Tribal Organizations Meeting

Denver Region, Dallas Regional Census Center

U. S. Census Bureau

*In Field, we do the things that count!*
Why We Do a Census

Mandated by the Constitution Every 10 Years

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.
What is so important about the Census and how is the data used?

• Apportionment of Congressional seats
• Appropriations of Federal Funds
• Distribution of State funds
• Accurate local statistical data
• Data for the community & grants

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The 2020 Census is Underway with a Few Changes

- New Ways to Self Respond
- Address Canvassing in select areas
- Use of automation to collect data
- Fewer local offices because of increased use of technology
- On Line Job Application
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1790</td>
<td>First population census taken in U.S.</td>
</tr>
<tr>
<td>1860</td>
<td>First time AIAN’s are counted as a separate population category</td>
</tr>
<tr>
<td>1890-1950</td>
<td>Census takers use observation to identify AIAN’s</td>
</tr>
<tr>
<td>1960-1970</td>
<td>Self-Identification replaces observation</td>
</tr>
<tr>
<td>1980</td>
<td>Census Bureau actively seeks AIAN input</td>
</tr>
<tr>
<td>1990</td>
<td>Tribal Governments Program was developed</td>
</tr>
<tr>
<td>2000</td>
<td>Name changed to American Indian and Alaska Native (AIAN) Program</td>
</tr>
</tbody>
</table>
Purpose of Census for American Indian Population

1) Determine size of Indian population

2) Determine its geographic distribution

3) Provide basic demographic characteristics

4) Tabulate and provide data useful to Tribal governments and American Indian organizations

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Denver Region Tribal Efforts for 2020 Census

- One on One Meetings with land based tribes
- Tribal Liaison Training
- Urban Meetings in Select Cities
- Tribal Cultural Training for Managers working with tribal populations
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Responding to the 2020 Census
Ways to Respond

2020 Census Offers More Choices

• Internet
• Phone
• Paper
• In-Person

Self Response Available Until July 24, 2020

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In Field, we **do the things that count!**

2020 Census Questionnaire

- Name
- Age/Date of Birth
- Gender
- Race
- Ethnicity
- Citizenship (under litigation)
- Household Relationships
- Own or Rent home
Census Data and Tribal Affiliation

- **Self-identification** both race and ethnicity
- **Geographic Based** – where you live on Census day
- **Not Tribal Enrollment**
- Questionnaire asks “**enrolled or principal tribe**” to produce tribal affiliation
- Data tabulation shows by **tribal affiliation**
In Household Coverage

• Who to include
• Multi-Family Households
• Household Relationship
• Importance of 1st Person Listed

Why do we miss people? Thoughts?

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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.
The Census Bureau
Infrastructure

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Regional Census Center (RCC) Locations and Area Census Offices (ACO)

- Nationally 6 Regions and 248 ACOs
- Denver Region/ Dallas RCC has 50 ACOs
- Each RCC’s primary role is to manage and support their ACOs in collecting Census Data.
Dallas RCC ACO Locations

• 50 Total
• 6 Early Offices – Opened January/February 2019 to manage Address Canvass Operation
  • Denver  Houston West
  • Billings  San Antonio
  • Oklahoma City  Phoenix
• 44 Offices Opening June, July, August 2019

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Questions

?
Regional Census Center Structure

Regional Director
Deputy Director
ARCM

Area Manager

Partnership Coordinator

AOC Manager

Partnership Specialist

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Area Census Office (ACO) Structure

ACO Managers
Census Field Manager
Recruiting Manager

Census Field Supervisor
(Work from Home)

Enumerator
Enumerator
Enumerator

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Regional Office (ongoing Surveys) versus 2020 Regional Census Center

Regional Office (RO)

Regional Census Center (RCC)

Ongoing Current Surveys
Managed by Regional Office

- Responsible for the implementation and data collection of ongoing surveys
- Designed to collect important data used by government and outside
  - American Community Survey (ACS)
  - Current Population Survey (CPS)
  - Consumer Expenditure (CE) Surveys
  - National Health Interview Survey (NHIS)
  - National Crime and Victimization Survey (NCVS)
  - American Housing Survey (AHS)

Decennial Census
Managed by Regional Census Center

- Occurs every ten years
- Designed to count each and every person in the United States
- There are several operations designed to canvass addresses, collect data, and count people
- Collecting data is such a large task, that it requires a separate infrastructure — the Regional Census Center

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2020 Census Structure

Questions?

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In Field, we do the things that count!
Operations and Timing

- **August 18 to October 4**
  - Address Canvassing
  - 30% of the Country
  - Areas that are NOT Update Leave (most tribes are Update Leave)

- **January 2020 – June 2020**
  - Group Quarters
  - Numerous little operations

- **March 16 to April 10**
  - Update Leave
  - List housing units and drop off packet to self respond

- **March 23**
  - Self Response Starts
  - Internet, phone, paper

- **May 13 to July 24**
  - Non-Response Follow-up (NRFU)
  - Door to door in person interviews for households that don’t self respond

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Address Canvassing (Ad Can)

What is Address Canvassing?
Updating of addresses by comparing what is on the ground to Census maps/address list (Verify, Correct, Add and Delete Addresses)

Listers Needed
- Work during daylight hours (day/weekends)
- Provided a Census laptop to complete the work
- Have access to a car to conduct the work

When does Ad Can take place?
Ad Can Production
8/18/2019 – 10/4/19
Quality Control
8/25/19 to 10/11/19

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Group Quarters

January 2020 through June 2020

Different Components

- Institutions and non-institutions
- Serviced Based Organizations & Homeless Living on Street
- Transitory Locations

Procedures Change by type of Group Quarter
Facility Provides Input on How Participate

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What is a Group Quarter (GQ)?

A GQ is a place where people who are not related live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents.

- Examples
  - College residence hall
  - Group home
  - Prisons
  - Nursing Homes
  - Residential Treatment Centers
  - Women’s Shelters
Service-Based Enumeration (SBE) & Targeted NonSheltered Outdoor Locations (TNSOL)
What is a Transitory Location (TL)?

Transitory Locations (TL) are locations where people live in non-traditional housing that is transient or movable in nature.

Types of TL include:

- Recreational Vehicle (RV) Parks
- Campgrounds
- Hotels/Motels
- Circuses
- Carnivals
- Marinas
- Racetracks
Update Leave

<table>
<thead>
<tr>
<th>What is it?</th>
<th>Where &amp; How?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Listing of Living Quarters</td>
<td>• Typically more rural areas or where there is no mail delivery</td>
</tr>
<tr>
<td>• Like Address Canvassing</td>
<td>• Enumerators working day light hours using a Census laptop</td>
</tr>
<tr>
<td>• Deliver Response Packet</td>
<td></td>
</tr>
<tr>
<td>• Contains: Invitation Letter</td>
<td></td>
</tr>
<tr>
<td>• Language Insert, FAQ Sheet,</td>
<td></td>
</tr>
<tr>
<td>• Questionnaire, and Return</td>
<td></td>
</tr>
<tr>
<td>• Links a specific questionnaire to a specific address</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>When do we do it</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Production. 3/16/20 to 4/10/20</td>
</tr>
<tr>
<td>• Quality Control 3/23/20 to 4/17/20</td>
</tr>
</tbody>
</table>

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Self Response

Paper, Internet or Phone

*March 23 to July 24

*Census ID number – no ID okay

*13 Languages on Internet and Phone

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Nonresponse Follow-up (NRFU) – Starts May 13, 2020

Census Enumerators personally visit households that did not self-respond.

Enumerators provided a Smartphone to Collect Data
Work is when people are likely to be home
Enumerators indicate when they can work and are given daily assignments

Multiple visits made to contact a household
If no one is ever home, enumerator goes to a knowledge source such as a neighbor to get information

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How Can Your Community Help?

- Work with organizations to promote Census jobs, so we can hire local enumerators and have any needed language skills.
- Reach out to these community organizations to help identify training space.
- Encourage self-response to reduce the NRFU workload!
- Make communities aware that Enumerators will be knocking on doors, that they may be contacted more than once etc.
- Educate community on importance and have trusted voices carry the message.

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Goals of Outreach

Educate on the benefits and importance of the Census
• Funding
• Representation

Increase Self Response
• Improve Data Quality
• Privacy (rather than giving information face to face)

Jobs Available

Community Cooperation with Enumerators
Outreach Methods

- Complete Count Committees
- Trusted Voices
- Local Media (community radio or paper)
- Already Planned Events
- Event Held just for 2020 Census
Complete Count Committees

• Group of community members who will:
  • Identify concerns and barriers
  • Identify ways to overcome concerns and barriers
  • Develop plans to educate residents
  • Implement ideas
• Motivate people to respond
• Utilize local knowledge and trusted voices
Local Complete Count Committee

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Group Idea Sharing

• Break into Groups
• Discuss Questions in Binder
• Return to Large Group and Share Thoughts
Job Opportunities

The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.
### What Positions Do We Recruit?

<table>
<thead>
<tr>
<th>What positions do Area Census Offices recruit for?</th>
<th>What will they do?</th>
<th>Nationwide Estimated Jobs at Peak in Year 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruiting Assistants (RAs)</td>
<td>Get the word out about jobs and assist applicants who have issues completing the application. They work in the Field.</td>
<td>Several thousand</td>
</tr>
<tr>
<td>Office Operations Supervisors (OOSs)</td>
<td>Supervise clerks and support all operations. They work in the Area Census Office (ACO)</td>
<td>Hundreds</td>
</tr>
<tr>
<td>Clerks</td>
<td>Support all office operations. They work in the ACO</td>
<td>Several thousand</td>
</tr>
<tr>
<td>Census Field Supervisors (CFSs)</td>
<td>Supervise the Enumerators. They work in the Field.</td>
<td>Several thousand</td>
</tr>
<tr>
<td><strong>Listers/Enumerators (Census Takers)</strong></td>
<td>Update address lists and maps and/or knock on doors and conduct interviews with respondents. They work in the Field.</td>
<td>Hundreds of thousands</td>
</tr>
</tbody>
</table>

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Basic Requirements

18 years old (can apply before 18)
Valid Social Security Number
Citizen
Access to a Car
Must pass Background Check
What to Expect When Applying for a 2020 Census Job

1. Application process will be **ONLINE**
3. An **online assessment** is part of the application process & will be in both English & Spanish
4. Must be a U.S. Citizen
5. Must have an **email address** – you can create a free gmail account or another of your choice
6. There is time between application & actual hiring – this can be months until operations start
7. A background check with fingerprints is required once selected for employment
8. All Census positions will require employees to use Census provided devices
9. Office management jobs will be on a different website from that of office clerks, enumerators, recruiting assistants, and field supervisors.
11. CCC/Partners can identify places where applicants can go to apply for jobs

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Applicant Path

1. Advertise Jobs & Online Application
2. Applicant Goes to Recruiting Website
3. Applicant Completes Application & Assessment Questions Online
4. System Transfers Application to Applicant Database

Submit Application

applyingonline.gov/jobs
1-855-JOB-2020
(1-855-562-2020)
2020Census.gov/jobs

• Apply one time
• You do NOT pick a specific job you are interested in
• You can pick if you are interested in supervisory positions (requires separate assessment)
• Application does not expire – it stays in the system for as long as we are hiring unless you tell us to remove you
• Selective service – if males don’t know if they are registered there is a link to find out
• Assessment available in Spanish however must also take an English proficiency test
Let’s Look at the Site

www.2020census.gov/jobs
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Tribal Uses of Census Data

• Population Characteristics for planning
• Housing needs, assessment and priorities
• Employment Development & training
• Grant Application Data
• Allocation of Federal Funds
Data Sites

• Census.gov and 2020Census.gov
  • Population (on and off reservation)
  • American Community Survey (was long form of Census prior to 2010)
    • Household
    • Housing
    • Economic Characteristics

• Census.gov/ROAM

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ROAM (census.gov/ROAM)

Response Outreach Area Mapper (ROAM)
- Data at the Census Tract Level
- Most tribal areas do not have a low response score because they could not self-respond in 2010
- Data contains information about the population
  - Total Population
  - Median Household Income
  - Population under 5 years, 18-24, and over 65
  - % American Indian or Alaska Native
  - Etc....
Media and Promotion

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Phases

Promote Jobs
• Now until January 2020

Planning & Leaders/Trusted Voices Educated
• Now until Fall 2019

Educate Community
• Late 2019 to Early March 2020

Call To Action
• Mid March 2020 – June 2020
National Media Campaign

- Ads on TV, Social Media, Radio
- G&G Contractor for Tribal
- National will start January 2020
Use of Local Media Outlets Important

• Post messages locally
  • Social Media/Facebook, website
  • PSAs featuring trusted voice/tribal leader (Census can provide script)
• Articles in local paper with quote from trusted voice
• Create your own local logo to co-brand with Census
Funding Outreach

• Leverage Existing Opportunities
  • Community Events
  • Facebook/Social Media Pages

• Seek Community Grants
  • Foundations, CAN grants from banks

• Donations from Businesses

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Create Your Own Action Plan

Breakout Group Discussion

See Notebook for Template

Return to large group and share ideas
What’s Next

• Share Information & Thoughts with Tribal Leadership

• Contact Lists – other tribes & Census Bureau

• Document & Share Experiences and Ideas