2020 Census Community Benefits Toolkit

Connect with us **@uscensusbureau**
For more information, visit:
2020CENSUS.GOV

Shape your future
START HERE >

United States® Census 2020

Table of contents

How to Use the 2020 Census Community Benefits Toolkit

PAGE 3

2020 Census FAQ

PAGE 4

Census Bureau Data Tools and Resources

PAGE 5

Community Benefits Stories

PAGE 9

Public Service Announcements

PAGE 10

'What is the Census?'

P. 10

Elected officials

P. 11

Programs Influenced by U.S. Census Bureau Data

PAGE 12

United States® Census 2020

How to Use the 2020 Census Community Benefits Toolkit

This 2020 Census Community Benefits Toolkit is designed to help you inform your local community about the importance of responding to the 2020 Census. It contains specific resources to help communicate how people can shape their future by responding to the census, and explains how funding for vital community services, political representation, and information on jobs and businesses starts with census statistics.

These materials can be shared electronically or downloaded to print.

2020 Census FAQ

What is the census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. You are asked to count everyone who was living in your home as of April 1. If you were temporarily staying somewhere else on that date, count yourself where you live and sleep most of the time. Respond to the 2020 Census to shape your future.

What's in it for me?

Your responses inform where over $675 billion is distributed each year to communities nationwide for hospitals, clinics, schools, roads, and more.

Census data gives community leaders vital information to make decisions about maintaining public safety, preparing for emergencies, opening businesses, and planning for the future.

Responding also fulfills your civic duty because it's mandated by the U.S. Constitution. The United States has counted its population every 10 years since 1790.

Your responses are used to redraw legislative districts and determine the number of seats your state has in the U.S. House of Representatives.

Is my information safe?

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 by any government agency or court in any way—not by the FBI, not by the CIA, not by the DHS, and not by ICE.

When can I respond to the census?

You can respond to the census today—online, by phone, or by mail. Census takers will visit households that do not respond, and they can assist you in completing your form.

What questions are asked?

You are asked a few simple questions, like age, sex, and the number of people who live in your home, including children.

What won't be asked?

The census does not ask for Social Security numbers, bank or credit card numbers, money or donations, or anything related to political parties.

For more information, visit:

2020CENSUS.GOV

Shape your future
START HERE >

United States® Census 2020

D-FA-GP-EN-034 Updated May 2020

Census Bureau Data Tools and Resources

The following tools and resources from the U.S. Census Bureau provide information and background about how responding to the 2020 Census shapes people's futures through federal funding for community services, government representation, and business and job opportunities. The list also includes several Census Bureau mapping tools to help you explore population data specific to your area, with information on how to use each.

Federal Funding for Community Services

Funding for public programs around the country are shaped by census responses and statistics. Use these tools to determine how funding affects public programs in your community:

- Uses of Census Data in Federal Funds Distribution: This working paper includes an estimate of the federal funds distributed each year in whole or in part using Census Bureau population statistics. It outlines how 132 programs used Census Bureau statistics to distribute more than $675 billion in funds during fiscal year 2015.
- HIFLD Public Schools: This interactive map shows the location of every elementary and secondary public school in the United States and Puerto Rico.

Federal emergency response programs, such as the Federal Emergency Management Agency (FEMA), incorporate census population statistics into operations to ensure efficient evacuation and rescue methods during disasters. These specific interactive mapping tools will help you understand how such services work:

- OnTheMap for Emergency Services: A public data tool for accessing U.S. population and workforce statistics for areas being affected by natural disasters.
- Hospitals in U.S. States and Territories: This interactive map displays hospital locations in all 50 states and Puerto Rico. It includes the information and locations of most hospitals. Please note: The dataset only includes hospital facilities based on data acquired from various state departments or federal sources, so hospital facilities which do not occur in these sources will not be present in the database.

Language diversity is expanding across the country with more homes and neighborhoods speaking multiple languages than ever before. The Language Use Mapper helps you understand which languages are currently being spoken in your community:

- Language Use Mapper: A web-based interactive map application built to display language data from the American Community Survey.

Infrastructure quality plays an important role in everyday safety. Census statistics have the potential to impact where money to build and improve infrastructure is allocated across the U.S. Explore the condition and performance of infrastructure in your state and whether the infrastructure around you needs updating:

- 2017 Infrastructure Report Card: This interactive map produced by the American Society of Civil Engineers assigns each state a letter grade based on the physical condition of its roads, bridges, public transit, and other infrastructure. It also highlights

areas for improvement such as school funding, funding for public parks, and hazardous waste management systems. The federal government uses census data to allocate billions of dollars in infrastructure funding.

Government Representation with the Census Bureau

The 2020 Census determines congressional district maps based on each state's population count. This process is more commonly referred to as "apportionment". The Census Bureau provides several data tools concerning the representation of each congressional district in the country. Use the following tools to better your understanding of your congressional district:

- My Congressional District: Access selected statistics about your Congressional District collected through the American Community Survey (ACS) and County Business Patterns (CBP).
- 2018 Reapportionment Analysis: This report from Election Data Services can show you if your state is on the cusp of gaining or losing a congressional seat, and the number of people that would affect the outcome.
- My Tribal Area: My Tribal Area gives you quick and easy access to selected statistics about Native Americans from the American Community Survey (ACS). The ACS provides detailed demographic, social, economic, and housing statistics every year for the nation's communities.

Mapping Tools

Use these interactive maps to locate hard-to-survey areas and more demographic details:

- Response Outreach Area Mapper (ROAM): The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. The Planning Database (PBD) assembles a range of housing, demographic, socioeconomic, and census operational data that can be used for survey and census planning. Data are provided at both the census block group and the tract levels of geography.
- Census Engagement Navigator: This interactive data visualization allows users to quickly understand what areas of the country had high or low response rates in the 2010 Census, and the current demographic makeup of these neighborhoods. This information allows non-profits, local and federal governments, and policy makers to identify areas that may need more encouragement to respond to the 2020 Census. The navigator combines the 2010 Census mail return rate and latest American Community Survey statistics down to the census tract level.

This map provides your community's mail back return rates from the 2010 and 2000 Census. Can you encourage your community to exceed its response rate from 2010?

- Census Explorer Participation Rates: These are the 2010 Census Participation Rates, defined as the percentage of questionnaires mailed back by households that received them, available at state, county, place, township, and census tract geographic levels. The rates exclude households whose forms were returned by the U.S. Postal Service as 'undeliverable.' For households that did not receive or mail back a questionnaire in 2010, the Census Bureau followed up in person to obtain their data and make sure everyone was counted.

Outreach Materials

The Census Bureau partners across sectors and industries with organizations to promote response to the 2020 Census. Learn about partnership resources to help America work better through data.

- Community Outreach Toolkit: The Community Outreach Toolkit is a quick start guide to tailoring census outreach efforts to partnership audiences. The toolkit includes a refresher on basic census operational information, quick tips and best practices on how to reach specific audiences, and other Census Bureau resources that can be shared with the public.

The Complete Count Committees (CCCs) program is key to creating awareness in communities across the country. Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community based organizations also establish CCCs that reach out to their constituents. Use these tools to determine which CCC you should start or join in your community:

- Complete Count Committee Guide: The Complete Count Committee Guide is designed to provide detailed explanations to basic questions concerning the 2020 Census, while also providing specific guidance on Complete Count Committees (CCCs). Local officials will find this tool helpful while engaging their community to get involved with 2020 Census operations. CCCs play a crucial role in motivating individuals to complete the 2020 Census questionnaire.
- Complete Count Committee Map: The Census Bureau created a map that identifies all existing Complete Count Committees (CCCs). The map displays the geographic location of CCCs across the United States. The table lists each CCC alphabetically by name followed by the location by city and state, the name of the point of contact, a phone number and e-mail address. The map will be continuously updated by the Census Bureau as more CCCs are created.

Population Data:

- Population Clock: The U.S. population clock is based on a series of short-term projections for the resident population of the United States. This includes people whose usual residence is

in the 50 states and the District of Columbia. The population clock also projected the world population.

- QuickFacts: QuickFacts is an easy to use application that provides tables, maps, and charts of frequently requested statistics from many Census Bureau censuses, surveys, and programs. Profiles are available for the nation, all 50 states plus the District of Columbia and Puerto Rico, and all counties. QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.
- Explore Census Data: The United States Census Bureau central resource for all data collection is data.census.gov. This site is the leading source for quality data about the nation's people and economy.

Helpful Infographics that Explain 2020 Census Operations:

- How the 2020 Census will invite everyone to respond.
- 2020 Census Type of Enumeration Area (TEA).

Community Benefits Stories

The U.S. Census Bureau's America Counts website features stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population using census data and subject experts. We encourage you to share America Counts stories with your community on your social channels, websites, and newsletters to introduce real examples of how responding to the 2020 Census can shape your future. Learn more.

Federal Funding for Community Services:

- Knowing Census Data Benefit Communities May Increase 2020 Response
- Jumping Into Action When Disaster Strikes
- Nutrition Assistance Program Lifts 3.4 Million Out of Poverty
- How Much Is Your State Spending On You?
- How Census Bureau Data Can Help Older Americans Afford Housing
- 2020 Census Count Guides Funding of New Roads and Bridges
- By 2030, All Baby Boomers Will Be Age 65 or Older
- Census Statistics Used to Plan Healthy Food Programs for Low-Income Households

Political Representation:

- Behind the 2018 U.S. Midterm Election Turnout
- Voter Turnout for Non-Hispanic Black Population Declines
- Explore My Congressional District Data Tool
- Financial Health of Local and State Governments

Job Opportunities:

- What is a Business?
- 2020 Census Hiring of Thousands of Workers Ramps Up
- Why New Data on Durable Goods Matter
- Franchising in America: Not Just Fast-Food Restaurants
- Can Census Bureau Data Drive Business Growth and Job Creation?

‘What is the Census?’ and Elected Official PSA Scripts

Public service announcements (PSAs) are an excellent tool to raise awareness in your community about the importance of the 2020 Census. The PSA scripts below are designed to provide an overview of ‘What is the Census?’ and highlight issues relevant to elected officials about the importance of the census. Use these scripts to make your own PSAs to help ensure your community is counted accurately in 2020. You can also find a variety of already published video and radio PSAs in multiple languages and for various audiences to share with your community at 2020census.gov.

‘What is the Census?’

60 Second PSA - Stronger Connection

What is the Census? As mandated by the U.S. Constitution, the census is a once-every-decade count of everyone living in the country. When we know how many people live in your community, organizations, and businesses are better equipped to evaluate the services and programs needed, such as clinics, schools, and roads. It also determines how seats in Congress are distributed among the 50 states. In March of 2020, the U.S. Census Bureau will send every household an invitation to complete a simple questionnaire about who lives at your address on April 1st. You will have the opportunity to respond online, by phone, or by mail, and federal law keeps those responses safe and secure.

Shape your future. START HERE. Visit 2020census.gov

15 Second PSA – What?

The 2020 Census is count of everyone living in the United States on April 1st. As mandated in our Constitution, it takes place only once every ten years. Please respond when you receive your census questionnaire – online, by phone, or mail.

Shape your future. START HERE. Visit 2020census.gov.

15 Second PSA – Why?

Why do we have a census? An accurate count of the population determines how many seats each state has in the U.S. House of Representatives and informs decisions on funding for critical public services in your community.

Shape your future. START HERE. Visit 2020census.gov.

Elected Officials

EVERYONE COUNTS – PUBLIC FUNDING (30 seconds)

Whether you are a UW Husky or a WSU Cougar, Seattleite or Walla Wallan. Whether you're a recent graduate or retiree, farmer or factory worker, artist, or aspiring astronaut – this message is for you. When you get your invitation from the U.S. Census Bureau to participate in the 2020 Census, I'm counting on you to participate. So is your state. The census happens just once every ten years and impacts funding decisions on critical needs like clinics, public transit, schools, and more.* This is your chance to not only shape your future, but Washington's future. Shape your future. START HERE. Visit 2020census.gov.

**Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

MAKE A DIFFERENCE (60 seconds)

I care about *(name of community).* And every day I meet others who care about our community as much as I do. They often ask, "What can I do to make a difference?" This year, the answer is easy. You can make a difference by participating in the 2020 Census. That's because the census informs how billions of dollars are allocated every year to health clinics, schools, affordable housing, and hundreds of other critical services and programs that make a difference in our lives every day.* It only takes a few minutes, but the impact will be felt for years. When you receive an invitation from the U.S. Census Bureau, complete the simple questionnaire online, by phone, or by mail. And the census only occurs once every ten years, so don't miss out on your chance to make a difference. Shape your future. START HERE. Visit 2020census.gov

**Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

Programs Influenced by U.S. Census Bureau Data

The 2020 Census can help shape the future of your community. Your responses inform how the following programs are funded every year.

The programs listed below are examples from the "Uses of Census Bureau Data in Federal Funds Distribution"* report, which provides estimates of the federal funds distributed each year in whole or in part using 2010 U.S. Census Bureau data.

Community Support
Section 8 Housing Assistance Payment Programs

Family Services
Child Abuse and Neglect State Grants

Education
Head Start

Food Assistance
Supplemental Nutrition Assistance Program (SNAP)

Employment
Unemployment Insurance

Healthcare
Medical Assistance Program (Medicaid)

Entrepreneurship
Small Business Development Centers

Infrastructure
Highway Planning and Construction

Environment
State Wildlife Grants

Public Safety
Assistance to Firefighters Grant

Connect with us:
@uscensusbureau

For more information:
2020CENSUS.GOV

Shape your future
START HERE >

United States® Census 2020

*https://www.census.gov/library/working-papers/2017/decennial/census-data-federal-funds.html