

The 2020 Census at a Glance



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

The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.

United States™
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
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[census.gov](https://www.census.gov)

Foundation of a Successful Census



Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response

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Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census Kit is not required for online response



Release Census Results

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data



August 2017



Become a 2020 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Assure people that it is important—and safe—to respond to the census.
- Ensure accurate census data, which guide funding decisions for your community and affect your community's representation in Congress.
- Spread the word about temporary census jobs in your community.



Get Involved: What Can You Do Now?

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.
- Help recruit census workers when jobs become available.



You can make a difference

As an influential community, business, or organization leader, you can raise awareness and encourage participation.

Key Dates

2017	Local Update of Census Addresses—invitations sent to local governments for completion in 2018
	Publish final 2020 residence criteria and situations
2018	Question wording to Congress—March 31, 2018
	2018 End-to-End Census Test
	Regional Census Centers opening
2019	Opening Field Offices
	Complete Count Committees established
2020	Advertising—begins in early 2020
	Begin self response
	Census Day —April 1, 2020
	Nonresponse Followup—early April–late July
	Apportionment counts to the President—December 31, 2020
2021	Redistricting counts to the States—March 31, 2021

For more information, go to
census.gov.

To get involved in your community, contact us!

atlanta.rcc.partnership@census.gov

2020 Census Key Dates

Community Involvement - Offices - Data Collection Operations

January 2018 through September 2019	Engage & Educate Local Leaders, Partners & Communities
April 2019 through January 2020	Promote Participation in the Census Locally
January 2019 & February 2019	Early Area Census Offices Open (these offices run the Address Canvass Operation)
June 2019 through August 2019	Area Census Offices Open (ACOs)
August 2019 through October 2019	Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)
March 2020 through June 2020	Call To Action for Residents to Respond (starting March 23)
February 2020 through June 2020	Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)
Mid-March 2020	Residents Invited to Respond
Individual Housing Units (HUs) Invited by either:	
<u>Mail</u> (to USPS Mailable Addresses)	or <u>Hand Delivery</u> (to Rural/PO Box, non-USPS HU delivery)
1. Letter Mailed	1. List Housing Units (operation is called Update Leave)
2. Reminder Postcard	2. Leave Questionnaire (Spanish in certain areas) & Letter w/other Response Options (internet & phone)
3. Then Paper Questionnaire	
Options to Self-Respond (all residents will have these 3 options & decide what is best for them)	
Internet	Telephone Paper
March 23, 2020	
APRIL 1, 2020	Self-Response Begins & Continues through July 2020 Census Day – Reference Date = where you live on April 1
Mid-April 2020	Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)
May 2020 through July 2020	Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)
Late August 2020 through September 2020	Area Census Offices Close
August 2020 through December 2020	Quality Evaluation (re-contact of select HUs)
December 31, 2020	Deliver Counts to the President

2020 Census Complete Count Committee Timeline

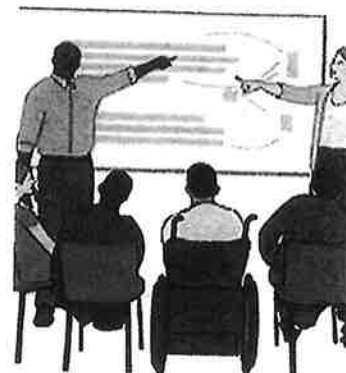
United States
**Census
2020**

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Education Phase

Now to December
2019

- **CCC Chair & Subcommittee chairs educate respective members on the mission of the CCC.**
The message to each member is that census is a civic activity that affects people of all ages, races, cultures and ethnicities, regardless of citizenship.
- **Hold regular meetings to report on tasks, other activities, including subcommittee reports.**
- **Proceed with census awareness-building activities.**
- **Evaluate the effectiveness of CCC activities.**
- **Saturate the community with at least one census awareness-building activity each month.**



Awareness Phase

January 2019 to
February 2020

- **Government and community leaders participate in activities highlighting the message that the 2020 Census is easy, important and safe.**
- **Hold regular CCC and subcommittee meetings.**
- **Review task lists and subcommittee plans.**
- **Finalize plans for activities to encourage residents to complete and respond to the census.**
- **Finalize plans for activities for motivating residents who do not participate to cooperate with census takers during non-response follow-up.**



Motivation Phase

March 2020 to May
2020

- **Review and Update plans to increase activities aimed at encouraging households to respond**
- **Implement Census Day Activities.**



2020 Census Complete Count Committee Timeline

Census
2020

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
census.gov

- Encourage households to respond quickly and accurately to the census.
- Ensure that the committee is using the right activities in the right place and adjust as needed.
- Review and Modify plans as needed
- Send a news release highlighting the 2020 Census Activity Schedule.
- Prepare to implement activities in areas of low response. The Census Bureau plans to provide response rate numbers starting April 2020. Response rates may be used to determine where more outreach is needed.

Reminder Phase

May - July 2020

- Encourage every household that did not respond that they can still respond online or by phone or wait for the census takers to knock at their doors.
- Continue to meet and review the response rates and implement your plans to encourage cooperation.
- Encourage the community to cooperate in the Nonresponse Follow-up (NRFU) phase when Census workers knock on their doors.



Thank You Phase

August- December
2020

- Prepare a summary report of committee activities and member feedback.
- Share the report with the Census Bureau.
- Celebrate the success of the 2020 Census and recognize the efforts of CCC members.
- Thank your community for the support and response.



THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial
Census-derived Statistics (Fiscal Year 2015)

Florida

Total Program Obligations: \$29,283,302,687

Per Capita: \$1,445 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$10,266,089,747
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$6,222,206,787
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	House-holds	\$5,688,711,691
20.205	Highway Planning and Construction	DOT	Grants	States	\$1,860,502,977
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$868,850,000
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$779,073,828
10.555	National School Lunch Program	USDA	Grants	States	\$745,669,520
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$635,914,958
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$566,046,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$380,669,166
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$359,815,341
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$303,572,466
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$214,787,047
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$187,321,000
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$133,414,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$70,658,159

Notes and Findings:

- The Counting for Dollars Project will identify all federal financial assistance programs relying Decennial Census-derived data to guide the geographic distribution of funds.
 - As an initial product, the project is publishing tables on the distribution, by state, of FY2015 funds from 16 large Census-guided programs.
 - For every program but the National School Lunch Program, the equitable distribution of funds to a state depends on the accurate measurement of its population count and characteristics.
 - There is not a straight linear relationship between state population count and federal funds flow. The per capita figure allows cross-state comparisons of fiscal reliance on census-guided programs. *It does not indicate the amount by which federal funding increases for each additional person counted.* (See The Leadership Conference Education Fund. "Counting for Dollars: Why It Matters.")
-

Definitions:

- Census-derived statistics – federal datasets that are extensions of or otherwise rely on the Decennial Census (list available on [project website](#))
- Census-guided financial assistance programs – programs that rely on Census-derived statistics to determine program eligibility and/or allocate funds to states and localities
- Per capita – total FY2015 obligations for the 16 programs divided by population as of July 1, 2015 (per the Census Bureau)

Abbreviations:

- CFDA – Catalog of Federal Domestic Assistance
- USDA – U.S. Department of Agriculture
- ED – U.S. Department of Education
- HHS – U.S. Department of Health and Human Services
- HUD – U.S. Department of Housing and Urban Development
- DOT – U.S. Department of Transportation

Sources:

- USAspending.gov (20.050, 84.010, 84.027, 93.224/93.527, 93.568, 93.600, 93.778)
- President's Budget Request for FY2017 or program agency (10.511, 10.555, 10.557, 14.871, 93.596, 93.658, 93.767)
- Center on Budget and Policy Priorities (14.195)
- Centers for Medicare & Medicaid, HHS (Physicians Fee Schedule Services of 93.774)

Prepared by Andrew Reamer, Research Professor, GWIPP, with data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight (POGO)

August 18, 2017

Florida - Census Low Response Score*
By Census Tract



*The Census Low Response Score (LRS) is a continuous score that predicts whether a tract will produce a low response rate. The score for a tract is inversely related to the mail return rate from the 2010 Census for that tract. Therefore, the score for a tract with a lower LRS are more likely to respond to 2020 Census than those with a higher LRS.

Map created by Atlanta Regional Census Center Geography department using ESRI products, Census data, and the 2018 Planning Database. July 11, 2018.

50 Ways Census Data Are Used

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing billions in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Providing evidence in litigation involving land use, voting rights, and equal opportunity.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Analyzing military potential.
- Making business decisions.
- Understanding consumer needs.
- Planning for congregations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.



Common situations where young children aren't counted

How you can help?



The **child splits time between two homes.**

The child lives or stays with **another family or with another relative such as a grandparent.**

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.



The child lives in a **lower income household.**

- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.



The child lives in a household with **young parents or a young, single mom.**

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a **newborn.**

- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1.
- **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

Common situations where young children aren't counted

How you can help?



The child lives in a household that is **large, multigenerational, or includes extended or multiple families.**

- Remind the person filling out the form to count all children, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.
- Spread the word that the census **counts all people living or staying** at an address, not just the person or family who owns or rents the property.



The child lives in a household that **rents or recently moved.**

- Encourage renters and recent movers to complete their census forms **online or over the phone**, right away. That way they don't need to worry about paper forms getting lost in the move.
- **Focus efforts** on multiunit buildings that are likely to have renters.



The child lives in a household where they're **not supposed to be**, for one reason or another.

- Please explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children because the **Census Bureau does not share information** so it can't be used against them.
- Emphasize the Census Bureau's legal commitment to keep census **responses confidential**.
- Explain that the Census Bureau **will never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.



The child lives in a **non-English or limited-English speaking** household.

- **Conduct outreach** and create resources in non-English languages that highlight the importance of counting young children.
- **Encourage non-English speakers to self-respond** to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English.



The child lives in a household of **recent immigrants or foreign-born adults.**

- Work with community members to conduct outreach in neighborhoods with recent immigrants. **Focus efforts** on the **community's gathering places** like local grocery stores, places of worship, and small restaurants.
- Emphasize the **Census Bureau's legal commitment** to keep census responses confidential. Explain that the Census Bureau will never share information with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.

PREPARING FOR THE 2020 CENSUS

ENUMERATION OF PEOPLE EXPERIENCING HOMELESSNESS

People experiencing homelessness, whether in emergency and transitional shelters or non-sheltered locations, will be enumerated as part of the 2020 Census. In 2010, they were enumerated during the Service-Based Enumeration (SBE) operation. The SBE was conducted at service locations and targeted non-sheltered outdoor locations to provide an opportunity for people experiencing homelessness to be included in the census. These service locations include emergency and transitional shelters, soup kitchens, and regularly scheduled mobile food vans. The Census Bureau will partner with service providers to determine where we must count people experiencing homelessness.

HOW YOU CAN HELP

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Websites.
- Help recruit census workers when jobs become available.



WHY DO WE TAKE A CENSUS?

The U.S. Constitution (Article 1, Section 2) mandates a headcount every 10 years, of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The U.S. began conducting a census of population and housing in 1790. The Constitution mandates an apportionment of representatives among the states for the House of Representatives every 10 years.

Apportionment is the process of dividing the 435 seats in the U.S. House of Representatives among the 50 states. By law, the U.S. Census Bureau must deliver a report of population counts to the president of the United States within 9 months of Census Day (on or before December 31, 2020).

Over \$675 billion/year is distributed to state and local governments using Census numbers (Over \$4 trillion over the decade).

ARTICLE I, SECTION 2
"REPRESENTATIVES AND DIRECT TAXES
SHALL BE APPORTIONED AMONG THE
SEVERAL STATES WHICH MAY BE
INCLUDED WITHIN THIS UNION,
ACCORDING TO THEIR RESPECTIVE
NUMBERS . . ."

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www.gsa.gov/fedrelay

The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.

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Form D-467
September 2018