

# 2020 Census Briefing

*July 17, 2019*

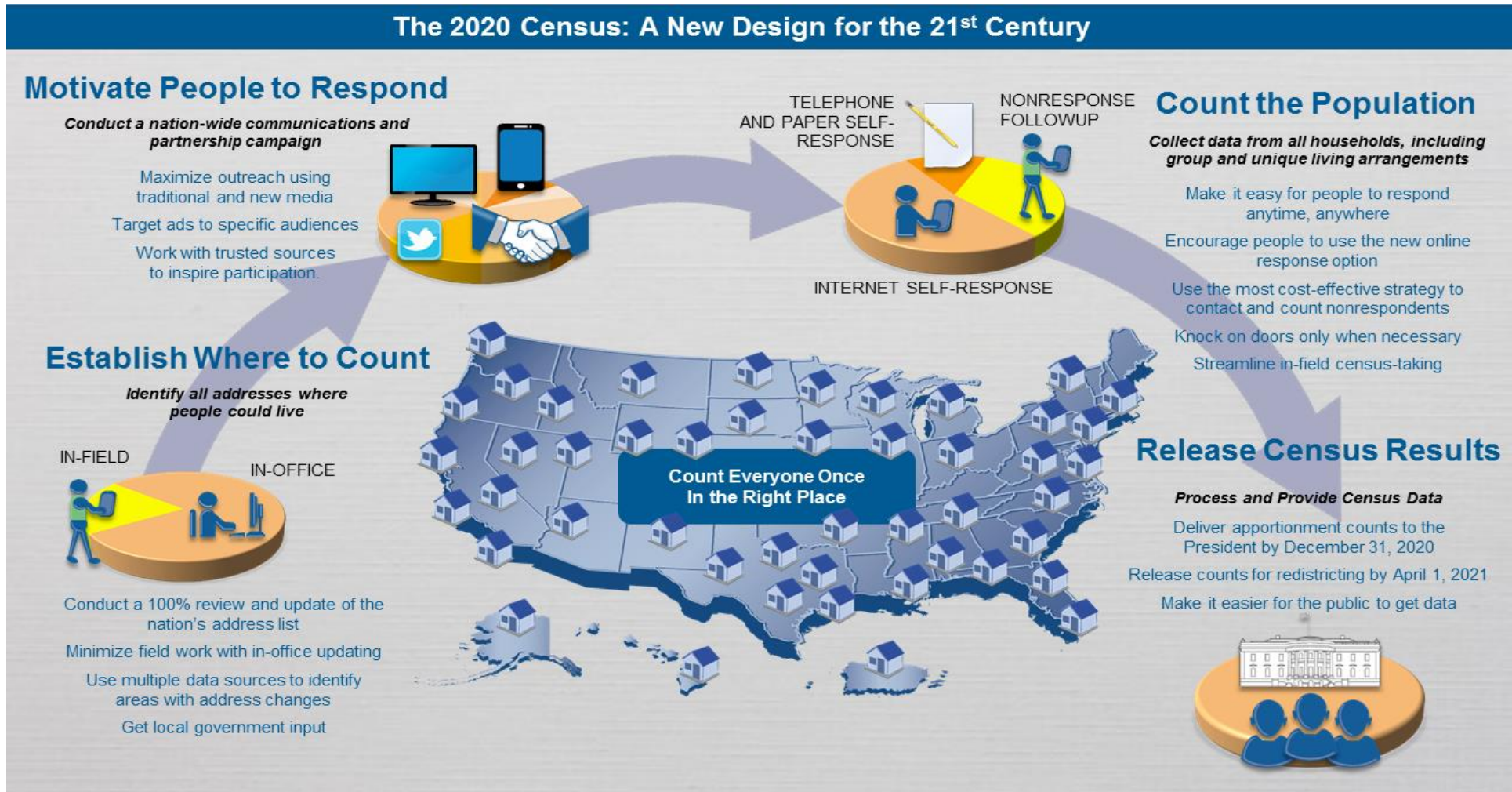
*Prince George's County  
Complete County Committee  
Kick-Off*

Sonya Harris-Ladjevich, Partnership Specialist

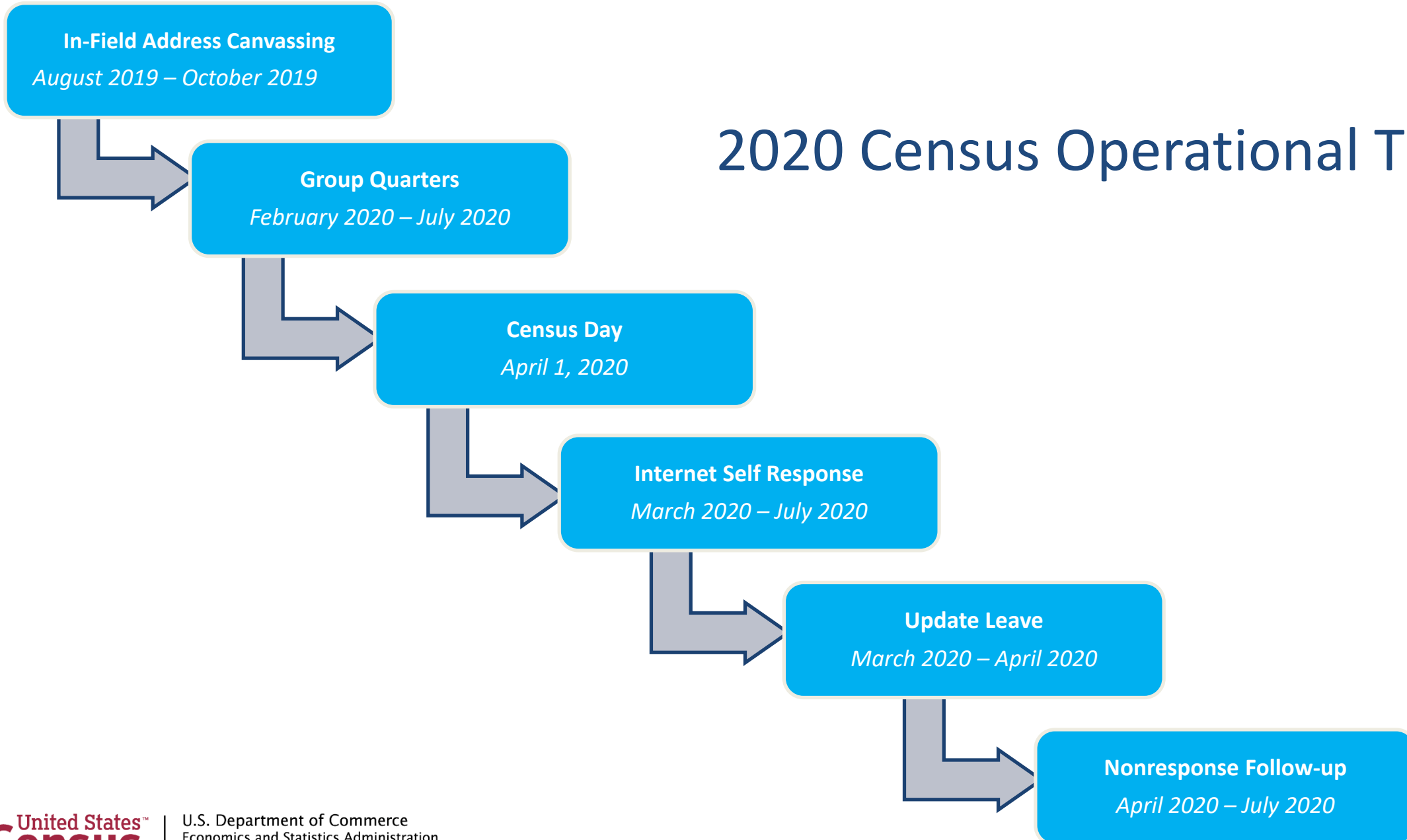
# 2020 Census

- 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
- Increasingly diverse and growing population
- Confidential
  - Responses are protected by Federal Law
  - Responses are only used to produce statistics
- To conduct the 2020 with the same high quality as the 2010 design

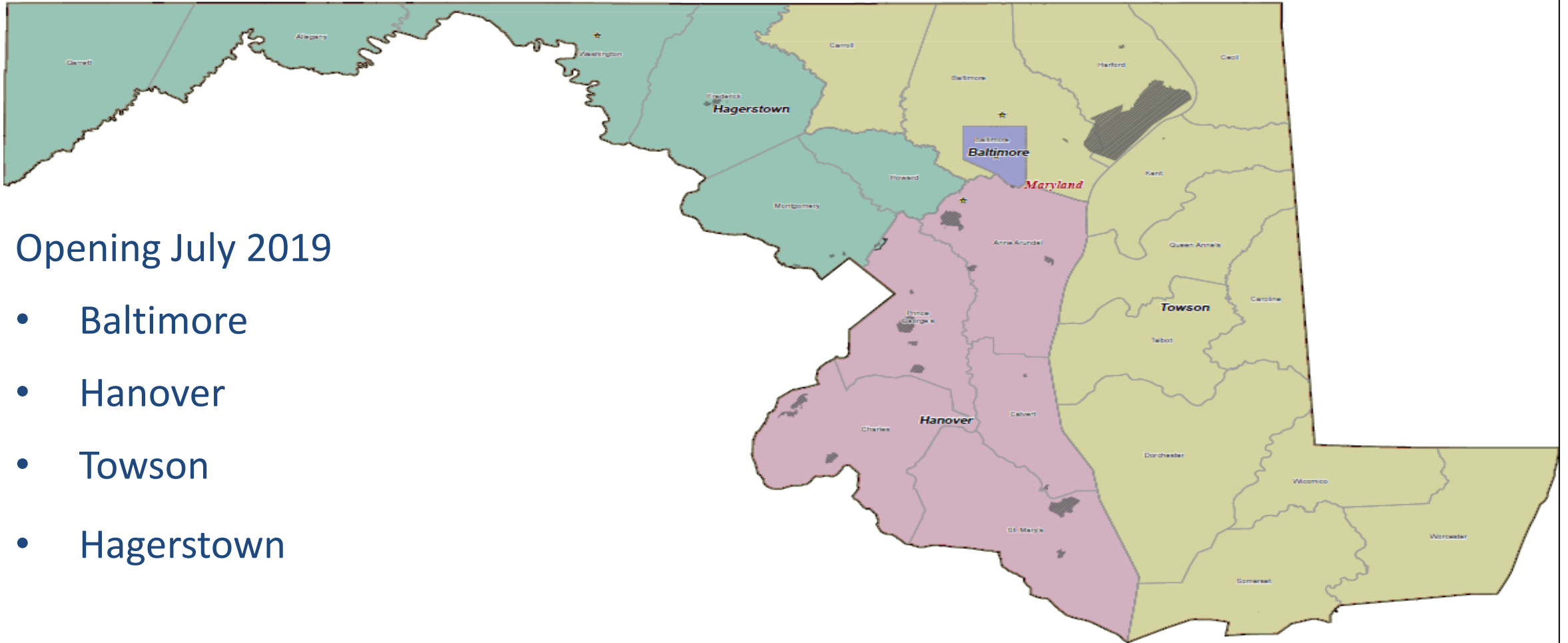
# Design for 2020 Census



# 2020 Census Operational Timeline



# 2020 Maryland Area Census Offices (ACOs)



Opening July 2019

- Baltimore
- Hanover
- Towson
- Hagerstown

# 2020 Census Recruiting Goals Prince George's County Maryland

|                          | Early Operations<br>Address Canvassing | Peak Operations | Applicants as of<br>June 15, 2019 |
|--------------------------|--|-----------------|-----------------------------------|
| County<br>Applicant Goal | 503                                    | 5,675           | 2,057 (36%)                       |
| <b>State Goal</b>        | <b>2,922</b>                           | <b>36,301</b>   | <b>11,361 (31%)</b>               |

# Overcoming 2020 Census Obstacles

- Identifying Hard to Count Areas/Hard to Recruit Area
- Partnership Efforts
- Effective Messaging
  - 2020 Census Employment Opportunities
  - Responding to the 2020 Census
- Complete Count Committees

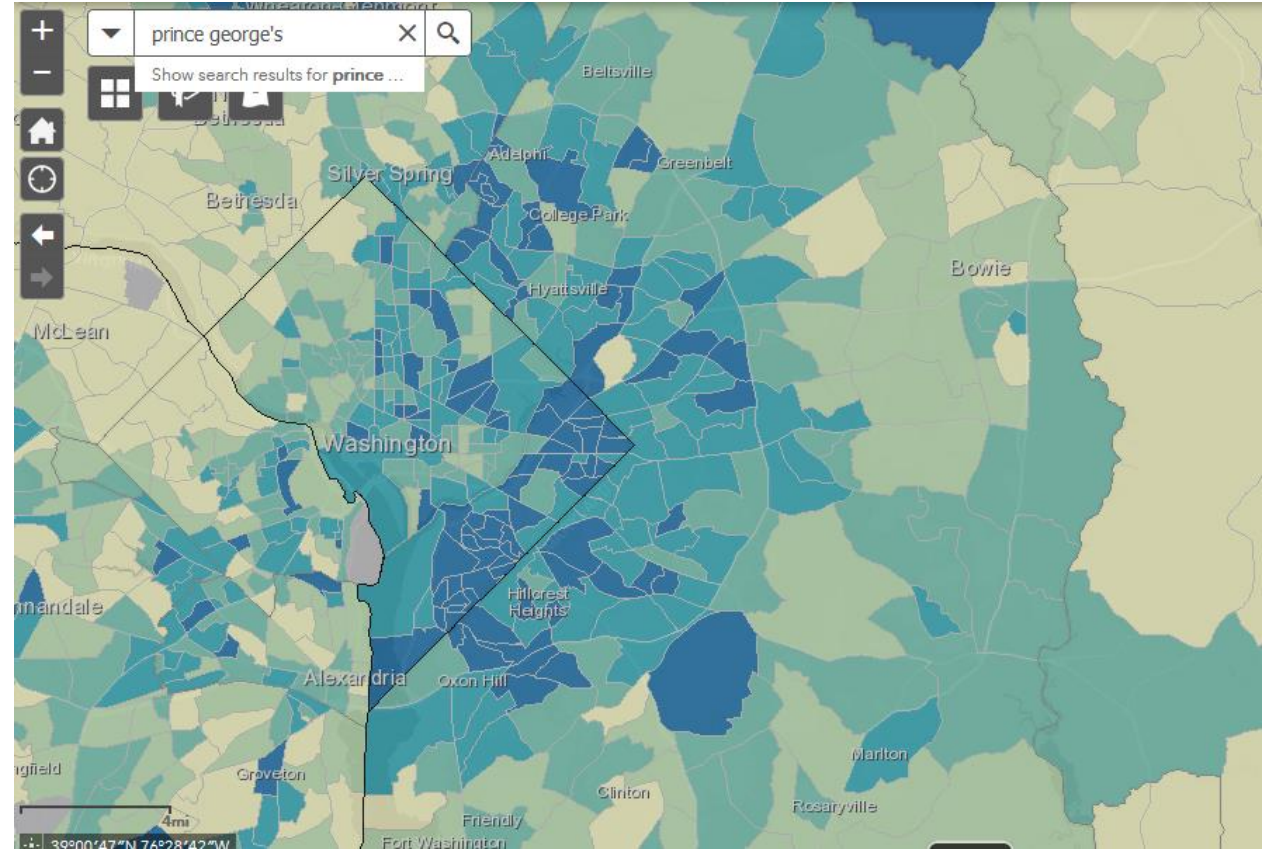


# Respondent Outreach Area Mapper

## Planning database

- Select 2010 Decennial Census Data
- Select 2010-2014 5-year American Community Survey (ACS) estimates
- Census block group and tract levels of geography
- Available to the Public

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



The Low Response Score (LRS) is a metric developed by the Census Bureau to classify geographic areas according to their propensity to self-respond in survey and censuses. The LRS predicts the mail non-response rate. The score is updated yearly and the data is derived from the 2011-2015 American Community Survey and the 2010 Census data



# Overcoming Obstacles through Partnerships

- Elected Officials
- Colleges and Universities
- School Districts
- Libraries
- Governments Offices
- Community Organizations and Associations
- Media Outlets
- Businesses

**Trusted Voices will encourage participation**

# Prince George's County Partnership Initiatives

- Complete Count Committees
- Community/State and Local Networks
- Faith-Based Community Outreach
- Foreign Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Trusted Voices
- Thank You Campaign

# 2020 Census Prince George's Partnership Activities

- **Prince George's County Complete Count Committee**
- UMD Office of Community Engagement:
- Prince George's County NAACP
- Prince George's County Municipal Association
- Suitland Civic Association
- Casa De Maryland
- Prince George's Community College
- **2020 Census events:**
  - Council Member Monique Anderson-Walker Town Hall Meeting -D8
  - School Board member Belinda Queen Coffee Circle presentation
  - Council Member Sidney Harrison Town Hall Meeting -D9
  - County Executive Office- coordinating faith based leaders presentation
  - Greater Mt. Nebo AME Church presentation

# Looking Back and Ahead to Census 2020

## 2018

- Partnership Program - Launch of the Partnership Program
- Recruitment Begins (Fall)

## 2019

- Maryland Area Census Offices Open (July/August)
- Complete Count Committees - Complete Formation of SCCC/CCCs

## 2020

- Advertising - Begins in early 2020
- Census Day - April 1, 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts delivered to the President - December 31, 2020

## 2021

- Redistricting Counts to the States - By March 31, 2021

# Questions?

## 2020 Census Maryland State Contact:

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[www.2020census.gov](http://www.2020census.gov)