

The 2020 Census Integrated Partnerships and Communications Operation Overview

Louise Harley

2020 Census Integrated Partnerships and Communications Program

January 29, 2020

Shape
your future
START HERE >

United States[®]
Census
2020

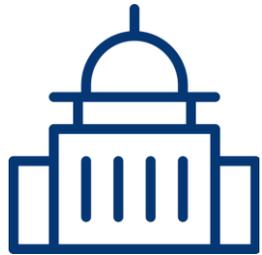
How We Conduct the Census



Shape
your future
START HERE >

United States[®]
Census
2020

Why is the 2020 Census Important?



**CONGRESSIONAL
REPRESENTATION,
LEGISLATIVE
BOUNDARIES**



**INVESTMENTS,
JOBS, SERVICES**

**PUBLIC
FUNDING
DECISIONS**



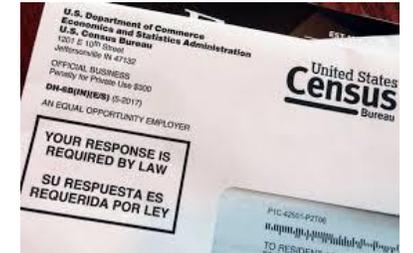
**COMMUNITY
SERVICES**



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)	<ul style="list-style-type: none">• 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* <i>Chinese (Simplified)</i> for ISR;** <i>Chinese (Mandarin and Cantonese)</i> for CQA Language Selection Criteria: 60,000 or more housing units
Language Guides (Video and Print) Language Glossaries Language Identification Card	<ul style="list-style-type: none">• 59 Non-English Languages• Language Guides include American Sign Language, braille, large print
Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials	<ul style="list-style-type: none">• Spanish
Communications and Partnership	<ul style="list-style-type: none">• Advertising, Partnership and Promotional Materials in at least 12 Non-English Languages• Procedures and Materials to Support Partnership Specialists and Partners in multiple languages

Shape
your future
START HERE >

United States[®]
Census
2020

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



Shape
your future
START HERE >

United States[®]
Census
2020

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

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

Shape
your future
START HERE >

United States[®]
Census
2020

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

Special Populations – Group Quarters and Service-Based Enumerations

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.

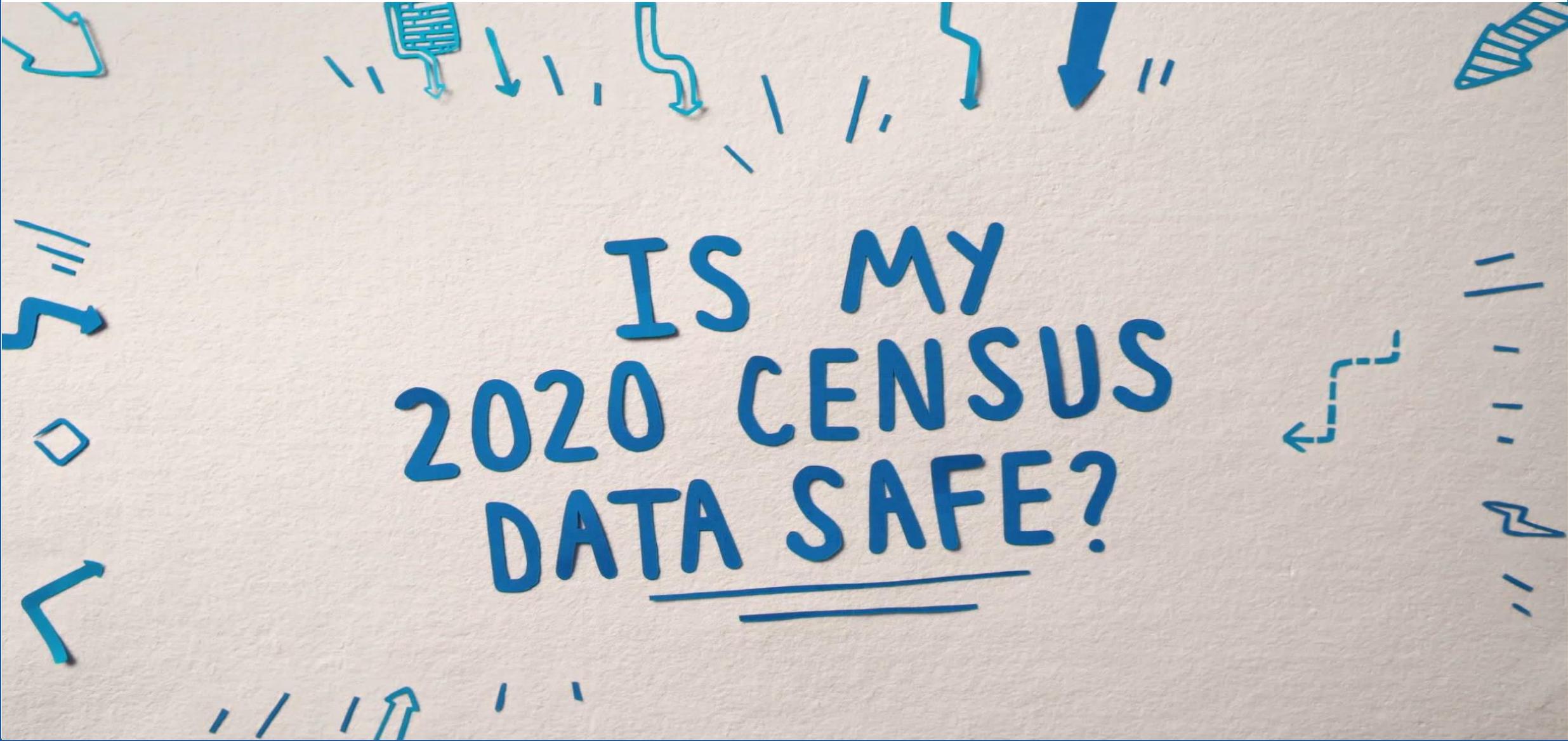
- **Military Enumeration**

- Involves enumeration of people living in GQs (or barracks) on military installations or military vessels.

Shape
your future
START HERE >

United States[®]
Census
2020

2020 Census – Safe and Confidential

The background of the image is a textured, light-colored surface with various hand-drawn blue arrows and symbols scattered around. Some arrows are solid, while others are dashed. There are also some symbols that look like a computer monitor and a pencil tip. The text is written in a bold, blue, hand-drawn font.

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



Connecting to All Audiences

Lead Agency	Audience
	U.S. Hispanic
	Black/African American
	American Indian/Alaskan Native (AIAN)
	Native Hawaiian/Pacific Islander (NHPI)
	Asian American
	Diverse Mass
	Puerto Rico

Recruitment Advertising



Be A Census Taker

Apply Online 2020CENSUS.GOV/JOBS

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020. Federal Relay Service: 1-800-877-8339 TTY/ASCI. The U.S. Census Bureau is an Equal Opportunity Employer. © 2019

Shape your future APPLY NOW >

United States Census 2020



Be A Census Taker

Apply Online 2020CENSUS.GOV/JOBS

- Extra income
- Flexible hours
- Weekly pay
- Paid training

For more information or help applying, please call 1-855-JOB-2020. Federal Relay Service: 1-800-877-8339 TTY/ASCI. The U.S. Census Bureau is an Equal Opportunity Employer. © 2019

Shape your future APPLY NOW >

United States Census 2020



Be A Census Taker

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

Apply Online 2020CENSUS.GOV/JOBS

For more information or help applying, please call 1-855-JOB-2020. Federal Relay Service: 1-800-877-8339 TTY/ASCI. The U.S. Census Bureau is an Equal Opportunity Employer. © 2019

Shape your future APPLY NOW >

United States Census 2020

Solicite por Internet en 2020CENSUS.GOV/JOBS

Hay miles de empleos disponibles en todo el país. Contribuye con tu comunidad. Conviértete en censista.

- ✓ Mejores ingresos
- ✓ Pago semanal
- ✓ Horario flexible
- ✓ Formación paga

Dale forma a tu futuro SOLICITE YA >

Censo 2020 Puerto Rico

Para obtener más información o ayuda para inscribirse, llama al 1-855-562-2020. Servicio Federal de Relevé: 1-800-877-8339 TTY/ASCI. www.csa.gov/fedrelay. La Oficina del Censo de los EE. UU. es un empleador que ofrece igualdad de oportunidades.

Apply It:

- You are 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 registered with the Selective Service System, or have a qualifying exemption, if you are male and were born after Dec. 31, 1959.

If Offered A Job:

- You must pass a criminal background check and review of criminal records (including fingerprinting).
- You must be available to work flexible hours, including days, 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 (to complete training).



Become a Census Taker and Get Paid to Help Your Community

Learn how you can help collect important data that will determine your state's representation in Congress, as well as how funds are spent in your community on things like roads, schools, and hospitals.

For more information or to apply online, visit 2020census.gov/jobs or call 1-855-JOB-2020.

Federal Relay Service: 1-800-877-8339 TTY/ASCI. www.csa.gov/fedrelay. The U.S. Census Bureau is an Equal Opportunity Employer.



Be A Census Taker

Apply Online 2020CENSUS.GOV/JOBS

- ✓ Extra income
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

Shape your future APPLY NOW >

United States Census 2020



Be A Census Taker

- ✓ Extra income
 - ✓ Flexible hours
 - ✓ Weekly pay
 - ✓ Paid training
- Apply Online 2020CENSUS.GOV/JOBS

For more information or help applying, please call 1-855-JOB-2020. Federal Relay Service: 1-800-877-8339 TTY/ASCI. www.csa.gov/fedrelay. The U.S. Census Bureau is an Equal Opportunity Employer. © 2019

Shape your future APPLY NOW >

United States Census 2020

Shape your future START HERE >

United States Census 2020

2020CENSUS.GOV

Diverse Mass



Promotional & Outreach Materials

English and Non-English Outreach Materials and Promotional Items



Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To ensure an accurate count, remember to:

-  Count every person living or staying in your home.
-  Respond at the address where you were living or staying on April 1, 2020.

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.

For more information, visit:
2020CENSUS.GOV

Shape your future
START HERE >

United States
Census 2020

D-OP-RE-EN-121

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 flows back to states and local communities each year based on census data.



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 law 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 law requires the Census Bureau to keep your information confidential and 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 to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

United States
Census 2020

D-1254

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

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



 Casi el 5% de los hogares recibirán su invitación del censo cuando un censista pase a dejarla. En estas áreas, la mayoría de los hogares podrían no recibir correo en la ubicación física de su vivienda (como los hogares que usan apartados postales o áreas recientemente afectadas por desastres naturales).

 A menos del 1% de los hogares los contará un censista en persona, en vez de invitarlos a que respondan por su cuenta. Esto lo hacemos en áreas muy remotas, como partes del norte de Maine, zonas remotas de Alaska, y en áreas selectas de indígenas de las Américas que piden que se les cuente en persona.

Nota: Tenemos procedimientos especiales para contar a las personas que no viven en hogares, como estudiantes que están en viviendas universitarias o personas sin hogar.

United States
Census 2020

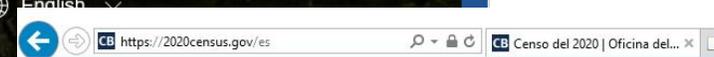
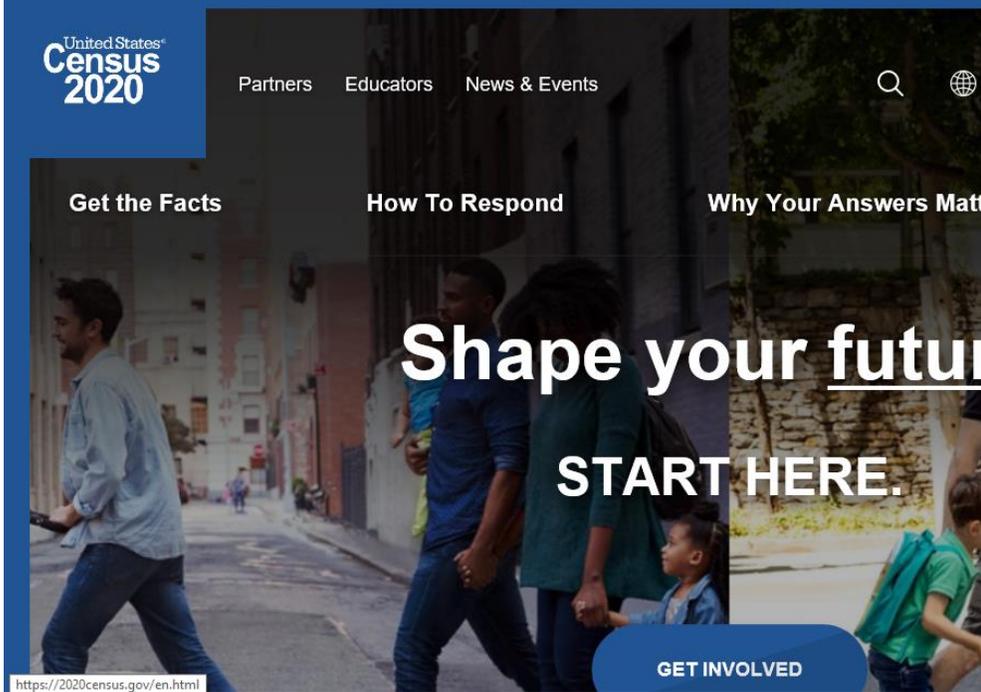
Shape
your future
START HERE >

United States
Census 2020

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...



United States Census Bureau

ACTIVITIES RESOURCES STANDARDS ABOUT

STATISTICS IN SCHOOLS

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources



National Partnerships Program

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



Sponsorship and Promotions



Message and Brand Awareness



Activities and Events



Social and Digital Engagement



Increase Response Rates



Data Use and Feedback



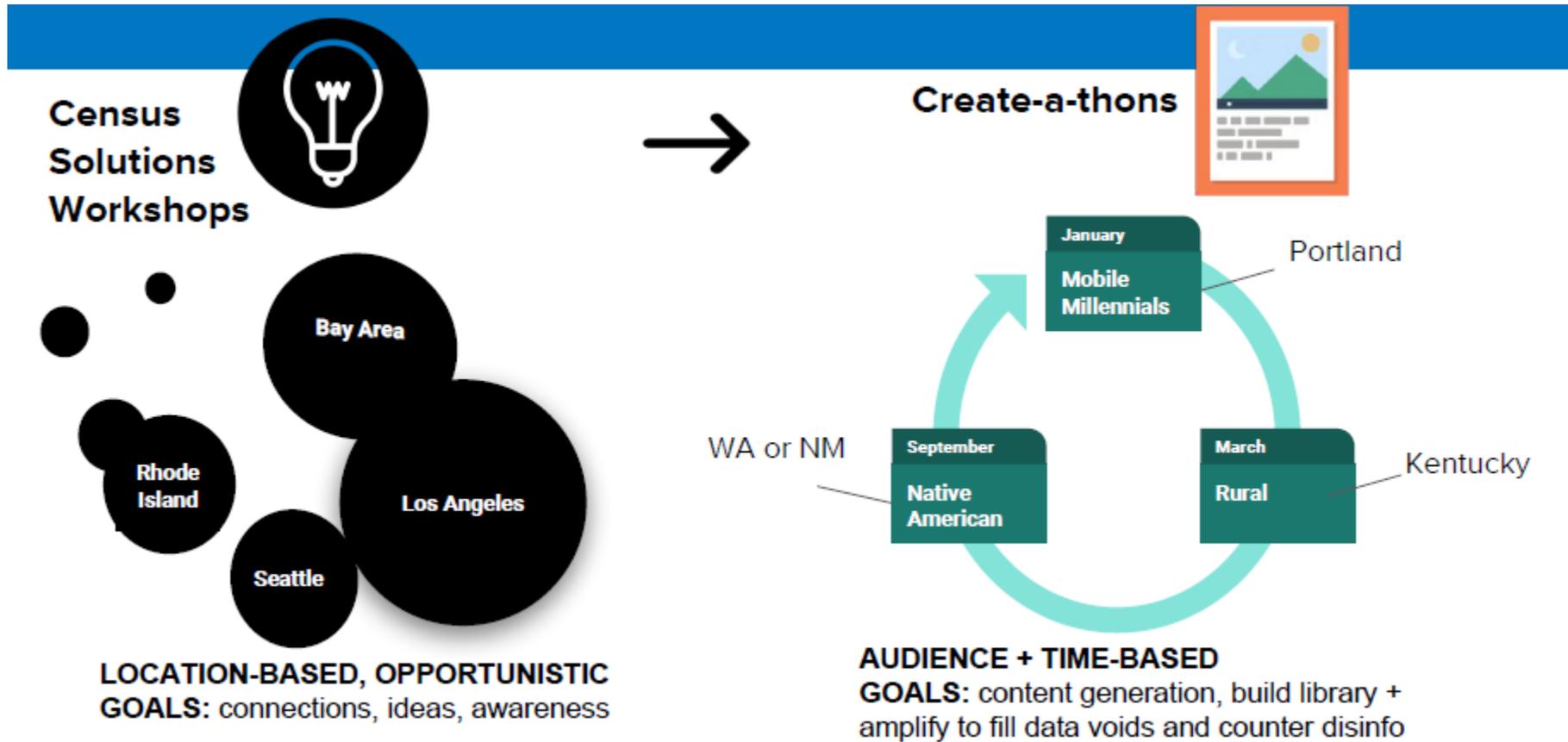
Policy/Advocacy

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



Mobile Response Initiative = M-QAs

- 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



2020CENSUS.GOV

Shape
your future
START HERE >

United States[®]
Census
2020

Connect with Us



Sign up for email updates and alerts

<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



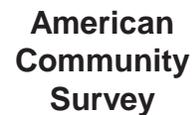
More information on the 2020 Census Memorandum Series:

<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>



More information on the American Community Survey:

<http://www.census.gov/programs-surveys/acs/>



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



twitter.com/uscensusbureau



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



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



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

Thanks!

2020CENSUS.GOV

Shape
your future
START HERE >

United States[®]
Census
2020