

United States Census 2020 overview

Presentation to the Peoria City Council

July 23, 2019

Purpose

Apportionment of seats in the
United States House of
Representatives

Allocation of federal funding
based on population and other
demographic measures

Future planning and
development data for private
and public organizations

Redistricting of State and Local
election districts

Boundary & Annexation Survey (BAS) updated

Local Update of Census Addresses (LUCA) updated

New Construction Program updated

Census offices opened

Address Canvassing by Census personnel

Complete Count Committees formed

Initial Outreach and Marketing started

Schedule 2018 - 2019

Push Promotion & Participation

APRIL 1 – CENSUS DAY

Self-Response – Mid-March through July

Non-Response follow-up – April through August

December 31 – Apportionment counts to the President

March 31, 2021 – Redistricting counts to the states

Schedule 2020 - 2021

Census Invitation

95% of all addresses
will receive a mailed
invitation to
respond

Internet based
response is offered
for the first time

Questions Asked 1

Population Count

Owner or Renter

Phone Number

Name

Sex

Questions Asked 2

Age & Date of Birth

Ethnicity

Race

Relationship

Employment

The Census Bureau will hire
thousands of part-time
workers over the next 12
months

1-855-JOB-2020

www.2020census.gov/jobs

Low
Response
Score
Areas

www.census.gov/roam

Some areas have historically
low response rates

In Peoria, these areas are
concentrated south of McClure

Additional outreach and effort
is focused in these areas

Complete Count Committee

A locally organized
volunteer committee

Reflects the
community

Typically focused on
specific populations
and/or areas

Complete
Count
Committee
purpose

High-level oversight
for participation in the
Census

A group of “trusted
voices” at act as
Census ambassadors

Contact for the
regional census
director

Complete
Count
Committee
purpose

Motivate the community
to respond

Educate the public about
the Census

Inform the community
about activities

Involve the community to
build awareness

Increase the response rate

United States
Census
2020