

2020 Census Overview Pennsylvania

Lehigh Valley Planning Commission

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2020 Census

- U.S. Constitutional Mandate, Article 1, Section 2
- Apportion seats in the U.S. House of Representatives
- Conduct redistricting at the federal, state, and local levels
- Distribute over \$675 billion federal dollars to state and local governments
- Provide statistical support for grant applications
- Help community plan for future needs

2020 Census Goals

Goals

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

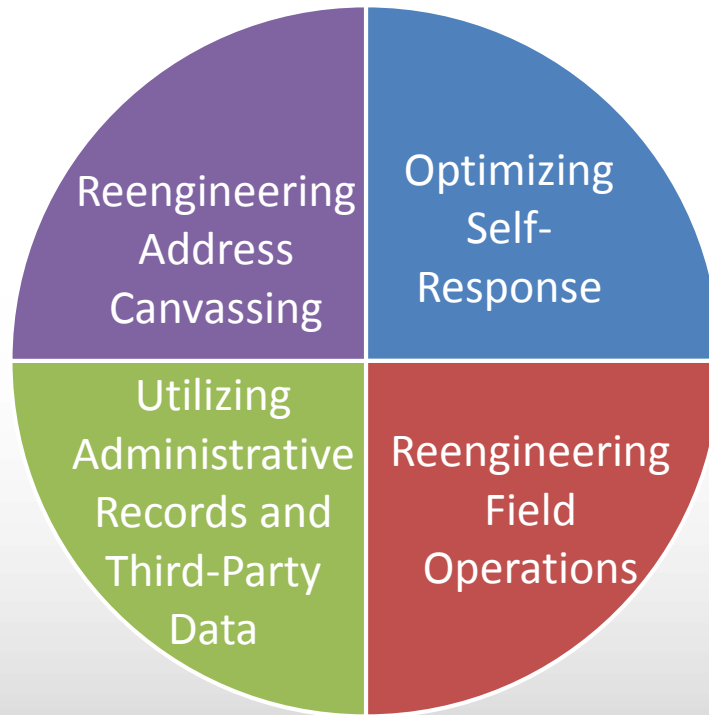
Objectives

- ✓ To conduct the 2020 with the same high quality, but at a cost savings of 5.2 billion in comparison to the 2010 design

What's New

- ✓ We're maximizing outreach by using both traditional and new media
- ✓ We're offering and encouraging people to use the secure online response option
- ✓ We're providing our fieldworkers with handheld devices for collecting Census data.
- ✓ We're utilizing automated systems for recruiting, training, and payroll.

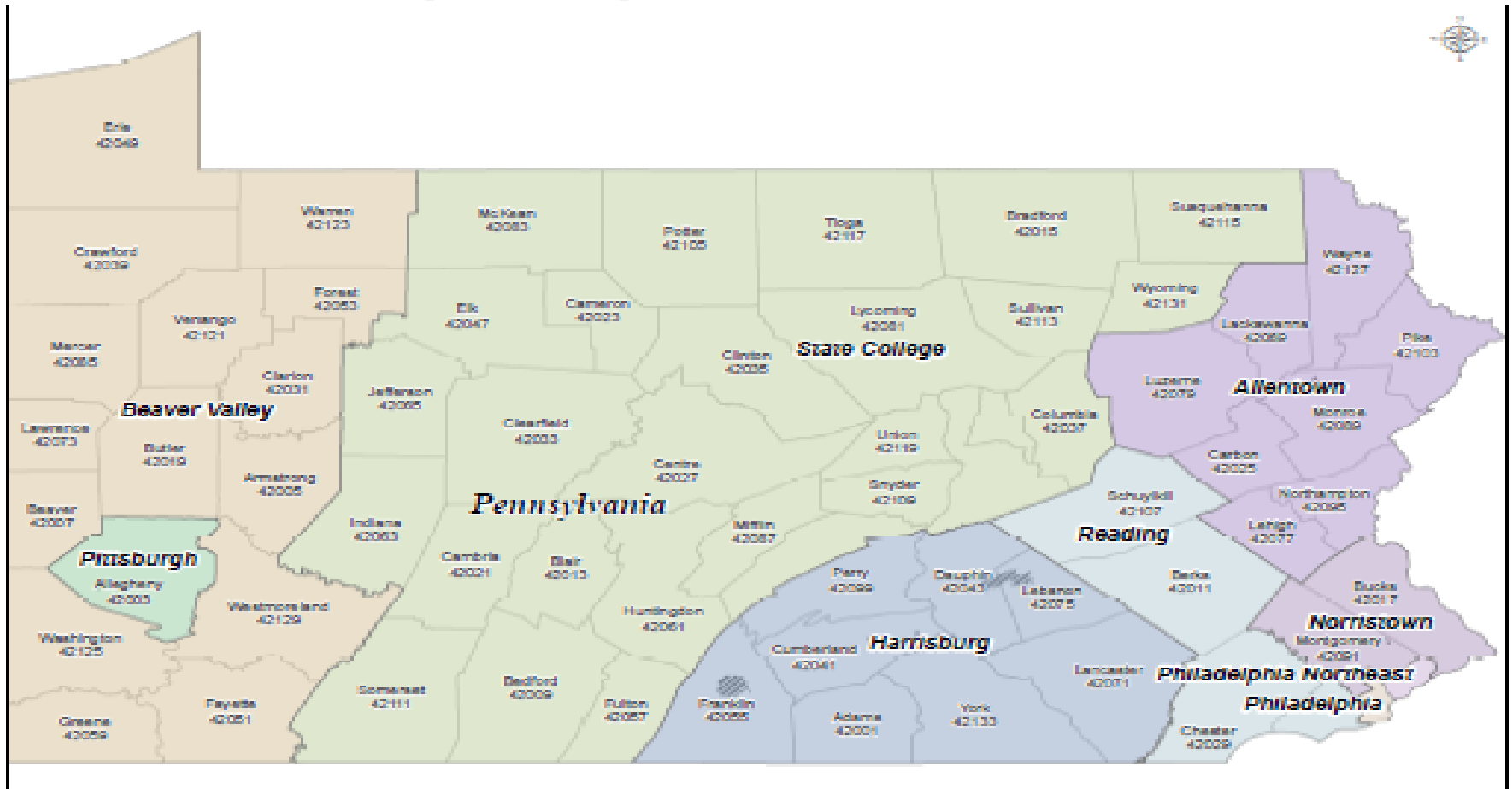
Four Key Innovation Areas for 2020



Our Timeline



Pennsylvania Area Census Offices (ACO) Boundaries



ACO Job Title & Descriptions

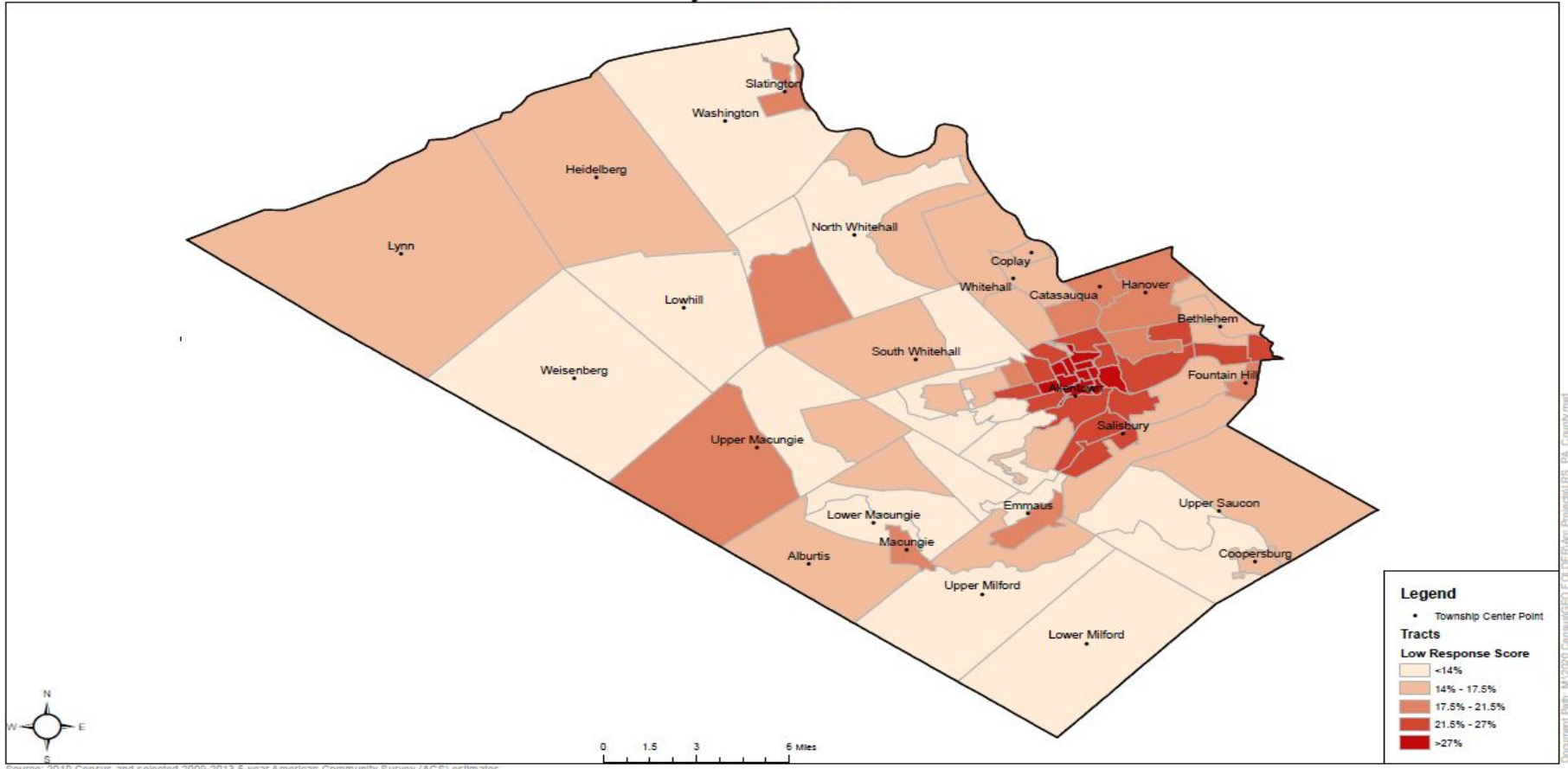
- **Area Census Office Manager** – *Responsible for the general supervision and administration of the office*
- **Census Field Manager** – *Responsible for accomplishing production and quality goals in field operations under their span of control. Conducts individual and group training sessions for their personnel as necessary.*
- **Administration Manager** – *Responsible for administrative functions, such as personnel, payroll and supply. Manages and monitors all office requisitioning, equipment and shipping.*
- **IT Manager** – *Leads all office computing environment, mobile computing environment, and automation support efforts.*
- **Recruiting Manager** – *Oversees the recruiting and testing of job applicants for field position and clerks.*
- **Recruiting Assistant** - *Assists in recruiting and testing job applicants.*
- **Census Field Supervisor** - *Appoints, trains, and supervises Enumerators that are engaged in data collection.*
- **Office Operations Supervisor** – *Coordinates, supervises, and oversees the work of office clerks in specific functional areas.*
- **Enumerator** - *Locally hired workers who perform field enumeration activities in and around their respective neighborhoods.*
- **Clerk** - *Office clerks perform a wide variety of clerical functions in support of field data collection, recruiting, payroll/personnel, automation technology, and quality assurance operations.*

ACO Pay Rates

Position	Average Pay Rates (subject to change)	Staffing Timeline (Peak Operations)
Area Census Office Manager	\$29.00-\$35.50	June 2019
Census Field Manager	\$19.00-\$26.50	June 2019
Administration Manager	\$19.00-\$26.50	June 2019
IT Manager	\$19.00-\$26.50	June 2019
Recruiting Manager	\$19.00-\$26.50	June 2019
Recruiting Assistants	\$16.50-\$23.00	August 2019
Census Field Supervisor	\$16.50-\$23.00	February 2020
Office Operations Supervisor	\$15.50-\$21.50	July 2019
Enumerator	\$13.50-\$20.50	March 2020
Clerk	\$11.50-\$16.00	September 2019

Low Response Map – Lehigh County

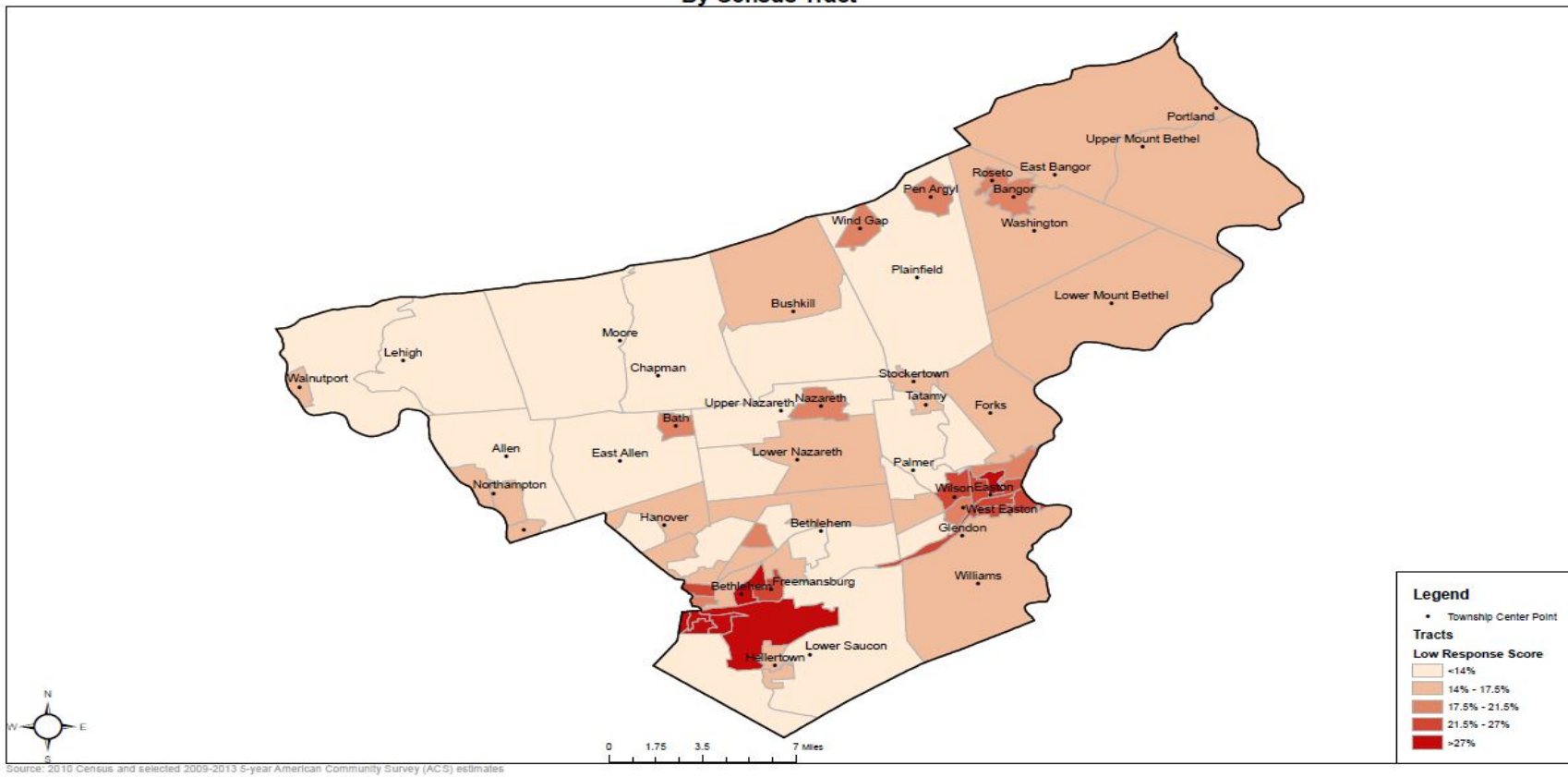
Low Response Score for
Lehigh County
By Census Tract



Source: 2010 Census and selected 2005-2013 5-year American Community Survey (ACS) estimates

Low Response Map- Northampton County

Low Response Score for Northampton County By Census Tract



Complete Count Committees

- Complete Count Committees encourage residents to respond to the 2020 Census
 - Government and community leaders from business, media, education, healthcare and other community organizations, etc.
 - Develop and implement a local 2020 census awareness campaign
 - Utilize local knowledge, influence and resources to educate residents and promote the census through locally-based, targeted outreach efforts.
 - Provide a vehicle for coordinating and nurturing cooperatives efforts between communities and the Census Bureau.
 - Help the Census Bureau get a complete count in 2020 through partnership with community organizations.

Complete Count Committees



EDUCATION PHASE 2018 Through September 2019

The education phase is often referred to as the “raising census awareness” phase. During this period, CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members fully understand the mission of the CCC in relation to the overall awareness-building effort. This is the period to emphasize strongly the many uses of census data.

PROMOTION PHASE April 2019 Through January 2020

The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “The 2020 Census is Coming.” During this period, CCCs implement activities of the work plan through their government, faith- and community-based organization, business, media, and recruitment partners.

MOTIVATION/ ACTION PHASE February 2020 Through June 2020

The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak in April 2020. It is constant between May 2020 and June 2020. The focus of this phase is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will begin to be the focus in May 2020. The message to the community is “Cooperate with Census Takers” and the objective is to get non-responsive households to cooperate on the first visit.

How Organizations Can Collaborate with the U.S. Census Bureau

Operational Support

- ✓ *Provide space that can be used for testing, on-boarding, training, etc.*
- ✓ *Provide lists of residential institutions*
- ✓ *Provide lists of shelters, service providers, and transient locations*
- ✓ *Promote temporary job opportunities*

Promotional Support

- ✓ *Join a Complete Count Committee (elected officials, community groups, faith based, social service, health, business, etc.)*
- ✓ *Encourage census participation in newsletters, on websites, alert systems, drop-in articles, etc.*

Questions 2020 Census Operations and Positions?

Contact us:

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Recruiting Hotline: 888-480-1639

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