Shape Your Future, START HERE: 2020 Census

Anna Owens
Deputy Chief
National Partnership Program, U.S. Census Bureau

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What is the 2020 Census?
Why is the 2020 Census important?

- Congressional representation, legislative boundaries
- Investments, jobs, services
- Public funding decisions
- Community services
Funding

Census data determines how federal funding is allocated to the NHPI communities for:

- Emergency Assistance
- Health Clinics
- Head Start
- Housing Assistance
- Public Transportation & Roads
- Schools & Scholarships
- School Meal Program
- Special Education
- Supplemental Nutritional Assistance Program (SNAP)
How we conduct the census

Count everyone once, only once, and in the right place.
2020 Census responses are confidential

• Responses to the 2020 Census are confidential and cannot be shared with or used by any other law enforcement agency—including ICE or local police

• Census Bureau employees take a lifetime oath to protect the personal information of every respondent

• Any Census Bureau employee that violates this law is subject to a penalty of up to $250,000 and/or up to 5 years in prison
Is My 2020 Census Data safe?
Responding is easier than ever

Self-response is easier than ever:

online, by phone, or by mail.

- You will be able to respond anytime, anywhere, and from any device.
- You will be able to respond in English or in one of the 12 select languages.
# What to Expect

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

What type of jobs are available?

- We need hundreds of thousands of Census Takers (also called enumerators). People are needed in every city, county, and neighborhood throughout the country to serve as Census Takers.
- We need thousands to serve as Census Field Supervisors. People in these positions supervise Census Takers. These jobs are also available throughout the country.
- Office clerical and office supervisory positions are available in locations where we have offices.
Integrated Partnerships and Communications

Engage and motivate people to self-respond, preferably via the internet

Raise and keep awareness high throughout the entire 2020 Census to encourage response
Integrated Partnership Team

- National Partnership Program
- Community Partnership and Engagement Program
- Census Open Innovation Labs
- Public Information Office
- Office of Congressional and Intergovernmental Affairs
- Statistics In Schools

With Team Young and Rubicam Support
National Partnership Program

Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau’s mission to accurately measure the nation’s population and economy.
National Partnership Program: Program Overview

• The National Partnership Program (NPP) enlists and engages national-level organizations and trusted voices to support the 2020 Census and encourage their audiences - especially the hard-to-count communities - to respond to the 2020 Census.

• The NPP is one part of the 2020 Census partnership program that also includes, and is integrated with, the Community Partnership and Engagement Program (CPEP), and other external stakeholder engagement, like COIL.

• Staff from across the bureau with subject-matter expertise are often involved in managing national partner relationships. This includes the Office of Congressional and Intergovernmental Affairs, the Economic Programs Directorate, the Center for New Media and Promotions and the Decennial Programs Directorate.
National Partnership Program: Key Milestones to 2020

• Enlist a diverse cross-section of national organizations to help the Census Bureau communicate to one or more hard-to-count populations, encouraging respondents to complete the 2020 Census questionnaire.

• Attend, present and exhibit at major conferences as part of our early communications campaign to raise awareness of the 2020 Census.

• Encourage national organizations to activate their communications channels during the first four months of 2020 to coincide with the awareness, motivation, and cooperation phases of the communications campaign.
Portfolios

African American
Hispanic/Latino
Asian American
Native Hawaiian and Pacific Islander
American Indian and Alaska Native
Middle Eastern/North African/MENA
Lesbian, Gay, Bisexual, Transgender and Queer
Academic/Libraries
Children
Persons Experiencing Homelessness/
Renters/Highly Mobile
Persons with Disabilities

Corporate/Business
Technology
Health Care
Nonprofit - Not Faith-Based
Included in portfolio – Labor Unions;
Charitable/Social Services; Senior Citizens

Faith Communities/Faith-Based
Consulates/Embassies
Federal Agencies
Rural
Veterans/Military
Good Government
National Partnership Program: Supporter Engagement

• Encourage national organizations to become 2020 Census partners and activate their local networks.

• Collaborate to identify specific commitments, such as:
  o Promoting the 2020 Census in speeches, presentations, and at events
  o Sharing 2020 Census information with your network and employees
  o Leveraging email lists and social media accounts to raise awareness of the 2020 Census and encourage response
Next Steps
Visit 2020Census.gov
Wonderama Teaches Kids about the 2020 Census

Census Bureau partner Wonderama TV and Jazz at Lincoln Center teamed up this summer for the Summer Jam Spectacular as “Count Me In 2020” kicked off at Hofstra University in New York. The kid-focused event included music, games, and prizes alongside reminders of the importance of being counted in the 2020 Census.

Census Bureau partnership specialist Sheila Beasley recently spoke with students at Urban Academy in Pittsburgh about the 2020 Census. Research shows that young children—in addition to people who are renters, non-English speakers, low-income, or who change residences frequently—are more likely to be missed.

Read More

Educating Kids about the 2020 Census

Incomes and Health Insurance Coverage, United States 2018

Get newly released data for more detailed household income rate, and number of households with health insurance.

Read More

Octobe: National Cyberse

Hiring of Thousands of 2020 Census Workers Ramps Up

Alaska’s Remote Areas the First Counted in Decennial Census

Census enumerators start knocking on doors in Alaska in January to count people where they live before the spring thaw and before residents leave their villages to fish and hunt. Take a tour of the first census counts in Alaska through the centuries.

Watch: Highlights from Arlington County’s CCC Kickoff

The hiring of hundreds of thousands of temporary workers for the 2020 Census—often described as the nation’s largest civilian mobilization—is now underway. The Census Bureau has already begun recruiting and hiring people to work on an important preliminary operation for the 2020 Census that begins in August: In-Field Address Canvassing.

View Materials

Kentucky is Off to the Races for the 2020 Census

Governor Matt Bevin

New 2020 Census Partner Materials Now Available

An array of 2020 Census resources like handouts, infographics and toolkits are now available to support your 2020 Census outreach. We know how important it is for you to have materials that help spread the word in your community.
Public Service Announcement (PSA) Toolkit

Toolkit includes:
• Guidelines
• Video
• Radio
• Scripts
Contact Information

National Partnership
Anna M. Owens
anna.m.owens@census.gov

Bina “Kawe” Mossman-Saafi, OCIA/NPP 301-763-3150
bina.k.saafi@census.gov
Melissa Bruce, OCIA/NPP 301-763-4036
melissa.k.bruce@census.gov

Local Partnership
Regional Census Centers
Contact Information

Atlanta 470-889-6800
Chicago 312-579-1605
Denver 972-510-1800
Los Angeles 213-314-6500
New York 212-882-2130
Philadelphia 267-780-2530
Thanks!
Questions?