The 2020 Census Integrated Partnerships and Communications Operation Overview

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2020 Census Integrated Partnerships and Communications Program

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How We Conduct the Census

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

1. ESTABLISH WHERE TO COUNT
2. MOTIVATE PEOPLE TO RESPOND
3. SELF-RESPONSE
4. NONRESPONSE FOLLOWUP
5. TABULATE DATA AND RELEASE CENSUS RESULTS
Why is the 2020 Census Important?

- Congressional Representation, Legislative Boundaries
- Investments, Jobs, Services
- Public Funding Decisions
- Community Services
2020 Census – Responding is Easy

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.
## 2020 Census Language Program

### Summary of Non-English Support

| Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA) | 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
* Chinese (Simplified) for ISR; ** Chinese (Mandarin and Cantonese) for CQA
Language Selection Criteria: 60,000 or more housing units |
| --- | --- |
| Language Guides (Video and Print) Language Glossaries Language Identification Card | 59 Non-English Languages
Language Guides include American Sign Language, braille, large print |
| Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials | Spanish |
| Communications and Partnership | Advertising, Partnership and Promotional Materials in at least 12 Non-English Languages
Procedures and Materials to Support Partnership Specialists and Partners in multiple languages |
Additional Language Support for the 2020 Census

Beyond online and phone response in the 12 non-English languages:

- Print and video language guides available online in 59 non-English languages
- Language glossaries for the 59 non-English languages provide key terminology to bilingual staff
- Partnership specialists will be hired from within local communities, emphasizing the importance of communicating in local languages.
Self Response

January 21
Toksook Bay

March 12

April 1

APRIL 2020

United States Census 2020
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Self-Response Mail Strategy

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* “It’s not too late” Postcard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet First</td>
<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
<td>April 20, 2020</td>
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<tr>
<td></td>
<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
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<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
</tbody>
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Nonresponse Followup

Collect data from all households, including group and unique living arrangements

Field workers will use handheld devices for collecting the data
Different Approaches for Different Parts of the Country

- Update Leave
- Update Enumerate
- Remote Alaska
We go to extraordinary lengths to count everyone once, only once, and in the right place

- **Group Quarters (GQs) Enumeration**
  - Places where people live or stay, in a group living arrangement, that are owned or managed by an entity or organization providing housing and/or services for the residents

- **Service-Based Enumeration**
  - Provides an opportunity for people without conventional housing or people experiencing homelessness to be included in the census by enumerating them at places where they receive services or at pre-identified outdoor locations.

- **Enumeration at Transitory Locations**
  - Highly mobile populations that do not have a usual home elsewhere (e.g. campgrounds, recreational vehicle parks, marinas, hotels and motels, racetracks, circuses, or carnivals).

- **Federally Affiliated Count Overseas**
  - Obtain counts by home state of U.S. military and federal civilian employees stationed overseas and their dependents living with them.

- **Military Enumeration**
  - Involves enumeration of people living in GQs (or barracks) on military installations or military vessels.
IS MY
2020 CENSUS DATA SAFE?
How IPC Helps Support This Effort
2020 Census Integrated Partnership and Communications (IPC) Operation

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, and Puerto Rico to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response

2020CENSUS.GOV
## Connecting to All Audiences

<table>
<thead>
<tr>
<th>Lead Agency</th>
<th>Audience</th>
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</thead>
<tbody>
<tr>
<td>CULTURE ONE WORLD</td>
<td>U.S. Hispanic</td>
</tr>
<tr>
<td>carol·h·williams</td>
<td>Black/African American</td>
</tr>
<tr>
<td>Kalaimoku</td>
<td>American Indian/Alaskan Native (AIAN)</td>
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<tr>
<td>TDW</td>
<td>Native Hawaiian/Pacific Islander (NHPI)</td>
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<tr>
<td>Y&amp;R</td>
<td>Asian American</td>
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<tr>
<td>Y&amp;R</td>
<td>Diverse Mass</td>
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<tr>
<td></td>
<td>Puerto Rico</td>
</tr>
</tbody>
</table>
Recruitment Advertising

Be A Census Taker
Apply Online 2020CENSUS.GOV/JOBS
- Extra income
- Flexible hours
- Weekly pay
- Paid training

Solicite por Internet en 2020CENSUS.GOV/JOBS
Hay miles de empleos disponibles en todo el país. Contribuye con tu comunidad. Convéncete en censoista.
- Mejores ingresos
- Horario flexible
- Pago semanal
- Formación paga

Apply It:
- You must be 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 available to work and serve the 2020 Census.

If Offered A Job:
- You must pass a criminal background check and review of criminal records.
- You must pass an interview and background investigation.
- You must be available to work flexible hours, including 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 (be complete training).

Become a Census Taker and Get Paid to Help Your Community
Learn how you can make a herd, important data that will determine your future. For more information, go to 2020census.gov/.

Shape your future
START HERE

United States Census 2020
The 2020 Census and confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the Census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than $675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

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 up-to-date count 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.

Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for tax enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The census requires the Census Bureau to destroy all personally identifying information confidentiality use your responses only to produce statistics.

The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even if they are lawfully entitled to know it. The law states that the information collected may only be used for statistical purposes and no other purposes.

To support historical research, Title 13 of the U.S. Code allows the National Archives and Records Administration to remove census records only after 72 years.

If Census Bureau staff take collection steps to protect your personal information and any violation comes with a fine of up to $250,000 and/or up to 3 years in prison.

El 95% de los hogares recibirán su invitación del censal por correo.

Casi todos los hogares recibirán la invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censoha.

Cómo el Censo del 2020 invitará a todos a responder

Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono

Casi el 5% de los hogares recibirán su invitación del censal en persona, en casa de invitatorias, en las puertas de los hogares.

A menos del 1% de los hogares tendrán una invitación de censoha personalizada en casa de invitatorias, en las puertas de los hogares.
Earned, Shared and Owned Media Initiatives
New 2020Census.gov

Webpage can be viewed in English and Spanish.
Statistics in Schools

Some SIS Classroom Resources Available

English and Spanish Materials:
• Student Storybook
• And more…

2020CENSUS.GOV
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.
Community Partnership and Engagement Program

Enroll community partners to increase decennial participation of those who are less likely to respond or are often missed

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard-to-count groups and those who are not motivated to respond to the national campaign
Census Open Innovation Labs

Census Solutions Workshops → Create-a-thons

LOCATION-BASED, OPPORTUNISTIC GOALS: connections, ideas, awareness

AUDIENCE + TIME-BASED GOALS: content generation, build library + amplify to fill data voids and counter disinfo

January: Mobile Millennials

March: Rural

September: Native American

Portland, WA or NM, Kentucky
• The Census Bureau responded to the Joint Explanatory Statement for 2019 appropriation by proposing the Mobile Response Initiative.

• We are now calling this the Mobile Questionnaire Assistance Operation (M-QA).

• We’re in the planning stages now, developing a detailed operational plan and schedule.
Communications and Partnerships
Connect with Us

Sign up for email updates and alerts
https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census Memorandum Series:

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

More information on the American Community Survey:
http://www.census.gov/programs-surveys/acs/
Thanks!