

Federal Depository Library Program

September 24, 2020

Cathy Hartz

National Partnership Program/Academics

U.S. Census Bureau

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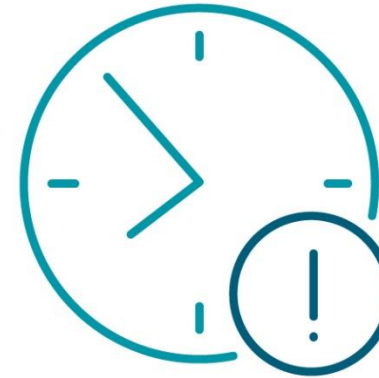
2020 Census – Responding is Easy

Self-respond online, by phone, or by mail.

- From anywhere and from any device.
- In English or in one of 12 other languages.
- Online at 2020census.gov



Time is running out.
Respond now.



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Operational Update

Adjustments in Response to the Virus

Group Quarters/Service Based Enumeration/Targeted Non-Shelter Outdoor Locations

Enumerating College Students

Nonresponse (NRFU) Followup

Mobile Questionnaire Assistance (MQA)



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2020 Census Operational Adjustments Due to COVID-19

On March 18, in light of the COVID-19 outbreak, the U.S. Census Bureau adjusted 2020 Census operations to:

- Protect the health and safety of the American public and Census Bureau employees.
- Implement guidance from federal, state, and local authorities regarding COVID-19.
- Ensure a complete and accurate count of all communities.

The Census Bureau monitors and adjusts to the changing conditions at the state and local level.

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Census Group Quarters (GQ) Operation:

- Count people living or staying in group quarters.
- Provide an opportunity to be counted for people experiencing homelessness, and receiving service at a service-based location, such as a soup kitchen.

General GQ Enumeration

Enumeration of people living in group living arrangements in living quarters that are owned or managed by an entity or organization providing housing or services for the residents (e.g., college/university student housing, residential treatment centers, nursing/skilled nursing facilities, group homes, correctional facilities, workers' dormitories, and domestic violence shelters).

Service-Based Enumeration

Enumeration of people experiencing homelessness or utilizing transitional shelters, soup kitchens, regularly scheduled mobile food vans, and targeted nonsheltered outdoor locations.

Group Quarters Enumeration

Military GQ Enumeration

Enumeration of people living in a GQ or HU on military installations, defined as a fenced, secured area used for military purposes and the enumeration of people residing on U.S. military ships at the time of the 2020 Census. A military vessel is defined as a United States Navy or United States Coast Guard vessel assigned to a homeport in the United States.

Maritime Vessel (Shipboard) Enumeration

Enumeration of people living on U.S. maritime vessels in operation at the time of the 2020 Census. A maritime vessel is defined as a U.S. Flag vessel that is a commercial vessel registered and operated under the laws of the United States, owned and operated by United States citizens, and used in the commercial trade of the United States.

Group Quarters Enumeration Methods



- Electronic Response Data Transfer (eResponse)
- In-Person Interview
- Drop-off/Pickup of Questionnaire
- Paper Response Data Collection
- Facility Self-Enumeration



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Nonresponse Followup



August 11 – September 30: NRFU in all ACOs

- Census-takers visit homes that have not yet responded. They also conduct follow-up quality assurance with some households that already filled out the 2020 Census form.
- Census-takers wear masks and follow safety protocols. The health and safety of the public and our employees remains a top priority.
- Depending on local conditions, adjustments are made to ensure the safety of our staff and general public.

Mobile Questionnaire Assistance

Objectives:

- Increase self-response in the lowest-responding tracts.
- Provide additional language support.

Program Modifications due to COVID-19:

- Staffing MQA sites to drive self-response in places where people visit when leaving home (examples include libraries, grocery stores, pharmacies, and food distribution sites, as opposed to large public gatherings like festivals and sporting events), and
- Engaging jointly with partnership staff in activities that drive people to self respond in the lowest-responding neighborhoods (examples include providing direct response options during neighborhood car parades and canvassing neighborhoods with self-response flyers).
- MQA will provide response assistance in low responding areas beginning the week of July 13, contingent upon safety considerations and local guidelines, and continuing until mid-September, with ramped-down levels after NRFU begins through mid-September.

2020 Census Communications Adjustments

March-August

- Motivation Phase extended until August
- New Ads
- July Push
- August and September NRFU Campaign

How is your town's count going?

2020CENSUS.GOV/RESPONSE-RATES

Four house icons

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Se acaba el tiempo.
Responde ahora.

Dale forma a tu futuro
EMPIEZA AQUÍ >

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时间不多了。
请立即回复。

你我未来
由此展开 >

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2020 Census Last Push

September 8-September 30

Key Messages

Purpose:

To address people who think they haven't been counted/and or want confirmation they have been counted. Call-to-Action.

- Urge people to work with our Census-takers.
- Respond online or by phone when using your Census ID, or respond by mail.
- The Census Bureau is committed to a complete and accurate count. At this time nearly 95% of households have been counted.

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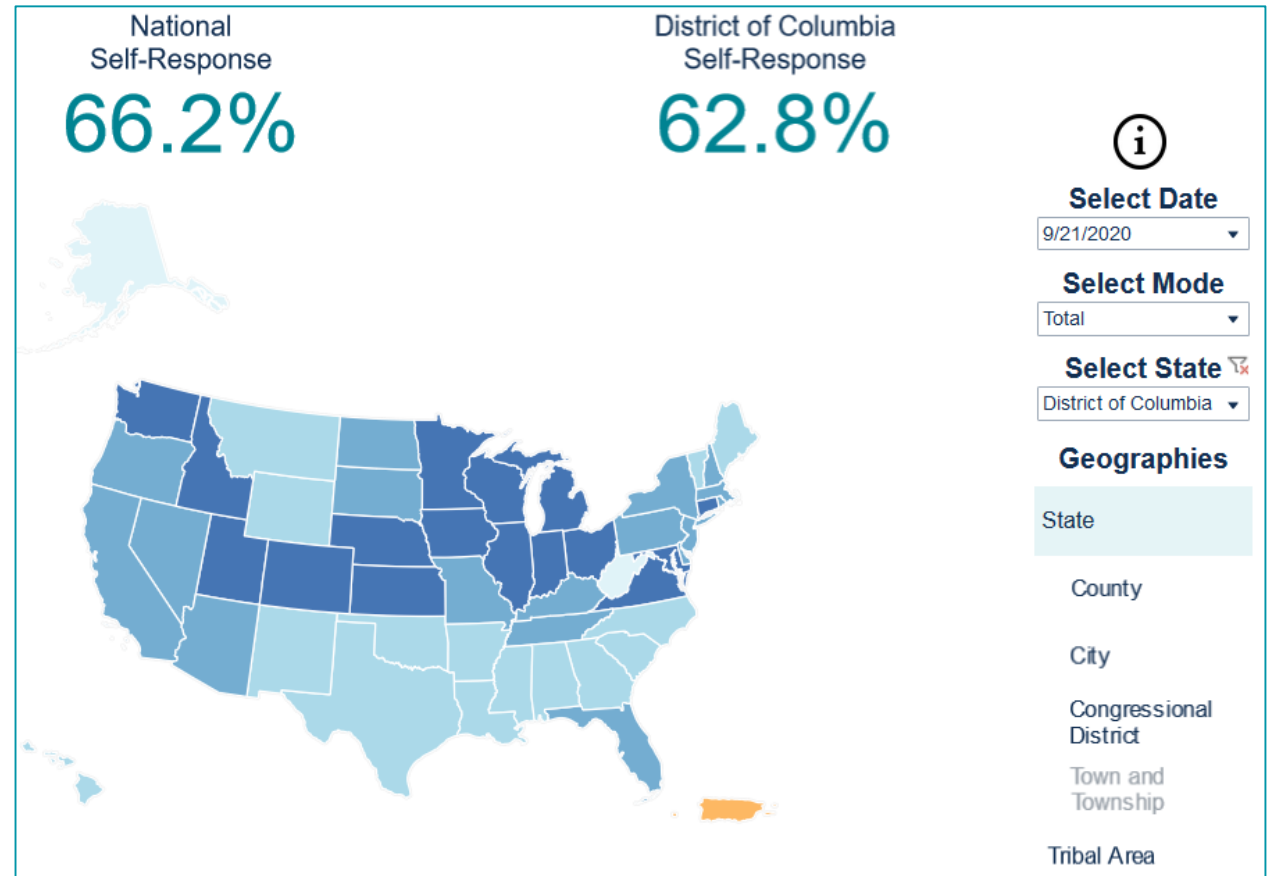
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Self-Response Rate Map

2020Census.gov

Response Rates

How many people in your community have already responded to the 2020 Census? Keep track with this map of response rates.



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Thank you! Questions?

Catherine.j.hartz@census.gov, 571.274.7268

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