



ConnectHome Nation Webinar

2020 Census



The 2020 Census: An Overview

January 28, 2020

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Agenda

- Background information
- Timeline and important dates
- Focusing on who is counted and where
- 2020 Census questions
- How responding is easier and safer than ever
- How you can get involved
- Contact us

Background information

Our Approach to the 2020 Census

The Census Is Important, Safe, and Easy!



- **Important:** The 2020 Census counts every person living in the United States and five U.S. territories—once, only once, and in the right place. The census is conducted every 10 years by the U.S. Census Bureau, a nonpartisan government agency.
- **Safe:** The Census Bureau is bound by law to protect your answers and keep them strictly confidential. In fact, every employee takes an oath to protect your personal information for life.
- **Easy:** People can respond anytime, anywhere—via the internet, over the phone, or by mail!

The 2020 Census Will Shape America for the Next 10 Years



The U.S. Constitution (Article 1, Section 2) requires a census every 10 years to determine state representation in the U.S. Congress.

Federal funding—currently more than \$675 billion a year—is allocated based on the census.

This funding affects vital local services, including:

- Education
- Housing
- Transportation
- Health care

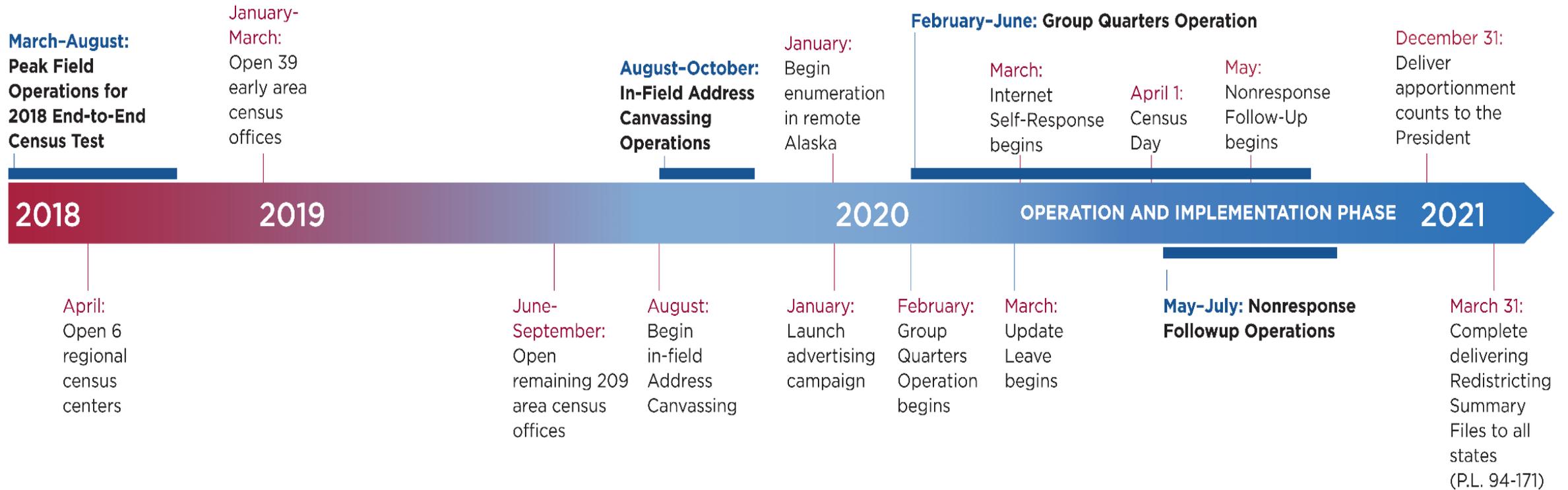
Census data is used by businesses, governments, and civic organizations to inform decision-making.

Why Participation Matters: Federal Programs Informed by Census Data

- Supplemental Nutrition Assistance Program (SNAP)
- Temporary Assistance for Needy Families (TANF)
- Section 8 Housing Choice Voucher
- State Children's Health Insurance Program (CHIP)
- School Breakfast Program
- National School Lunch Program
- Unemployment Insurance
- Violence Against Women Formula Grants
- Rural Rental Assistance Payments
- Native American Employment and Training
- Urban Indian Health Services

Timeline and important dates

2020 Census Timeline



Overall Timeline

January 2020: The Census Bureau begins counting the population in remote Alaska.

April 1, 2020: Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. **Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail.** When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.

April 2020: Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.

May 2020: Census takers begin visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.

December 2020: The Census Bureau delivers apportionment counts to the President and Congress as required by law.

March 31, 2021: By this date, the Census Bureau sends redistricting counts to states. This information is used to redraw legislative districts based on population changes.

Shape the road ahead.

A timeline and guide to action for partners and stakeholders.

December 2019 - Mid-March 2020
Educate your audience about the 2020 Census.

- > Explain why it's important and how it benefits your community.
- > Inform your audience that the census is easy, safe, and important.
- > Display posters and other partner materials.
- > Include messaging about the 2020 Census in your emails, newsletters, and blogs.

January 2020
The first census enumeration takes place in Toksook Bay, Alaska.

March 2020
The website to respond to the census goes live. People across the United States and five territories can begin responding to the 2020 Census online.

Mid-March - May 2020
Encourage your audience to respond to the 2020 Census.

- > Share the link to the online census form.
- > Make computers or Wi-Fi available for your audience to respond online.
- > Continue to inform your audience about the importance of responding to the census.

May - July 2020
Share information about how the U.S. Census Bureau will make sure everyone is counted.

- > Let your audience know that census takers will follow up in person with households that have not yet responded.
- > Inform your audience that census takers can assist them in completing their census form.

April 1, 2020
Census Day!

For more information, visit:
2020CENSUS.GOV

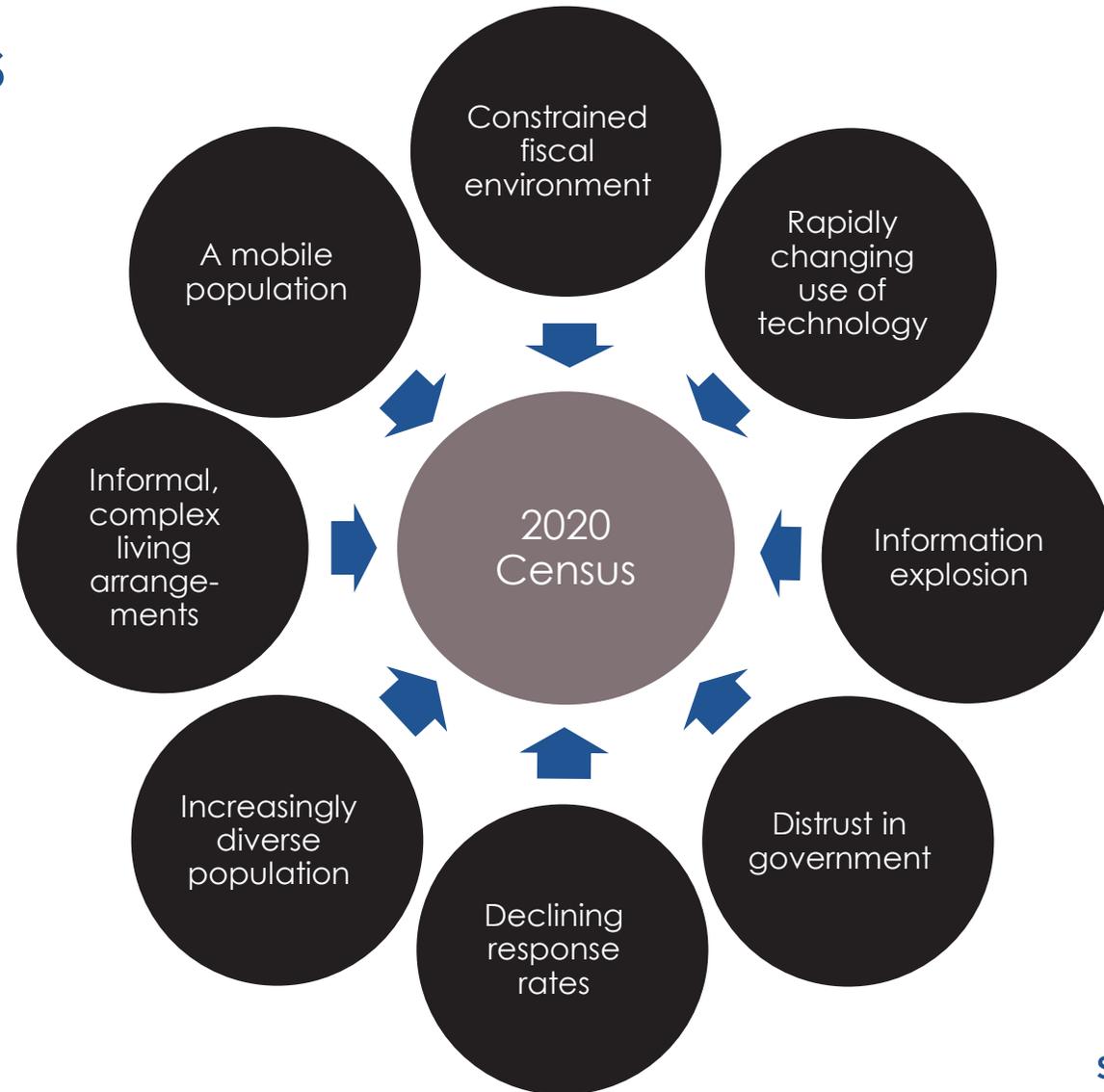
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2020 Census Challenges

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantage of new technologies and data sources while minimizing risk to ensure a high-quality population count.



Focusing on who is counted and where

How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by mail, or in person.

Nearly every household will receive an invitation to participate in the 2020 Census delivered by either a postal worker or a census worker.



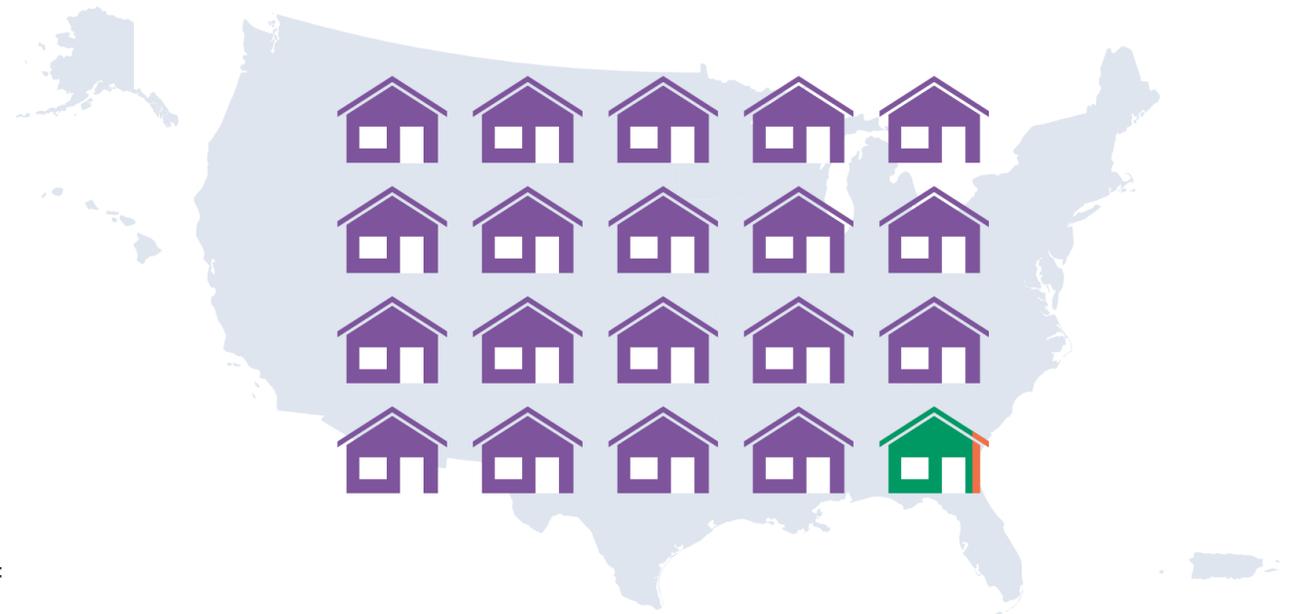
95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. This happens in areas where many households do not receive mail at their home's physical location. They may use post office boxes or live in areas recently affected by natural disasters.



Fewer than 1% of households will be counted in person by a census taker instead of being invited to respond on their own. This is done in very remote areas like parts of northern Maine and Alaska, and in selected American Indian areas that ask for an in-person count.



The 2020 Census will count everyone living in the United States and the five U.S. territories.

- Count everyone living in your home as of April 1, 2020.
- This includes anyone who is living and sleeping there most of the time.
- If someone is staying in your home on April 1 and has no usual home elsewhere, you should count them in your response to the 2020 Census.

Foreign citizens

- Citizens of foreign countries who are living in the United States, including members of the diplomatic community, should be counted at the U.S. residence where they live and sleep most of time.
- Citizens of foreign countries who are visiting the United States on vacation or business on April 1, 2020, should not be counted.

Hard-to-Count/Hard-to-Reach Populations

- Young children
- People who are highly mobile
- Members of racial and ethnic minorities
- People who do not speak English proficiently
- Low-income people
- People experiencing homelessness
- People who do not live in traditional housing
- Undocumented immigrants
- Individuals who identify as LGBTQ
- People who distrust the government
- Rural populations
- Persons with disabilities

A Complete and Accurate Count of the Population and Housing



Where Are People Counted?

- The Census Bureau **reaches** and **counts** every person living in the United States and its territories, regardless of **age, location, or type of residence**—including individual homes, group quarters, and transitory locations.
- The **Group Quarters (GQ) operation** will count people living or staying in group quarters, such as college dormitories, nursing homes, correctional facilities, workers' quarters, convents, and group homes.
- The **Service-Based Enumeration (SBE) operation** is specifically designed to count people experiencing homelessness who receive services from facilities such as soup kitchens, mobile food vans, and emergency and transitional shelters. Special enumeration procedures are needed to count this population, which may be missed during the traditional enumeration of housing units and group quarters.
- The **Enumeration at Transitory Locations (ETL) operation** will count individuals who are staying in transitory locations and who do not have a usual home elsewhere. Transitory locations are living quarters that people are unlikely to occupy year-round due to the transitory nature of the quarters. These include recreational vehicle parks, campgrounds, racetracks, circuses, carnivals, marinas, and hotels.
- The **Self-Response, Update Enumerate, Update Leave, and Nonresponse Follow-up** operations will count individuals in permanent, nongroup housing units.

Definitions: Group Quarters and Service-Based Locations

- **Group quarters** are places where people live or stay in a group living arrangement. These places are owned or managed by an entity or organization providing housing and services for the residents. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other. Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, correctional facilities, and workers' dormitories.
- **Service-based locations and outdoor locations** include:
 - Emergency and transitional shelters with sleeping facilities for people experiencing homelessness.
 - Shelters for children who are runaways, neglected, or experiencing homelessness.
 - Soup kitchens.
 - Regularly scheduled mobile food van stops.
 - Targeted non-sheltered outdoor locations.
 - Targeted Non-Sheltered Outdoor Locations (TNOLS) include ten encampments, clusters of tarp-covered structures, and parks and highway underpasses where people experiencing homelessness may stay. These TNOLs are not intended for human habitation, and people do not pay to stay there.

Residence Rules: Where Should Residents At Service-Based Locations Be Counted?

People who, on Census Day, are in an emergency or transitional shelter that has sleeping facilities for people experiencing homelessness are counted...

- At the shelter.

Staff members of the shelter are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the shelter.

People who, on Census Day, are served at a soup kitchen or regularly scheduled mobile food van that provides food to people experiencing homelessness are counted...

- At the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the soup kitchen or mobile food van location where they are on Census Day.

People who, on Census Day, are at staying at a non-sheltered outdoor location where people experiencing homelessness stay without paying are counted...

- At that outdoor location.

People who, on Census Day, are temporarily displaced or experiencing homelessness and are staying in a residence for a short or indefinite period of time are counted...

- At the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

Counting Special Populations

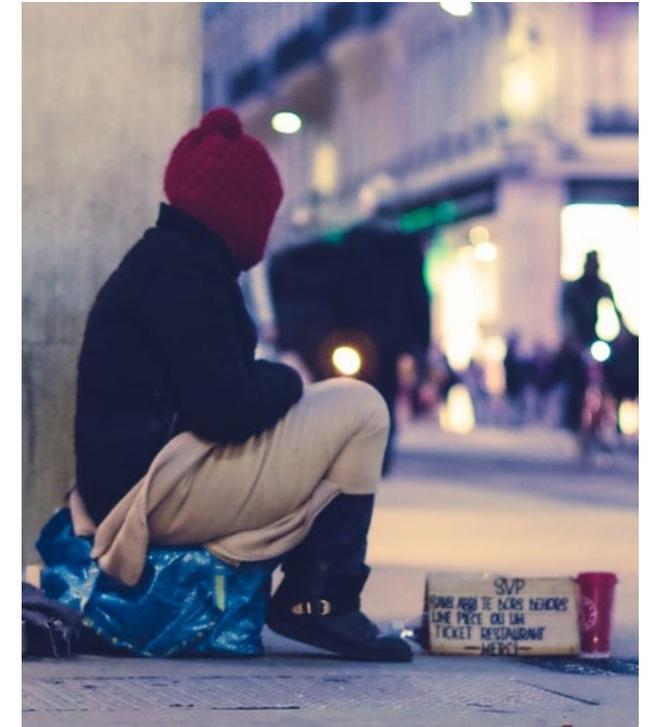
People experiencing homelessness or living in nonconventional housing are counted at places where they receive services or at preidentified outdoor locations. This process is called Service-Based Enumeration. Locations Include:

- Missions, hotels and motels used as shelters, and shelters for children who are runaways, neglected, or experiencing homelessness.
- Soup kitchens that offer meals to people experiencing homelessness.
- Regularly scheduled mobile food vans.
- Emergency and transitional shelters for people experiencing homelessness.
- Targeted non-sheltered outdoor locations.

Highly mobile populations that do not have a usual home elsewhere are counted at the transitory location where they are staying on Census Day. These locations include campgrounds, recreational vehicle parks, marinas, hotels and motels, racetracks, circuses, and carnivals. This process is called Enumeration at Transitory Locations.

People in correctional facilities for adults are counted at the correctional facility.

The Census Bureau will make available a bulk geocoding service in order to assist states in their goals of reallocating their own prisoner population counts.



2020 Census questions

2020 Census Questions and New Options

Information that will be requested in census questions:

- The number of people living or staying at your home on April 1, 2020.
- Whether the home is owned or rented.
- The sex of each person in your home.
- The age of each person in your home.
- Whether a person in your home is of Hispanic, Latino, or Spanish origin.
- The race of each person in your home.
- Your relationship to each person in your home.

New Options:

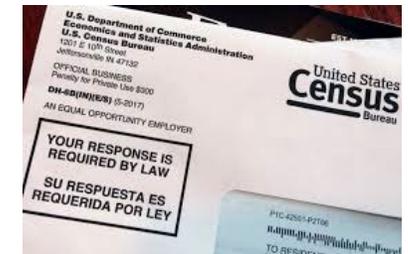
- Write-in areas under the race question for those who identify as “White” or “Black or African American.”
- Category answer options for people in same-sex relationships living in the same household.

How responding is easier and safer than ever

Responding Is Easier Than Ever—Online, by Phone, or by Mail

Self-response is easier than ever.

- You will be able to respond anytime, from anywhere. Regardless of how households receive their invitation to respond, they will be able to do so **online, by phone, or by mail**.
- The Internet Self-Response instrument has been optimized for responses from smartphones and mobile devices.
- You can respond in **English or one of 12 other languages**.
- Print and video language guides in **59 non-English languages** will be provided to field partnership specialists and made available online.
- A video language guide will be available in **American Sign Language**, and print guides will be available in **braille and large print**.
- Partnership specialists will be hired from within local communities, emphasizing the importance of **communicating in local languages**.



The 2020 Census Is Multilingual

Language Options for Self-Response (Online and Phone) and Advertising Campaign

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

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Language Options for Video and Print Language Guides, Glossaries, and Language Identification Cards

- 59 languages besides English
- Language guides available in:
 - American Sign Language
 - Braille
 - Large print

Language Options for Paper Questionnaires, Mailing Materials, and Field Enumeration Instrument

- English
- Spanish

Census Questionnaire Assistance

- Census Questionnaire Assistance will allow respondents to provide their responses in English and 12 other languages.
- Each supported language will have a dedicated phone number.
- Respondents will also be able to ask questions about the 2020 Census and receive assistance in the supported languages.

Nonresponse Follow-up

What You Need To Know

- Temporary Census Bureau employees, known as census takers, will determine the housing unit status for addresses that have not responded to the 2020 Census.
- Census takers will visit these housing units to count everyone in the household.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-Field operation begins in **May 2020** and **concludes in July 2020**.



Cybersecurity—Your Data Is Safe and Secure



Cybersecurity Focus

- From the moment respondents submit their answers to the census, their **data is encrypted**. Census Bureau employees take a lifetime oath to keep all personal data safe and secure.
- The Census Bureau is **partnering with government and industry experts** to protect the data it collects and maintains.
- The Census Bureau continually **identifies, protects, detects, responds, and recovers** from possible cyber threats.

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Data Is Confidential

CENSUS 101

Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



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Responses are confidential, safe, and secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census are protected by federal law (Title 13 of the U.S. Code) and can be used only for statistical purposes.
- All Census Bureau staff take a lifetime oath to protect your personal information. Any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

- We will not share an individual's responses with immigration enforcement agencies or law enforcement agencies nor allow them to be used to determine eligibility for government benefits.

We will never ask for:

- Your full Social Security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.

Avoiding Fraud and Scams

Phishing

The Census Bureau will not send unsolicited emails to request your participation in the 2020 Census **and will never ask for:**

- Your full Social Security number.
- Your bank account or credit card numbers.
- Money or donations.

The Census Bureau will never contact you on behalf of a political party

Verify a Census Taker

If a census taker comes to your home, make sure they have a valid ID badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date.

If you still have questions about the person's identity, you can call 800-923-8282 to speak with a local Census Bureau representative.



How you can get involved

Share Outreach Materials

Outreach materials are available at <https://2020census.gov/en/partners/outreach-materials.html>



Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To ensure an accurate count, remember to:

-  Count every person living or staying in your home.
-  Respond at the address where you were living or staying on April 1, 2020.

What's in it for me?

The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over \$675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit:
2020CENSUS.GOV

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The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

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Cómo el Censo del 2020 invitará a todos a responder



Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono

Casi todos los hogares recibirán una invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censista.

 El 95% de los hogares recibirán su invitación del censo por correo.



 Casi el 5% de los hogares recibirán su invitación del censo cuando un censista pase a dejarla. En estas áreas, la mayoría de los hogares podrían no recibir correo en la ubicación física de su vivienda (como los hogares que usan apartados postales o áreas recientemente afectadas por desastres naturales).

 A menos del 1% de los hogares los contará un censista en persona, en vez de invitarlos a que respondan por su cuenta. Esto lo hacemos en áreas muy remotas, como partes del norte de Maine, zonas remotas de Alaska, y en áreas selectas de indígenas de las Américas que piden que se les cuente en persona.

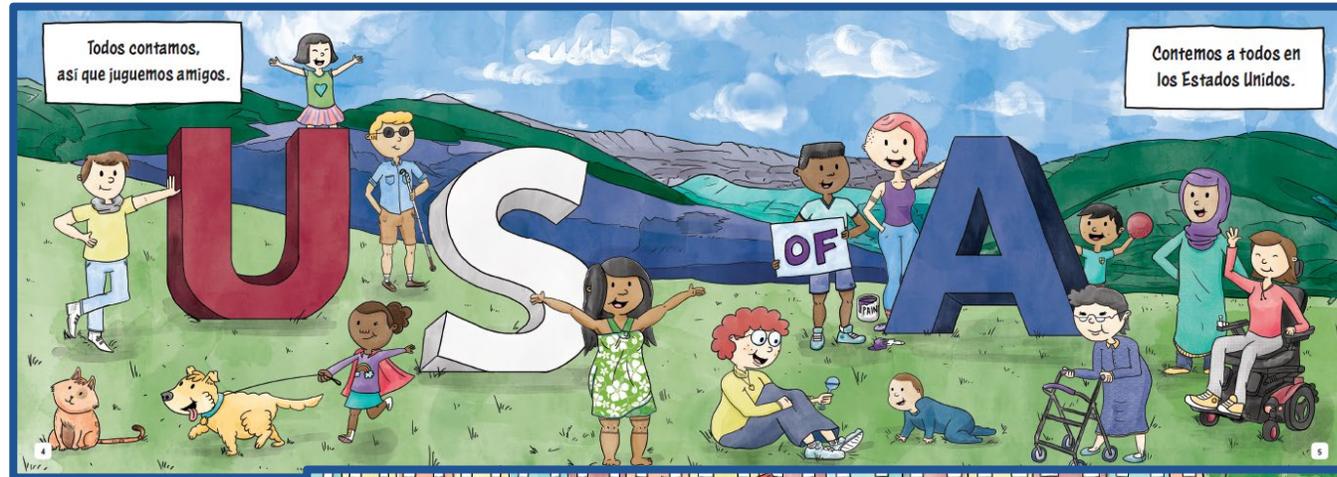
Nota: Tenemos procedimientos especiales para contar a las personas que no viven en hogares, como estudiantes que están en viviendas universitarias o personas sin hogar.

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Share Statistics in Schools Materials

SIS classroom resources include materials in English and Spanish, like these:

- Student storybook.
- Song and video.
- Activities that teach about the census and the use of statistics in everyday life.



United States Census Bureau

ACTIVITIES RESOURCES STANDARDS ABOUT

STATISTICS IN SCHOOLS

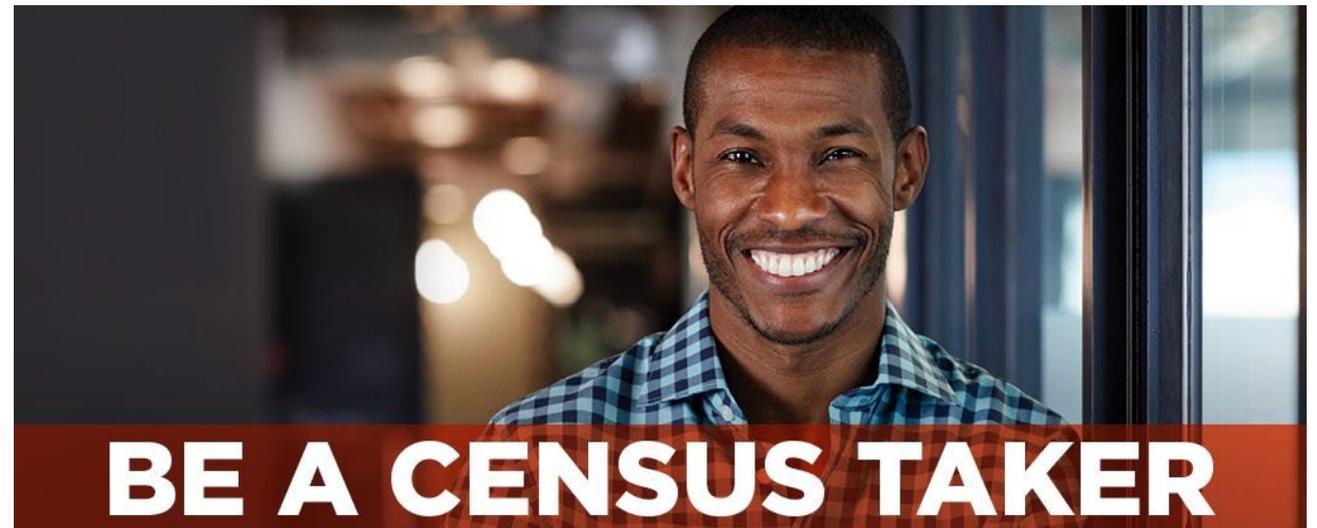
Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources



Encourage people to apply for a job with the Census Bureau

- We are hiring an estimated 500,000 people from local communities for temporary positions.
- Both full-time and flexible part-time positions are available.
- Positions include recruiting assistants, office operations supervisors, clerks, census field supervisors, and census takers.



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APPLY ONLINE!
2020census.gov/jobs

The U.S. Census Bureau Is an
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Connect to your local Complete Count Committee (CCC)

Find a Complete Count Committee in your community

WHY?

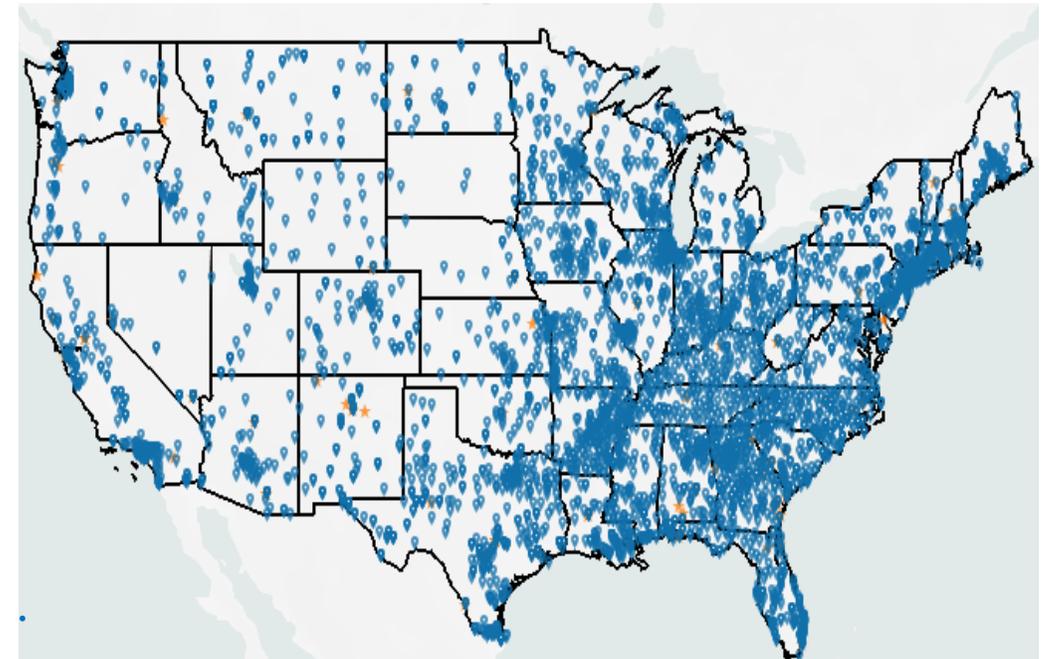
Community influencers on Complete Count Committees (CCC) create localized messaging that resonates with the population in their area. These influencers are trusted voices who are well suited to mobilize community resources efficiently.

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations and local influencers also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, health care, and other sectors of the community. These trusted voices develop and implement a 2020 Census awareness campaign based on their knowledge of the local community to encourage people to respond.



<http://census.gov/2020completecount>

Questions? Contact Us!

National organizations can share ideas about they can work with us by contacting the 2020 Census Partnership Program at census.partners@census.gov.

State and local organizations can contact their [regional census center](#) to speak with U.S. Census Bureau Staff in their area.

Atlanta (AL, FL, GA, LA, MS, NC, SC)

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Atlanta.rcc.partnership@2020census.gov

Los Angeles (AK, CA, HI, ID, NV, OR, WA)

213-314-6500

Los.Angeles.rcc.partnership@2020census.gov

Chicago (AR, IL, IN, IA, MI, MN, MO, WI)

312-579-1605

Chicago.rcc.partnership@2020census.gov

New York (CT, ME, MA, NH, NJ, NY, RI, VT, PR)

212-882-2130

New.York.rcc.partnership@2020census.gov

Dallas (AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY)

972-510-1800

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Philadelphia (DE, DC, KY, MD, OH, PA, TN, VA, WV)

267-780-2530

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Q & A

