



# United States<sup>®</sup> Census 2020

**The Basics and How you can Help!**  
December 17, 2020

# Agenda

National Overview

State Overview

Hard-to-Count Population Overview

How you can Help

# Understanding U.S. Census

## A Brief USA History

- The U.S. Constitution requires a census be conducted every 10 years to apportion the U.S. House of Representatives
- The Decennial Census is the largest peacetime activity the United States Federal Government undertakes
- Census will count all persons living in the United States
- Census results directly affect how federal funding is allocated to state, local, and tribal governments

# The Purpose of CENSUS

Census data is used for:

- **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
- **Drawing** congressional and state legislative districts, school districts and voting precincts
- **Enforcing** voting rights and civil rights legislation
- **Distributing** federal dollars to states
- **Informing** planning decisions of federal, tribal, state and local government
- **Informing** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

# CENSUS Impact in Delaware

\$10 mm/year or  
\$100 million in a decade  
lost federal dollars due to undercount\*

*Impoverished communities of color, immigrant populations and children under age five were the greatest population segments in Delaware undercounted.*

\*George Washington University Institute of Public Policy

# Who Should be Counted?

- If you are filling out the census for your home, you should count everyone who is living there as of April 1, 2020.
- This includes anyone who is living and sleeping there most of the time.
  - Friends
  - Families
  - College students
  - Foster Care Children
  - Family visiting from out of –State
  - Children who spilt homes
  - Newborns/ soon to be born
  - Babies born on April 1, 2020, even if they are in hospital
  - Movers

# Who Should not be counted

- Citizens of foreign countries who are visiting the United States on vacation or business on April 1, 2020, should not be counted

# Special Consideration

## “group quarters”

- U.S. Military Personnel
- People in Prisons and Correctional Facilities
- People in Health Care Facilities
- People in Shelters
- People Displaced by Natural Disasters
- Students

# The Changing Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.

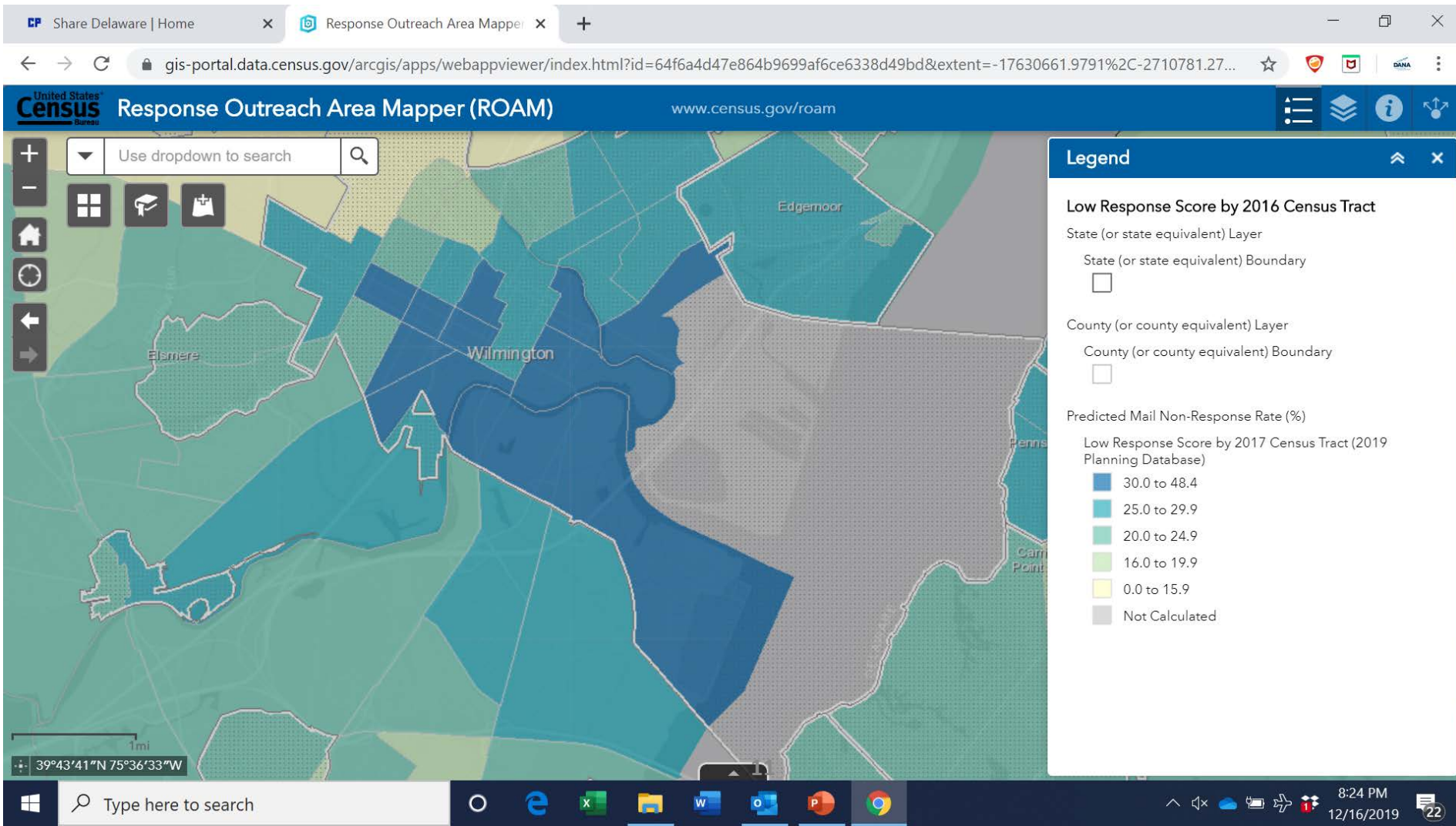


# Who are Delaware Hard-to-Count

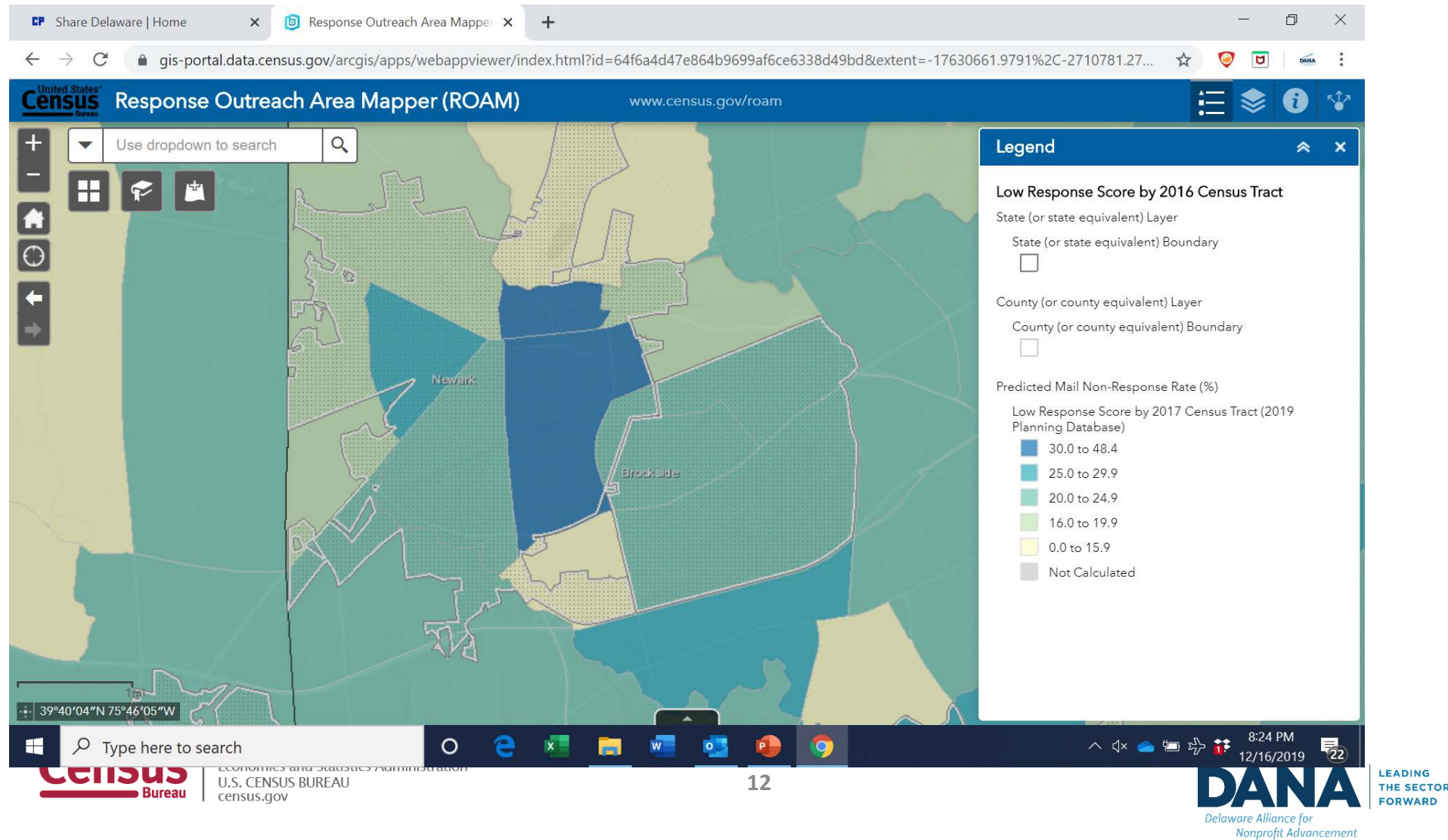
**Groups that have historically been less likely to respond to the census right away.**

- Young children. (0-4)
  - Racial and ethnic minorities.
  - Individuals who do not speak fluent English.
  - Non-English-Speaking individuals
  - Low income community- Poor Population.
  - Homeless people
  - Aged or Shut-in Individuals
  - People living in housing units that might not meet local regulations
  - Immigrants
  - Individuals with disability
  - Individuals with postal address differ from their home address, often in rural areas.
  - Undocumented immigrants.
  - Mobile individuals: Renters and college students.
  - LGBTQ persons
  - Those who are distrustful of the government.
- 
- [Children aged zero to 4](#) comprise the most undercounted age category. 10% of this population was missed in the counts and often were in households that completed the census. Greater level of undercount with black and Hispanic households. Impact: \$5.3 mm of federal dollars missed annually for Medicaid, CHIP, Foster Care, Adoption and Child Care funding.

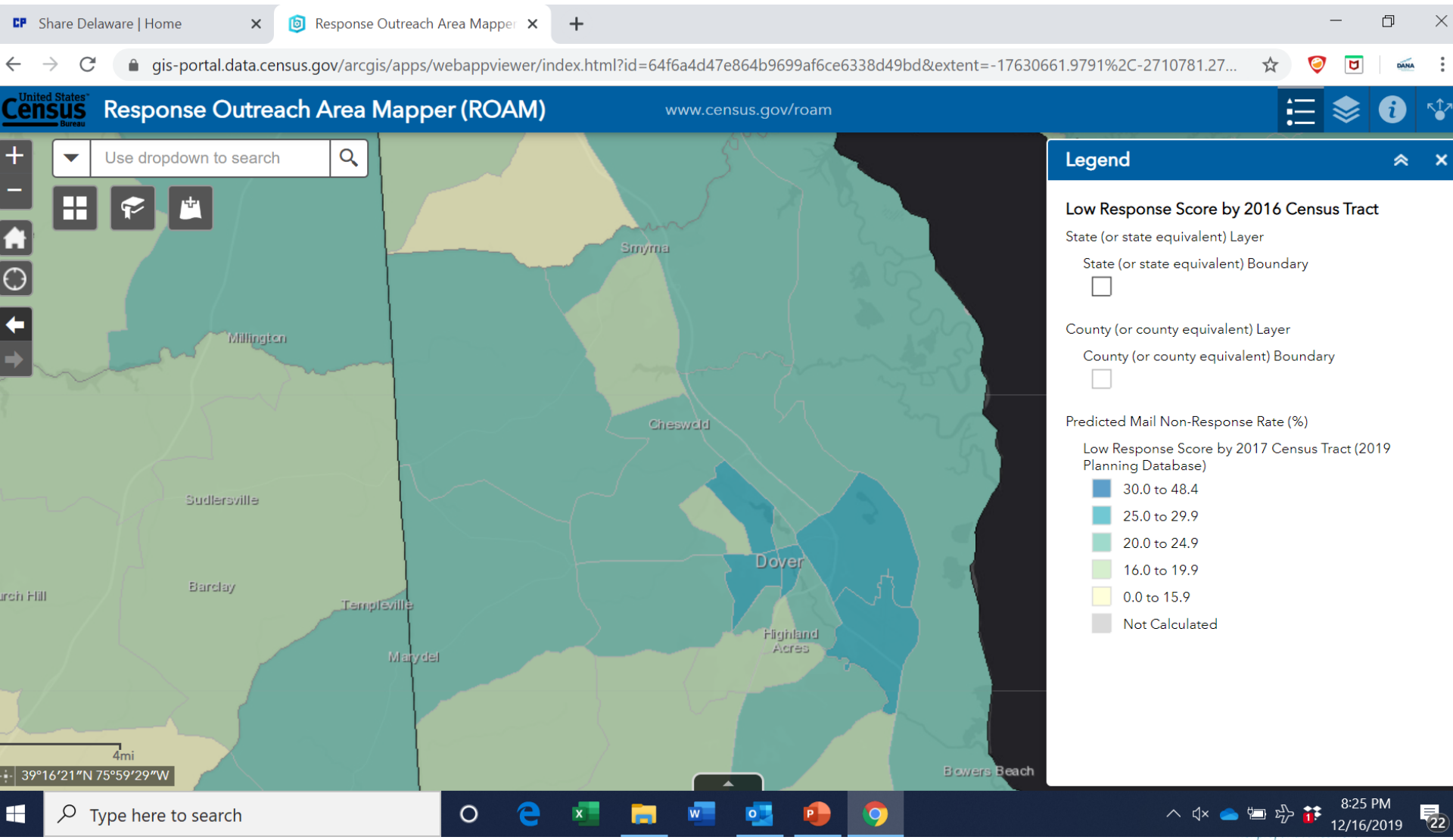
# Predicted Areas for low response rates Wilmington



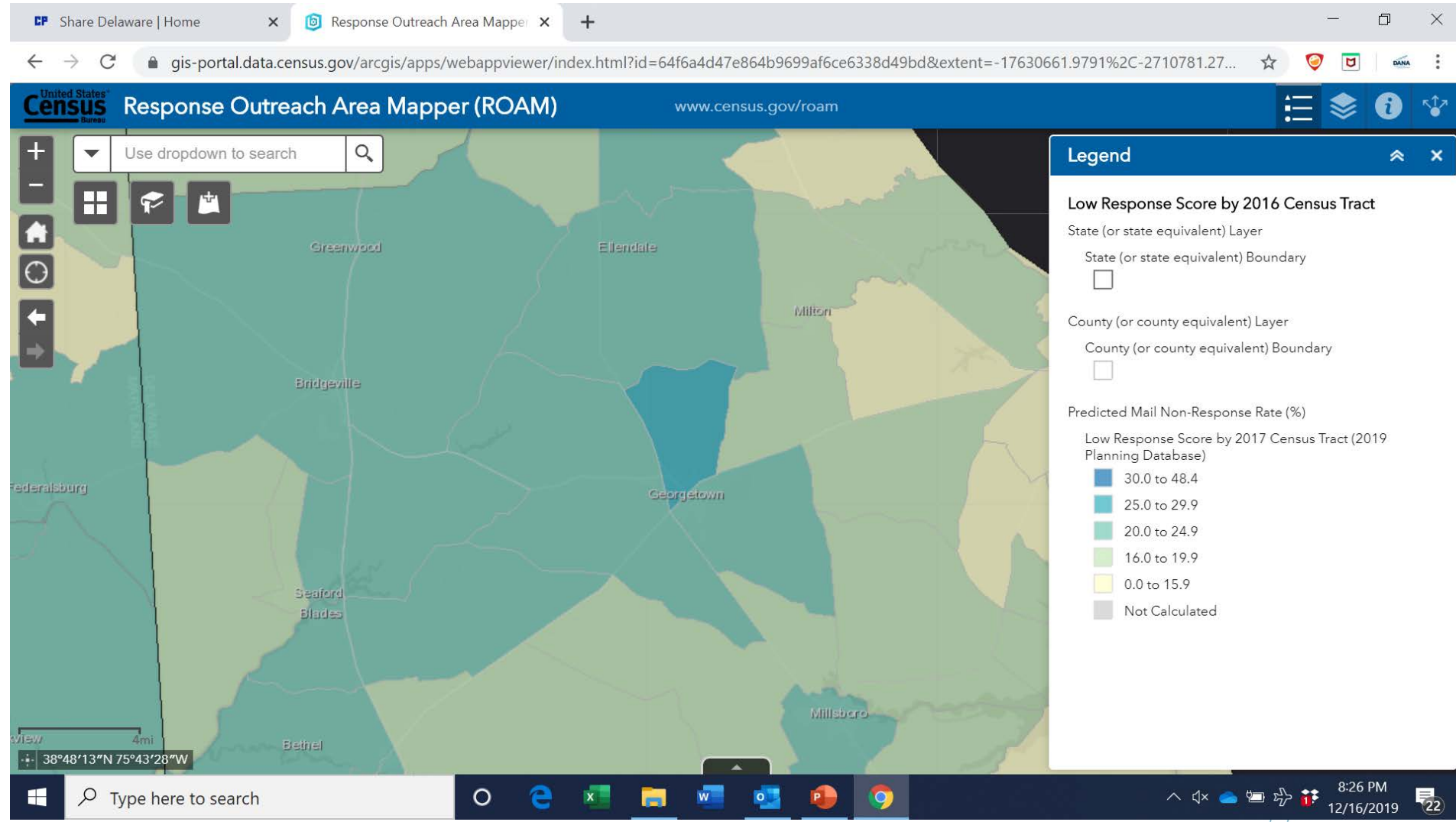
# Predicted Areas for low response rates Newark area



# Predicted Areas for low response rates Kent County



# Predicted Areas for low response rates Sussex



# Easy Data Collection

## Four ways to respond in 2020

- Online
- Phone
- Paper
- Personal Visit by Census Employee



# Expected Data Collection

Name, age, DOB, race and origin, Hispanic origin, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

[Sample Questionnaire](#)

## CENSUS will never ask for:

- Your full social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your full bank or credit card account numbers.
- The Courts have said "*citizenship question is not permitted*"

# US CENSUS 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

### 12 Non-English Languages

Respondents will be able to toggle between the languages within the instrument.

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

### 12 Non-English Languages

There is a separate phone number for each language. This information is included in the mailing materials.

Spanish  
Chinese (Mandarin and Cantonese)  
Vietnamese  
Korean  
Russian  
Arabic  
Tagalog  
Polish  
French  
Haitian Creole  
Portuguese  
Japanese

### 59 Non-English Languages

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). *Language listed below are in order of need (top to bottom, left to right).*

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 Sign Language
Japanese	Gujarati	Bosnian	Dutch	

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### Spanish

Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.

Mailings will include instructions on responding via Internet or phone in 12 non-English languages.

### During Nonresponse Followup enumerators use:

- 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

# 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.
	<b>If you haven't responded yet:</b>
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.



# Challenges to Overcome with Hard to Count Populations

- If they don't know about CENSUS, they may not recognize the mailings
- If they can't read or speak English or Spanish, they won't know what the mailings say
- Fear in participating
- Inability to participate
  - No address
  - Can't read or write
  - Isolated at home
  - Disability

# Organizing to inspire CENSUS participation

## Form a complete count committee

A volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness, about the census and motivate residents in the community to respond.

- Encourage local communities to form own commissions
- Work in partnership with State Complete Count and US CENSUS Specialists



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**2020**

## DE Complete Count Commission

- Chaired by Lt. Governor Bethany Hall-Long (staff: Laura Wisniewski)
- Supported by Connie Holland, Office State Planning (staff: Stephen Bayer)
- Sub committees:
  - Hard to Count Populations: Sheila Bravo-DANA, Lolita Lopez-Westside Health
  - Special Populations: Alanna Mozeik-DHSS, John Sebastian – DOC
  - Philanthropy/Business: Cynthia Pritchard –Philanthropy DE, Thomas Dougherty – DOL
  - Communications/Media: Joe DiGiovanni – TappNetwork, Dick Carter – DE State Senate
  - Data Committee: James Collins – DTI and Kim Cloud - DTI
  - Geographic Committees:
    - Wilmington – XXXXXX, office Mayor of Wilmington
    - New Castle County – Jessica Gibson, office of Matt Mayer
    - Kent County – Kelly Pitts, Kent County Council
    - Sussex County – Michael Costello and Chip Guy, Sussex County Council

# HTC Population Outreach Goals

- Create Awareness on Why it is Important To Participate
  - Use tested messaging for target population groups
  - Use trusted persons/venues to communicate (Census Networks/ Ambassadors)
- Educate on How to Participate/Motivate Participation
  - Overcome potential mis/dis information
  - Overcome barriers of trust
  - Use trusted persons/venues to communicate (Census Ambassadors)
- Provide means for “safe” participation
  - Use trusted persons/venues to assist if needed
  - Create questionnaire assistance sites (Translators)

# Strategy for Hard to Count (HTC) Populations

- HTC Committee – develops overarching strategies and identifies individuals to serve on population task groups who can create strategies for their population
- Population Task Group – advise on issues/education and participation needs to complete Census (include young adults)
- Community Based Organizations CENSUS Partners (CBOP) identified by task group/geographic committees to lead efforts with populations they serve
- Census Ambassadors – hired by CBOP to work within their local community to build trust, educate, persuade participation (compensated positions)
- Questionnaire Access hubs – locations around the state where individuals can safely go to participate in the CENSUS (compensated)

# Questions We often hear

- Why should HTC populations want to participate?
- How do you overcome the fear of being “found” or “found out”
- How much assistance can we give to help with completing CENSUS?
- How will individuals who don’t read or write complete census?

# Timeline

- Late December/Early January
  - Provide training to nonprofits/ community volunteers & CENSUS Ambassadors on CENSUS and how they can help (DANA)
- January
  - CENSUS Ambassadors reach out to the communities/ nonprofits to hold meetings, provide training, and distribute promotional material as appropriate – coordinates with federal CENSUS specialist
  - CENSUS Ambassador identifies individuals/organizations who can assist with social media/messaging for targeted populations
- February/March
  - CENSUS Ambassadors continues outreach to the communities
  - Distributes targeted messaging developed by DE communications subcommittee
  - CENSUS Ambassadors identifies locations and strategies for Questionnaire Access
- April
  - CENSUS Ambassadors assist CPOB and CENSUS in securing 80% + participation before enumerators go door to door

# Partnership

## Non-Profit/ Faith Based/ Government Agencies

Serve as Community Based Organizations CENSUS Partners (CBOP) identified to lead efforts with populations they serve – could provide access to population for education, or provide education themselves

- Promote that US CENSUS is hiring / advocate for waivers for benefits
- Serve as advisors to US CENSUS Specialists and DE CENSUS Ambassadors
- Identify key influencers in local community who can assist in making connections and help connect the CENSUS Ambassadors to make presentations
- Assist with educating the whole population
- Educate clients, volunteers, employees about the importance of CENSUS participation
- Be an access site for people to complete CENSUS

# Importance of Social Outreach

Stay tuned for more information from DE Complete Count Subcommittee on Communication Strategy



- Sign up for and manage alerts at <https://public.govdelivery.com/accounts/US CENSUS/subscriber/new>



- More information on the 2020 Census Memorandum Series:  
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



- More information on the 2020 Census:
- <http://www.census.gov/2020Census>



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[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)



[pinterest.com/uscensusbureau](https://pinterest.com/uscensusbureau)

# A lot of Resources Available

- See handout
- National Sites such as
  - US Census Bureau
  - CENSUScounts.org
- Delaware information:
  - <https://census.delaware.gov/>
  - Sharedelaware.org

# Reporting for Any Partner & Ambassadors

Delaware and the US CENSUS wants to track efforts made to secure a complete count – to help with strategies for the 2030 CENSUS. Please track these statistics if you lead an outreach effort – **send information to DANA at [CENSUS2020@delawarenonprofit.org](mailto:CENSUS2020@delawarenonprofit.org)**

- # of Messages distributed to clients/employees
- Outreach Engagement Numbers
  - # of households visited
  - # of community organizations visited
  - # of presentations
  - # of CENSUS Social Media Messengers
  - # locations distributed material
  - # of Questionnaire Access Sites Coordinated
- # of Census Questionnaire Access Sites
  - # of people participated
  - # of interpreters
  - # of computer stations used



# Other Questions or Follow-ups

- Complete survey included with the log-in information
- Contact DANA with questions/ideas:  
[CENSUS2020@delawarenonprofit.org](mailto:CENSUS2020@delawarenonprofit.org)
- Contact US CENSUS Delaware Rep. Chris Fullman:  
[gary.c.fullman@2020census.gov](mailto:gary.c.fullman@2020census.gov)