Shape your future
START HERE

Carly Bari
Partnership Specialist
New York Regional Census Center
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**
  ➢ You can also visit: [https://2020census.gov/en/avoiding-fraud.html](https://2020census.gov/en/avoiding-fraud.html)
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, sex, 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
Language Support – Online at 2020Census.gov

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.
Completing the Census by Phone

Beginning March 1, 2020, the English and Spanish language lines will be available to provide general information about the 2020 Census, including answers to frequently asked questions (FAQs), via an automated Interactive Voice Response (IVR) system.

Callers to these lines will also be advised to call back starting March 9, 2020 to speak with a live customer service representative (CSR). Callers to all other language lines will hear the message to call back starting March 9, 2020, to speak with a live CSR.

Beginning March 9, 2020, all lines will begin live CSR support providing information about the 2020 Census and assistance with the questionnaire.

Callers to the English and Spanish language lines will be routed through the IVR system prior to being transferred to a CSR. Callers to all other language lines will be greeted in that language by a CSR.
Overview of Non-English Language Support

To view the 2020Census.gov landing page in any of the non-English 59 languages click here.

Language Guides

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

59 Non-English Languages
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). Language listed below are in order of need (top to bottom, left to right).

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

Paper Questionnaire & Mailing Materials

Spanish
Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.
Mailings will include instructions on responding via Internet or phone in 12 non-English languages.

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 Partners Website

ISR Video
https://youtu.be/fXg1_1HHKzA

Congressional Toolkit

PSA Toolkit

Sample Intro Letter

Upcoming Initiatives

Statistics in Schools Week
March 2 – March 6

Self Response
Begins March 12

Response Rates Go Live - March 20
• Mobile Questionnaire Assistance

Worship Weekend
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
Response Outreach Area Mapper (ROAM)

Census Tract 0903 – Boston, Massachusetts – Suffolk County

Low Response Score (%): 36.8
ACS Self-Response Rate: 23.9
Total Population: 3,389
Median Household Income ($): 30,878
Median Age: 25.7
Persons Below Poverty Level (%): 36.99
Children Under 18 Living in Poverty (%): 48.58
Not High School Graduate (%): 21.42
Non-Hispanic, Black (%): 61.05
Non-Hispanic, White (%): 1.56
Hispanic (%): 34.29
Foreign Born (%): 30.86
No One in Household Age 14+ Speaks English "Very Well" (%): 15.84
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 15.29
Renter Occupied Housing Units (%): 79.18
Family Occupied Housing Units with Related Children Under 6 (%): 27.99
Households with No Internet Access (%): 35.95
2020 Census: Mail Contact Strategies Viewer

Click Here- 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**

<table>
<thead>
<tr>
<th>On or between</th>
<th>You'll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
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
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](http://www.2020census.gov/jobs)
Office Managerial Job Opportunities
Website: [www.usajobs.gov](http://www.usajobs.gov)
Website: [www.census.gov/about/regions/new-york/jobs.html](http://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](http://www.census.gov/data/training-workshops.html)