



Preparing for the 2020 Census: How Cities Can Work Toward a Complete Count

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U.S. Census Bureau-Denver Region

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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.

The Decennial Census

Uses of Census data:

- **Apportion** representation among states.
- **Draw** congressional, legislative, and school districts and voting precincts.
- **Enforce** voting rights and civil rights legislation.
- **Distribute** \$675 billion federal dollars back to the states.
- **Inform** decisions of federal, tribal, state and local government.
- **Inform** organizational decisions of businesses and nonprofits.



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 respondent's personal information with other government agencies.
3. Results from the census are 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.

Timeline for Census Operations in 2020

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.

- Update Leave: Mid March
- Early Nonresponse Follow Up: Early April
- Nonresponse Follow Up: Mid May



How can Households respond to the Census?

- Online
- Phone
- Mail
- Personal visit from a Census Bureau Enumerator
 - The 2020 Census will be translated in 13 different languages, and have language guides in 60 languages



Funding Tied to the 2020 Census Count

- Medical Assistance and Healthcare Programs
- Supplemental Food and Nutrition Programs
- Highway Planning and Construction
- Housing Assistance and Assistance for Needy Families
- Unemployment Insurance
- Disaster Recovery Grants
- Childhood and Adult Education

Group Quarters Enumeration

People are counted where they reside on April 1st of 2020

- College students who live in dorms
- Homeless shelters
- Incarcerated populations
- Active military
- Inpatient facilities

2020 Census Outreach Overview

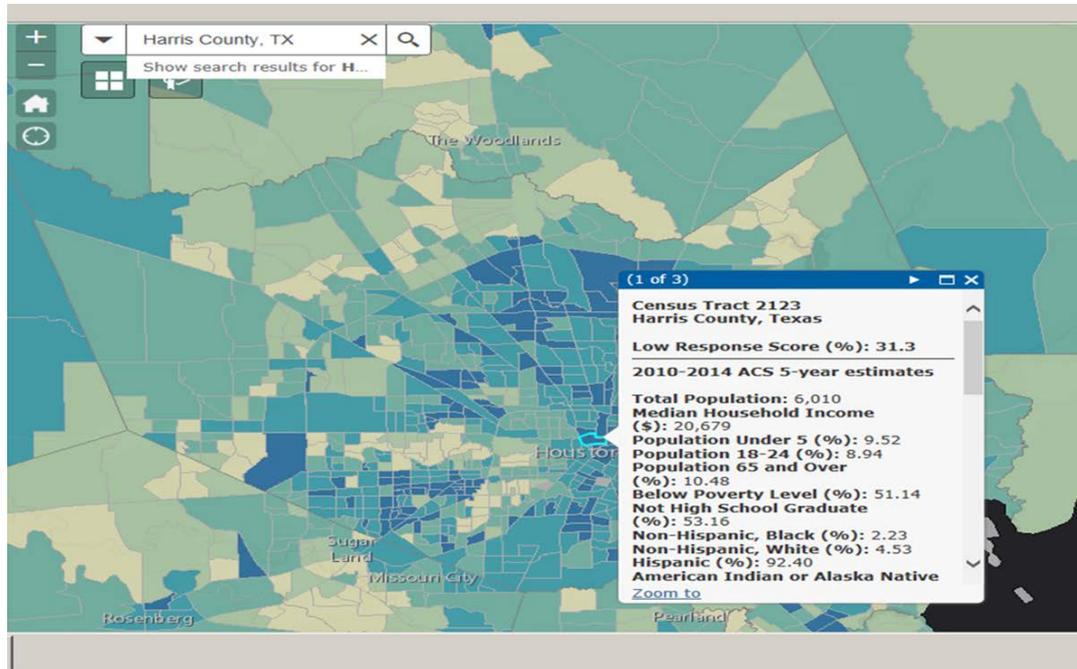


Education Phase: Engage & Educate Local Leaders, Partners & Communities January 2018-September 2019

Promotion Phase: Promote Participation April 2019-January 2020

Motivation /Action Phase: Call to Action for Residents to Respond February 2020-June2020

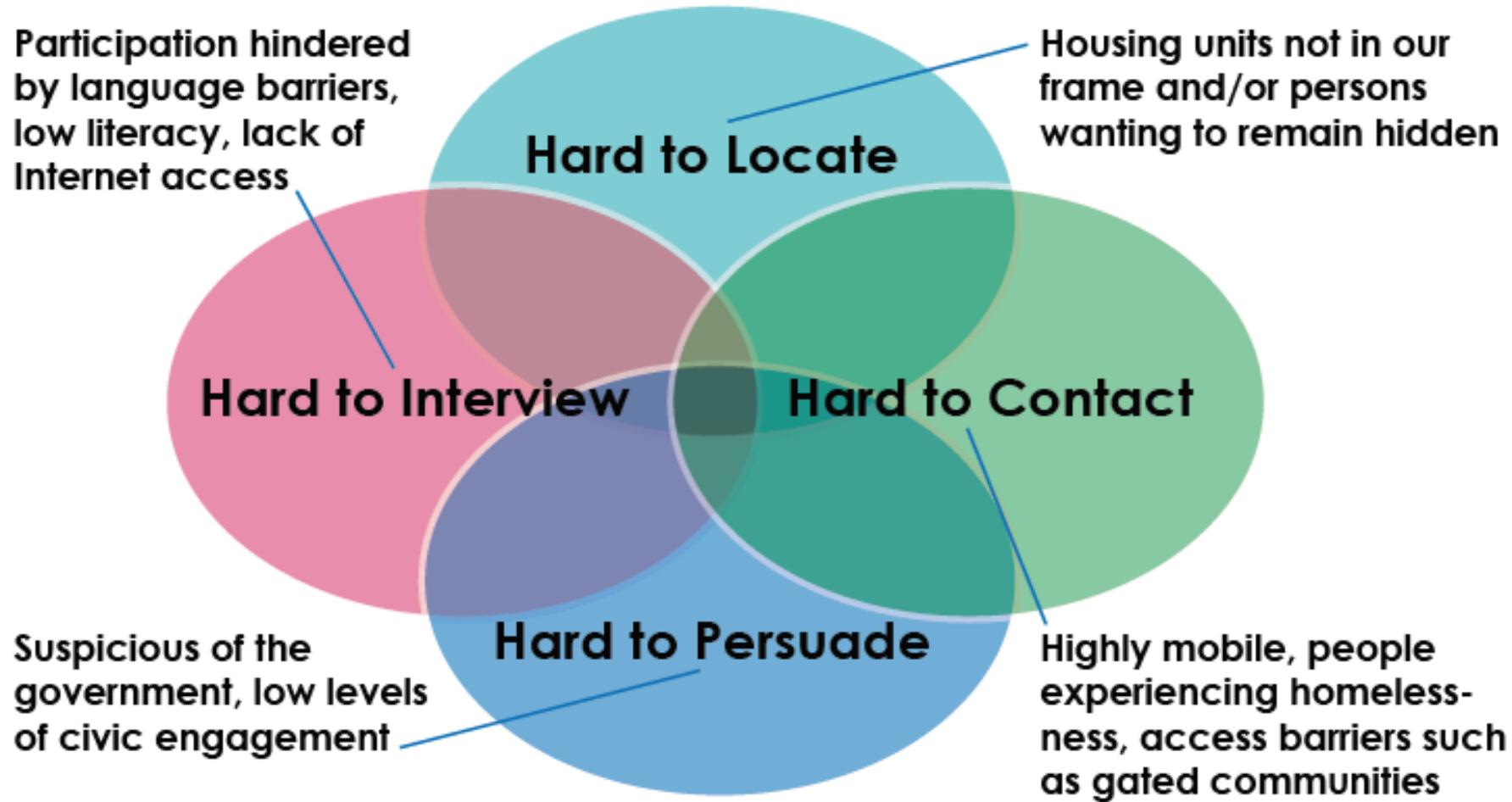
Focused Outreach: Hard to Count Communities



Response Outreach Area Mapper

- Children under the age of 5
- People between the age of 18 and 24
- Racial and ethnic minorities
- Households living in poverty
- Renters
- Lack internet access
- Language barriers, English as second language

Hard-To-Count Populations



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Counting Young Children

Counting everyone once, only once, and in the right place



An estimated 5% 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 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?



The **child splits time between two homes**.
The child lives or stays with **another family or with another relative such as a grandparent**.

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.



The child lives in a **lower income household**.

- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.



The child lives in a household with **young parents or a young, single mom**.

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a **newborn**.

- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1. **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete. Parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

Community Partnership and Engagement Program



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Community Partnership and Engagement

300 Partnership Specialists in Texas working within their communities to:

- **Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.
- **Educate** people about the 2020 Census.
- **Encourage** community partners to motivate people to self-respond.
- **Engage** grass roots organizations to reach out to hard to count groups and those who are not motivated to respond to the national campaign.

What you can do as a partner:

- Form a Complete Count Committee to ensure an accurate count for your community
- Use U.S. Census Bureau tools, information, and messaging in creative ways to increase public participation
- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them

What you can do as a partner:

- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census
- Encourage people in your community to work for the Census Bureau, and share this link with them: **2020census.gov/jobs**

Census Outreach Efforts

- Hold community dialogues
- Aggressively hire PSs and field staff who are a part of the demographics in HTC populations
- Utilize data to determine best practices and outreach: ROAM
- Ensure CCC's in our Tier 1 cities (pop of 500K) and above
- Have met with statewide networks who can assist with our efforts

Local Partnership Strategies

- Children under 5
- Complete Count Commissions & Complete Count Committees
- Community, Non-Profit and Social Service outreach
- Faith-Based Outreach
- Immigrant Outreach Programs
- Veterans
- LGBTQ Outreach
- Mobile Response Table
- Homeless community



ROAM Live-Demo

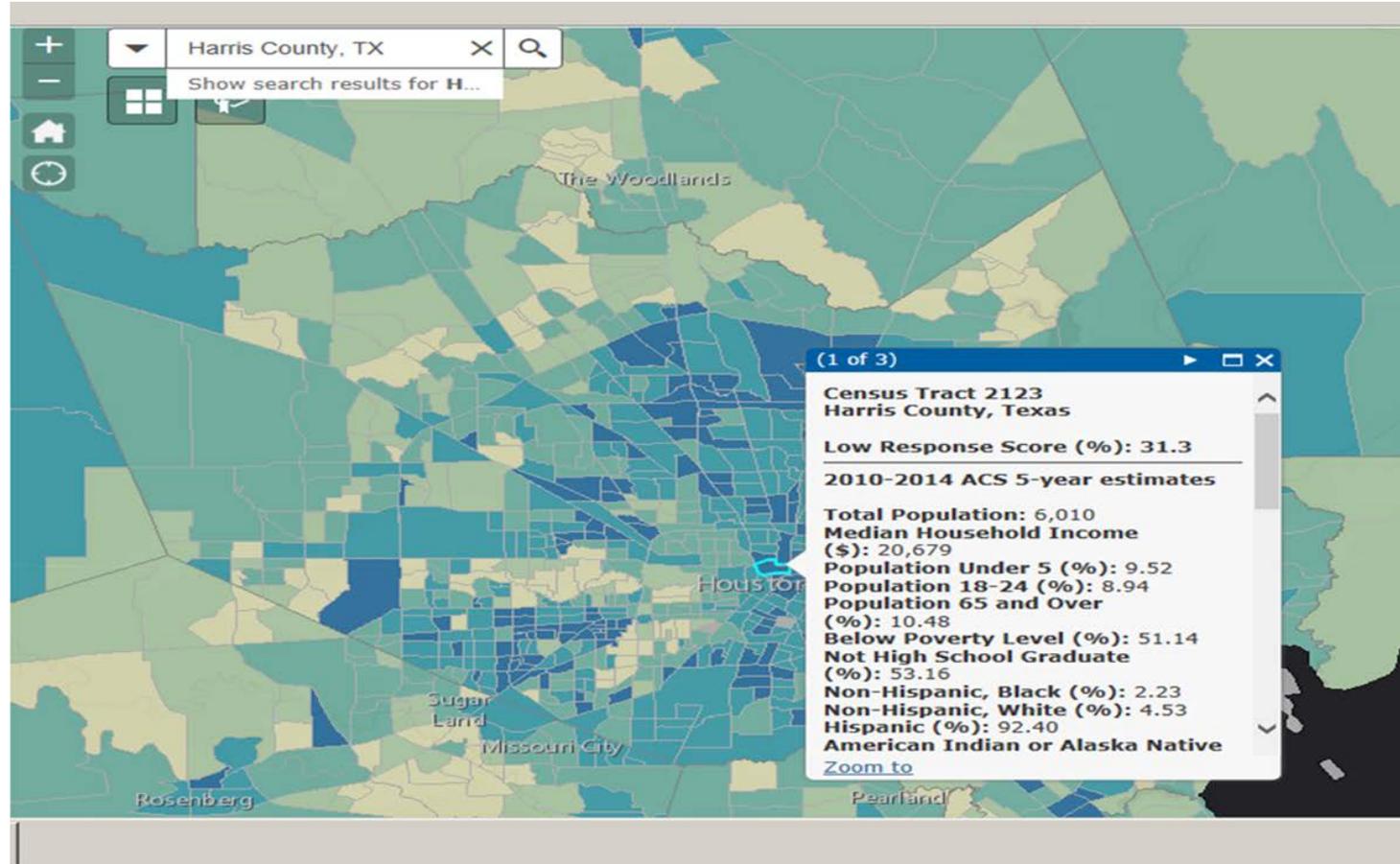
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HTC variables described in ROAM

- 0-5
- Below poverty
- Foreign born
- Don't speak English well
- 18-24
- Renters
- No Internet access

Response Outreach Area Mapper (ROAM)



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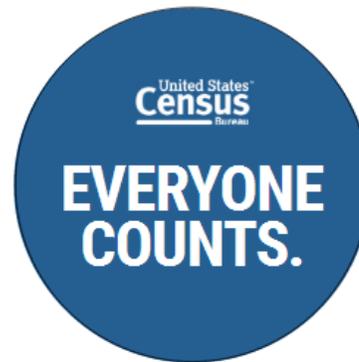
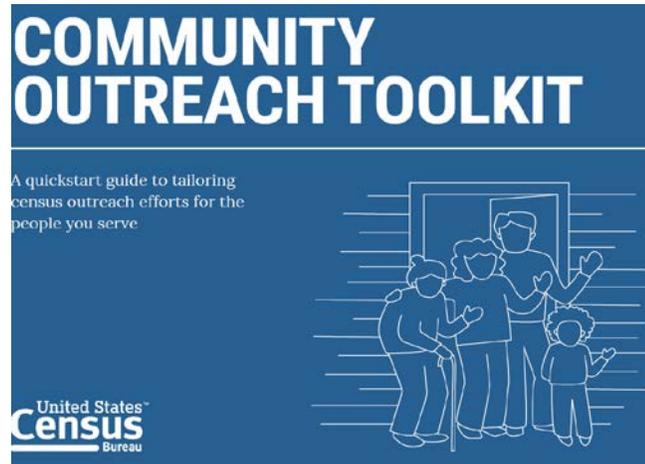
What can you and your municipality do?

- Post Census materials on bulletin boards.
- Remind followers on social media to self-respond.
- Connect with local Census partnership team and introduce them to groups like ESL groups that reach hard-to-count populations.
- Encourage the public to take advantage of technology at public libraries and community centers to respond.
- Engage public facing departments (parks, libraries, utilities, etc...) in finding creative ways to talk about the Census.
- Invite Census staff to existing events.
- Any other ideas?

Tools From census.gov



<https://www.census.gov/programs-surveys/sis.html>



<https://www.census.gov/partners/toolkit.pdf>

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 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.

It's in the Constitution.
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

It means \$675 billion.
Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.

It's about redistricting.
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

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

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Thank you!

Please don't hesitate to reach out if you have questions!

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