2020 Census
Community Partnership and Engagement Program (CPEP)

Chicago Region

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Regional Director

Wisconsin Counties Association
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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 or 630-288-9301.

I look forward to the 2020 Census Experience!
The Chicago Region appreciates this opportunity to meet and engage with you 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!
• Article 1, Section 2 of the U.S. Constitution mandates a headcount every 10 years, of every person residing in the United States.

• August 2, 1790 was the date of the very first census, led by Secretary of State Thomas Jefferson.

• Title 13 of the US Code states that no private information acquired by the US Census Bureau will be shared with anyone, including other federal agencies.
2020 Census

APPORTIONMENT AND FUNDING

Legislative representation is redetermined through APPORTIONMENT

$675+ BILLION will be distributed annually based on Census information
2020 Census

ENUMERATION REDESIGN

1. ESTABLISH WHERE TO COUNT
   Identify all addresses where people could live

2. MOTIVATE PEOPLE TO RESPOND
   Conduct a nationwide communications and partnership campaign

3. COUNT THE POPULATION
   Collect data from all households including group and unique living arrangements

4. NON-RESPONSE FOLLOW-UP
   Collect data from all households including group and unique living arrangements

5. TABULATE DATA AND RELEASE CENSUS RESULTS
   Process and provide Census data
2020 Census
DIRECT MAIL CALENDAR

MARCH 12-20
An Invitation to Respond Online to the 2020 Census

MARCH 16-24
A Reminder Letter

IF NO RESPONSE BY MARCH 24

MARCH 26-APRIL 3
A Reminder Postcard

APRIL 8-16
A Reminder Letter and Paper Questionnaire

APRIL 20-27
A Final Reminder Postcard Before We Follow Up in Person
Introduction

2020 Census Non-English Support

(Order: Top to bottom, left to right)

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese
- Italian
- Farsi
- German
- Armenian
- Hindi
- Ukrainian
- Bengali
- Greek
- Amharic
- Somali
- Thai
- Gjurati
- Khmer
- Nepali
- Urdu
- Romanian
- Telugu
- Burmese
- Punjabi
- Lao
- Hmong
- Albanian
- Turkish
- Bosnian
- Tamil
- Navajo
- Hungarian
- Hebrew
- Malayalam
- Swahili
- Yiddish
- Indonesian
- Serbian
- Tigrinya
- Ilocano
- Dutch
- Croatian
- Bulgarian
- Twi
- Lithuanian
- Yoruba
- Czech
- Igbo
- Marathi
- Sinhala
- Slovak
- Slovak
- American Sign Language

The first column above, in bold, indicates languages in which the form can be completed online and by phone.
2020 Census

NON-RESPONSE FOLLOW-UP

- Census takers will personally visit housing units to count or enumerate the households.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-field operation begins in May 2020 and concludes in July 2020.
Group Quarters are places where people who are not related live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents.

Examples:

• College Residence Hall
• Group Home
• Prisons
• Nursing Homes
• Residential Treatment Centers
The Census Bureau will count people experiencing homelessness by locating them at places where they receive services and in outdoor locations.

**Service Based locations include:**
- Shelters
- Soup Kitchens and Food Vans
- Emergency Shelters
Non-sheltered outdoor locations (TNSOL) will be identified in advance. These are commonly known locations where individuals experiencing homelessness are most likely to congregate.

Examples of TNSOL would be:
- Certain Street Intersections
- Public Transportation Stops
- Vacant Buildings
We work with our local partners to Engage, Educate and Encourage participation in the 2020 Census by those who are less likely to self respond.

- Community Organizations
- County and Municipal Governments
- Faith-Based Institutions
- Local Businesses
- Philanthropy
- Regional Media Outlets
- Schools/Colleges
- State Governments
- Tribal Governments
2020 Census
Historically under-represented/“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)
A team of local representatives brought together by a municipal or community leader with the expressed purpose of assisting the 2020 Census.

- Organizes local outreach efforts within their community.
- Provides “trusted voices” as Census Ambassadors.
- Targets outreach in low response rate areas.
2020 Census

RECRUITING AND 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
2020census.gov/fieldjobs or call 855-JOB-2020 or if you have any questions, email us at
chicago.rcc.recruiting@census.gov.
2020 Census

HIRING AND RECRUITING TIMELINE

2020 Census Recruiting and Hiring Timeline for Census Takers

<table>
<thead>
<tr>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>September</td>
<td>January</td>
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<td>October</td>
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<td>November</td>
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<td>June</td>
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<td>July</td>
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Recruit Census Takers

Make Job Offers & Conduct Background Checks

Census Taker Training*

Work*
2020 Census.gov/Jobs

Job Details
We are hiring for a variety of temporary jobs, including census takers, recruiting assistants, office staff, and supervisory staff.

How to Apply
Candidates must complete an online job application. The application includes assessment questions about your education, work, and other experience.

Pay & Locations
Positions for the 2020 Census are located throughout the United States and Puerto Rico.

CHECK PAY RATES →
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SHAPE YOUR FUTURE - START HERE.

• **2020census.gov** features Census outreach fact sheets and posters for counting seniors, children and renters

• Information on how to **avoid scams** and the truth about any **2020 Census rumors**

• Guidance on why your answers matter

• Recruitment and congressional **toolkits**

• Webpage can be viewed In **English** and **Spanish**

Go to 2020 Census.gov for:
- Sample Questionnaire
- Who to Count in Your Home
- Avoiding Scams
- Outreach Materials/Toolkits
- Jobs AND MORE!

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

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

Next Steps

It’s up to all of us! Some activities could include:

- Plan April 1 Census Day Event
- Identify your likely low-response populations
- Promote Census jobs
- Promote the 2020 Census at your upcoming local events
- Host interfaith/community breakfasts and forums
- Encourage the use of Statistics in Schools classroom resources
- Incorporate census info in newsletters, social media posts, podcasts, mailings, and websites
MORE ONLINE TOOLS AND RESOURCES
The U.S. Census Bureau uses TEA as the approach to conducting the 2020 Census for housing units in a given geographic area.

Types of enumeration include:
- Self-response
- Update enumerate
- Remote Alaska
- Update leave and military
- Military

Each enumeration type has a distinct color code.

https://gisportal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340
2020 Census

2020 Census Mail Contact Strategies Map

In the 2020 Census, about **95 percent** of housing units will receive their census invitations in the mail. This map shows the mail contact strategies for each community.

- Most housing units will **first** receive a letter asking you to go online to complete the census questionnaire (Highlighted in **purple** as “Internet First” on the map).

- Areas that are **less likely** to respond online will **receive a paper questionnaire** along with their **first invitation**, and this will include information about how to respond online or by phone (these **Internet Choice** areas are shown in **green**).

- Some areas will receive invitations in bilingual **Spanish** and **English** (darker shades), while most areas will receive invitations in English (lighter shades)

[https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=7ef5c37c68a64ef3b2f1b17eb9287427](https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=7ef5c37c68a64ef3b2f1b17eb9287427)
2020 Census

RESPONSE OUTREACH AREA MAPPER (ROAM)

• Covers 2012 - 2016 (5 year estimate)

• Identifies hard-to-survey areas and provides a socioeconomic & demographic profile

• Darker / Deeper the color, the higher the Low Response Score (Light Beige to Green to Dark Blue)

<https://census.gov/roam>
Thank You for Your Partnership!

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

Please Contact:
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