

# Shape Your Future, START HERE: 2020 Census

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Deputy Chief

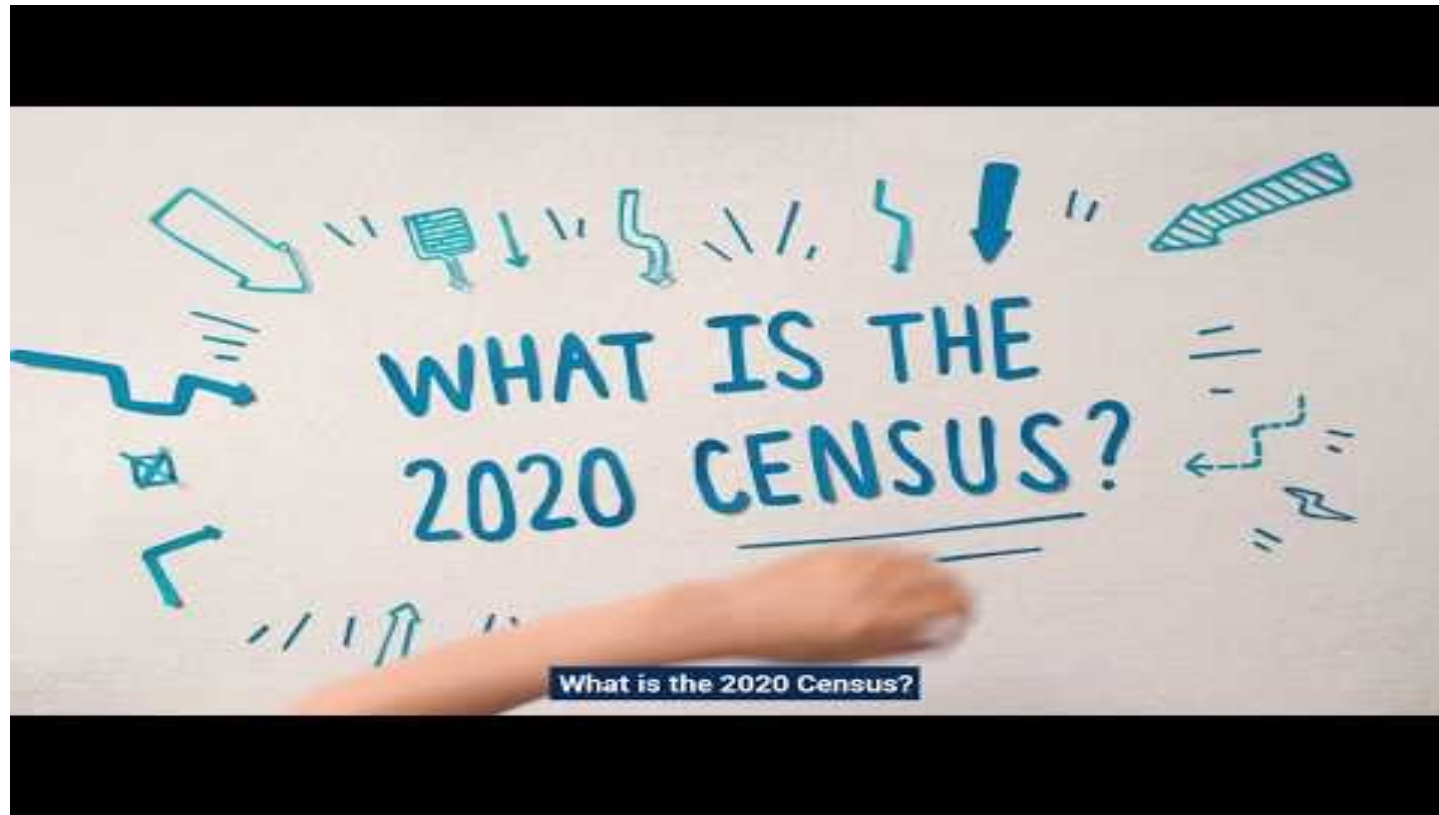
National Partnership Program, U.S. Census Bureau

January 2020

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Census  
2020

# What is the 2020 Census?



# Why is the 2020 Census important?



**CONGRESSIONAL  
REPRESENTATION,  
LEGISLATIVE  
BOUNDARIES**



**INVESTMENTS,  
JOBS, SERVICES**

**PUBLIC  
FUNDING  
DECISIONS**



**COMMUNITY  
SERVICES**



# Funding



Census data determines how federal funding is allocated to the NHPI communities for:

- Emergency Assistance
- Health Clinics
- Head Start
- Housing Assistance
- Public Transportation & Roads
- Schools & Scholarships
- School Meal Program
- Special Education
- Supplemental Nutritional Assistance Program (SNAP)

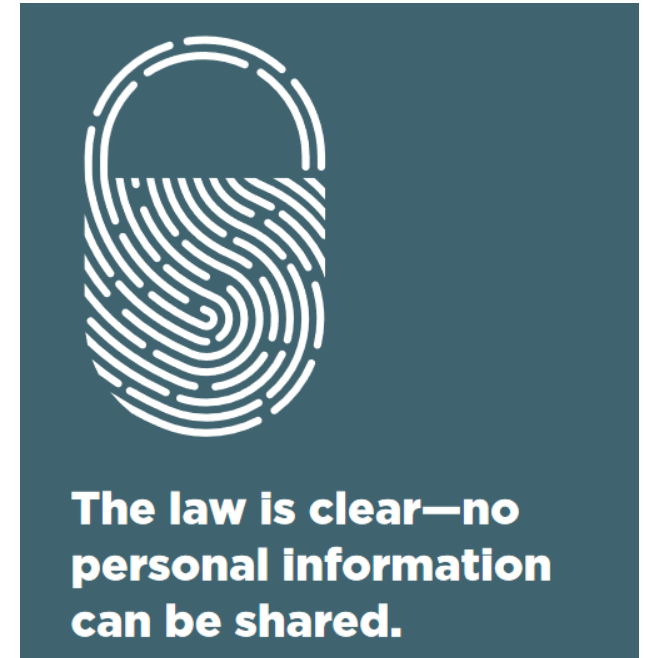
# How we conduct the census



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# 2020 Census responses are confidential

- Responses to the 2020 Census are confidential and cannot be shared with or used by any other law enforcement agency—including ICE or local police
- Census Bureau employees take a lifetime oath to protect the personal information of every respondent
- Any Census Bureau employee that violates this law is subject to a penalty of up to \$250,000 and/or up to 5 years in prison



# Is My 2020 Census Data safe?



# Responding is easier than ever

**Self-response is easier than ever:  
online, by phone, or by mail.**

- You will be able to respond anytime, anywhere, and from any device.
- You will be able to respond in English or in one of the 12 select languages.





# What to Expect

## WHAT WE WILL SEND IN THE MAIL

On or Between	You Will Receive:
<b>March 12 - 20</b>	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
<b>March 16 - 24</b>	A reminder letter.
	If you haven't responded yet:
<b>March 26 – April 3</b>	A reminder postcard.
<b>April 8 – 16</b>	A reminder letter and paper questionnaire.
<b>April 20 - 27</b>	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it – we will follow up in person with all households that don't respond.

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# Recruitment



## Be A Census Taker

Apply Online [2020CENSUS.GOV/JOBS](https://2020CENSUS.GOV/JOBS)

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020. Federal Relay Service: 1-800-877-8339 TTY/ASCI. The U.S. Census Bureau is an Equal Opportunity Employer. D-1562 | April 2019

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## Solicite por Internet en [2020CENSUS.GOV/JOBS](https://2020CENSUS.GOV/JOBS)

Hay miles de empleos disponibles en todo el país. Contribuye con tu comunidad. Conviértete en censista.

- ✓ Mejores ingresos
- ✓ Pago semanal
- ✓ Horario flexible
- ✓ Formación paga

Dale forma a tu futuro SOLICITE YA >

Censo 2020 Puerto Rico

Para obtener más información o ayuda para inscribirte, llama al 1-855-562-2020. Servicio Federal de Relevé: 1-800-877-8339 TTY/ASCI [www.gsa.gov/fedrelay](https://www.gsa.gov/fedrelay). La Oficina del Censo de los EE. UU. es un empleador que ofrece igualdad de oportunidades.

### Apply If:

- You are at least 18 years old.
- You have a valid Social Security number.
- You are a U.S. citizen.
- You have a valid email address.
- You are registered with the Selective Service System, or have a qualifying exemption, if you are male and were born after Dec. 31, 1959.

### If Offered A Job:

- You must pass a criminal background check and review of criminal records (including fingerprinting).
- You must be available to work flexible hours, including days, evenings, and weekends.

### 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 (to complete training).

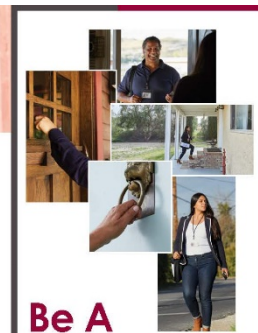


## Become a Census Taker and Get Paid to Help Your Community


Learn how you can help collect important data that will determine your state's representation in Congress, as well as how funds are spent in your community on things like roads, schools, and hospitals.

For more information or to apply online, visit [2020census.gov/jobs](https://2020census.gov/jobs) or call 1-855-JOB-2020.

Federal Relay Service: 1-800-877-8339 TTY/ASCI [www.gsa.gov/fedrelay](https://www.gsa.gov/fedrelay). The U.S. Census Bureau is an Equal Opportunity Employer.



## Be A Census Taker




## Be A Census Taker

- ✓ Extra income
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Apply Online [2020CENSUS.GOV/JOBS](https://2020CENSUS.GOV/JOBS)

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# Types of Positions

## What type of jobs are available?

- We need hundreds of thousands of Census Takers (also called enumerators). People are needed in every city, county, and neighborhood throughout the country to serve as Census Takers.
- We need thousands to serve as Census Field Supervisors. People in these positions supervise Census Takers. These jobs are also available throughout the country.
- Office clerical and office supervisory positions are available in locations where we have offices.
- Check our website at [2020census.gov/en/jobs/pay-and-locations](https://2020census.gov/en/jobs/pay-and-locations) for the location of offices.



# Integrated Partnerships and Communications

Engage and motivate people to self-respond, preferably via the internet

Raise and keep awareness high throughout the entire 2020 Census to encourage response



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# Integrated Partnership Team

## Integrated Partnership Team

**National  
Partnership  
Program**

**Community  
Partnership and  
Engagement  
Program**

**Census Open  
Innovation Labs**

**Public  
Information  
Office**

**Office of  
Congressional and  
Intergovernmental  
Affairs**

**Statistics In  
Schools**

With Team Young and Rubicam Support

# National Partnership Program

**Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau's mission to accurately measure the nation's population and economy**



Sponsorship  
and  
Promotions



Message and  
Brand Awareness



Activities and  
Events



Social and Digital  
Engagement



Increase  
Response Rates



Data Use  
and  
Feedback



Policy/Advocacy

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# National Partnership Program: Program Overview

- The National Partnership Program (NPP) enlists and engages national-level organizations and trusted voices to support the 2020 Census and encourage their audiences - especially the hard-to-count communities - to respond to the 2020 Census.
- The NPP is one part of the 2020 Census partnership program that also includes, and is integrated with, the Community Partnership and Engagement Program (CPEP), and other external stakeholder engagement, like COIL.
- Staff from across the bureau with subject-matter expertise are often involved in managing national partner relationships. This includes the Office of Congressional and Intergovernmental Affairs, the Economic Programs Directorate, the Center for New Media and Promotions and the Decennial Programs Directorate.

# National Partnership Program: Key Milestones to 2020

- Enlist a diverse cross-section of national organizations to help the Census Bureau communicate to one or more hard-to-count populations, encouraging respondents to complete the 2020 Census questionnaire.
- Attend, present and exhibit at major conferences as part of our early communications campaign to raise awareness of the 2020 Census.
- Encourage national organizations to activate their communications channels during the first four months of 2020 to coincide with the awareness, motivation, and cooperation phases of the communications campaign.



# Portfolios

African American

Hispanic/Latino

Asian American

Native Hawaiian and Pacific Islander

American Indian and Alaska Native

Middle Eastern/North African/MENA

Lesbian, Gay, Bisexual, Transgender and Queer

Academic/Libraries

Children

Persons Experiencing Homelessness/

Renters/Highly Mobile

Persons with Disabilities

Corporate/Business

Technology

Health Care

Nonprofit - Not Faith-Based

Included in portfolio – Labor Unions;  
Charitable/Social Services; Senior Citizens

Faith Communities/Faith-Based

Consulates/Embassies

Federal Agencies

Rural

Veterans/Military

Good Government

# National Partnership Program: Supporter Engagement

- Encourage national organizations to become 2020 Census partners and activate their local networks.
- Collaborate to identify specific commitments, such as:
  - Promoting the 2020 Census in speeches, presentations, and at events
  - Sharing 2020 Census information with your network and employees
  - Leveraging email lists and social media accounts to raise awareness of the 2020 Census and encourage response

# Next Steps



# Visit 2020Census.gov

The screenshot shows the homepage of the 2020 Census website. The background is a composite image of a snowy village and a blue house. The main headline reads "Shape your future. START HERE." with "START HERE." in all caps. A blue button labeled "GET INVOLVED" is positioned below the headline. At the bottom, a "Census Day countdown" shows "63" days until April 1, 2020. The top navigation bar includes links for "Partners", "Educators", "News & Events", and "Jobs", along with a search bar and a language selector set to "English". The "United States Census 2020" logo is in the top left corner.

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Partners Educators News & Events Jobs

Search English

Get the Facts How To Respond Why Your Answers Matter Privacy and Security

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## START HERE.

GET INVOLVED

Census Day countdown: **63** days until April 1, 2020

[embed this](#)

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# Email Newsletter

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## Wonderama Teaches Kids about the 2020 Census

Census Bureau partner Wonderama TV and Jazz at Lincoln Center teamed up this summer for the Summer Jam Spectacular as “Count Me In 2020” kicked off at Hofstra University in New York. The kid-focused event included music, games, and prizes alongside reminders of the importance of being counted in the 2020 Census.

## Income, and Health Insurance Coverage United States 2018

Get newly released data for median household income, the official poverty rate, and the number of people without health insurance.

[Read More](#)

## October National Cybersecurity

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## Educating Kids about the 2020 Census



Census Bureau partnership specialist Sheila Beasley recently spoke with students at Urban Academy in Pittsburgh about the 2020 Census. Research shows that young children—in addition to people who are renters, non-English speakers, low-income, or who change residences frequently—are more likely to be

## Alaska's Remote Areas the First Counted in Decennial Census

Census enumerators start knocking on doors in Alaska in January to count people where they live before the spring thaw and before residents leave their villages to fish and hunt. Take a tour of the first census counts in Alaska through the centuries.

[Read More](#)

## Watch: Highlights from Arlington County's CCC Kickoff

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## Hiring of Thousands of 2020 Census Workers Ramps Up



The hiring of hundreds of thousands of temporary workers for the 2020 Census – often described as the nation’s largest civilian mobilization — is now underway. The Census Bureau has already begun recruiting and hiring people to work on an important preliminary operation for the 2020 Census that begins in August: In-Field Address Canvassing.

## New 2020 Census Partner Materials Now Available

An array of 2020 Census resources like handouts, infographics and toolkits are now available to support your 2020 Census outreach. We know how important it is for you to have materials that help spread the word in your community.


[View Materials](#)

## Kentucky is Off to the Races for the 2020 Census

Governor Matt Bevin

# Partner Materials

2020census.gov/partners



## Pacific Islanders...

...have the right to be counted in the 2020 Census. The census is a population count that happens every 10 years and counts every man, woman, and child in your home. Shape our future by responding to the 2020 Census.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

Shape your future START HERE >

United States Census 2020



## When you shape education, you shape our future.

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

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## A few minutes can shape your future.

Improving your community starts with the 2020 Census.

**Important**  
Your response will inform how over \$675 billion in public funding flows into things like community services, health clinics, Head Start, historically Black colleges and universities, and programs that support minority-owned businesses.

**Safe**  
Your personal information is kept confidential by law.

**Easy**  
Respond online, by phone, or by mail.

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2020CENSUS.GOV

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## Help your community stay healthy.

Responses to the 2020 Census inform how over \$675 billion is distributed to communities based on census data. This includes money for health care assistance and the prevention and treatment of substance abuse.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

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## We keep your data like you keep your kids. Safe and secure.

All 2020 Census responses are kept confidential and private. It's the law. Your responses cannot be shared and cannot be used against you by any government agency or court in any way.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

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## Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To assure an accurate count, remember to:

- Count every person living or staying in your home.
- Respond at the address where you were living or staying on April 1, 2020.


What's in it for me?  
The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an additional source of our population. The data collected will help determine how over \$675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

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## Clinics that are closer than the next county.

Accessible, quality healthcare is a top priority for every community, and you can do your part by responding to the 2020 Census.

Over \$675 billion in federal funding is distributed to communities based on census data. This includes money for health care assistance and the prevention and treatment of substance abuse.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

Shape your future START HERE >

2020CENSUS.GOV

United States Census 2020



## Shape the next generation. Count them.

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

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2020CENSUS.GOV

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## Heroes count in the 2020 Census.

Regardless of when you served, your secure and confidential response to the 2020 Census can shape the future for you and your community.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

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Help your community get the funding it needs for programs and services like the Supplemental Nutrition Assistance Program, or SNAP, Medicaid, health clinics, education, and much more.

Complete the 2020 Census online, by phone, or by mail. It's easy, safe, and important.

For more information, visit: [2020CENSUS.GOV](https://2020CENSUS.GOV)

# Public Service Announcement (PSA) Toolkit



Toolkit includes:

- Guidelines
- Video
- Radio
- Scripts

# Contact Information

## National Partnership

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**Melissa Bruce, OCIA/NPP 301-763-4036**

**[melissa.k.bruce@census.gov](mailto:melissa.k.bruce@census.gov)**



## Local Partnership

**Regional Census Centers**

**Contact Information**

**Atlanta 470-889-6800**

**Chicago 312-579-1605**

**Denver 972-510-1800**

**Los Angeles 213-314-6500**

**New York 212-882-2130**

**Philadelphia 267-780-2530**



Thanks!  
Questions?

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