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

Kathy O’Connell
Partnership Specialist
Philadelphia Region
U.S. Census Bureau
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

- **$675 Billion in Federal Funds**
  - **INFRASTRUCTURE** (Roads, Highways, Transportation)
  - **HEALTHCARE** (Medicare, Medicaid, S-CHIP)
  - **SERVICES** (SNAP, WIC, Housing)
  - **EDUCATION** (Headstart, Special Education, Title 1 Grants)
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!
Launch of national advertising campaign
January 2020

CENSUS DAY!
April 1, 2020

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

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

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

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

Redistricting counts are delivered to states
April 2021

AND
Letters mailed to all households
March 12-20, 2020

April 1, 2020

May-July 31, 2020

April 8 – July 31, 2020

December 31, 2020

April 2021
Responding to the Census

Sample 2020 Census Letter (March)

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
- 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
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

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.

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

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

- Helps determine funding for public services in my community: 30%
- It is my civic duty: 25%
- Contributes to a better future for my community: 17%
- Provides information for my local government to plan for changes: 15%
- Determines my state’s number of elected representatives: 10%

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

<table>
<thead>
<tr>
<th>Actual Decennial Self-Response Rates</th>
<th>Charlottesville, VA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Census</td>
<td></td>
</tr>
<tr>
<td>71%</td>
<td>(Mail)</td>
</tr>
<tr>
<td>2010 Census</td>
<td></td>
</tr>
<tr>
<td>72%</td>
<td>(Mail)</td>
</tr>
<tr>
<td>2020 Census</td>
<td></td>
</tr>
<tr>
<td>TBD</td>
<td>(Online, Phone, &amp; Mail)</td>
</tr>
</tbody>
</table>

28% of population did not respond initially to the census!
## Census Response Rates for Albemarle County

<table>
<thead>
<tr>
<th>Year</th>
<th>Census Type</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Mail</td>
<td>75%</td>
</tr>
<tr>
<td>2010</td>
<td>Mail</td>
<td>77%</td>
</tr>
<tr>
<td>2020</td>
<td>Online, Phone, &amp; Mail</td>
<td>TBD</td>
</tr>
</tbody>
</table>

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!
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](http://www.2020census.gov/jobs)
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?