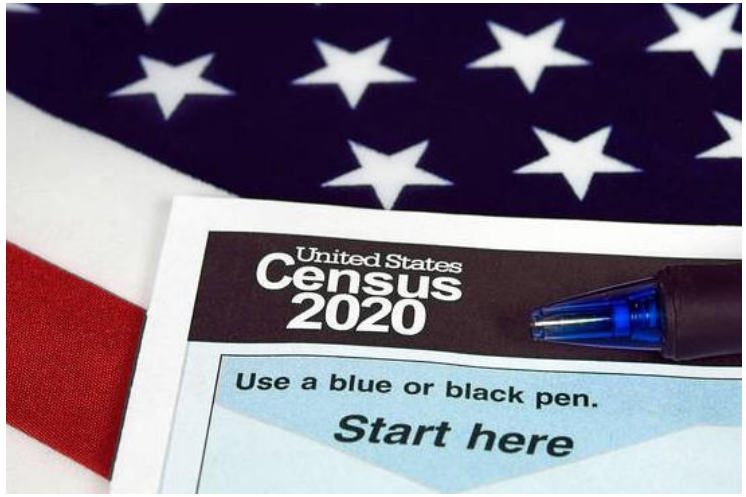
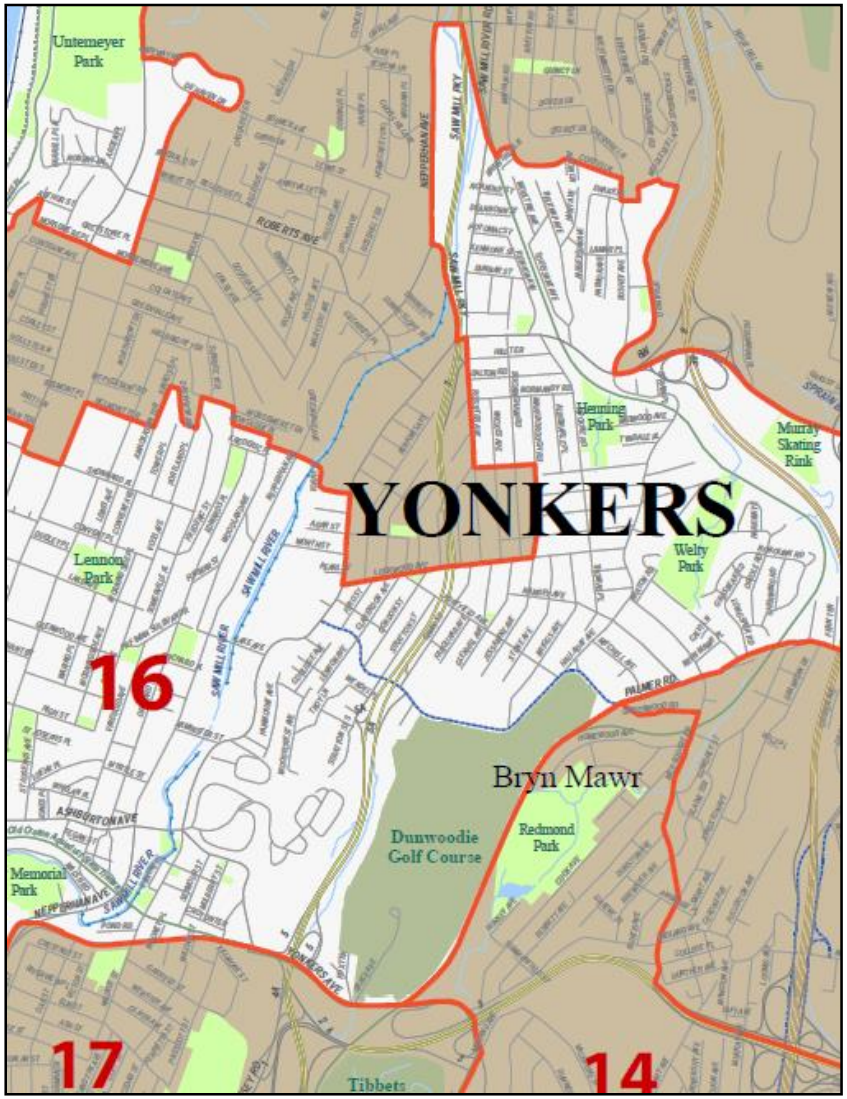
Planning for the 2020 Census



Why is the Census so important?

- Mandated by US Constitution
- Apportionment and redistricting
- Equitable distribution of public funds:
  - $880 billion across 2500 programs in 26 federal agencies in education, health care, infrastructure, etc.*
- Guides both public and private-sector decision-making
- Basis of other datasets, including American Community Survey (ACS), HUD data



GW Institute Report on 2016 funds

What's new for 2020?

An enumerator interviews a woman for the 1940 Census, *National Archives*

- The first Census with option to **respond online**
- The Bureau will make greater use of information they already have
  - Will ask neighbors or building managers how many people live in a unit if they aren't able to get household response
  - Last resort: Use **existing government records** (e.g. tax forms, food stamps, Medicaid roles – HUD, VA, HHS, SSA, IRS) to determine if unit is vacant or to obtain count

United States Census 2020

- 100% count of the population
- Housing units and vacancy
- Age, sex, relationship
- Race and Hispanic origin
- Tenure (do you own or rent?)
- ~~Citizenship~~ (blocked)

Is this person a citizen of the United States?

- ☐ Yes, born in the United States
- ☐ Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
- ☐ Yes, born abroad of U.S. citizen parent or parents
- ☐ Yes, U.S. citizen by naturalization – *Print year of naturalization*
- ☐ No, not a U.S. citizen

AMERICAN COMMUNITY SURVEY

U.S. CENSUS BUREAU

- Ongoing survey sent to 295,000 addresses in the US each month
- Sample data subject to a margin of error with a 90% confidence interval
- Estimates should be used with caution, especially with smaller geographies

Housing (continued)

11 How many automobiles, vans, and trucks of one-ton capacity or less are kept at home for use by members of this household?

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more

13 a. LAST MONTH, what was the cost of electricity for this house, apartment, or mobile home?

Last month's cost – *Dollars*

$ ___,___.00

OR

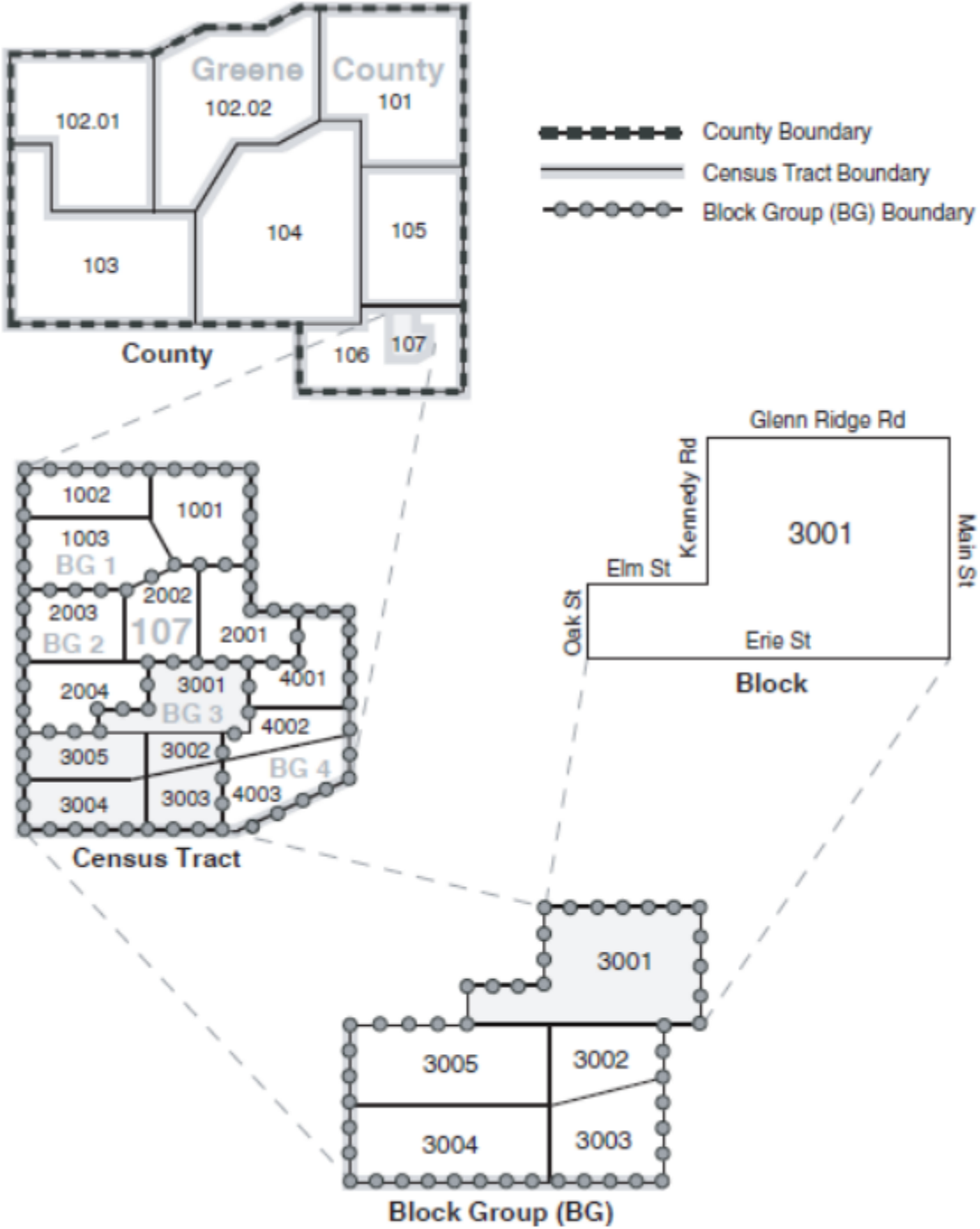
- ☐ Included in rent or condominium fee
- ☐ No charge or electricity not used

b. LAST MONTH, what was the cost of gas for this house, apartment, or mobile home?

Last month's cost – *Dollars*

$ ___,___.00

Census Geography



Tract > Block Group > Block

Block group: 600 to 3,000 people, with an optimum size of 1,500 people

Tract: 1,200 to 8,000 people, with an optimum size of 4,000 people

Local Update of Census Addresses (LUCA)

Government	Population	Residential Addresses	Status
Bronxville	6,323	2,338	No Response
Buchanan	2,230	890	No Response
Dobbs Ferry	10,875	3,815	No Response
Eastchester	33,135	13,485	No Response
Greenburgh	92,029	34,940	No Response
Harrison	27,472	8,708	No Response
Hastings-on-Hudson	7,849	3,080	No Response
Mamaroneck town	29,957	11,309	No Response
Mamaroneck village	18,929	7,627	No Response
Mount Kisco	10,877	4,288	No Response
Mount Pleasant	44,890	14,922	No Response
North Castle	12,304	4,190	No Response
Ossining town	38,384	13,015	No Response
Ossining village	25,060	8,406	No Response
Pelham village	6,910	2,380	No Response
Rye city	15,720	5,803	No Response
Sleepy Hollow	9,870	3,821	No Response
Westchester County	**976,396**	**370,032**	**Registered**

Boundary and Annexation Survey (BAS)

2020 Census

Where are We Now

- Area Census Offices (ACOs)
- Recruiting and Hiring
- State Complete Count Commissions/ Complete Count Committees
- Community Partnership and Engagement Program (CPEP)
- National Partnership Program

2020 Census

How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

2020 Census

Self-Response Mail Strategy

Self-Response

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 *Letter (Internet First) or Letter + Questionnaire (Internet Choice)*	Mailing 2 *Letter*	Mailing 3* *Postcard*	Mailing 4* *Letter + Questionnaire*	Mailing 5* *"It's not too late" Postcard*
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

(*) Targeted only to nonresponding households

Study Design: CBAMS Survey

The 2020 CBAMS Survey was administered from February to April 2018 to **50,000 addresses** in all **50 states and Washington, D.C**.

- Questionnaire consisted of **61 questions**
- **Adults 18+** were eligible to participate via mail or web
- Households in the sample **received a prepaid incentive** and up to **five mailings** inviting them to participate
- **Oversampled** Asians, Blacks, Hispanics, and other small-sample races.
- Roughly **17,500 people responded** to the survey

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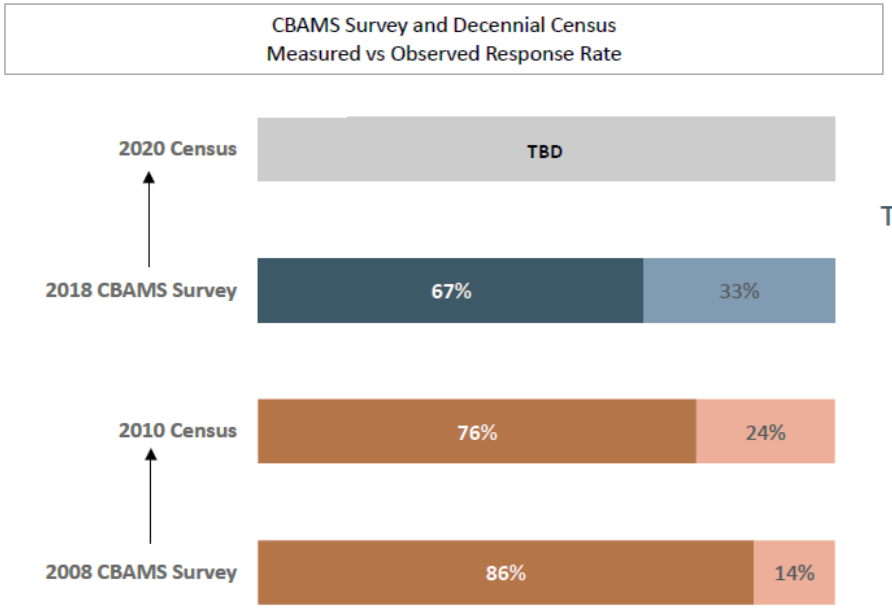
Two out of three said they were likely to respond



The mail return rate to the 2010 Census was **10 pts lower** than measured in the 2008 CBAMS Survey

CBAMS measures those who are "extremely" or "very" likely to fill out the census form if the census were held today.

Note: Due to methodological differences, direct statistical comparisons between 2008 and 2018 survey are not appropriate.

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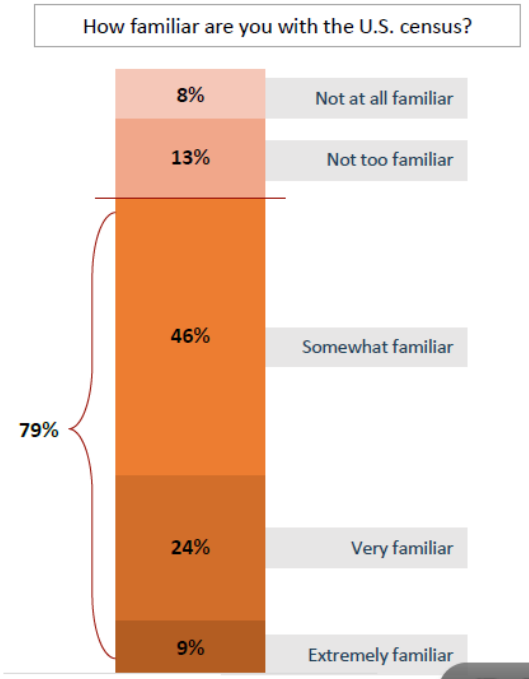
Many know the census basics but not much more



In their own words

[What comes to mind when I hear 'census'?] I don't know. ***Isn't that like the people that want to know like everything?*** *They send you letters to your house."*
— American Indian and Alaska Native

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Potential barriers to participation in the 2020 Census

- Apathy & Efficacy
- Concerns about data confidentiality & privacy
- Fear of Repercussions
- Distrust in Government
- Few Perceived Personal Benefits

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Public services are important to nearly all respondents

Most Important Motivators

Hospitals and healthcare	94%
Fire departments	94%
Police departments	92%
Roads and highways	92%
Enforcement of civil rights laws	86%
Schools and education system	85%
Civic duty	82%
Contributing to a better future for community	81%

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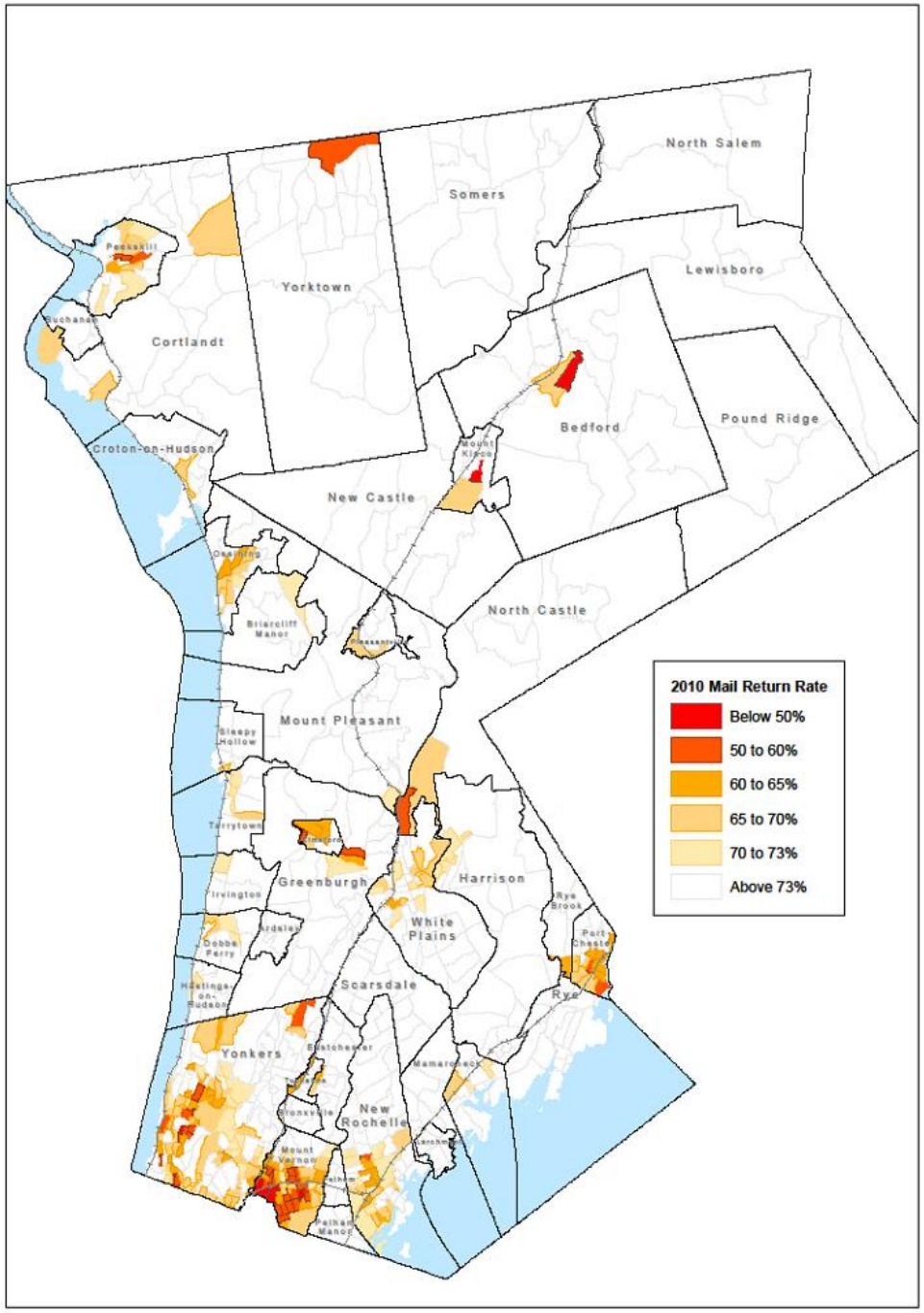
Identifying "**Hard to Count**" Areas of Westchester



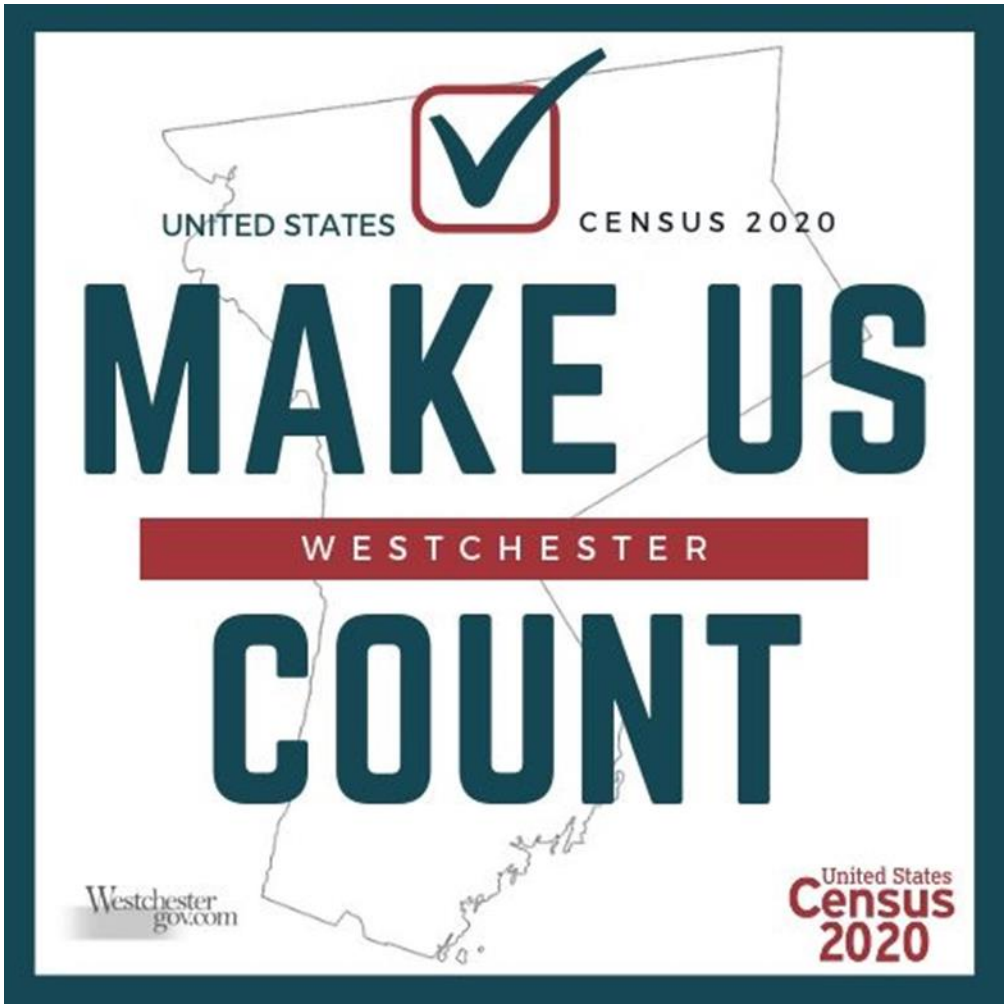
0 2.25 4.5 9 Miles

The 73% mail return rate threshold is used because it represents all tracts nationwide that are in the bottom 20 percent of 2010 mail return rates
Source: 2018 Planning Database (PDB), US Census Bureau

- 2010 Mail Return Rate supplied by block group
- The bottom 20% of tracts nationwide had a 2010 Mail Return Rate of below 73%

Complete Count Committees

- CE Latimer established WC Complete Count Committee on April 1, 2019
- 5 subcommittees:
  - Field Operations
  - Marketing & Communications
  - Non-profits, Faith Based & Community Based Orgs
  - Youth & Education
  - Seniors & Persons with Disabilities
- Local Complete Count Committees



Westchester Complete Count Committee Contact:
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