RGV Census 2020 Regional Task Force Meeting
July 31, 2018, 10:00 a.m.-12:00 p.m
Lower Rio Grande Valley Development Council
301 W. Railroad Street, Building B, Weslaco, Texas 78596

Presenters:
Blanca E. Ramirez-Salazar, Partnership Specialist
Ana Maria Leonard, Partnership Specialist
U.S. Census Bureau-Denver Region
Why We Do a Census?

Article 1, Section 2 of the US Constitution

The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.
The Decennial Census

Conduct a census of population and housing
Disseminate results to the President, the states and the American People

Uses of Census data:

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Distribute** federal dollars to states
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
Counting for Dollars link: https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds
Confidentiality

• The Census Is Confidential and Required by Law
• All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code
• The results from any census or survey are reported in statistical format only.
• Furthermore, under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.
New Ability to Self Respond
Starting March 23, 2020

• Internet
• Phone
• Paper Form

Or traditional in-person interview
COMMUNITY PARTNERSHIP
AND
ENGAGEMENT PROGRAM
Community Engagement and Partnership Program

Census Staff

- Partnerships Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community

- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion
Local Complete Count Committee

- MEDIA
- COMM
- BUSINESS
- COMMUNITY ORG
- EX-OFFENDER
- MAYOR
- COUNTY OFFICIAL
- (OR DESIGNEE)
- IMMIGRANT
- RECRUITING
- GROUP QUARTERS
- VETERANS
- HOMELESS
- EDUCATION (K-12)
- FAITH BASED
What is a Complete Count Committee

A CCC is a volunteer committee comprised of trusted voices from the community to increase awareness about the Census and motivate residents to respond.

The purpose is to:

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren’t motivated to respond to the national campaign
Steps for CCC’s

1. County Judge/Mayor should appoint a CCC Chair and Co-chair

2. County Judge/Mayor should designate important committees and appoint committee chairs

3. Select official name and slogan for your 2020 CCC

4. Draft and sign official document in support of Census 2020

5. Allocate state/county/city funds for implementation of CCC outreach activities

6. Assign staff to work with the state CCC, City/County CCC
Timeline – September 2018
Local Job Hire Date

• Partnership Specialists                  Sep 2018, Jan & April 2019
• Recruiting Assistants                   Fall 2018
• Media Specialist                        January 2019
• Area Census Office Staff (50)           May 2019
• Listers for Address Canvass             June 2019
• Enumerators                             February 2020
Census 2020 Jobs-What to expect?

- Application process will be online and in English only
- Must be a U.S. Citizen
- Must have an email address
- There is a time delay between application submittal and actual hiring- 3 months
- A background check with fingerprints is required

- All Census jobs will require computer/phone/technology to complete their work and equipment will be provided by the Census.
- The website for all Census jobs is
  - http://census.gov/about/regions/Denver/jobs/all.html
  - First field jobs for Recruiting Assistants will open in early September 2018
Census 2020 Jobs - Resources

• 2020census.gov/jobs
• 1-855-JOB-2020
• (1-855-562-2020)
• Federal Relay Service: (800-877-8339)/ASCII
• www.gsa.gov/fedrelay

• Website and jobs line is not available until:
• September 4, 2018
RGV - Activities - 2018

- CCC Trainings, Meeting, Workshops and Q&A sessions
  - City of McAllen, July 12, 2018 & August 2, 2018
  - Hidalgo County Business Subcommittee Meeting, July 11, 2018
  - Hidalgo County Media Subcommittee Meeting, July 26, 2018
  - Hidalgo County Education Subcommittee Meeting, August 8, 2018
  - City of Pharr, August 1, 2018
Partner Toolkit

Community Outreach Toolkit

A quickstart guide to tailoring census outreach efforts for the people you serve.

Census 101: What You Need to Know

- Everyone counts.
- It's about fair representation.
- It's about redistricting.
- It means $675 billion.
- It's in the Constitution.
- It's about representation and redistricting.
- Taking part is your civic duty.

2020 Census Finisher

2020 Census

https://www.census.gov/partners/toolkit.pdf
Resources

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

• [https://www.hidalgocounty.us/2315/2020-Census](https://www.hidalgocounty.us/2315/2020-Census)

• Partnership Specialist;
  Ana Leonard, ana.leonard@census.gov-(972)-979-1468
You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.