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**Sterling Public Library  
March 12, 2020**



# Country roads don't build themselves

Lay the groundwork for better roads in your community by taking the census. Your response can impact funding for things like maintaining local roads, bridges, public transportation, and more each year.

**2020CENSUS.GOV**

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United States®  
**Census**  
**2020**

# Census data impacts funding for things like:

- Highway planning and construction
- Federal Transit Formula Grants
- Formula Grants for Rural Areas
- Community Development Grants
- Rural Payment Assistance Payments
- Water and waste disposal systems for rural communities

For more information, visit:  
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**2020**

# What is the Census? Who Counts?

- Census Made Simple, 2 minute 20 seconds -  
<https://www.youtube.com/watch?v=oXZAe8XYeNQ&feature=youtu.be>
- The 2020 Census Challenge, brought to you by Statistics in Schools, 4 minutes -  
<https://www.youtube.com/watch?v=MVLYq--JZEo&feature=youtu.be>
- The Amazing Apportionment Machine, 2 minute 9 seconds  
[https://www.youtube.com/watch?v=RUCnb5\\_Hzc0](https://www.youtube.com/watch?v=RUCnb5_Hzc0)

# *It's a mission for our Country*

## • Article 1, Section 2 of the U.S. Constitution

- *The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*

- COUNT EVERYONE ONCE, ONLY ONCE, AND IN THE RIGHT PLACE

Every Order, Resolution, or Vote to which the Consent, and Assent of the Representatives may be necessary, except in a Question of Government, shall be presented to the Senate, and after the same shall be laid before the House, and be approved by a majority of the Majority of the Members of the Senate and House of Representatives according to the Laws and Limitations prescribed in the Constitution of the United States.

Section 5. The Congress shall have Power to lay and collect Taxes, Duties, Imposts and Excises, to pay the Debts and provide for the common Defence and general Welfare of the United States; but all Duties, Imposts and Excises shall be uniform throughout the United States.

It seems fitting on the part of the United States,  
to furnish to the world with the same. Actions are louder

It regulates Commerce by Land, Water, and by Air, and controls the Banking System;  
It establishes a uniform Scale of Weights and Measures throughout the United States;  
It can mint and regulate the Value and Weight of Gold and Silver, and of Coins for the Standard of Money and Commerce;  
It provides for the Punishment of Counterfeiting, Piracy and other Crimes against the United States.

The President of the Board of Education shall be entitled to a gratuity in case of retirement or removal from his office of  $\$1000$  per annum.

## Article. II

Section 1. The executive Powers shall be vested in a President of the United States of America. He shall hold his Office during the Term of four years, and, together with the Vice President, chosen for the same Term, be elected, as follows:

Article VI. shall appear on the reverse, as the Legislature may direct, in a Number of Copies equal to the whole Number of Delegates and Representatives which the State may be entitled to in the Congress, to be kept at the State House, or at the place where the Legislature may be sitting, and shall be open to the Inspection of the Delegates and Representatives, or their Agents, holding an Office of Trust or Profit under the United States, shall be appointed on Estates.

<sup>27</sup> The Editor shall make the number of illustrations and type of Plate to be used to the author's satisfaction, at least shall not be less than  $\frac{1}{2}$  page.



# Mandated by the Constitution and:

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- The Census determines **apportionment** in Congress
- The Census provides data for distribution of of more than **\$675 Billion federal funds, every year**
- The Census provides data essential for **redistricting** in 2021
- Informs government, business, and nonprofit **decision making**
- Provides **population benchmark** for nearly every other U.S.-based survey.

<https://2020census.gov/en/census-data.html>



**We keep your data  
like you keep your  
kids. Safe and secure.**

All 2020 Census responses are kept confidential and private. It's the law. Your responses cannot be shared and cannot be used against you by any government agency or court in any way.

For more information, visit:  
**2020CENSUS.GOV**

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2020

# Confidentiality

- **Federal Law** – Title 13 of the US Code protects the confidentiality of all information
- **Employee Oath** – Protect confidentiality for life. Penalties if violated can be 5 years in prison and/or \$250,000 fine.
- **Statistical Safeguards** – Ensure that statistics released do not identify individuals.
- Records are confidential for 72 years by law (Title 44, U.S. Code)

# George Washington University

## Counting For Dollars 2020

- Colorado receives Federal Funds for programs that impact every person living here.
- According to [this](#) study, the per capita allocation is \$1,481 for Colorado.
- When we undercount by even the smallest margin – we are at risk of missing out on the fair share of this distribution. Which often equals billions of dollars.

<https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/Colorado%2008-18-17.pdf>

## 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)

#### Colorado

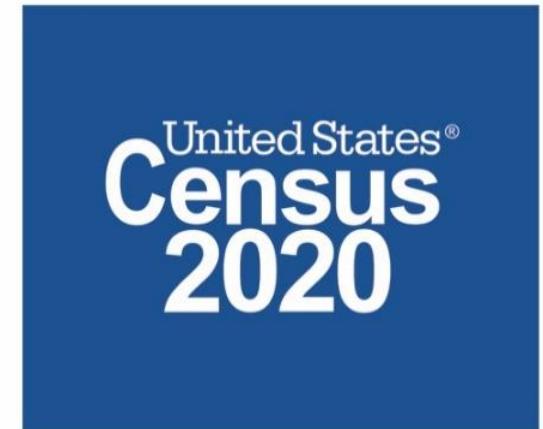
Total Program Obligations: \$8,080,172,941  
Per Capita: \$1,481 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$4,650,854,036
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$771,959,823
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$715,616,897
20.205	Highway Planning and Construction	DOT	Grants	States	\$521,218,168
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$242,806,000
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$157,512,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$155,683,621
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$154,827,292
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$152,250,916
10.555	National School Lunch Program	USDA	Grants	States	\$131,240,219
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$106,299,097
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$96,212,429
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$72,447,786
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$63,500,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$48,958,657
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$38,786,000

# The Questionnaire

- Questions
- How to Respond
- Language Support
- Mail Strategy
- Questionnaire Assistance Events

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# Sample Invitation Letter

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
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The Census Bureau is using the Internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau Interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham  
Director

Enclosures



# Questions Asked

- **2020 Census will ASK:**

- How many people are living/staying at your home on April 1, 2020
- Whether the home is owned or rented
- For each person in your home, you will be asked to report the:
  - Sex
  - Age
  - Race
  - Ethnicity (including whether of Hispanic, Latino, or Spanish origin)
  - Relationship to other household members

- **2020 Census will NEVER ask for:**

- Your social security number
- Checking account information
- Credit card information
- Money/donations
- Anything on behalf of a political party

*If you suspect fraud, call [800-923-8282](tel:800-923-8282) to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, contact your local police department.*

# Important Dates

- **March 12**– Self Response begins
- **April 1, 2020**: Census Day is observed nationwide.
- **April 2020**: Group Quarters...
- **May 13- July 2020**: The Census Bureau begins visiting homes that haven't responded to the 2020 Census to make sure everyone is counted (NRFU)
- **December 2020**: The Census Bureau delivers report.
- **March 31, 2021**: Redistricting info sent to states.

# Mail Strategy

## 2020 Census 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	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31									26	27	28
										1	2	3	4
								5	6	7	8	9	10
								12	13	14	15	16	17
								19	20	21	22	23	24
								25	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

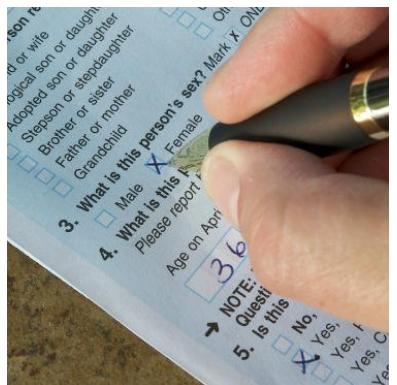


# 4 Ways to Respond



Phone & Internet	Paper Mailer	In-Person Interview
Arabic Chinese English French Haitian Creole Japanese Korean Polish Portuguese Russian Spanish Tagalog Vietnamese	English & Spanish	Numerous community individuals hired to interview others in their own community and language - Video guidance and print guidance in 60 languages

**Encouraging Self Response Yields Best Data~ More Accuracy**



# Internet Self-Response

The internet questionnaire will allow respondents to toggle between English and 12 non-English languages using a dropdown language menu at the top of each screen, and individual links at the top and bottom of each screen.



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# William the Lister!

- Badge
- Laptop or computer
- Shoulder bag with the Census logo



# Questionnaire Assistance Events

To encourage early self response online:

- at locations where people already gather
- locations with better connectivity
- Assisted by Census staff, City and County staff, and/or volunteers

April 1 – Sterling Public Library – during opening hours

April 6 – Department of Human Services – 10:00 am – 4 pm

April 15 – Heritage Center 1:00 pm - 4:30 pm

April 22 – Family Resource Center 1:00 pm – 5:00 pm

\*subject to change

Save time, Save money –no need to recreate the wheel! Repost, Share, Retweet

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#) @uscensusbureau
- [Instagram](#)
- [#2020Census](#)





## CENSUS JOBS NOW LIVE!

- <https://2020census.gov/jobs> - NOW (Office positions, Field staff, apply NOW for all positions)
- <http://www.usajobs.gov/> – Partnership (one must apply to each position as they are posted within the time allotted)

#2020Census



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