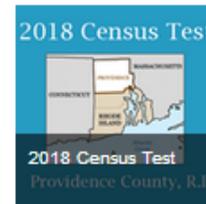
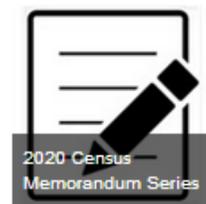
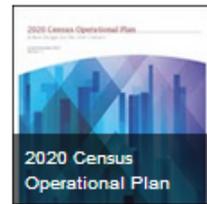
Census.gov > Our Surveys & Programs > Decennial Census of Population and Housing > 2020 Census

2020 Census

- About the Census
- Overview
- Research and Testing
- Library
- News
- Become a Partner
- Complete Count Committees
- Business Opportunities
- 2020 Census Jobs

The goal of the 2020 Census is to count everyone once, only once and in the right place. The Census Bureau will continue to improve its use of mobile technology, geospatial innovations, and internet self-response.

 [Get email updates.](#)



United States Census 2020

Latest

- News
- Updates
- Testing By Year
- Infographics



Census Bureau and Postal Service Team Up for 2018 Census Test
May 09, 2018
The U.S. Postal Service has installed kiosks in 30 post offices in Providence County, R.I., to help the public respond to the 2018 Census Test.



<https://www.census.gov/2020census>

2020 Census Partnership



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RESOURCES ▾

2020 ▾

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Measuring America: People, Places, and the Economy

Partner with the U.S. Census Bureau to
help America work better through data

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United States
Census
2020

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
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What should I know about the 2020 Census?

CENSUS 101

It's about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



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CENSUS 101

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



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CENSUS 101

Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



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2020 Census Partnership: Community Outreach Toolkit

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LEARN THE BASICS OF OUTREACH

WHAT WE'VE LEARNED ABOUT WHAT WORKS

Researchers have long studied the way we access, process, and act on information. We've taken their insights and come up with recommendations and questions to ask yourself when developing your messaging. Grounding your communications in these principles will make them as effective as possible.



MAKE IT ACTIONABLE

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MAKE IT RELEVANT

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PLAN THE DELIVERY

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IDENTIFY YOUR AUDIENCE

BREAKING BARRIERS TO PARTICIPATION

This section provides specific examples of how to apply the principles identified earlier in the context of the census to address some common barriers to taking the decennial census.



"I don't think the census has any impact on my life."

This person isn't sure what census does, how its data affects them, and why their participation matters.

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"I don't feel comfortable sharing my information."

This person is concerned about data privacy or having their information used by other federal agencies.

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"I have trouble completing census forms."

This person may not be a native English speaker and find census forms confusing.

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"I don't have time to fill out the census."

This person is very busy and assumes the census will be time-consuming and cumbersome.

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2020 Census Partnership



ABOUT PARTNER RESOURCES 2020

JOIN

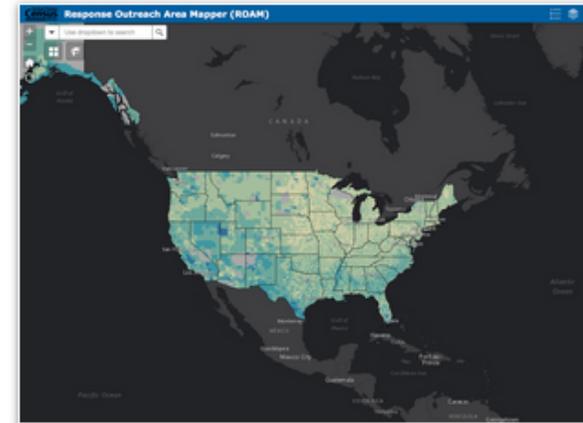
demographic composition and characteristics of the communities you work with and represent.

- Tools
- Workshops
- Mapping Tools
- Training 

Response Outreach Area Mapper (ROAM)

This application was developed to make it easier to identify hard-to-count areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates. Learning about each hard-to-count area allows you to create tailored communication and outreach campaigns, and plan ahead for resources in order engage your communities in the census.

EXPLORE THIS TOOL



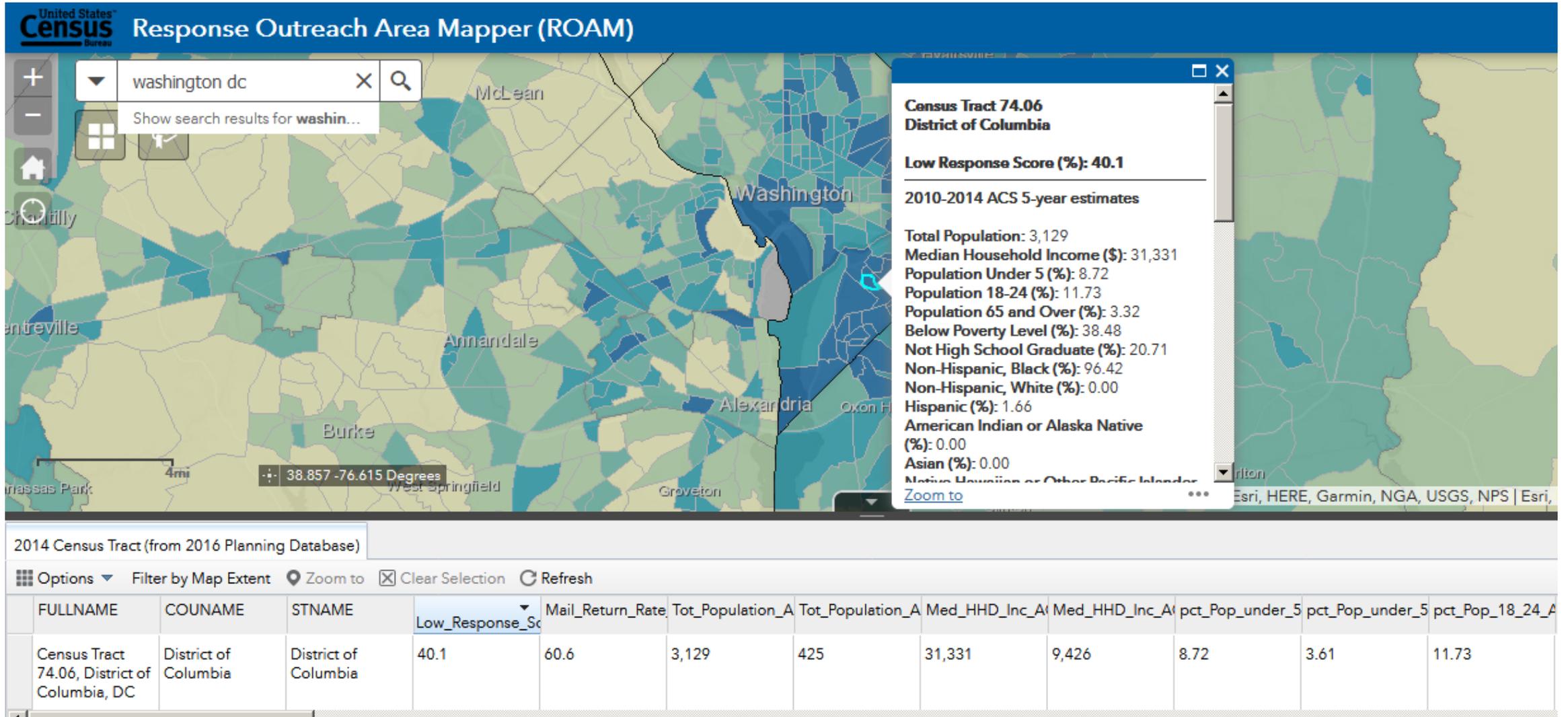
census.gov/partners

2020 Census Partnership: Engagement Navigator



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2020 Census Partnership: ROAM



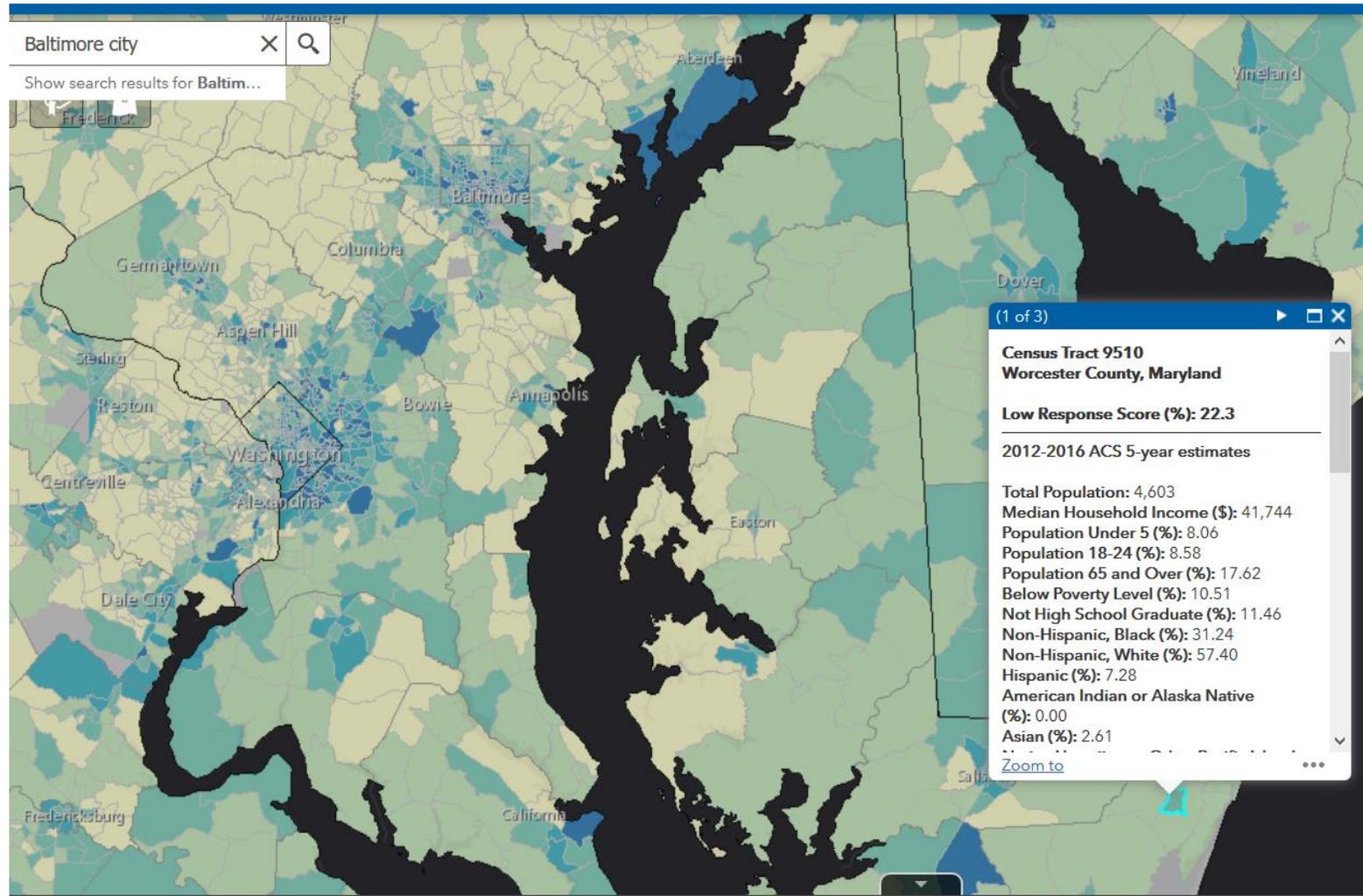
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Response Outreach Area Mapper

Parts of the Response Outreach Area Mapper

- Displays characteristics of hard-to-count areas
- ACS 5-year estimates data
- Census tract level

<https://www.census.gov/roam>



Questions 2020 Census Operations and Positions?

Contact us:

Recruiting Hotline - 1-888-480-1639

Philadelphia Regional Census Center- 1-844-507-2020

Email us at - philadelphia.rcc.partnership@census.gov

Questions or Feedback?

Please feel free to contact me!

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