CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here’s a quick refresher of what it is and why it’s essential that everyone is counted.

Everyone counts.
The census counts every person living in the U.S. once, only once, and in the right place.

It’s in the constitution.
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

Your privacy is protected.
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.

It’s about fair representation.
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

Taking part is your civic duty.
Completing the census is mandatory. It's a way to participate in our democracy and say "I COUNT!"

It’s about redistricting.
After each decade’s census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

2020 will be easier than ever.
In 2020, you will be able to respond to the census online.

FIND OUT HOW TO HELP AT CENSUS.GOV/PARTNERS

Shape your future START HERE >
How the 2020 Census will invite everyone to respond

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

Nearly every household will receive an invitation to participate in the 2020 Census from 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. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

United States Census 2020
How the 2020 Census will invite everyone to respond

What to Expect in the Mail

When it’s time to respond, most households will receive an invitation in the mail. Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you’ll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we’ll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

---

**WHAT WE WILL SEND IN THE MAIL**

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td>If you haven’t responded yet:</td>
</tr>
<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.
Agenda

• Greetings
• Census Overview
• Timeline of Activities
• Complete Count Committee Basics
• Determining Local Resource Needs
• Critical Next Steps and Q&A
Census Overview

Why we do a census:

Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.
2010 OFFICIAL RESULTS

<table>
<thead>
<tr>
<th>GAINED</th>
<th>LOST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1</td>
<td>Illinois -1</td>
</tr>
<tr>
<td>Florida +2</td>
<td>Iowa -1</td>
</tr>
<tr>
<td>Georgia +1</td>
<td>Louisiana -1</td>
</tr>
<tr>
<td>Nevada +1</td>
<td>Massachusetts -1</td>
</tr>
<tr>
<td>South Carolina +1</td>
<td>Michigan -1</td>
</tr>
<tr>
<td>Texas +4</td>
<td>Missouri -1</td>
</tr>
<tr>
<td>Utah +1</td>
<td>New Jersey -1</td>
</tr>
<tr>
<td>Washington +1</td>
<td>New York -2</td>
</tr>
<tr>
<td></td>
<td>Ohio -2</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania -1</td>
</tr>
</tbody>
</table>
The Census is Confidential and Required by Law

1. The Census Bureau is required 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
2. We will never share a respondents personal information with other government agencies
3. Census results reported in statistical format only
4. Records are confidential for 72 years by law (Title 44, U.S. Code)
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000
Distribution of Resources

• Distribution of more than $675 billion annually in federal funds
• Redistricting of state legislative districts
• Forecasting of future transportation needs
• Determining areas eligible for housing assistance and rehabilitation loans
• Designing facilities for people with disabilities, the elderly and children
2020 Census vs 2010 Census

• In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.

• For the 1\textsuperscript{st} time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.

• We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.
Key Data Collection Dates

- Nov – 2019
- April 2018
- January-Feb 2019
- Aug – Oct 2019
- Jan-Aug-2019
- Early 2020
- March 12, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020

- In-Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response Starts
- **CENSUS DAY**
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President
What’s Happening in 2019

• Recruiting NOW – 2020census.gov/jobs
• Open Early Area Census Office in Houston and San Antonio (January-February 2019).
• Open houses for EACO nationwide
• Area Census Offices (ACOs) in Texas (October 10, 2019)
• CCCs begin community organization mobilization.
• August-October Address Canvassing begins (Statewide: 550 listers projected)
• Recruiting for Operations in 2020-enumerators (Fall, 2019)
What is a Complete Count Committee

**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 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, healthcare, and other community organizations. Those trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

**WHEN?**
The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.
Structure of a Complete Count Committee

Members are asked to serve on a CCC based on their ability to:

- Communicate to Hard To Count
- Bring Resources to the table
- Approve initiatives
- Influence
- Allocate sufficient time
- Represent all races/ethnicities in a non-partisan manner
- Create coalitions
Complete Count Committee Formation
Response Outreach Area Mapper (ROAM)
census.gov/roam
Critical Steps

• Highest elected official or community leader determines CCCs structure and appoints a Committee Chair.

• CCCs receive 2020 Census training.

• CCCs develop strategy and work plan.

• City Council passes a resolution in support of 2020
Don’t Forget the Children!!!

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. Here’s what our research tells us about why young children are missed and what you can do to help make sure they are counted.

Common situations where young children aren’t counted

How you can help?
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs
Census 2020 Tagline

Shape your future
START HERE

United States Census 2020