AGENDA

Newport News City Council
Work Session

March 26, 2019

10th Floor Conference Room
City Hall

4:00 p.m.   I.   2020 Decennial Census

4:15 p.m.   II.  Fiscal Year 2020 Recommended Operating Budget
              •  Overview
              •  Adoption of a Motion for the Budget Public Hearing
                Schedule
                o  Tuesday, April 9, 2019, at 7:00 p.m., City Council
                  Chambers
                o  Thursday, April 11, 2019, at 7:00 p.m., Denbigh
                  Community Center

5:30 p.m.   IV.  Comments/Ideas/Suggestions

      V.  Adjourn

6:00 p.m.   VI.  Dinner
Complete Count Committee Planning Meeting  
City of Newport News, Virginia

Kevin Krigsvold, Raquel Cepeda, Colin Louis  
Partnership Specialists

March 26, 2019

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- 50 Ways Census Data Are Used

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting over $675 million in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Developing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.

The 2020 Census
A New Design for the 21st Century

Motivate People to Respond
- Check with other local communities and partnerships for advice.
- Mastermind outreach using traditional and new media.
- Target ads to specific audiences.
- Work with local volunteers to engage people.

Establish Where to Count
- Use all available sources to determine the number of households.
- Conduct a random and unbiased survey of households.
- Use multiple data sources to identify areas with address changes.
- Conduct a 100% review and update of the nation's address list.

Count the Population
- Create a national database of every person.
- Encourage people to respond online, anywhere.
- Provide materials to help those who need assistance.
- Conduct a non-representative, non-census survey.

Release Census Results
- Process and produce Census Data.
- Deliver a report to the President by December 31, 2020.
- Release results for median income by April 1, 2021.
- Make it easier for the public to get data.
Census Tract 301
Newport News city, Virginia

Low Response Score (%): 28.0

2012-2016 ACS 5-year estimates

Total Population: 4,249
Median Household Income ($): 22,862
Population Under 5 (%): 10.59
Population 65 and Over (%): 6.43
Below Poverty Level (%): 55.70
Non-Hispanic Graduate (%): 22.43
Non-Hispanic, Black (%): 59.70
Non-Hispanic, White (%): 20.95
Hispanic (%): 11.79
American Indian or Alaska Native (%): 0.80
Asian (%): 0.33
Native Hawaiian or Other Pacific Islander (%): 0.33
Some Other Race (%): 0.00
Foreign Born (%): 1.77
No One in Household Age 14+ Speaks English "Very Well" (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 0.16
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00
Total Housing Units: 1,719
Total Occupied Housing Units: 1,385
Renter Occupied Housing Units (%): 76.75
Family Occupied Housing Units with Related Children Under 6 (%): 48.74
Population 1+ Who Moved From Another Residence Within the Last Year (%): 38.35
Vacant Housing Units (%): 11.43
Multi-Unit (10+) Housing (%): 44.10
Confidentiality & Privacy

- It is important that individuals know their responses to the census have legal protections. The law requires the Census Bureau to keep private citizens’ information confidential and use their responses only to produce statistics. The Census Bureau cannot publicly release an individual’s responses in any way that could identify them, their business, organization, or institution.

- All information collected by the Census Bureau under the authority of Sec. 9, Title 13 of the U.S. Code (13 U.S.C. 9) is strictly confidential. The same law that requires individuals to respond to the census also guarantees the confidentiality of respondents.
Confidentiality & Privacy (Continued)

• By law the Census Bureau cannot share individual responses with anyone. That includes the Federal Bureau of Investigation, the Central Intelligence Agency, the Internal Revenue Service, state or federal welfare departments, or governments and programs.

• Census workers must pass a security check. They are sworn to uphold a pledge of confidentiality. The penalty for violating the confidentiality of responses is up to a $250,000 fine and up to a 5-year prison term.

• No court of law can have access to individual census responses. Not even the President of the United States can get access to this information.

Complete Count Committee (CCC)

• The Census Bureau has asked governments/organizations to set up a CCC if feasible. Establishing a CCC which represents a broad range of community interests, will play a major role in conducting census outreach and promotion activities for its community and it’s members.
Why Form A Complete Count Committee?

• Increase the response rate for residents returning 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.

Sample Complete Count Committee

SUGGESTED MUNICIPAL CCC MEMBERSHIP

- Mayor or Designee (Chair)
- Heads of Public School System
- Heads of Regional Associations
- Council Members from Priority Target Areas
- State CCC Representative
- Deputy Director
- Executive Director
- Heads of Business Associations
- Heads of Relevant Government Agencies and Departments
- Heads of Community Organizations
- Representatives from Faith-Based Organizations
- Heads of Large Universities/Collages

Partnership Specialist is advisor and Census liaison to Municipal CCC’s
OUTREACH AND PROMOTION

• The primary goal for outreach and promotion is to develop community support and increase participation in the 2020 Census and increase self-response. Implementation of outreach activities will vary from one community to another.

• Each community or organization needs to consider relevant factors in the design of its census outreach and promotion initiatives.
2020 Census Timeline

Fall 2018
Recruitment begins for early census operations.

Fall 2019
Recruitment begins for peak operations in 2020.

August – October 2019
In-field address canvassing where needed.

March – July 2020
Internet Self-Response.

March – July 2020
In-person or follow-up interviews.

March – September 2020
Census Questionnaire Assistance via telephone.

April 1, 2020
Census Day – Respondents will be able to respond via internet, telephone or paper questionnaire.

December 2020
U.S. Census Bureau delivers population counts to President for apportionment.

March 2021
U.S. Census Bureau delivers redistricting data to states.

2018 ACO Pay Rates
(pay ranges for the D.C., Maryland, Virginia area)

<table>
<thead>
<tr>
<th>Position</th>
<th>Pay Rate [subject to change]</th>
<th>Staffing Timeline (Peak Operations)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>D.C.</td>
<td>Maryland</td>
</tr>
<tr>
<td>Area Census Office Manager</td>
<td>$40.00 - $43.00</td>
<td>$31.00 - $38.00</td>
</tr>
<tr>
<td>Census Field Manager</td>
<td>$30.00 - $32.00</td>
<td>$23.00 - $28.00</td>
</tr>
<tr>
<td>Administration Manager</td>
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<td>$23.00 - $28.00</td>
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<td>IT Manager</td>
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<td>$23.00 - $28.00</td>
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<tr>
<td>Recruiting Manager</td>
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<td>$23.00 - $28.00</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>$35.00 - $38.00</td>
<td>$20.00 - $26.00</td>
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<tr>
<td>Census Field Supervisor</td>
<td>$25.00 - $28.00</td>
<td>$18.00 - $24.00</td>
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<tr>
<td>Office Operations Supervisor</td>
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<td>$19.00 - $23.00</td>
</tr>
<tr>
<td>Enumerator</td>
<td>$22.00 - $23.00</td>
<td>$15.00 - $20.00</td>
</tr>
<tr>
<td>Clerk</td>
<td>$18.00 - $20.00</td>
<td>$15.00 - $18.00</td>
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2020 Census Resources and Legislation
www.ncsl.org


Information about the 2020 Census, including state legislation, creating complete count committees and commissions, identifying and reaching hard-to-count populations, the importance of the census, and state-level funding for census promotion, outreach and completion.

Questions 2020 Census?

Contact us:
Kevin Krigsvold– 1-757-985-7976
kevin.k.krigsvold@2020census.gov

Philadelphia Regional Census Center- 1-844-507-2020
Recruiting Phone – 1-888-480-1639 ( USA JOBS) and 1-855-562-2020 (ACO)

Email us at - Philadelphia.rcc.partnership@2020census.gov
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/

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youtube.com/user/uscensusbureau
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