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United States[®]
**Census
2020**

Lisa Moore
Assistant Regional Census Manager
New York Regional Census Center

U.S. Census Bureau

Largest statistical agency in the U.S.

Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau Surveys and Programs

- Demographic Programs
 - Decennial Census
 - American Community Survey
 - Current Population Survey
 - American Housing Survey
- Economic Programs
 - Economic Census (Years ending in 2 & 7)
 - Census of Governments (Years ending in 2 & 7)

The 2020 Census

Mission

To serve as the nation's leading provider of quality data about its people and economy.

Purpose

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People.

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

What is the Census?

- Count of every resident living in the United States
- **Increasingly diverse and growing population**
 - 330 million people
 - Over 140 million housing units
- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Representation and Funding

2020 Census

A Complete and Accurate Count of the Population and Housing



2020 Office & Field Staffing Hiring Now through Spring of 2020

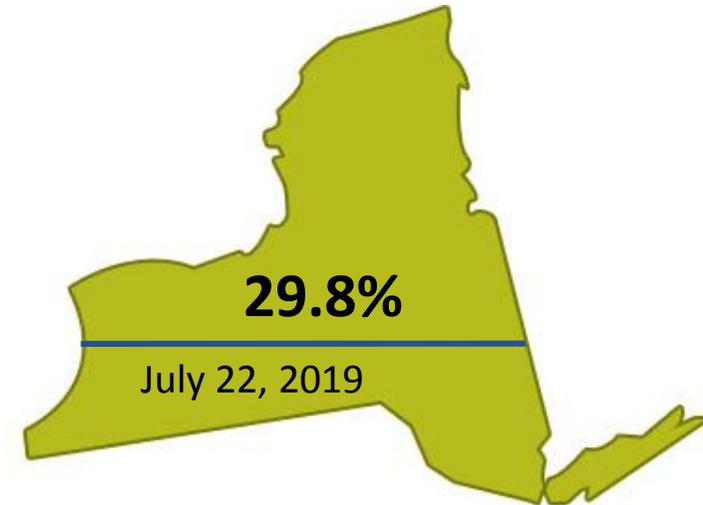
Field Positions

Recruiting Assistants*
Census Field Supervisors*
Enumerators*

Office Positions

Area Census Office Manager
Census Field Manager
Administrative Manager
Information Technology Manager
Recruiting Manager
Office Operations Supervisor*

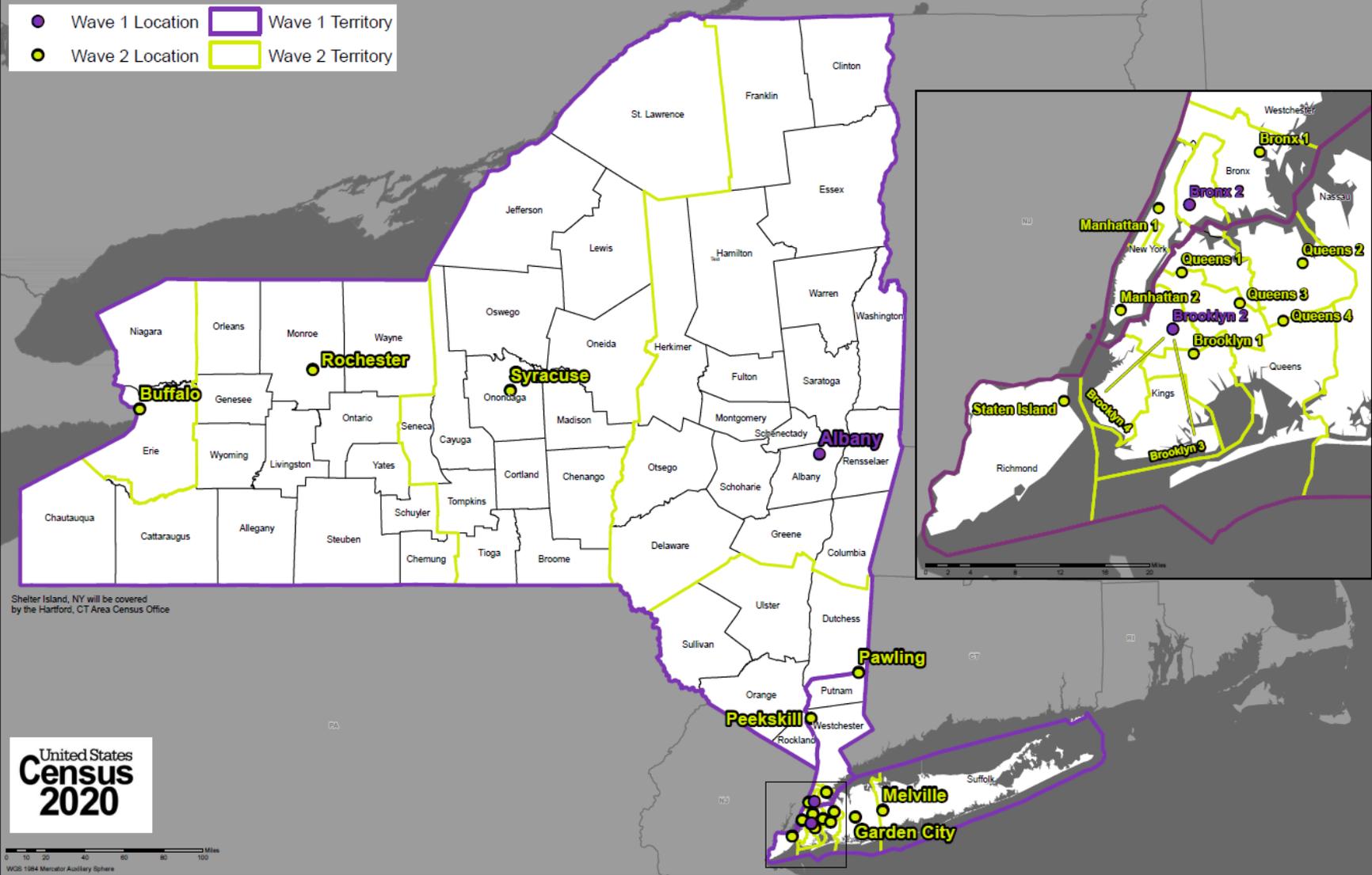
**2020 NY Recruiting
Goal: 121,000**



* Indicates apply now at the below link for our Field Operations <https://2020census.gov/jobs>

All other positions must apply on www.USAJobs.gov

New York Wave 1 and Wave 2 Area Census Offices



2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a serious federal crime. **Violators are subject to** severe penalties, including a federal prison sentence of up to **five years, a fine of up to \$250,000, or both.**

2020 Census – It Is Easy

- Four ways to respond in 2020
 - Online
 - Phone
 - Paper
 - Personal Visit by Census Employee
- Name, age, DOB, race and origin, Hispanic origin, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

How the 2020 Census will invite everyone to respond



WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

Every household will have the option of responding online, by phone, or by mail.

Every household that hasn't already responded will receive reminders and a paper questionnaire.



Language Support

LANGUAGE SUPPORT ONLINE, BY PHONE, BY MAIL, AS WELL AS ADVERTISING

**12 languages
(in addition to English):**

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

99%

English plus these 12 languages cover 99% of all U.S. households.



Overview of Non-English Language Support

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card	Paper Questionnaire & Mailing Materials																																																												
<p>12 Non-English Languages</p> <p>Respondents will be able to toggle between the languages within the instrument.</p> <ul style="list-style-type: none"> Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese 	<p>12 Non-English Languages</p> <p>There is a separate phone number for each language. This information is included in the mailing materials.</p> <ul style="list-style-type: none"> Spanish Chinese (Mandarin and Cantonese) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese 	<p>59 Non-English Languages</p> <p>Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i></p> <table border="0"> <tr> <td>Spanish</td> <td>Italian</td> <td>Khmer</td> <td>Tamil</td> <td>Croatian</td> </tr> <tr> <td>Chinese</td> <td>Farsi</td> <td>Nepali</td> <td>Navajo</td> <td>Bulgarian</td> </tr> <tr> <td>Vietnamese</td> <td>German</td> <td>Urdu</td> <td>Hungarian</td> <td>Twi</td> </tr> <tr> <td>Korean</td> <td>Armenian</td> <td>Romanian</td> <td>Hebrew</td> <td>Lithuanian</td> </tr> <tr> <td>Russian</td> <td>Hindi</td> <td>Telugu</td> <td>Malayalam</td> <td>Yoruba</td> </tr> <tr> <td>Arabic</td> <td>Ukrainian</td> <td>Burmese</td> <td>Swahili</td> <td>Czech</td> </tr> <tr> <td>Tagalog</td> <td>Bengali</td> <td>Punjabi</td> <td>Yiddish</td> <td>Igbo</td> </tr> <tr> <td>Polish</td> <td>Greek</td> <td>Lao</td> <td>Indonesian</td> <td>Marathi</td> </tr> <tr> <td>French</td> <td>Amharic</td> <td>Hmong</td> <td>Serbian</td> <td>Sinhala</td> </tr> <tr> <td>Haitian Creole</td> <td>Somali</td> <td>Albanian</td> <td>Tigrinya</td> <td>Slovak</td> </tr> <tr> <td>Portuguese</td> <td>Thai</td> <td>Turkish</td> <td>Ilocano</td> <td>American</td> </tr> <tr> <td>Japanese</td> <td>Gujarati</td> <td>Bosnian</td> <td>Dutch</td> <td>Sign Language</td> </tr> </table>	Spanish	Italian	Khmer	Tamil	Croatian	Chinese	Farsi	Nepali	Navajo	Bulgarian	Vietnamese	German	Urdu	Hungarian	Twi	Korean	Armenian	Romanian	Hebrew	Lithuanian	Russian	Hindi	Telugu	Malayalam	Yoruba	Arabic	Ukrainian	Burmese	Swahili	Czech	Tagalog	Bengali	Punjabi	Yiddish	Igbo	Polish	Greek	Lao	Indonesian	Marathi	French	Amharic	Hmong	Serbian	Sinhala	Haitian Creole	Somali	Albanian	Tigrinya	Slovak	Portuguese	Thai	Turkish	Ilocano	American	Japanese	Gujarati	Bosnian	Dutch	Sign Language	<p>Spanish</p> <p>Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.</p> <p>Mailings will include instructions on responding via Internet or phone in 12 non-English languages.</p> <p>During Nonresponse Followup enumerators use:</p> <ul style="list-style-type: none"> • A bilingual handheld instrument (English/Spanish) • Bilingual materials (English/Spanish) • Instructions to respond online or by phone in 12 non-English languages • Language Identification Card
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2020 Census – It Is Important

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of **\$675 billion dollars in federal funding**
- Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, S-CHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes
- **Provides population benchmarks for nearly every other United States survey**

Key Milestones for the 2020 Census

- August 2019 – New Statistics in Schools classroom activities available online www.census.gov/schools
- January 2020 – Advertising campaign begins
- March 2020 – Group Quarters (GQ) Enumeration begins
 - Includes college dormitories, prisons, nursing homes, service-based locations (homeless shelters, soup kitchens, mobile food vans) and homeless count
- **Mid-March 2020** – Public can begin responding online at www.2020census.gov
- Replying by mail or phone will also be an option
- April 1, 2020 – Census Day
- Mid-May 2020 – July 2020 – Census takers go door to door
- 2021 – Initial 2020 Census results to be released on www.census.gov

Our Next Steps

How WE support Partners

- Promotional Materials
 - Flyers (general and targeted)
 - Posters
 - In-language
- Content
 - Sample message for email or blog
 - Drop in articles
 - Social media content and links
 - Graphics

www.census.gov/partners/2020-materials

- Partnership presence
- Connecting Partners with other partners

What YOU can do now!

- Share job recruitment information
- Start the Census conversation
Safe, Easy & Important
- Become a partner
- Start or join a Complete Count Committee (CCC)
- Identify opportunities to include Census messaging, materials, or invite Census staff to your event

Complete Count Committee

What is a Complete Count Committee?

A group of government and community leaders who come together to raise awareness about the 2020 Census and motivate their community members to respond.

Who should be on the Complete Count Committee?

Elected leaders, school department, libraries, workforce development, immigrant organizations, faith-based leaders, senior services, community development and housing, community-based organizations, veterans services, higher education, business, media (not an exhaustive list).

How do we get started?

Appoint a chair; identify the individuals/groups to include; plan a kick-off meeting; form subcommittees to be dedicated to specific areas of need.

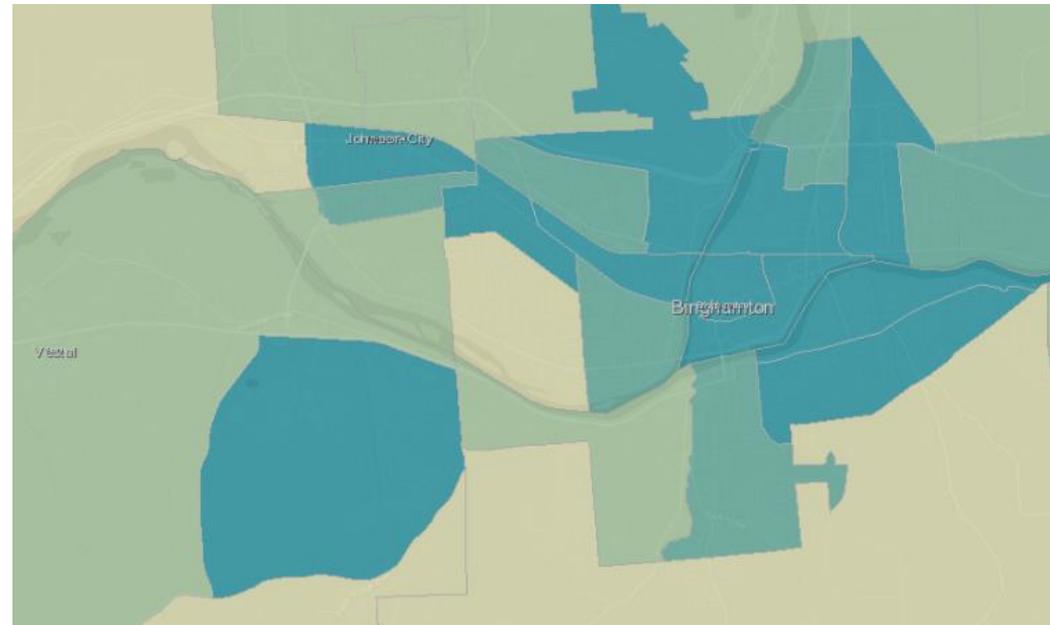
CCC Tools

- Center for Urban Research/CUNY Graduate Center
<https://www.censushardtcountmaps2020.us/>
- US Census Bureau – Response Outreach Area Mapper
<https://www.census.gov/roam>
- Local Knowledge!

Response Outreach Area Mapper (ROAM)

www.census.gov/roam

- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census tracts are harder to survey than lighter census tracts



Response Outreach Area Mapper (ROAM)

Census Tract 139
Broome County, New York

Low Response Score (%): 27.5
2013- 2017 ACS 5-year estimates

ACS Self-Response Rate: 57.3
Total Population: 2,772
Median Household Income (\$): 32,470
Median Age: 28.8
Population Under 5 (%): 11.58
Population 18-24 (%): 9.09
Population 65 and Over (%): 4.44
Persons Below Poverty Level (%): 30.30
Children Under 18 Living in Poverty (%): 24.82
School Enrolled Children Age 3 and 4 (%):
Not High School Graduate (%): 7.75
No Health Insurance Age 19-64 (%): 14.65
Non-Hispanic, Black (%): 19.08
Non-Hispanic, White (%): 65.04
Hispanic (%): 5.84
American Indian or Alaska Native (%): 0.18
Asian (%): 5.05
Native Hawaiian or Other Pacific Islander (%): 0.18
Foreign Born (%): 10.43
No One in Household Age 14+ Speaks English "Very Well" (%): 1.64
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 1.75
Total Housing Units: 1,264
Total Occupied Housing Units: 1,038
Renter Occupied Housing Units (%): 59.83
Married Couple Households with Child Under 18 (%): 49.66
Family Occupied Housing Units with Related Children Under 6 (%): 38.33
Population 1+ Who Moved From Another Residence Within the Last Year (%): 32.47



Vacant Housing Units (%): 17.88
Multi-Unit (10+) Housing (%): 13.05
Households with No Computing Device (%): 10.60
Households with Computer (%): 64.74
Households with Only Smartphone (%): 13.20
Households with No Internet Access (%): 25.14
Households with Broadband Internet Access (%): 49.52
Population with No Computing Device (%): 4.16
Population with Broadband Internet and Computing Device (%): 76.18

Data Dissemination Program

- Free Resource to YOU
- Opportunities to teach the public how to access our data
 - Data Presentations
 - Data Access Workshops and Training Sessions
 - Webinars
 - Data and Survey Inquiries
- All tools and data available at www.census.gov
 - American FactFinder
 - Census Business Builder
 - My Congressional District
 - OnTheMap

Subscribe and learn more:
www.census.gov/academy



<https://www.youtube.com/watch?v=LXJz7ZfzAuM>

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youtube.com/user/uscensusbureau



instagram.com/uscensusbureau

Contact Us

Partnership Program

Phone: (212) 882-2130

Email: new.york.rcc.partnership@2020census.gov

Website: <https://www.census.gov/partners/2020.html>

Census Jobs

Field & Office Job Opportunities

Website: www.2020census.gov/jobs

Office Managerial Job Opportunities

Website: www.usajobs.gov

Website: www.census.gov/about/regions/new-york/jobs.html

Data Dissemination Program

Email: census.askdata@census.gov

Phone: 1-844-ASK-DATA

Website: www.census.gov/data/training-workshops.html