2020 Census

Community Partnership and Engagement Program (CPEP)

Chicago Region

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Dane County, Wisconsin
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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!
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FEDERAL GOVERNANCE

- 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.
Legislative representation is redetermined through APPORTIONMENT

$675+ BILLION will be distributed annually based on Census information
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GOAL OF PARTNERSHIP PROGRAM

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
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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)
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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

PRIMARY MAILING FOR MARCH 12
## 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
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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 is defined as a place 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.

- College Residence Halls
- Group Homes
- Prisons and Jails
- Nursing Homes
- Residential Treatment Centers
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GROUP QUARTERS

Enumeration methods:

**Electronic Response Data Transfer (eResponse)**

**In-Person Interview** – A census worker conducts a face-to-face in-person interview with each person who is served or staying at the facility on April 1, 2020.

**Drop-Off/Pickup of Questionnaire** – A census worker leaves census questionnaires to be completed by or for each person who is staying at the facility on April 1, 2020. The census worker then picks up the completed questionnaires at an agreed-upon time.

**Paper Response Data Collection** – A census worker meets with the administrator of the facility to obtain a paper listing of census response data for each person who is served or staying at the facility on April 1, 2020.

**Facility Self-Enumeration** – A census worker swears in and trains the group quarters facility administrator.
Transitory Locations (TL) are locations where people live in non-traditional housing that is temporary or movable in nature. These are enumerated during ETL.

Types of TL include:
- Recreational Vehicle (RV) Parks
- Campgrounds
- Hotels/Motels
- Circuses
- Carnivals
- Marinas
- Racetracks
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How We Count People Experiencing Homelessness

In 2020, the Census Bureau will devote three days to counting people who are experiencing homelessness across the country, with checks in place to ensure that people aren’t counted more than once. These days follow months of outreach and coordination with local census offices, partners, shelter directors, service providers, and others:

- **March 30, 2020**: Counting people who are in shelters.
- **March 31, 2020**: Counting people at soup kitchens and mobile food vans.
- **April 1, 2020**: Counting people in non-sheltered, outdoor locations, such as tent encampments and on the streets.
The Bureau counts people experiencing homelessness by locating them at places where they receive services and at outdoor locations including:

- Shelters
- Soup Kitchens and Food Vans
- Emergency Shelters

On one designated date, a Census representative will conduct 10-minute interviews to complete this count. Shelters may opt to submit paper data.
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
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Group Quarters Advance Contact

The Madison Area Census Office will be contacting administrators in Dane County to obtain information and schedule the date and type of enumeration.

**January:** A letter to most group quarters

**February 3 – March 6:** Brief phone call from Madison ACO to each group facility

**February 21 – March 6:** Personal visits to select group quarters that could not be contacted by phone or were unable to complete the phone interview.
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COMMITTEE PURPOSE

• Assist Census Bureau to meet the goal of a timely, accurate and cost-effective count
• Act as 2020 Census Champions
• Provide “trusted voices” as Census Ambassadors
• Monitor census participation
• Target outreach in low response rate areas
• Support Complete Count goals
• Collaborate with Regional Director and Partnership Specialists for training and support
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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.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.
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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**

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SHAPE YOUR FUTURE

LINKS for information, fact sheets, and posters.

Group Quarters Enumeration

Service-Based Enumeration

For more resources, visit our 2020 Partner page at https://2020census.gov/en/partners.html
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.

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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?
MORE ONLINE TOOLS AND RESOURCES
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)

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

[census.gov/roam](http://census.gov/roam)
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TYPE OF ENUMERATION AREA (TEA) VIEWER

- 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

- Each enumeration type has a distinct color code

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