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United States<sup>®</sup>  
**Census  
2020**

**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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**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:

**2020CENSUS.GOV**

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**2020**

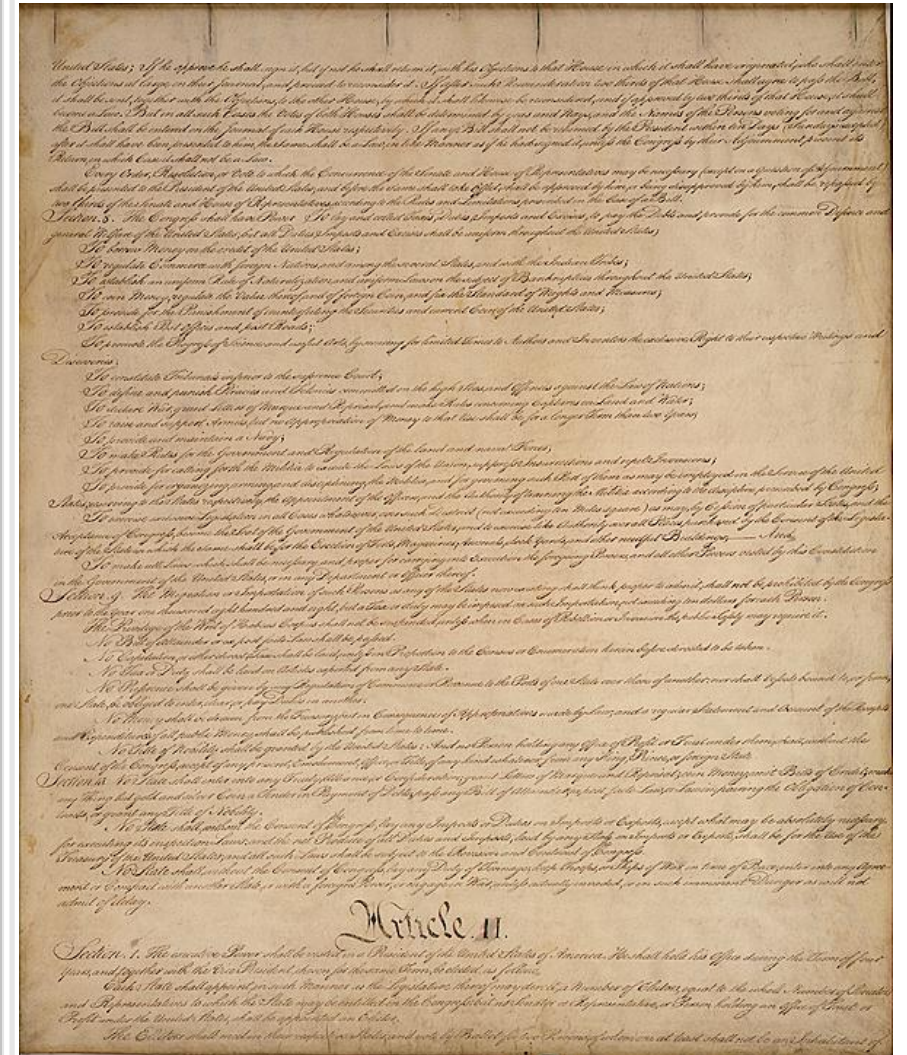
# What is the Census? Who Counts?

- 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**





# Mandated by the Constitution and:

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- The Census determines **apportionment** in Congress
- The Census provides data for distribution 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:  
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# 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)



## 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

# 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 Questionnaire

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

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**Census  
2020**

# 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

# Sample of 2020 Census

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives (and sleeps) at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark  all that apply:

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number?**  
We will only contact you if needed for official Census Bureau business.

Telephone Number  -  -

(Form number removed)

**Person 1**

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

**What is Person 1's name? Print name below:**

First Name  MI

Last Name(s)

**6. What is Person 1's sex? Mark  ONE box.**

Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**  
Print numbers in boxes.

Age on April 1, 2020  years Month  Day  Year of birth

**→ NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

**9. What is Person 1's race? Mark  one or more boxes AND print origins.**

White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native — (Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional Government, Nona Eskimo Community, etc.

Chinese  Vietnamese  Native Hawaiian

Filipino  Korean  Samoan

Asian Indian  Japanese  Chamorro

Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.

Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc.

Some other race — Print race or origin.

**→ If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.**

Informational copy available online.



# 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				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

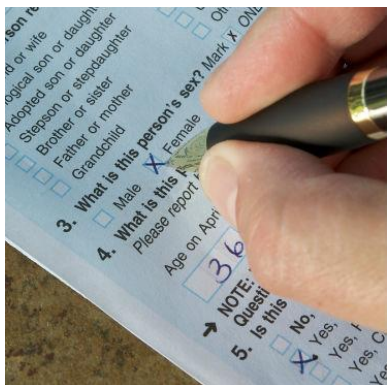




# 4 Ways to Respond



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
<p align="center"><b>Encouraging Self Response Yields Best Data~ More Accuracy</b></p>		



# 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**



Instagram



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## 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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