2020 Census Congressional Toolkit

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United States® Census 2020

Table of Contents

I. Introduction to the Toolkit: A Message From the Director 1
II. The 2020 Census: At a Glance 2
III. Become a Partner 3
IV. Announcing Your Support for the 2020 Census 4
V. Use Multiple Communications Channels to Promote Awareness 5
VI. Responding to Constituent Inquiries 7
VII. Forming Complete Count Committees 8
VIII. Connecting Your Constituents to 2020 Census Job Opportunities 9
Additional Resources 10
Section A. Communications 10
1. Road to the 2020 Census 10
2. Census 101: What You Need to Know. 10
3. 2020 Census at a Glance 10
4. Fact Sheet: The 2020 Census and Confidentiality 11
5. El Censo del 2020 y la Confidencialidad. 11
6. 2020 Census Web site. 11
7. 2020 Census Complete Count Committee Guidance. 12
8. Complete Count Committees 12
9. Census Bureau Unveils 2020 Census Communications Campaign Platform. 15
10. 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey and Focus Groups Report Findings Presentation. 15
11. Census Solution Workshops 16
12. United States 2020 Census Brand Guidelines 16
13. Trending Now—Electronic Press Kit Topics 16
Section B. Partnerships 17
1. Partnership Fact Sheet 17
2. Partnerships at a Glance. 17
3. 2020 Census Partner Social Media Content 17
4. Census Bureau Regional Offices. 18
5. Regional Offices—Partnership Areas 19
6. Frequently Asked Questions 20
Section C. Audience-Specific Resources 21
1. Partnership Fact Sheet: Community Organizations 21
2. Business Community 21
3. Philanthropic Organizations. 21
4. Partnership Fact Sheet: Schools. 22
5. Statistics in Schools Fact Sheet 22
6. Counting Young Children in the 2020 Census 22
7. 2020 Census Recruitment Toolkit. 23
8. Diversity and Inclusion: Building a Better Workplace 23
Section D. 2020 Census Research, Operational Plans, and Oversight—Guides and Toolkits. 24
1. Census Type of Enumeration Area (TEA). 24
2. How the 2020 Census Will Invite Everyone To Respond 24
3. Response Outreach Area Mapper—ROAM 24
4. How Likely Would You Be to Fill Out the Census Form? 25
5. 2020 Census: Counting Everyone Once, Only Once, and in the Right Place 25

Table of Contents—Con.

Section E. Respondent Advocate Services 26
We would like to hear from you! 27

I. INTRODUCTION TO THE TOOLKIT: A MESSAGE FROM THE DIRECTOR

Steven Dillingham
Director, U.S. Census Bureau

Congress is a vital partner in promoting public awareness about the 2020 Census. We appreciate your strong support for the U.S. Census Bureau's work and the funding you provide for our programs.

Once a decade, America comes together to count everyone living in the United States, raising national awareness of the decennial census and its invaluable statistics. The decennial census was first conducted in 1790, as mandated by the Constitution. It counts our population and households, providing the basis for reapportioning congressional seats, redistricting, and distributing billions of dollars in federal funds. Federal, state, and local programs use census data for health care services, housing, education, transportation, and other areas of public policy. Census data also contributes to economic development, employment opportunities, and private sector investment.

Our goal is to count every person once, only once, and in the right place. We have made a number of major improvements since the 2010 Census, including better technologies for canvassing and enumerating, and new options for responding such as the Internet and phone. Respondents will still be able to complete the form by paper. Online and phone response will be available in English and 12 other languages. We will also have print and video language guides in 59 languages including American Sign Language, braille, and large print guides.

This decade, we are providing more language assistance, more partnerships specialists, a sophisticated and expanded media campaign, and enhanced IT safeguards and privacy protections. In collaboration with key stakeholders, we will continue to build on these efforts.

I am excited about where we are right now, less than a year from Census Day, April 1, 2020. We are on schedule, on budget, on message, and on course to conduct the largest and most complete census ever. We are especially grateful for your help in amplifying our message that the 2020 Census is safe, confidential, and secure, and encouraging every constituent to respond.

Your collaboration with our headquarters and field-based staff will be critical in urging everyone, especially those in hard-to-count households, to respond to the census. Through our communications and advertising program, national and local partners, and community-based organizations, we are committed to counting every constituent in your district and/or state including:

- Children living in dynamic and complex households.
- Rural households.
- Populations with limited Internet access.
- Households lacking English proficiency.

To support these efforts, we have assembled this toolkit to help you motivate your constituents to respond to the 2020 Census and aid your responses to their questions. I hope these materials will be a valuable resource for you and your staff.

We greatly appreciate your continued support for the Census Bureau and the 2020 Census. We look forward to working closely with you over the coming months.

Sincerely,

Steven D. Dillingham

Steven Dillingham

II. THE 2020 CENSUS: AT A GLANCE

Important—Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation's founders believed these data were so important that they mandated the decennial census in the Constitution.

Easy and Convenient—In 2020, for the first time ever, the U.S. Census Bureau will accept responses online and phone, but you can still respond by mail if you prefer.

Confidential and Secure—Strict federal law protects census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to $250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the Department of Homeland Security, U.S. Immigrations and Customs Enforcement, Federal Bureau of Investigation, or any other agency) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau will never ask for a Social Security number, bank or credit card account number, money or donations, or anything on behalf of a political party. Our robust cybersecurity program incorporates industry best practices and federal security standards for encrypting data.

On April 1, 2019, the Census Bureau provided an update on the status of 2020 Census operations, emphasizing the need for innovative, collaborative partnerships to ensure a complete and accurate count of everyone living in the United States. The "Census Day 2019" press briefing marked one year out from the official reference day for the 2020 Census.

III. BECOME A PARTNER

Learn more at <www.census.gov/partners.html>.

- Follow @uscensusbureau—Stay up-to-date with Census Bureau news and share our content through social media channels.
- Join the effort to increase awareness of Census Bureau data and activities in your community, and let us know what aspects of the decennial census are of interest to you and your constituents.
- Spread the word—Share or download Census Bureau data products and 2020 Census materials.
- Talk to a data expert—Connect with one of the Census Bureau's data dissemination specialists across the country and learn how to make our data work for you.
- Reach out to our partner networks—Get in touch with our state data centers and census information centers. These official sources of demographic, economic, and social statistics in your communities provide local training and technical assistance for research, planning, and decision-making in your community.
- Participate in training opportunities—Let us show you how to find and use Census Bureau data. Whether you are looking for economic or demographic data, we can teach you how to get what you need. Check out our educational resources.
- Use our maps and profiles—The Census Bureau provides a variety of statistical products and maps for congressional offices, including one-page district profiles showing basic demographic and economic data at the congressional district level with comparisons to the state and nation. If you would like to learn more about mapping, infographics, and data support services, please contact us at 301-763-6100 or CAO@census.gov.

IV. ANNOUNCING YOUR SUPPORT FOR THE 2020 CENSUS

Members of Congress may support the 2020 Census in many ways. Five suggestions are provided below:

- **Kickoff** a campaign to build support for the 2020 Census.

- **Identify** prospective national and local partners.
- **Build** awareness of the 2020 Census in multiple ways including:
  - Interviews with national and local media organizations.
  - Social media platforms.
  - Town Hall meetings and press conferences.
  - Public service announcements (TV, radio, Internet).
  - Job fairs supporting the Census Bureau's recruitment efforts.
  - Participation in the *Statistics in Schools Program*.
  - Floor statements.
  - Press releases, blogs, e-newsletters, etc.
  - Congressional Web pages with embeddable links to Census.gov resources.
  - Congressional caucus events.
  - Formal and informal meetings with trusted voices, thought leaders, and constituents.
- **Distribute** this toolkit to Hill staff in Washington, DC, state, and district offices. Encourage its use as a resource for answering questions from constituents and helping them to learn more about the 2020 Census.
- **Track** messaging, support partnership efforts, commitments, and follow-up activities.

V. USE MULTIPLE COMMUNICATIONS CHANNELS TO PROMOTE AWARENESS

When you are ready to announce your support for a new or expanded outreach effort, please consider using multiple channels of communications. You may keep your constituents and the media up-to-date on the 2020 Census by:

Issuing a news release announcing your support of 2020 Census initiatives and activities. Refer to sample new releases in this toolkit and customize it to meet your requirements. Share the release with local media and offer interviews to discuss the importance of the 2020 Census to constituents in your district and state. You may also consider inviting a Census Bureau Regional Director to participate in your interview or event.

Posting 2020 Census information on your official Web site. Refer to the sample Web site copy in this toolkit and customize it for your audiences. You may also include this information in your blogs and e-newsletters. Additional ideas include:

- Linking to <https://2020Census.gov> and using Web banners and images available in this toolkit.
- Posting photos from 2020 Census events and other activities in your state or district.
- Providing links to the 2020 Census events and other activities in your district or state.

Sharing information on social networking sites, such as Facebook and Instagram, and linking back to <https://2020Census.gov>. Use the Web banners and images available in this toolkit or customize and post this sample text:

Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation's founders believed these data were so important that they mandated the decennial census in the Constitution.

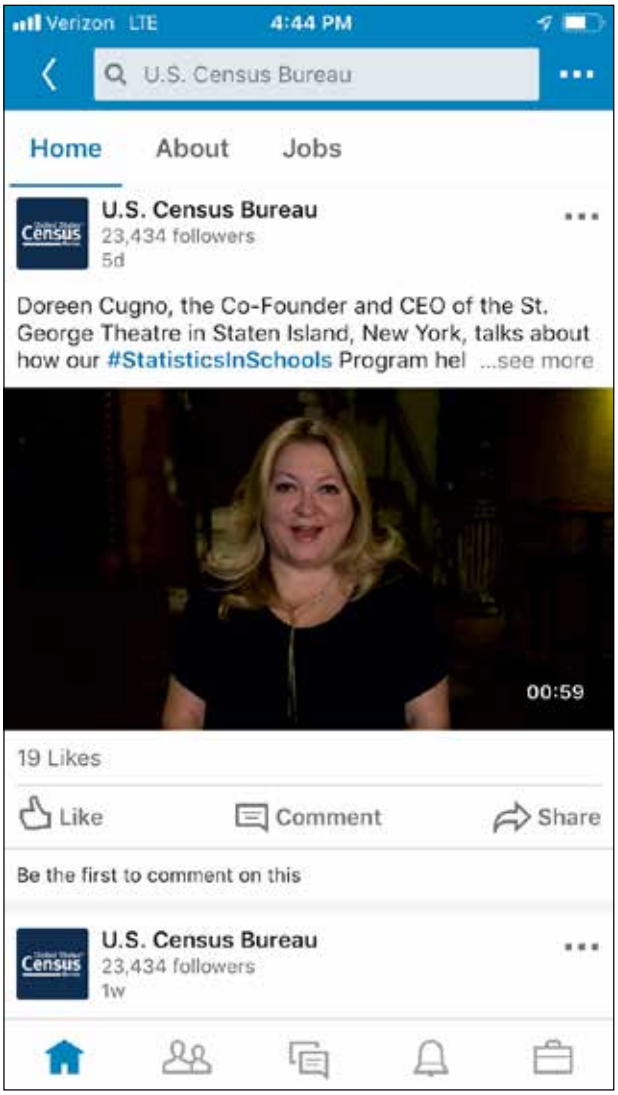
In 2020, for the first time ever, the U.S. Census Bureau will accept responses online and by phone, but you can still respond by mail if you prefer. Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business.

Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to $250,000 or imprisonment for up to 5 years, or both. ***No law enforcement agency (not the Department of Homeland Security, U.S. Immigration and Customs Enforcement, Federal Bureau of Investigation, or any other agency) can access or use your personal information at any time.*** *Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.*

The Census Bureau will never ask for your Social Security number, bank or credit card account numbers, money or donations, or anything on behalf of a political party. The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

To make sure you and your community are counted, learn more about the 2020 Census by visiting <https://2020census.gov>.

Using social media to connect with followers about the importance of the 2020 Census.



Convening town hall meetings and holding "tele-town hall" meetings to share information about the 2020 Census.

- Highlight the importance of decennial census data in the allocation of federal funds to local communities.
- Encourage constituents to apply for local Census Bureau job postings.

Sponsoring a Statistics in Schools (SIS) Forum to encourage local educators and administrators to use or adapt SIS lesson plans in classrooms. Student participants gain valuable knowledge and may encourage other members of their household to respond to the census.

- Incorporate SIS messaging in your speaking engagements and presentations.
- Encourage your constituents to learn more by visiting the SIS Web site <www.census.gov /schools/>.

VI. RESPONDING TO CONSTITUENT INQUIRIES

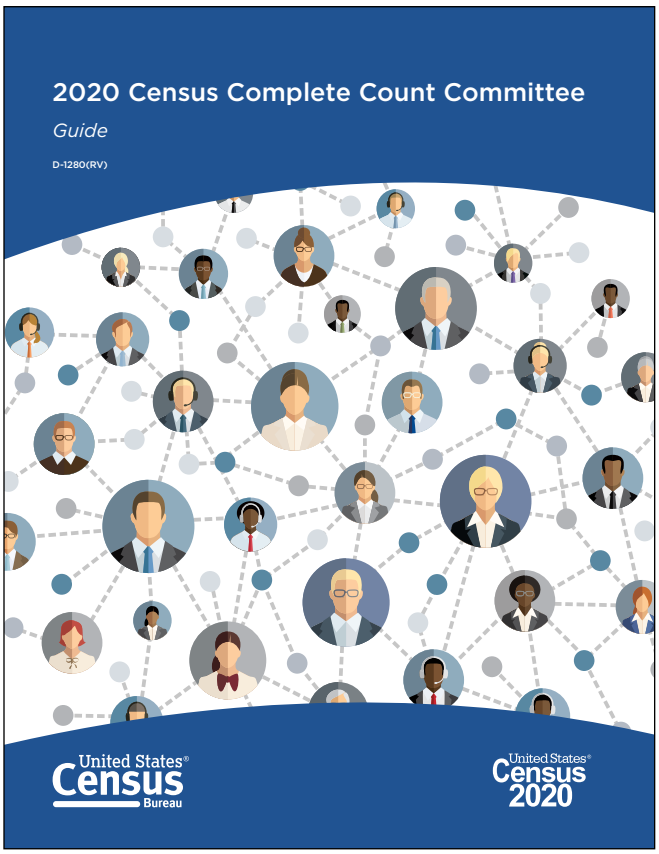
You will receive numerous inquiries from constituents about the 2020 Census. Some constituents may have concerns about privacy and confidentiality or how to complete the questionnaire. Other constituents may want details about Census Bureau recruitment and hiring in their local area. Please consider:

- Familiarizing yourself with resources in this toolkit to anticipate questions your constituents may raise.
- Directing constituents to references and links contained in this toolkit.
- Displaying printed material about the 2020 Census in common areas and at events.
- Including relevant 2020 Census links to your official Web sites and releases.

If you are unable to find an answer to a constituent inquiry, please call or e-mail the Census Bureau's Congressional Affairs Office at 301-763-6100 or <cao@census.gov>.

VII. FORMING COMPLETE COUNT COMMITTEES

Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate the local public to respond to the 2020 Census. CCCs serve as state and local "census ambassador" groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The Census Bureau cannot conduct the 2020 Census alone. There are three kinds of CCCs (other than the state level CCC):



- Tribal.
- State and local government (regional, county, city, or town).
- Community.

A CCC may be formed to:

- Increase the self-response rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each CCC member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross-section of community members to promote awareness about the 2020 Census.

More information about CCCs may be found on pages 12–15.

VIII. CONNECTING YOUR CONSTITUENTS TO 2020 CENSUS JOB OPPORTUNITIES

The Census Bureau is comprised of talented and innovative people who are passionate about their work. Our people are the reason the Census Bureau is known as the premier statistical organization in the world.

2020 Census Job Qualifications

Your constituents may be eligible for Census Bureau positions if they:

- Are a U.S. citizen.
- Are at least 18 years old.
- Have a valid Social Security number.
- Have a valid e-mail address.
- Complete an application and assessment questions. (For some positions, the assessment questions may be available in Spanish; however, an English Proficiency Test may also be required.)
- Are registered with the Selective Service System if they are a male born after December 31, 1959.
- Pass a criminal background check and a review of criminal records (including fingerprinting) as part of the Census Bureau's hiring process.
- Do not engage in any partisan political activity while on duty.
- Have a current employment status that is (including law and regulatory enforcement jobs) compatible with Census Bureau employment (reviewed on a case-by-case basis).
- Are available to work flexible hours, including days, evenings, and/or weekends.
- Commit to completing training. (If offered a job, they will be paid for this training at a training pay rate.)

Most jobs require employees to:

- Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
- Have access to a computer with Internet and an e-mail account (to complete training).

2020 Census Job FAQs

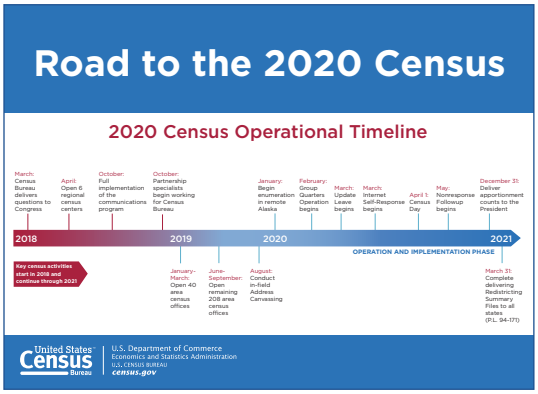
We understand that questions can arise through the application and hiring process. If your constituents have questions, please direct them to the 2020 Census Job Frequently Asked Questions page at <https://2020census.gov/en/jobs/faqs.html> or our phone line 1-855-JOB-2020 (1-855-562-2020) where they can select 1 for technical help, 2 for more information about our jobs, or 3 to reach a local census office. They may also use the Federal Relay Service at 1-800-877-8339 for TTY/ASCII.

ADDITIONAL RESOURCES

Section A. Communications

1. ROAD TO THE 2020 CENSUS

<www.census.gov/library/visualizations/2018/comm/2020-timeline.html>

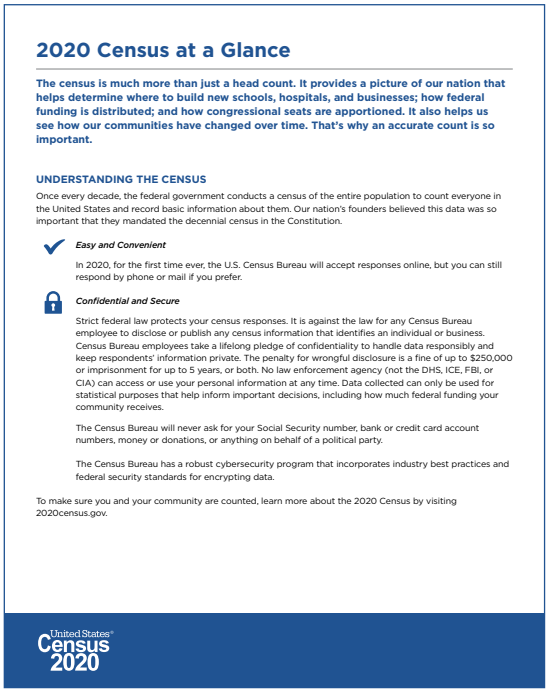


2. CENSUS 101: WHAT YOU NEED TO KNOW

<www.census.gov/library/fact-sheets/2019/dec/census101.html>

3. 2020 CENSUS AT A GLANCE

<http://www2.census.gov/about/partners/general/2020-census-at-a-glance.pdf?#>



2020 Census at a Glance

The census is much more than just a head count. It provides a picture of our nation that helps determine where to build new schools, hospitals, and businesses; how federal funding is distributed; and how congressional seats are apportioned. It also helps us see how our communities have changed over time. That's why an accurate count is so important.

UNDERSTANDING THE CENSUS

Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation's founders believed this data was so important that they mandated the decennial census in the Constitution.

Easy and Convenient

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer.

Confidential and Secure

Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to $250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau will never ask for your Social Security number, bank or credit card account numbers, money or donations, or anything on behalf of a political party.

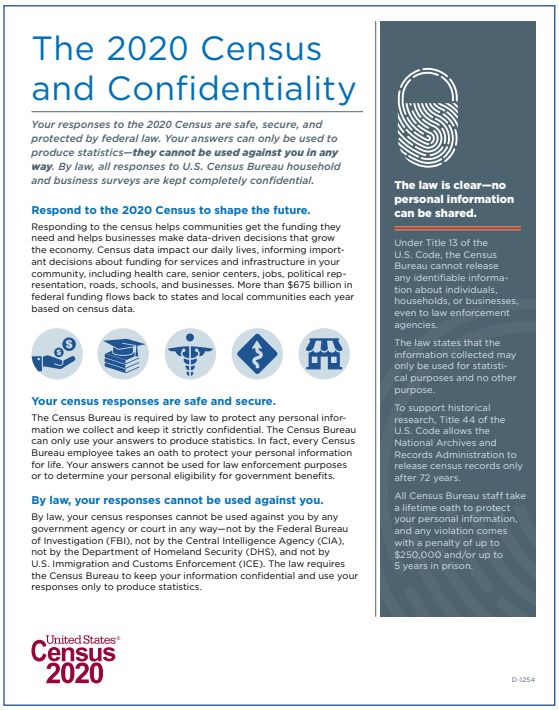
The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

To make sure you and your community are counted, learn more about the 2020 Census by visiting 2020census.gov.

United States Census 2020

4. FACT SHEET: THE 2020 CENSUS AND CONFIDENTIALITY

<www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html>



The 2020 Census and Confidentiality

*Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—**they cannot be used against you in any way**. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.*

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than $675 billion in federal funding flows back to states and local communities each year based on census data.

Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

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

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.

United States Census 2020

D-1254

5. EL CENSO DEL 2020 Y LA CONFIDENCIALIDAD

<www.census.gov/library/fact-sheets/2019/dec/2020-confidencialidad-sp.html>

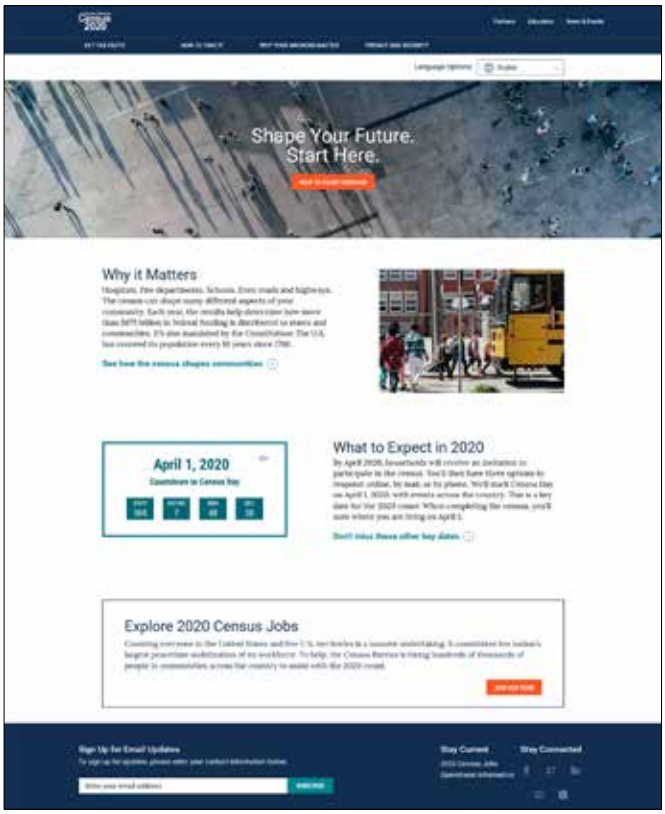
6. 2020 CENSUS WEB SITE

The Census Bureau designed the 2020 Web site to provide the public with a virtual, real-time experience about the 2020 Census and related activities. The Web site covers topics such as the questionnaire, privacy, confidentiality, and much more.

In addition, the Web site serves as an information resource for other programs including Statistics in Schools Web site link, which allows educators, parents, and students to download materials for use in classrooms for children K–12. These materials include many fun and exciting activities that will educate students about the benefits of the census for their communities.

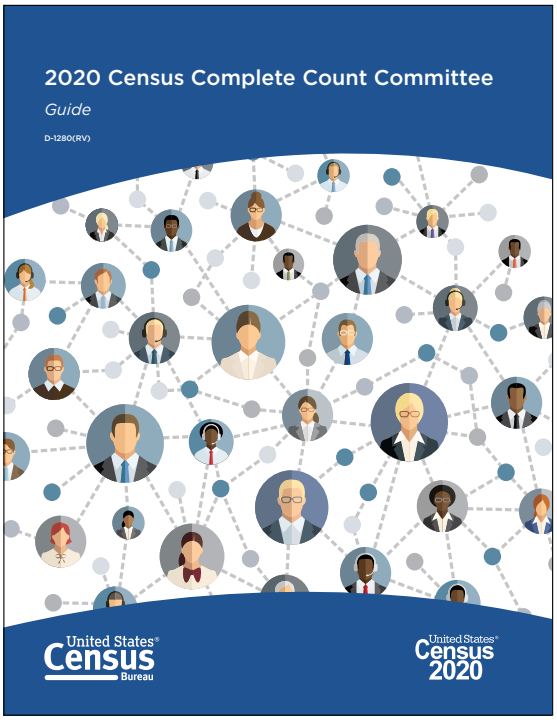
The Partnership Communications Area Web site link was created to allow partners to download materials (e.g., posters, toolkits, and logos) that can be used to support partnership activities.

The Newsroom Web site link supports public and media outreach. It includes a director's blog, campaign highlights, and information regarding nonresponse follow-up activities.



7. 2020 CENSUS COMPLETE COUNT COMMITTEE GUIDANCE

<www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccc-guide-d-1280.pdf>



8. COMPLETE COUNT COMMITTEES

TRIBAL AND GOVERNMENT COMPLETE COUNT COMMITTEES

CCCs are usually formed by the highest elected official in that jurisdiction, such as a tribal leader, mayor, county commissioner, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint members of the community to serve as members of the CCC.

Members appointed should be representative of a cross section of the community, be willing and able to serve until the 2020 Census is over, and help implement a creative outreach campaign in areas that may pose a challenge. Members could include persons from the areas of education, media, business, religion, philanthropy, and community groups. Most local government CCCs are small to medium in size, depending on the jurisdiction. A town may have a small committee with only 3 to 5 members, while a city may be medium to large in size with anywhere from 10 to more than 100 members, depending the size of the city or tribe.

Since state, county, and regional CCCs cover a larger geography, they tend to be larger in size, with 20 to 50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impact their communities. In previous censuses, the most productive government CCCs had a subcommittee structure. Examples of subcommittees and what they do are covered under "What Is the Subcommittee Structure of a CCC?"

Examples of Tribal and Government Complete Count Committee Strategies

Nationwide, there were over 10,000 CCCs formed with the Census Bureau during the 2010 Census and the majority of them were local government committees. Here are some of the strategies that worked for them:

- Allocate/obtain funds for the CCC and assign a staff person to work with the committee.
- Set clear, achievable goals and objectives.
- Identify areas of the community that may need extra efforts, either a geographical area or a population group that might be hard to count.
- Use a "grassroots" approach working with community-based organizations and groups who have direct contact with households who may be hard to count.
- Create promotional materials and products customized for the local area.
- Implement special events such as Census Day "Be Counted" parades.
- Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications.

Sample Activities of Tribal and Government Complete Count Committees

2018–2019

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census in your local area such as recent immigrants, non-English-speaking groups, high crime areas, and areas with gated communities.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Place census messages on water bills, property tax bills, social media, and local speeches and other correspondence generated by the jurisdiction.
- Host a Census Solutions Workshop with others in the community.
- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign.
- Encourage corporations to become official sponsors of the CCC's census activities.
- Have census posters, banners, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and the local jurisdiction's Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2020 Census.
- Have census information available during voter registration drives.

January–March 2020

- Add a census message during meetings, events, and to written or digital/electronic correspondence like social media.
- Provide information on federally funded programs that have benefited the community.
- Plan a major promotional event around the start of the census or when households get their invitation to respond. Advise communities that they can respond to the census online.
- Saturate public access areas with easy-to-read and understandable census information customized for the community.
- Ask elected officials to encourage households to complete the census online, by phone, or by mail.
- Place a census message on all municipal marquees urging households to complete the questionnaire online, by phone, or by mail.

April 2020

- Place public service announcements in local media encouraging households to respond.
- Have census rallies or parades.
- Urge households who do not respond to cooperate with census takers.

COMMUNITY COMPLETE COUNT COMMITTEES

Community CCCs are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominately elderly community may want to form a CCC in order to build awareness among that population and encourage them to respond when the invitations to respond are delivered.

A tenants' association may form a committee to educate tenants about the census and help those needing assistance in completing their census. Community CCCs identify their own chair and committee members. They may choose individuals who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. They may also include foundations or philanthropy groups to fund the committee's activities around a particular audience.

Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents. Small committees may not need subcommittees. Larger committees may find them helpful.

Examples of Community Complete Count Committee Strategies

A number of organizations formed Community CCCs in previous censuses. Some examples of these organizations are Community Action Groups, Hispanic Service Center, Delta Sigma Theta Sorority, and the Human Development Commission. Here are some suggestions that worked for them:

- Set clear achievable goals and objectives.
- Identify what the committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in the area or among students in colleges/universities, outreach and promotion to youth and elderly in the community, or a global approach if no other CCCs are in the area.
- Develop an action plan that includes activities and events that will support the CCC's efforts and help you meet its goals and objectives.
- Create promotional materials that appeal to the community.
- Implement special events that will generate interest and participation in the census.
- Use social media to engage the community.

Sample Activities of Community Complete Count Committees

2018–2019

- Make a list of community-based organizations in the area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted to community members.
- Host a Census Solutions Workshop with other community-based organizations in the area to come up with innovative and engaging ways to reach the community.
- Check the community calendar in the area for events. Contact organizations to see if the CCC can have a census table to pass out census materials to increase awareness.
- Plan and solicit sponsors for a "Census Day/Night Street Festival" in late 2019. Think of creative games or activities where census information can be incorporated.
- Develop a Census Activity Calendar. Ask organizations to choose a month in which they will sponsor census activities or promote census awareness.
- Ask organizations to include a census article or message in all of their publications and social media channels from now until July 2020.

January–March 2020

- Encourage organizations to include the 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post on social media fliers announcing the invitation to respond to the census at busy locations in the community.
- Make public statements of support and the importance of participating in the 2020 Census.

April 2020

- Encourage households to complete the questionnaire online, by phone, or by mail.
- Plan a Census Day event to motivate the community response.
- Look online or check with the Census Bureau contact person about response rates for the community. If rates are low, plan special

events or activities to motivate individuals to respond.

- Remind households if they didn't respond online, by phone, or mail their questionnaire back, a census worker may come to their home. Encourage households to cooperate with census workers.

May 2020

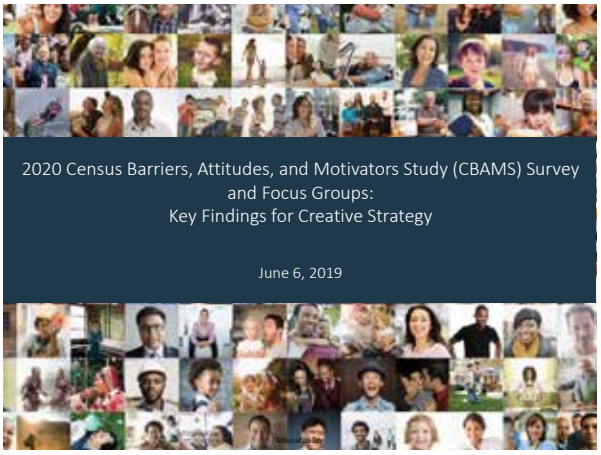
- Continue to encourage community individuals to cooperate with census workers.
- Evaluate what worked best for the community and briefly report this information to the Census Bureau contact.
- Celebrate the CCC's success and thank all those involved in making it happen.

9. CENSUS BUREAU UNVEILS 2020 CENSUS COMMUNICATIONS CAMPAIGN PLATFORM

<www.census.gov/newsroom/press-releases/2019/2020-campaign-logo.html>

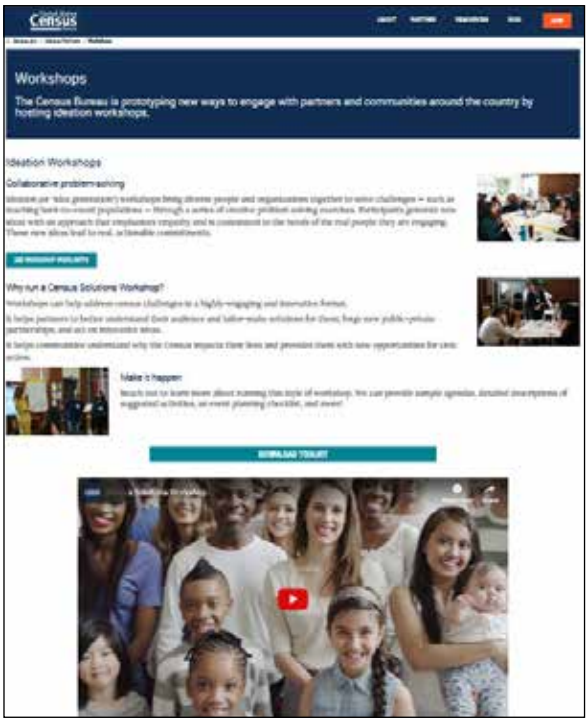
10. 2020 CENSUS BARRIERS, ATTITUDES, AND MOTIVATORS STUDY (CBAMS) SURVEY AND FOCUS GROUPS REPORT FINDINGS PRESENTATION

<https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/02-01-2019/pmr-cbams-comm-2019-02-01.pdf?#>



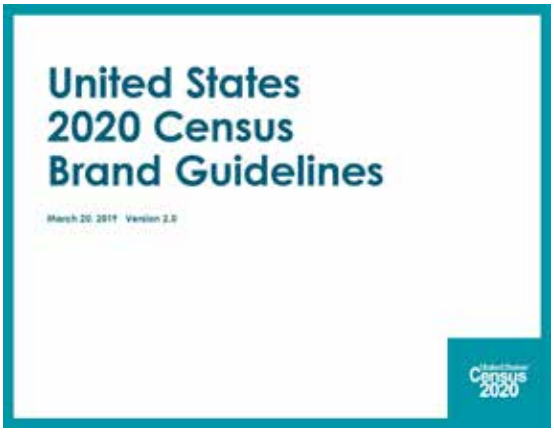
11. CENSUS SOLUTION WORKSHOPS

The Census Bureau is developing new ways to engage with partners and communities around the country by hosting ideation workshops. For more information, please visit <www.census.gov/partners/workshops.html>.



12. UNITED STATES 2020 CENSUS BRAND GUIDELINES

<http://www2.census.gov/programs-surveys/decennial/2020/resources/promotional-print-materials/2020-census-brand-guidelines.pdf>



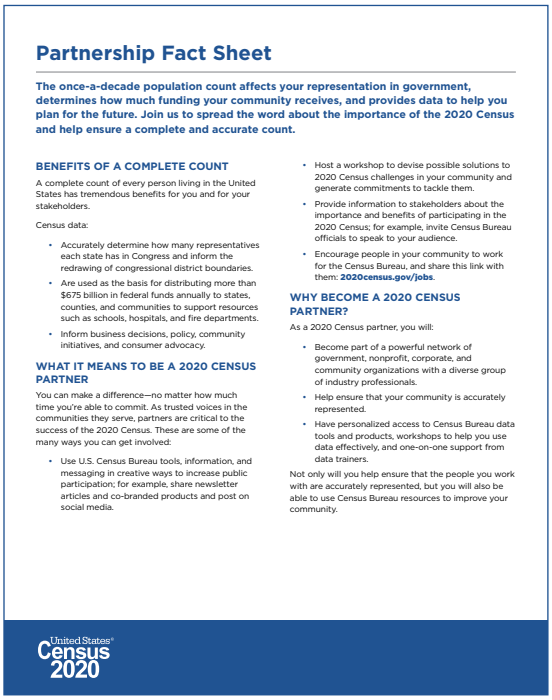
13. TRENDING NOW—ELECTRONIC PRESS KIT TOPICS

Obtain the latest information on issues of concern to your constituents. Press kits will be developed for the following topics: the 2020 Census questionnaire, the 2020 Census Communications Campaign, 2020 Census events, Census in the Community, 2020 Census Safety and Security, 2020 Census for Non-English Speakers, Counting Children, Special Population Groups (group quarters enumeration, deployed military, college students, rural areas, older persons, members of the LGBTQ community, etc.), 2020 Census innovations, 2020 Census Response Rate, 2020 Census Nonresponse Follow-up, and 2020 Census Data Dissemination.

Section B. Partnerships

1. PARTNERSHIP FACT SHEET

<http://www2.census.gov/about/partners/general/fact-sheet-partnerships.pdf?#>



Partnership Fact Sheet

The once-a-decade population count affects your representation in government, determines how much funding your community receives, and provides data to help you plan for the future. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than $675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform business decisions, policy, community initiatives, and consumer advocacy.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. These are some of the many ways you can get involved:

- Use U.S. Census Bureau tools, information, and messaging in creative ways to increase public participation; for example, share newsletter articles and co-branded products and post on social media.
- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census; for example, invite Census Bureau officials to speak to your audience.
- Encourage people in your community to work for the Census Bureau, and share this link with them: **2020census.gov/jobs**.

WHY BECOME A 2020 CENSUS PARTNER?

As a 2020 Census partner, you will:

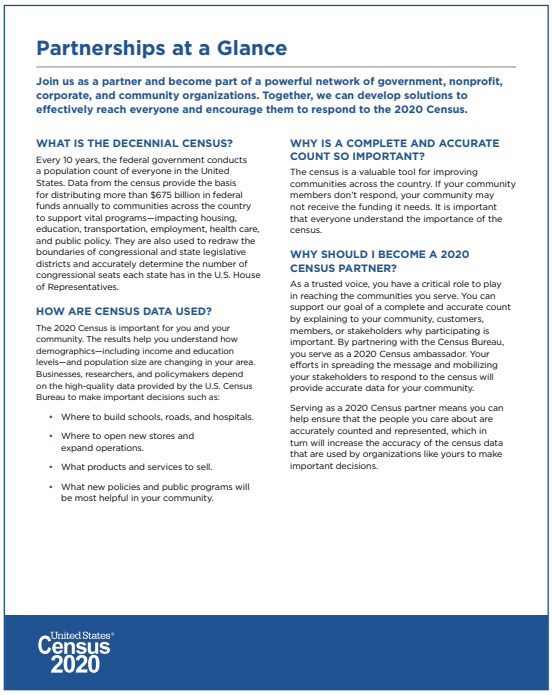
- Become part of a powerful network of government, nonprofit, corporate, and community organizations with a diverse group of industry professionals.
- Help ensure that your community is accurately represented.
- Have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

Not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.

United States® Census 2020

2. PARTNERSHIPS AT A GLANCE

<http://www2.census.gov/about/partners/general/partnerships-at-a-glance.pdf?#>



Partnerships at a Glance

Join us as a partner and become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

WHAT IS THE DECENNIAL CENSUS?

Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than $675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They are also used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

HOW ARE CENSUS DATA USED?

The 2020 Census is important for you and your community. The results help you understand how demographics—including income and education levels—and population size are changing in your area. Businesses, researchers, and policymakers depend on the high-quality data provided by the U.S. Census Bureau to make important decisions such as:

- Where to build schools, roads, and hospitals.
- Where to open new stores and expand operations.
- What products and services to sell.
- What new policies and public programs will be most helpful in your community.

WHY IS A COMPLETE AND ACCURATE COUNT SO IMPORTANT?

The census is a valuable tool for improving communities across the country. If your community members don't respond, your community may not receive the funding it needs. It is important that everyone understand the importance of the census.

WHY SHOULD I BECOME A 2020 CENSUS PARTNER?

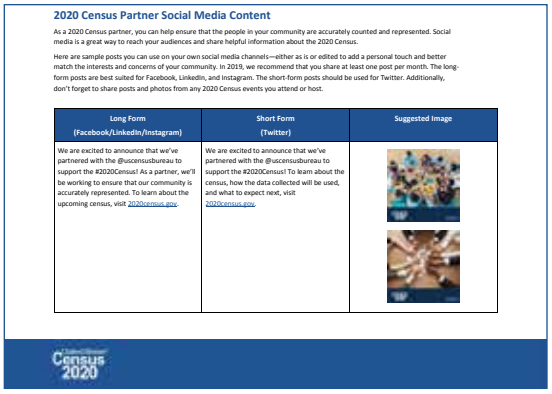
As a trusted voice, you have a critical role to play in reaching the communities you serve. You can support our goal of a complete and accurate count by explaining to your community, customers, members, or stakeholders why participating is important. By partnering with the Census Bureau, you serve as a 2020 Census ambassador. Your efforts in spreading the message and mobilizing your stakeholders to respond to the census will provide accurate data for your community.

Serving as a 2020 Census partner means you can help ensure that the people you care about are accurately counted and represented, which in turn will increase the accuracy of the census data that are used by organizations like yours to make important decisions.

United States® Census 2020

3. 2020 CENSUS PARTNER SOCIAL MEDIA CONTENT

<http://www2.census.gov/about/partners/general/social-media-content.pdf?#>



2020 Census Partner Social Media Content

As a 2020 Census partner, you can help ensure that the people in your community are accurately counted and represented. Social media is a great way to reach your audiences and share helpful information about the 2020 Census.

Here are sample posts you can use on your own social media channels—either as is or edited to add a personal touch and better match the interests and concerns of your community. In 2019, we recommend that you share at least one post per month. The long-form posts are best suited for Facebook, LinkedIn, and Instagram. The short-form posts should be used for Twitter. Additionally, don't forget to share posts and photos from any 2020 Census events you attend or host.

Long Form (Facebook/LinkedIn/Instagram)	Short Form (Twitter)	Suggested Image
We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! As a partner, we'll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit 2020census.gov.	We are excited to announce that we've partnered with the @uscensusbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit 2020census.gov.	

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4. CENSUS BUREAU REGIONAL OFFICES

Census Bureau Regional Offices conduct a variety of surveys to supply the nation with important statistics on people, places and our economy.

Regional Offices are responsible for hiring and supervising field workers.

Locally hired field workers know their communities best and are instrumental in conducting surveys on a range of topics.

Field interviewers work out of their home and are reimbursed for mileage.

Regional offices also manage hiring for full-time corporate positions located throughout the country.

Please encourage your constituents to learn more about Census Bureau positions today. If you have questions about activities in a specific region, please contact the Census Bureau Regional Directors listed below:

Fernando E. Armstrong, Regional Director
Philadelphia Regional Office
100 South Independence Mall West, Suite 410
Philadelphia, PA 19106-2320
215-717-1800 or 1-800-262-4236
FAX: 215-717-0755
TDD: 215-717-0894
E-mail: Philadelphia.Regional.Office@census.gov

Jeff T. Behler, Regional Director
New York Regional Office
32 Old Slip, 9th Floor
New York, NY 10005
212-584-3400 or 1-800-991-2520
FAX: 212-584-3402
TDD: 212-478-4793
E-mail: New.York.Regional.Office@census.gov

Julie A. Lam, Regional Director
Los Angeles Regional Office
15350 Sherman Way, Suite 400
Van Nuys, CA 91406-4224
818-267-1700 or 1-800-992-3530
FAX: 818-267-1714
TDD: 818-904-6249
E-mail: Los.Angeles.Regional.Office@census.gov

Cathy L. Lacy, Regional Director
Denver Regional Office
6950 W. Jefferson Avenue, Suite 250
Lakewood, CO 80235
720-962-3700 or 1-800-852-6159
FAX: 303-969-6777
TDD: 303-969-6767
E-mail: Denver.Regional.Office@census.gov

Marilyn A. Sanders, Regional Director
Chicago Regional Office
1111 W. 22nd Street, Suite 400
Oak Brook, IL 60523-1918
630-288-9200 or 1-800-865-6384
FAX: 630-288-9288
TDD: 708-562-1791
E-mail: Chicago.Regional.Office@census.gov

George Grandy Jr., Regional Director
Atlanta Regional Office
101 Marietta Street, NW, Suite 3200
Atlanta, GA 30303-2700
404-730-3832 or 1-800-424-6974
FAX: 404-730-3835
TDD: 404-730-3963
E-mail: Atlanta.Regional.Office@census.gov

5. REGIONAL OFFICES—PARTNERSHIP AREAS

For information about forming local 2020 Census partnerships, please reach out to our staff at the following e-mail addresses:

Please contact:	If you reside in:
ATLANTA Atlanta.rcc.partnership@2020Census.gov	Alabama, Florida, Georgia, Louisiana, North Carolina, or South Carolina
CHICAGO Chicago.rcc.partnership@2020Census.gov	Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, or Wisconsin
DALLAS Dallas.rcc.partnership@2020Census.gov	Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, or Wyoming
LOS ANGELES Los.Angeles.rcc.partnership@2020Census.gov	Alaska, California, Hawaii, Idaho, Nevada, Oregon, or Washington
NEW YORK New.York.rcc.partnership@2020Census.gov	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, or Puerto Rico
PHILADELPHIA Philadelphia.rcc.partnership@2020Census.gov	Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, or West Virginia

6. FREQUENTLY ASKED QUESTIONS

<http://www2.census.gov/about/partners/general/2020-faqs.pdf?#>

Frequently Asked Questions

WHAT IS THE DECENNIAL CENSUS?

Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than $675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They also are used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

WHY IS IT IMPORTANT TO ME?

Responding to the census is not only your civic duty; it also affects the amount of funding your community receives, how your community plans for the future, and your representation in government. Specifically, data from the 2020 Census are used to:

- Ensure public services and funding for schools, hospitals, and fire departments.
- Plan new homes and businesses and improve neighborhoods.
- Determine how many seats your state is allocated in the House of Representatives.

WHEN WILL I COMPLETE THE CENSUS?

The next census will take place in 2020. Beginning in mid-March, people will receive a notice in the mail to complete the 2020 Census. Once you receive it, you can respond online. In May, the U.S. Census Bureau will begin following up in person with households that haven't responded to the census.

HOW CAN I RESPOND?

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer. Responding should take less time than it takes to finish your morning coffee.

WHAT INFORMATION WILL BE REQUESTED?

The decennial census will collect basic information about the people living in your household. When completing the census, you should count everyone who is living in your household on April 1, 2020.

WHAT INFORMATION WILL NOT BE REQUESTED?

The Census Bureau will **never** ask for:

- Social Security numbers.
- Bank or credit card account numbers.
- Money or donations.
- Anything on behalf of a political party.

WILL MY INFORMATION BE KEPT CONFIDENTIAL?

Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to $250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

WHERE CAN I GO TO LEARN MORE?

You can learn more about the 2020 Census by visiting 2020census.gov.

United States® Census 2020

Connect with us @uscensusbureau

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Section C. Audience-Specific Resources

1. PARTNERSHIP FACT SHEET: COMMUNITY ORGANIZATIONS

<http://www2.census.gov/about/partners/general/fact-sheet-organizations.pdf?#>

Partnership Fact Sheet: Community Organizations

The once-a-decade population count affects your representation in government, determines how much funding your community receives, and provides data to help you plan for the future. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than $675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform business decisions, policy, community initiatives, and consumer advocacy.

The U.S. Census Bureau works with a broad spectrum of government and community leaders to form Complete Count Committees that educate and motivate residents to participate in the 2020 Census. To learn more about Complete Count Committees, or to start one in your community, visit **census.gov/2020completecount**.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. These are some of the many ways you can get involved:

- Use Census Bureau tools, information, and messaging in creative ways to increase public participation; for example, share newsletter articles and co-branded products and post on social media.
- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census; for example, invite Census Bureau officials to speak to your audience.
- Encourage people in your community to work for the Census Bureau, and share this link with them: **2020census.gov/jobs**.

2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.

United States Census 2020

2. BUSINESS COMMUNITY

Why Your Company Should Become a 2020 Census Official Partner <www.census.gov/library/fact-sheets/2019/dec/2020-company-partner.html>

3. PHILANTHROPIC ORGANIZATIONS

Why Your Foundation Should Become a 2020 Census Official Partner <www.census.gov/library/fact-sheets/2019/dec/2020-foundation-partner.htm>

Why Your Foundation Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. Census information is used to determine political representation and drive the distribution of over $675 billion in federal funding. These resources are essential to the well-being of people in all communities. Decisions about your foundation's focus and investments may depend on how federal funds are distributed and what remaining community needs exist. The 2020 Census' detailed demographic data helps to shape most of the other federal data surveys, which help inform your grant-making and the outcomes your foundation seeks to address in society. The information is also relied upon by the grantees and communities that you serve.

The U.S. Census Bureau partners with foundations to get the word out to communities about the importance of the count. Foundation leaders and staff have standing and are trusted in their communities. By being 2020 Census partners, you leverage your leadership to inspire and support others in working for a complete and accurate count. You understand how to reach and how to communicate with your grantees, other foundations, and key stakeholders. You are trusted brands and trusted voices. While conducting the 2020 Census is a government responsibility, your involvement will enhance efforts to encourage high levels of participation in your target communities. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government, nonprofit, and private sector planning and investment decisions.

What is a 2020 Census partner?

As a partner, you join a network of philanthropic, nonprofit, corporate, and community organizations working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your foundation's focus, available time, resources, and your reach in the areas where you focus your work. For example, foundations can:

- Share census operational and educational materials with their networks.
- Convene nonprofit and philanthropic allies with whom they are aligned.
- Invest directly in organizations and activities that help to achieve a complete and accurate count.

We can work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your foundation.

What does a partner do?

There are lots of ways to help. We work with you to find what's right for your foundation, its resources, and time. The Census Bureau will provide

Contact Us Today!

census.partners@census.gov

census.gov/partners

United States Census 2020

4. PARTNERSHIP FACT SHEET: SCHOOLS

<http://www2.census.gov/about/partners/general/fact-sheet-schools.pdf?#>

Partnership Fact Sheet: Schools

The once-a-decade population count serves as the basis for distributing federal assistance to schools and educational institutions, including Title I aid, the National School Lunch Program, and special education grants to states. Join us to spread the word about the importance of the 2020 Census and help ensure that your students, educators, and community members receive the resources they need.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your students, staff, and community members.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than $675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform policy, community initiatives, and consumer advocacy.
- Are used to determine the allocation of Title I funds, which provide financial assistance to local educational agencies and schools with high numbers or high percentages of children from low-income families.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. Educators are counted on by your community to share important information.

As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census.

These are some of the many ways you can get involved:

- Use free Statistics in Schools resources to teach students about the importance of the census and the value of statistical literacy.
- Participate in Statistics in Schools Week—a week full of ways to bring statistics into your classroom.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to students, educators, and community members about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Encourage people in your community to work for the Census Bureau, and share this link with them: **2020census.gov/jobs**.

2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to enrich your classroom and community. You will have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

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5. STATISTICS IN SCHOOLS FACT SHEET

<www.census.gov/content/dam/Census/library/visualizations/2016/comm/cb16-146_graphic_statsinschools.pdf>

6. COUNTING YOUNG CHILDREN IN THE 2020 CENSUS

<www.census.gov/library/visualizations/2018/comm/counting-children-2020.html>

Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.

Common situations where young children aren't counted	How you can help?
The **child splits time between two homes**. The child lives or stays with **another family or with another relative such as a grandparent**.	• Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there. • If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes. • If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.
The child lives in a **lower income household**.	• Explain to service providers and families that responding to the census helps determine **$675 billion in local funding** for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.
The child lives in a household with **young parents or a young, single mom**.	• Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back. • Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.
The child is a **newborn**.	• Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1. • **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form. • Highlight the fact that the census form only takes about 10 minutes to complete, and parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

United States® Census Bureau | U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Connect with us @uscensusbureau

7. 2020 CENSUS RECRUITMENT TOOLKIT

<www.census.gov/content/dam /2020census/partners/toolkit /2020-recruitment-toolkit-v9.pdf>

8. DIVERSITY AND INCLUSION: BUILDING A BETTER WORKPLACE

The Census Bureau is committed to attracting, developing, and retaining a diverse world-class workforce that reflects the population we serve and measure.

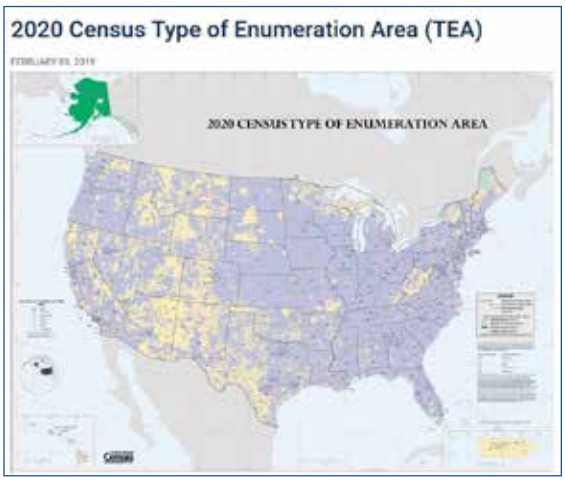
Diversity is defined as all of the ways in which we differ. Among these dimensions are age, sex, mental/physical abilities and characteristics, race, ethnic heritage, sexual orientation, communications style, organizational role and level, first language, religion, income, work experience, military experience, geographic location, education, work style, and family status. Effectively, managing diversity means including people with differences in the design and implementation of programs and valuing their contributions.

The Diversity Programs Office is the place where employees can find experienced staff strongly committed to building a more diverse and inclusive workplace. You may contact us at:
Diversity and Inclusion Office
301-763-8311
DIO.diversity.office@census.gov

Section D. 2020 Census Research, Operational Plans, and Oversight—Guides and Toolkits

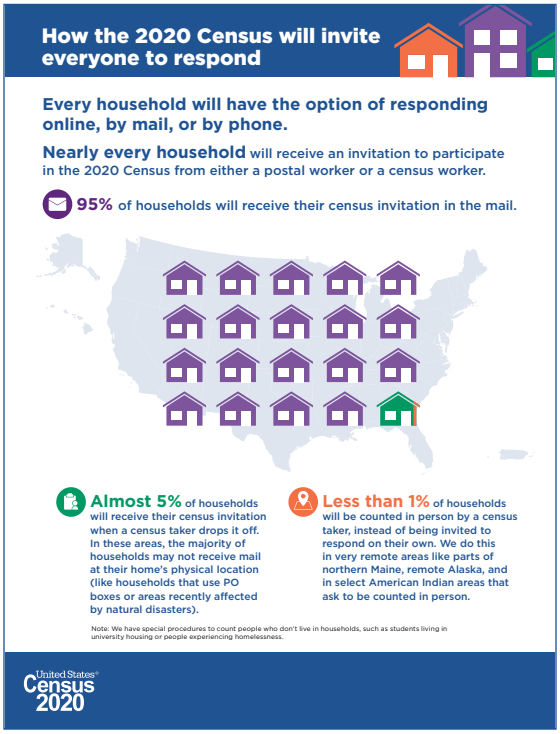
1. CENSUS TYPE OF ENUMERATION AREA (TEA)

<www.census.gov/library/visualizations/2019/dec/2020-tea-map.html>



2. HOW THE 2020 CENSUS WILL INVITE EVERYONE TO RESPOND

<www.census.gov/library/visualizations/2019/comm/2020-everyone.html>



3. RESPONSE OUTREACH AREA MAPPER—ROAM

<www.census.gov/roam>

Response Outreach Area Mapper (ROAM)

www.census.gov/roam

The Response Outreach Area Mapper (ROAM) application was developed to identify hard-to-survey areas and provide a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates available in the Planning Database.

Learning about hard-to-survey areas allows the U.S. Census Bureau to create a tailored communications and partnership campaign. It also informs Census Bureau outreach activities and hiring practices across the country to make sure there are an adequate number of staff and staff with the necessary language skills for a given area.

LOW RESPONSE SCORE

The Low Response Score (LRS) is a metric developed by the Census Bureau to predict the percentage of households who will not self-respond to the Decennial Census. The LRS is stored in the Census Bureau's Planning Database.

Within the ROAM application, census tracts are shaded by the LRS. The Census Bureau predicts that the darker census tracts are harder to survey than lighter census tracts. The idea is to identify areas that need more attention to try to boost self-response rates there.

PLANNING DATABASE

The Planning Database assembles a range of housing, demographic, socioeconomic, and census operational data that can be used for survey and census planning. Data is provided at both the census block group and census tract levels of geography. For more information, please visit <www.census.gov/research/data/planning_database>.

United States Census Bureau | U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU, census.gov

How do I use ROAM?

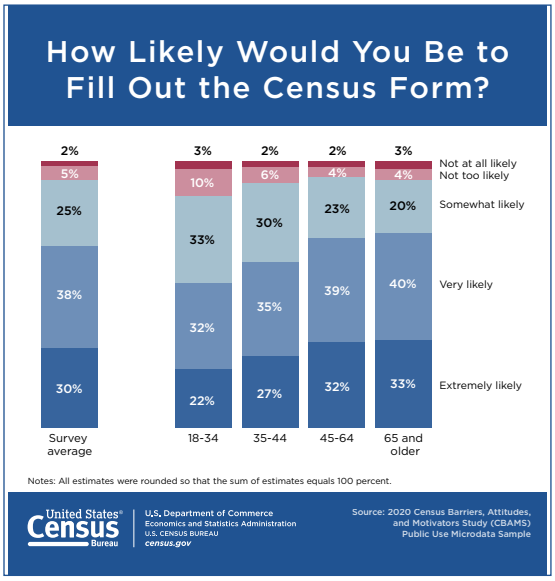
- Explore the map by zooming and panning, or navigate to an area of interest by utilizing the search box.
- Click on the map to select a census tract. A pop-up box will appear and identify the LRS and information about the people and households.
- Change the basemap in the Basemap Gallery.
- Create and delete bookmarks.
- Add data from the Web.
- Turn additional layers on and off in the map by using the Layer List.
- Share the application or embed it in a Web site.
- Access and explore the Data Table by clicking the black tab at the bottom (center) of the application. You can filter records from the Data Table to meet certain criteria and export those records to a comma separated values (.csv) file.
- Access the Representational State Transfer (REST) Services for the ROAM application at <www.census.gov/roam> and use them in your own Web mapping applications!

Connect with us
@uscensusbureau

November 2018

4. HOW LIKELY WOULD YOU BE TO FILL OUT THE CENSUS FORM?

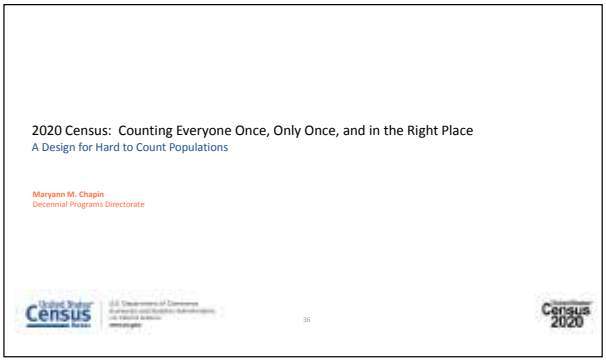
<www.census.gov/library/visualizations/2019/comm/2020-census-participation-likelihood.html>



5. 2020 CENSUS: COUNTING EVERYONE ONCE, ONLY ONCE, AND IN THE RIGHT PLACE

A Design for Hard to Count Populations

<https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/10-19-2018/pmr-hard-to-count-2018-10-19.pdf?#>



Section E. Respondent Advocate Services

Every day, a small number of businesses and households receive a census or a survey from the Census Bureau. To address the issues raised by those we ask to participate in our censuses or surveys, the Census Bureau created the Office of the Respondent Advocate.

If your constituents have issues with a survey they received from the Census Bureau or concerns about their interaction with one of our representatives, the Respondent Advocate will work directly with them to resolve those issues.

The Respondent Advocate listens to the constituent's feedback and shares it directly with those who manage our surveys. Based on their input, we work to improve the processes and procedures that affect the businesses and people we ask to participate in our surveys.

The Census Bureau depends on the cooperation and participation of the public in order to produce high-quality, statistical information about the people and economy of the United States—information that the nation depends on.

Responses to the questions we ask in a survey are only used to produce statistics. All responses are confidential. We never identify a business or household.

If you are a staff member of a Congressional office who has been contacted by a constituent about one of our surveys, we can assist you as well.

Tom Edwards

Tom Edwards and Ruth Chan are the Respondent Advocates for Household Surveys including the American Community Survey and many others. You can reach Tom or Ruth at 888-609-0563 or at <respondent-advocate@census.gov>.

Nishea Quash

Nishea Quash is the Respondent Advocate for the Business and Economic Surveys including the Economic Census, Service Annual Survey, and many others. You can reach Nishea at 888-609-0563 or at <respondent-advocate @census.gov>.

If you have ideas, suggestions, or specific concerns about our interaction with you, please contact us so we can assist you.

WE WOULD LIKE TO HEAR FROM YOU!

For more information on topics covered in this toolkit, please contact the Office of Congressional Affairs at 301-763-6100 or e-mail <cao@census.gov>.