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United States®  
**Census  
2020**

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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)

# 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](https://2020census.gov/en/avoiding-fraud.html)
  - You can also visit: <https://2020census.gov/en/avoiding-fraud.html>



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

[Read More](#)

How to confirm the person visiting your address is a legitimate Census Bureau employee or whether the contact you received was from the Census Bureau.

**How to verify a mailing is from the Census Bureau**  
If you receive a survey or a letter in the mail from the Census Bureau, the envelope contains certain information that will help you verify its legitimacy.

**How to identify a Census Bureau field representative**  
If you are visited by someone from the Census Bureau, here are some ways to verify the individual is a Census Bureau employee.

**How to identify a phone call from the Census Bureau**  
If your address was selected to be in a survey, we may call you to participate.

# 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!**

# 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**

# 2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), 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.**

# 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.

# 2020 Census – It Is Easy

- Four ways to respond in 2020
  - Online
  - Phone
  - Paper
  - Personal Visit by Census Employee
- Name, sex, age and DOB, race, Hispanic origin, stay elsewhere, relationship, household questions (pop count, undercount, housing tenure, phone number)

## **We will never ask for:**

- Your social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.



# 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.



# Overview of Non-English Language Support

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card					Paper Questionnaire & Mailing Materials
<b>12 Non-English Languages</b>  Respondents will be able to toggle between the languages within the instrument.  <div>Spanish</div> <div>Chinese</div> <div>Vietnamese</div> <div>Korean</div> <div>Russian</div> <div>Arabic</div> <div>Tagalog</div> <div>Polish</div> <div>French</div> <div>Haitian Creole</div> <div>Portuguese</div> <div>Japanese</div>	<b>12 Non-English Languages</b>  There is a separate phone number for each language. This information is included in the mailing materials.  <div>Spanish</div> <div>Chinese (Mandarin and Cantonese)</div> <div>Vietnamese</div> <div>Korean</div> <div>Russian</div> <div>Arabic</div> <div>Tagalog</div> <div>Polish</div> <div>French</div> <div>Haitian Creole</div> <div>Portuguese</div> <div>Japanese</div>	<b>59 Non-English Languages</b>  Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i> <div><div>Spanish</div><div>Chinese</div><div>Vietnamese</div><div>Korean</div><div>Russian</div><div>Arabic</div><div>Tagalog</div><div>Polish</div><div>French</div><div>Haitian Creole</div><div>Portuguese</div><div>Japanese</div><div>Italian</div><div>Farsi</div><div>German</div><div>Armenian</div><div>Hindi</div><div>Ukrainian</div><div>Bengali</div><div>Greek</div><div>Amharic</div><div>Somali</div><div>Thai</div><div>Gujarati</div><div>Khmer</div><div>Nepali</div><div>Urdu</div><div>Romanian</div><div>Telugu</div><div>Burmese</div><div>Punjabi</div><div>Lao</div><div>Hmong</div><div>Albanian</div><div>Turkish</div><div>Bosnian</div><div>Tamil</div><div>Navajo</div><div>Hungarian</div><div>Hebrew</div><div>Malayalam</div><div>Swahili</div><div>Yiddish</div><div>Indonesian</div><div>Serbian</div><div>Tigrinya</div><div>Ilocano</div><div>Dutch</div><div>Croatian</div><div>Bulgarian</div><div>Twi</div><div>Lithuanian</div><div>Yoruba</div><div>Czech</div><div>Igbo</div><div>Marathi</div><div>Sinhala</div><div>Slovak</div><div>American Sign Language</div></div>					<b>Spanish</b>  Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.  Mailings will include instructions on responding via Internet or phone in 12 non-English languages.  <b>During Nonresponse Followup enumerators use:</b> <ul style="list-style-type: none"><li>• A bilingual handheld instrument (English/Spanish)</li><li>• Bilingual materials (English/Spanish)</li><li>• Instructions to respond online or by phone in 12 non-English languages</li><li>• Language Identification Card</li></ul>

# How the 2020 Census will invite everyone to respond



WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

Every household will have the option of responding online, by phone, or by mail.

Every household that hasn't already responded will receive reminders and a paper questionnaire.



# The Census is Safe, Easy, & Important!



**Two ways you can help today as a trusted voice in the community.**

- 1) Sharing the message that the Census is Safe, Easy, & Important
- 2) Promoting our 2020 Census Jobs!

<https://2020census.gov/jobs>

# 2020 Census Jobs

Earn extra income while helping your community.

## **Field Positions**

Enumerators

Recruiting Assistants

Census Field Supervisors

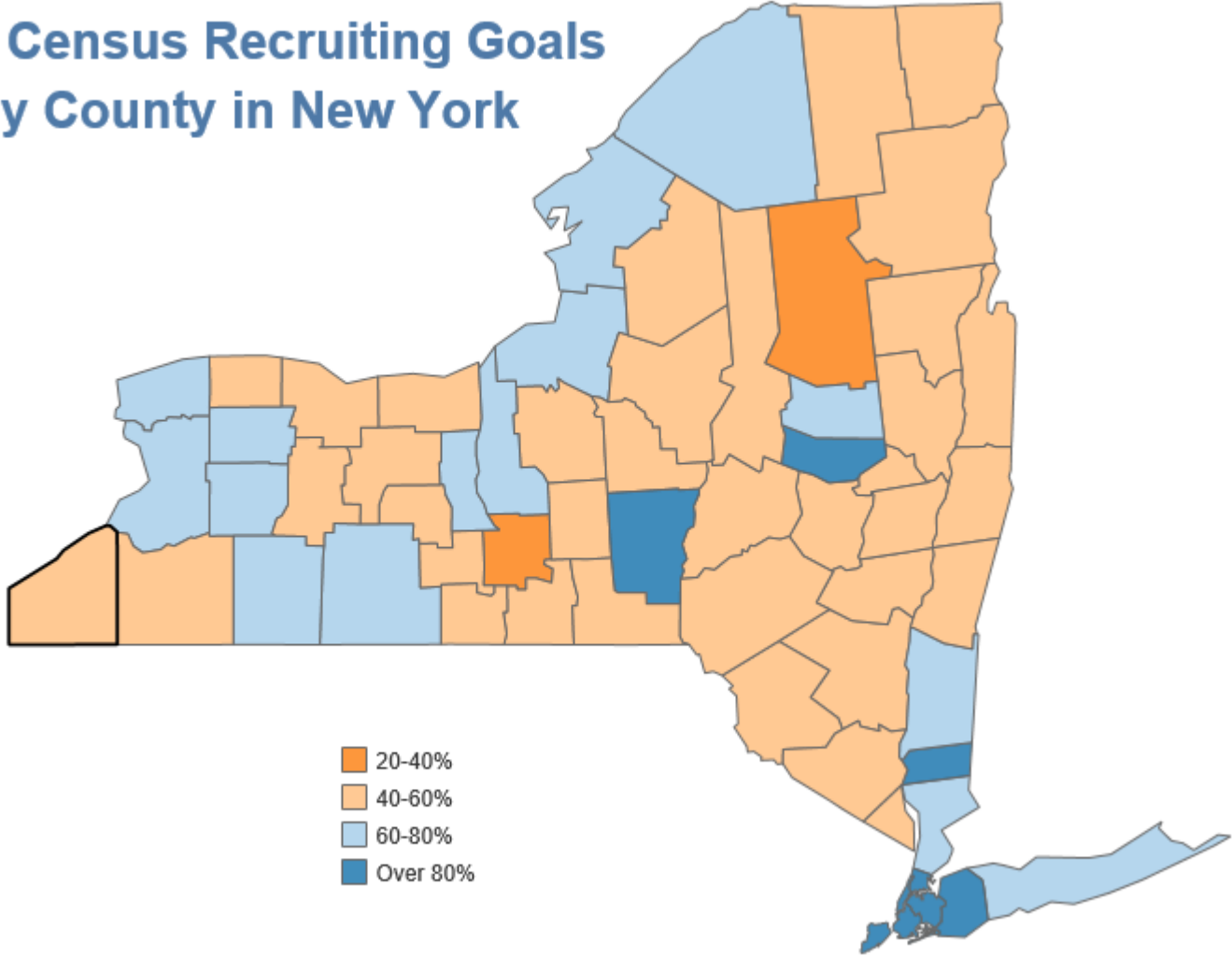
**Apply now at**  
**<https://2020census.gov/jobs>**

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)

**2020 New York Recruiting**  
**Goal: 171,000**



# 2020 Census Recruiting Goals by County in New York



2020 New York Recruiting  
Goal: 171,000



↓

# Key Milestones for the 2020 Census

- August 2019: New Statistics in Schools classroom activities available online [www.census.gov/schools](https://www.census.gov/schools)
- August – October 2019: Address canvassing
- 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](https://www.2020census.gov)
  - Replying by mail or phone will also be an option
- April 1, 2020: Census Day
- May 2020 – July 2020: Census takers go door to door
- December 31, 2020: Tabulate Data and Release Census Results



# 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?**

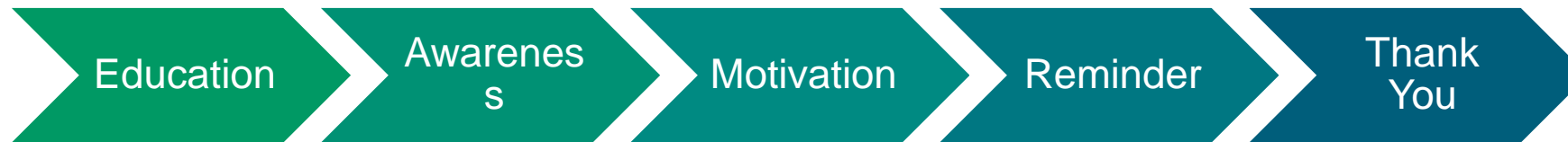
Elected leaders, school department, libraries, workforce development, immigrant organizations, faith-based leaders, senior services, community development and housing, community-based organizations, veterans services, higher education, business, media (not an exhaustive list).

## **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.



# 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

# Next Steps

## How WE support Partners

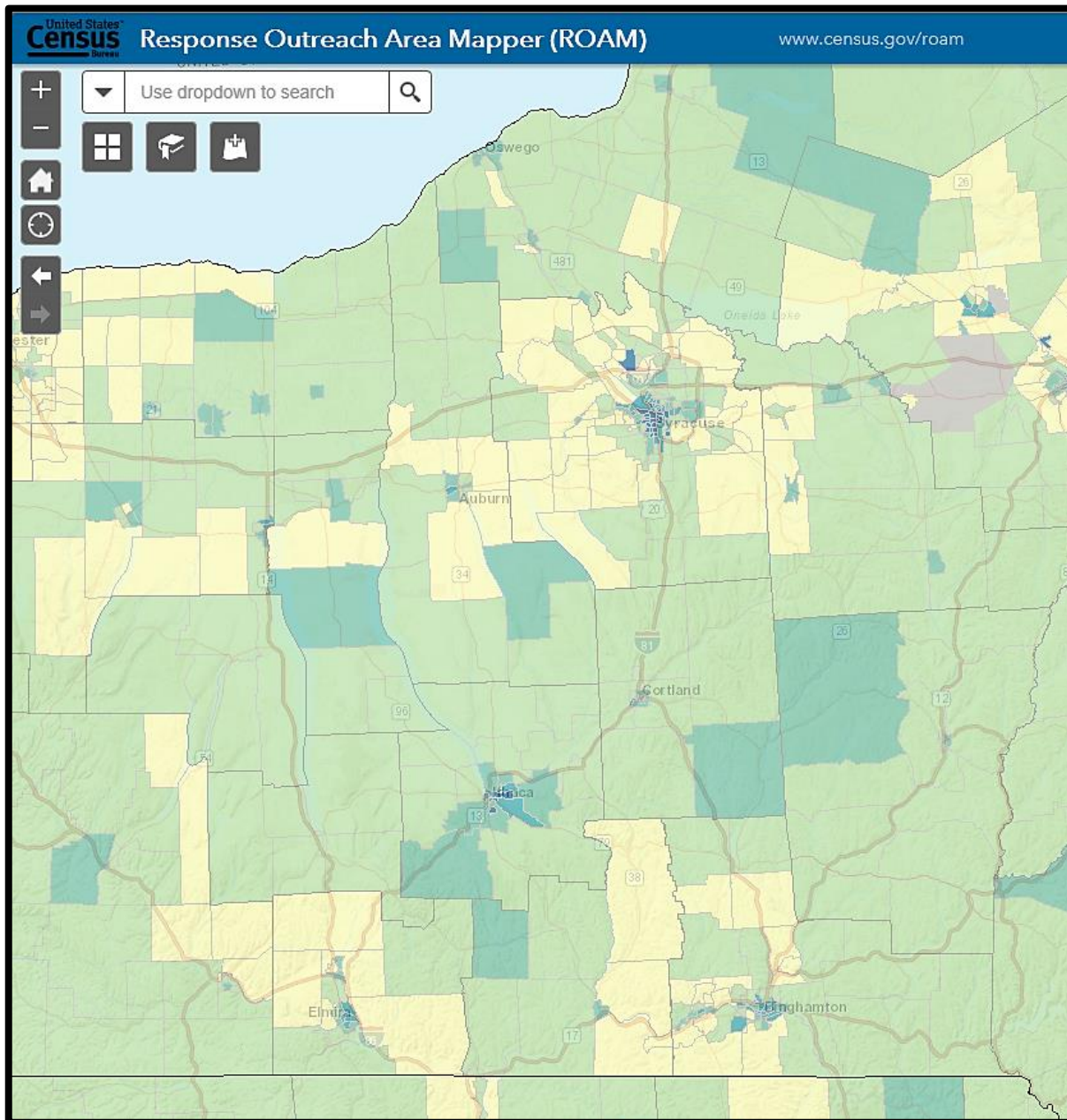
- Promotional Materials
  - Flyers (general and targeted)
  - Posters
  - In-language
- Content
  - Sample message for email or blog
  - Drop in articles
  - Social media content and links
  - Graphics

[www.2020census.gov/en/partners/outreach-materials](https://www.2020census.gov/en/partners/outreach-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



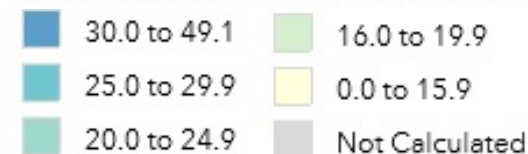
2020CENSUS.GOV

# Response Outreach Area Mapper (ROAM)

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

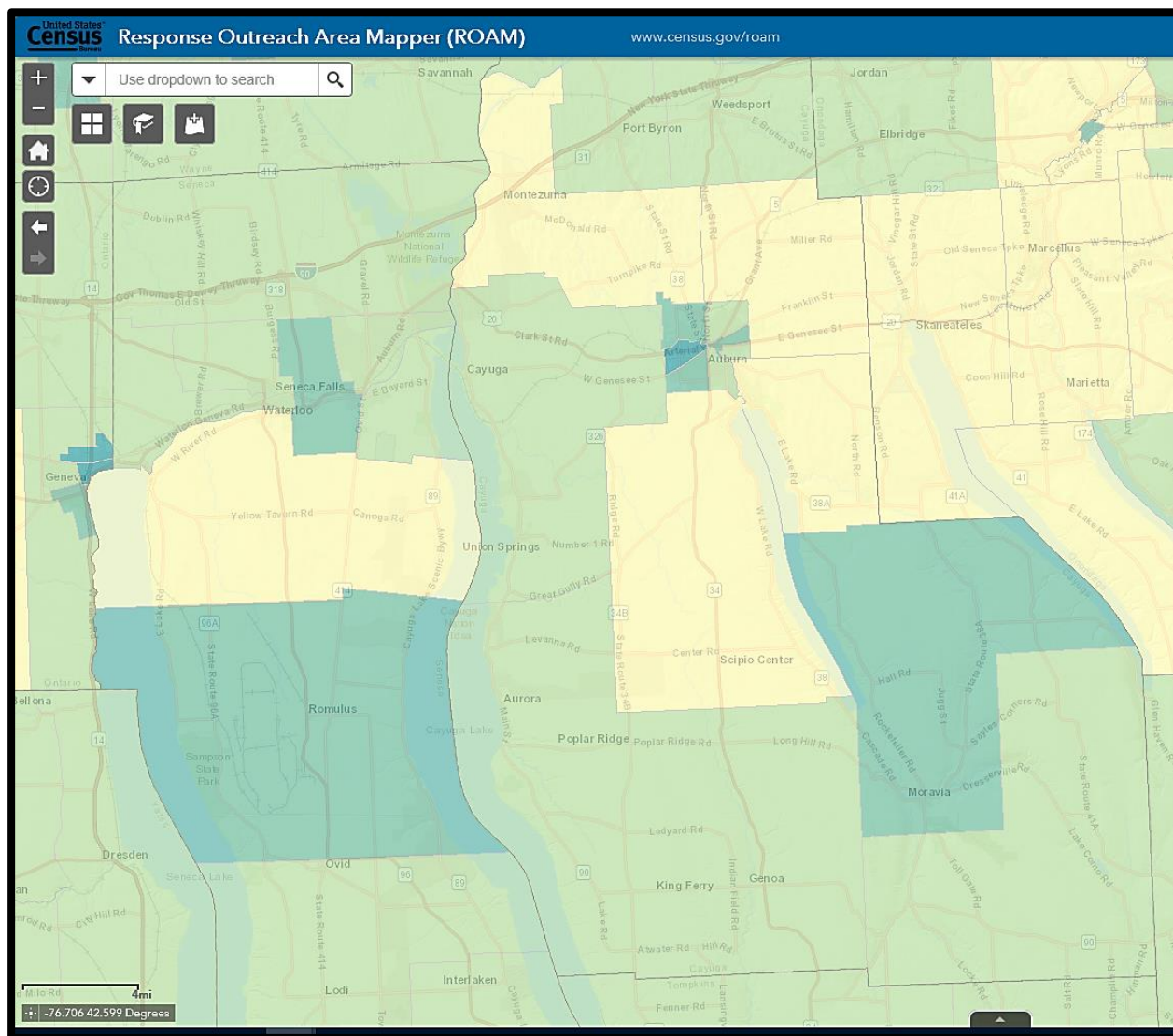
- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census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

Predicted Mail Non-Response Rate (%)



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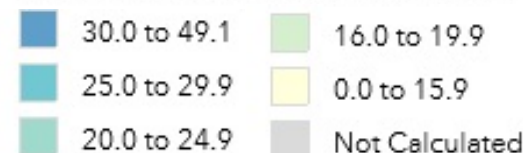


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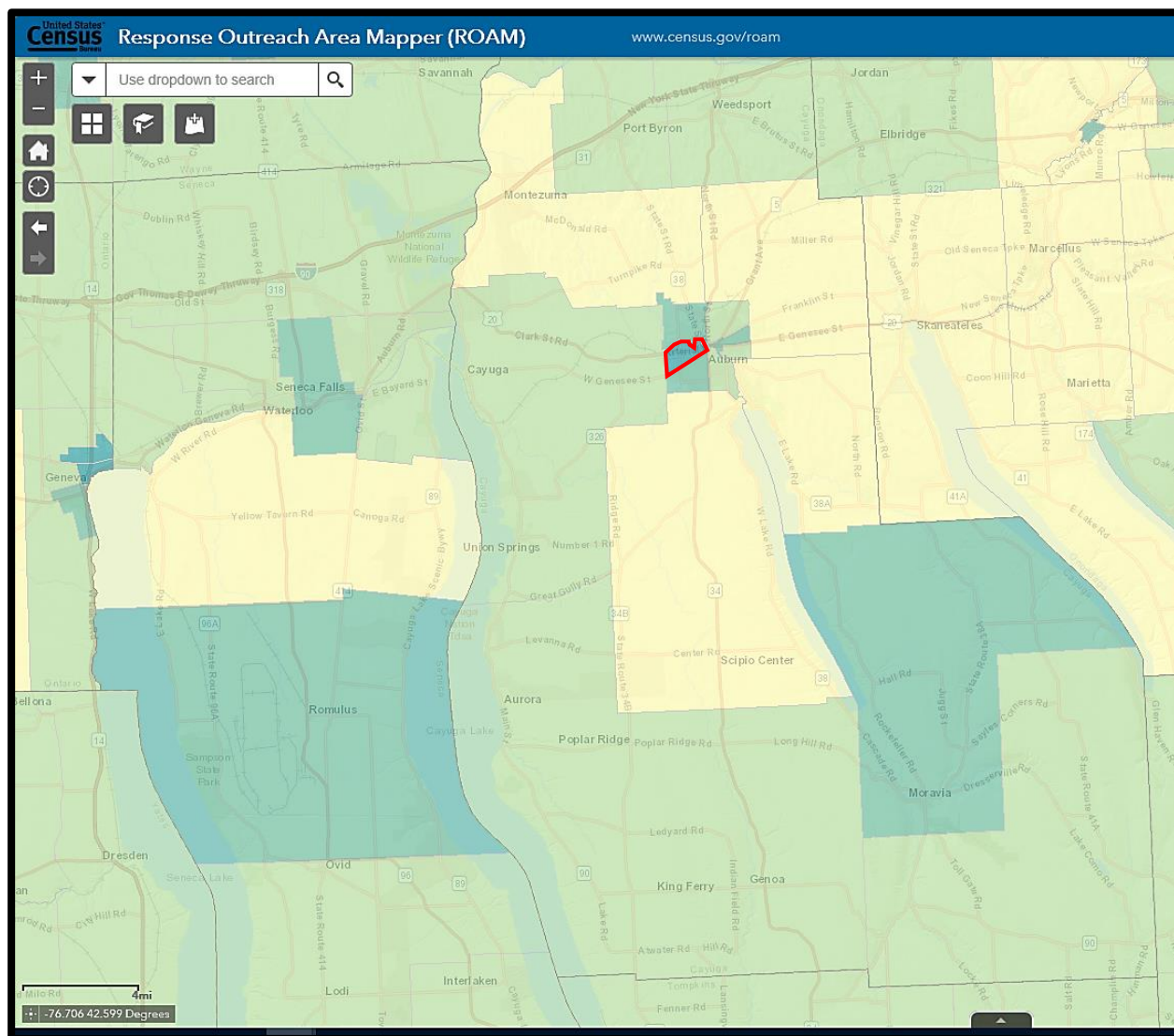
[www.census.gov/roam](http://www.census.gov/roam)

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Predicted Mail Non-Response Rate (%)







## Census Tract 413

### Cayuga County, New York

Low Response Score (%): 23.0

2013- 2017 ACS 5-year estimates

Total Population: 4,000

Median Age: 37.6

Population Under 5 (%): 8.85

Population 18-24 (%): 10.20

Population 65 and Over (%): 12.50

Median Household Income (\$): 35,000

Persons Below Poverty Level (%): 23.16

Children Under 18 Living in Poverty (%): 38.35

School Enrolled Children Age 3 and 4 (%):

Not High School Graduate (%): 18.01

Non-Hispanic, White (%): 88.58

Non-Hispanic, Black (%): 4.88

Hispanic (%): 2.68

Asian (%): 0.68

Foreign Born (%): 0.85

No One in Household Speaks English "Very Well" (%): 2.75

Population 5+ Who Primarily Speak Spanish (%): 1.54

Population 5+ Who Primarily Speak Chinese (%): 0.38

Total Housing Units: 1,918

Vacant Housing Units (%): 6.99

Renter Occupied Housing Units (%): 52.30

Population 1+ Who Moved Within the Last Year (%): 9.55

Married Couple Households with Child Under 18 (%): 35.71

Multi-Unit (10+) Housing (%): 6.57

Households with Computer (%): 66.87

Households with Only Smartphone (%): 3.20

Households with Broadband Internet Access (%): 49.27

Survey

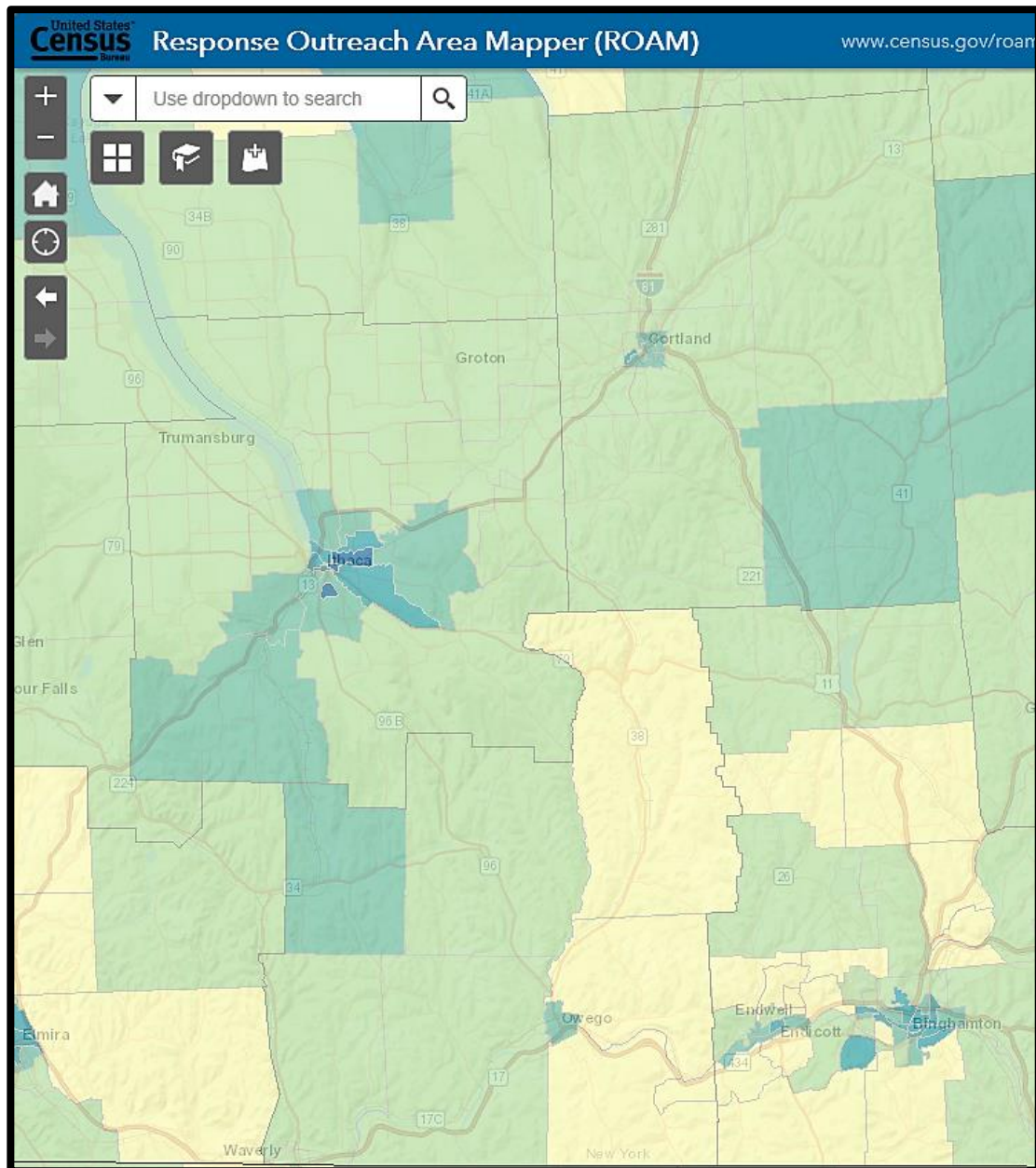
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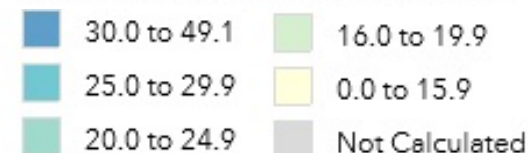
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## Response Outreach Area Mapper (ROAM)

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

- Developed to identify hard-to-survey areas
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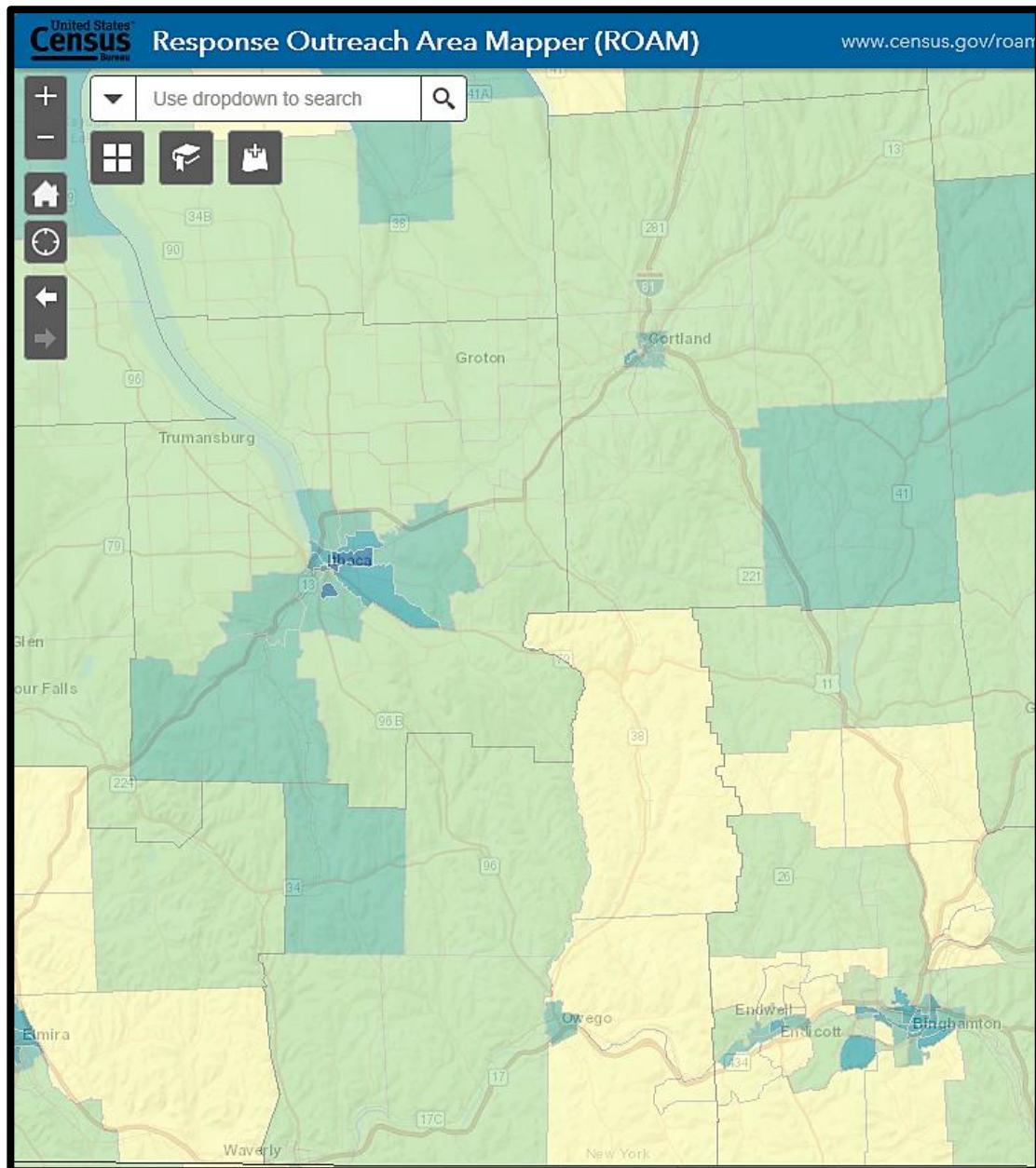
Predicted Mail Non-Response Rate (%)



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## Census Tract 2

### Tompkins County, New York

Low Response Score (%): 37.9

2013- 2017 ACS 5-year estimates

Total Population: 5,867

Median Age: 21.1

Population Under 5 (%): 0.22

**Population 18-24 (%): 88.21**

Population 65 and Over (%): 0.78

Median Household Income (\$): 13,775

Persons Below Poverty Level (%): 74.36

Not High School Graduate (%): 5.45

Non-Hispanic, White (%): 40.40

Non-Hispanic, Black (%): 3.17

Hispanic (%): 8.32

Asian (%): 38.21

**Foreign Born (%): 23.49**

**No One in Household Speaks English "Very Well" (%): 2.99**

Population 5+ Who Primarily Speak Spanish (%): 0.14

Population 5+ Who Primarily Speak Chinese (%): 1.54

Population 5+ Who Primarily Speak Korean (%): 0.48

Total Housing Units: 2,433

**Vacant Housing Units (%): 17.55**

**Renter Occupied Housing Units (%): 97.51**

**Population 1+ Who Moved Within the Last Year (%): 51.78**

**Multi-Unit (10+) Housing (%): 41.51**

Households with Computer (%): 96.46

Households with Only Smartphone (%): 0.00

Households with Broadband Internet Access (%): 81.56

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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)





<https://www.youtube.com/watch?v=LXJz7ZfzAuM>

# Connect With Us

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

[ov](#)



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



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



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

# Contact Us

## Local Partnership Specialists

Kate Dillon

(518) 951-9873

[katherine.d.dillon@2020census.gov](mailto:katherine.d.dillon@2020census.gov)

Broome, Tioga, Cortland &  
Chenango Counties

Tina Hanford

(716) 906-6743

[kristine.hanford@2020census.gov](mailto:kristine.hanford@2020census.gov)

Cayuga & Seneca Counties

## Partnership Program

Outreach Materials & CCC Resources

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

## Census Jobs

Field & Office Job Opportunities

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

Office Managerial Job Opportunities

[www.usajobs.gov](http://www.usajobs.gov)

[www.census.gov/about/regions/new-york/jobs](http://www.census.gov/about/regions/new-york/jobs)

## Data Dissemination Program

[census.askdata@census.gov](mailto:census.askdata@census.gov)

1-844-ASK-DATA

[www.census.gov/data/training-workshops](http://www.census.gov/data/training-workshops)