

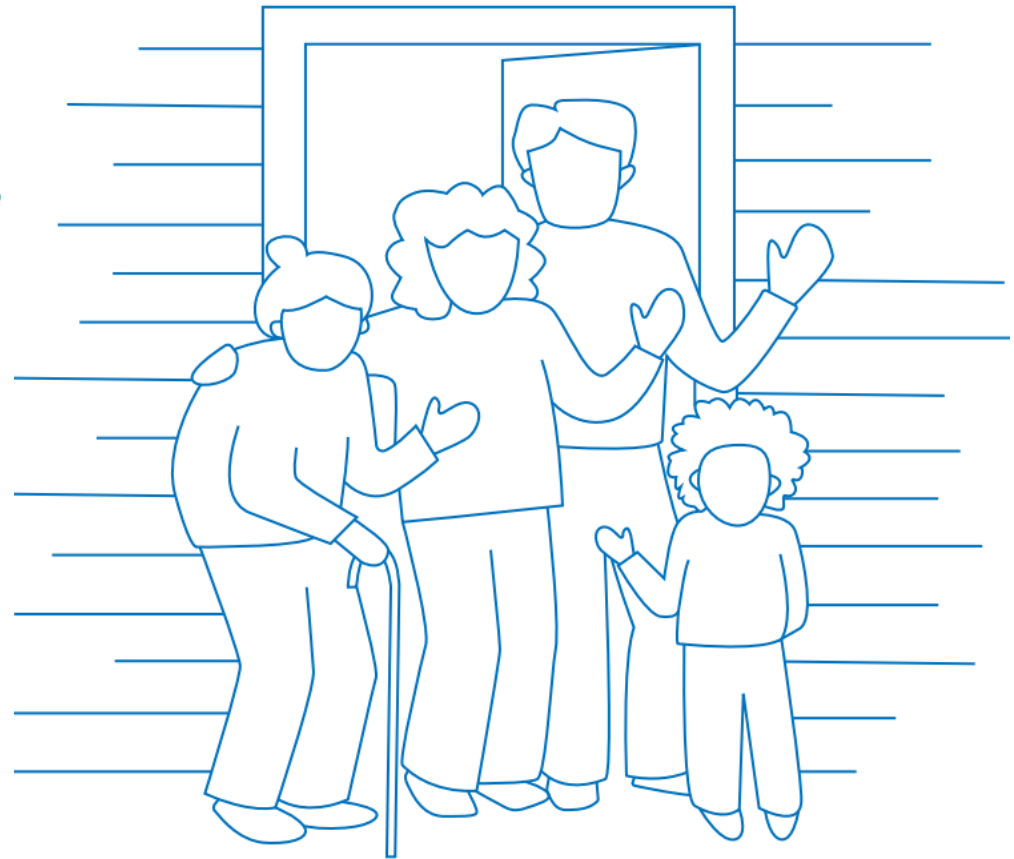


2020 CENSUS 101 FOR COMMUNITY LEADERS

What You Need To Know

Everyone Counts:
April 1, 2020 is Census Day

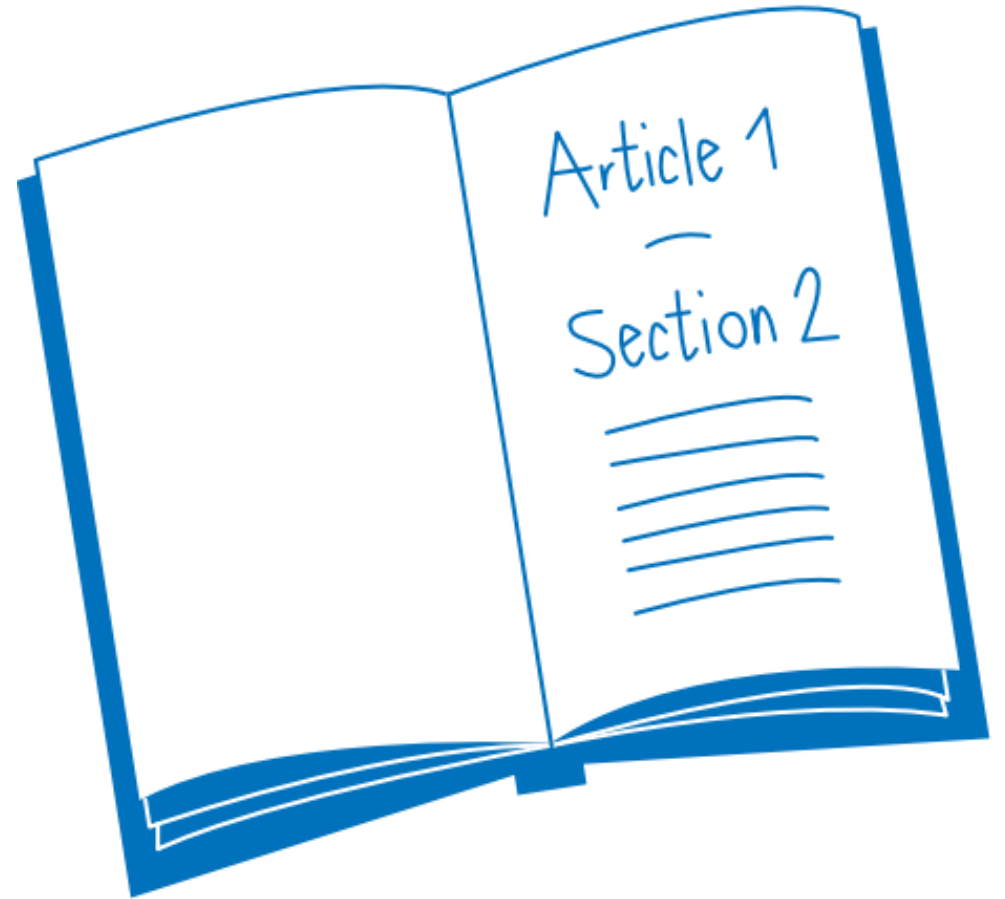
The Census counts every person living in the U.S. once, only once, and in the right place.

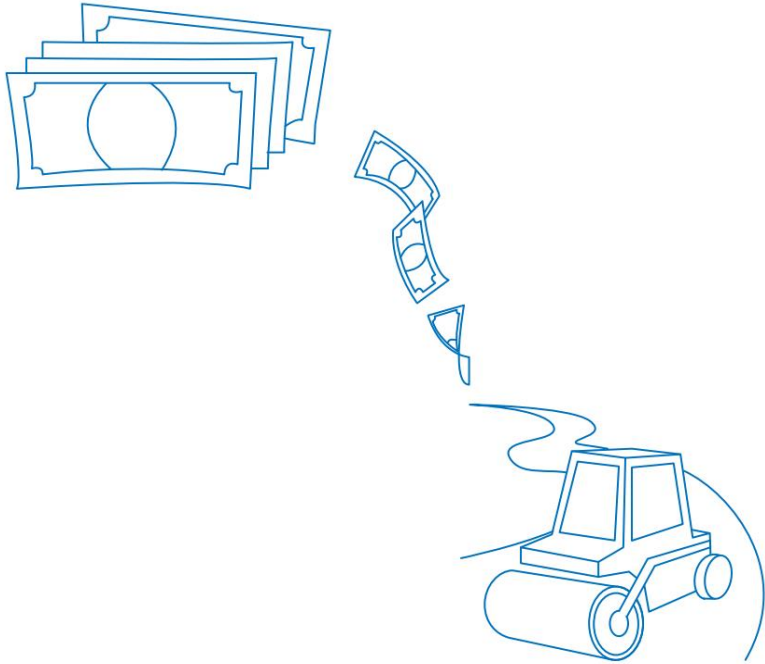


Why do we have a Census?

The U.S. Constitution mandates that everyone in the country be counted every 10 years.

The first Census was in 1790

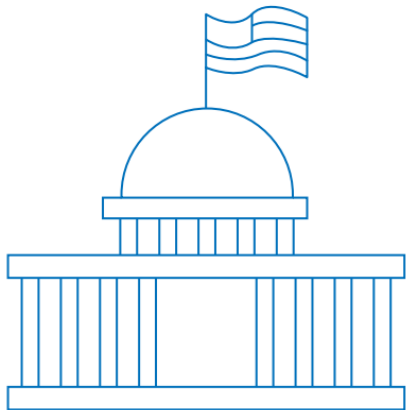




Why do we have a Census?

Distribution of more than \$675 billion in federal funds to states, counties, and communities each year for the next 10 years!

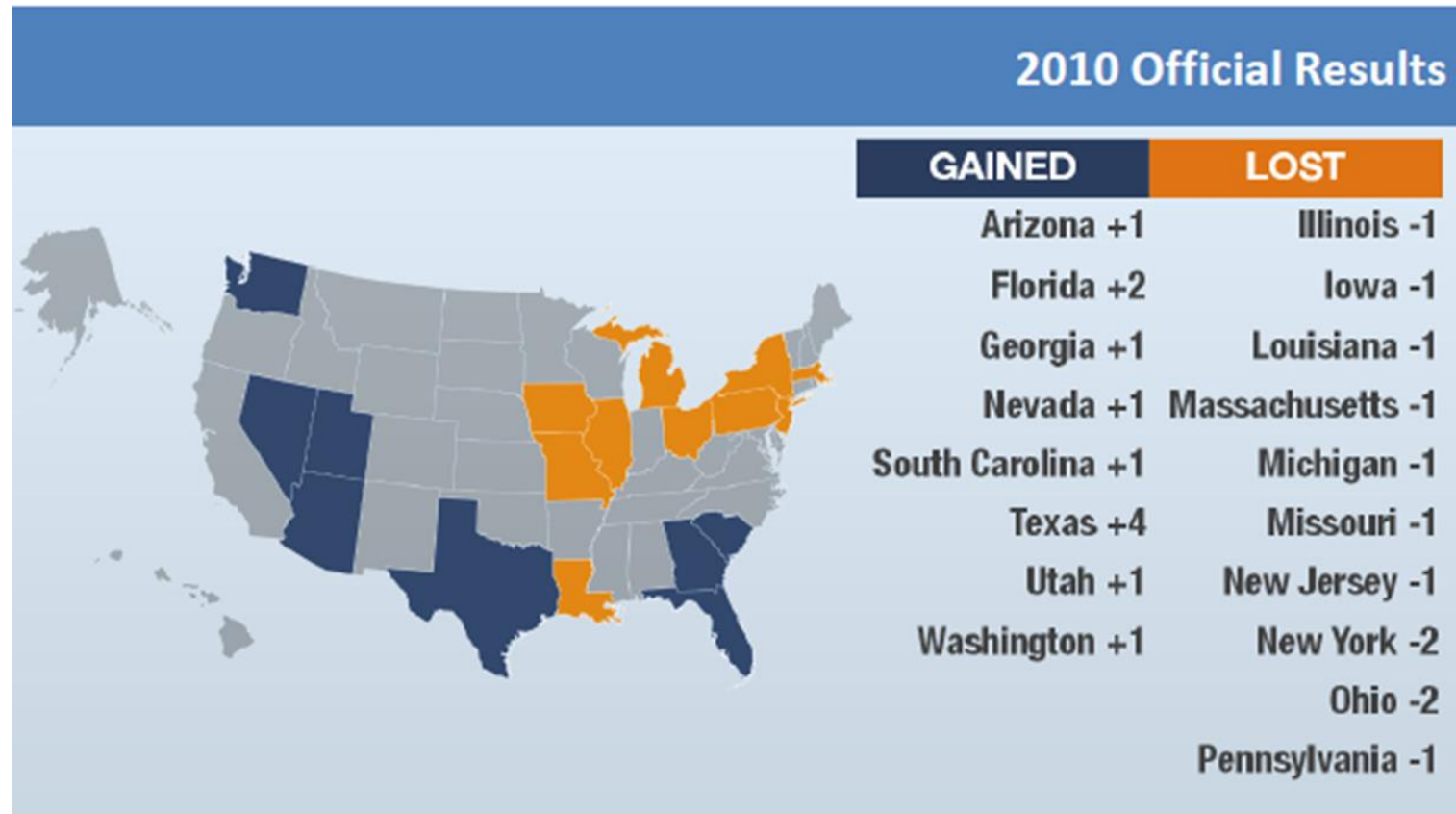
Approximately \$2400 per person, per year for 10 yrs



It's about fair representation! The Census results are used to reapportion the 435 seats in the House of Representatives, determining how many seats each state gets.

Washington gained a seat in 2010!

Representation in Congress



The Census determines the Distribution of Federal Funds

Medicaid

SNAP/WIC

Planning for roads, transportation,
and emergency

Education/Pell Grant

Housing Vouchers/Section 8

Head Start

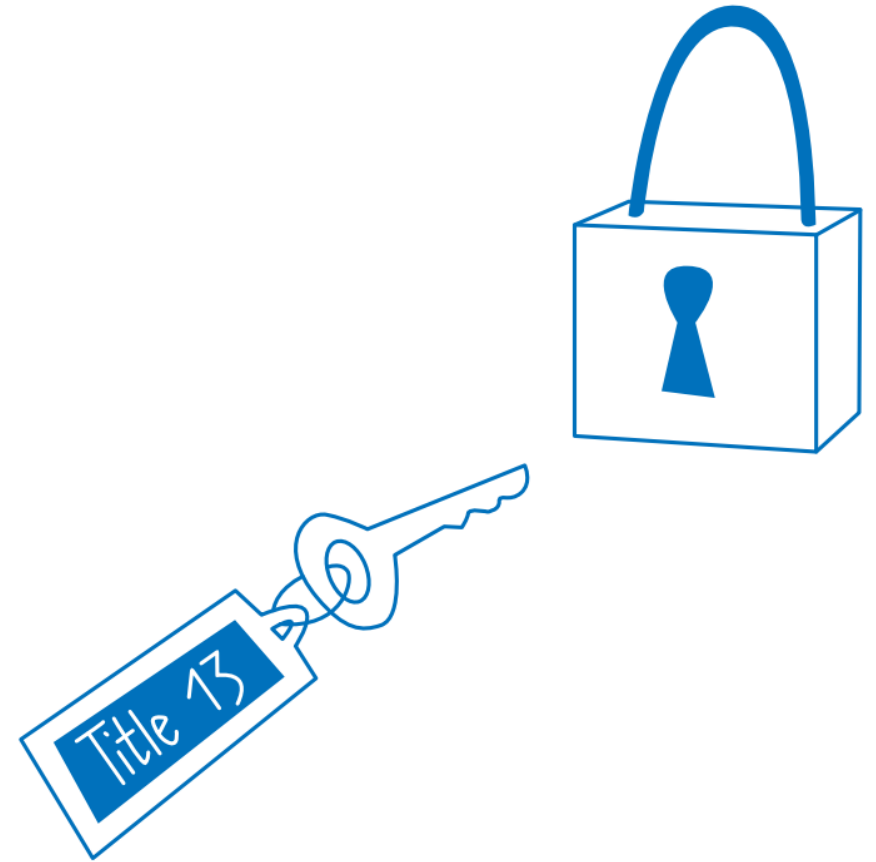


**The law is clear—no
personal information
can be shared.**

**YOUR
INFORMATION IS
PROTECTED BY
LAW**

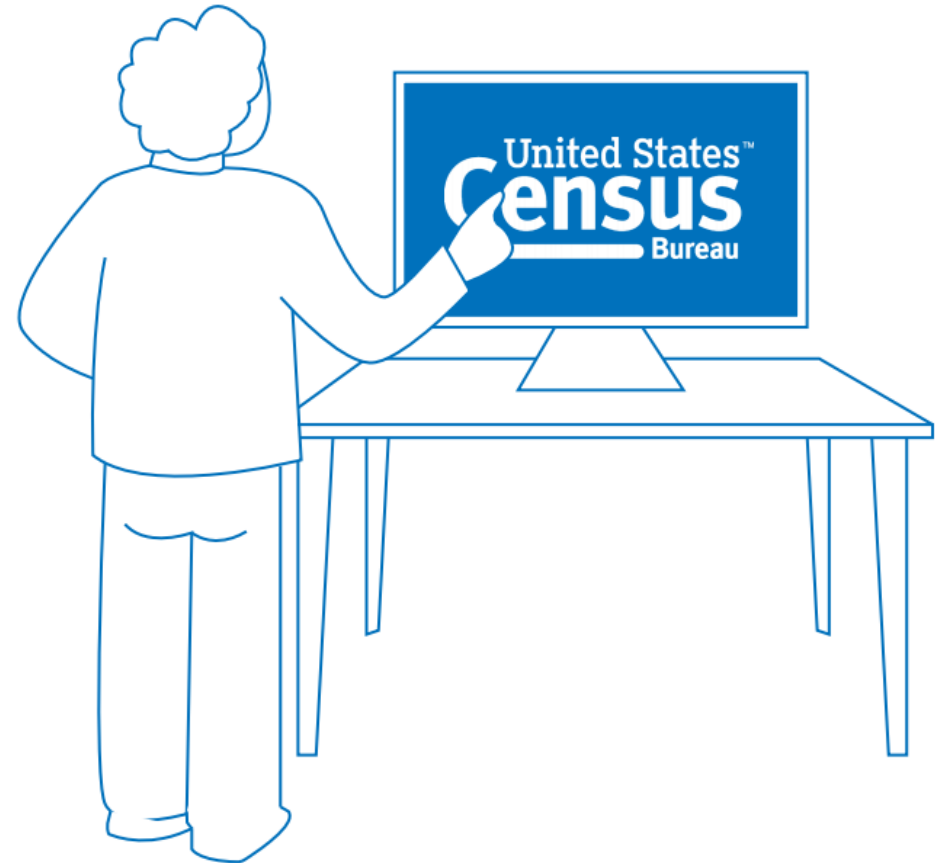
Title 13 ensures the protection of your data

- Law states that information collected can only be used for statistical purposes
- Your responses cannot be used against you by any government agency or court in any way! Not by the FBI, Homeland Security, and not by the US Immigration Customs Enforcement (ICE)
- All Census Bureau staff take a lifetime oath to protect your personal information
- **Penalties for wrongful disclosure** – 5 years in prison and/or \$250,000 in fines



The 2020 Census will be easy to answer

- Easy to answer individually:
 - Internet
 - Telephone
 - Paper form
- Field workers will use cell phones and electronic devices
- It will be in Spanish and English
- 12 languages by phone
- Language guide of 59 other languages



What are the 10 questions of the 2020 Census?

1. Address (Rent/Own)
2. Phone Number
3. Number of people living at the address
4. Name
5. Sex
6. Age and Date of Birth
7. Race
8. Hispanic, Latino, or Spanish Origin
9. Whether a person lives or stays somewhere else
10. Relationship

WHAT WE WILL SEND IN THE MAIL


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

**MARCH 12TH
TO JULY 31ST
YOU WILL BE
ABLE TO SELF
RESPOND
ONLINE**

Census Online Portal is Now Open for Self-Response!

An official website of the United States government [Here's how you know](#)

United States[®]
Census
2020

FAQ INSTRUCTIONS  ENGLISH ▾

Welcome to the 2020 Census

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.

Shape your future
START HERE >

United States[®]
Census
2020

Start Questionnaire

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS

Census Online Self-Response

Refer to 12-digit Census ID on your Invitation

An official website of the United States government [Here's how you know](#)

United States
Census
2020

FAQ INSTRUCTIONS ENGLISH ▾

Address Verification Household Questions People Questions Final Questions

Please Log In

Use the materials we mailed to you or left at your door.
All the information that you provide will remain confidential.

[Where can I find my 12-digit Census ID?](#)

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

- -

Login

[If you do not have a Census ID, click here.](#)

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS
KREYÒL AYISYEN PORTUGUÊS 日本語

Census Form Example (page 1)

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

[Form number removed]

Census Form Example (page 2)

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI

Last Name(s)

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes. Month Day Year of birth
 years

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race?

Mark one or more boxes **AND** print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- | | | |
|--|-------------------------------------|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input checked="" type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
- Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.
- Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.
- Some other race – Print race or origin.

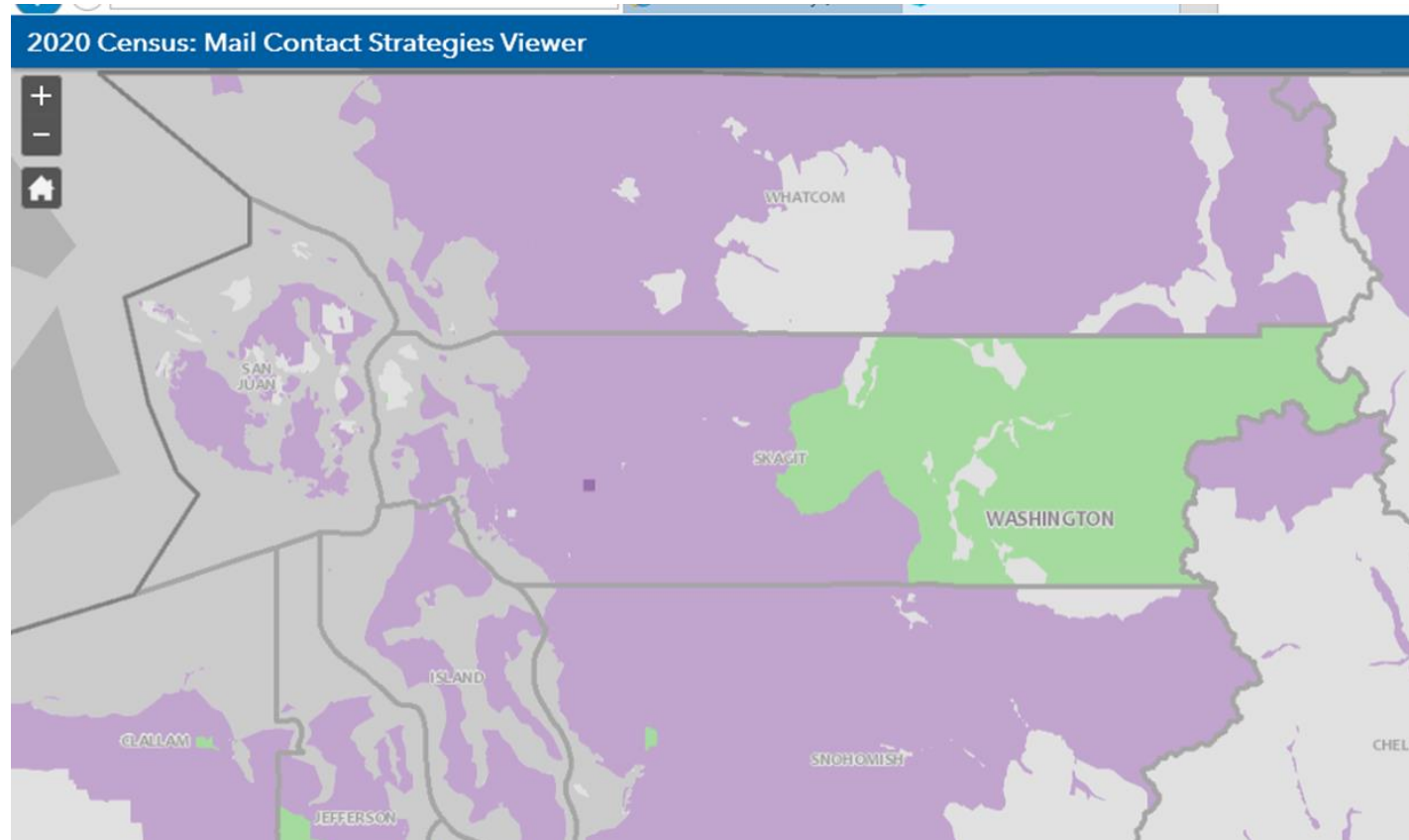
Key Dates

Date	Items
2019	Validate all residential units in the country
Early 2020	Advertising Campaign
Mid- March 2020	Online portal opens
1 April 2020	CENSUS DAY!
April-June 2020	Non-response Follow Up Quality Control
31 Dec 2020	Results delivered to the president
31 Mar 2021	Results delivered to the states

Timeline

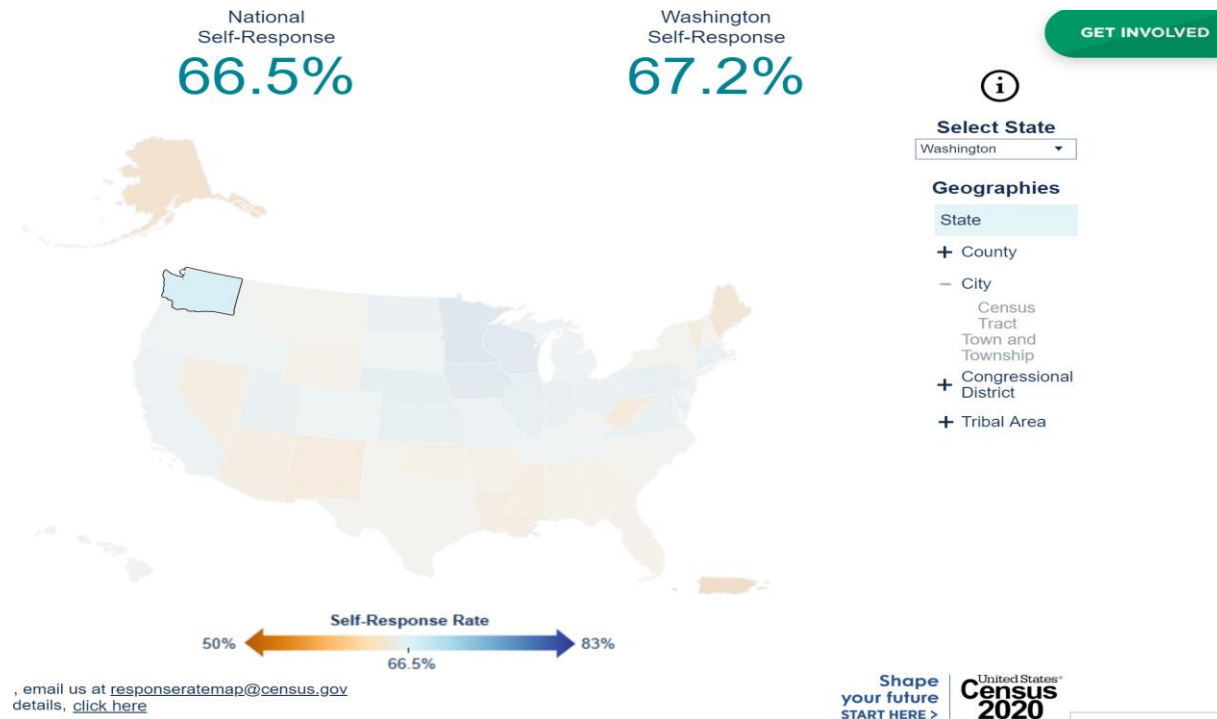


How it will work: Type of Enumeration



Curious about how many people in your community are responding to the 2020 Census?

- Real-time response rates
- Helps to determine outreach
- Response Rate Toolkit
- Response Rate Challenges



•People of Color

•LGBTQ+

•Tribes

•Rural Communities

•Immigrants and
Refugees

•Renters

•Children

•Homeless Individuals
and Families

•Multifamily
Households

•Non-Native English
Speakers

•Low Income People

•People Distrustful of
Government

•Seniors

•People with Physical and
Mental Disabilities

Hard-to-Count Population Groups

Review

- Less than a week to go until invitations are mailed!
- Responding to the Census tells officials that you and your family matter.
- The Census matters to communities because of the three D's: Dollars, Data, and Democracy.
- The Census only happens every 10 years – don't miss this chance to be shape your community's future.
- Participating helps ensure more funds for schools, roads, healthcare, and other community benefits.
- Share the word and help inform neighbors on the importance of early and self-response!

Shape
your future
START HERE >



Thank You!

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