



Census 2020 Complete Count Committee Kick-off Meeting

Patrick Henry Recreation Center
March 28, 2019

Agenda

1. Welcome and Introductions
2. Overview of Census 2020
3. Alexandria Demographics
4. Committee Structure and Schedule
5. Discussion and Questions

Meeting objectives

1. Orient Committee members on the purpose of the Complete Count Committee and their roles
2. Provide background on the 2020 Census
3. Discuss key elements of the work program



Ground Rules

- Treat each other with respect
- Only one person speaks at a time
- Give everyone a chance to participate equally; avoid dominating
- Listen as an ally, not an adversary
 - Everyone should feel comfortable expressing their opinion regardless of differences
- Ask for clarification. Don't assume you know what someone means
- Do not characterize other people's views in or outside a meeting
- Turn off or silence all cell phones and mobile devices



City of Alexandria's Complete Count Committee

The City's Complete Count Committee will support the 2020 Census by

- **Identifying** groups to target for priority attention to encourage their members to be counted in the 2020 Census
- **Encouraging** participation in the 2020 Census by the public generally, and target groups in particular
- **Preparing** recommendations to staff about funds necessary to encourage participation



Welcome and Introductions



Census 2020 Overview



Why conduct a Decennial Census?

Required in the US Constitution
(Article 1, Section 2)

- The goal is to count *all residents* once, only once, and in the right place
- Aggregated results are shared with the public
 - Census data are *only* ever shared in aggregate. Individual records are kept strictly confidential.

Why conduct a Decennial Census?

Census data are used to determine:

- Representation
- Resource Allocation



Photo credit: US Department of Health and Human Services, Office of Head Start



Why conduct a Decennial Census?

Census data are used to determine:

- Representation
 - Apportion seats in the U.S. House of Representatives
 - Conduct redistricting at federal, state, and local levels
- Resource Allocation
 - Allocate over \$675 billion in federal resources to state and local governments
 - Help City departments and non-profits design appropriate programming and services



What information will the Census Bureau **collect**?

- For each resident in each household:
 - Age (on April 1, 2020)
 - Sex
 - Hispanic origin
 - Race
 - Citizenship*
 - Relationship to the householder
- For each household, the Census Bureau will ask whether the home is owned or rented

*The Supreme Court has scheduled arguments for late April, and is expected to rule on the constitutionality of the citizenship question before the end of June.



How will the Census Bureau **protect** individual information?

The Census Bureau is required, by law, to keep individuals' information confidential. Individual responses are only used to generate population statistics.

- All information is strictly confidential under the authority of Sec. 9, Title 13 of the U.S. Code
- The Census Bureau cannot share individual responses with anyone for 72 years after the data are collected



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- All information is strictly confidential under the authority of Sec. 9, Title 13 of the U.S. Code
 - Census workers are required to pass a security check, and are sworn to uphold a pledge of confidentiality
 - The penalty for violating the pledge is up to a \$250,000 fine and up to a 5-year prison term
- The Census Bureau cannot share individual responses with anyone for 72 years after the data are collected
 - Not even the President of the United States, or any court of law can have access to individual responses before this time

How will the Census Bureau collect information?

March –
July 2020

Households will be able to respond to the Census via:

- Internet self response
- Phone
- Paper survey

April –
July 2020

Census enumerators will attempt to contact households that have not responded in one of these ways



Photo credit: US Census Bureau

What **challenges** do we anticipate in Alexandria?

- Language barriers
- Technological barriers
- Informal or complex living arrangements
- Distrust of government entities
- Lack of awareness about the Census
- Belief that some residents are not obligated to respond to the Census
 - To be clear – 100% of residents are required to respond!



Alexandria Demographic Dynamics



Historically undercounted demographic groups

Certain demographic groups are more likely to be undercounted:

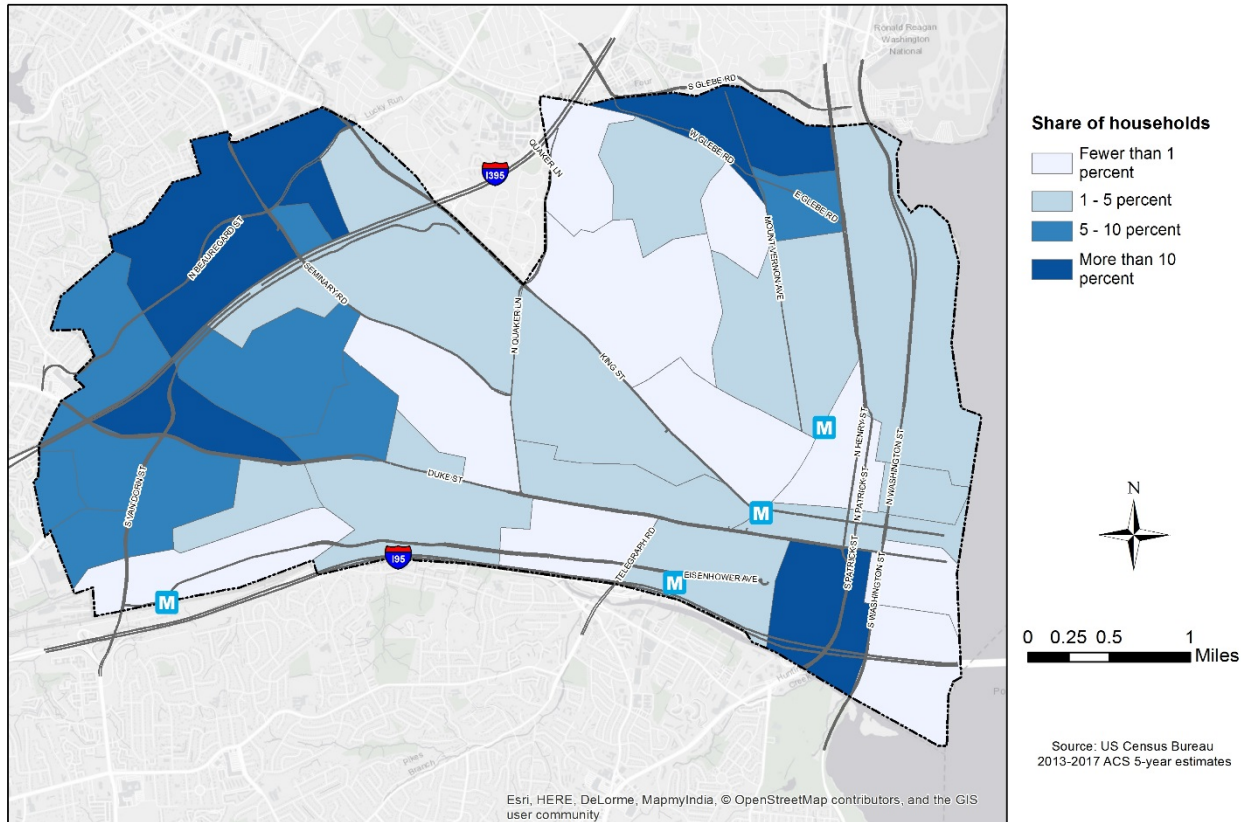
- Households with Limited English Proficiency
- Residents under the age of 5 or over the age of 65
- Low-income households
- Hispanic, Black, and African American residents

Limited English Proficiency

City-wide, 5.9 percent of households have Limited English Proficiency



Share of households with Limited English Proficiency



Top 5 languages other than English spoken at home

Including residents who are proficient in English

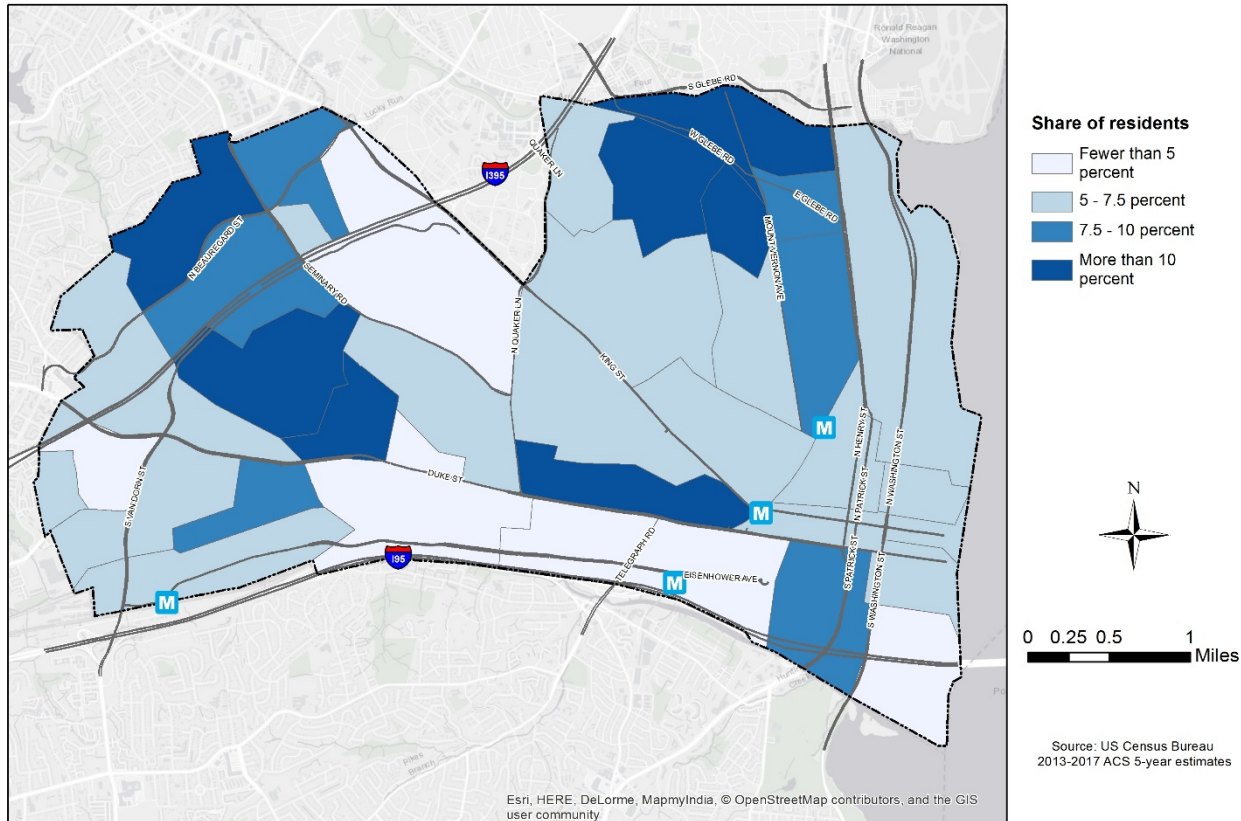
Language	Share of the population
Spanish	14 percent
Amharic	5 percent
Arabic	2 percent
French	1 percent
Tagalog	1 percent

Source: 2013-2017 Public Use Microdata Sample (PUMS) 5-year estimates

Residents younger than age 5

7.3 percent of Alexandria residents are younger than 5 years old

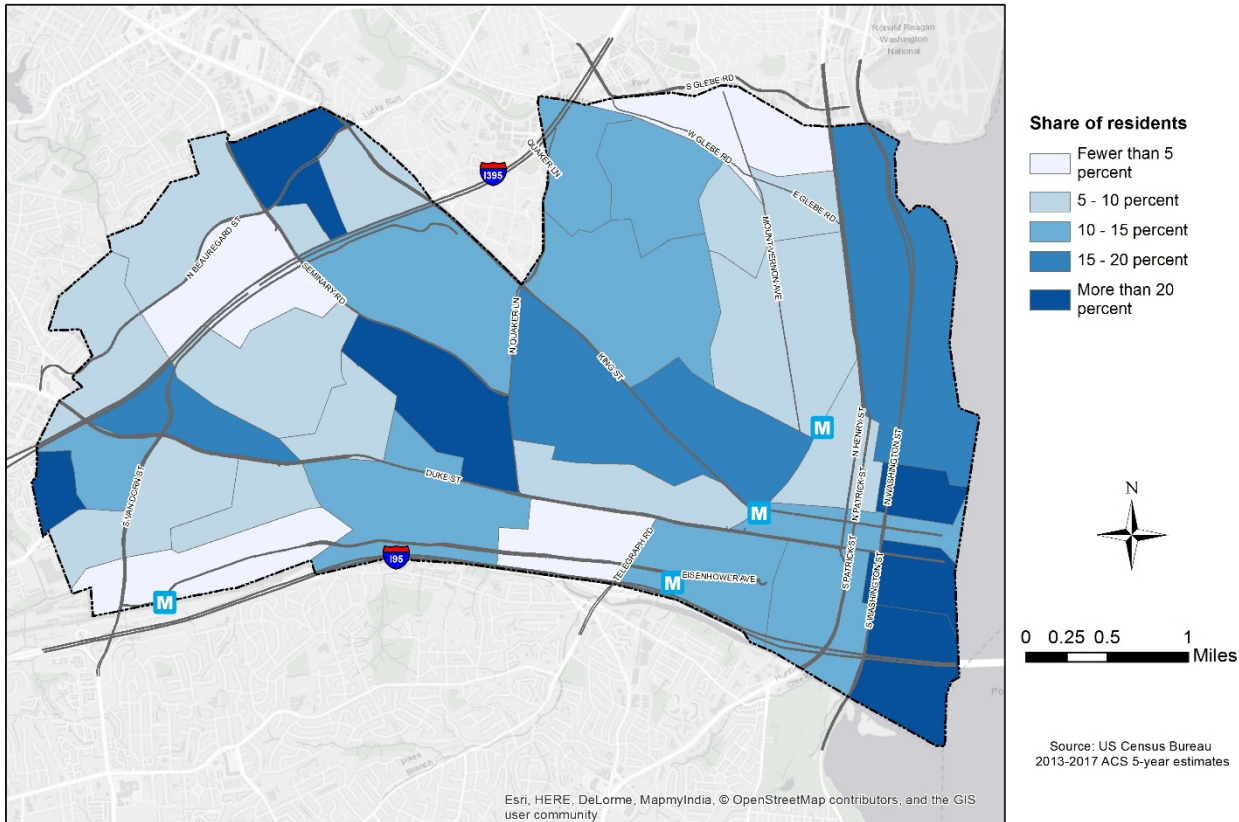
Share of residents younger than 5 years old



Residents age 65 or older

10.5 percent of Alexandria residents are 65 years or older

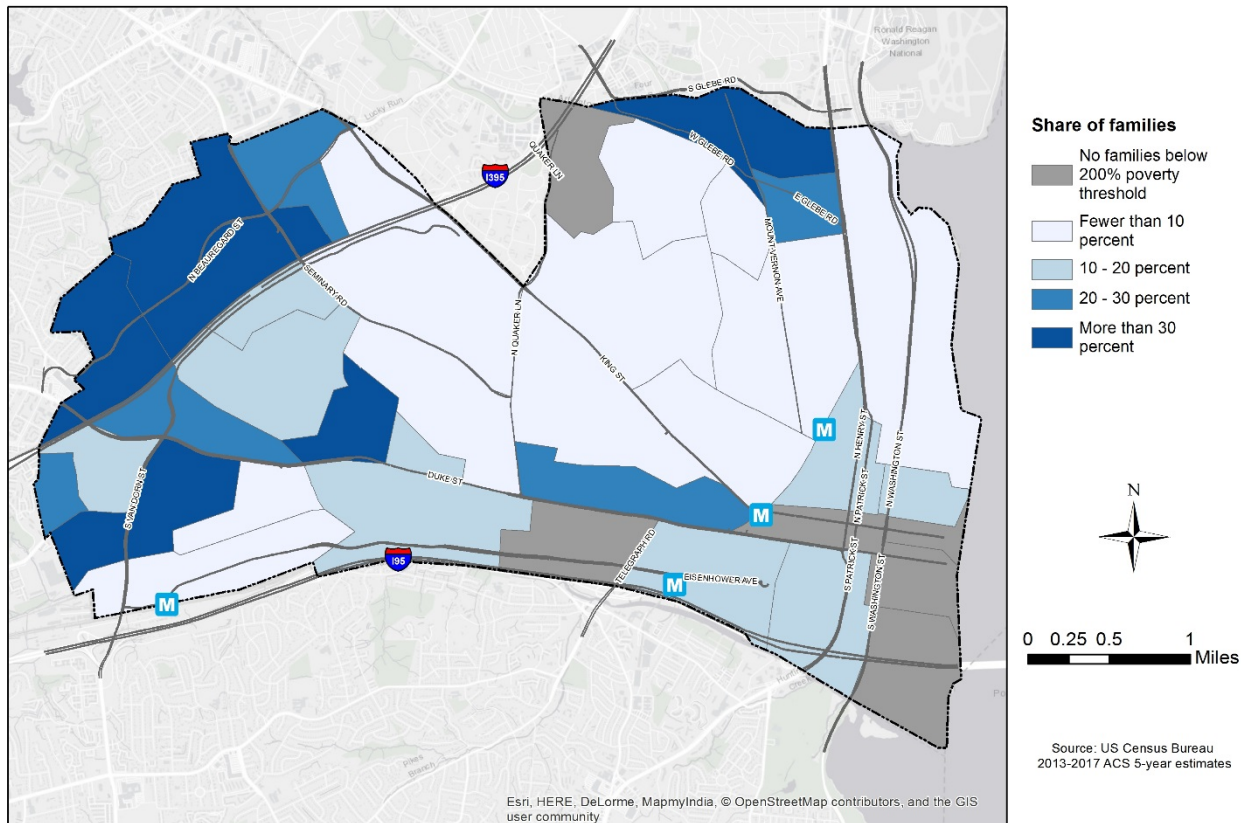
Share of residents age 65 and older



Low-income families

18 percent of families earn less than 200 percent of the poverty threshold

Share of families earning less than 200% of the poverty threshold

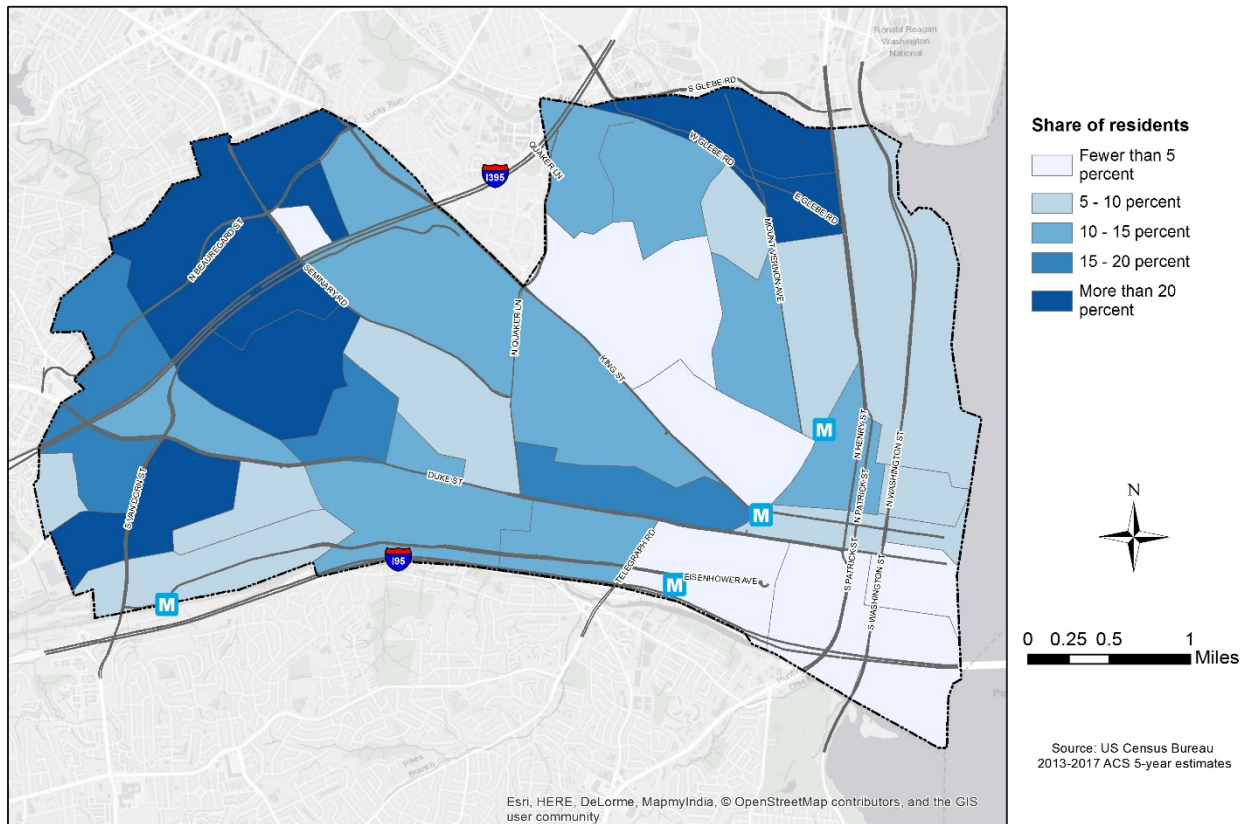


Hispanic or Latino ethnicity

16.7 percent of residents identify as Hispanic or Latino



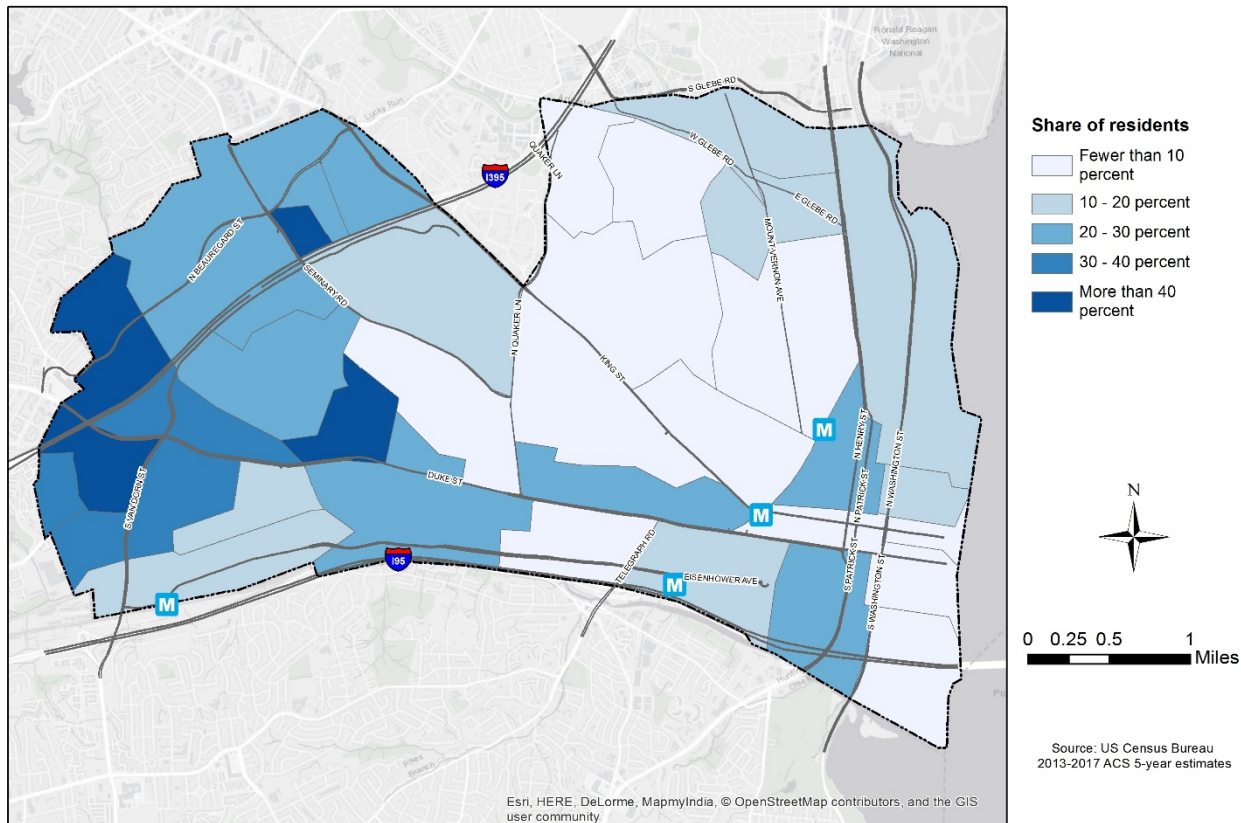
Share of residents who identify as Hispanic or Latino



Black or African American race

22.1 percent of residents identify as Black or African American (includes those who also identify as Hispanic or Latino)

Share of residents who identify as Black or African American





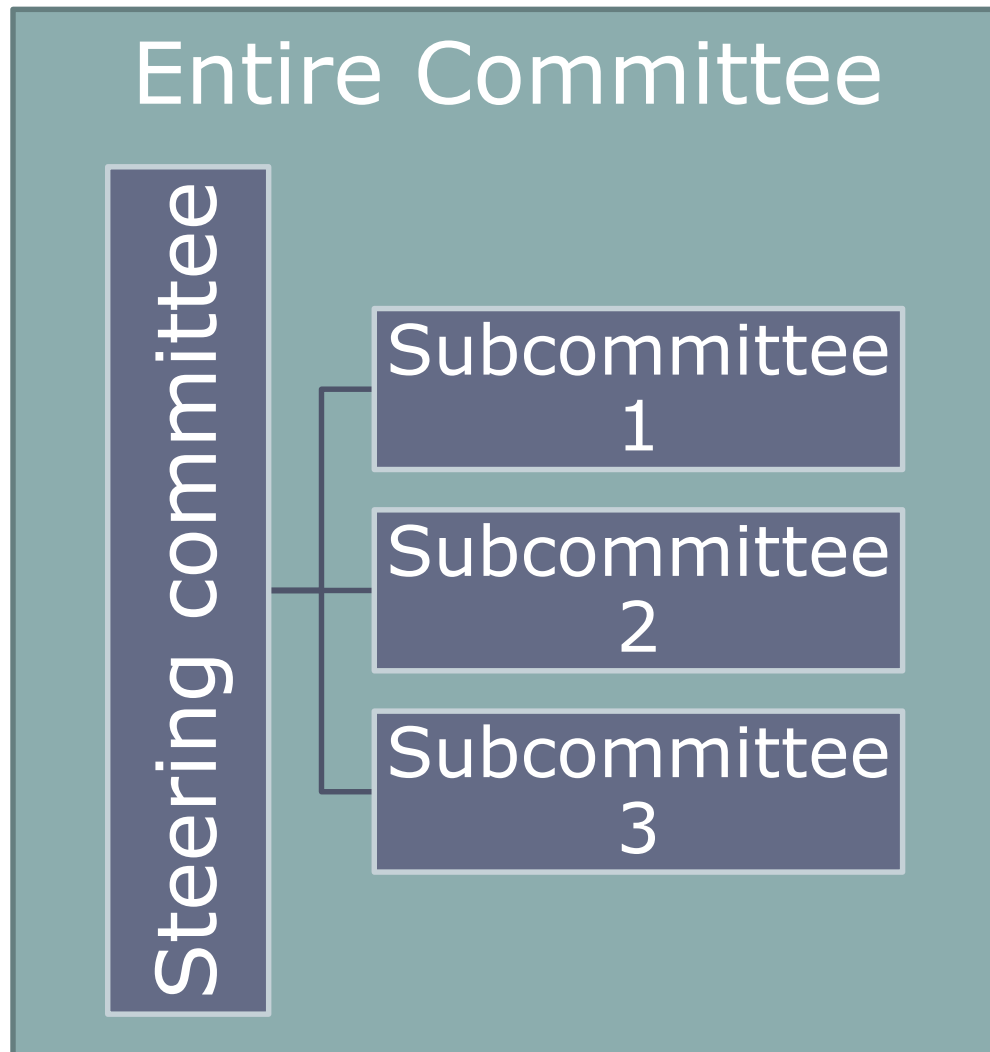
Let's take a break!



Complete Count Committee Structure and Schedule

Structure

Committee organization



Structure

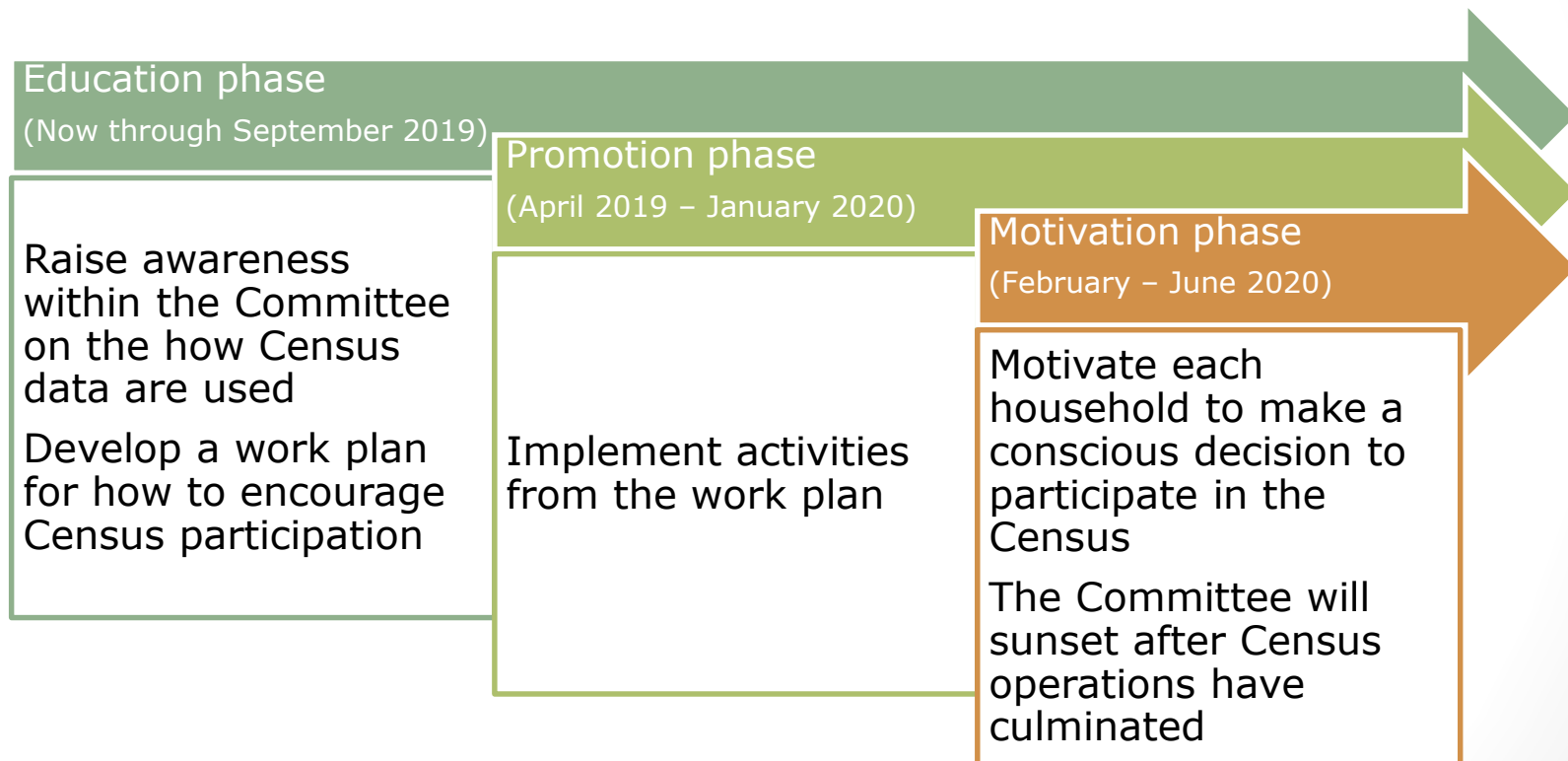
Resource management

- People power!
 - Committee members
 - City staff
 - Volunteers
- Budget: \$30,000



Schedule

Committee activity phases



Schedule

Meeting frequency

Steering Committee

- Will meet regularly as long as the Committee is operational

Full committee

- Will meet regularly, but less frequently than the steering committee

Subcommittees

- Meeting schedule will be determined based on amount of activity

Discussion and Questions

1. When should we engage residents?
2. What subcommittees should we have?



Next Steps

- City staff will develop a draft work program and schedule based on this meeting, for review by the Committee
- The City of Alexandria will acknowledge Census Day 2019 via social media (April 1, 2019) – spread the word!