## Planning for the 2020 Census







Westchester County Department of Planning Norma Drummond, Commissioner October 2019

# Why is the Census so important?

- Mandated by US Constitution
- Apportionment and redistricting
- Equitable distribution of public funds:
  - \$880 billion across 2500 programs in 26 federal agencies in education, health care, infrastructure, etc.\*
- Guides both public and privatesector decision-making
- Basis of other datasets, including American Community Survey (ACS), HUD data

YONKE Bryn Mawr Dunwoodie Golf Course

\*GW Institute Report on 2016 funds

# What's new for 2020?

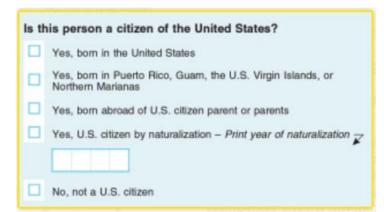


An enumerator interviews a woman for the 1940 Census, National Archives

- The first Census with option to respond online
- The Bureau will make greater use of information they already have
  - Will ask neighbors or building managers how many people live in a unit if they aren't able to get household response
  - Last resort: Use existing government records (e.g. tax forms, food stamps, Medicaid roles – HUD, VA, HHS, SSA, IRS) to determine if unit is vacant or to obtain count

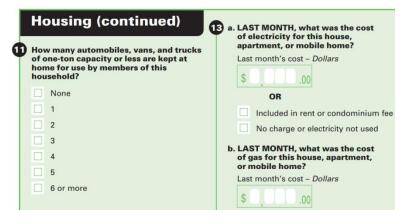
# Census 2020

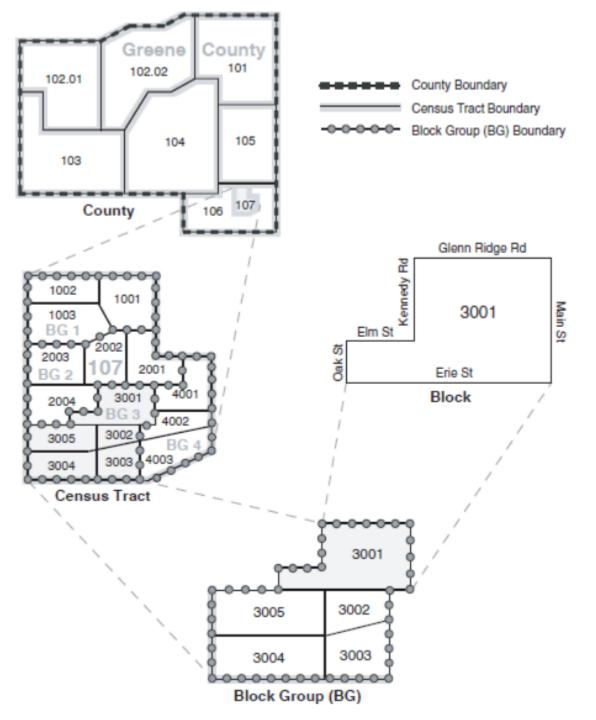
- 100% count of the population
- Housing units and vacancy
- Age, sex, relationship
- Race and Hispanic origin
- Tenure (do you own or rent?)
- Citizenship (blocked)





- Ongoing survey sent to 295,000 addresses in the US each month
- Sample data subject to a margin of error with a 90% confidence interval
- Estimates should be used with caution, especially with smaller geographies





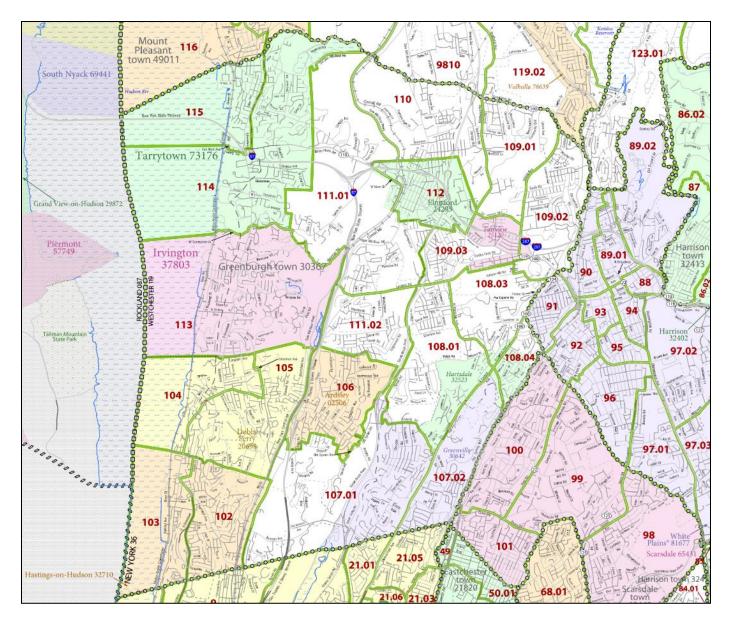
# Census Geography

Tract > Block Group > Block

Block group: 600 to 3,000 people, with an optimum size of 1,500 people

Tract: 1,200 to 8,000 people, with an optimum size of 4,000 people

## **Census Tracts**



## Local Update of Census Addresses (LUCA)

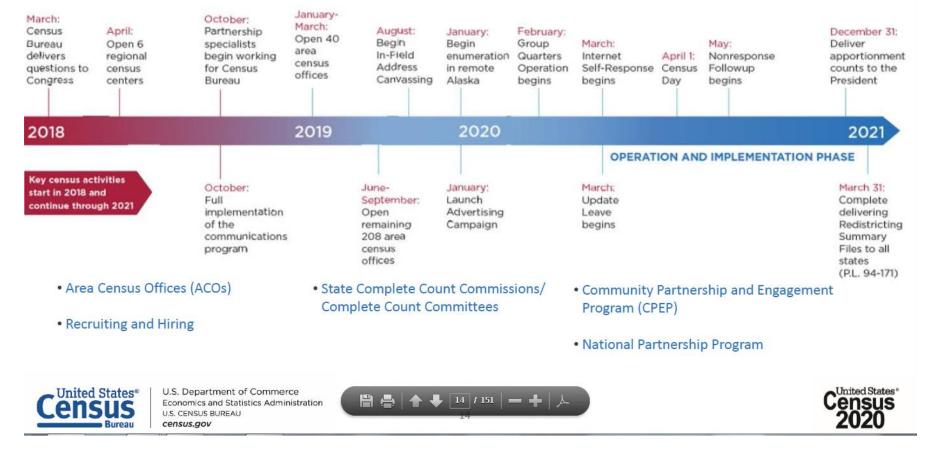
Government	Population	Residential Addresses	Status
Bronxville	6,323	2,338	No Response
Buchanan	2,230	890	No Response
Dobbs Ferry	10,875	3,815	No Response
Eastchester	33,135	13,485	No Response
Greenburgh	92,029	34,940	No Response
Harrison	27,472	8,708	No Response
Hastings-on-Hudson	7,849	3,080	No Response
Mamaroneck town	29,957	11,309	No Response
Mamaroneck village	18,929	7,627	No Response
Mount Kisco	10,877	4,288	No Response
Mount Pleasant	44,890	14,922	No Response
North Castle	12,304	4,190	No Response
Ossining town	38,384	13,015	No Response
Ossining village	25,060	8,406	No Response
Pelham village	6,910	2,380	No Response
Rye city	15,720	5,803	No Response
Sleepy Hollow	9,870	3,821	No Response
Westchester County	976,396	370,032	Registered



## **Boundary and Annexation Survey (BAS)**



#### 2020 Census Where are We Now



#### 2020 Census How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by mail, or by phone.

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.



U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU *census.gov* 





#### 2020 Census Self-Response Mail Strategy

#### Self-Response

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH							APRIL							
S	М	Т	W	Т	F	S		S	М	Т	W			
1	2	3	4	5	6	7						2	3	4
8	9	10	11	12	13	14		5	6	7	8	9	10	11
15	16	17	18	19	20	21	1	.2	13	14	15	16	17	18
22	23	24	25	26	27	28	1	9	20	21	22	23	24	25
29	30	31					2	26	27	28	29	30		

Dates in the table below are in-home dates.

	Panel	Cohort	<b>Mailing 1</b> Letter (Internet First) or Letter + Questionnaire (Internet Choice)	Mailing 2 Letter	Mailing 3* Postcard	<b>Mailing 4*</b> Letter + Questionnaire	Mailing 5* "It's not too late" Postcard	
		1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020	
	Internet First	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020	
		3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020	
		4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020	
	Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020	
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#### Study Design: CBAMS Survey

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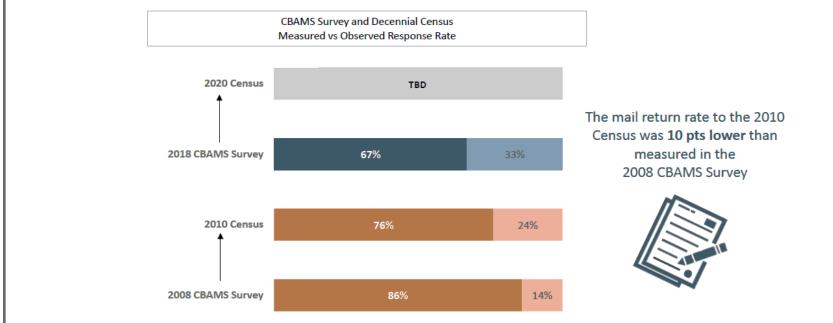
The 2020 CBAMS Survey was administered from February to April 2018 to **50,000 addresses** in all **50 states and Washington, D.C**.

- ) Questionnaire consisted of **61 questions**
- Adults 18+ were eligible to participate via mail or web
- Households in the sample **received a prepaid incentive** and up to **five mailings** inviting them to participate
- **Oversampled** Asians, Blacks, Hispanics, and other small-sample races.
- Roughly **17,500 people responded** to the survey





#### Two out of three said they were likely to respond



CBAMS measures those who are "extremely" or "very" likely to fill out the census form if the census were held today.

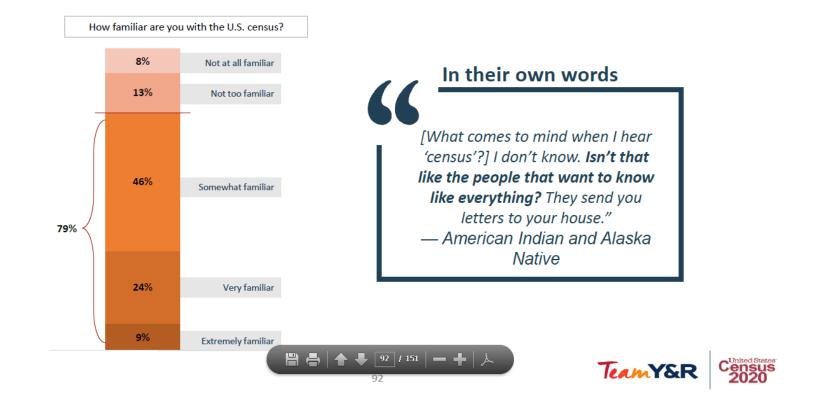
Note: Due to methodological differences, direct statistical comparisons between 2008 and 2018 survey are not a



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#### Many know the census basics but not much more



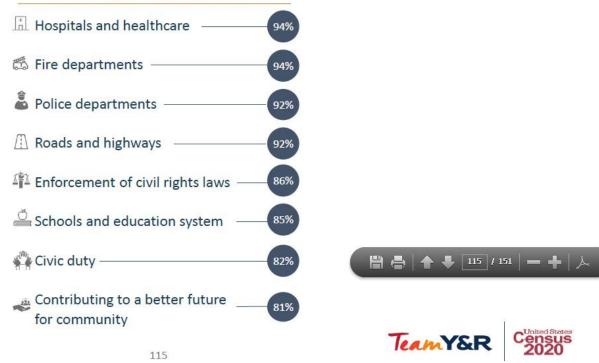
#### Potential barriers to participation in the 2020 Census



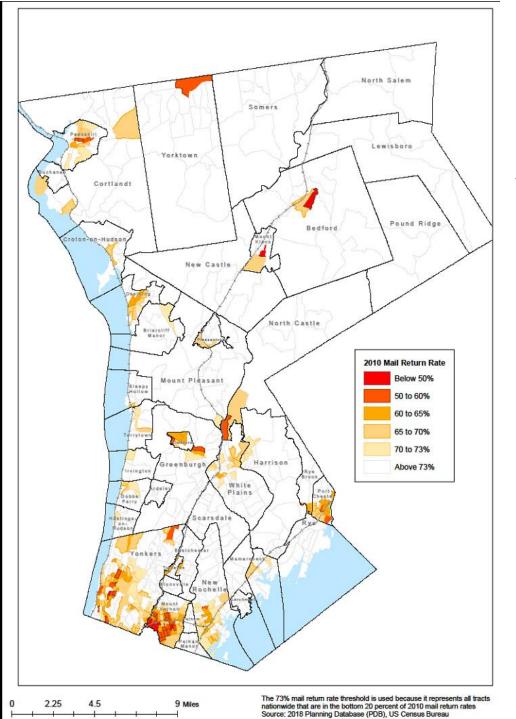


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#### Public services are important to nearly all respondents



#### Most Important Motivators



Identifying "Hard to Count" Areas of Westchester

- 2010 Mail Return Rate supplied by block group
- The bottom 20% of tracts nationwide had a 2010 Mail Return Rate of below 73%

# **Complete Count Committees**

- CE Latimer established WC Complete Count Committee on April 1, 2019
- 5 subcommittees:
  - Field Operations
  - Marketing & Communications
  - Non-profits, Faith Based & Community Based Orgs
  - Youth & Education
  - Seniors & Persons with Disabilities
- Local Complete Count Committees



Westchester Complete Count Committee Contact: Norma Drummond, Commissioner, WC Planning <u>NVV1@westchestergov.com</u> (914) 995-2427