Everyone Counts in the 2020 Census… this Means Everyone

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The 2020 Census Affects Everyone for the Next Ten Years

• **Representation**
  - State representation in the U.S. House of Representatives and the Electoral College
  - Local and state legislative districts

• **Resources**
  - Allocation of more than $675 billion in federal funds each year
  - Funding for schools, healthcare, transportation, job creation, senior services, and many more programs and services

• **Respect**
Many Challenges in Achieving an Accurate Count. Yet the Message is Incredibly Simple.

The Census is Important
The Census is Easy
The Census is Safe
People Can Respond in 3 Ways

Internet
Secure, easy, and available 24/7 in English plus 12 non-English languages

Phone
Live operators available days, evenings, and weekends in English and 12 non-English languages

Paper
Traditional paper questionnaires provided to households in English or English/Spanish

Every household receives several invitations to participate starting in Mid-March 2020

• Up to 6 mailings delivered to every household
• Households can respond online, over the phone, or with a paper questionnaire
• Online and Phone response options available in English and 12 non-English languages
• Self-response eliminates need for Census Takers to visit one’s household during Nonresponse Follow-up
• Those who don't respond will be contacted by a Census Taker during Nonresponse Follow-up starting in late April 2020
Advertising reaches the overall population. Partnership reaches Hard-to-Count communities.

   - Advertising includes television, radio, print, and social media.
   - Advertising in English and 12 non-English languages
   - Campaign tagline is “Shape Your Future: Start Here”

2. Partnership staffing is double what it was in 2010, with more than 1,500 professional outreach workers engaged with local partner organizations at the local level.

3. Nearly 3,700 Complete Count Committee (CCC)s have been established so far.

4. More than 37,000 organizations have signed on as 2020 Census Partners.

5. Partners are encouraged to build a plan that motivates local census participation
   - Encourage school superintendents and principles to use Statistics in Schools materials in their classrooms.
   - Urge religious leaders to promote participation in the census to their member.
   - Create heart tugging social media messaging to their constituents.
   - Deliver rousing public speeches urging census participation.
   - Host special events focusing on the 2020 Census, such as parades, festivals, and census block parties.
   - Motivate public utilities to insert census messaging in paper and electronic bills from January through June 2020.
   - Place highly visible census messaging in busy intersections and on public transit.
   - Initiate creative electronic signage that changes daily, such as days to the count, daily neighborhood-level response rates, or other compelling messaging that intrigues people and grabs their attention
What to Expect During the Next 18+ Months

1. **Address Canvassing** – 50 million addresses / 50,000 field employees – August/September 2019
2. **Peak Recruitment Drive** – 2.3 million applicants – October 2019 through February 2020
3. **Advertising Campaign begins** – January 2020
4. **First enumeration in Toksook Bay, Alaska** – January 21, 2020
5. **Invitation letters, questionnaires, and reminder postcards to every household** – March 12 through April 27, 2020

**Census Day – April 1, 2020**

6. **Self Response Phase** – daily monitoring at neighborhood level – March through April 2020 and beyond
7. **Nonresponse Follow-up and other Peak Field Operations with more than 500,000 employees** – March through July 2020
   1. **Update Leave** – March 2020
   2. **Group Quarters Enumeration** – April 2020
   3. **Nonresponse Follow-up** – late April through July 2020
8. **State-level Apportionment counts to President** – no later than December 31, 2020
9. **Block-level Redistricting data to states** – no later than April 1, 2021

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2020CENSUS.GOV
Some Useful Resources

Information about the 2020 Census
https://2020census.gov

Apply to more than 500,000 temporary census jobs
https://2020census.gov/jobs

Promotional materials in multiple languages
https://2020census.gov/partnership