

Census 2020

Make yourself count: April 1, 2020

a campaign of the Washington State Commission on Hispanic Affairs

CENSUS INFORMATIONAL TOOL KIT



THIS TOOLKIT PROVIDES COMMUNITY PARTNERS WITH INFORMATION AND RESOURCES NEEDED TO UNDERSTAND THE IMPORTANCE OF THE CENSUS AND TO PROMOTE THEIR PARTICIPATION IN THE CENSUS 2020.



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Introduction

The U.S. Constitution requires a count of the United States' population every 10 years with the goal of counting every resident.

Counting everyone who lives in Washington is important to the future of our state. Collecting accurate information on the number of people who live in Washington, their ages and other demographic data ensures we receive our fair share of federal dollars for vital community programs. In 2016, based on data collected during the 2010 Census, Washington received more than \$16.6 billion in federal assistance.

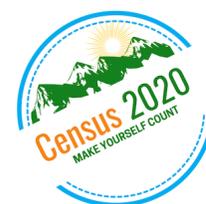
The Census also determines the number of representatives that states have in Congress, which can make a difference when it comes to issues significant to Washingtonians.

Beginning in March 2020, all households will receive a mailing from the U.S. Census Bureau asking them to take the Census online or by phone. "Census Day" is April 1.

Despite its importance, some individuals are reluctant to take the Census. That's where this toolkit is useful. Here you will find key information that will help build trust and encourage people to conduct the Census, answer questions, and break barriers to participation.

How to use this toolkit

The Governor has asked all state agencies to promote the Census among its employees and the public. This toolkit is for members of the Hispanic / Latinx community in Washington to inform and help them participate in the census.





KEY CENSUS 2020 DATES

2019

January – September 2019:

U.S. Census Bureau will open 248 area Census offices.

June 2019:

Decision from U.S. Supreme Court on citizenship question case was made.

June – August 2019:

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates (preliminary results expected in October).

September 2019 and On:

Recruitment and hiring by U.S. Census Bureau of temporary Census field staff.

2020

January 2020:

The first enumeration begins in remote areas of Alaska, before the spring thaw.

May – July 2020:

Primary non-response follow-up operation (to households that did not self-respond).

March – April 2020:

Self Response phase of Census 2020 (internet, mail, and phone; four waves of staggered mail).

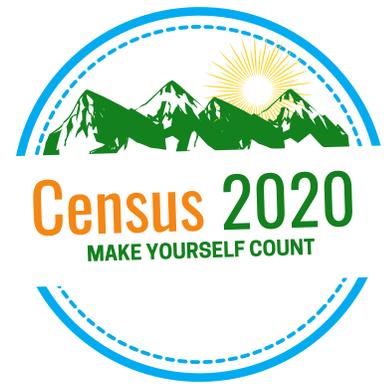
April 1, 2020:

National Census Day



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What is the census?

The census is a self-portrait of the nation. The U.S. Constitution requires the federal government count everyone living in the country every 10 years. The tally must include people of all ages, races, and ethnic groups; all citizens and non-citizens. Every household should complete a census form (either online, by mail or phone) by April 1, 2020. Participating in the census is our right and responsibility.

Why does the census matter?

Census data shape the future of our community and define our voice in Congress.

- The 2020 Census will determine how more than \$700 billion in federal government resources will be distributed each year for the next decade to states and localities.
- Census data is used to determine where schools, roads, hospitals, child care centers, senior centers, and other services should be built.
- Key federal programs rely on data and allocations derived from the census, including:

Medicaid, Supplemental Nutrition Assistance Program (SNAP), Medicare Part B, Highway Planning and Construction, Section 8, Title I Grants, Special Education Grants (IDEA), State Children's Health Insurance Program (CHIP), and Head Start.

- Census data are also used for apportionment of Congressional seats and redistricting at all levels of government.
- Census data are indispensable for monitoring discrimination and the enforcement of a broad range of civil rights laws.

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Be prepared for these key changes to the 2020 Census

- 1** Internet Response: While a paper form will still be available, for the first time the Internet will be the primary response option. Individuals will be able to respond to the 2020 Census online, or by phone or mail.
- 2** Home Visits: The U.S. Census Bureau will only visit homes that do not respond to the census. Census takers, also known as enumerators, will visit households that did not respond starting in late-April through early-July of 2020.
- 3** Citizenship Question: The U.S. Commerce Department has added a last-minute untested question that asks about the citizenship status of residents. This question has not been included in the census since 1950, and it is currently under debate and being litigated.
- 4** Two-Part Race & Ethnicity Question: The Bureau will continue to use two separate questions to collect data on race and ethnicity despite its own research showing a single, combined Hispanic origin and race question would have obtained better data.
- 5** Fewer Resources for Bureau: The Census Bureau has been mandated by Congress to conduct the 2020 Census at a lower cost per household than in 2010, which means there will be fewer outreach efforts than in 2010 to inform the public about the census. This also means fewer local census offices, field staff, and overall field “presence” in 2020.
- 6** Fewer Field Tests: Congress has underfunded the Census Bureau for the past several years, which has caused delays and cancellations of tests in several hard-to count places, including Puerto Rico.

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CHALLENGES THE HISPANIC/LATINX COMMUNITY WILL FACE IN THE CENSUS 2020

What kinds of challenges may thwart a full count of Latinos in Census 2020?

There are some key changes and challenges that pose a threat to a full count of Latinos in the 2020 Census, including:

- The Secretary of Commerce's last minute decision to add an untested and unnecessary citizenship question to the 2020 Census questionnaire.
- In a survey conducted by NALEO Educational Fund, 78 percent of Latinos stated that the inclusion of a citizenship question would make people afraid to participate in Census 2020.
- A lack of adequate funding that could limit the Census Bureau's ability to conduct the operations and outreach it will need to count all Americans.
- A shift to making the Internet the primary response option for the first time in the history of the Census.
- Census 2020 will also take place at a time of heightened fear and distrust in the government and its ability to protect private data.
- ¡Hágase Contar! partners will play a critical role in educating the Latino community about these and other key changes to the Census.



Complete Count Committee Guide

What is a Complete Count Committee (CCC)?

A Complete Count Committee (CCC) is a volunteer group that state and local governments and/or community leaders establish to coordinate available resources to increase awareness about the Census and motivate residents to respond to the census questionnaire. There are some key changes to the process for the 2020 Census. For instance, the Internet will be the primary response option for the first time. While a paper form will still be available, individuals will be able to complete the 2020 Census form online, or by phone or mail. CCC's will play a critical role in educating residents about these and other key changes to the Census.

What does a Complete Count Committee (CCC) do?

The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations

How Can I Develop a Complete Count Committee (CCC)?

An elected official can call for your jurisdiction's governing body to create a CCC by introducing a resolution. They can help convene stakeholders, identify members and chairpersons, and reach out to community organizations and partners who can work together to create a comprehensive outreach strategy.

How do I find the nearest Complete Count Committee (CCC)?

Visit www.ofm.gov for a listing of all CCC's in the state.



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Frequently Asked Questions about the Census

Your family, friends, neighbors and co-workers may have questions about the Census. Here are answers to some of those that most frequently asked.

Are my answers safe and secure?

The Census Bureau collects data only for statistical purposes. It combines your responses with information from other households to produce statistics, which never identify your household or any person in your household. Federal law makes it clear your information is confidential and that the Census Bureau will never identify you individually. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

How do I distinguish between an authentic U.S. Census Bureau contact and fraudulent activity and scams?

The U.S. Census Bureau will never ask for:

- Your Social Security number
- Your mother's maiden name
- Money or donations
- Credit card or bank account information
- Your personal information through email

If a field representative comes to your home, he or she will always have official Census ID

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Will my information be kept confidential?

- Yes. Under the law, Census data can only be used for statistical purposes. Title 13 of the U.S. Code requires respondent's information to be kept confidential, and guarantees personal information will not be used against respondents in court or by a government agency.
- Personal census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers).
- Census Bureau staff who have access to personal information are sworn for life to protect confidentiality, and are subject to a \$250,000 fine and/or up to five years in federal prison for wrongful disclosure of information.

When and how do I complete my 2020 Census Form?

It is very easy. In March 2020, every household will receive a mailing from the U.S. Census Bureau with instructions to visit their website. Upon logging onto the Bureau's website, each household will fill out a simple 10-question form.

- Every person, including children, residing in the household needs to be included on the form in order to be counted.
- The information that will need to be provided includes: name, relationship to head of household, gender, age, birthday, Hispanic origin and race, and status as a home owner or renter.
- The form can be completed in about 10 minutes. If a household does not respond, the Census Bureau will mail two reminders and a paper census form in the fourth mailing.
- Other options for completing the form via telephone or mail will be available. Individuals can call 888-839-8632 for more information.
- If a household does not submit a completed census form, then the Census Bureau will send an enumerator to that address to collect the information in person.

TIP

Completing a census form early is the best way to avoid having an enumerator visit your home.

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What does “residence” mean and how do I count the “residents” in my house?

The U.S. Census Bureau defines residence as the place where people live and sleep most of the time, but sometimes that simple definition is not enough. For more information visit:

<https://www.census.gov/programs-surveys/decennial-census/2020-census/about/residence-rule.html>

Do I have to respond to the Census?

Yes. If you are living in the United States, you are legally required to respond to the U.S. Census.

Failure to respond or providing false answers could result in a fine, although this is unlikely because the Census Bureau is not a prosecuting agency.

Census Bureau staff work to achieve cooperation and high response rates by helping the public understand that responding to the Census is a matter of civic responsibility and that data from the Census has benefits that span across government, industry, and profession.

How will the U.S. Census Bureau contact me and how am I to respond?

For the 2020 Census, you can respond online, by mail, by phone, or through an in-person interview. Starting in March 2020, the U.S. Census Bureau will begin to contact households through a series of mailings:

March 12-20 Mailing 1: Letter with information to take survey online will be sent to a majority of people, while about 20 percent to 25 percent of the population (with specific demographic characteristics and lower internet connectivity) will receive a letter and paper survey

March 16-24 Mailing 2: Letter to non-respondents

March 26-April 3 Mailing 3: Reminder postcard to non-respondents

April 8-16 Mailing 4: Letter and paper survey sent to non-respondents

April 20-27 Mailing 5: “It’s not too late” postcard to non-respondents

If you do not respond to these mailings, then beginning in early May 2020, U.S. Census Bureau will send enumerators out to knock on the doors of households who have not yet responded. This operation, called **Non-Response Follow-Up**, will begin in early April for colleges and universities in order to capture student data before the spring term ends.

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I filled out a survey from the Census Bureau last year. Why have I been contacted again?

In between each 10-year Census, the U.S. Census Bureau conducts more than 100 surveys of households and businesses across the nation each year.

One of the surveys that is often confused with the decennial Census is the American Community Survey, which reaches one out of every 480 households each year and asks very detailed questions on topics such as employment, income, housing, and place of birth.

State and local governments use data from both to plan and fund such things as school construction, transportation systems, public housing, policy and fire precincts, and future utility needs. Federal law requires participation in both.

What happens in communities in which residents may have limited English proficiency?

The U.S. Census Bureau will make the Census questionnaire and other materials available in multiple languages. The questionnaire will be available in Spanish as a print version and on the tablets of those who go door-to-door in the non-response follow up phase.

The Internet Self-Response Instrument will be available in 12 non-English languages:

Spanish,	Korean,	Tagalog,	Portuguese,
Chinese (Simplified),	Russian,	Polish,	Japanese,
Vietnamese,	Arabic,	French,	Haitian Creole,

The Census Bureau will provide assistance by phone in 12 non-English languages:

Chinese (Simplified),	Russian, Arabic,	French,	Japanese,
Vietnamese,	Tagalog,	Haitian Creole,	Spanish,
Korean,	Polish,	Portuguese,	American Sign Language



ADDITIONAL RESOURCES

2020 Census Outreach Materials

<https://www.Census.gov/partners/2020-materials.html>

Social Media Images

<https://www.Census.gov/partners/2020-materials/social-media-graphics.html>

Social Media Content

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

Press Kit

<https://www.Census.gov/newsroom/press-kits/2018/2020-Census.html>

WA State 2020 Census Website

Office of Financial Management

Links to complete count committees in Washington state

Complete Count committees at the state, county, city, and tribal levels bring together community leaders to encourage the state's diverse communities to participate in the Census to ensure a complete count of residents in the targeted area. Washington has a statewide committee and several local committees.

US Census Bureau



ADDITIONAL RESOURCES

What is the Census? Census 101

Prepared By: NALEO Educational Fund

<https://bit.ly/2TYK4SF>

Que es el Censo? Introducción al Censo

Prepared By: NALEO Educational Fund

<https://bit.ly/2FmLq1A>

Census 2020 – State Fact Sheets

Prepared By: NALEO Educational Fund

<https://bit.ly/2FhswdQ>

Key Census 2020 Milestones

Prepared By: Funders’ Committee for Civic Participation (FCCP)

<https://bit.ly/2Wdcc26>

2020 Census Reporting Mistakes I’ve (Almost) Made

So You Don’t Have To

Prepared By: Hansi Lo Wang, NPR

<https://bit.ly/2T05rXt>

Faith in Public Life Census 2020 Toolkit

Prepared By: Faith in Public Life

<https://bit.ly/2Cw470R>

The Invisible Ones: How Latino Children Are Left Out
of Our Nation’s Census Count

Prepared By: Child Trends Hispanic Institute and NALEO Educational Fund

<https://bit.ly/2T39Alg>

¡Hágase Contar! Campaign Regional Staff Leads

Prepared By: NALEO Educational Fund

<https://bit.ly/2TVR6HN>

