

2020 Census

# Community Partnership and Engagement Program (CPEP)

Chicago Region



# A Message from the Director

The Chicago Region is pleased to share its plans for the upcoming census.

We look forward to this opportunity to meet and engage partners in support of our 2020 Census mission: to conduct a census of population and housing and disseminate the results to the President, the states and the American people. **Our goal is to count everyone once, only once, and in the right place!**

We want to share the many opportunities available to be engaged and partner with the Chicago region. With your assistance and support, we will take every opportunity to work in concert with the eight states in the region: Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri and Wisconsin.



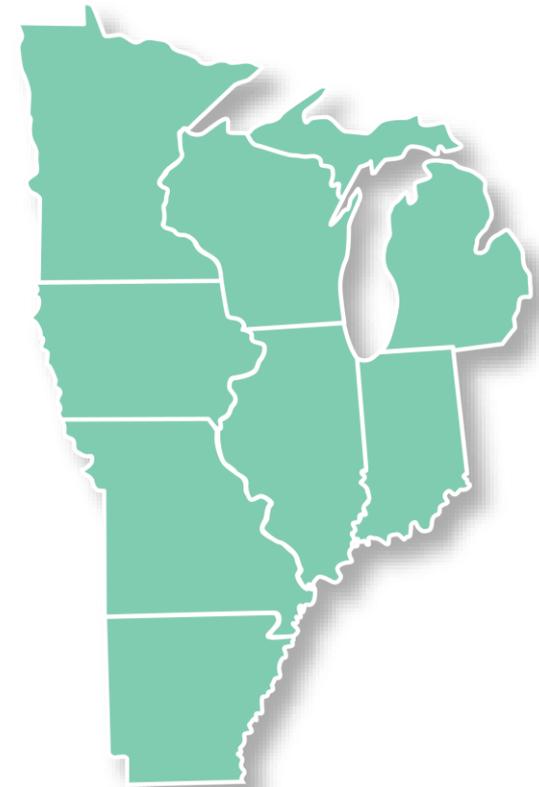
**Marilyn A. Sanders**  
*Chicago Regional Director*

# A Message from the Director

Thank you for attending and hosting this crucial meeting with the Chicago Region's 2020 Census Partnership team. I am certain you will find the information shared informative and staff from the Chicago Region responsive to your questions. We are available as a resource and engaged at every level to achieve a complete count of the population in this region.

Feel free to email me, contact me by telephone or schedule a meeting if you desire. I can be reached at [marilyn.a.sanders@census.gov](mailto:marilyn.a.sanders@census.gov) or 630-288-9301.

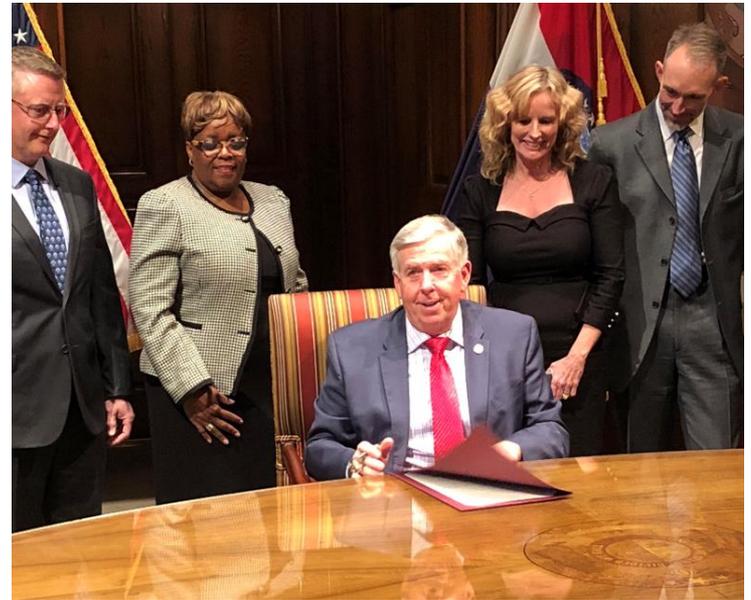
***I look forward to the 2020 Census Experience!***



2020 Census

# Gov Parsons Signs Executive Order 18-12 to Officially Launch Missouri's SCCC

Regional Director, Marilyn A. Sanders, and Chicago Region ARCM Ellisa Johnson, traveled to Jefferson City, MO to join Governor Mike Parsons as he signed Executive Order 18-12, **officially launching the Missouri State Complete Count Committee.** They were joined by partners from around the State of Missouri, including Matt Hesser, Missouri State Data Center; Sarah Steelman, Commissioner of the Office of Administration; and Thomas McAulliffe, Director of Health Policy for the Missouri Foundation for Health.



# A Constitutional Mandate

The **U.S. Constitution** (Article 1, Section 2) requires a headcount every 10 years, of everyone residing in the United States.

- All 50 states, Puerto Rico, Washington DC, and Island areas
- People of all ages, races, ethnic groups, citizens, and noncitizens

**The Next Census Occurs in 2020!**



# Democracy & Funding

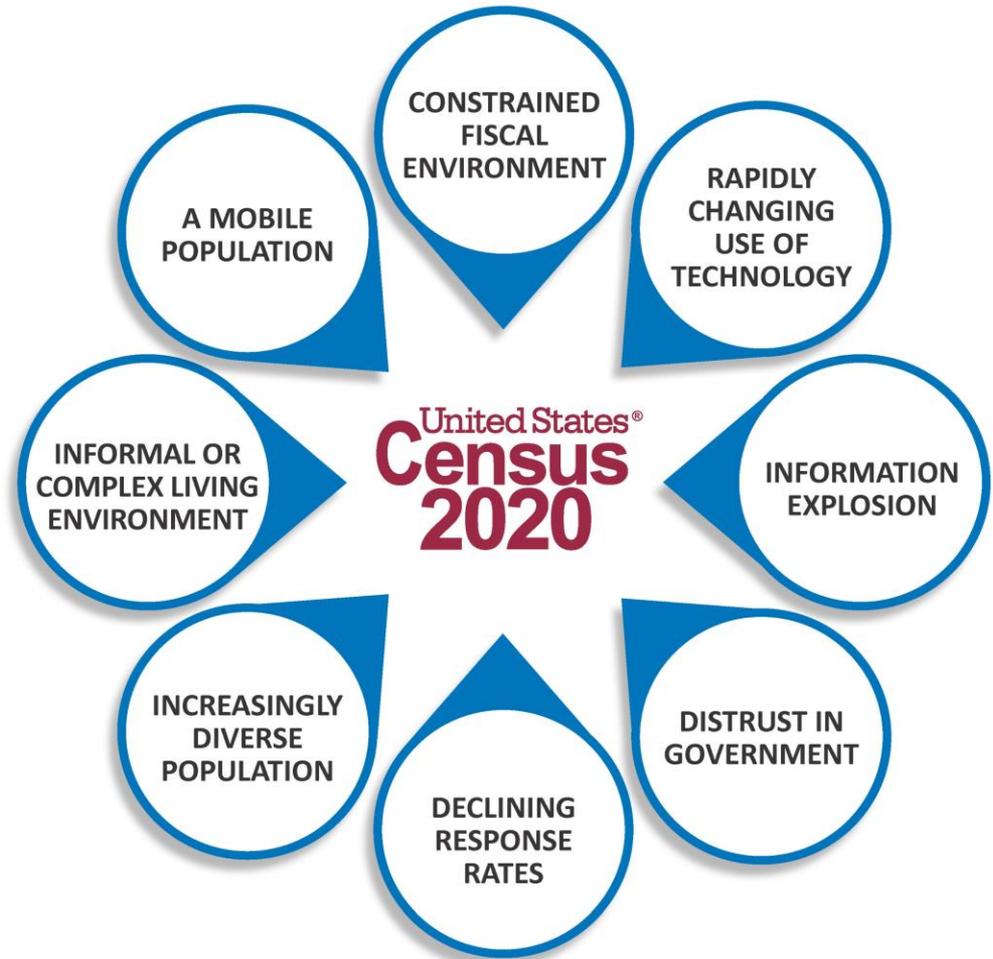
Legislative Representation  
is redetermined through  
**Apportionment**

**\$675 Billion** will be  
distributed annually based  
on Census information



# Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a **flexible design** that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



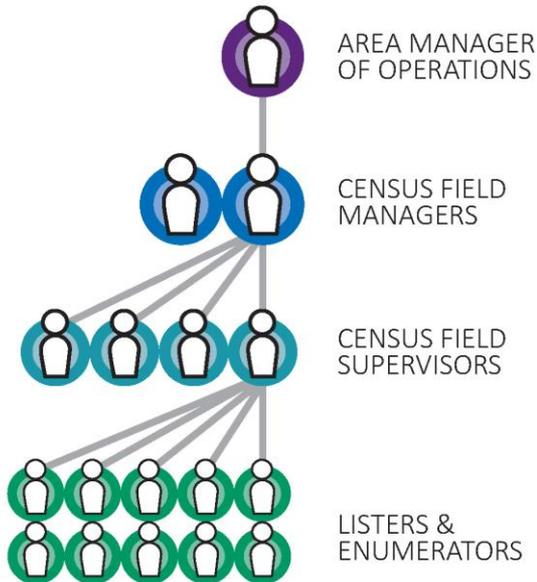
# Redesign



# Re-Engineering Field Operations

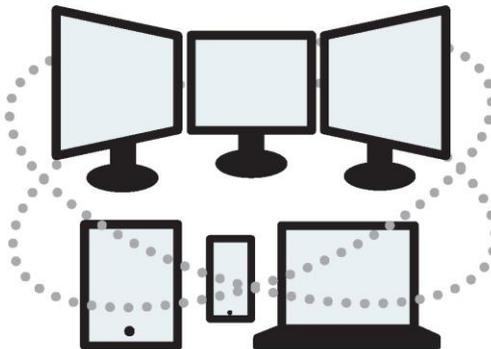
*Using Technology To Efficiently and Effectively Manage 2020 Census Field Work*

## STREAMLINED OFFICE AND STAFFING STRUCTURE



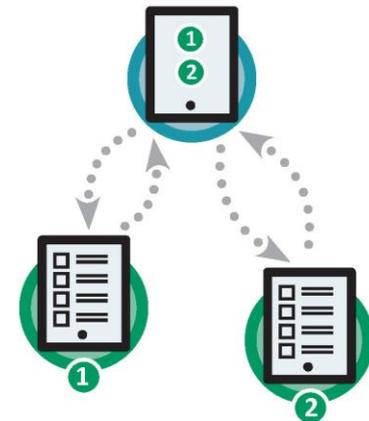
## INCREASED USE OF TECHNOLOGY

- Automated and optimized work assignments
- Automated recruiting, training, payroll, and expense reporting
- Reduced paper and manual processing



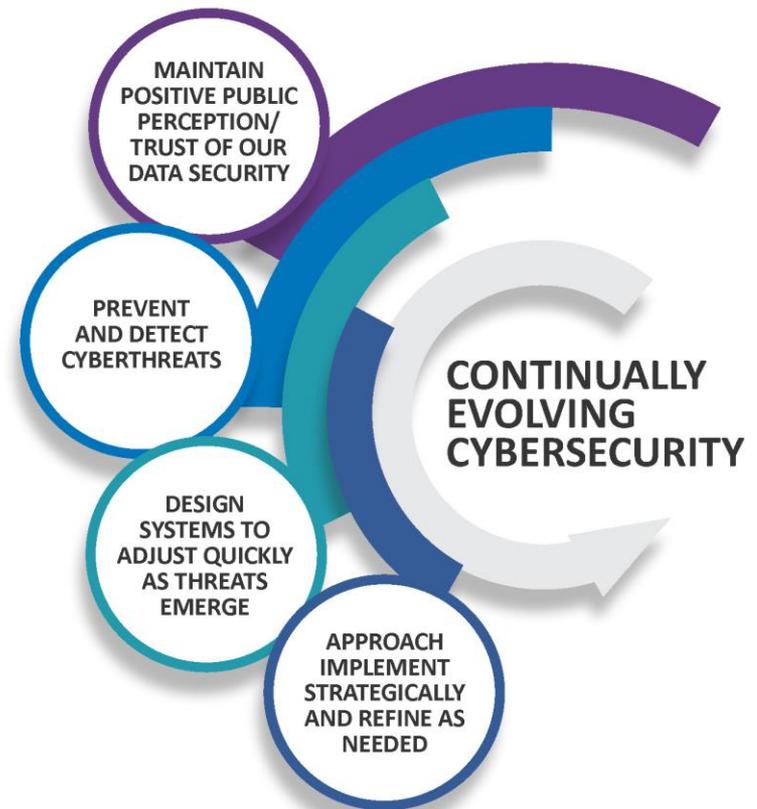
## INCREASED MANAGEMENT AND STAFF PRODUCTIVITY

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



# Cybersecurity Risk Mitigation Strategy

- **Federal Partnerships** to assist with threat detection and recovery
- **Communication Plan** to inform respondents about personal proactive cybersecurity steps
- **Industry Solutions** to provide services that protect, detect and resolve threats
- **Incident Response Plan** to contain and manage security breaches



# Recruiting & Job Opportunities

## Chicago Regional Census Center (RCC)

- Management
- Clerical
- Recruiting
- Information Tech
- Space / Leasing
- Administrative
- Partnership

For current job openings, visit [2020census.gov/jobs](https://2020census.gov/jobs)  
or call **855-JOB-2020** or if you have any questions,  
email us at [chicago.rcc.recruiting@census.gov](mailto:chicago.rcc.recruiting@census.gov).



# Recruiting & Job Opportunities

## 32 Area Census Offices (ACOs)

*AR, IA, IL, IN, MI, MN, MO, WI*

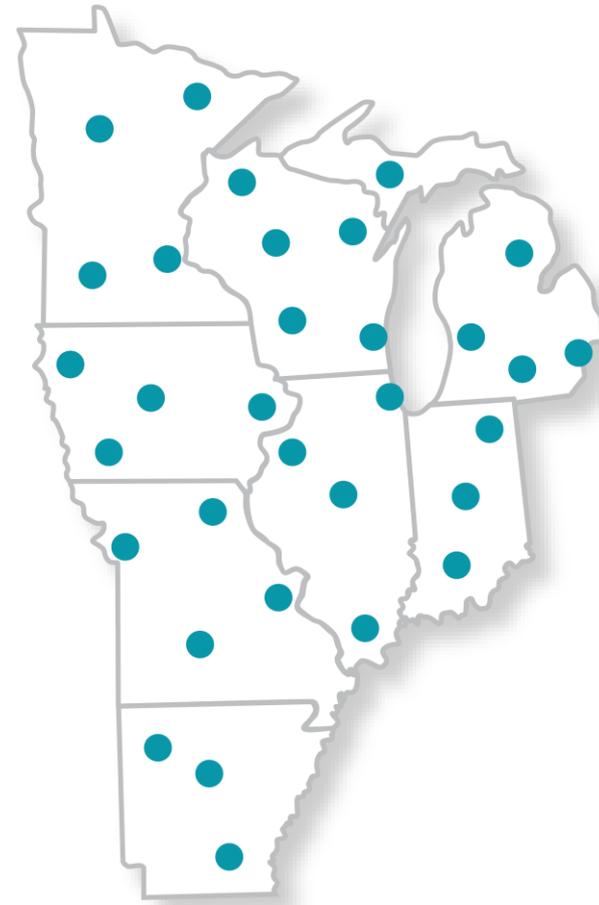
- Recruiting Assistants
- Office Operations Supervisors
- Office Clerks
- Census Field Supervisors
- Address Listers
- Census Enumerators / Takers

For current job openings, visit:

[2020census.gov/jobs](https://2020census.gov/jobs)

[2020census.gov/fieldjobs](https://2020census.gov/fieldjobs)

or call **855-JOB-2020** or if you have any questions,  
email us at [chicago.rcc.recruiting@census.gov](mailto:chicago.rcc.recruiting@census.gov).



# Recruiting and Assessment Improvements

New for 2020, online job application and online assessments now utilize:

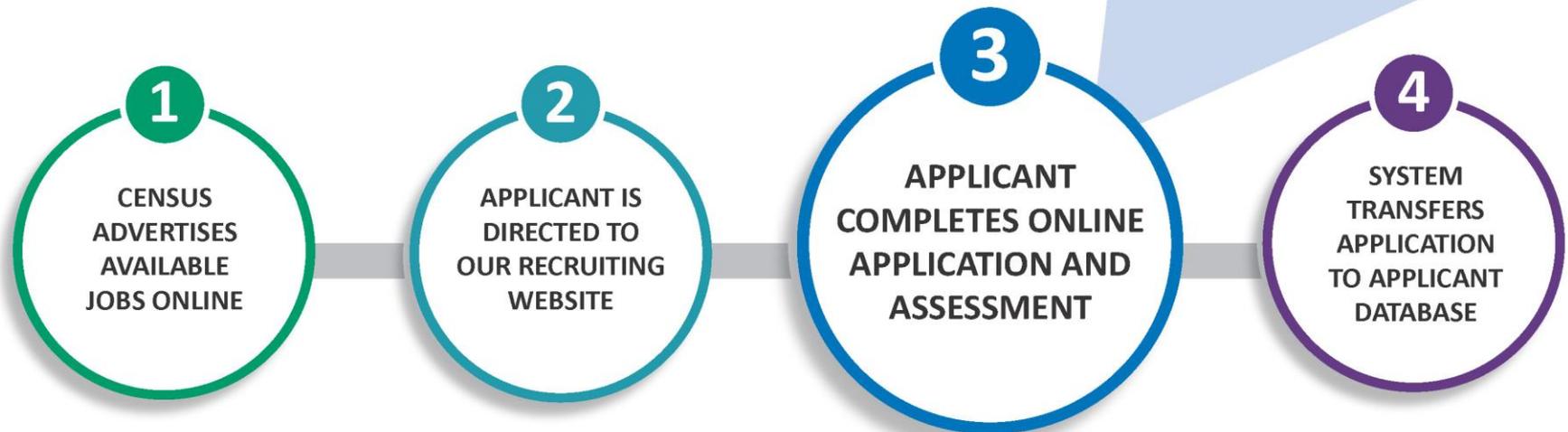
- **Situational Judgement Questions**
- **Biodata Questions**

*(Questions about life and work experiences, as well opinions, values, beliefs, and attitudes that reflect a historical perspective. – Wikipedia)*

Sample Question:

**How quickly do you adapt to new things?**

- I adapt almost instantly.
- I adapt, but it takes a little time.
- I take my time to adapt.



# Operational Schedule / Key Milestones

<b>2018</b>	<i>September</i>	Begin Recruiting for Census Jobs
<b>2019</b>	<i>January</i>	Area Census Offices Begin Opening Complete Count Committees Begin Activities
	<i>August</i>	In-Field Address Canvassing Starts
<b>2020</b>	<i>February</i>	Begin Group Quarters Operations
	<i>End of March</i>	Self-Response Period Begins
	<i>End of March-July</i>	Begin Field Enumeration (in Selected Areas)
	<b>April 1</b>	<b>2020 Census Day!</b>
	<i>Late April - August</i>	Conduct Nonresponse Follow-Up (NRFU)
	<i>December 31</i>	Deliver Apportionment Counts to President
<b>2021</b>	<i>April 1</i>	Deliver Redistricting Counts to States

# Goal of the Partnership Program

Work with local partners to **Engage, Educate and Encourage** participation in the 2020 Census by those who are less likely to self respond and who are known to be hard to count.

The 2020 Census succeeds through partnerships with:

- Tribal Governments
- State Governments
- County and Municipal Governments
- Community Organizations
- Faith-based Institutions
- Schools/Colleges
- Businesses
- Local Media
- Philanthropy



# State Complete Count Commissions

## New for 2020!

- **Organized** by governor's office or State Data Center
- Formed by **executive order** or by legislation
- Governor **appoints members** of the commission
- Commission organizes outreach efforts for **entire state**, provides guidance, resources and support for census implementation.



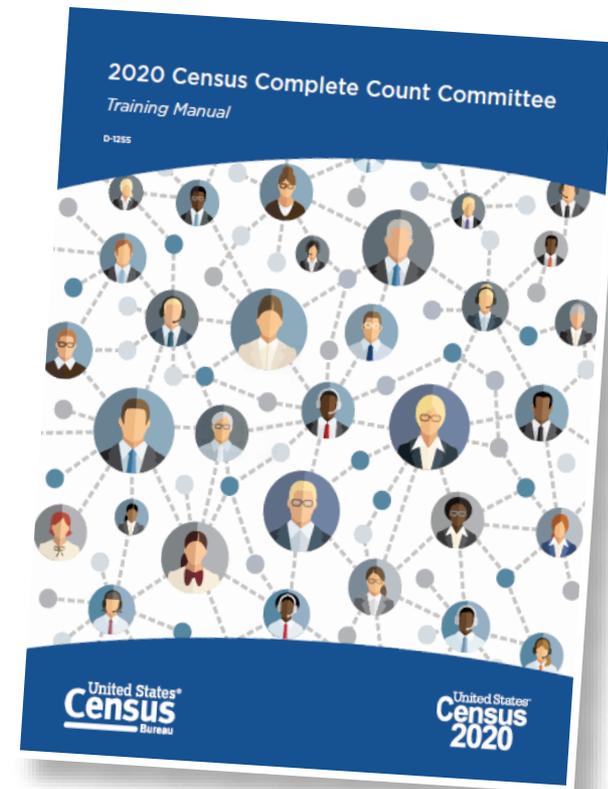
# Complete Count Committees (CCCs)

- Organized at the **county, municipal, or community** level
- Formed by local, official **proclamation** or passage of **ordinance**
- Members appointed by the **Highest Elected Official** (HEO)
- Committee organizes **local outreach efforts**
- Provides **leadership/support** for participation



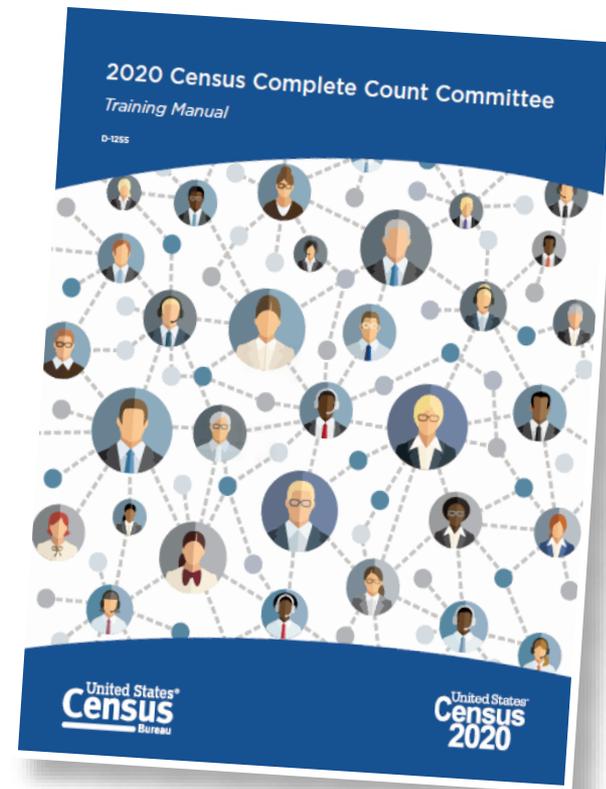
# CCCs Purpose and Influence

- Assist Census Bureau to meet the goal of a **timely, accurate and cost-effective** census count.
- Act as 2020 Census **Champions**
- Provide **“trusted voices”** as Census Ambassadors.

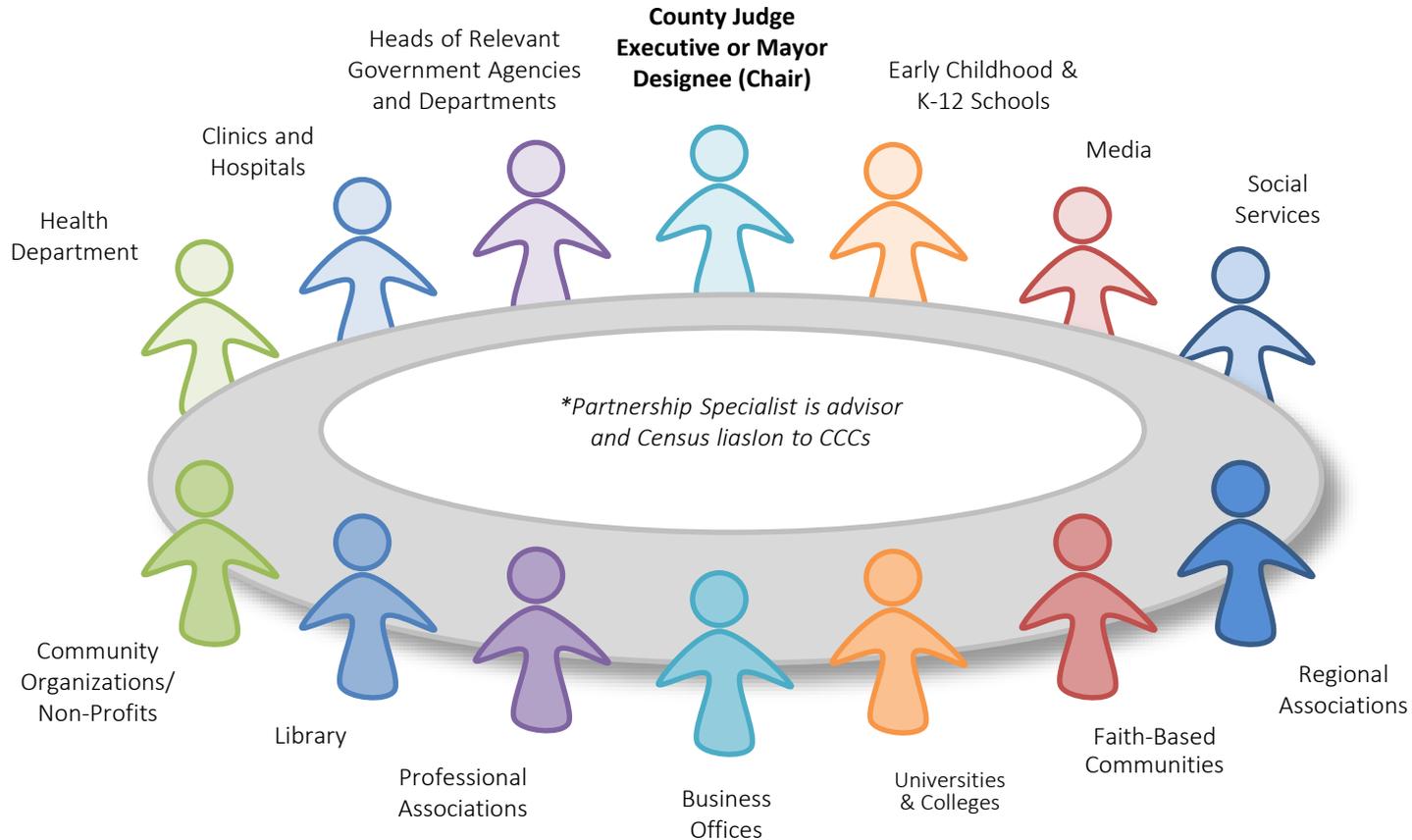


# CCCs Objectives

- **Monitor** census participation
- Target **outreach efforts** in low response rate areas
- Marshall **resources** to support Complete Count goals
- Collaborate with Regional Director and Partnership Specialists for **training and support**



# Who Should be Included on a CCC



# Sample Topics for the CCCs

- How to reach **specific audiences**, such as Millennials, students, Seniors, businesses, and faith-based communities
- How to help **recruit** for Census Jobs
- How to use and engage with **Media & Social Media**
- How to **share, reinforce, and localize** the Census message



# Community Outreach

Community/Immigrant Based Organizations, Cultural programs and Centers, Embassies, Consulates General and Faith-Based Institutions will be **heavily utilized** to assist with recruiting, language support, translation services and raising awareness within the linguistically isolated areas as well. Key partners like the Polish American Association, Chinese American Service League, MALDEF and the Arab American Association will be heavily utilized for translation and education services.



# Non-Profit Partners



Kansas City Census  
Fundrers' Collaborative



# CCC Launch Calendar

**Indianapolis CCC**

February 2019

**Detroit CCC**

February 2019

**St. Louis CCC**

March 2019

**Minneapolis CCC**

March 2019

**Aurora CCC**

April 2019

**Chicago CCC**

April 2019



# Hard-To-Count (HTC) Demographics

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)



# New Construction

Once a decade, a voluntary opportunity for governments to submit addresses with city style mailing addresses for units constructed after **LUCA** that will be closed to the elements (i.e., basic construction completed) by census day.

*This only applies to governments that will receive decennial census questionnaires by mail.*



# CCC Key Communication Phases

Local governments and community leaders participate in activities highlighting that the 2020 Census is **fast approaching** and it is easy, important and safe.

<b>Gear Up Phase</b>	Now – Fall 2019
<b>Engage Phase</b>	Nov – Dec 2019
<b>Educate Phase</b>	Feb 2020
<b>Encourage Phase</b>	Mar – May 2020
<b>Remind Phase</b>	May – Jul 2020
<b>Thank You Phase</b>	Start Jul 2020



# Census Data Tools

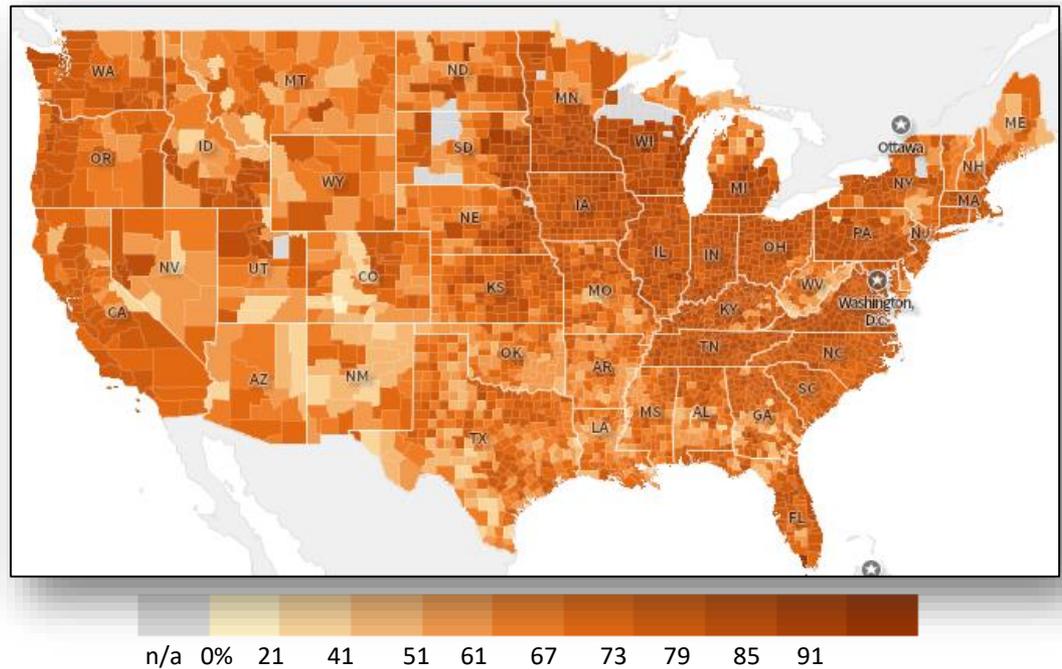
- 2010 Mail Participation Rate Map (MPR)
- **Low Response Score Map (ROAM)**
- Data Access Tools  
*American Community Survey (ACS),  
QuickFacts, Business Builder*
- Census Data Access Workshops
- Regional Data Specialists



# 2010 Mail Participation Rate Map (MPR)

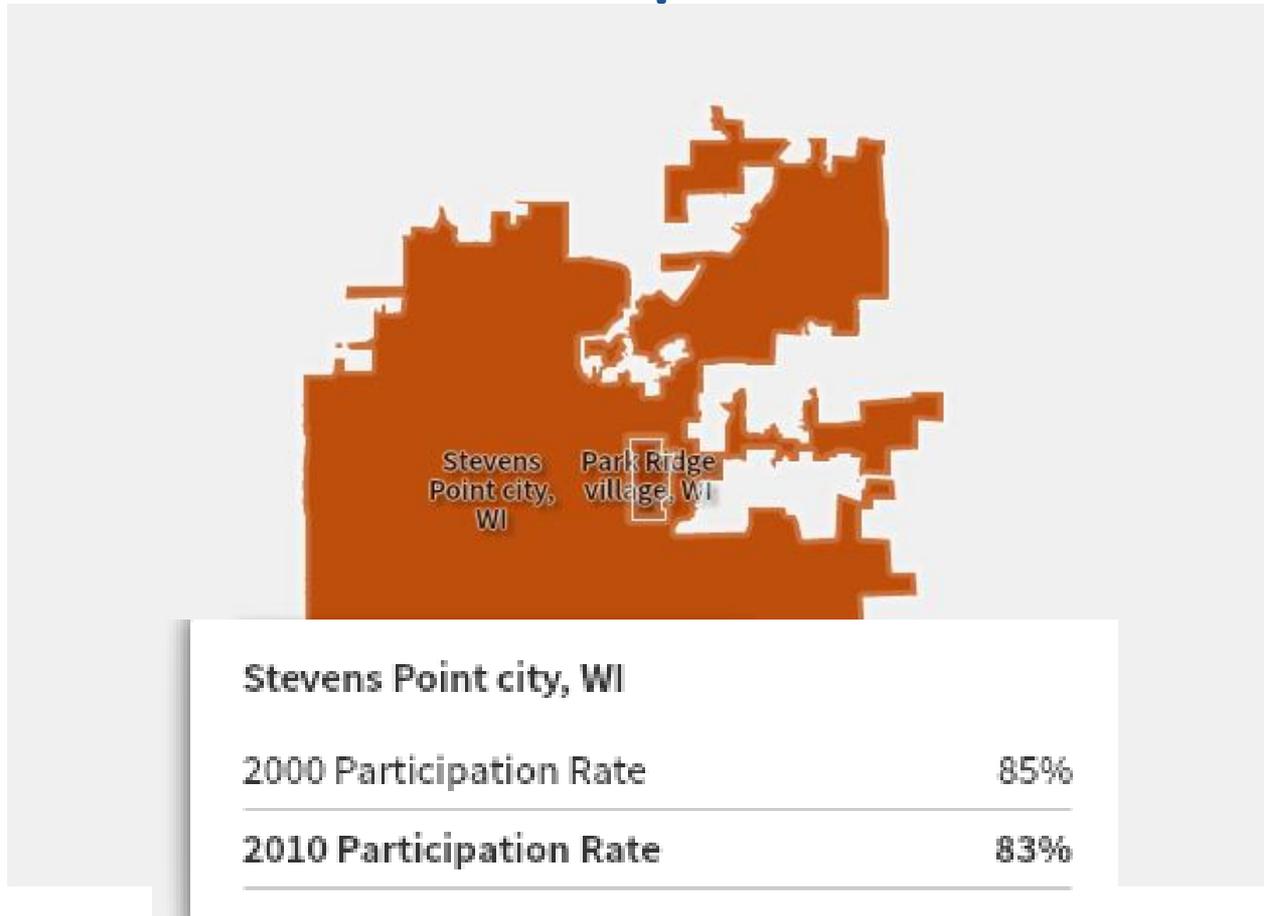
## 2010 Census Participation Rates

State	Rate	Rank
Arkansas	69%	38
Illinois	76%	11
Indiana	79%	3
Iowa	79%	3
Michigan	78%	5
Minnesota	81%	2
Missouri	74%	24
Wisconsin	82%	1
United States	74%	NA



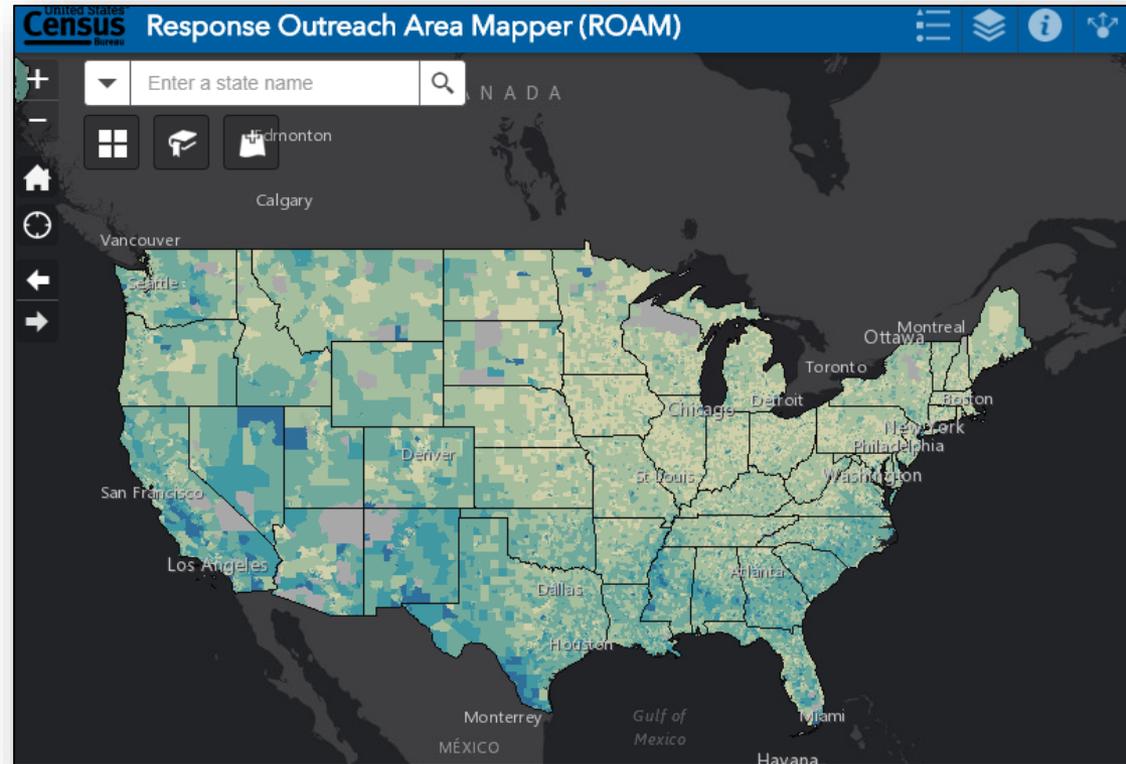
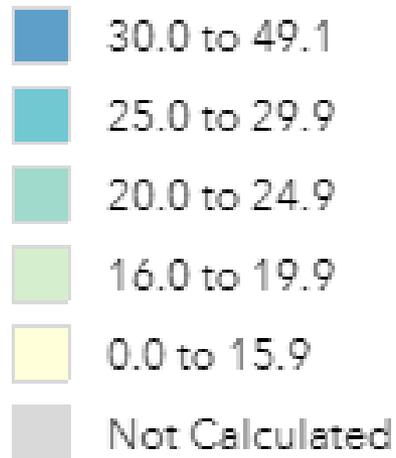
[census.gov/censusexplorer/2010ratemap.html](https://census.gov/censusexplorer/2010ratemap.html)

# Localized Mail Participation Rate Map



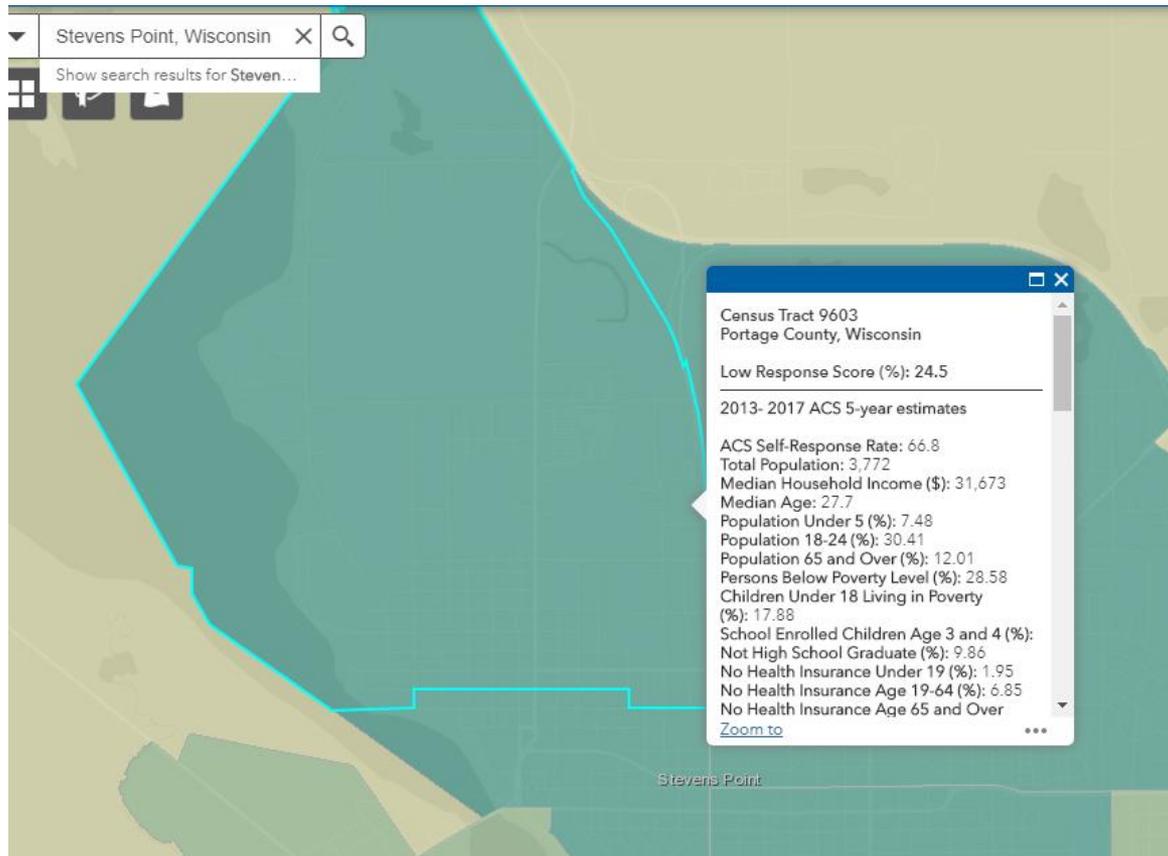
# Response Outreach Area Mapper (ROAM)

## Low Response Score



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

# ROAM Low Response Score Area Map



2020 Census

# ROAM Low Response Score Area Map

Census Tract 9603  
Portage County, Wisconsin

Low Response Score (%): 24.5

2013- 2017 ACS 5-year estimates

ACS Self-Response Rate: 66.8

Total Population: 3,772

Median Household Income (\$): 31,673

Median Age: 27.7

Population Under 5 (%): 7.48

Population 18-24 (%): 30.41

Population 65 and Over (%): 12.01

Persons Below Poverty Level (%): 28.58

Children Under 18 Living in Poverty (%): 17.88

School Enrolled Children Age 3 and 4 (%):

Not High School Graduate (%): 9.86

No Health Insurance Under 19 (%): 1.95

No Health Insurance Age 19-64 (%): 6.85

No Health Insurance Age 65 and Over (%): 0.00

Non-Hispanic, Black (%): 0.53

Non-Hispanic, White (%): 90.27

Hispanic (%): 1.46

American Indian or Alaska Native (%): 0.34

Asian (%): 6.87

Native Hawaiian or Other Pacific Islander (%): 0.00

Some Other Race (%): 0.00

Foreign Born (%): 3.87

No One in Household Age 14+ Speaks English "Very Well" (%): 1.07

Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 0.00

Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.29

Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.26

Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00

Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00

Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00

Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00

Total Housing Units: 1,912

Total Occupied Housing Units: 1,777

Renter Occupied Housing Units (%): 70.57

Married Couple Households with Child Under 18 (%): 32.58

Family Occupied Housing Units with Related Children Under 6 (%): 37.95

Population 1+ Who Moved From Another Residence Within the Last Year (%): 29.62

Vacant Housing Units (%): 7.06

Multi-Unit (10+) Housing (%): 18.83

# Census Data Maps Compared

	MPR Map 	ROAM Map 
<i>Data Collection</i>	Prior 2 Decennial Censuses 2000 & 2010	American Community Survey (ACS) 2012 - 2016 / 5 year estimate
<i>Objective</i>	Demonstrate the mailed-in responses & participation rate of the previous Decennial Censuses	Identify hard-to-survey areas and provide a socioeconomic & demographic profile of those Census Tracts
<i>Timeframe</i>	Past History	Most Current & Future Trends
<i>Color Coding</i>	Darker / Deeper the color, the higher the Census Mail Participation Rate (Light Orange to Dark Red)	Darker / Deeper the color, the higher the Low Response Score (Light Beige to Green to Dark Blue)
	<a href="https://census.gov/censusexplorer/2010ratemap.html">census.gov/censusexplorer/2010ratemap.html</a>	<a href="https://census.gov/roam">Census.gov/roam</a>

# CCC Training

- Winter 2018/2019
- In-person and via webinar
- Materials provided by the Chicago RCC
- **Partners can assist by providing training space**



# Critical Next Steps

- Determine ways you can Partner for the 2020 Census
- Appoint a Census Liaison
- **Help with Recruiting for Census Jobs**
- **Establish a CCC**
- Formalize with Letter to Regional Director
- Determine CCC Membership
- Request CCC Training



# Working Together: 2020 Census Mission

“We understand that a plan is only as good as those who are put in the game to mobilize the plan.

Just like a football team, where everyone has to know their role, these plans will help us truly function as a **TEAM** — with the ultimate goal to count everyone once — and only once — and in the right place for the entire eight-state region.”

***Marilyn A. Sanders***

*Regional Director, Chicago*

# Connect With Us

2020 Census Homepage

[census.gov/2020Census](https://census.gov/2020Census)

Census Alerts

[public.govdelivery.com/accounts/USCENSUS/subscriber/new](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new)

2020 Census  
Memorandum Series

[census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html](https://census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html)

American Community Survey

[census.gov/programs-surveys/acs/](https://census.gov/programs-surveys/acs/)

Census Jobs

[2020census.gov/jobs](https://2020census.gov/jobs) or [2020census.gov/fieldjobs](https://2020census.gov/fieldjobs)  
[census.gov/about/regions/chicago/jobs/all.html](https://census.gov/about/regions/chicago/jobs/all.html)



[uscensusbureau](https://uscensusbureau)

# Thank You for Your Partnership!

If you have any questions during the 2020 Census, **our Partnership Specialists are here to help.**

United States<sup>®</sup>  
**Census**  
**2020**