U.S. Census Bureau

Largest statistical agency in the U.S.

Leading source of quality data about the nation’s people, places and economy conducting more than 130 Census Bureau Surveys and Programs

- **Demographic Programs**
  - Decennial Census
  - American Community Survey
  - Current Population Survey
  - American Housing Survey

- **Economic Programs**
  - Economic Census (Years ending in 2 & 7)
  - Census of Governments (Years ending in 2 & 7)
Survey Awareness

- Are you in a Census Bureau Survey?
  - [https://census.gov/programs-surveys/surveyhelp.html](https://census.gov/programs-surveys/surveyhelp.html)

- PES, Address Canvassing – 2020 Census In Field Operation

- Report Suspected Fraud to **1-800-923-8282**
The 2020 Census

Count everyone once, only once and in the right place.

- Increasingly diverse and growing population
  - 330 million people
  - Over 140 million housing units
- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Representation and Funding

The Census is Safe, Easy, & Important!
2020 Census – It Is Important

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of $675 billion dollars in federal funding
- Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, SCHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes

Provides population benchmarks for nearly every other United States survey
2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.

- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.

- Census Bureau employees are sworn to protect confidentiality for life.

- Violating Title 13 is a serious federal crime. Violators are subject to severe penalties, including a federal prison sentence of up to five years, a fine of up to $250,000, or both.
Responding to the 2020 Census

- Four ways to respond in 2020
  - Online
  - Phone
  - Paper
  - Personal Visit by Census Employee

- Name, age, DOB, race and origin, Hispanic origin, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

**We will never ask for:**
- Your social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.

Click HERE----> 2020 Census Questionnaire

2020CENSUS.GOV
Language Support

LANGUAGE SUPPORT ONLINE, BY PHONE, BY MAIL, AS WELL AS ADVERTISING

12 languages (in addition to English):
- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

99%

English plus these 12 languages cover 99% of all U.S. households.
# Overview of Non-English Language Support

<table>
<thead>
<tr>
<th>Internet Self-Response</th>
<th>Census Questionnaire Assistance</th>
<th>Language Guides (Video and Print)</th>
<th>Language Identification Card</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>12 Non-English Languages</strong>&lt;br&gt;Respondents will be able to toggle between the languages within the instrument.</td>
<td><strong>12 Non-English Languages</strong>&lt;br&gt;There is a separate phone number for each language. This information is included in the mailing materials.</td>
<td><strong>59 Non-English Languages</strong>&lt;br&gt;Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <em>Language listed below are in order of need (top to bottom, left to right).</em></td>
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<td>Chinese</td>
<td>Chinese (Mandarin and Cantonese)</td>
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<tr>
<th>Paper Questionnaire &amp; Mailing Materials</th>
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<tbody>
<tr>
<td><strong>Spanish</strong></td>
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</tbody>
</table>

**During Nonresponse Followup enumerators use:**
- A bilingual handheld instrument (English/Spanish)
- Bilingual materials (English/Spanish)
- Instructions to respond online or by phone in 12 non-English languages
- Language Identification Card
Every household will have the option of responding online, by phone, or by mail.

Every household that hasn’t already responded will receive reminders and a paper questionnaire.
The Census is Safe, Easy, & Important!

Two ways you can help today as a trusted voice in the community.

1) Sharing the message that the Census is Safe, Easy, & Important

2) Promoting our 2020 Census Jobs!

https://2020census.gov/jobs
2020 Census Jobs

Earn extra income while helping your community.

**Positions**
- Enumerators
- Recruiting Assistants
- Census Field Supervisors
- Office Operations Supervisor

Apply now at https://2020census.gov/jobs

There are a limited number of office manager positions remaining in our field offices. Interested applicants should apply through www.USAJobs.gov
## Field Operations

<table>
<thead>
<tr>
<th>Operation</th>
<th>Start</th>
<th>Finish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Quarters Advance Contact</td>
<td>2/3/2020</td>
<td>3/6/2020</td>
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<tr>
<td>Service Based Enumeration</td>
<td>3/30/2020</td>
<td>4/1/2020</td>
</tr>
<tr>
<td>Group Quarters Enumeration</td>
<td>4/1/2020</td>
<td>6/12/2020</td>
</tr>
<tr>
<td>Early Non Response Follow Up</td>
<td>4/9/2020</td>
<td>7/24/2020</td>
</tr>
<tr>
<td>Non Response Follow Up</td>
<td>5/13/2020</td>
<td>7/24/2020</td>
</tr>
</tbody>
</table>

### Decennial Milestones
2020 Census Partners Website

Language Guides

ISR Video
https://youtu.be/fXg1_1HHKzA

PSA Toolkit

Sample Intro Letter
Additional Updates

Mobile Questionnaire Assistance

Media Buys


Statistics in Schools Week

March 2 – March 6

ELL/Adult ESL

https://www.census.gov/programs-surveys/sis/2020census/2020-resources/ell-adult-esl.html

Worship Weekend

March 27-March 29
Statistics in Schools (SIS) is an education program fueled by the U.S. Census Bureau and created by teachers, for teachers.

67 new activities pre-K – 12, across all subject areas. Each includes a teacher, student, and parent component.

Large, colorful maps, storybooks, videos, and resources for English Language Learners included.

Ideas for Statistics in Schools Week

- Host a census pep rally with the school band.
- Engage the PTA for a census bake sale.
- Send census materials home, in student backpacks.
- Conduct a student lead school census.
Response Outreach Area Mapper (ROAM)

www.census.gov/roam

- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census tracts are harder to survey than lighter census tracts
Census Tract 1589  
Suffolk County, New York

**Low Response Score (%): 25.0**  
2013-2017 ACS 5-year estimates

**ACS Self-Response Rate:** 51.1  
**Total Population:** 7,603  
**Median Household Income ($):** 72,511  
**Median Age:** 35.7  
**Population Under 5 (%):** 4.81  
**Population 18-24 (%):** 6.21  
**Population 65 and Over (%):** 11.64  
**Persons Below Poverty Level (%):** 13.86  
**Children Under 18 Living in Poverty (%):** 26.37  
**Not High School Graduate (%):** 16.21  
**No Health Insurance Under 19 (%):** 1.89  
**No Health Insurance Age 19-64 (%):** 18.82  
**Non-Hispanic, Black (%):** 5.08  
**Non-Hispanic, White (%):** 55.64  
**Hispanic (%):** 32.78  
**American Indian or Alaska Native (%):** 0.72  
**Asian (%):** 3.25  
**Some Other Race (%):** 0.33  
**Foreign Born (%):** 17.11  
**No One in Household Age 14+ Speaks English "Very Well" (%)**: 7.44  
**Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%):** 9.88  
**Total Housing Units:** 3,366  
**Total Occupied Housing Units:** 3,147  

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Renter Occupied Housing Units (%): 52.75  
Married Couple Households with Child Under 18 (%): 45.68  
Family Occupied Housing Units with Related Children Under 6 (%): 23.32  
Population 1+ Who Moved From Another Residence Within the Last Year (%): 7.47  
Vacant Housing Units (%): 6.51  
Multi-Unit (10+) Housing (%): 18.18  
Households with No Computing Device (%): 11.95  
Households with Computer (%): 80.39  
Households with Only Smartphone (%): 5.15  
Households with No Internet Access (%): 16.17  
Households with Broadband Internet Access (%): 75.21  
Population with No Computing Device (%): 8.77  
Population with Broadband Internet and Computing Device (%): 84.28
2020 Census: Mail Contact Strategies Viewer

<table>
<thead>
<tr>
<th>Housing Unit Percent Total</th>
<th>Mail Contact Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>72.6%</td>
<td>Internet First, English</td>
</tr>
<tr>
<td>5.7%</td>
<td>Internet First, Bilingual</td>
</tr>
<tr>
<td>18.1%</td>
<td>Internet Choice, English</td>
</tr>
<tr>
<td>3.7%</td>
<td>Internet Choice, Bilingual</td>
</tr>
</tbody>
</table>

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.
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.
Data Dissemination Program

- Free Resource to YOU

- Opportunities to teach the public how to access our data
  - Data Presentations
  - Data Access Workshops and Training Sessions
  - Webinars
  - Data and Survey Inquiries

- All tools and data available at www.census.gov
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap

Subscribe and learn more: www.census.gov/academy
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youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
Contact Us

Partnership Program
Phone: (212) 882-2130
Email: new.york.rcc.partnership@2020census.gov
Website: https://www.census.gov/partners/2020.html

Census Jobs
Field & Office Job Opportunities
Website: www.2020census.gov/jobs
Office Managerial Job Opportunities
Website: www.usajobs.gov
Website: www.census.gov/about/regions/new-york/jobs.html

Data Dissemination Program
Email: census.askdata@census.gov
Phone: 1-844-ASK-DATA
Website: www.census.gov/data/training-workshops.html