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**United States® Census 2020**

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U.S. Census Bureau

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**U.S. Census Bureau**

Largest statistical agency in the U.S.  
Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau Surveys and Programs

- Demographic Programs
  - Decennial Census
  - American Community Survey
  - Current Population Survey
  - American Housing Survey
- Economic Programs
  - Economic Census (Years ending in 2 & 7)
  - Census of Governments (Years ending in 2 & 7)

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**Survey Awareness**

- Are you in a Census Bureau Survey?
  - <https://census.gov/programs-surveys/surveyhelp.html>
- Address Canvassing – 2020 Census In Field Operation
  - Census Employees are working to update Census maps, using laptop computers in many communities across the country
  - August – October 2019
- Report Suspected Fraud to 1-800-923-8282
  - You can also visit: <https://2020census.gov/en/avoiding-fraud.html>

**Verify a Census Bureau Survey, Mailing, or Contact**

Check to confirm that someone visited your address in a household. Census Bureau employees will identify the contact you received was from the Census Bureau.

Read More >

**How to verify a mailing in from the Census Bureau**

If you suspect a letter or a letter in the mail from the Census Bureau, the post office carrier can be contacted that will help you verify the legitimacy.

Read More >

**How to Identify a Census Bureau field representative**

Learn more about the individual or a Census Bureau employee.

Read More >

**How to Identify a phone call from the Census Bureau**

If your telephone is being called by a company that can't identify themselves.

Read More >

3 2020CENSUS.GOV

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### The 2020 Census

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

- Increasingly diverse and growing population
  - 330 million people
  - Over 140 million housing units
- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Representation and Funding

**The Census is Safe, Easy, & Important!**

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### 2020 Census – It Is Important

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of **\$675 billion dollars in federal funding**
- Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, S-CHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes

**Provides population benchmarks for nearly every other United States survey**

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### 2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a serious federal crime. **Violators are subject to severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.**

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### Cybersecurity—Your Data Are Safe and Secure



#### Cybersecurity Focus

- From the beginning when a respondent answers to the end when the data products are released, data are encrypted, safe, and secure.
- Follow industry best practices to protect our networks from external threats and secure data inside the network.
- Advanced ability to continually identify, protect, detect, respond, and recover from possible cyber threats.
- Continuously improve our security posture.

7 2020CENSUS.GOV




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### 2020 Census – It Is Easy

- Four ways to respond in 2020
  - Online
  - Phone
  - Paper
  - Personal Visit by Census Employee
- Name, age, DOB, race and origin, Hispanic origin, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

#### We 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.

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### 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.



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**2020 Census Jobs**

Earn extra income while helping your community.

**Positions**  
 Enumerators  
 Recruiting Assistants  
 Census Field Supervisors  
 Office Operations Supervisor

**2020 New York Recruiting**  
 Goal: 121,000



Apply now at <https://2020census.gov/jobs>

There are a limited number of office manager positions remaining in our field offices. Interested applicants should apply through [www.USAJobs.gov](http://www.USAJobs.gov)

13 2020CENSUS.GOV

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**Key Milestones for the 2020 Census**

- August 2019 – New Statistics in Schools classroom activities available online [www.census.gov/schools](http://www.census.gov/schools)
- January 2020 – Advertising campaign begins
- March 2020 – Group Quarters (GQ) Enumeration begins
  - Includes college dormitories, prisons, nursing homes, service-based locations (homeless shelters, soup kitchens, mobile food vans) and homeless count
- Mid-March 2020 – Public can begin responding online at [www.2020census.gov](http://www.2020census.gov)
  - Replying by mail or phone will also be an option
- April 1, 2020 – Census Day
- Mid-May 2020 – July 2020 – Census takers go door to door
- December 31, 2020 – Tabulate Data and Release Census Results

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14

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**Complete Count Committee**

**What is a Complete Count Committee?**  
 A group of government and community leaders who come together to raise awareness about the 2020 Census and motivate their community members to respond.

**Who should be on the Complete Count Committee?**  
 Elected leaders, school department, libraries, workforce development, immigrant organizations, faith-based leaders, senior services, community development and housing, community-based organizations, veterans services, higher education, business, media (not an exhaustive list).

**How do we get started?**  
 Appoint a chair; identify the individuals/groups to include; plan a kick-off meeting; form subcommittees to be dedicated to specific areas of need.

15 2020CENSUS.GOV

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### The 2020 Census Phases



Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

- Education Phase – 2018 - 2019
- Awareness Phase – January – February 2020
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020




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### Next Steps

#### How WE support Partners

- Promotional Materials
  - Flyers (general and targeted)
  - Posters
  - In-language
- Content
  - Sample message for email or blog
  - Drop in articles
  - Social media content and links
  - Graphics
- [www.census.gov/partners/2020-materials](http://www.census.gov/partners/2020-materials)
- Partnership presence
- Connecting Partners with other partners

#### What YOU can do now!

- Share job recruitment information
- Start the Census conversation  
**Safe, Easy & Important**
- Become a partner
- Start or join a Complete Count Committee (CCC)
- Identify opportunities to include Census messaging, materials, or invite Census staff to your event




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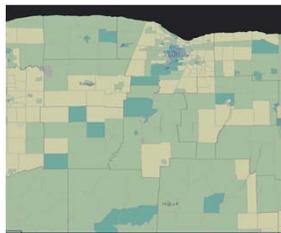
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### Response Outreach Area Mapper (ROAM)

[www.census.gov/roam](http://www.census.gov/roam)

- Developed to identify hard-to-survey areas.
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates.
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census.
- Darker census tracts are harder to survey than lighter census tracts.




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### Response Outreach Area Mapper (ROAM)

**Census Tract 9510**  
Genesee County, New York

Low Response Score (%): 23.0

2013-2017 ACS 5-year estimates

ACS Self Response Rate: 64.8  
Total Population: 2,458  
Median Household Income (\$): 39,648  
Median Age: 32.4  
Population Under 5 (%): 5.06  
Population 18-24 (%): 15.07  
Population 65 and Over (%): 12.84  
Persons Below Poverty Level (%): 21.18  
Children Under 18 Living in Poverty (%): 42.27  
School Enrolled Children Age 3 and 4 (%):  
Not High School Graduates (%): 11.97  
No Health Insurance Under 19 (%): 0.00  
No Health Insurance Age 19-64 (%): 15.72  
No Health Insurance Age 65 and Over (%):

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### Data Dissemination Program

- Free Resource to YOU
- Opportunities to teach the public how to access our data
  - Data Presentations
  - Data Access Workshops and Training Sessions
  - Webinars
  - Data and Survey Inquiries
- All tools and data available at [www.census.gov](http://www.census.gov)
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap

Subscribe and learn more:  
[www.census.gov/academy](http://www.census.gov/academy)

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**Connect With Us**

[www.2020census.gov](http://www.2020census.gov)

 [youtube.com/user/uscensusbureau](https://www.youtube.com/user/uscensusbureau)

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

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

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

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**Contact Us**

**Partnership Program**  
 Phone: (212) 882-2130  
 Email: [new.york.rcc.partnership@2020census.gov](mailto:new.york.rcc.partnership@2020census.gov)  
 Website: <https://www.census.gov/partners/2020.html>  
 Susan Perry, Partnership Specialist: [susan.m.perry@2020census.gov](mailto:susan.m.perry@2020census.gov)

**Census Jobs**  
 Field & Office Job Opportunities  
 Website: [www.2020census.gov/jobs](http://www.2020census.gov/jobs)  
 Office Managerial Job Opportunities  
 Website: [www.usajobs.gov](http://www.usajobs.gov)  
 Website: [www.census.gov/about/regions/new-york/jobs.html](http://www.census.gov/about/regions/new-york/jobs.html)

**Data Dissemination Program**  
 Email: [census\\_askdata@census.gov](mailto:census_askdata@census.gov)  
 Phone: 1-844-ASK-DATA  
 Website: [www.census.gov/data/training-workshops.html](http://www.census.gov/data/training-workshops.html)

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