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United States Census 2020
2020 Census: What You Need to Know and Do Now

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U.S. Census Bureau-Dallas Denver Region
Census Overview

Why we do a census:

Article 1, Section 2 of the U.S. 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.
Confidentiality

Census Bureau reputation depends on keeping data confidential. We take it very seriously!

- **Federal Law** – Title 13 of the US Code protects the confidentiality of all information
- **Employee Oath** – Protect confidentiality for life. Penalties if violated can be 5 years in prison and/or $250,000 fine.
- **Statistical Safeguards** – Ensure that statistics released do not identify individuals.
Decennial Census Overview
New Mexico receives Federal Funds for programs that impact every person living here.

According to this study, the per capita allocation is $2,972.

• When we undercount by even the smallest margin – we are at risk of missing out on the fair share of this distribution. Which often equals billions of dollars.

Counting for Dollars link: https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds
George Washington University Counting For Dollars 2020

- Government Agencies
- Recipients/end users
- Data driven approaches to getting a fair share

Note the funds listed:
Transportation, Medicaid, Medicare, SNAP, CHIP, Housing WIC, everything related for children and families in-need who live in New Mexico.
2020 Census

Why should every person be counted in our state?

• It’s the law
• It’s safe
• It’s easy
• It’s the process of our democracy that building equity in access to funding and representation in Congress
Ways to Respond

2020 Census Offers More Choices

- Internet
- Phone
- Paper
- In-Person

Self Response Available Until July 24, 2020
How can local governments and community partners play a direct role?

Create a Complete Count Committee

- CCCs are one of the core strategic elements of the Partnership program for the 2020 Census
- Census Bureau works with tribal, state and local governments, and community organizations to form CCCs around the country
- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation
- CCCs are all inclusive and representative of your local community
What is a Complete Count Committee

WHO?
Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?
A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?
The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.
Complete Count Committee Formation
What’s next - Have a CCC

• Partnership Specialist leads a CCC training
• PS serve as technical advisor for CCCs
• From NOW until end of operations CCCs encourage self-response
• CCCs educate, increase awareness, provide trusted messenger advocacy, and support of the census in local communities
Key Communication Phases

I. Education Phase 2018-2019

II. Awareness Phase Jan-Feb 2020

III. Motivation Phase March- May 2020

IV. April 1, 2020 - Census Day is here!

V. Reminder Phase May- July 2020
Key Data Collection Dates

- Nov – 2019
- Aug – Oct 2019
- Jun-Aug-2019
- Early 2020
- **March 23, 2020**
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020

- In-Office Address Canvass
- Address Canvassing – select areas
- Area Census Offices Open *
- Group Quarters Start
- **Self Response Starts**
- CENSUS DAY
- Non-Response Follow-Up Starts
- Data Collection Complete
- Census data is Delivered to President of the United States in statistical format
Follow us on Social Media – spread the word

Hyperlinks here for you

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)
  @uscensusbureau
- [Instagram](#)
- [#2020Census](#)
Field Support and Operations

New Mexico will have 2 offices:

• Albuquerque
• Las Cruces

-Farmington and San Juan County will be supported by Window Rock, AZ
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs - NOW (Office positions, Field staff, apply NOW for all positions)
www.usajobs.gov – Partnership (one must apply to each position as they are posted within the time allotted)
Partnership Specialists Role

Your liaison between Census Bureau and the CCC, keep you informed and serve as advisors

• Form and Maintain Partnerships
• Community members
• Business Chambers
• Business Owners
• Public Venues

Speak at events (Council Meetings, Community Gatherings, Panel discussions, Webinars, School Board meetings, etc.)
Thank you

Questions

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