

# CENSUS 2020



**Atlanta Regional Office**  
Managing Census Operations in  
AL, FL, GA, LA, MS, NC, SC

THE CITY OF  
**PENSACOLA**  
FLORIDA'S FIRST & FUTURE



Mayor Grover Robinson

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your future  
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United States<sup>®</sup>  
**Census**  
2020

# The 2020 CENSUS – WHERE ARE WE AT NOW?

## Monitoring COVID-19

In light of the COVID-19 pandemic, the U.S. Census Bureau has adjusted 2020 Census operations to protect the health and safety of our employees and the public, and to ensure a complete and accurate count of all communities based on guidance from federal, state, and local health authorities.

## 2020 Census Operational Adjustments Due to COVID-19

- ✓ **We're adapting or delaying some of our operations to protect the health and safety of our staff and the public and make sure we get the same population counted another way.**
- ✓ Thousands of personnel are adhering to social distancing policy and continuing to work from home.
- ✓ **We're conducting a series of preparatory activities so we are fully ready to resume field activities as we continue to advance the mission of the 2020 Census to ensure a complete and accurate count.**
- ✓ In-person activities, including enumeration, office work, and processing activities, will always incorporate the most current guidance from authorities to ensure the health and safety of staff and the public.

**Information provided daily to the Census Bureau from FEMA**, as well as State and Local authorities, will be used to guide Census Bureau decisions on timing. As a result, selected field operations will resume on a phased schedule on a geographic basis.

## STATUS OF CURRENT OPERATIONS

### Self-Response Phase

Online, phone and mailed self-responses continue throughout the data collection process.

**Scheduled** March 12 – July 3    **EXTENDED October 31**

### Group Quarters (E-Response & Paper Enumeration)

Many group quarters have already begun responding through our e-Response enumeration option.

**Scheduled** April 2 – June 5    **EXTENDED September 3**

### Update Leave - Stateside

Census takers drop off invitations to respond and paper questionnaires at the front doors of 5 million households stateside while updating the addresses.

**Planned Schedule** March 15 – April 17    **EXTENDED Select ACOs starting May 4**

### Nonresponse Followup (NRFU)

Census takers will interview households in person. New dates will cover areas previously scheduled for "Early NRFU."

**Scheduled** May 13 – July 31    **Revised Schedule August 11 – October 31**

# 2020 CENSUS RESPONSE RATE

National  
Self-Response

**61%**

National  
Internet Self-Response

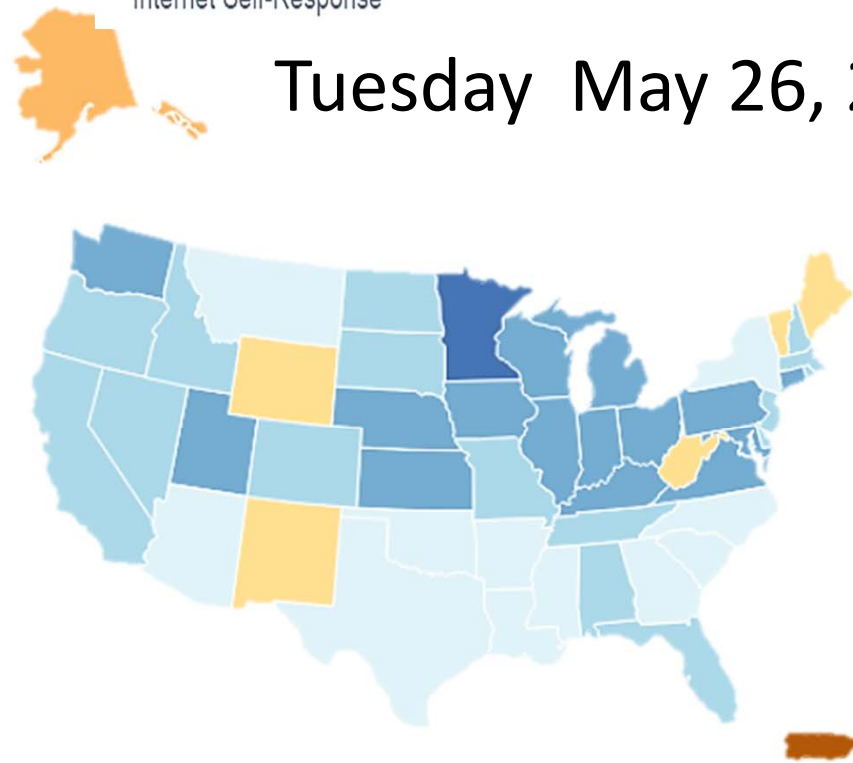
**48.4%**

Tuesday May 26, 2020

**88**  
**Million**  
households  
have responded  
to the 2020  
Census

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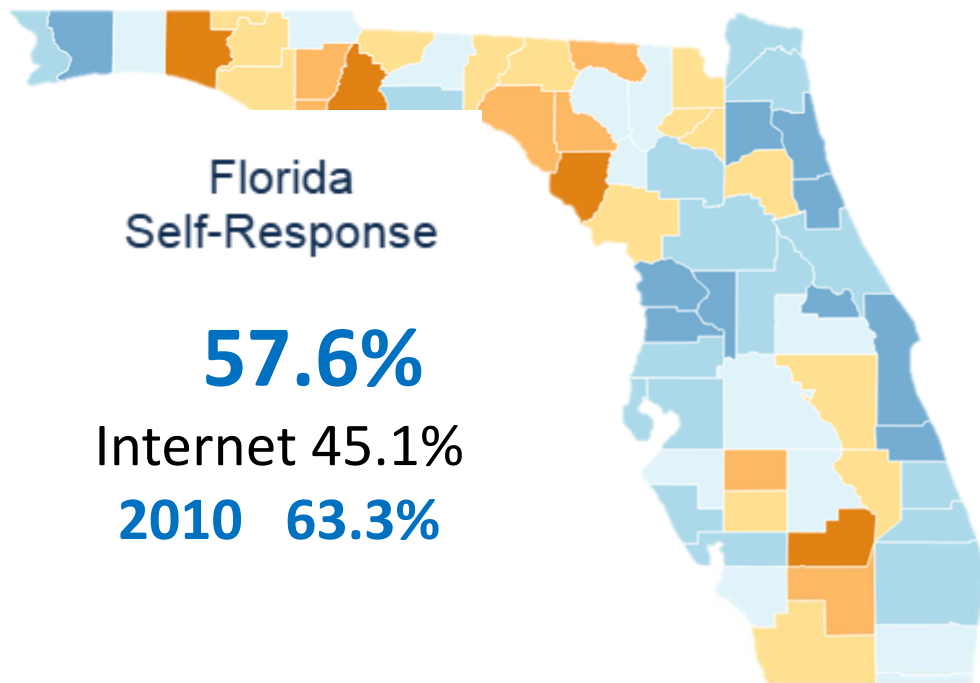
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**2020**



# ESCAMBIA COUNTY RESPONSE RATE

MAY 26, 2020

Escambia County  
Ranks #23 in Florida



Florida  
Self-Response

**57.6%**

Internet 45.1%

2010 63.3%

**58.6%**  
Internet 45.%  
2010 63.3%



Florida Self-Response Rate





# Pensacola COUNT IT UP!

## CENSUS SELF-RESPONSE RATES

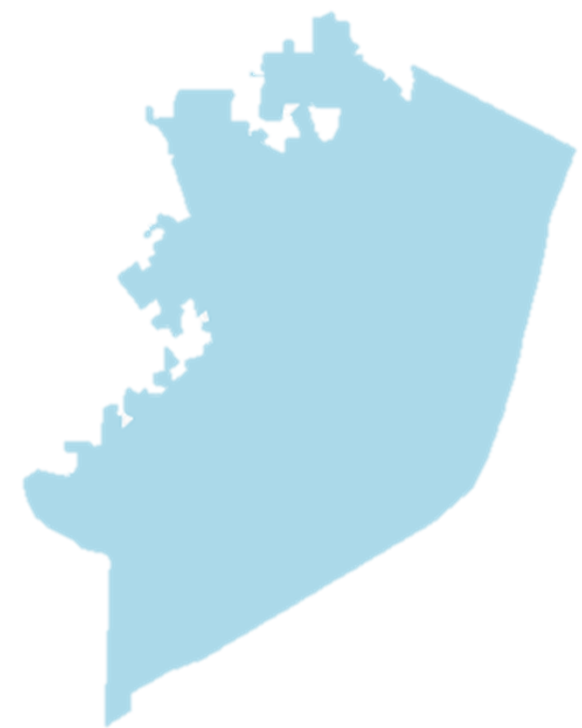
TUESDAY MAY 26, 2020

**Response 62%**

As of 05/26/2020

Internet 45.%

**2010 67.8%**



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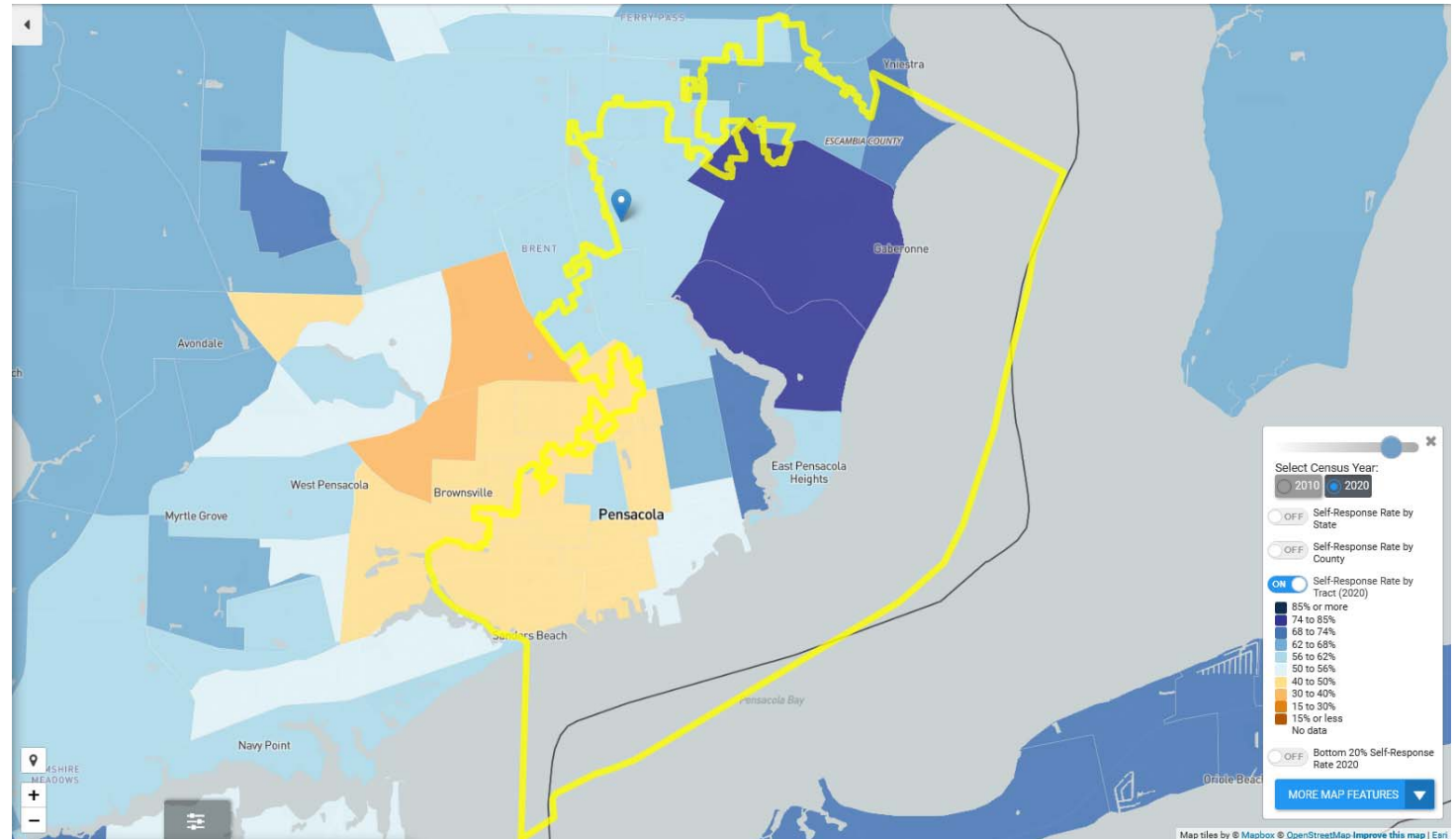




# Put Pensacola on the Map!

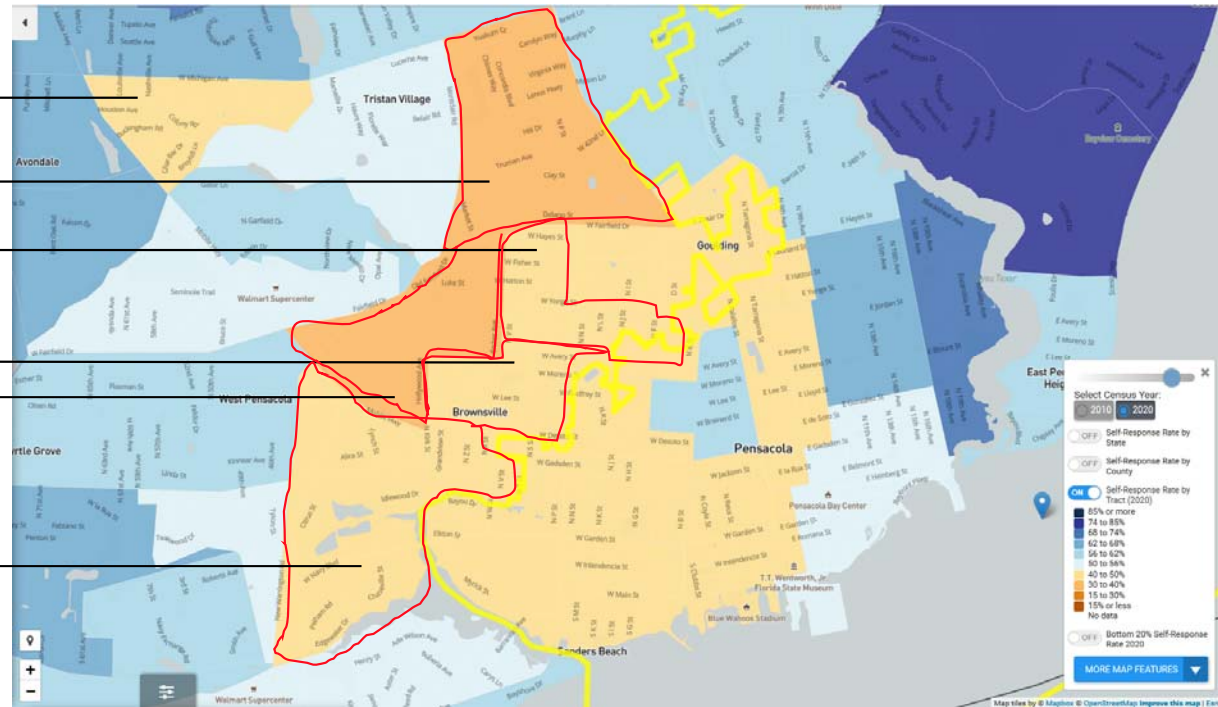
City, towns  
Villages, etc

The unincorporated?



SEE MAP HERE:>>>> <https://bit.ly/2ZFVv4m>

- Tract 33.11 47% ←
- Tract 17\* 39.7% ←
- Tract 18 45.9% ←
- Tract 19 44.4% ←
- Tract 20 39.8% ←
- Tract 21 44.8% ←



# Response Outreach Area Mapper (ROAM)

[www.census.gov/roam](http://www.census.gov/roam)

Columbia County, Florida X Q

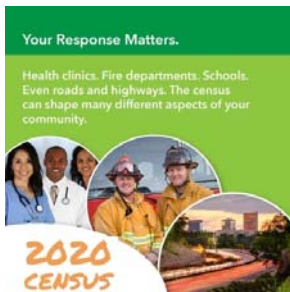
Legend



# FLORIDA CENSUS RESPONSE RATE

## FACTORS AFFECTING OVERALL RESPONSE RATE

- **COVID-19 obstacles**
- **CENSUS DAY April 1** mistaken as deadline
- **Unincorporated areas** rely on overlap of nearby
- **Young People / College residents** not engaged
- **SEASONAL HOMES / VACANT ADDRESSES**
- **RURAL AREAS**
  - **Areas** has less message overlap
  - **Limited or no internet access**
  - **Message** hasn't reached or received well



# FLORIDA CENSUS RESPONSE RATE

## WHAT CAN WE DO?

Leadership appeal - add your name and face to digital message

Grow the team of voices for more help for local news, social media digital push

- Re-enlist local chamber, small businesses, non-profits and social organizations
- Solicit use of digital media boards schools, banks, churches, sporting locations
- Transportation systems for mobile billboards
- Drop short census message on utility bills, email push, well being calls
- Distribute/display census materials and posters at food pantries or give-aways
- Re-engage undercounted groups foreign-born, non-English, LGBTQ, military/Vet
- Participate in initiatives like: Children initiatives to engage more families



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The infographic features a large blue house-shaped graphic with the number '88' and the word 'Million' inside. Below this, the text 'households have responded to the 2020 Census' is displayed. The background shows a cityscape with a large white house outline overlaid. The bottom right corner contains the 'United States Census 2020' logo and the slogan 'Shape your future START HERE >'.

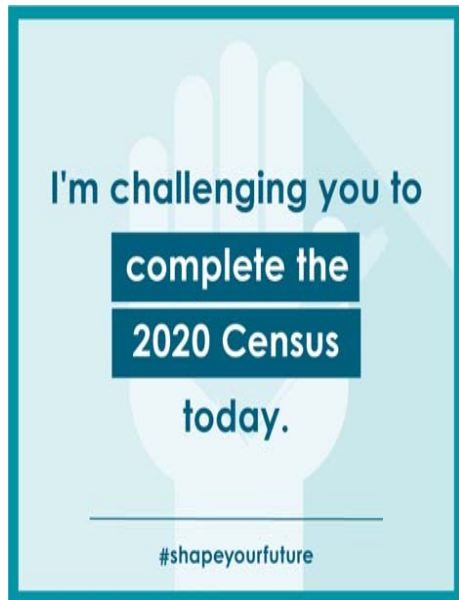
Are you curious about how many people in your community are responding to the 2020 Census?

Stay up to date with  
**CENSUS SELF RESPONSE MAP**  
of self-response rates from  
across the United States.  
Its updated daily  
Start here.

The map shows various states highlighted in different shades of blue and orange, representing different self-response rates. A large blue arrow points downwards from the map.

<https://2020census.gov/en/response-rates.html>

# NW FLORIDA COUNT IT UP!



Response rates overall are GREAT!

*Can't stop! Won't stop!*

**GOAL: EXCEED 2010 RESPONSE COUNTS!**

EVERYONE COUNTS! BE COUNTED!

[my2020census.gov](https://my2020census.gov)

***YOUR COMMUNITY IS COUNTING ON YOU!***



## **Forgot To Complete Your 2020 Census?**

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**Don't Worry!**

## **You're Busy, We Get It**

Here's a game-plan for getting it done:

- Set aside 10 minutes to respond,
- Go online, pick up the phone, or fill out the paper copy you might have received by mail,
- Fill out the 9 simple questions,
- Include your children,
- Finish your answers,
- Sit back and feel good about doing your part to make our community's future brighter!

**ITS NOT TOO LATE!  
RESPOND NOW!**

**CENSUS  
2020**