

# 2020 Census Complete Count Committee Spotsylvania County Board of Supervisors Presentation

*Dr. George Millsaps*  
*Partnership Specialist*  
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# 2020 Census

- ✓ U.S. Constitutional Mandate, Article 1, Section 2
- ✓ Apportion seats in the U.S. House of Representatives
- ✓ Conduct redistricting at the federal, state, and local levels
- ✓ Distribute over \$675 billion federal dollars to state and local governments – City of Richmond estimates a \$20,000 loss per undercount.
  - ✓ 50 undercount \$1M, Spotsylvania ~ 132K, .04% ~ \$1M
- ✓ Provide statistical support for grant applications
- ✓ Help community plan for future needs

# 2020 Census Goals

## *Goals*

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

## *Objectives*

- ✓ To conduct the 2020 with the same high quality in comparison to the 2010 design

## *What's New*

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

# 2020 Census Goals- 50 Ways Census Data Are Used

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts .
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion in federal funds and even more in state funds .
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children .
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing "intelligent" maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Providing evidence in litigation involving land use , voting rights, and equal opportunity.
- Drawing school district boundaries.
- Planning budgets for government at all levels .
- Spotting trends in the economic well - being of the nation .
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply .
- Assessing the potential for spread of communicable diseases.
- Analyzing military potential.
- Making business decisions.
- Understanding consumer needs.
- Planning for congregations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.

# Confidentiality & Privacy

- It is important that individuals know their responses to the census have legal protections. The law requires the Census Bureau to keep private citizens' information confidential and use their responses only to produce statistics. The Census Bureau cannot publicly release an individual's responses in any way that could identify them, their business, organization, or institution.
- All information collected by the Census Bureau under the authority of Sec. 9, Title 13 of the U.S. Code (13 U.S.C. 9) is strictly confidential. The same law that requires individuals to respond to the census also guarantees the confidentiality of respondents.

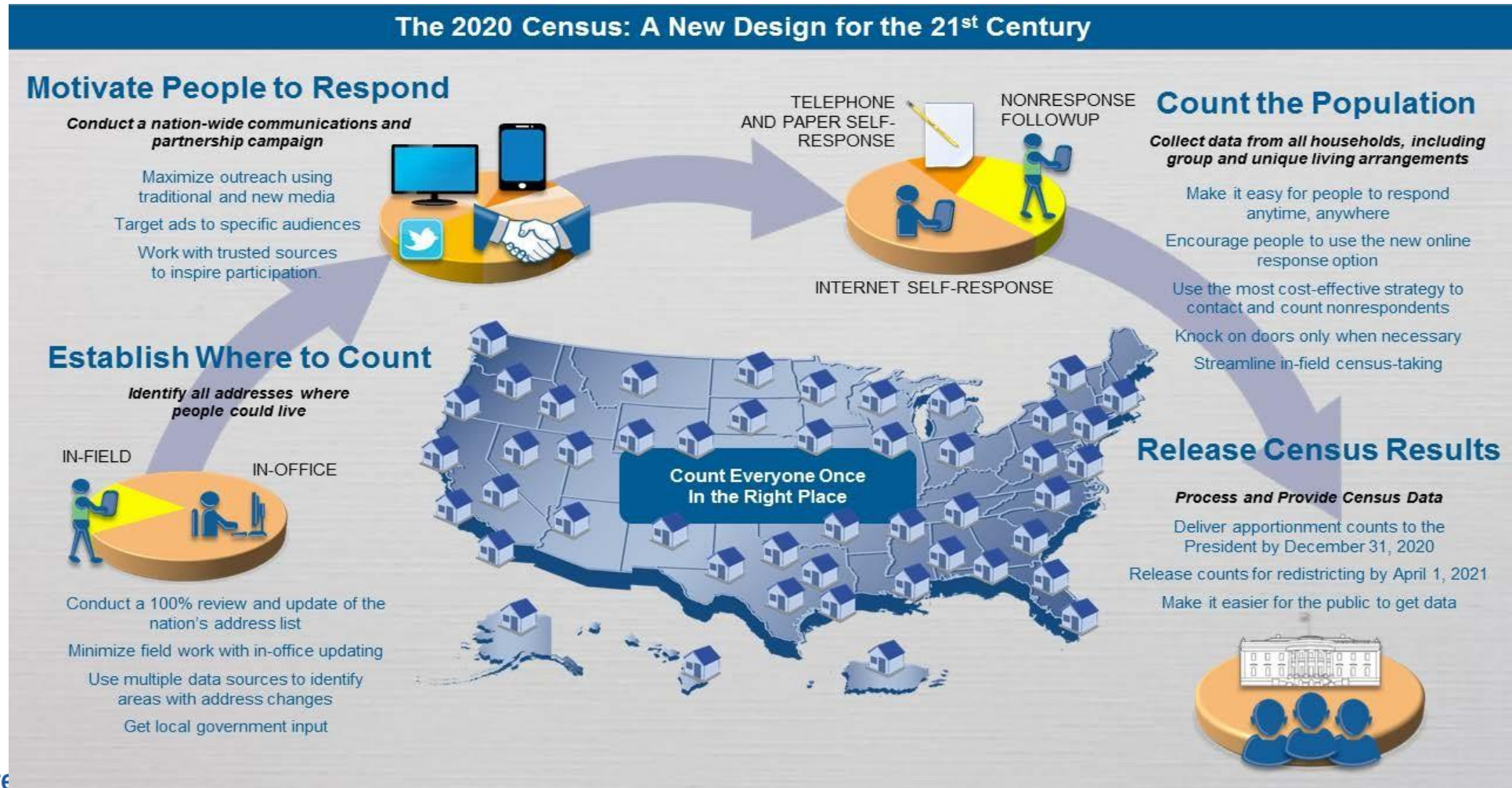
# Confidentiality & Privacy (Continued)

- By law the Census Bureau cannot share individual responses with anyone. That includes the Federal Bureau of Investigation, the Central Intelligence Agency, the Internal Revenue Service, state or federal welfare departments, or governments and programs.
- Census workers must pass a security check. They are sworn to uphold a pledge of confidentiality. The penalty for violating the confidentiality of responses is up to a \$250,000 fine and up to a 5-year prison term.
- No court of law can have access to individual census responses. Not even the President of the United States can get access to this information.



# The 2020 Census

## A New Design for the 21<sup>st</sup> Century



## **2020 Census Timeline**

### **Fall 2018**

Recruitment begins for early census operations.

### **Fall 2019**

Recruitment begins for peak operations in 2020.

### **August – October 2019**

In-field address canvassing where needed.

### **March – July 2020**

Internet Self-Response.

### **March – July 2020**

In-person or follow-up interviews.

### **March – September 2020**

Census Questionnaire Assistance via telephone.

### **April 1, 2020**

Census Day – Respondents will be able to respond via internet, telephone or paper questionnaire.

### **December 2020**

U.S. Census Bureau delivers population counts to President for apportionment.

### **March 2021**

U.S. Census Bureau delivers redistricting data to states.



# VIRGINIA FINAL MAIL PARTICIPATION RATES BY COUNTY AND CITY

County/City	2000%	2010%	Difference	County/City	2000%	2010%	Difference	County/City	2000%	2010%	Difference
Lee	64	55	-9	Powhatan	81	82	1	Greene	66	77	11
New Kent	76	70	-6	Petersburg city	65	67	2	Page	66	77	11
Fairfax	81	76	-5	Franklin city	70	72	2	Pittsylvania	67	78	11
Poquoson city	88	83	-5	Roanoke city	71	73	2	Dickenson	68	79	11
Virginia Beach city	78	74	-4	Martinsville city	72	74	2	Floyd	68	79	11
Falls Church city	81	77	-4	Lynchburg city	72	74	2	Grayson	64	76	12
Colonial Hghts. city	81	77	-4	Waynesboro city	73	75	2	King George	66	78	12
Fairfax city	81	77	-4	Suffolk city	75	77	2	Henry	66	78	12
Highland	54	51	-3	Albemarle	75	77	2	Covington city	67	79	12
Bedford city	75	72	-3	Richmond city	65	68	3	Campbell	67	79	12
Manassas city	75	72	-3	Hopewell city	68	71	3	Southampton	68	80	12
Stafford	79	76	-3	Montgomery	73	76	3	Wythe	69	81	12
Chesapeake city	81	78	-3	Washington	75	78	3	Rappahannock	58	70	12
Chesterfield	81	78	-3	King William	74	78	4	Buckingham	63	76	13
York	84	81	-3	Frederick	74	78	4	Norton city	64	77	13
Norfolk city	71	69	-2	Bath	56	61	5	Lunenburg	66	79	13
Hampton city	75	73	-2	Greensville	69	74	5	Scott	67	80	13
Culpeper	76	74	-2	Madison	69	74	5	Giles	68	81	13
Bristol city	78	76	-2	Orange	70	75	5	Bedford	68	81	13
Henrico	78	76	-2	Fauquier	71	76	5	Essex	58	71	13
Loudoun	79	77	-2	Fluvanna	74	79	5	Sussex	63	77	14
Craig	62	61	-1	Rockingham	74	79	5	Carroll	65	79	14
Emporia city	73	72	-1	Isle of Wight	75	80	5	Tazewell	65	79	14
Winchester city	73	72	-1	Charles City	73	79	6	Alleghany	65	80	15
Arlington	75	74	-1	Prince George	73	79	6	Mecklenburg	57	72	15
Prince William	75	74	-1	Goochland	77	83	6	Brunswick	58	73	15
Buena Vista city	76	75	-1	Shenandoah	66	73	7	Buchanan	64	80	16
Staunton city	77	76	-1	Warren	68	75	7	Pulaski	65	81	16
Harrisonburg city	68	68	0	Appomattox	71	78	7	Rockbridge	66	82	16
Fredericksburg city	71	71	0	Dinwiddie	72	79	7	Russell	66	82	16
Newport News city	72	72	0	Augusta	72	79	7	Lancaster	59	76	17
Williamsburg city	73	73	0	Caroline	68	76	8	Halifax	62	79	17
Portsmouth city	73	73	0	Nottoway	69	77	8	Charlotte	63	80	17
Spotsylvania	76	76	0	Smyth	69	77	8	Franklin	63	80	17
Roanoke	82	82	0	Amelia	70	78	8	Westmoreland	53	71	18
Hanover	83	83	0	Northampton	57	65	8	Patrick	62	80	18
Radford city	67	68	1	Accomack	59	69	10	Cumberland	60	79	19
Galax city	69	70	1	Richmond	64	74	10	King and Queen	64	84	20
Charlottesville city	71	72	1	Prince Edward	65	75	10	Northumberland	54	75	21
Danville city	72	73	1	Gloucester	68	78	10	Mathews	59	80	21
Alexandria city	72	73	1	Clarke	69	79	10	Surry	56	78	22
Lexington city	74	75	1	Amherst	69	79	10	Bland	62	84	22
Salem city	79	80	1	Manassas Park ci	64	75	11	Botetourt	60	83	23
James City	79	80	1	Louisa	64	75	11	Middlesex	52	80	28
				Wise	65	76	11	Nelson	52	80	28

## Comparison to Census 2000 Mail Participation Rates:

98 counties/cities surpassed their Census 2000 participation rates with an average rate increase of 9.91%

8 counties/cities matched their Census 2000 rates

28 counties/cities had lower participation rates than Census 2000

54 counties/cities increased their rates at least 10%

22 counties/cities increased their rates at least 15%

8 counties/cities increased their rates at least 20%

All Va. Counties/cities had a participation rate of 51% and above.

The highest county/city participation rate was 84% - King and Queen and Bland county had these rates.

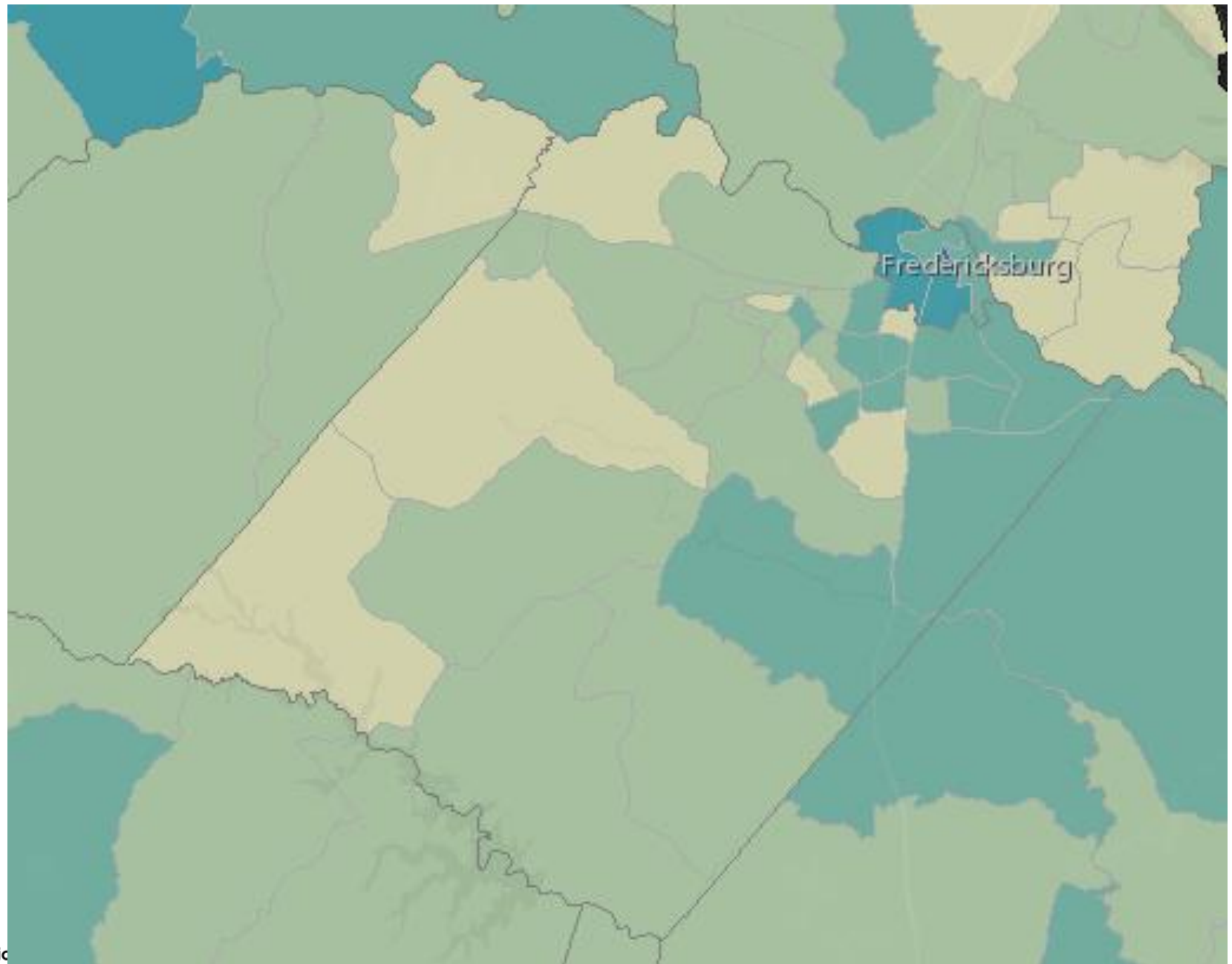
Virginia had a 2010 mail participation rate of 76%, 3 percentage points higher than it's 2000 rate of 73%.

## Spotsylvania County Census Tracts

The darker the shaded the harder  
to count.

You can go to the U.S. Census  
Response Outreach Area Mapper  
(ROAM) click on any tract and find  
detailed statistics

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



Low Response Score (%): 23.7

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**2012-2016 ACS 5-year estimates**

**Total Population:** 6,405  
**Median Household Income (\$):** 76,222  
**Population Under 5 (%):** 8.81  
**Population 18-24 (%):** 8.52  
**Population 65 and Over (%):** 5.73  
**Below Poverty Level (%):** 13.64  
**Not High School Graduate (%):** 14.18  
**Non-Hispanic, Black (%):** 15.10  
**Non-Hispanic, White (%):** 60.66  
**Hispanic (%):** 14.11  
**American Indian or Alaska Native (%):** 0.00  
**Asian (%):** 4.53  
**Native Hawaiian or Other Pacific Islander (%):** 0.00  
**Some Other Race (%):** 0.00  
**Foreign Born (%):** 13.19  
**No One in Household Age 14+ Speaks English "Very Well" (%):** 5.10  
**Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%):** 4.33  
**Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%):** 0.00  
**Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%):** 0.00  
**Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%):** 0.56  
**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:** 2,057  
**Total Occupied Housing Units:** 1,920  
**Renter Occupied Housing Units (%):** 28.75  
**Family Occupied Housing Units with Related Children Under 6 (%):** 24.89  
**Population 1+ Who Moved From Another Residence Within the Last Year (%):** 6.13  
**Vacant Housing Units (%):** 6.66  
**Multi-Unit (10+) Housing (%):** 0.00

# How Local Organizations/Governments Can Collaborate with the U.S. Census Bureau

## *Operational Support*

- ✓ Provide space that can be used for testing, on-boarding, training, etc.
- ✓ Provide lists of residential institutions
- ✓ Provide lists of shelters, service providers, and transient locations
- ✓ Promote temporary job opportunities

## *Promotional Support*

- ✓ Form a Complete Count Committee (elected officials, community groups, faith based, social service, health, business, etc.)
- ✓ Encourage census participation in newsletters, on websites, alert systems, drop-in articles, etc.

# Complete Count Committee (CCC)

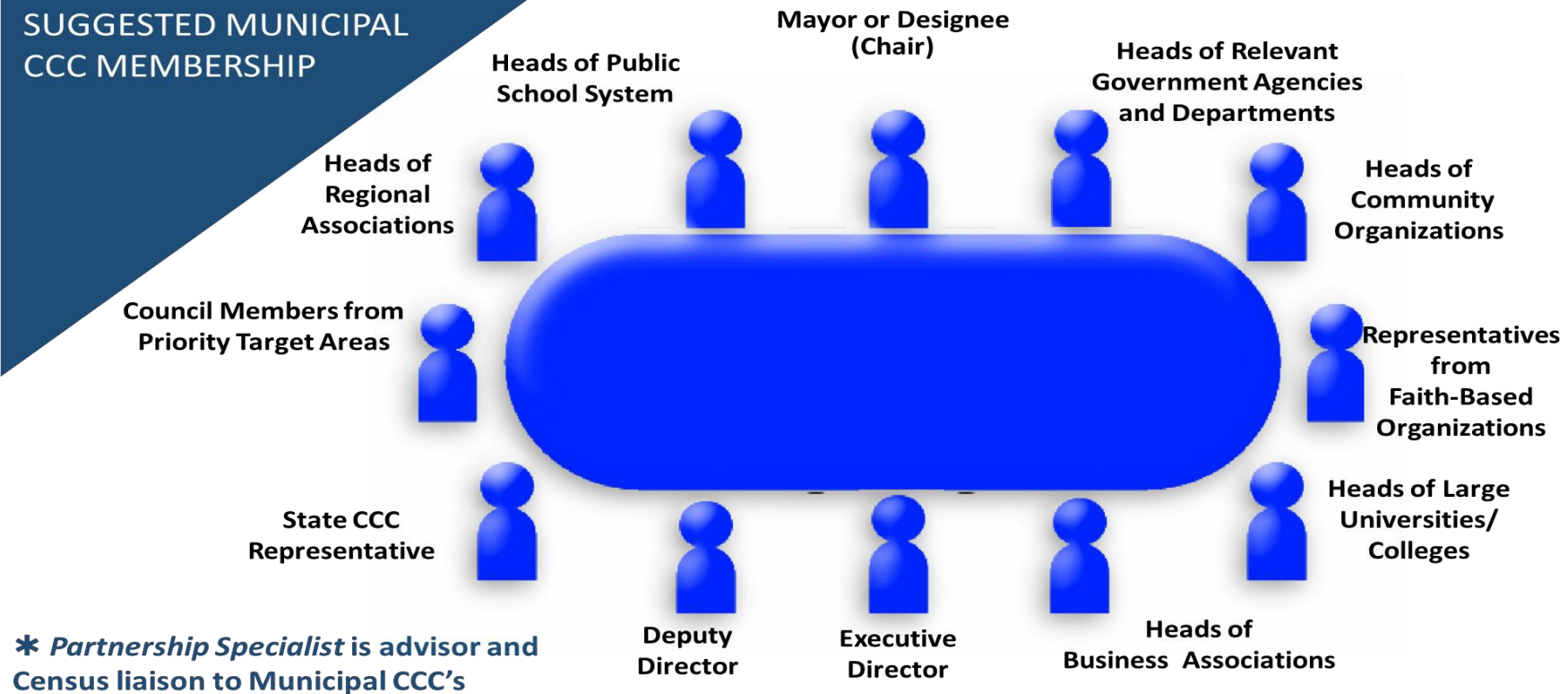
- The Census Bureau has asked governments/organizations to set up a CCC if feasible. Establishing a CCC which represents a broad range of community interests, will play a major role in conducting census outreach and promotion activities for its community and it's members.

# Why Form A Complete Count Committee?

- Increase the response rate for residents returning their questionnaire through a focused, neighbor-to neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.

# Sample Complete Count Committee

## SUGGESTED MUNICIPAL CCC MEMBERSHIP





# CCC SUBCOMMITTEE TYPES

## BUSINESS

- Involving a community's business sector creates a unifying element that touches every household within the community.

## EX-OFFENDER

- The ex-offender population is sizeable and is often disenfranchised from the community and hard to track.

## LIBRARY

- Urban Libraries Council says libraries are the "most trusted government entity", poised to be pivotal for civic engagement.

## COMMUNICATIONS, MEDIA AND TECHNOLOGY

- Assists community organizations in utilizing census toolkit materials and enables them to innovate.

## FAITH-BASED

- Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members.

## RECRUITING

- Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.

## COMMUNITY ORGANIZATIONS

- Community organizations provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds.

## GOVERNMENT

- Leveraging the ability of local government to provide knowledge of the population, organizations, and institutions is essential to an accurate count.

## SENIOR CITIZEN

- Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.

## DATA AND MAPS

- Understanding where hard-to-survey areas exist is important to direct subcommittee activities toward the correct populations and geographic areas.

## GROUP QUARTERS

- Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count.

## SPECIAL HOUSING

- The rental population will exceed a third of the entire U.S. population by 2020. No matter the housing type, access is vital for an accurate count.

## EDUCATION (PRESCHOOL - GRADE 12)

- Reaches U.S. households through schools and helps create a generation of future self-responders.

## HOMELESS

- In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans.

## VETERANS

- Over 22 million veterans living in the United States present a sizeable population distributed throughout the 50 states. Former military personnel can provide leadership and excellent recruiting assistance.

## EDUCATION (POST SECONDARY)

- Works with university housing to obtain administrative records for group quarters; educates off-campus students to participate accurately.

## IMMIGRANT

- One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English.

## PHILANTHROPIC

# Next Steps – Our Ask of You

- One year out event as soon as possible
- City Proclamation/Resolution
- Form or Participate in a Complete Count Committee
- Coordinate/Collaborate on a regional basis
- Be and find the trusted voices in Spotsylvania County

# Questions 2020 Census?

## Contact us:

Dr. George Millsaps: 540-842-2379

Email: [George.e.millsaps@2020census.gov](mailto:George.e.millsaps@2020census.gov)

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

Recruiting Phone – 1-888-480-1639 ( USA JOBS) and 1-855-562-2020 (ACO)

Email us at - [Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)

# Connect with Us



- Sign up for and manage alerts at <https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



- More information on the 2020 Census Memorandum Series:  
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



- More information on the 2020 Census:  
<http://www.census.gov/2020Census>



- More information on the American Community Survey:  
<http://www.census.gov/programs-surveys/acs/>



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