



The 2020 Census

Ensuring a complete count of everyone in our community



The 2020 Census:

*Why it matters,
why vulnerable communities are at risk of being undercounted,
and what you can do to help*

March 1, 2020

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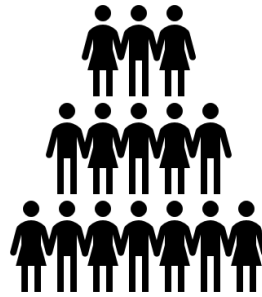
The results of the 2020 Census will impact our community and our lives for the next 10 years.

FUNDING

Billions of federal dollars are allocated to local areas every year based on census population data

REPRESENTATION

The **Constitution** requires a count of everyone living in the U.S. every 10 years to determine how many seats each state will have in the House of Representatives.



REDISTRICTING

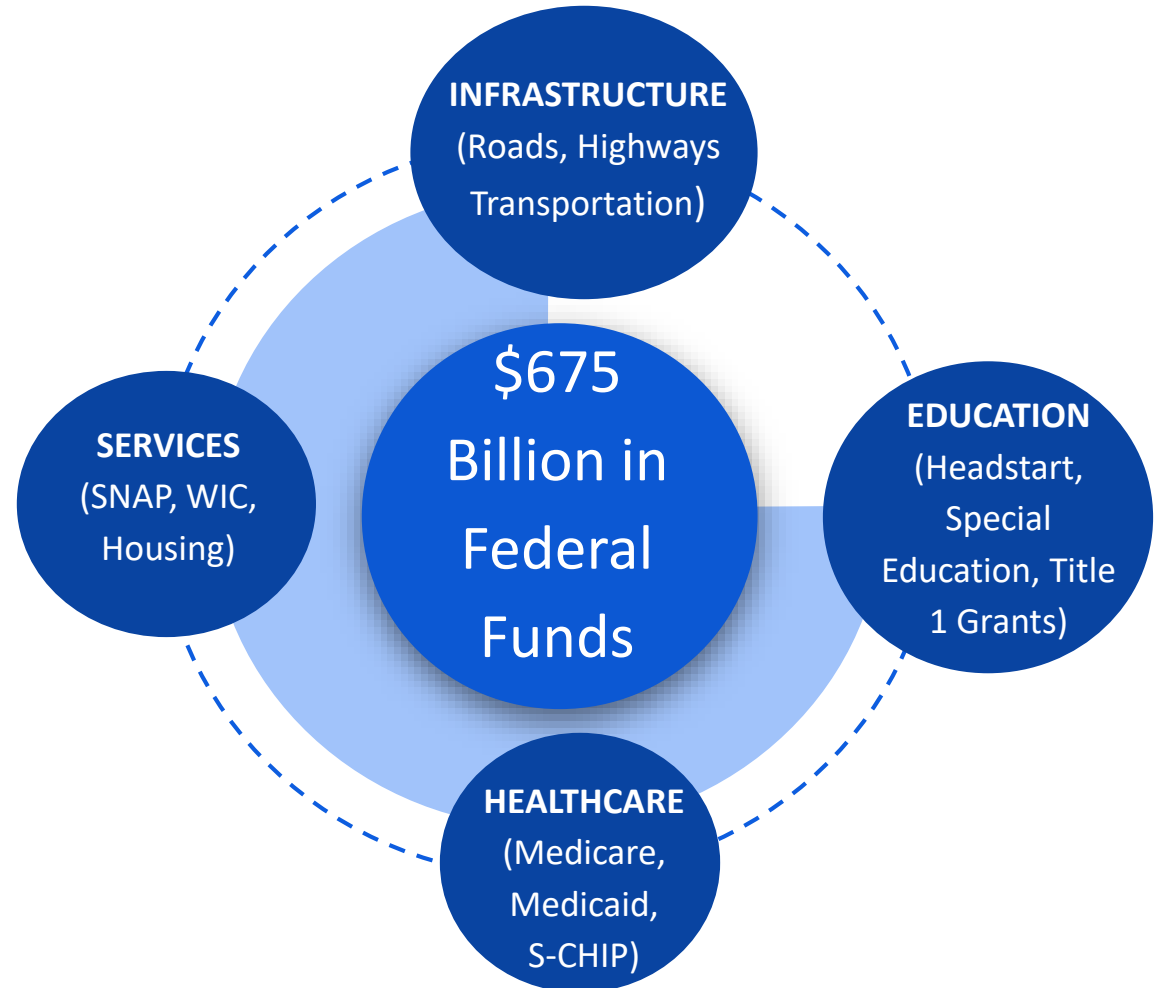
Census data provides the foundation for determining **congressional and local boundaries**

PLANNING for the FUTURE

Informs **decision making** at the local, state and federal level – helps communities plan for the future

Census & Re\$ources

Population data guides the distribution of federal funding to local communities



Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

VIRGINIA

Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

Total Program Obligations: **\$17,766,199,831**

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		\$16,659,672,817			
Medical Assistance Program (Medicaid)	HHS	\$4,553,022,000	Community Facilities Loans/Grants	USDA	\$82,273,588
Federal Direct Student Loans	ED	\$2,867,549,078	Supporting Effective Instruction State Grants	ED	\$50,134,748
Supplemental Nutrition Assistance Program	USDA	\$1,169,412,644	Crime Victim Assistance	DOJ	\$56,993,066
Medicare Suppl. Medical Insurance (Part B)	HHS	\$1,733,105,552	CDBG Entitlement Grants	HUD	\$34,034,616
Highway Planning and Construction	DOT	\$1,024,381,647	Public Housing Capital Fund	HUD	\$35,204,000
Federal Pell Grant Program	ED	\$628,100,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$41,979,903
Section 8 Housing Choice Vouchers	HUD	\$402,768,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$50,954,000
Temporary Assistance for Needy Families	HHS	\$158,285,172	Social Services Block Grant	HHS	\$41,142,148
Very Low to Moderate Income Housing Loans	USDA	\$587,360,809	Rural Rental Assistance Payments	USDA	\$32,692,454
Title I Grants to LEAs	ED	\$251,414,442	Business and Industry Loans	USDA	\$46,492,000
State Children's Health Insurance Program	HHS	\$265,185,000	Career and Technical Education - Basic Grants to States	ED	\$23,974,781
National School Lunch Program	USDA	\$241,811,000	Homeland Security Grant Program	DHS	\$7,445,500
Special Education Grants	ED	\$290,899,808	WIOA Dislocated Worker Grants	DOL	\$17,647,332
Section 8 Housing Assistance Payments Program	HUD	\$228,720,630	HOME	HUD	\$20,013,587
Federal Transit Formula Grants	DOT	\$156,964,000	State CDBG	HUD	\$16,811,481
Head Start	HHS	\$182,745,243	WIOA Youth Activities	DOL	\$15,728,252
WIC	USDA	\$113,209,000	WIOA Adult Activities	DOL	\$13,198,828
Title IV-E Foster Care	HHS	\$59,163,394	Employment Service/Wagner-Peyser	DOL	\$16,963,579
Health Care Centers	HHS	\$81,261,095	Community Services Block Grant	HHS	\$11,384,801

Virginia
received over
\$17.7 billion
dollars
in FY 2016!

Source: Counting for Dollars Report,
George Washington University, 2019

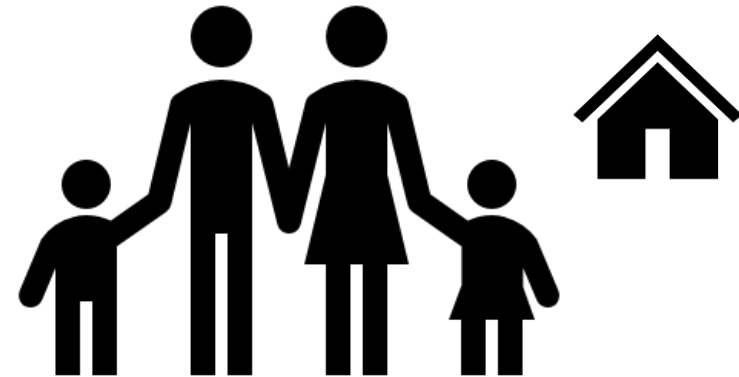
What programs are impacted by census data?

Federal programs that use decennial population data to allocate funding

- Medicaid/Medicare
- WIC
- SNAP
- TANF
- S-CHIP
- Head Start
- National School Lunch/Breakfast Program
- Title 1 Grants for Schools
- Section 8 Housing
- Social Services Block Grant
- Healthcare Centers
- Highway Planning & Construction

Undercount: What if someone is missed?

- Persons residing in a geographic area and **not counted** in the 2020 Census are missed for the entire decade
- Each person missed represents up to \$2,000 per year – or **\$20,000 over 10 years** – in federal funding that is lost for our state, counties and local communities*
- Our goal is to count everyone!

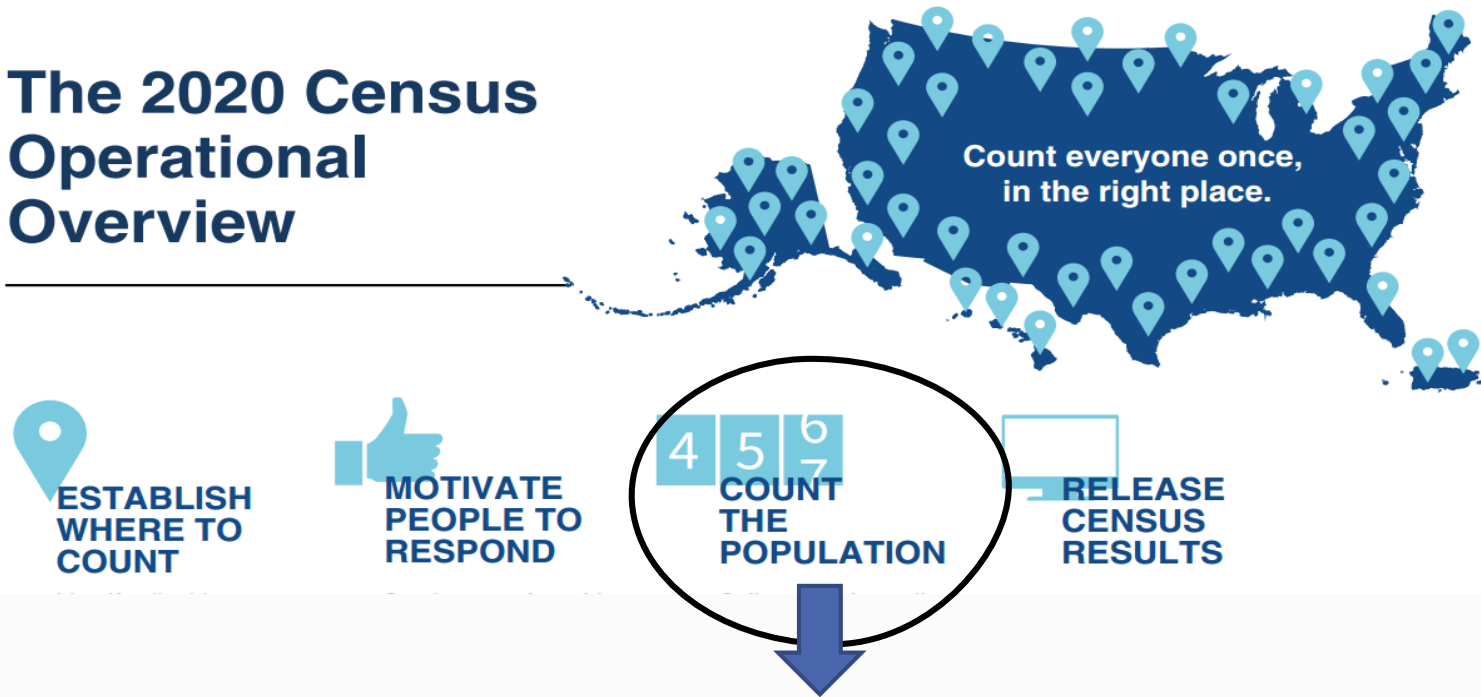


** Source: Virginia Complete Count Commission*

Census Overview: Our plan for 2020

GOAL: To count everyone once, only once and in the right place.

The 2020 Census Operational Overview



Starting on March 12!

Key Dates for the 2020 Census

Launch of
national
advertising
campaign

January
2020



CENSUS
DAY!
April 1,
2020

Census
Takers
conduct
non-
response
follow up
May-July
31, 2020



Redistricting
counts are
delivered to
states
April 2021



2020 CENSUS
website is LIVE!
AND
Letters mailed to
all households
March 12-20, 2020



Reminders
sent and self
response
continues
April 8 – July
31, 2020



Census Bureau
delivers
apportionment
counts
to the President
December 31,
2020

Responding to the Census

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
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The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham
Director

Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].

Sample 2020 Census Letter (March)

2020 Census

This is the official questionnaire for this address.
It is quick and easy to respond, and your answers are protected by law.

Start here on go online at [url removed] to complete your 2020 Census questionnaire.

Before you answer Question 1, carefully review the instructions and questions.

1. How many people were living or staying at this house, apartment, or mobile home on April 1, 2020? (Do not include people who were born on April 1, 2020.)

2. Were there any additional people staying here on April 1, 2020 who were not counted in Question 1?

3. Is this house, apartment, or mobile home -- (Check if ONE box)

4. What is your telephone number?

Sample 2020 Census Questionnaire (April)

What questions will be on the 2020 Census?

- **HOW MANY** people are living or staying at the home on April 1, 2020?
- Is the home is **OWNED OR RENTED**?
- **NAME** of each person living in the household

The image shows a sample of the 2020 Census questionnaire. At the top, it says '2020 Census' and 'This is the official questionnaire for this address. It is quick and easy to respond, and your answers are protected by law.' Below this, there are instructions for how to fill out the form. The first question is '1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?' with a space for the number of people. The second question is '2. Were there any additional people staying here on April 1, 2020 who are not listed in Question 1?' with a 'Yes' or 'No' response. The third question is '3. Is this house, apartment, or mobile home -- (Mark if OWNED or RENTED) --' with a 'Yes' or 'No' response. The fourth question is '4. What is your telephone number?' with a space for the number. The form is marked with a large diagonal watermark that says 'PROTODONAL COPY'.

- **GENDER** of each person in the household
- **AGE** of each person in the household
- **RACE/ETHNICITY** of each person in the household
- **RELATIONSHIP** of each person in the household

The 2020 Census will NOT ask:

- Social Security Number
- Income or financial information
- Citizenship Status

NOTE:

Sample questionnaire available at www.2020census.gov



The image shows a sample 2020 Census questionnaire form. At the top, it says "2020 Census" and "This is the official questionnaire for this address. It is quick and easy to respond, and your answers are protected by law." Below this, there is a section titled "Start here on" with instructions for online, mail, or in-person completion. The form includes several numbered questions. Question 1 asks for the number of people living or staying in the house, apartment, or mobile home on April 1, 2020. Question 2 asks if there are any additional people staying back on April 1, 2020, with checkboxes for various reasons like vacation, business, or family. Question 3 asks if the house, apartment, or mobile home is a duplex or other type of unit. Question 4 asks for the telephone number. The form also includes a "Do not include" section with checkboxes for people in institutions, military, or other places. A large "INTERNATIONAL COPY" watermark is visible across the center of the form.

Confidentiality & Public Trust

**Federal law protects census responses,
which can only be used
for statistical purposes**

(U.S. Code Title 13, Section 9)

How can people respond to the census?



Online* (2020Census.gov)

Safe, secure and can be accessed anytime from virtually anywhere via computer, tablet, or mobile phone (March 2020)



Phone*

Toll-free numbers with language support for those who need it (March 2020)



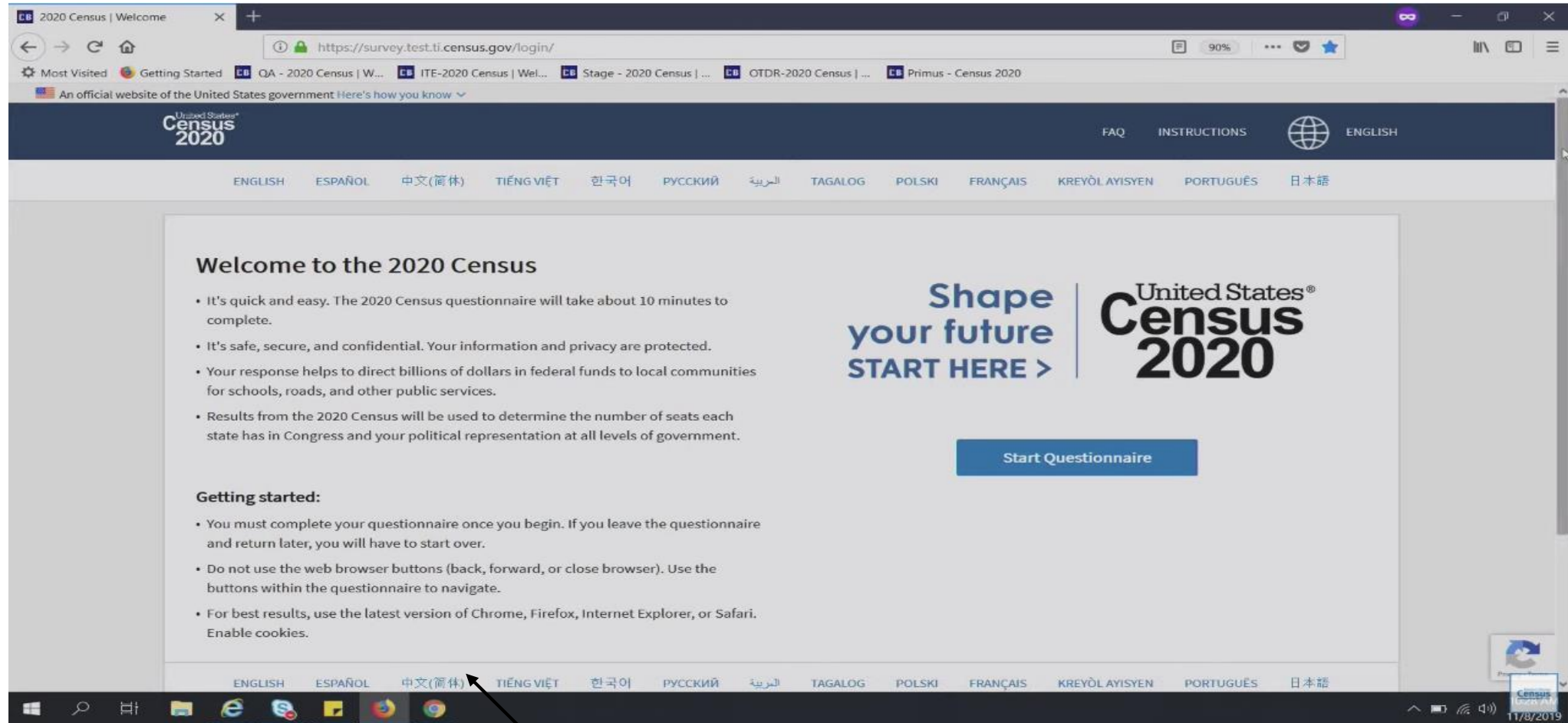
Mail

Paper forms will be sent to those who do not respond (April 2020)

***NOTE:**

Census forms can be submitted with or without Census-assigned ID number AND language support is available in 12 non-English languages

Responding to the 2020 Census Online



Click here to complete form in one of 12 Non-English languages

2020 Census Telephone Support

March 1 – English & Spanish phone lines available for automated info

March 9 – All lines open with live customer service representative

LANGUAGE LINE	TOLL-FREE NUMBER		
English	844-330-2020	Polish	844-479-2020
Spanish	844-468-2020	French	844-494-2020
Chinese (Mandarin)	844-391-2020	Haitian Creole	844-477-2020
Chinese (Cantonese)	844-398-2020	Portuguese	844-474-2020
Vietnamese	844-461-2020	Japanese	844-460-2020
Korean	844-392-2020	English (Puerto Rico residents)	844-418-2020
Russian	844-417-2020	Spanish (Puerto Rico residents)	844-426-2020
Arabic	844-416-2020	Telephone Display Device (TDD)	844-467-2020
Tagalog	844-478-2020		

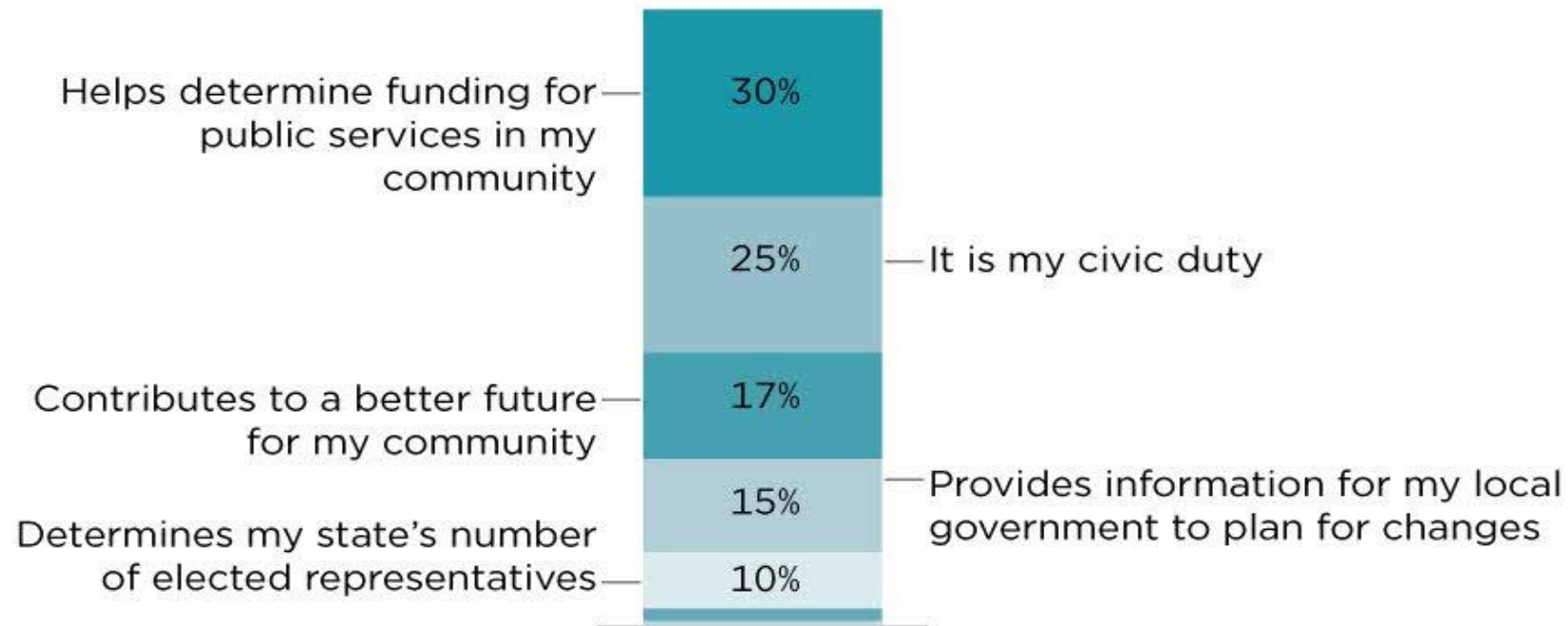


Motivations for Completing the Census

2020 Census Barriers, Attitudes, and Motivators Survey (2019)

Figure 1.

What is the one most important reason to fill out the census?



Source: U.S. Census Bureau, 2020 Census Barriers, Attitudes and Motivators Survey Public Use Microdata Sample data set.

Census Response Rates for Charlottesville

Actual Decennial Self-Response Rates Charlottesville, VA		
2000 Census 71% (Mail)	2010 Census 72% (Mail)	2020 Census TBD (Online, Phone, & Mail)

28% of population did not
respond initially to the census!

Census Response Rates for Albemarle County

Actual Decennial Self-Response Rates Albemarle County, VA		
2000 Census 75% (Mail)	2010 Census 77% (Mail)	2020 Census TBD (Online, Phone, & Mail)

23% of population did not
respond initially to the census!

Common Concerns about the Census

2020 Census Barriers, Attitudes, and Motivators Survey (2019)

- Confidentiality

About 1 in 4 respondents were concerned about confidentiality of answers to the 2020 Census - racial and ethnic minorities were significantly more concerned than whites

- Fear

Nearly 1 in 4 respondents feared that their answers to the 2020 Census will be used against them

- Distrust

Over half of survey respondents did not trust federal or state government

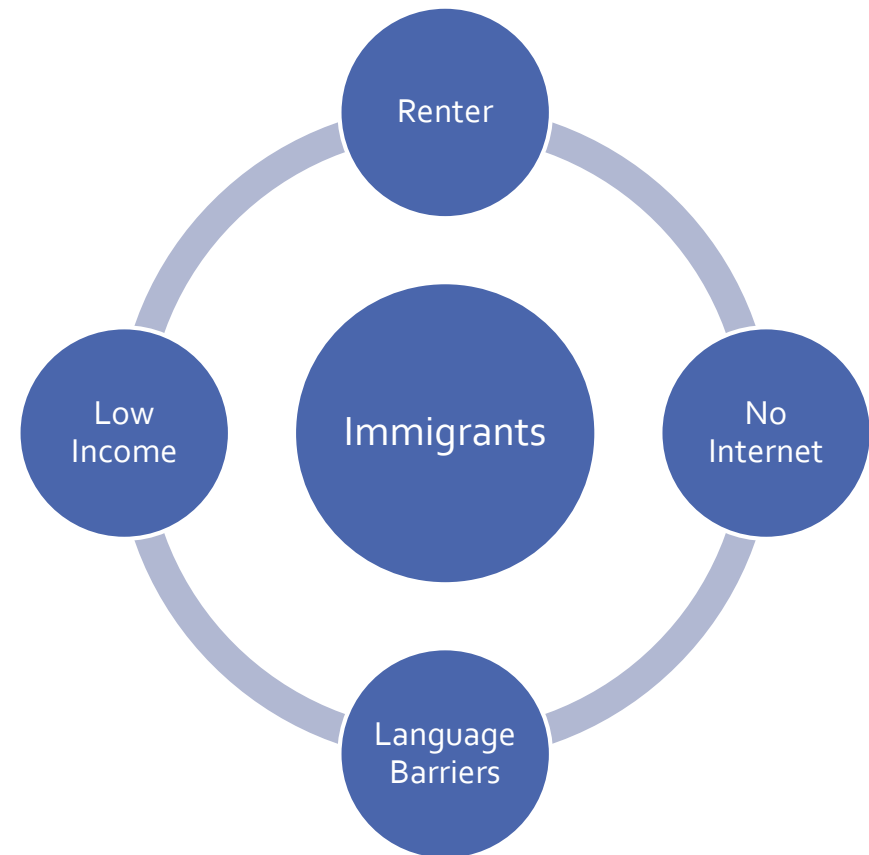
Who is at risk of being undercounted?

Groups that are less likely to respond or harder to reach

- Renters
- People who live in rural or isolated areas
- Low income and lower education levels
- Immigrants or non-English speakers
- Young children (0-5)

AND for 2020:

- Seniors
- Households without computing device and/or internet access



Groups That Have Historically Been Undercounted

- In 2010, the Census undercounted 2.1% of the black population, not statistically different from a 1.8% in 2000.
- In 2010, 1.5% of the Hispanic population was undercounted compared to 0.7% in 2000 and 5.2% in 1990.
- In 2010, 4.9% of American Indians living on reservations were undercounted.
- In 2010, there was an estimated net undercount of 4.6% for young children (0-4), which translates to about 1 million young children with an estimated 400,000 children of Hispanic origin.

National Strategies for Encouraging Response

Immigrants & Refugees

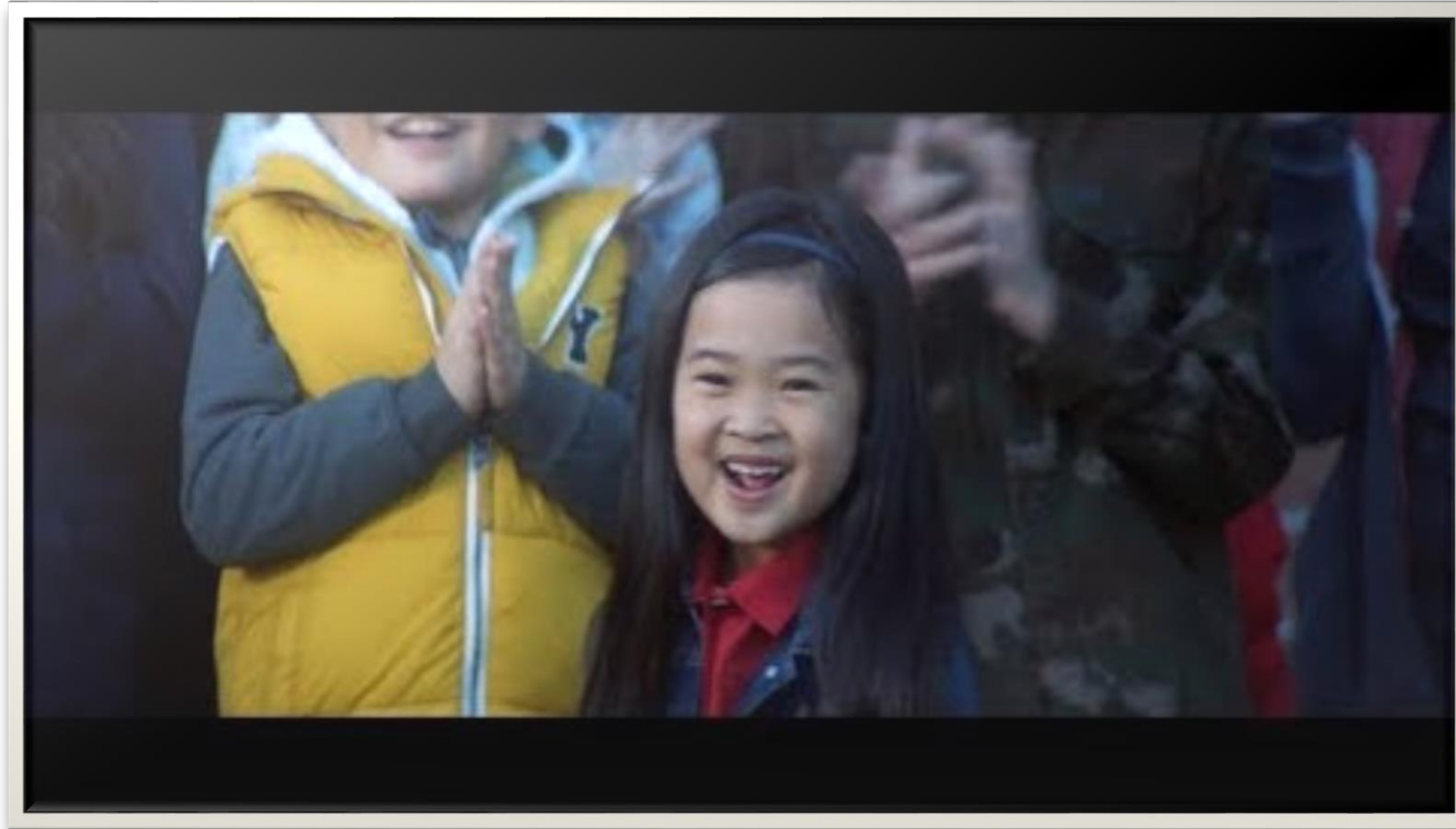
- Outreach developed locally through complete count committees
- Messaging focused on confidentiality and community benefits
- Partnering with community leaders as trusted voices
- Targeted advertising and outreach materials in multiple languages
- Hiring census workers who are bilingual
- Mobile Questionnaire Assistance (census takers in community locations)
- Multiple response options & language assistance

Local Strategies for Encouraging Response

Immigrants & Refugees

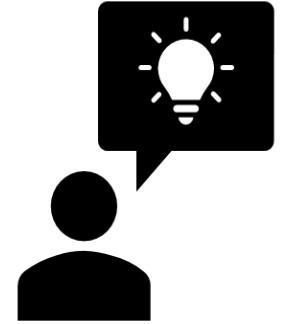
- Printing census language guides and making them available at local libraries
- Presenting census information to groups in conjunction with community partners (Sin Barreras, IRC, Literacy Council)
- Identifying peer leaders who can share census information with their community
- Distributing posters and information to local businesses, churches and nonprofits
- Planning awareness events at locations where community members gather (parks, community centers)
- Hosting census response stations with bilingual staff and volunteers

2020 Census Advertising Campaign



[2020 Census Video – Everyone Counts :30]

Take Action: Be Informed



- Learn about the census and sign up to receive updates and info at 2020census.gov and through the VA census commission at census.virginia.gov
- Participate in Virginia Stakeholder Engagement Calls - 203-955-0182 (Passcode: 27-26-61-50)
 - Interfaith Engagement: Tuesday, March 3 at 10 am
 - African American Engagement: Thursday, March 5 at 2:30 pm
- Text the word "PLEDGE" or "CENSO" (Español) to 434-201-4884 to receive a digital pledge card that can be shared on social media (*standard text messaging data rates may apply*)
- Visit census.gov/roam to check low response rates for your neighborhood (by census tract)
- Fight misinformation by reporting rumors or inaccurate information to rumors@census.gov or flagging it online through Facebook, Twitter and other channels

Take Action: Spread the Word



- Be a Census Ambassador!
- Talk to friends, colleagues, neighbors about the importance of the census
- Share census messages on social media (Facebook, Nextdoor, etc.)
- Post fliers, handouts, posters at local businesses, community centers, etc.
- Contact your elected officials to let them know you think the census is important and encourage their support for complete count efforts
- Speak about the census at service clubs, community meetings

Pledge to Complete the 2020 Census and share your support!



Visit 2020census.gov – click on green "Take the Pledge" button on top right

Take Action: Get Involved



- Apply NOW for a census job at 2020census.gov/jobs!
- Start a local Complete Count Committee or attend a meeting of a regional or county CCC
- Plan an awareness event around April 1 to focus attention on Census Day
- Host a census information table at a church, school, or community event
- Encourage your business or organization to be an official 2020 Census Partner
- Ask your school, daycare or afterschool program to participate in the statewide art contest
- Sign up here today to become a 2020 Census volunteer!

Take Action: Encourage Support



- SCHOOLS – Reach out to teachers, principals and school districts to let them know about free activities & lesson plans through Statistics in Schools at census.gov/schools
- FAITH GROUPS - Encourage your pastor, rabbi or faith leader to participate in Census Worship Weekend (March 27-29) and to share messages with their congregation
- NEIGHBORHOODS - Talk to your neighborhood association or HOA about how to encourage residents to respond to the census
- CIVIC ORGANIZATIONS – Ask your chapter to put the 2020 Census on the agenda at its next meeting to share information and resources with members

Outreach Materials

at 2020Census.gov

- **Over 100 educational items**
- **Tailored to specific audiences**
- **Available in multiple languages**
- **Includes social media resources**
- **Website updated regularly**
- **Download, print and distribute!**

Nada que temer, mucho que ganar.


Cuando participas en el censo, tus respuestas ayudan a proteger y
nada puede compartir tu información personal con ninguna entidad
del gobierno, incluyendo al ICE, ni a la CIA ni la policía. Cada 10 años, los
datos del censo ayudan a determinar cómo se desarrollan las familias
hispanas en nuestras comunidades para que se beneficien con:


- Más programas educativos
- Programas de atención médica.
- Ocasión de votar
- Centros comunitarios para adultos mayores
- Centros recreativos

El censo es nuestra oportunidad de contribuir para que haya un mejor
futuro en nuestra comunidad.

Para más información visita
2020census.gov/es

Datos formos
 de tu futuro
 comienza aquí >





On campus or off, it's easy to shape your future.

Every 12 years, the United States awards everyone living in the country (including college students) like you. Your response to the 2020 Census will help make sure communities across the nation are accurately funded and represented for the next decade.

Responding is easy

- ✦ If you live in off-campus housing that is not owned, leased, or managed by your

2020 Census FAQ

What is the census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. In early 2030, you will be asked to count everyone who lives in your home as of April 1. Responding to the 2020 Census is a chance to shape your future.

What's in it for me?



Your responses inform where over \$600 billion is distributed each year to communities, nationwide that includes schools, health, and more.



Census data gives community leaders vital information to make decisions about building, managing, repairing, and planning for the future.



Representatives also fulfill a role today because it's mandated by the U.S. Constitution. The United States has counted its population every 10 years since 1790.



Your responses are used to redraw legislative districts and determine the number of seats your state has in the U.S. House of Representatives.

Is my information safe?

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 government agency or court in any way. We'll keep your data safe, not just for the IRS, but for you.

When can I respond to the census?

In early 2020, every household in America will receive a notice to complete a census online, by phone, or, if mail. In the U.S., Congress Bureau will begin following up in person with households that have yet to respond.

Share your story
START HERE >

2020
Census


[illegible]

Apply for a 2020 Census Job!

We are hiring locally for hundreds of temporary positions

- Competitive pay
- Flexible hours
- Paid training
- Weekly pay
- Great way to earn extra income while helping your community!

APPLY ONLINE! www.2020census.gov/jobs



**WE CAN
BE CENSUS TAKERS**

APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call
1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY/ASCII
www.gsa.gov/fedrelay

The U.S. Census Bureau is an Equal Opportunity Employer.

**United States
Census
2020**

D-3282

2020 Census: Key Messages to Share

- The census is easy, safe and important.
- Respond online if possible or by phone or on paper.
- All census responses are confidential and protected by federal law.
- Census Day is April 1, 2020.
- Count everyone in your house, apartment or residence together on one form.
- Your response will impact funding for schools, transportation, healthcare, housing and social services.

For more information or to get involved:

Kathy O'Connell

Partnership Specialist

kathleen.oconnell@2020census.gov

(434) 466-7893

UPDATES & INFO: 2020census.gov

JOBS: 2020census.gov/jobs

MAPS: census.gov/ROAM





Questions?

- In filling out a census form, is applicant required to give a SSN?
- Are materials in other languages available for us to use to explain the census?
- Will there be additional public outreach to dispel concerns about the census?

Ideas?

- How can we as a community encourage people to respond?
- What messaging and strategies will be most effective?