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2020



The 2020 Census Briefing for Black/African American Media

Washington, D.C.

March 3, 2020

U.S. Census Bureau speakers



**Michael C. Cook,
Sr., Chief, Public
Information Office**



**Dale Kelly,
Chief of Field
Division**



**Kendall B. Johnson,
Executive Director,
2020 Census Integrated
Communications
Contract**

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Trusted voices and partners



**Austin Patrick,
Strategist, Team
Y&R**



**Melissa Bird
Executive Director,
District Census
2020**



**Camille Exum, Prince
George's County Complete
Count Committee**

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The decennial census is a massive, multi-billion dollar operation with significant implications for every community.

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2020 Census overview



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

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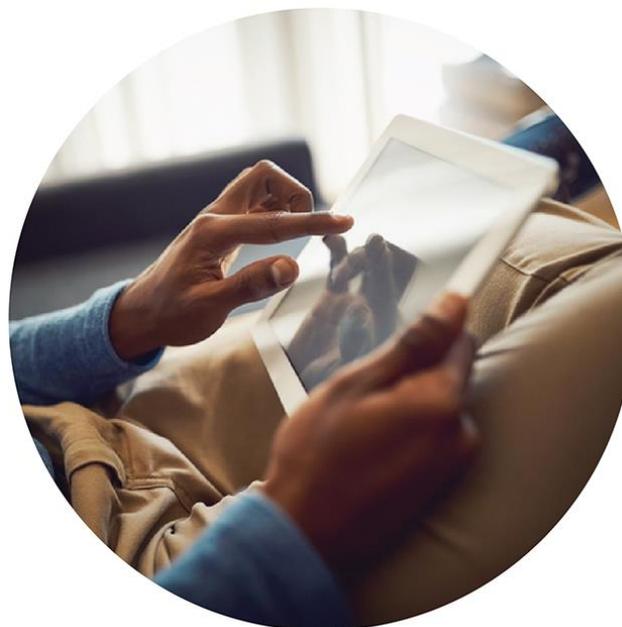
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The 2020 Census is ...

Safe



Easy



Important



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The 2020 Census is safe

- **Responses to the 2020 Census are confidential and cannot be shared with or used by any other law enforcement agency—including 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.**
- **Online responses are safe from hacking and other cyberthreats.**



The law is clear—no personal information can be shared.

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The 2020 Census is easy

- In mid-March, everyone will receive an invitation in the mail, or hand-delivered by a census employee to their household.
- You can respond online, by phone or by mail.
- A toll-free hotline will be available to assist those with questions or needing language assistance. Information is also available online at 2020census.gov.



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Why is the 2020 Census important?



**CONGRESSIONAL
REPRESENTATION,
LEGISLATIVE
BOUNDARIES**



**INVESTMENTS,
JOBS, SERVICES**

**PUBLIC
FUNDING
DECISIONS**



**COMMUNITY
SERVICES**



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Programs that use Census Bureau statistics to inform funding

- Medicare health insurance (Medicaid) for people with low income, including people with disabilities
- Supplemental Nutrition Assistance Program (SNAP) for low-income people, including disabled and low-income people over 65
- Medicare Part B insurance for all people over 65
- Highway planning and construction grants
- Pell Grants for college tuition
- Housing assistance
- Head Start and other education grants

Operational timeline



January 21 – April 30

Remote Alaska Enumeration

March 16 – April 17

Update Leave

March 12 – July 31

Internet Self-Response

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Operational timeline (continued)



April 2 – June 5

Group Quarters Enumeration

April 1

Census Day

May 13 – July 24

Nonresponse Follow-up

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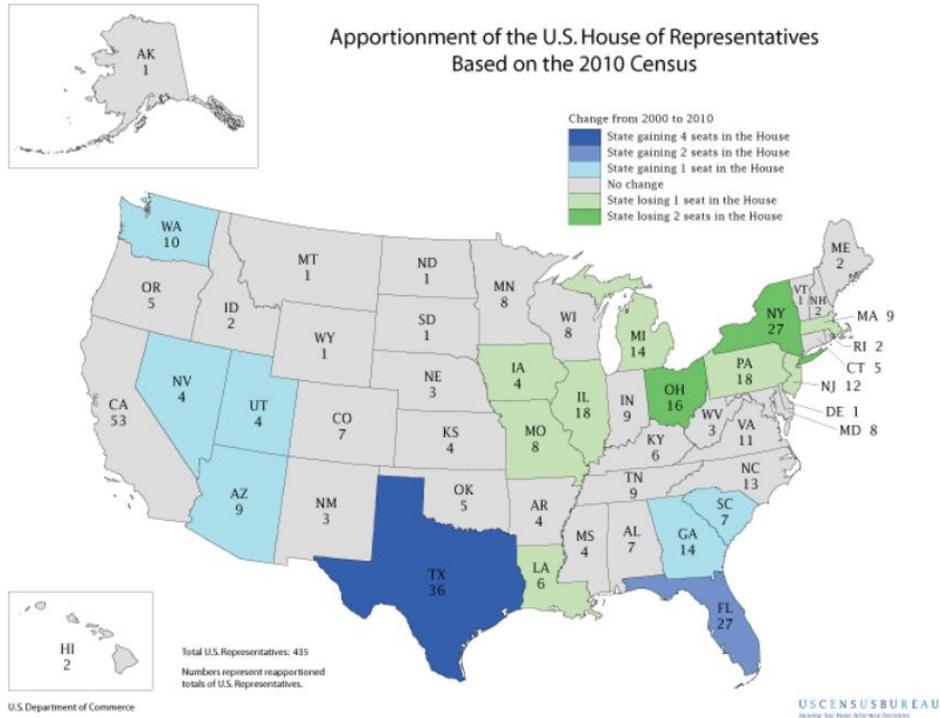
Operational timeline (continued)

December 31, 2020

Apportionment Counts delivered to the President

April 1, 2021

Redistricting data at block level delivered to states



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The 2020 Census: what to expect

Dale Kelly

Chief of Field Division

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How the 2020 Census will invite everyone to respond

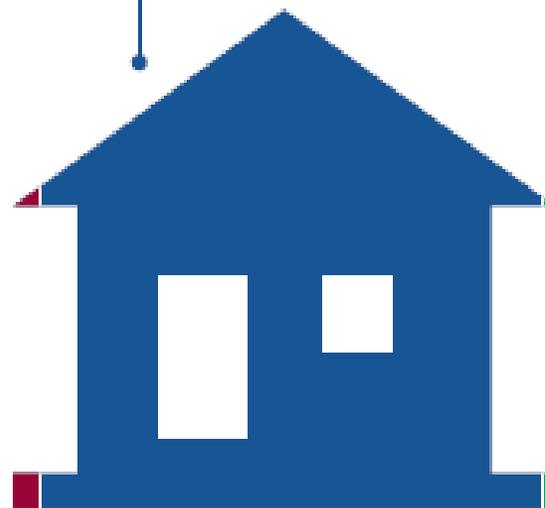
In mid-March, every household will receive an invitation to participate in the 2020 Census either in the mail, or from a census taker.

95% of households

will receive their census invitation in the mail.

Almost 5% of households →

will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households

will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

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What to expect in the mail

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]
--	---

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].

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.

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Census questionnaire

- How many people are living or staying in your home on April 1, 2020
- If there are any additional people staying in your home on April 1, 2020 that you did not already include
- Whether the home is owned or rented
- Your telephone number
- The name, sex, age, date of birth, race and Hispanic origin of each person in the household
- The relationship of each person in the household to one central person

<https://2020census.gov/content/dam/2020census/materials/partners/2019-08/2020-informational-questionnaire.pdf>

OMB No. 0607-1006: Approval Expires 11/30/2021

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

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FOR
OFFICIAL
USE ONLY

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *(Include home equity loans.)*
- Owned by you or someone in this household free and clear *(without a mortgage or loan)?*
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number
 - -

Form number removed

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2020 Census

Self-identification of race and Hispanic origin

- Follows most recent Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity
- In keeping with OMB standards, the planned race and Hispanic origin questions for the 2020 Census will follow a two-question format for capturing race and Hispanic origin

Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↴

What is this person's race?

Mark one or more boxes **AND** print origins.

- White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↴

- Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↴

- American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ↴

- | | | |
|---|-------------------------------------|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – <i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> ↴ | | <input type="checkbox"/> Other Pacific Islander – <i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> ↴ |

- Some other race – *Print race or origin.* ↴

[START HERE >](#)

2020 Census non-English language support

Internet Self-Response and Census Questionnaire Assistance

Spanish
Chinese
Vietnamese
Korean
Russian
Arabic
Tagalog
Polish
French
Haitian Creole
Portuguese
Japanese

Language Guides (Video and Print) Language Glossaries Language Identification Card

59 Non-English Languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

www.2020census.gov/languages

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Who should be counted in the census?

Everyone living in the United States.

- You!
- Children, including newborn babies born by April 1, 2020
- Everyone living under your roof.

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Specialized outreach approaches

Census taking for special populations:

- Military and federal employees living overseas and their dependents
- Group facilities (college dorms, military barracks, nursing homes, group homes, shelters, psychiatric facilities, correctional facilities)
- People experiencing homelessness, in shelters or outside.

How to Identify a Census Taker

Check their badge.

All U.S. Census Bureau employees will present an official ID badge.

It will include:

Their name,

Their photograph,

A Department of Commerce watermark

An expiration date.

What to look for:



Official
2020 Census
Bag



Census Bureau
Issued iPhone

The Census Bureau will never ask for your full Social Security number, bank account number or passwords.

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We're hiring!

- Recruiting more than 2 million individuals to work in their communities.
- Pay rates vary according to location.
- Schedules are flexible – work 10 hours/week or full time!
- Applicants stay in the pool for the entire census.



www.2020census.gov/jobs

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The 2020 Census communications campaign

Kendall B. Johnson

Executive Director,

2020 Census Integrated Communications Contract

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The Census Bureau goes to great lengths to educate and inspire responses, particularly in hard-to-count communities.

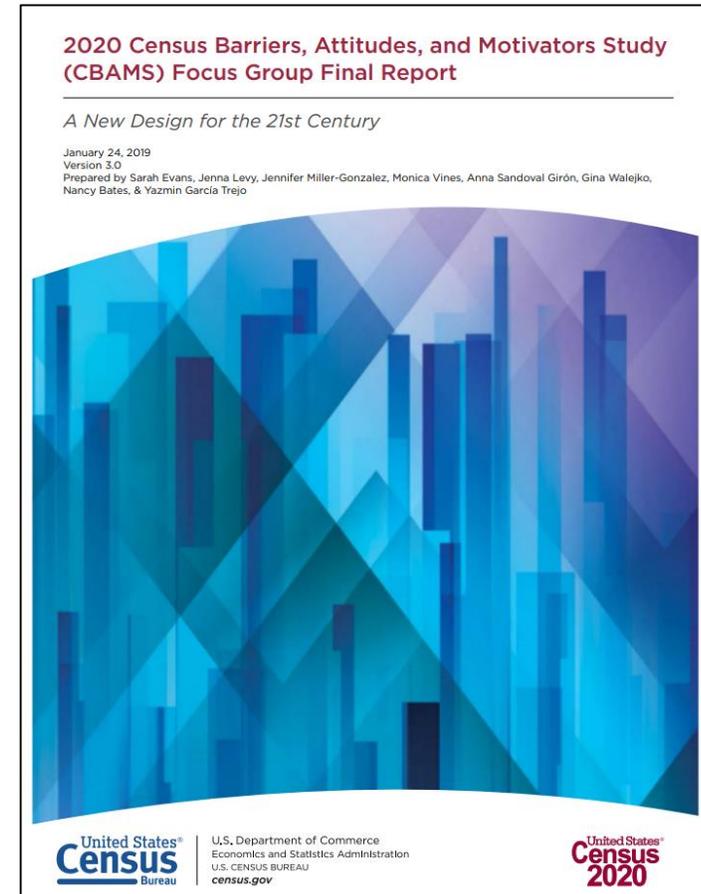
Communications are a critical part of the operation.

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Campaign research

- 17,500 survey respondents
- 160+ focus groups
- 13 languages



Research: Census Barriers Attitudes & Motivations Study (CBAMS)



Knowledge Gaps

- General lack of knowledge about the census' scope, purpose, and constitutional foundation



Barriers

- Apathy and lack of efficacy
- Privacy concerns
- Fear of repercussions
- Distrust of government
- Few perceived personal benefits



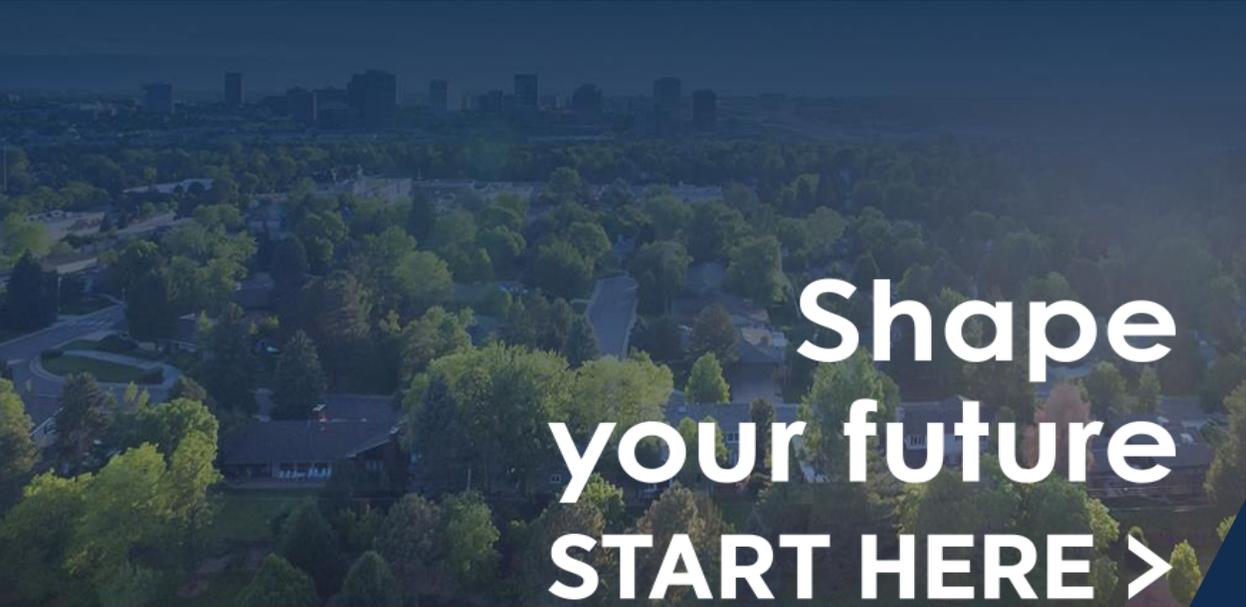
Motivators

- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

- ✓ Connecting census participation to support for *local* communities may address apathy and lack of efficacy
- ✓ Informing the public on the census' scope, purpose, and process may address privacy and confidentiality concerns and fear of repercussions
- ✓ Engaging trusted voices may address trust-based concerns, especially among the most skeptical and disaffected

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Reaching hard-to-count communities

Advertising



Partner Organizations

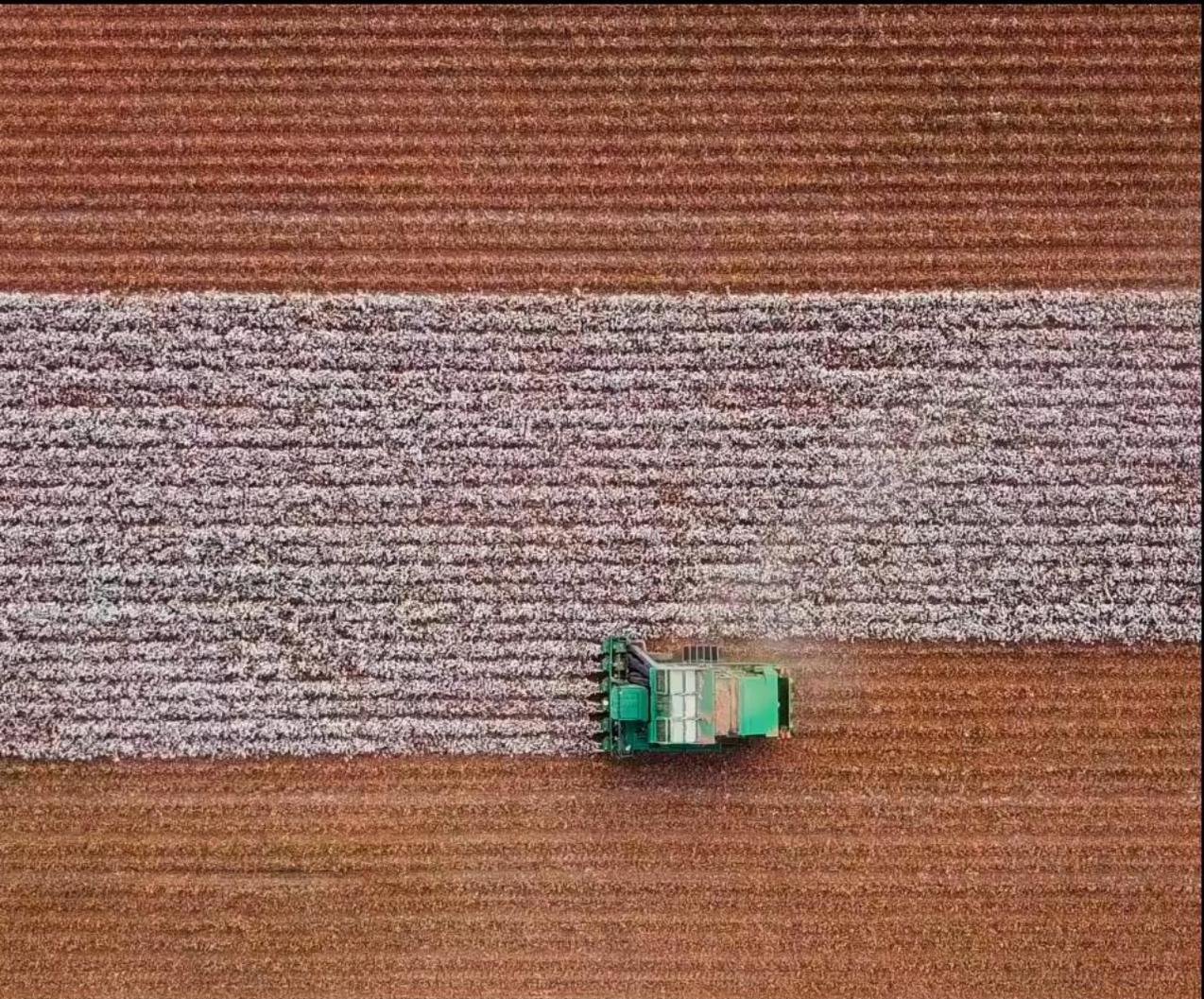


Partnership staff



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Campaign phases and timeline

1

Phase 1: Awareness

January 12 through March 12, 2020

Bring attention that the 2020 Census is approaching and educate.

Keep the 2020 Census top of mind.

2

Phase 2: Motivation

*March 13 through May 12, 2020
(Census Day is April 1, 2020)*

Drive participation and action to encourage 2020 Census survey completes.

3

Phase 3: Reminder

May 13 through July 31, 2020

Remind people of the deadlines to drive non-responder survey completes.

Inform people of enumerators for cooperation prior to when they will come to their door.

4

Phase 4: Thank You

September 2020 - Beyond

Inform the public that the 2020 Census is now complete and educate where census results can be found (private information will not be shared).

**Timing for each phase may be subject to change **Alaska (remote campaigns) to launch Phase 1 in January 1, 2020 due to early enumeration*

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Partners and supporter examples



- National Newspaper Publishers Association (NNPA)
- National Association of Black Journalists (NABJ)
- Rainbow PUSH Coalition
- National Action Network
- National Council of Negro Women
- National Coalition for Black Civic Participation
- National Association for Equal Opportunity in Higher Education (NAFEO)
- National Urban League
- 100 Black Men of America

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Reaching Black/African American audiences

Austin Patrick

Strategist, Team Y&R

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Black/African American community research insights

- “Civic duty” does not resonate with this audience as a motivator.
- Some members of the Black/African American community doubt that participating in the 2020 Census will make a difference.
- Safety/confidentiality is a strong concern.
- Motivated by the potential for census data to inform funding for community improvements and important education and health programs.





Community partners

Melissa Bird

Executive Director, District Census 2020

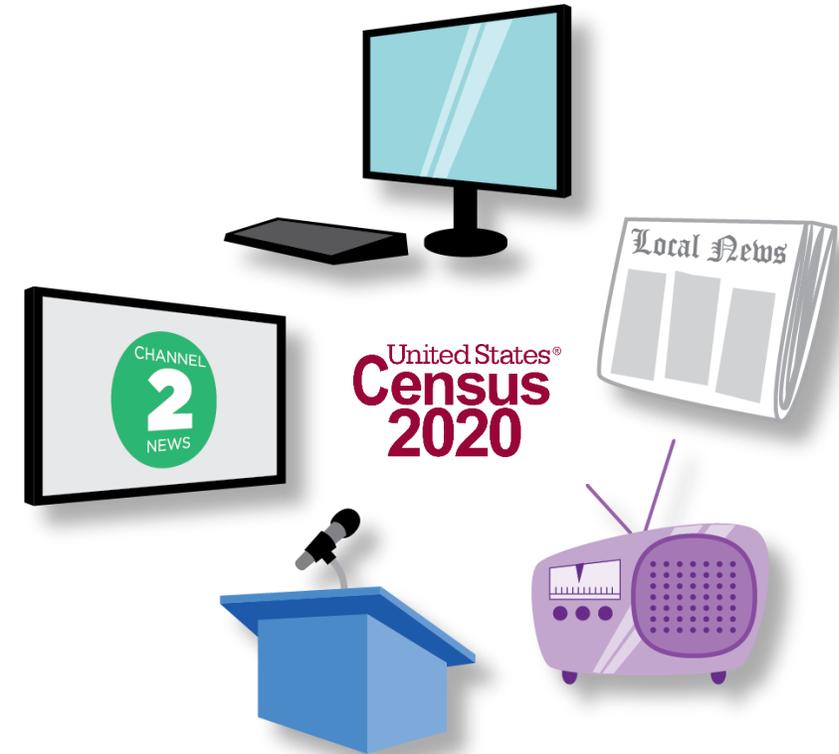
Community partners

Camille Exum

Prince George's County Complete Count Committee

Reporting on the 2020 Census

- Understand the **Census Operational Timeline** and drive stories around that timeline
- Cover stories about **2020 Census jobs and recruiting** via social and traditional media channels
- Visit the Census Newsroom www.census.gov to sign up for **regular updates** on the census operations timeline, data sources and press releases



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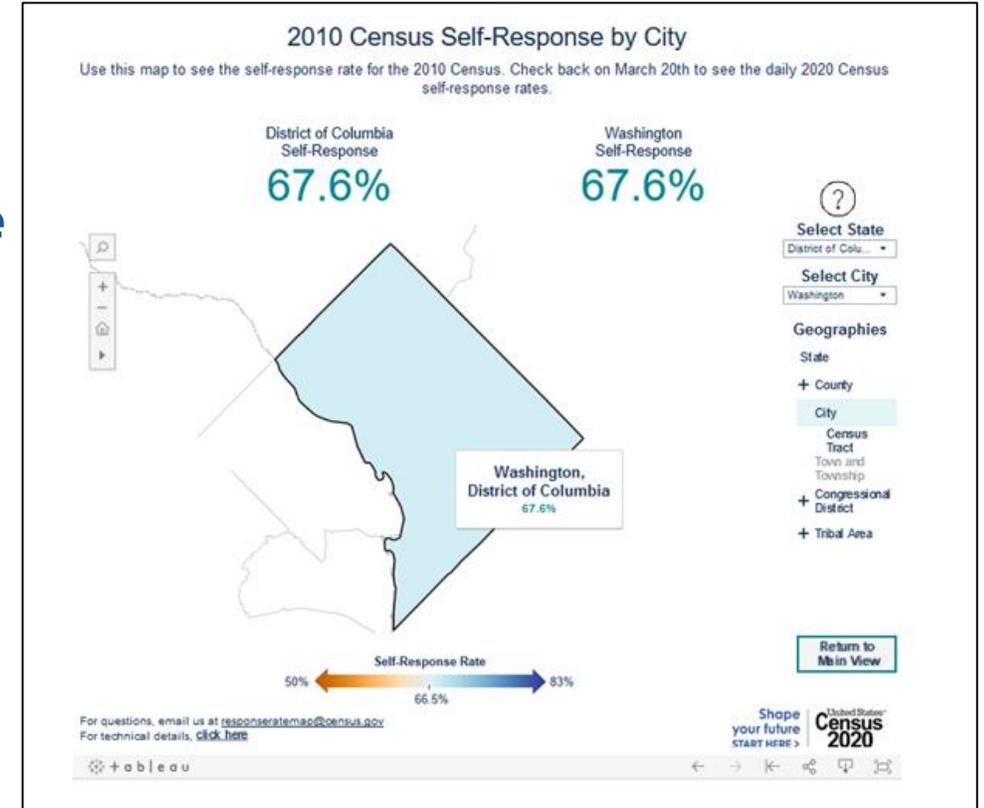
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Response rates map

Beginning in mid-March, the Census Bureau will provide the public with daily data on census self-response rates, available on 2020census.gov.

You can use the map to find your 2010 Census response rate and then set a goal for your 2020 Census Response Rate Challenge. The map will help you track your challenge and see how close you are to achieving your goal.

Visit 2020census.gov/en/response-rates to explore the Response Rates Map.



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2020census.gov

Newsroom

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Press Releases

Press Kits

Stats for Stories

Tip Sheets

[< Back to Press Kits](#)



Black/African American 2020 Census Press Kit



SEPTEMBER 06, 2019

This press kit provides tools and resources to support coverage of the 2020 Census and outreach to the Black/African American and Afro-Caribbean audiences.

News Releases and Press Kits



[2020 Census Press Kit](#)

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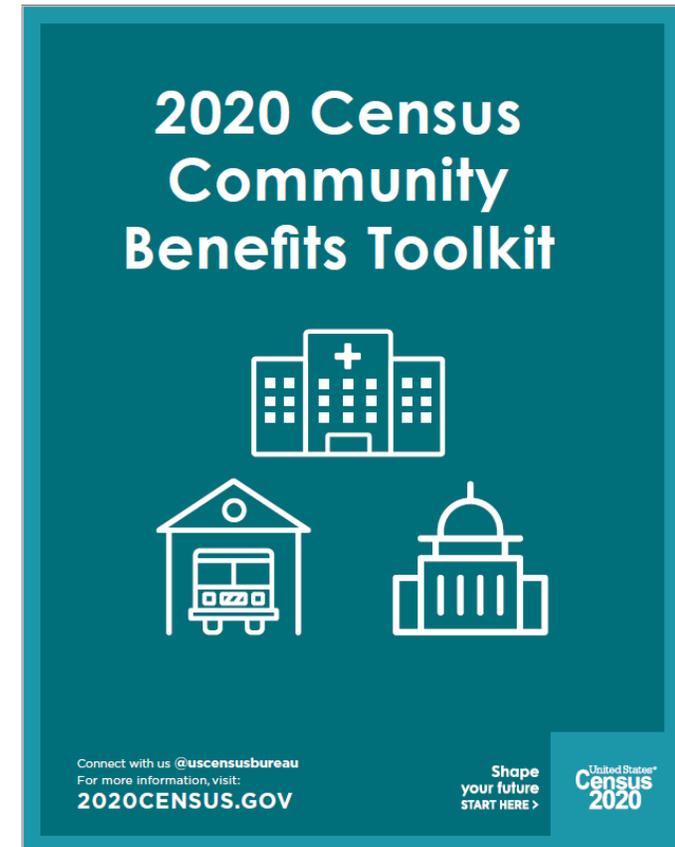
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Tangible benefits toolkit

Understand how the census can help shape your community's future.

Includes:

- Data tools and resources
- Stories on Community Benefits
- PSAs, FAQs
- Programs influenced by Census Bureau data



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Join the conversation online



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uscensusbureau](https://youtube.com/user/uscensusbureau)



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Media Q&A

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Thank you.

Get involved in your community today.

@uscensusbureau | #2020Census

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