



2020 Census: The Texas Count

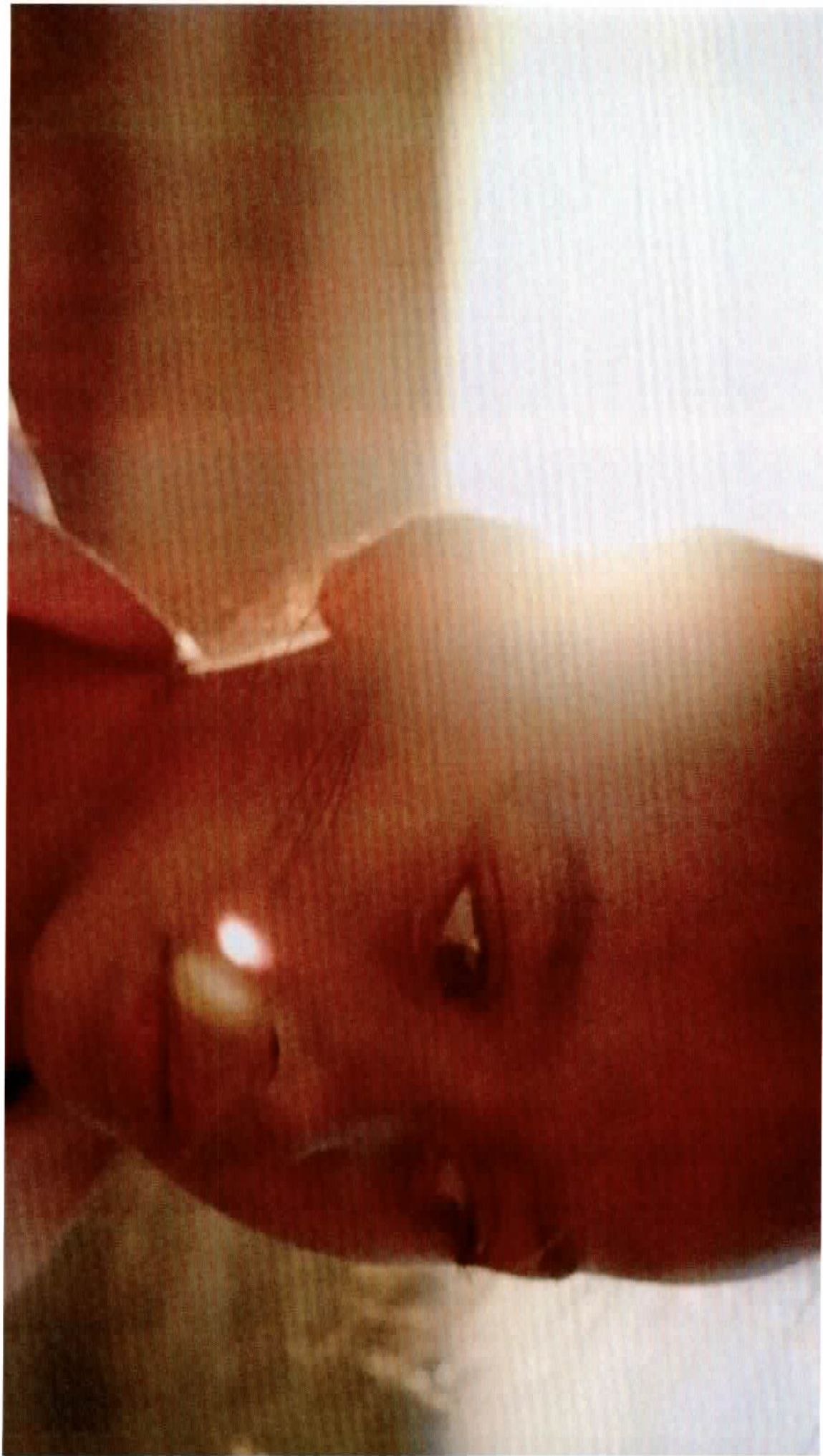
Cathy Lacy, Regional Director, U.S. Census Bureau-Denver

Counting Texas: Preparing for 2020

2019 Texas Demographic Conference, Austin, TX

Thursday, June 6, 2019





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:

- **Draw** congressional and state legislative districts, school districts and voting precincts
- **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

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Road to the 2020 Census

2020 Census Operational Timeline



Key census activities start in 2018 and continue through 2021

3 ways to respond:
internet, phone, paper

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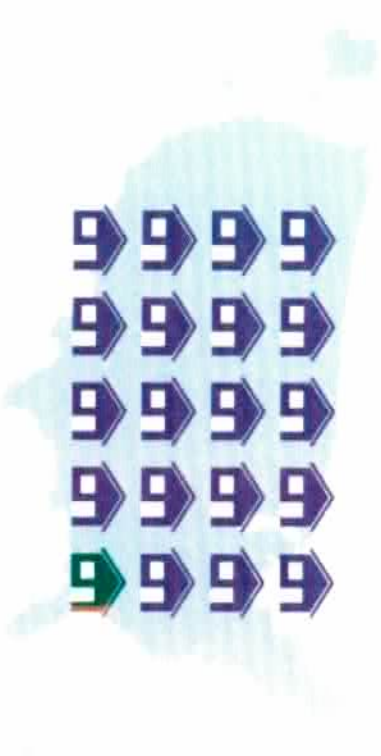
U.S. DEPARTMENT OF COMMERCE
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How the 2020 Census will invite everyone to respond



Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off in these areas. The majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
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.

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Confidentiality Is Key

Title 13 of the Code of Federal Regulations **requires** us to keep everyone's information confidential.

We cannot share responses with immigration, law enforcement, or allow information to be used to determine eligibility for benefits.

We can **only** use the information we collect for statistical purposes.



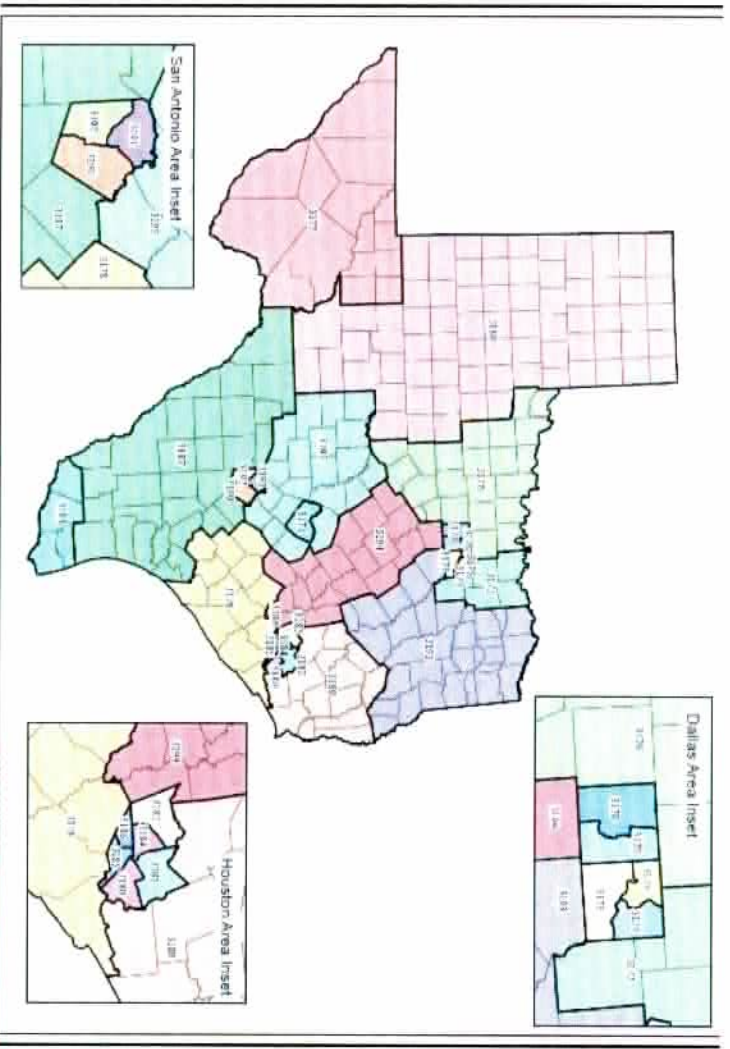
The law is clear—no personal information can be shared.

HIGH LEVEL FIELD OPERATIONS

- **Address Canvassing** (areas of high growth/change)
- **Group Quarters**
 - Many operations
 - Institutionalized & non-institutionalized
- **Update Leave** (in areas where USPS does not deliver)
 - List Housing units
 - Drop questionnaire packet to households so they can self respond
- **Non Response Follow-Up** (largest operation)
 - Visit housing units that did not self respond
- **Coverage Measurement**
 - Measure accuracy of Census

- 3170-Arlington
- 3171 Austin
- 3172 Collin Co
- 3173 Dallas
- 3174 Dallas Co. NE
- 3175Dallas Co. NW
- Denton Co.
- 3177 El Paso
- 3178 Fort Bend Co
- 3179 Fort Worth
- 3180 Harris Co. E
- 3181 Harris Co. NE
- 3182 Harris Co NW
- 3183Hidalgo Co.
- 3184 Houston NW
- 3185 Houston S
- 3186 –Houston W
- 3187 Laredo
- 3188 Lubbock
- 3189 Montgomery Co.
- 3190 San Antonio E
- 3191San Antonio N
- 3192 San Antonio W
- 3193 Tyler
- 3194 Waco
- 3195 Williamson Co

Texas Area Census Offices- 26 total



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Texas Jobs

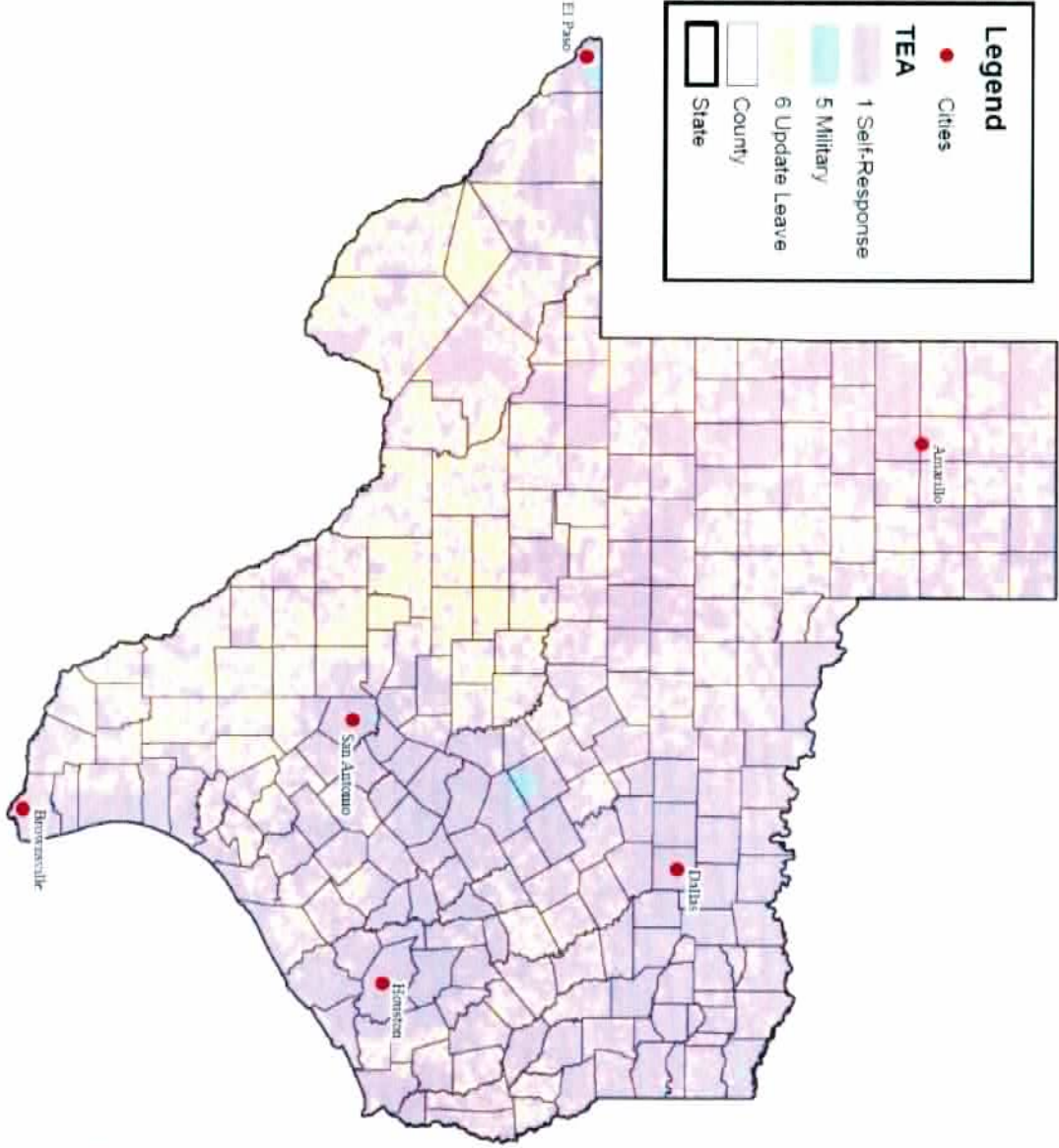
- Regional Census Office,
Irving, TX

225 managers/support staff

- Early Ops Field jobs-4,421
- Peak Ops Field jobs-49,887
- 26 ACO's =1, 300
managers/support staff



2020 Type of Enumeration Area (TEA)



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Community Partnership and Engagement Program

- TX Partnership Specialists- 145 total projected
- Partnership Coordinators:
 - Pauline Nunez-El Paso/Midland/Odessa
 - Julio Alfaro-San Antonio
 - Rebecca Briscoe-Houston
 - Christle Hernandez-Panhandle and surrounding counties
 - Dave Portillo DFW
 - Ana Leonard-Rio Grande Valley, Laredo, Corpus Christi
 - Nakia Cooper-Media
 - Amadeo Shije-Tribal
- Area Census Managers:
 - Jerome Garza
 - Vicki McIntire



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Complete Count Committees



185 CCC's to date from the Rio Grande Valley, Panhandle, DFW, Houston, San Antonio, Austin local governments

LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign

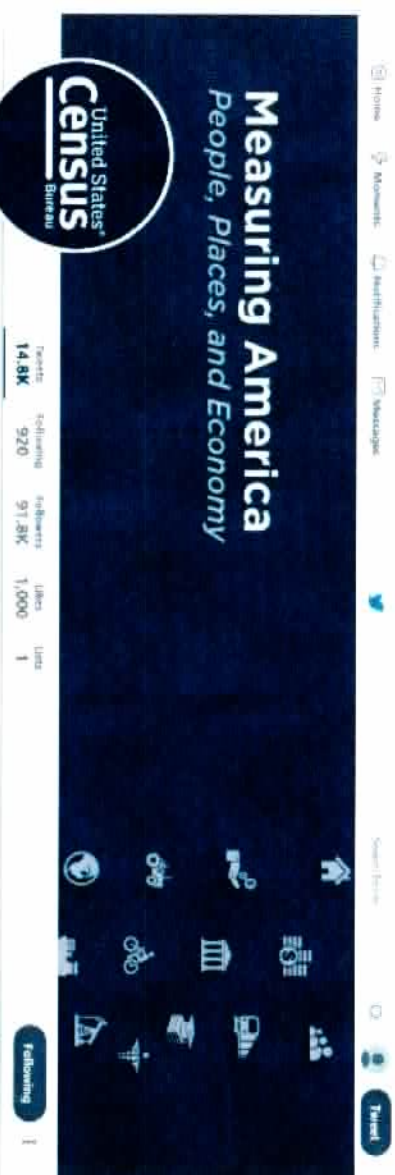
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Digital Engagement

Census Bureau Social Media

- Facebook
- Twitter
- YouTube
- LinkedIn



Statistics in Schools

Statistics in Schools

- Classroom Resources
- Promotional Materials (coming)



Recruiting

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!

2020census.gov/jobs

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Flexible hours
- ✓ Paid training

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2020census.gov/jobs

For more information, visit www.census.gov/jobs or call 1-800-950-8600.

WE CAN

BE CENSUS TAKERS

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SOMOS
ABUELOS, Y

SOMOS CENSISTAS

JÚNASE AL CENSO DEL 2020!

¡COMPLETE LA SOLICITUD POR INTERNET!

2020census.gov/jobs

Los trabajos del Censo del 2020 ofrecen:

- ✓ Buen salario
- ✓ Horarios flexibles
- ✓ Pagos semanales
- ✓ Capacitación pagada

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SOY
MAMÁ, Y

SOY CENSISTA

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Count EVERYONE...

- Once
- Only Once
- In the Right Place

All of the Texas deserves to be SEEN and COUNTED... Texas's future begins here.

