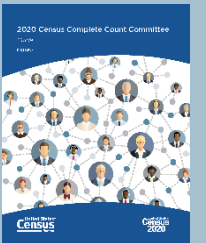


United States[®]
Census
2020

State of
Maryland

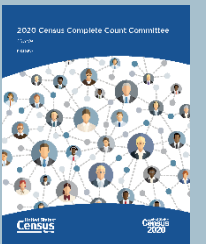
Why do we take the census?

- U.S. Constitution, Article 1, Section 2 mandates Census to provide the data for an apportionment of representatives among the states for the House of Representatives every 10 years
- By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within 9 months of Census Day (on or before December 31, 2020) so that apportionment can be taken



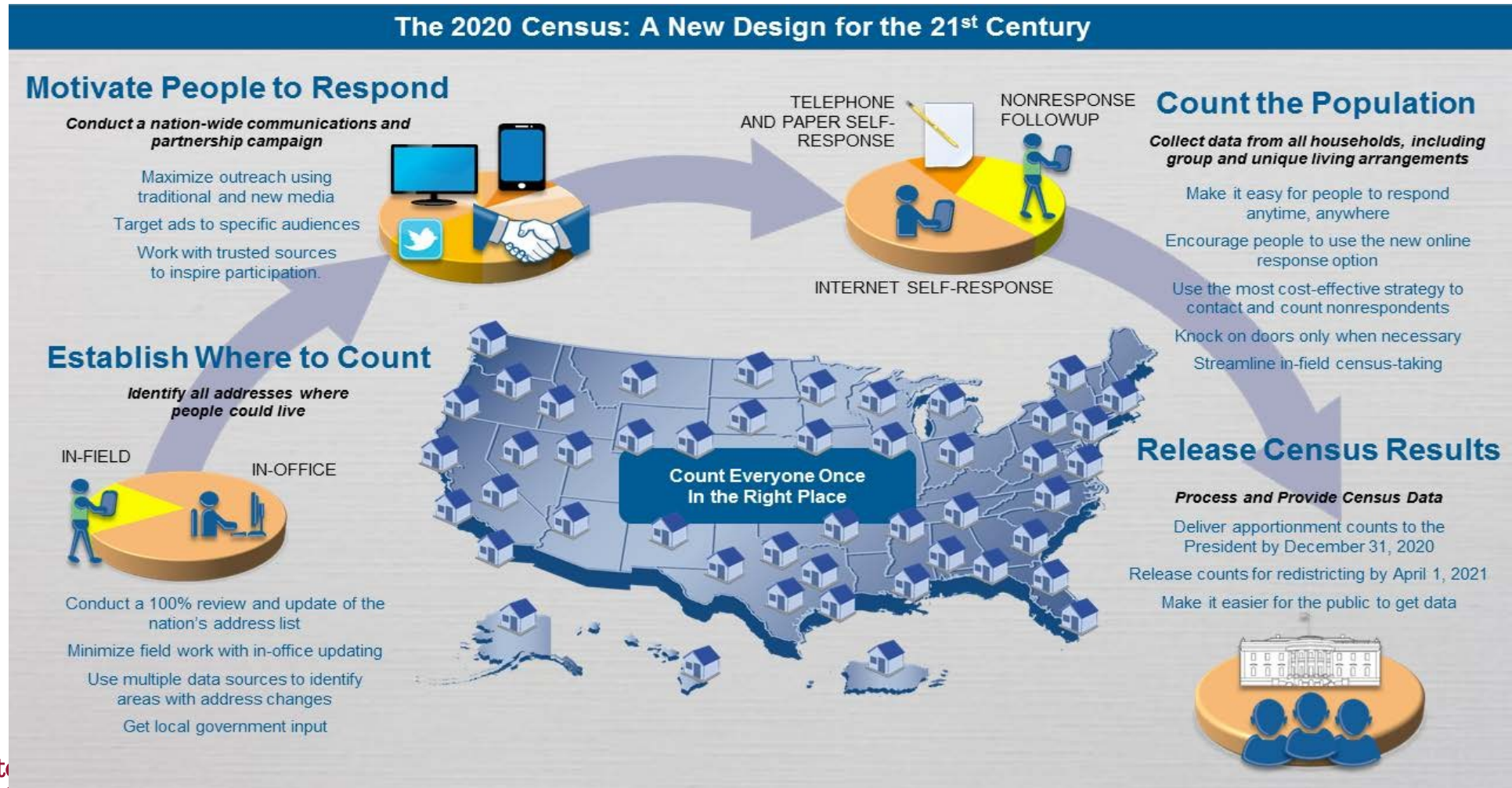
2020 Census vs 2010 Census

- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the 1st time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.



The 2020 Census

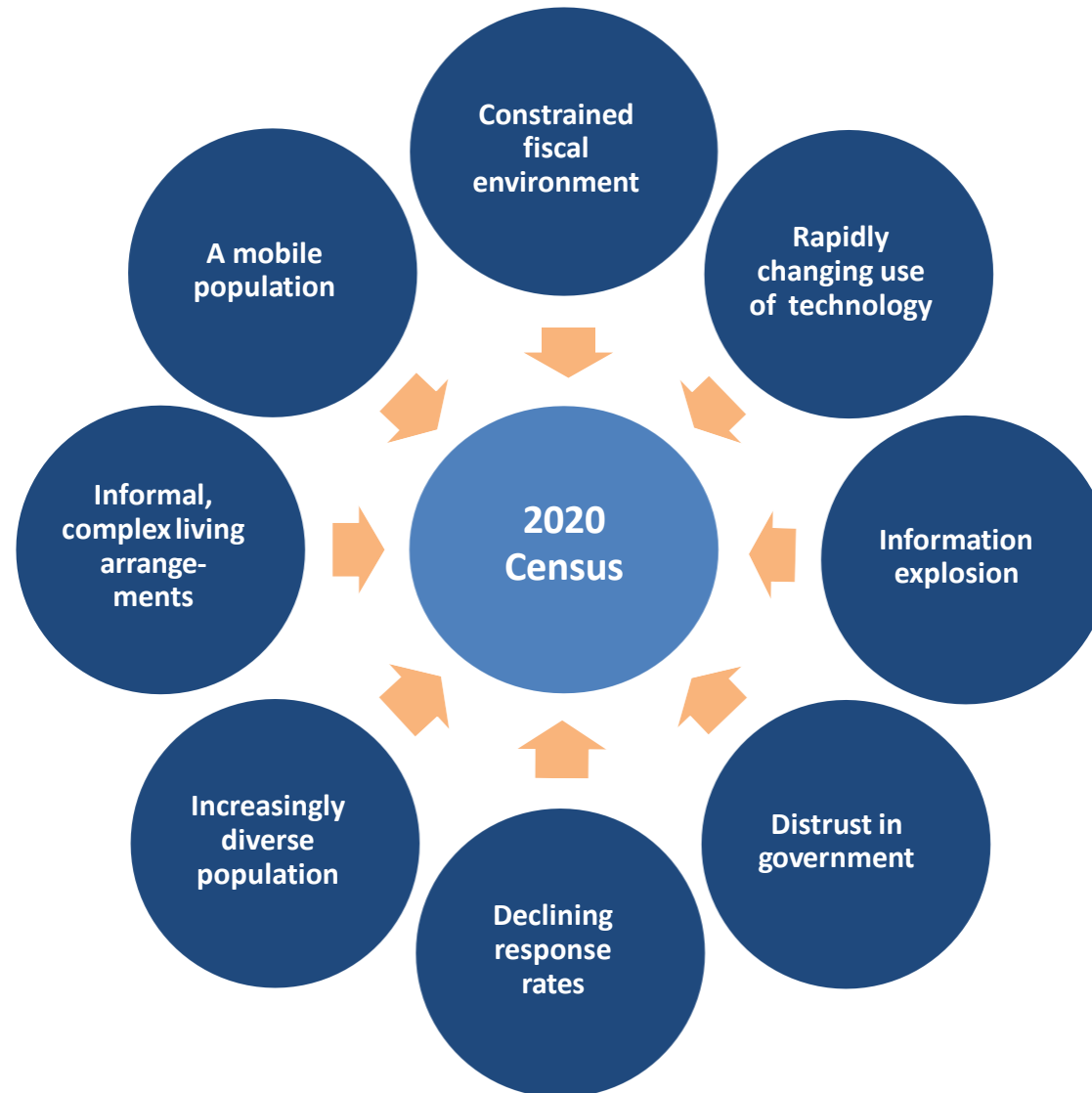
A New Design for the 21st Century



The Decennial Census

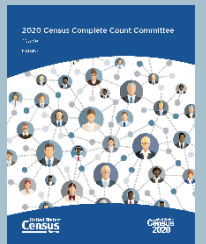
The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.

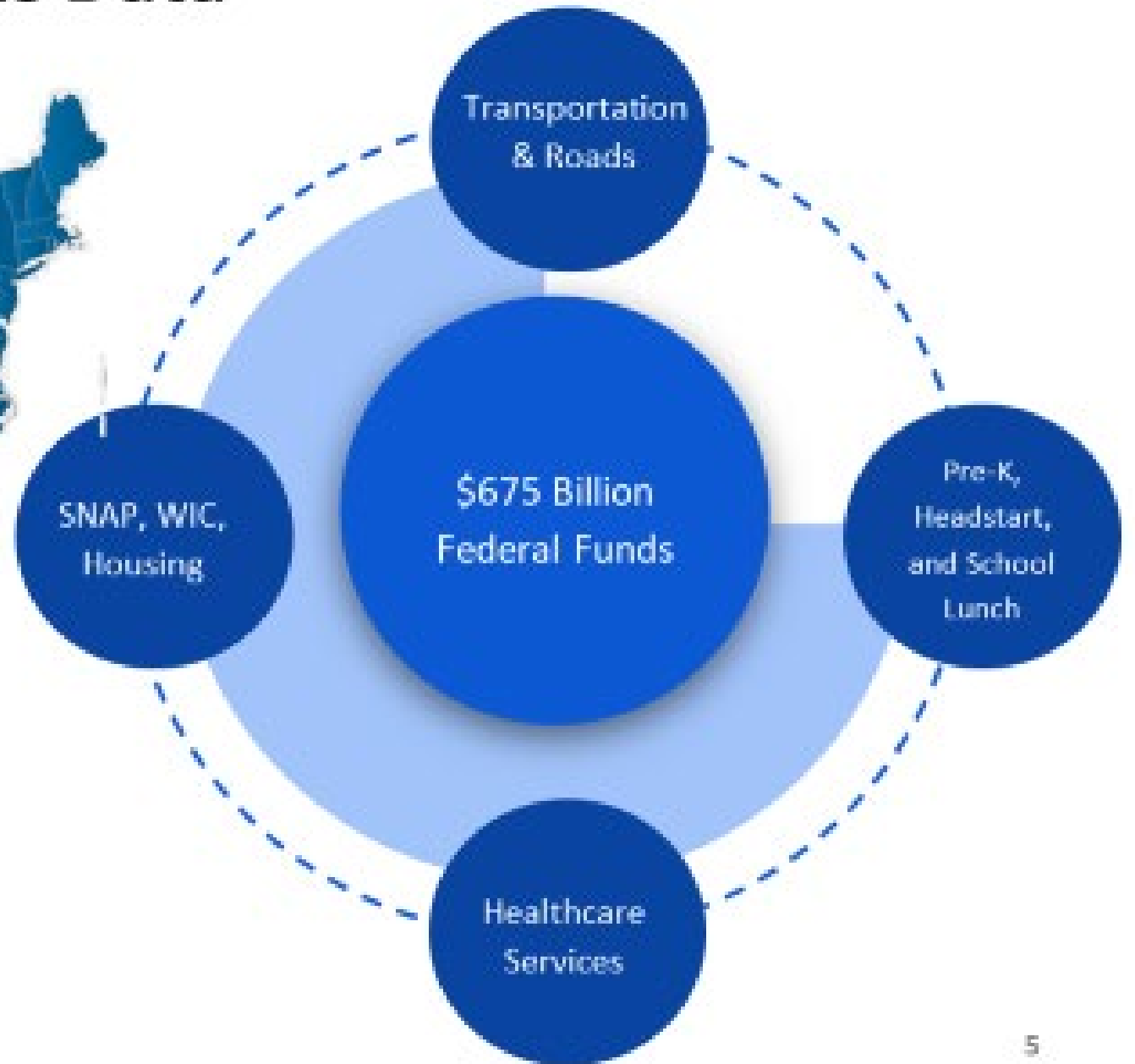


How are census data used?

- Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
 - Education
 - Health care
 - Transportation
 - Social services
 - Emergency response
- Distribution of more than \$675 billion annually in federal funds
- Redistricting of state legislative districts
- Forecasting of future transportation needs
- Determining areas eligible for housing assistance and rehabilitation loans



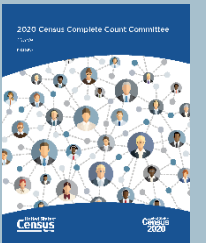
Even More Uses for Census Data



The Census is Confidential, and that confidentiality is required by Law

1. The Census Bureau is required by law to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
2. We will never share a respondents personal information with other government agencies
3. Results from the census are reported in statistical summary format only
4. Records are confidential for 72 years by law (Title 44, U.S. Code)
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

FOLLOW
ALONG



PAGE
3

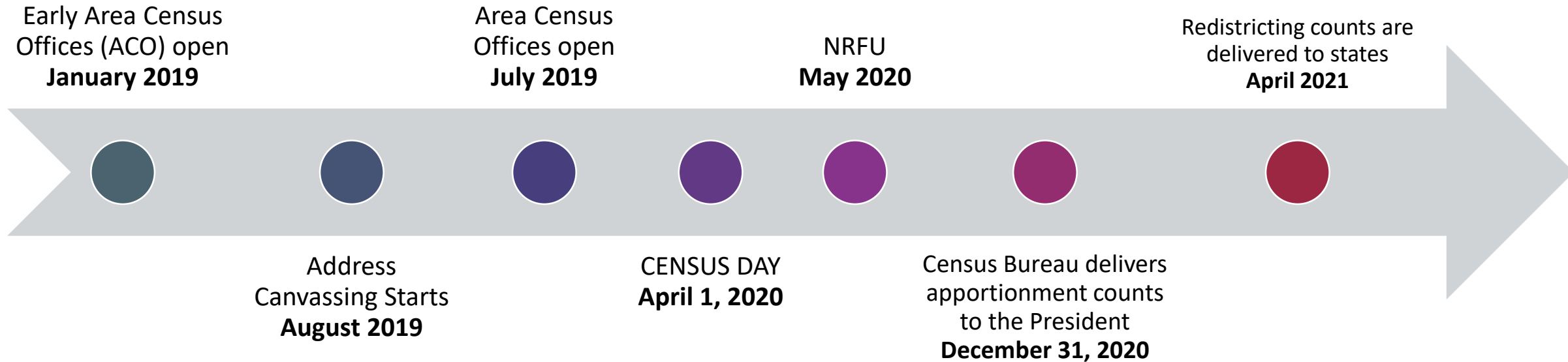
The 2020 Census Phases



Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

- Education Phase – 2018 - 2019
- Awareness Phase – January – February 2020
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

Key dates of the 2020 Census Operational Timeline

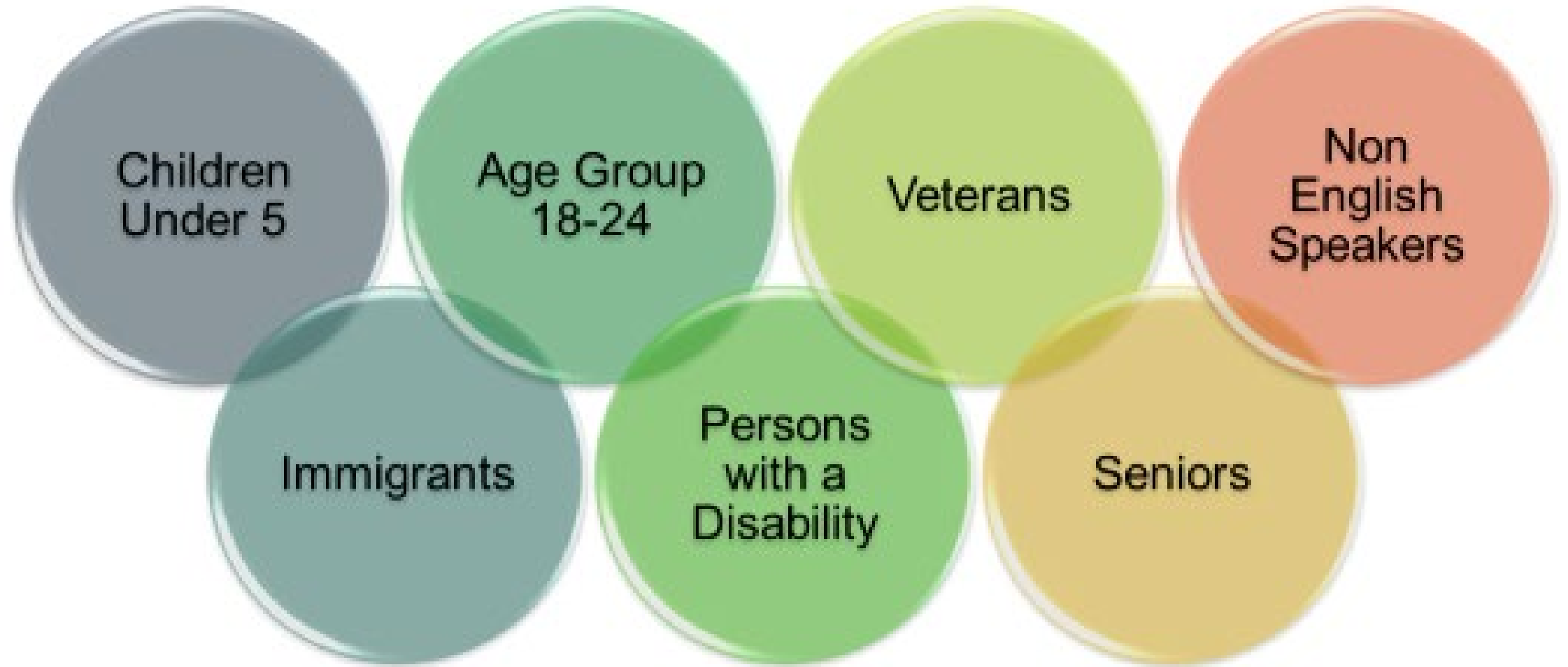


2018 ACO Pay Rates

(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>

Historically Undercounted Groups



Low Response Score (LRS)

Overview

- LRS = predicted level of census nonresponse at the tract level
- Values from 0-100
- For example: If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the census

LRS Limitations/Cautions

- Uses 2010 mail self-response and current ACS data – 2020 Census will offer internet, phone and mail options to self-respond
- LRS are not calculated for all census tracts (-1)

How do I access the LRS?

- Census Planning Database (PDB)
- Response Outreach Area Mapper (ROAM) Web Application

Response Outreach Area Mapper (ROAM)

- Public mapping application that displays characteristics of hard-to-count areas from the PDB
- ACS 5-year estimates data
- Census tract level

2016 Census Tract (from 2018 Planning Database)

Options Filter by Map Extent Zoom to Clear Selection Refresh

STATEFP	COUNTYFP	TRACTCE	GEOID	NAMESAD	STCOUFP	FULLNAME	COUNAME	ST
20	173	007800	20173007800	Census Tract 78	20173	Census Tract 78, Sedgwick County, KS	Sedgwick County	Ke
20	173	008300	20173008300	Census Tract 83	20173	Census Tract 83, Sedgwick County, KS	Sedgwick County	Ke

72541 features 0 selected

United States[®]
Census
2020

ROAM

United States[®] Census 2020

Census Tract 8035.13
Prince George's County, Maryland

Low Response Score (%): 28.5
2012-2016 ACS 5-year estimates

Total Population: 4,268
Median Household Income (\$): 67,143
Population Under 5 (%): 3.19
Population 18-24 (%): 7.38
Population 65 and Over (%): 12.07
Below Poverty Level (%): 13.13
Not High School Graduate (%): 4.95
Non-Hispanic, Black (%): 93.30
Non-Hispanic, White (%): 1.50
Hispanic (%): 0.47
American Indian or Alaska Native (%): 0.42
Asian (%): 1.27
Native Hawaiian or Other Pacific Islander (%): 0.00
Some Other Race (%): 0.49
Foreign Born (%): 9.25

United States[®] Census 2020

Census Tract 1304 Baltimore city, Maryland

Low Response Score (%): 31.9
2012-2016 ACS 5-year estimates

Total Population: 2,352
Median Household Income (\$): 35,208
Population Under 5 (%): 7.40
Population 18-24 (%): 10.63
Population 65 and Over (%): 9.99
Below Poverty Level (%): 30.50
Not High School Graduate (%): 17.13
Non-Hispanic, Black (%): 90.69
Non-Hispanic, White (%): 3.87
Hispanic (%): 3.95
American Indian or Alaska Native (%): 0.81
Asian (%): 0.04
Native Hawaiian or Other Pacific Islander (%): 0.00

United States[®] Census 2020

Census Tract 7505.03
Frederick County, Maryland

Low Response Score (%): 29.4
2012-2016 ACS 5-year estimates

Total Population: 6,860
Median Household Income (\$): 52,190
Population Under 5 (%): 8.40
Population 18-24 (%): 9.15
Population 65 and Over (%): 6.14
Below Poverty Level (%): 13.64
Not High School Graduate (%): 25.71
Non-Hispanic, Black (%): 26.08
Non-Hispanic, White (%): 26.79
Hispanic (%): 38.43
American Indian or Alaska Native (%): 0.09
Asian (%): 5.77
Native Hawaiian or Other Pacific Islander (%): 0.15

United States[®] Census 2020

Census Tract 9 Washington County, Maryland

Low Response Score (%): 26.8
2012-2016 ACS 5-year estimates

Total Population: 3,660
Median Household Income (\$): 29,263
Population Under 5 (%): 7.62
Population 18-24 (%): 9.81
Population 65 and Over (%): 7.90
Below Poverty Level (%): 42.76
Not High School Graduate (%): 30.31
Non-Hispanic, Black (%): 23.55
Non-Hispanic, White (%): 57.46
Hispanic (%): 6.01
American Indian or Alaska Native (%): 0.57
Asian (%): 2.32
Native Hawaiian or Other Pacific Islander (%): 0.00
Some Other Race (%): 0.00
Foreign Born (%): 9.02

Partnership Specialists

Role of the Partnership Specialists

- Primary contact between the U.S. Census Bureau and the CCC
- Serve as advisers and information resources to CCCs
- Help identify census awareness building activities that are more effective in their community

Steps Partnership Specialists will follow:

- Meet with local governments in the area to encourage the formation of CCCs
- Distribute materials
- Provide orientation/training for CCC leaders or Chairpersons
- Provide advisory support to CCC Chairpersons
- Assist CCCs in developing a strategy and work plan
- When possible, attend CCC meetings, provide guidance, recommend outreach and promotional activities, and distribute promotional materials and items
- Encourage the development of innovative activities geared to specific groups within the community
- Maintain an open line of communication with CCCs