2020 Census Overview
Maryland Association of Counties
Ocean City, MD

Nesreen Khashan
Partnership Branch
U.S. Census Bureau
The Decennial Census

Purposes and Uses of Census data

- **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
- **Drawing** congressional and state legislative districts, school districts and voting precincts
- **Enforcing** voting rights and civil rights legislation
- **Distributing** over $675 billion federal dollars to states and local governments
- **Informing** planning decisions of federal, tribal, state and local government
- **Informing** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
Select Federal Programs that use Population and Income Data as Factors

- Medical Assistance Program (Medicaid)
- Senior Community Service Employment Program
- Supportive Housing for the Elderly
- Low-Income Home Energy Assistance
- Unemployment Insurance
- Highway Planning and Construction
- Supplemental Nutrition Assistance Program (SNAP)
- Supplemental Nutrition Prog. for Women, Infants & Children (WIC)
- Temporary Assistance for Needy Families
- National School Lunch Program
- Head Start
2020 Census Goals

Goals

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

What’s New

✓ We’re maximizing outreach by using both traditional and new media
✓ We’re offering and encouraging people to respond online, by mail or by phone
✓ We’re providing our fieldworkers with handheld devices for collecting Census data.
✓ We’re utilizing automated systems for recruiting, training, and payroll.
Our Timeline

In-Field Address Canvassing
August 2019 – October 2019

Group Quarters
February 2020 – July 2020

Census Day
April 1, 2020

Internet Self Response
March 2020 – July 2020

Update Leave
March 2020 – April 2020

Nonresponse Follow-up
April 2020 – July 2020
Changes and Challenges

• Declining participation in Surveys
• Distrust of Government
• Privacy Concerns/ Identify Theft
• New Residents, Immigrants and Languages
• Large college Population
• Seasonal Populations
• Gated Communities
• Homeless Population

• Locked Buildings
• Lack of Time to Participate in Surveys
• Group Quarters Challenges
• Military Population Areas
• Significant government population in DC metro area
• Lack of connectivity (e.g. Computer, internet, etc.)
• 2020 Presidential Election impact
## DP05: Total Population 65 Years and Over

<table>
<thead>
<tr>
<th></th>
<th>Total Population</th>
<th>65 Years and Over</th>
<th>65 Years and Over %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>5,959,902</td>
<td>820,050</td>
<td>13.8%</td>
</tr>
<tr>
<td>Baltimore city</td>
<td>621,000</td>
<td>76,327</td>
<td>12.3%</td>
</tr>
<tr>
<td>Caroline</td>
<td>32,653</td>
<td>4,949</td>
<td>15.2%</td>
</tr>
<tr>
<td>Dorchester</td>
<td>32,451</td>
<td>6,364</td>
<td>19.6%</td>
</tr>
<tr>
<td>Kent</td>
<td>19,819</td>
<td>4,814</td>
<td>24.3%</td>
</tr>
<tr>
<td>Queen Anne</td>
<td>48,712</td>
<td>8,416</td>
<td>17.3%</td>
</tr>
<tr>
<td>Somerset</td>
<td>25,899</td>
<td>3,990</td>
<td>15.4%</td>
</tr>
<tr>
<td>Talbot</td>
<td>37,668</td>
<td>9,940</td>
<td>26.4%</td>
</tr>
<tr>
<td>Wicomico</td>
<td>101,527</td>
<td>14,517</td>
<td>14.3%</td>
</tr>
<tr>
<td>Worcester</td>
<td>51,441</td>
<td>13,105</td>
<td>25.5%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates
<table>
<thead>
<tr>
<th>County</th>
<th>Disability Per.</th>
<th>65 to 74 Per.</th>
<th>75 + Per.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>10.7%</td>
<td>21.6%</td>
<td>47.2%</td>
</tr>
<tr>
<td>Baltimore city</td>
<td>15.3%</td>
<td>32.5%</td>
<td>51.2%</td>
</tr>
<tr>
<td>Caroline</td>
<td>15.2%</td>
<td>25.3%</td>
<td>56.2%</td>
</tr>
<tr>
<td>Dorchester</td>
<td>16.5%</td>
<td>29.4%</td>
<td>55.0%</td>
</tr>
<tr>
<td>Kent</td>
<td>13.9%</td>
<td>22.1%</td>
<td>48.4%</td>
</tr>
<tr>
<td>Queen Anne</td>
<td>10.6%</td>
<td>15.7%</td>
<td>42.7%</td>
</tr>
<tr>
<td>Somerset</td>
<td>16.4%</td>
<td>27.9%</td>
<td>57.5%</td>
</tr>
<tr>
<td>Talbot</td>
<td>14.1%</td>
<td>18.7%</td>
<td>45.2%</td>
</tr>
<tr>
<td>Wicomico</td>
<td>10.7%</td>
<td>22.8%</td>
<td>42.8%</td>
</tr>
<tr>
<td>Worcester</td>
<td>14.6%</td>
<td>20.0%</td>
<td>44.8%</td>
</tr>
</tbody>
</table>
## Population Estimates 65 Years and Over

<table>
<thead>
<tr>
<th></th>
<th>2010 Census</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>707,642</td>
<td>765,155</td>
<td>823,035</td>
<td>877,217</td>
<td>904,671</td>
</tr>
<tr>
<td>Baltimore city</td>
<td>72,812</td>
<td>74,606</td>
<td>77,492</td>
<td>81,272</td>
<td>82,925</td>
</tr>
<tr>
<td>Caroline</td>
<td>4,413</td>
<td>4,716</td>
<td>5,013</td>
<td>5,210</td>
<td>5,301</td>
</tr>
<tr>
<td>Dorchester</td>
<td>5,771</td>
<td>6,114</td>
<td>6,393</td>
<td>6,642</td>
<td>6,781</td>
</tr>
<tr>
<td>Kent</td>
<td>4,397</td>
<td>4,604</td>
<td>4,912</td>
<td>5,079</td>
<td>5,104</td>
</tr>
<tr>
<td>Queen Anne</td>
<td>7,141</td>
<td>7,861</td>
<td>8,519</td>
<td>9,009</td>
<td>9,292</td>
</tr>
<tr>
<td>Somerset</td>
<td>3,660</td>
<td>3,739</td>
<td>3,903</td>
<td>4,082</td>
<td>4,225</td>
</tr>
<tr>
<td>Talbot</td>
<td>8,958</td>
<td>9,671</td>
<td>10,041</td>
<td>10,334</td>
<td>10,526</td>
</tr>
<tr>
<td>Wicomico</td>
<td>12,847</td>
<td>13,748</td>
<td>14,595</td>
<td>15,429</td>
<td>15,429</td>
</tr>
<tr>
<td>Worcester</td>
<td>11,961</td>
<td>12,608</td>
<td>13,253</td>
<td>13,804</td>
<td>14,094</td>
</tr>
</tbody>
</table>

Decennial Census and Population Estimates Programs
<table>
<thead>
<tr>
<th></th>
<th>2000 Census</th>
<th>2010 Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>69%</td>
<td>80.3%</td>
</tr>
<tr>
<td>Baltimore city</td>
<td>53%</td>
<td>76.1%</td>
</tr>
<tr>
<td>Caroline</td>
<td>65%</td>
<td>79.0%</td>
</tr>
<tr>
<td>Dorchester</td>
<td>64%</td>
<td>81.2%</td>
</tr>
<tr>
<td>Kent</td>
<td>62%</td>
<td>83.0%</td>
</tr>
<tr>
<td>Queen Anne</td>
<td>71%</td>
<td>82.6%</td>
</tr>
<tr>
<td>Somerset</td>
<td>56%</td>
<td>79.4%</td>
</tr>
<tr>
<td>Talbot</td>
<td>68%</td>
<td>84.3%</td>
</tr>
<tr>
<td>Wicomico</td>
<td>68%</td>
<td>78.1%</td>
</tr>
<tr>
<td>Worcester</td>
<td>31%</td>
<td>85.6%</td>
</tr>
</tbody>
</table>

U.S. Census Bureau, ACS Annual Response Rates: B98021
Your Role in the 2020 Census

• Help with outreach campaigns to promote 2020 Census and motivate online response
• Become a Complete Count Committee member
• Provide Recruiting Assistance by identifying job applicants
• Request 2020 Census exhibits, presentations, seminars/workshops
• Volunteer as a speaker to deliver the 2020 Census messages
• Host a Census 2020 Design Thinking Workshop
County Complete Count Committee

A County Complete Count Committee is a mutually beneficial partnership – at the highest level—within each county. The county’s highest elected official often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:

- Communicates the importance of the census through local messaging.
- Raises awareness of the census throughout the county.
- Motivates every household in the county to participate in the census by completing the questionnaire thoroughly and in a timely manner.
- Increases the county’s self-response rate.
2020 Census Updates

https://www.census.gov/2020census
2020 Census Partnership

Measuring America: People, Places, and the Economy

Partner with the U.S. Census Bureau to help America work better through data

JOIN US

census.gov/partners
What should I know about the 2020 Census?

**CENSUS 101**

**It's about redistricting.**

After each census, state officials use the results to divide the states into congressional and state legislative districts, making population shifts.

**CENSUS 101**

**Everyone counts.**

The census counts every person living in the U.S. once, only once, and in the right place.

**CENSUS 101**

**Your data are confidential.**

Federal law protects your census responses. Your answers can only be used to produce statistics. By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.
3 LEARN THE BASICS OF OUTREACH

WHAT WE'VE LEARNED ABOUT WHAT WORKS

Researchers have long studied the way we access, process, and act on information. We've taken their insights and come up with recommendations and questions to ask yourself when developing your messaging. Grounding your communications in these principles will make them as effective as possible.

MAKE IT ACTIONABLE
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MAKE IT RELEVANT
Page 06

PLAN THE DELIVERY
Page 07

4 IDENTIFY YOUR AUDIENCE

BREAKING BARRIERS TO PARTICIPATION

This section provides specific examples of how to apply the principles identified earlier in the context of the census to address some common barriers to taking the decennial census.

"I don't think the census has any impact on my life."
This person isn't sure what census does, how it affects them, and why their participation matters.

"I don't feel comfortable sharing my information."
This person is concerned about data privacy or having their information used by other federal agencies.

"I have trouble completing census forms."
This person may not be a native English speaker and find census forms confusing.

"I don't have time to fill out the census."
This person is very busy and assumes the census will be time-consuming and cumbersome.
2020 Census Partnership

Response Outreach Area Mapper (ROAM)

This application was developed to make it easier to identify hard-to-count areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates. Learning about each hard-to-count area allows you to create tailored communication and outreach campaigns, and plan ahead for resources in order engage your communities in the census.

explore this tool

census.gov/partners
2020 Census Partnership: Engagement Navigator

census.gov/partners
2020 Census Partnership: ROAM
Response Outreach Area Mapper

Parts of the Response Outreach Area Mapper

– Displays characteristics of hard-to-count areas
– ACS 5-year estimates data
– Census tract level

https://www.census.gov/roam
Questions 2020 Census Operations and Positions?

Contact us:
Recruiting Hotline - 1-888-480-1639

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

Email us at - philadelphia.rcc.partnership@census.gov
Questions or Feedback?

Please feel free to contact me!

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Partnership Branch
U.S. Census Bureau

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202-510-6403 (cell)