

Complete Count Committee Planning Meeting City of Hampton, Virginia

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December 12, 2018

2020 Census

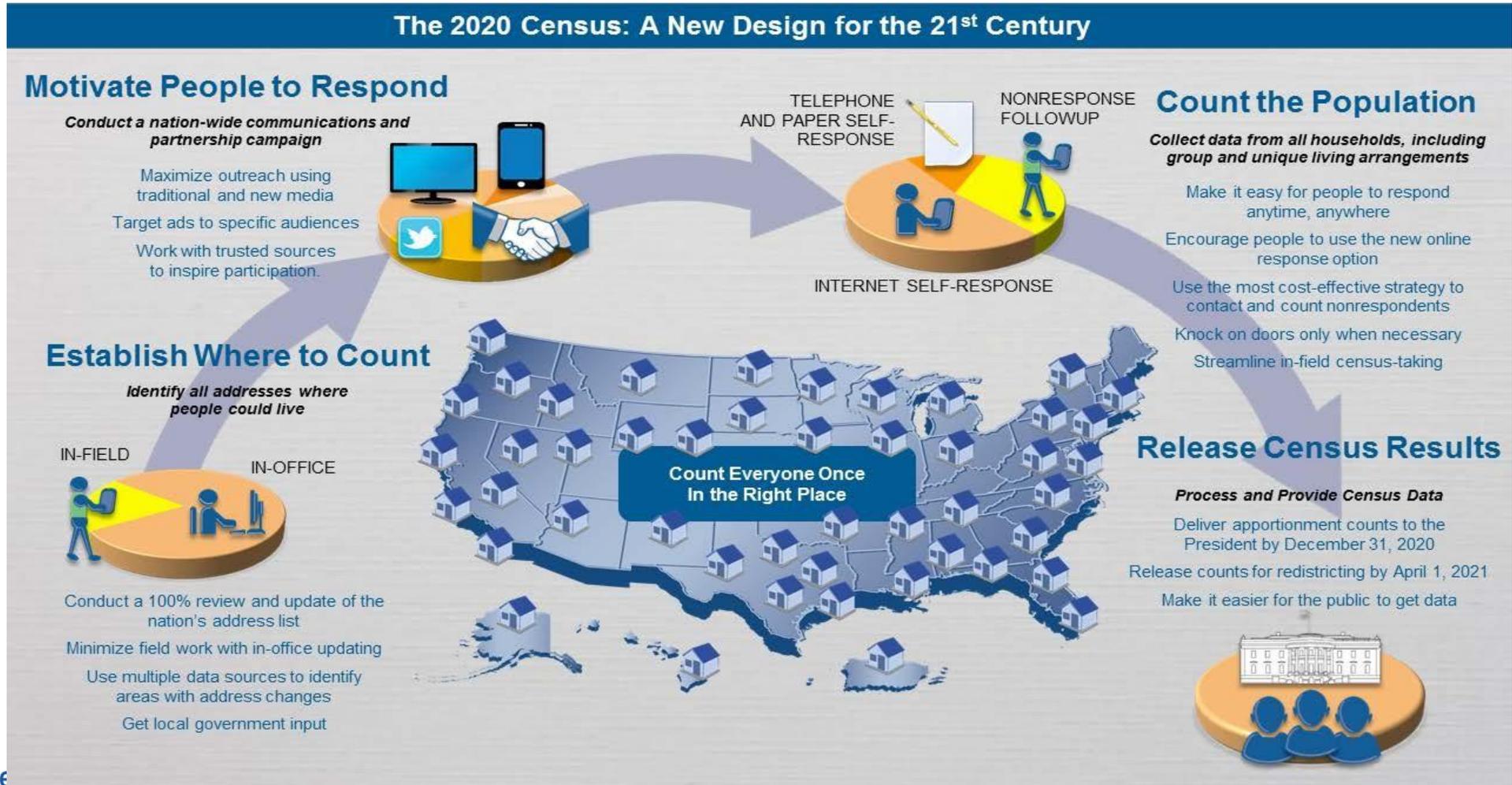
- ✓ U.S. Constitutional Mandate, Article 1, Section 2
- ✓ Apportion seats in the U.S. House of Representatives
- ✓ Conduct redistricting at the federal, state, and local levels
- ✓ Distribute over \$675 billion federal dollars to state and local governments
- ✓ Provide statistical support for grant applications
- ✓ Help community plan for future needs

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.

The 2020 Census

A New Design for the 21st Century



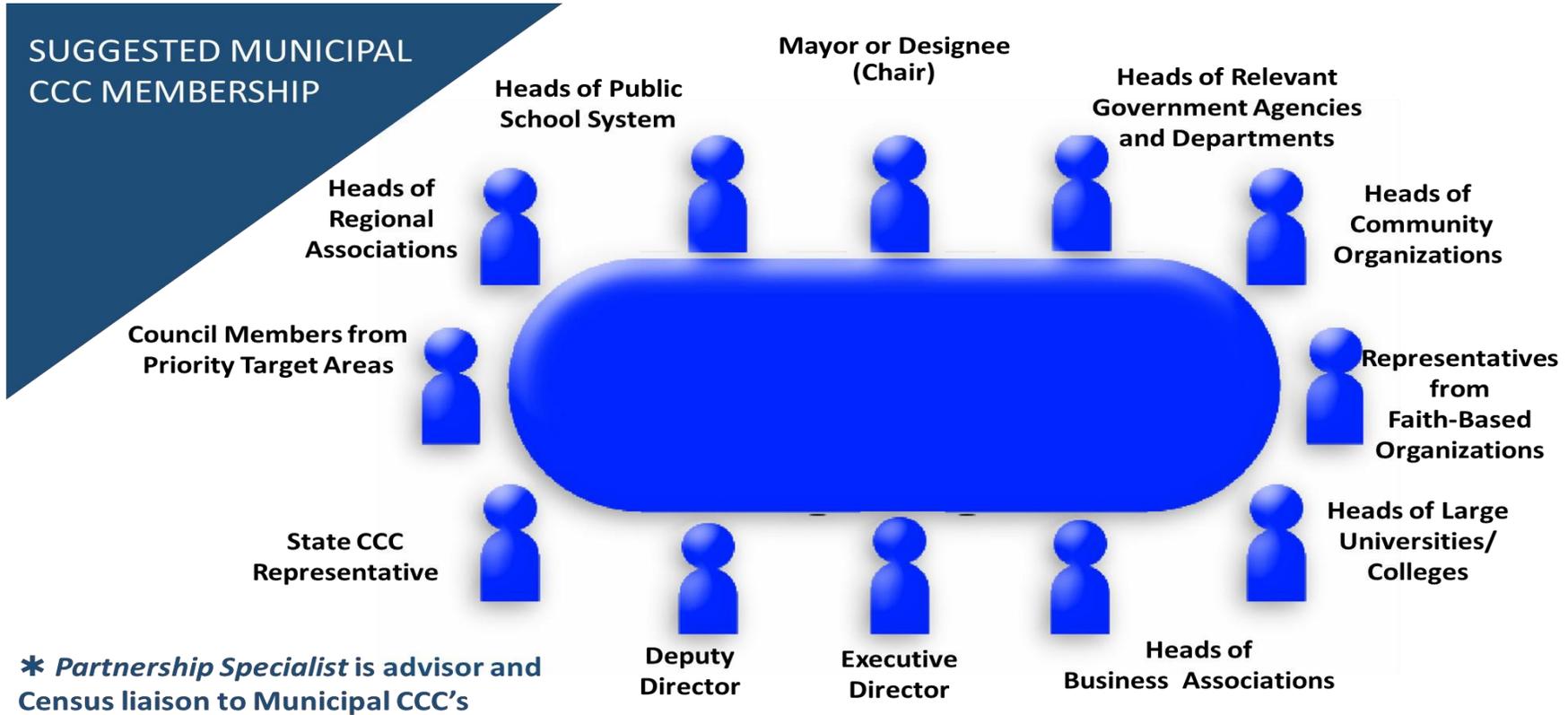
Complete Count Committee (CCC)

- 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



CCC SUBCOMMITTEE TYPES

BUSINESS

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

COMMUNICATIONS, MEDIA AND TECHNOLOGY

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

COMMUNITY ORGANIZATIONS

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

DATA AND MAPS

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

EDUCATION (PRESCHOOL - GRADE 12)

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

EDUCATION (POST SECONDARY)

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

EX-OFFENDER

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

FAITH-BASED

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

GOVERNMENT

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

GROUP QUARTERS

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

HOMELESS

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

IMMIGRANT

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

LIBRARY

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

RECRUITING

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

SENIOR CITIZEN

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

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.

VETERANS

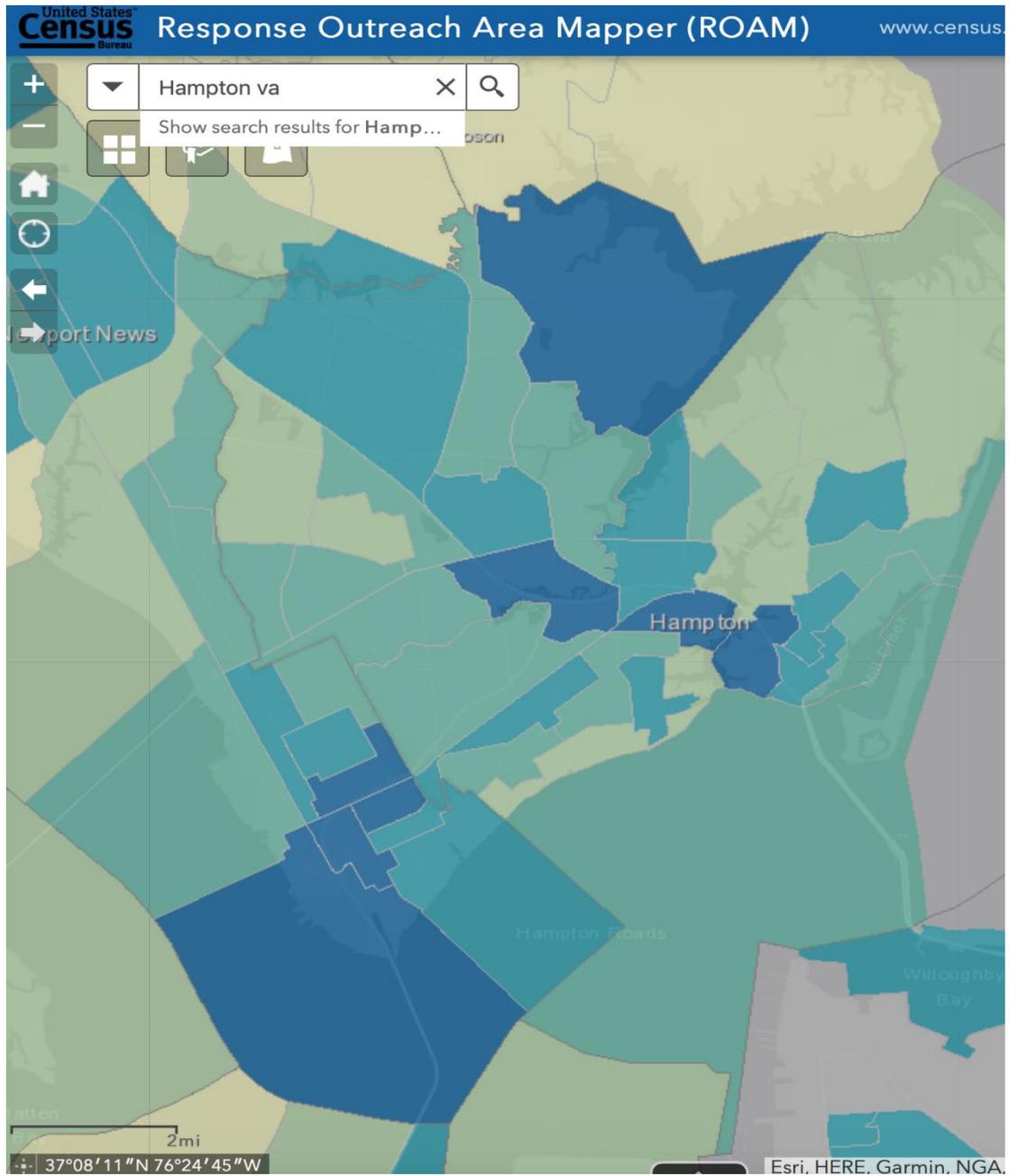
- Over 22 million veterans living in the United States present a sizeable population distributed throughout the 50 states.

PHILANTHROPIC

- Former military personnel can provide leadership and excellent recruiting assistance.

OUTREACH AND PROMOTION

- The primary goal for outreach and promotion is to develop community support and increase participation in the 2020 Census and increase self-response. Implementation of outreach activities will vary from one community to another.
- Each community or organization needs to consider relevant factors in the design of its census outreach and promotion initiatives



Census Tract 105.02
Hampton city, Virginia

Low Response Score (%): 30.6

2012-2016 ACS 5-year estimates

Total Population: 2,876
Median Household Income (\$): 33,681
Population Under 5 (%): 7.61
Population 18-24 (%): 10.29
Population 65 and Over (%): 6.26
Below Poverty Level (%): 23.02
Not High School Graduate (%): 9.45
Non-Hispanic, Black (%): 82.58
Non-Hispanic, White (%): 11.86
Hispanic (%): 2.19
American Indian or Alaska Native (%): 0.00
Asian (%): 1.01
Native Hawaiian or Other Pacific Islander (%): 0.00
Some Other Race (%): 0.00
Foreign Born (%): 4.73
No One in Household Age 14+ Speaks English "Very Well" (%): 1.68
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 0.00
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 (%): 0.00
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 (%): 0.79
Total Housing Units: 1,366
Total Occupied Housing Units: 1,192
Renter Occupied Housing Units (%): 72.48
Family Occupied Housing Units with Related Children Under 6 (%): 25.79
Population 1+ Who Moved From Another Residence Within the Last Year (%): 26.20
Vacant Housing Units (%): 12.74
Multi-Unit (10+) Housing (%): 29.50

Census Tract 114
Hampton city, Virginia

Low Response Score (%): 36.8

2012-2016 ACS 5-year estimates

Total Population: 2,583
Median Household Income (\$): 3,250
Population Under 5 (%): 0.00
Population 18-24 (%): 85.48
Population 65 and Over (%): 2.71
Below Poverty Level (%): 74.04
Not High School Graduate (%): 21.90
Non-Hispanic, Black (%): 91.41
Non-Hispanic, White (%): 4.10
Hispanic (%): 2.17
American Indian or Alaska Native (%): 0.19
Asian (%): 0.00
Native Hawaiian or Other Pacific Islander (%): 0.00
Some Other Race (%): 0.00
Foreign Born (%): 2.59
No One in Household Age 14+ Speaks English "Very Well" (%): 7.36
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 1.70
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 (%): 0.00
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: 336
Total Occupied Housing Units: 258
Renter Occupied Housing Units (%): 93.80
Family Occupied Housing Units with Related Children Under 6 (%): 0.00
Population 1+ Who Moved From Another Residence Within the Last Year (%): 50.14
Vacant Housing Units (%): 23.21
Multi-Unit (10+) Housing (%): 7.44

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.

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.

2018 ACO Pay Rates

(pay ranges for the D.C., Maryland, Virginia area)

Position	Pay Rate (subject to change)			Staffing Timeline (Peak Operations)
	D.C.	Maryland	Virginia	
<i>Area Census Office Manager</i>	\$40.00 - \$43.00	\$31.00 - \$38.00	\$25.00 - \$43.00	<i>June 2019</i>
<i>Census Field Manager</i>	\$30.00 - \$32.00	\$23.00 - \$28.00	\$19.00 - \$32.00	<i>June 2019</i>
<i>Administration Manager</i>	\$30.00 - \$32.00	\$23.00 - \$28.00	\$19.00 - \$32.00	<i>June 2019</i>
<i>IT Manager</i>	\$30.00 - \$32.00	\$23.00 - \$28.00	\$19.00 - \$32.00	<i>June 2019</i>
<i>Recruiting Manager</i>	\$30.00 - \$32.00	\$23.00 - \$28.00	\$19.00 - \$32.00	<i>June 2019</i>
<i>Recruiting Assistants</i>	\$25.00 - \$28.00	\$20.00 - \$24.00	\$16.00 - \$28.00	<i>August 2019</i>
<i>Census Field Supervisor</i>	\$25.00 - \$28.00	\$18.00 - \$24.00	\$15.00 - \$28.00	<i>February 2020</i>
<i>Office Operations Supervisor</i>	\$25.00 - \$26.00	\$19.00 - \$23.00	\$15.00 - \$26.00	<i>July 2019</i>
<i>Enumerator</i>	\$21.00 - \$23.0	\$15.00 - \$20.00	\$13.00 - \$23.00	<i>March 2020</i>
<i>Clerk</i>	\$18.00 - \$20.00	\$15.00 - \$18.00	\$12.00 - \$20.00	<i>September 2019</i>

2020 Census Resources and Legislation

www.ncsl.org

<http://www.ncsl.org/research/redistricting/2020-census-resources-and-legislation.aspx>

Information about the 2020 Census, including state legislation, creating complete count committees and commissions, identifying and reaching hard-to-count populations, the importance of the census, and state-level funding for census promotion, outreach and completion.

Questions 2020 Census?

Contact us:

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Email: kevin.k.krigsvold@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

Connect with Us



- Sign up for and manage alerts at https://public.govdelivery.com/accounts/US_CENSUS/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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City Staff Recommendation

- Authorize the City Manager to form a Hampton Complete Count Committee and devote staff resources to support this effort.
- Authorize the City Manager to appoint members to the Complete Count Committee
- Request the Mayor either serve as the Council representative on the Committee or appoint another Council member.