

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

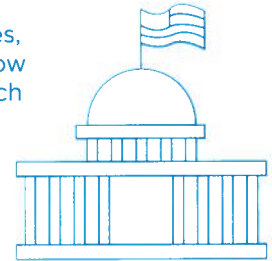
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

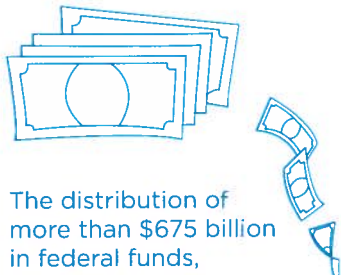
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the constitution.

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



It's about redistricting.

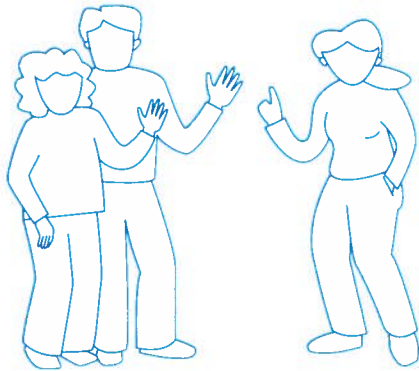
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

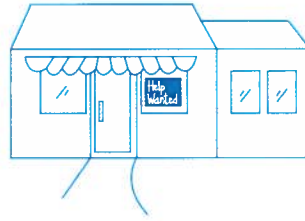
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



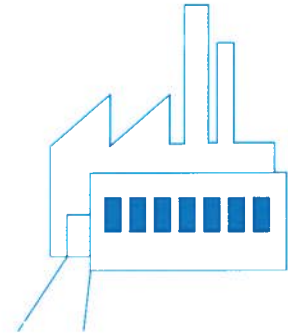
Census data are being used all around you.



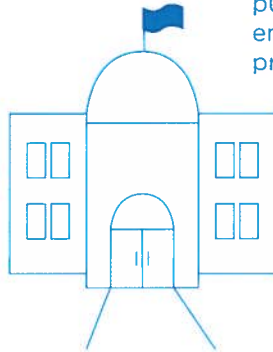
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your privacy is protected.

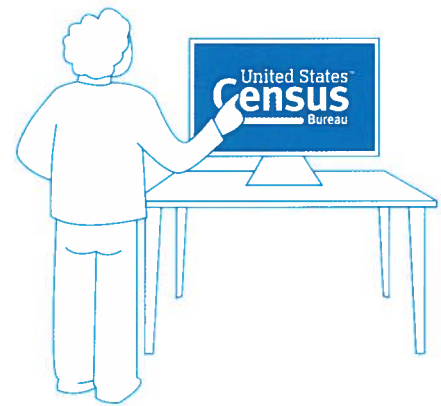
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, the Census Bureau cannot share your answers with any other government agency.



2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



Partnerships at a Glance

Join us as a partner and become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

WHAT IS THE DECENNIAL CENSUS?

Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than \$675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They are also used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

HOW ARE CENSUS DATA USED?

The 2020 Census is important for you and your community. The results help you understand how demographics—including income and education levels—and population size are changing in your area. Businesses, researchers, and policymakers depend on the high-quality data provided by the U.S. Census Bureau to make important decisions such as:

- Where to build schools, roads, and hospitals.
- Where to open new stores and expand operations.
- What products and services to sell.
- What new policies and public programs will be most helpful in your community.

WHY IS A COMPLETE AND ACCURATE COUNT SO IMPORTANT?

The census is a valuable tool for improving communities across the country. If your community members don't respond, your community may not receive the funding it needs. It is important that everyone understand the importance of the census.

WHY SHOULD I BECOME A 2020 CENSUS PARTNER?

As a trusted voice, you have a critical role to play in reaching the communities you serve. You can support our goal of a complete and accurate count by explaining to your community, customers, members, or stakeholders why participating is important. By partnering with the Census Bureau, you serve as a 2020 Census ambassador. Your efforts in spreading the message and mobilizing your stakeholders to respond to the census will provide accurate data for your community.

Serving as a 2020 Census partner means you can help ensure that the people you care about are accurately counted and represented, which in turn will increase the accuracy of the census data that are used by organizations like yours to make important decisions.

WHAT OUTREACH RESOURCES EXIST FOR 2020 CENSUS PARTNERS?

Outreach is not a one-size-fits-all approach. That is why the Census Bureau provides various types of resources to help partners tailor their outreach to their communities. As a partner, you will have access to:

- A community outreach toolkit (with a Census 101 handout, printable stickers, and outreach tips and tricks).
- Mapping tools to better understand the demographic composition and characteristics of your communities.
- Resources on Census Bureau confidentiality and data security efforts to keep census responses secure.

WHAT CAN I DO AS A 2020 CENSUS PARTNER?

There are many ways to make a difference as a 2020 Census partner, including by:

- Using Census Bureau tools, information, and messaging in creative ways to increase public participation—for example, through newsletters, co-branded products, and social media.
- Providing information to your community, customers, members, or stakeholders about the importance and benefits of participating in the 2020 Census.
- Hosting a workshop to develop possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Forming and getting involved in a Census Complete Count Committee to educate and motivate residents to participate in the 2020 Census. To learn more about the Complete Count Committees or to start one in your community, visit [census.gov/2020completecount](https://www.census.gov/2020completecount).
- Inviting Census Bureau officials to present at your next event.

- Signing up and being recognized.
- Encouraging people in your community to work for the Census Bureau, and sharing this link with them: [2020census.gov/jobs](https://www.2020census.gov/jobs).

INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at census.partners@census.gov to share ideas about how we can work together to ensure a complete and accurate count.

State and local organizations can reach out to their regional census center using the contact information below.

Atlanta

Phone: 404-889-6520

E-mail: Atlanta.rcc.partnership@2020census.gov

Chicago

Phone: 312-579-1605

E-mail: Chicago.rcc.partnership@2020census.gov

Dallas

Phone: 972-510-1800

E-mail: Dallas.rcc.partnership@2020census.gov

Los Angeles

Phone: 213-314-6500

E-mail: Los.Angeles.rcc.partnership@2020census.gov

New York

Phone: 212-882-2130

E-mail: New.York.rcc.partnership@2020census.gov

Philadelphia

Phone: 267-780-2530

E-mail: Philadelphia.rcc.partnership@2020census.gov

We look forward to welcoming you as a Census Bureau partner!

WHERE CAN I GO TO LEARN MORE?

To learn more about becoming a 2020 Census partner, visit [census.gov/partners](https://www.census.gov/partners).

For the latest updates on the 2020 Census, visit [2020census.gov](https://www.2020census.gov).

Connect with us
[@usensusbureau](https://twitter.com/usensusbureau)



How Does a Complete Count Committee Work?

The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, educate about its importance, and encourage their community to participate. One very effective way to accomplish this is through **Complete Count Committees**.

What Is a Complete Count Committee?

A **Complete Count Committee (CCC)** is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of representatives from government agencies, education, business, faith-based and community-based organizations, and the media. Establishing a Complete Count Committee is not an exact science or technical endeavor.

The Purpose and Goals of a Complete Count Committee

The CCC is charged with developing and implementing a 2020 Census outreach, promotion, recruitment, and enumeration assistance plan of action designed to target and address the needs of their communities.

The overall purpose of the Complete Count Committee is three-fold:

1. It provides high-level oversight for participation in the 2020 Census
2. It provides a group of “trusted voices” to act as Census ambassadors
3. It serves as a knowledgeable contact point for the regional director in meeting the goal of a timely, accurate and cost-effective complete count.

The goals of the Complete Count Committee are to act as “champion” for the 2020 Census by:

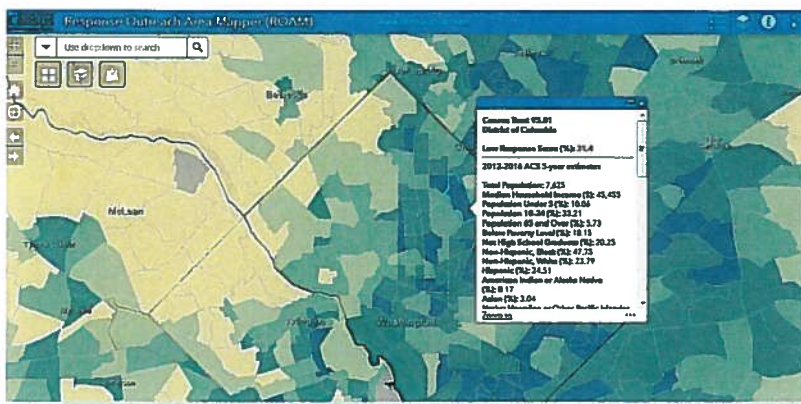
1. **Motivating** the community to self-respond;
2. **Educating** the public about the importance of the Census to the local community;
3. **Informing** the community about the Census activities and timelines;
4. **Involving** the community in activities to build awareness;
5. **Increasing** the response rate.

Response Outreach Area Mapper (ROAM)

www.census.gov/roam

The Response Outreach Area Mapper (ROAM) application was developed to identify hard-to-survey areas and provide a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates available in the Planning Database.

Learning about hard-to-survey areas allows the U.S. Census Bureau to create a tailored communications and partnership campaign. It also informs Census Bureau outreach activities and hiring practices across the country to make sure there are an adequate number of staff and staff with the necessary language skills for a given area.



LOW RESPONSE SCORE

The Low Response Score (LRS) is a metric developed by the Census Bureau to predict the percentage of households who will not self-respond to the Decennial Census. The LRS is stored in the Census Bureau's Planning Database.

Within the ROAM application, census tracts are shaded by the LRS. The Census Bureau predicts that the darker census tracts are harder to survey than lighter census tracts. The idea is to identify areas that need more attention to try to boost self-response rates there.

PLANNING DATABASE

The Planning Database assembles a range of housing, demographic, socioeconomic, and census operational data that can be used for survey and census planning. Data is provided at both the census block group and census tract levels of geography. For more information, please visit www.census.gov/research/data/planning_database.

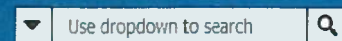


U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



How do I use ROAM?

- Explore the map by zooming and panning, or navigate to an area of interest by utilizing the search box.



- Click on the map to select a census tract. A pop-up box will appear and identify the LRS and information about the people and households.

- Change the basemap in the Basemap Gallery.



- Create and delete bookmarks.



- Add data from the Web.



- Turn additional layers on and off in the map by using the Layer List.



- Share the application or embed it in a Web site.



- Access and explore the Data Table by clicking the black tab at the bottom (center) of the application. You can filter records from the Data Table to meet certain criteria and export those records to a comma separated values (.csv) file.

- Access the Representational State Transfer (REST) Services for the ROAM application at www.census.gov/roam and use them in your own Web mapping applications!

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Activity Timeline

Dates	2020 Census Operations	CCC Actions	Phases
Fall 2018	Recruiting	Push Recruiting: make public aware of census jobs Form & organize CCCs Set up Planning Committee Educate public about upcoming census	Education Awareness
January - February 2019	Recruiting Office Operations: Clerks, OOSs, CFSs, Enumerators	Make public aware of EACOs; form and organize CCCs Set up Planning Committee Educate public about upcoming census	Education Awareness
Spring 2019	Recruiting Office Operations: Clerks, OOSs, CFSs, Enumerators	Push recruiting	Education Awareness
June - August 2019	Area Census Offices open in selected areas	Organization, planning & development ID HTE populations and/or areas Develop plans to be implemented later	Education Awareness
August - October 2019	Address canvassing	Push public/community awareness of AdCan Develop and expand other plans for public awareness, engagement and motivation	Education Awareness
January - July 2020	GQ, UE, UL, ETL, SBE	Push promotion and participation; implement various ways, methods and outlets to reach public	Motivation Awareness
Mid-March - July 2020	Questionnaire self-response	Push various promotions that public can respond by mail, Internet, phone or by visiting QACs	Motivation Awareness
April 1, 2020	CENSUS DAY	Continuation to push all effort and activities	Motivation
April - July 2020	Non-Response Follow-Up Begins (NRFU)	Make public aware of census workers in communities and neighborhoods; push cooperation and participation.	Motivation
August 2020	NRFU Ends	Inform public census operations have ended	Awareness
Post-August 2020	Thank you campaign	Thank all partners and collaborators	Recognition
December 31, 2020	Apportionment counts to President		Awareness
March 31, 2021	Redistricting counts to states		Awareness

50 WAYS CENSUS DATA ARE USED

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English-language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.