In Field, we do the things that count!
The U.S. Decennial Census

A Brief History

• Under the direction of then Secretary of State, Thomas Jefferson, the first U.S. Census began on August 2, 1790, and was to be completed by April 1791

The total population was 3,929,214

• The United States Constitution requires that a census be conducted every 10 years

• The Decennial Census is the largest peacetime activity the United States Federal Government undertakes

• Census results (including those from the American Community Survey) directly affect how federal funding is allocated to state, local, and tribal governments

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The Census Has Evolved

- 1790 - Federal marshals on horseback counted the population for the first census.
- Census has evolved to count the growing and changing population.
- Census methods continue to evolve: computers and punch cards, mail response, etc.
- 2020 Census will be the first to offer an internet response option.

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The Decennial Census

The purpose is to **conducted** a census of population and housing and **disseminated** results to the President, the States and the American People

- **Uses of Census data:**
  - **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
  - **Drawing** congressional and state legislative districts, school districts and voting precincts
  - **Enforcing** voting rights and civil rights legislation
  - **Distributing** federal dollars to states (675 Billion per year)
  - **Informing** planning decisions of federal, tribal, state and local government
  - **Informing** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

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The Census is Confidential and Required by Law

The Census Bureau is required by law to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.

We will never share a respondents personal information with other government agencies.

Results from the census are reported in statistical summary format only.

Records are confidential for 72 years by law (Title 44, U.S. Code).

All Census Bureau employees swear a lifetime oath to protect respondent information.

Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.
2020 Census Goals

To count everyone once, only once, and in the right place!

What’s New in 2020?

Maximizing outreach by using both traditional and new media

Offering and encouraging people to use the secure online response option

Providing our fieldworkers with handheld devices for collecting Census data.

Utilizing automated systems for recruiting, training, and payroll.
The Cost of an Incomplete Count

- 300 federal programs allocated $675 Billion per year on census driven data (Decennial and the American Community Survey)

- In 2015, 37 out of 50 states received a majority of their funding from federal dollars in 5 major programs:
  - Children’s Health Insurance Program (CHIP)
  - Medicaid (Traditional and Part D)
  - Title IV-E Foster Care
  - Title IV-E Adoption Assistance
  - Child Care and Development Fund

Source: George Washington University
The Cost to Tennessee

- Funds loss per person range from a low of $533 in Utah to $2,309 in Vermont
- Tennessee was the median state
- Federal Funds Loss per person in Tennessee are estimated to be $1,091 per person not counted in the census
- Every 1% of population in Tennessee undercounted reduces funding by $69,205,364

Source: George Washington University
In Field, we do the things that count!
Community Partnership and Engagement Program

- Complete Count Committees
- Tribal Government Liaison Program
- Targeted Outreach to Hard-to-Count populations
- Faith Based Organizations
- Statistics in Schools
- Social Media Outreach
Counting young children in the 2020 census

- Counting Young Children in the 2020 Census
- Counting everyone once, only once, and in the right place
- An estimated 5 percent of kids under the age of 5 weren’t counted in the 2010 Census. That’s about 1 million young children, the highest of any age group.
- We need your help closing this gap in the 2020 Census.

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Complete Count Committee partnering with local governments

A volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness, about the census and motivate residents in the community to respond.
Why form A Complete Count Committee?

• Increase the response rate for residents mailing back their questionnaire through a focused, neighbor-to-neighbor program.

• Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.

• Bring together a cross section of community members whose focus is 2020 Census awareness.
When should a CCC organize?
Get organized RIGHT NOW!

- The immediate formulation of a Complete Count Committee will ensure that local residents are kept abreast of the various census operations.

- The more informed residents are about the 2020 Census operations, the better their understanding of the census process becomes, increasing their willingness to be a part of the successful enumeration in 2020.
Benefits of a Complete Count Committee

- A CCC speaks the language of and knows the pulse of its community and will help ensure an accurate 2020 Census count.

- A CCC gains valuable knowledge about the census process and develops a plan to impart that knowledge to the community.

- A CCC increases the participation ratio and response rate by continuing awareness of the 2020 Census.
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### CCC SUBCOMMITTEE TYPES

| BUSINESS | Involving a community’s business sector creates a unifying element that touches every household within the community. |
| COMMUNICATIONS, MEDIA AND TECHNOLOGY | Assists community organizations in utilizing census toolkit materials and enables them to innovate. |
| COMMUNITY ORGANIZATIONS | Community organizations provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds. |
| DATA AND MAPS | Understanding where hard-to-survey areas exist is important to direct subcommittee activities toward the correct populations and geographic areas. |
| EDUCATION (PRESCHOOL - GRADE 12) | Reaches U.S. households through schools and helps create a generation of future self-responders. |
| EDUCATION (POST SECONDARY) | Works with university housing to obtain administrative records for group quarters; educates off-campus students to participate accurately. |
| EX-OFFENDER | The ex-offender population is sizeable and is often disenfranchised from the community and hard to track. |
| FAITH-BASED | Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members. |
| GOVERNMENT | Leveraging the ability of local government to provide knowledge of the population, organizations, and institutions is essential to an accurate count. |
| GROUP QUARTERS | Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count. |
| HOMELESS | In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans. |
| IMMIGRANT | One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English. |
| LIBRARY | Urban Libraries Council says libraries are the “most trusted government entity”, poised to be pivotal for civic engagement. |
| RECRUITING | Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources. |
| SENIOR CITIZEN | Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field. |
| SPECIAL HOUSING | The rental population will exceed a third of the entire U.S. population by 2020. No matter the housing type, access is vital for an accurate count. |
| VETERANS | Over 22 million veterans living in the United States present a sizeable population distributed throughout the 50 states. Former military personnel can provide leadership and excellent recruiting assistance. |

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Response Outreach Area Mapper

JULY 2018

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see The Low Response Score (LRS): A Metric to Locate, Predict, and Manage Hard-to-Survey Populations and The 2020 Census at a Glance: Plan Census Outreach with the Response Outreach Area Mapper tool.

To help you get started, please reference ROAM's additional resources:

- User Guide
- Data Dictionary
- Frequently Asked Questions
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Possible Factors?

- Population 18-24 – 90.69%
- Below Poverty Level – 42.91%
- Not HS Graduate – 23.18
- Unoccupied Housing – 21.08%
- Renter Occupied – 76.71%
- Moved within last year – 46.79%

Could be singular or multiple factors? Are other reasons not listed?
Faye Anderson  
Partnership Coordinator  
Charlotte.faye.Anderson@2020census.gov  
931-980-5347
Connect with Us

- Sign up for and manage alerts at https://public.govdelivery.com/accounts/US_CENSUS/subscriber/new


- More information on the American Community Survey: http://www.census.gov/programs-surveys/acs/

facebook.com/uscensusbureau
twitter.com/uscensusbureau
youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
pinterest.com/uscensusbureau

In Field, we do the things that count!
2020 Geography Overview
Tennessee City Management Association

Michelle Archer – Assistant Regional Census Manager
John Meyer – Geography Coordinator

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What to expect in the mail!

- Letter Invitation to respond online
  - If the area is likely to respond online then they will receive a letter asking you to respond online.
  - Letters will be delivered over a few days in an attempt to spread out the number of respondents going online at the same time and to be able to assist over the phone.
- If an area is less likely to respond online they will receive a letter and a paper questionnaire.
  - Will also include instructions on how to respond online or by phone.

<table>
<thead>
<tr>
<th>What We Will Send in the Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On or between</strong></td>
</tr>
<tr>
<td>March 12-20</td>
</tr>
<tr>
<td>March 16-24</td>
</tr>
<tr>
<td>March 26-April 3</td>
</tr>
<tr>
<td>April 8-16</td>
</tr>
<tr>
<td>April 20-27</td>
</tr>
</tbody>
</table>
How the Census will invite everyone to respond!

• Every household will have the option of responding 1 of 3 ways
  • Online
  • Mail
  • Phone

• 95% of households will receive invitation in mail
• Almost 5% will receive invitation when a census worker drops off a form
• Less than 1% of households will be counted by a census worker
  • Northern Maine
  • Alaska
  • Selected American Indian areas that requested to be counted in person
How the Census Counts People

Type of Enumeration Area (TEA)

- **TEA 1 – Self Response**
  - Residents receive mail from Census and can respond via internet, telephone, or mail.

- **TEA 2 – Update Enumerate**
  - An enumerator updates addresses and map information and enumerates households in person.

- **TEA 3 – Island Areas**

- **TEA 4 – Remote Alaska**
  - The most sparsely settled areas of Alaska are enumerated in person, including all group quarters and transitory locations.

- **TEA 5 – Military – on base housing**

- **TEA 6 – Update Leave**
  - An enumerator updates addresses and map information and leaves an invitation at each household to participate in the Census.
Philadelphia Region – Tennessee
Type of Enumeration Areas

Why Geography Matters

- 2020 Census Goal: **Count everyone** - **Count them Once and** - **Count them in the right place**
- Geographic areas and concepts are used to help managers assign and track the completion of work.
- Census Data are tabulated to a variety of geographic areas for use by the public.
Establish Where To Count

- How does the census do this?
  - Conduct an 100% review of the current census address list.
  - Review starts as soon as last census ends.
  - Continues though out the decade until the next decennial census.
Master Address File (MAF)

- The MAF is the starting point for the 2020 Census.
  - The goal is to have a listing for all Housing Units and Group Quarters where people live or could live on Census Day – April 1, 2020.
  - Derived from the 2010 Census list.
  - The MAF is confidential and only accessible to Census Employees with a need to know.
  - Continually updated throughout the decade between decennial censuses.
Types of Living Quarters

- **Housing Unit (HU)** - A single-family house, townhouse, mobile home, trailer, apartment, group of rooms, or a single room occupied as a separate living quarter or, if vacant, intended for occupancy as a separate living quarter.

- **Group Quarter (GQ)** - A place where people 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.
  - Correctional Facilities
  - Juvenile Homes
  - College Dorms

- **Transitory Locations (TL)** - Sites that contain movable or mobile housing that may include transitory units such as boats, motorized recreational vehicles or trailers (RVs), tents, or other types of portable housing.

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Ongoing Updates to the MAF

- The sources used to update the MAF may be grouped into three broad categories:
  - United State Postal Service (USPS) Files:
    - Delivery Sequence Files – updated every 6 months
  - Updates from Census Surveys:
    - Current surveys
      - American Community Survey (ACS), Current Population Survey (CPS)
    - Decennial Activities
      - Address Canvassing
  - Partner (External) Files
    - SAID(GSS-I), LUCA, Commercial
Local Update of Census Addresses
Tennessee Participation

State Submission
Submitted 109,325 addresses
Census Bureau accepted 27,404 (unofficial)

- 441 eligible entities/183 participated – 41.5%
- Counties: 95 eligible entities/53 Participated – 55%
- Places: 345 eligible entities/129 participated – 37%

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## LUCA Program Progress

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-17</td>
<td>Advance Notice mailing mailed to Highest Elected Officials (HEOs), Tribal Chairs (TCs), Governors and other potential 2020 LUCA contacts.</td>
</tr>
<tr>
<td>Mar-17</td>
<td>2020 LUCA Promotional presentations began.</td>
</tr>
<tr>
<td>Jul-17</td>
<td>2020 LUCA invitation and registration materials mailed to HEOs, TCs and Governors.</td>
</tr>
<tr>
<td>Oct-17</td>
<td>2020 LUCA Training workshops began.</td>
</tr>
<tr>
<td>15-Dec-17</td>
<td>2020 LUCA registration deadline.</td>
</tr>
<tr>
<td>February - April 2018</td>
<td>Participants receive their 2020 LUCA materials.</td>
</tr>
<tr>
<td>April 2018 - May 2019</td>
<td>Census Bureau validates 2020 LUCA addresses.</td>
</tr>
<tr>
<td>Summer 2019</td>
<td><strong>Census Bureau delivers 2020 LUCA feedback.</strong></td>
</tr>
<tr>
<td>April 1 2020</td>
<td><strong>CENSUS DAY.</strong></td>
</tr>
</tbody>
</table>
Two Types of Census Geography

- *Collection geography* refers to geographic areas and boundaries that are delineated specifically for use by the Census Bureau for data collection and management purposes.

- *Tabulation geography* is how the data we collect are tabulated and reported to the public.
Each RCC is further divided into Area Census Offices (ACOs).

- 6 Early ACO’s are opened to support Address Canvassing
- Shelbyville is open and operating
Decennial Field Operations

- Two types of decennial field operations that use collection geographies
  - **Early Operations**
    - Address Canvassing (ADCAN)
      - In Field: 08/19/19 – 10/04/19
  - **Peak Operations**
    - Early Non-Response Follow Up (ENRFU)
      - Targeted College Off campus housing
        - In Field: 04/09/20 – 05/12/20
    - Non-Response Follow Up (NRFU)
      - In Field: 05/13/20 – 07/27/20
    - Group Quarters Enumeration (GQ)
      - In Field Adcan: 02/03/20 – 03/13/20
      - In Field Service Based Enumeration: 03/30/20 – 04/01/20
      - In Field Group Quarters Enumeration: 04/01/20 – 06/12/20
    - Update Leave (UL)
      - In Field: 03/16/20 – 04/10/20
    - Enumeration at Transitory Locations (ETL)
      - In Field: 04/09/20 – 05/04/20

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Address Canvassing - 2010

- Canvassed the entire country.
  - 8,213 Crew Leaders managed 111,105 Listers during production
  - 3,083 Crew Leaders managed 37,784 Listers during Quality Control
  - 137,384,734 miles were driven by field staff
  - 163,591,352 addresses in production and 44,323,317 addresses in Quality Control required field actions
  - The final cost of the Address Canvassing operation was $443,591,299, which was 19.4 percent more than the $371,383,683 budgeted for the operation
Address Canvassing - 2020

- In Office Address Canvassing
  - Completed at HQ reviewing all blocks in country using imagery
  - Conducts research to resolve issues
- In Field Address Canvassing (IFAC)
  - Any areas where in office ADCAN could not resolve issues
  - Areas where management decided could be trouble areas
- IFAC Estimated Workload Nationwide
  - 163,591,352 housing units in 2010
  - 50,761,492 housing units in 2020
Address Canvassing impact on Tennessee

Tennessee – 1,545,655 housing units (estimated)
  Recruits needed – 6656 (estimated)
  Positions to fill – 950 (estimated)

Current operations are recruiting in Bedford, Louden, and Campbell Counties. To find out about openings, qualifications, and pay rates in a specific area visit [https://2020census.gov/jobs](https://2020census.gov/jobs). All applications are completed online.

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Peak Ops Area Census Offices (ACOs)

Four Additional ACOs will open in Tennessee to support Peak operations

Peak Operations

Group Quarters Enumeration (GQ)
  In Field Advance Contact (GQAC): 02/03/20 – 03/13/20
  In Field Service Based Enumeration: 03/30/20 – 04/01/20
  In Field Group Quarters Enumeration: 04/01/20 – 06/12/20

Update Leave (UL)
  In Field: 03/16/20 – 04/10/20

Enumeration at Transitory Locations (ETL)
  In Field: 04/09/20 – 05/04/20

Early Non-Response Follow Up (ENRFU)
  Targeted College Off campus housing
    In Field: 04/09/20 – 05/12/20

Non-Response Follow Up (NRFU)
  In Field: 05/13/20 – 07/27/20

In Field, we do the things that count!
Peak Ops Area Census Offices (ACOs)

Census jobs in support of Peak operations

• Need 21000 applicants to fill approximately 3300 positions in support of peak operations

https://2020census.gov/jobs
More Census Geographic Programs

- **New Construction Program**
  - Allows tribal, state, and local governments to add new structures that began construction after March 1, 2018 and will be complete (closed to the elements) by Census Day, April 1, 2020.

- **Boundary and Annexation Survey (BAS)**
  - Allows local officials to update their legally defined geographic areas annually.

- **Participant Statistical Areas Program (PSAP)**
  - Allows partners to review and recommend changes to the boundaries of statistical areas such as census tracts, census designated places (CDPs), and census county divisions (CCDs) before each decennial census.
Geography Contact Information

PHRCC Phone: 267-780-2550
Email: Philadelphia.RCC.Geography@2020census.gov

Geographic Programs Contacts
BAS: geo.bas@census.gov
LUCA: geo.2020.luca@census.gov
PSAP: geo.psap@census.gov
New Construction: geo.2020.nc@census.gov
TCMA SPRING CONFERENCE

TN Comptroller of the Treasury
Division of Property Assessments
Office of Local Government

Ned Phillips, GIS Specialist
What is the Boundary and Annexation Program?

- The Census Bureau conducts the Boundary and Annexation Survey each year to provide tribal, state, and local governments the opportunity to submit changes to legal boundaries, names, and governmental status on or before Jan 1 of the survey year.

- As a partnership State, The Office of Local Govt. coordinates the combined return of changes for the State of Tennessee.
The purpose of the BAS state partnership agreement is to coordinate the sharing of information and resources between the U.S. Census Bureau and the state governments in collecting boundary information for selected legally defined geographic areas. Through this partnership with the state governments, the Census Bureau aims to reduce the duplication of effort among the various levels of government and the cost burden associated with the annual BAS.
2019 BAS State Agreements

- Alaska
- Arkansas
- Georgia
- Kentucky
- Maine
- Massachusetts
- Michigan
- Tennessee
- Utah
- Washington
- Wisconsin
In December each year, all governmental units are given an opportunity to participate in the next year’s BAS.

The Census Bureau has conducted the BAS annually since 1971 (with cancellations in 1993 and 2014). The majority of boundary-related processing activities occur from January through August.
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2019</td>
<td>Annual response information is emailed to participants.</td>
</tr>
<tr>
<td>January 1, 2019</td>
<td>Boundary updates must be legally in effect on or before this date to be reported in the current survey year.</td>
</tr>
<tr>
<td>February 2019</td>
<td>Non-Response email and telephone follow-up begins.</td>
</tr>
<tr>
<td>March 1, 2019</td>
<td>BAS boundary updates submitted by this date will be reflected in the ACS and PEP published data and in next year’s BAS materials.</td>
</tr>
<tr>
<td>March/April 2019</td>
<td>State Data Center non-response follow-up.</td>
</tr>
<tr>
<td>May 31, 2019</td>
<td>BAS boundary updates submitted by this date will be reflected in next year’s BAS materials.</td>
</tr>
</tbody>
</table>
The Census Bureau conducts the annual BAS to assure current and accurate boundaries of governmental units for use in tabulating and presenting statistical data released from censuses and surveys such as the annual American Community Survey.

The BAS also affects the geography of the tabulation blocks used in generation of the statistical data.
The Census Bureau provides the results of the BAS to the public as part of the agency’s annual TIGER/Line product and via the TIGERweb online mapping application.

The Census Bureau uses the BAS results to support a number of programs, including Congressional and State Legislative redistricting, the Decennial Census and related preparatory tests, the Economic Census, and the Special Census Program. Numerous federal programs rely on accurate boundaries from each BAS cycle.
The annexation resolution should be sent to the utility district or municipal utility board serving the area, if the municipality is desirous of purchasing the utility system in the annexed area. T.C.A. § 6-51-111.

The Tennessee Department of Revenue should be notified for the purpose of tax administration. T.C.A. § 6-51-115.

The annexation resolution, as well as the portion of the plan of services related to emergency services and a detailed map of the annexed territory must be sent to any affected emergency communication district. T.C.A. § 6-51-119.

The annexation resolution must be recorded with the register of deeds. T.C.A. § 6-51-121.

The annexation resolution must be sent to the Tennessee Comptroller of the Treasury, as well as to the property assessor in each county affected. T.C.A. § 6-51-121.
Continue to send in your boundary changes to our office.

If you need assistance with the BAS or Redistricting, please contact our office.
Ned Phillips
GIS Specialist
Division of Property Assessments
Office of Local Government
TN Comptroller of the Treasury
Phone (865) 245-9197
Ned.Phillips@cot.tn.gov