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

The President, the States, and the American People.

To conduct a census of population and housing and disseminate the results to

Purpose

Economy.

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

Mission

Mission and Purpose
Census of Governments (years ending in 2 & 7)
Economic Census (years ending in 2 & 7)
Economic Programs
American Housing Survey
Current Population Survey
American Community Survey
Decennial Census
Demographic Programs

Conducting more than 130 Census Bureau Surveys and Programs

Leading source of quality data about the nation's people, places and
Largest statistical agency in the U.S.

U.S. Census Bureau
Count everyone once, only once and in the right place.

- For planning purposes
- Provides insight to governments, businesses and community planning groups
- Determines the annual allocation of $675 billion dollars in federal funding
- Voting precincts
- Defines congressional and state legislative districts, school districts and Representatives
- Determines the number of seats each state has in the U.S. House of Representatives
- Conducted every 10 years since 1790 (years ending in zero)
- Mandated by Article I, Section 2 of the U.S. Constitution

2020 Census
Data Protection

- Responses are protected by Federal Law (Title 13) and are only used to produce statistics.
- Personal information collected by the Census Bureau cannot be shared with any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a federal crime with severe penalties, including a federal prison sentence of up to five years, a fine of up to $250,000, or both.
- Cybersecurity program meets highest and most recent standards.
  - Data encrypted to protect privacy; restricted access; responses kept on private, internal network behind firewalls
Design for 2020 Census

Motivate People to Respond

The 2020 Census: A New Design for the 21st Century

Count the Population

Start Here

Shape Your Future

Release Census Results

Count Everyone/Everyone in the Right Place

Establish Where to Count

IN-FIELD

IN-OFFICE

Television.

A New Design for the Century

Motivate a Partnership, with Communities

Maximize outreach using traditional and new media.

Target ads to specific audiences.

Work with trusted sources.

Enlist the help of local government leaders.

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Responding to the 2020 Census

- Includes American Sign Language, braille, and large print
  - 59 Non-English Language Guides (Video and Print)
  - 12 Non-English Language Guides for Online and Phone

- Visit from Census employee
  - Paper
  - Phone
  - Online

Four opportunities to complete the 2020 Census
Looking Ahead to Census 2020

2018
- Partnership Program - Launch of the Partnership Program

2019
- Committee Count Committees - Formation of SCOC/COCs
- Recruitment Begins

2020
- Open Wave 2 Field Offices (Jan - Jul)
- Open Wave 1 Field Offices (Jan - Feb)
- Census Day - April 1, 2020
- Advertising - Begins in early 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts to the President - December 31, 2020
- Redistricting Counts to the States - By April 1, 2021
Recruitment Toolkit

- Partnership positions, Area Census Office Management positions
- USAJOBS.gov (one application for each distinct job position)
- Operations Supervisors, Census Field Supervisors, Recruitment Assistants
- Census Takers/Enumerators, Area Census Office clerical positions, Office
- 2020census.gov/jobs (one application for chance at multiple positions)
- Invite Census staff to speak to local leaders about job opportunities
- Host Census Hiring events in your local community
- Community members
- Identify locations where computer resources/internet connectivity is available for
- Email blast to your community members about job opportunities
- Post link to 2020 jobs website on your landing page

2020 Census Recruiting
and Associations, Media Outlets and Local Businesses, Districts, Libraries, Government Offices, Community Organizations, Elected Officials, Colleges and Universities, School

- Employment Opportunities
- Privacy: Confidentiality of Responses
- 2020 Census will count every person living in the U.S.
- The impact of a complete count for the community
- Local knowledge and insight of the community to reach everyone
- Your Trusted Voice to encourage everyone's participation

Overcoming Obstacles through Partnerships
How We Support Partners

- Promotional Materials and Content
  - Flyers, Fact Sheets
  - Posters
  - In-language
  - Toolkits
  - Social media content and links
  - Sample message for email or blog; drop in articles
  - Graphics
    - census.gov/partners/2020-materials
    - 2020census.gov/en/partners/outreach-materials

- Partnership presence
- Connecting Partners with other partners
- Data Services
How do we get started?

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

Who should be on the Complete Count Committee?

Respond:
- Awareness about the 2020 Census and motivate their community members to
- A group of government and community leaders who come together to raise

What is a Complete Count Committee?