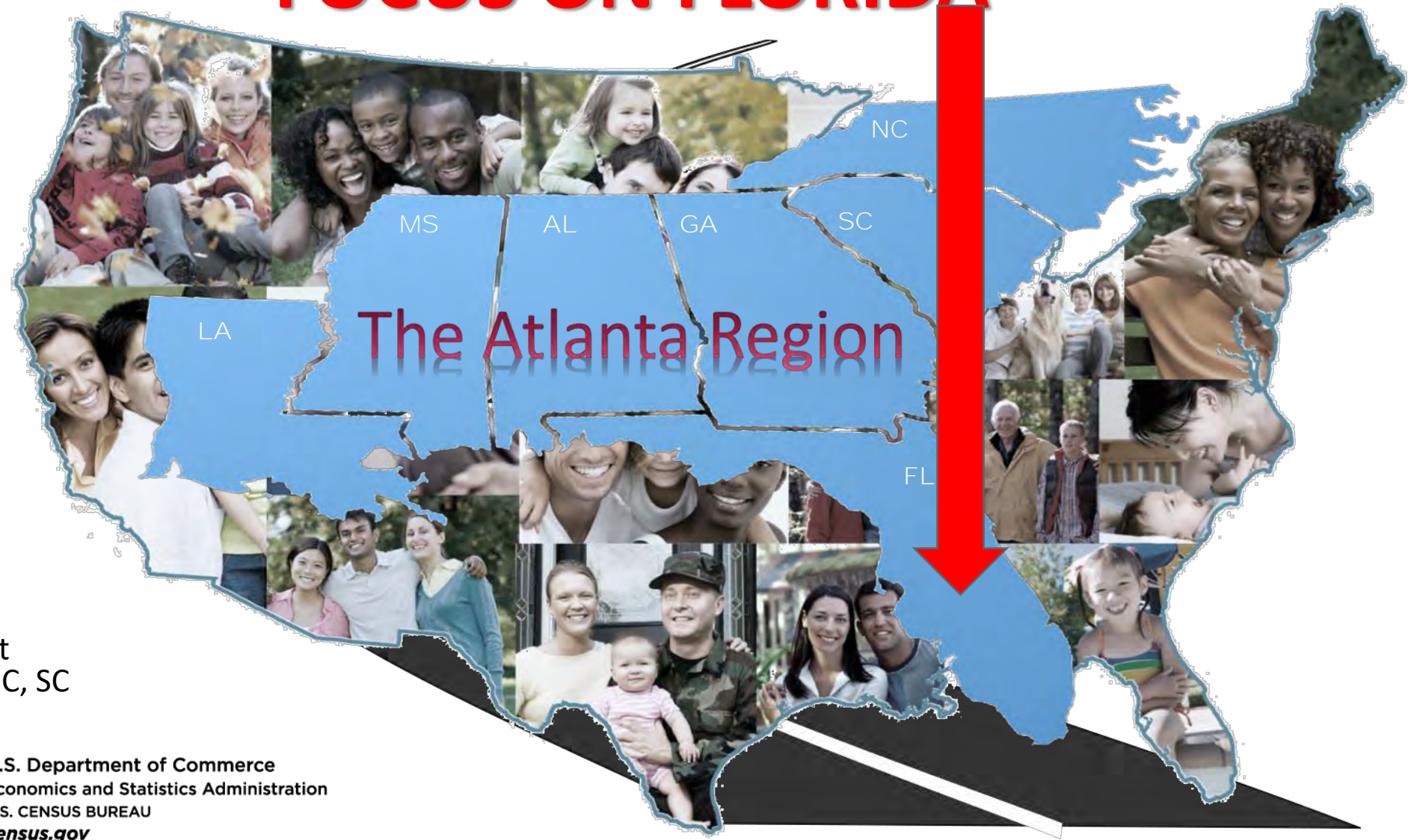


THE ROAD TO THE 2020 CENSUS: **FOCUS ON FLORIDA**



Channa Lloyd
Partnership Specialist
AL, FL, GA, LA, MS, NC, SC



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Why local governments have a vested interest in the Census

- **Political Power**

- Census is constitutionally mandated for re-apportionment of Congress
- Census results are used for Redistricting at national, state, and local levels.

- **Money/Economic Impact**

- \$400 Billion/year is distributed using Census numbers (\$4 Trillion over the decade) in 2010
- **\$675 Billion/year (\$7 Trillion over the decade) for 2020**

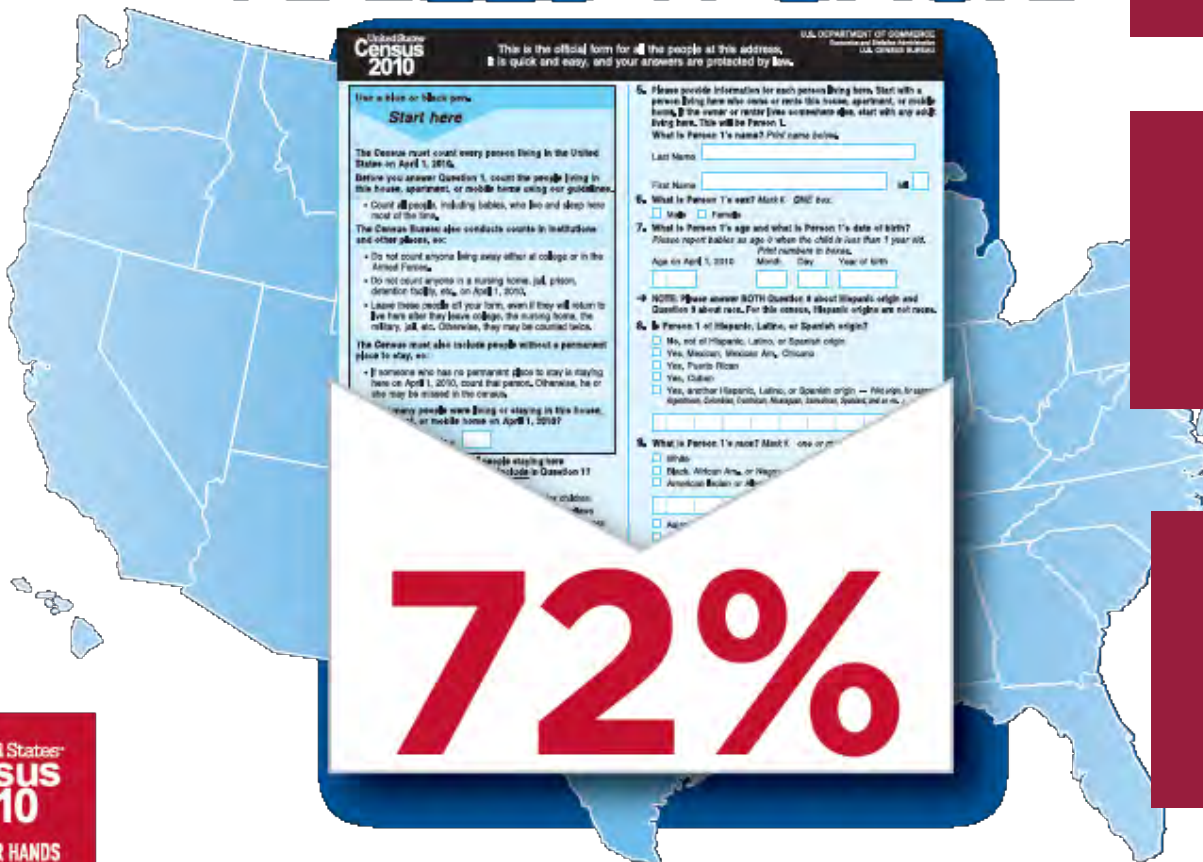
AMERICA MAILED IT BACK!

FLORIDA
Census 2000
71%
Census 2010
74%

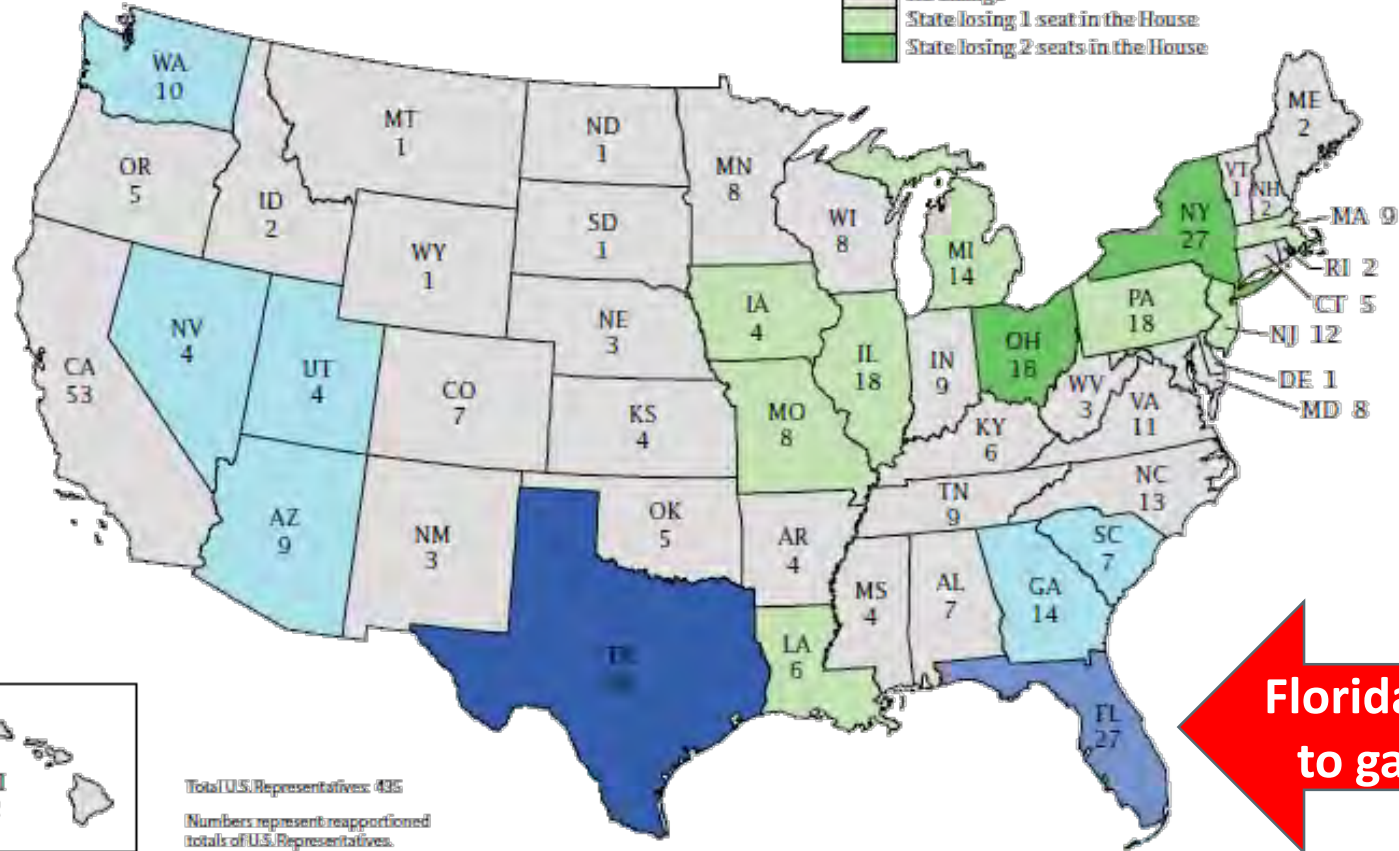
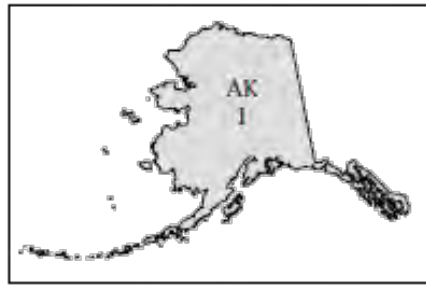
ORANGE
Census 2000
73%
2010
72%

OSCEOLA
Census 2000
72%
2010
71%

SEMINOLE
Census 2000
77%
2010
77%



Apportionment of the U.S. House of Representatives Based on the 2010 Census



Florida only state to gain 2 seats

Total U.S. Representatives: 435
Numbers represent reapportioned totals of U.S. Representatives.

2010
Winners & Losers

The 2020 Census is DIFFERENT



%FBS3 FT,FCU

51 JT JT ZPVS,OWBUPO UP SFTQCE UP U F \$ FOTVT 8 F OFFE ZPVS1 F1Q UP DPVOUFWFSZPOF JD U F
6 QUFE 4 UBUFT CZ GSPWE,CH CBT,JD,OCPSN BUPO BCPVUBWBEVNT DI JASFO BOE CBCFT NAWCH PSTUBZ,CH BU
U JT BEESFTT

3 FTVNT SPN U F \$ FOTVT XJWCF VTFE UP

- %FDUCJMPOT PGEPIBST JD GFEFSBMVCET UP MDBMDPN N VOLJFT QSTDI PPNT SPBET BOE PU FS
QVOND TFSNDFT
-) F1Q ZPVS,DPN N VOLJZ QSFGBF UP N FFULSBOTQPSBUPO BOE FN FS-FODZ SFBE,OFIT OFFET
- %FUFN,CF U F OVN CFSPGTFBUT FBDI TUBUF I BT JD U F 6 4) PVTF PG3 FQSTFOUBUWFT BOE
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3 FTQCE CZ " GSM BU [url removed]	: PVS\$ FOTVT *% JT [Census ID removed]
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51 F \$ FOTVT #VSFBV JT VT,CH U F JUFSCFUUP TFDVSNZ DPNWJUZPVS,OCPSN BUPO 3 FTQCE,CH POND I F1Q
VT DPOTFSW CBUSBMFTPVSDFT TBVW UBYQBZFSN PCFZ BOE QSPDFTT EBLB N PSF FGDJF1Q *G
ZPV BSF VCBOW UP DPN QWUF ZPVS \$ FOTVT RVFTU,COB,UF POND XF XJWITOE ZPV B QBCFS
RVFTU,COB,UF JD B GX XFFLT QSZPV UP DPN QWUF BOE N B,MOBCL

51 F DFOTVT JT TP JN QPS,BOU BUZPVS SFTQOTF JT SFRV,FE CZ NAX BOE ZPVS,OTX FST BSF LFQJ
DPN QWUFN DPOGEFQ,BM *GZPV EP OPUSFTQCE XF XJWOFFE UP TFOE B \$ FOTVT #VSFBV JUFSA,FX FS
UP ZPVS1 PN F UP DPNWJUZPVS,OTX FST JD QSTPO *GZPV OFFE I F1Q DPN QW,CH ZPVS \$ FOTVT
RVFTU,COB,UF QWBT DEWUPM,SSF [phone number removed]

51 BCL ZPV QSZPVS,CPN QUSFTQOTF

4,ODFSN

4UFVFO% %MCHI BN
%FDUPS

&CDWTVSFT

. FOTBF JN QPS,BOU 1 BSB DPN QWUBSTV DVFTU,COB,SP EFM, FOTP EFM W,UF
[url removed] P NBN F H,BUJ BM [phone number removed]



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Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Optimizing Self-Response for 2020 Census

- We are making it easier than ever before for people to respond to the Census
- In previous censuses, the **primary method** of responding to the census was to receive a questionnaire in the mail...complete it and mail it back
- **HOWEVER, for the 2020 Census, the INTERNET is the primary method** for households to self respond

Optimizing Self-Response for 2020 Census

- **Secondary** ways of responding to the 2020 Census
 - Toll-free number
 - **At any time, people can call our Census Questionnaire Assistance centers and get help completing their Census on the Internet...OR**
 - **Households can complete their Census with one of our staff over the telephone**
 - Non Response Follow Up operation
 - Enumerators visit the household to conduct the interview

It is important
to note that
the Census
Bureau:

never asks for your full Social Security number;

never asks for money or a donation;

never sends requests on behalf of a political party;

never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

[Form number removed]

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI

Last Name(s)

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes.
 Month Day Year of birth
 years

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↴

9. What is Person 1's race?

Mark one or more boxes **AND** print origins.

White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↴

Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↴

American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ↴

Chinese Vietnamese Native Hawaiian

Filipino Korean Samoan

Asian Indian Japanese Chamorro

Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.* ↴ Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.* ↴

Some other race – *Print race or origin.* ↴

Privacy and Confidentiality

- Under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.
- We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.
- The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.



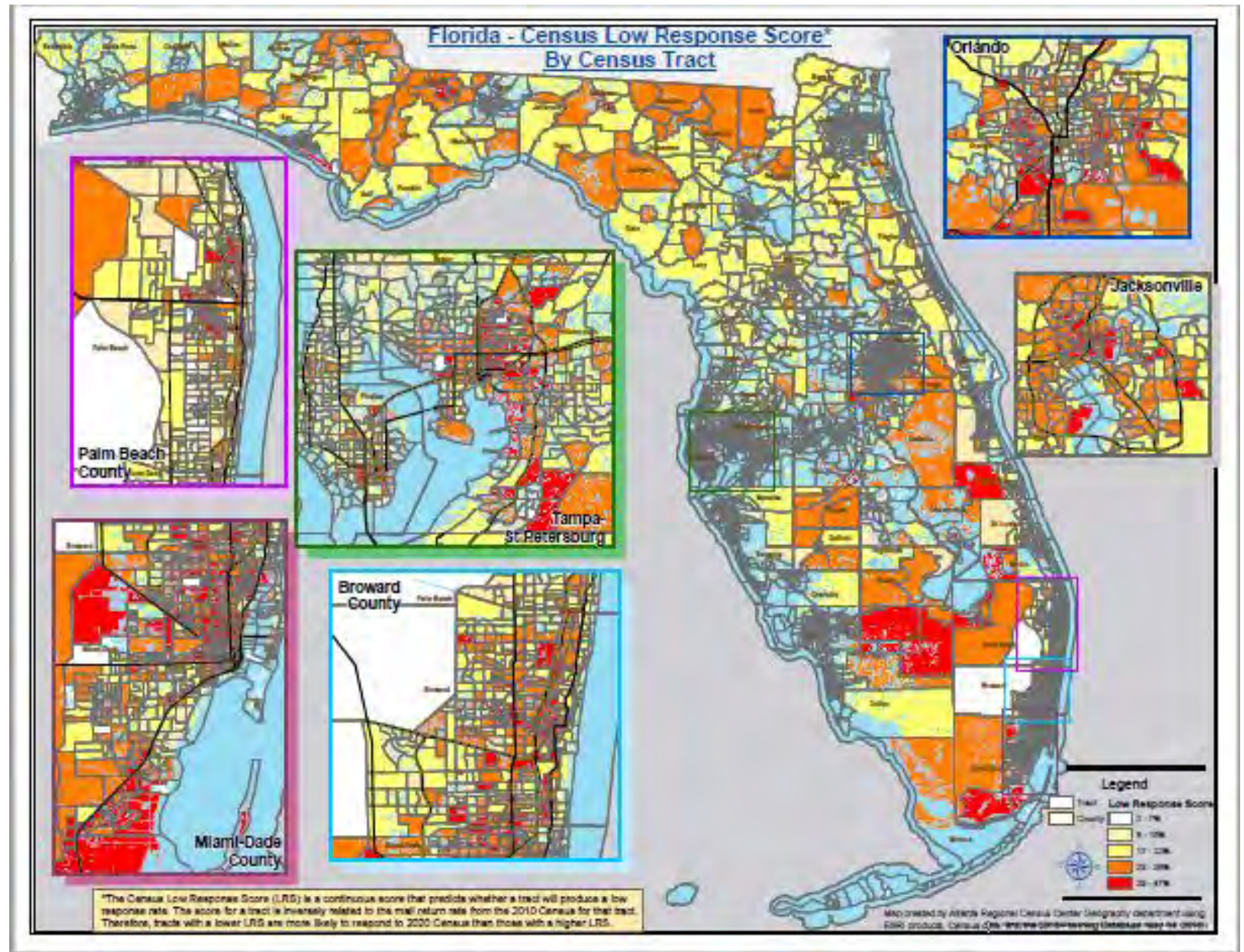
Impediments to a Successful Enumeration

Some HTC Indicators



- Young children
- Concentrations of renters
- 40% or more households did not participate in previous decennials
- Seasonal or campground areas used for permanent residences
- Scattered mobile homes
- High crime areas
- Neighborhoods with hidden housing units
- Grandparents raising grandchildren

LOW RESPONSE SCORES





Our Outreach Strategy

Complete Count Committees (CCC)

- A CCC is a group of “trusted voices” in the community appointed by the highest elected official, to develop activities to raise census awareness among community households and urging them to complete the census accurately and timely.
- Opportunity to “tailor” the Census outreach and messaging to most effectively influence communities throughout your county



Complete Count Committees

- The CCC should reflect all segments of the community: government; business; education; faith-based; community-based organizations; recruitment and workforce development agencies; and other unique populations.



2020 Census Design

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



TELEPHONE AND PAPER SELF-RESPONSE



NONRESPONSE FOLLOWUP

INTERNET SELF-RESPONSE

Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

Identify all addresses where people could live

IN-FIELD



IN-OFFICE

- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



**Count Everyone Once
In the Right Place**

Release Census Results

Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



Apply Online!

Join the 2020 Census Team!

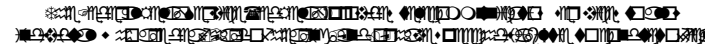
2020census.gov/jobs

1-855-JOB-2020

(1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay



business with and within the federal government.

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Questions, Observations, Concerns



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