Census 101
What You Need to Know
Lo que necesita saber sobre el censo

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

¡El censo del 2020 está más cerca de lo que piensas! A continuación te damos un rápido repaso de lo que es y por qué es esencial que todos seamos contados.

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

*Todos cuentan*
El censo cuenta a cada persona viviendo en los Estados Unidos solo una vez y en el lugar correcto.

**It’s in the Constitution**
The U.S Constitution requires a census every 10 years. The census covers the entire country and everyone living there.

*Está en la constitución*
La constitución de los Estados Unidos requiere un censo cada 10 años. El censo cubre el país entero y todos los que viven ahí. El primer censo fue en 1790.

**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.

*Se trata de representación justa*
Cada 10 años, los resultados del censo son usados para redistribuir la Cámara de los representantes y así determinar cuántos asientos cada estado recibe.

**It’s about $675 billion**
Census data determine how more than $675 billion are spent, supporting your state, country and community’s vital programs.

*Se trata de $675 billones*
La información obtenida en el censo determina como más de $675 billones de dólares serán gastados, apoyando a tu estado, país y programas vitales en tu comunidad.

**It’s about redistricting**
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

*Se trata de la redistribución de distritos*
Después de cada censo, oficiales del estado usan los resultados para delinear los límites de sus distritos legislativos del Congreso y del Estado, adaptándose a los cambios de población.

**Taking part is your civic duty**
Completing the census is required: it’s a way to participate in our democracy and say “I COUNT!”

*Participar es tu deber civil*
Participar en el censo es un requisito: Es una manera de participar en nuestra democracia y edecir “YO CUENTO”.

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United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Shape your future
START HERE >

United States Census 2020
Census Data Is Used All Around You
La información del censo se usa de muchas maneras

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

Los residentes
Los residentes usan el censo para apoyar iniciativas de la comunidad relacionadas con la legislación, calidad de vida y defensa del consumidor.

Your data is confidential.
Federal law protects your census responses. Your answers can only be used to produce statics. By law we cannot share your information with immigration enforcement agencies, law enforcement agencies or allow it to be used to determine your eligibility for government benefits.

Tu información es confidencial
La ley federal protege tus respuestas en el censo. Tus respuestas solo pueden ser usadas para producir estadísticas. Por ley, no podemos compartir tu información con agencias de control de inmigración, agencias policíacas o permitir que se use para determinar tu elegibilidad para beneficios gubernamentales.

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

El gobierno local
El gobierno local usa el censo para seguridad pública y preparación para emergencias.

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

¡Tú nos puedes ayudar!
¡Tú eres el experto! Necesitamos tus ideas sobre la mejor manera para contar a todos en tu comunidad.

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

Los negocios
Los negocios usan la información del censo para decidir dónde construir fábricas, oficinas, y tiendas, las cuales crean trabajos.

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

El censo del 2020 va a ser más fácil que nunca
En el 2020, podrás responder al censo en línea.

Real Estate Developers
Real estate developers use the census to build new homes and revitalizing old neighborhoods.

Promotores Inmobiliarios
Promotores inmobiliarios usan el censo para construir hogares nuevos y revitalizar sectores más antiguos.

www.2020census.gov/jobs
1-855-JOB-2020

Shape your future
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Confidentiality
The 2020 Census & Data Stewardship

When you trust us with your information, our goal — and legal duty — is to keep it safe. Our mission is to serve as the nation’s leading provider of quality data about its people and economy. We couldn’t produce this information without you.

Employees take an oath for life to safeguard your information. If they break that oath they can be fined up to $250,000 and jailed up to 5 years. All of our employees take a mandatory annual training reminding them of our confidentiality policies.

The Law Protects Your Information
By law, your information is confidential. Your answers cannot be used against you by any government agency or court. The law is found in Title 13 of the U.S. Code. Anyone who violates this law faces severe penalties.

Our Privacy Principles Guide Our Work
Our privacy principles guide our actions so that we respect your privacy and protect your confidentiality.

• We do not identify individuals in the data
• We can only publish statistics.
• Our Disclosure Review Board verifies that any data product we release meets our confidentiality standards.

From the beginning of the data collection process through the final storage of information, we protect your data following industry best practices and federal requirements. We use data encryption and two forms of authentication to secure system access. The security of our systems is a top priority and we continually refine our approach to address emerging threats.

We Keep Your Data Safe!
Confidencialidad
El Censo del 2020 y Administración de Datos

Cuando usted nos confía con su información, nuestra meta y - deber legal - es de mantenerla segura. Nuestra misión es servir como líder de la nación en proveer información de calidad sobre su pueblo y economía. No podríamos producir estos datos sin usted.

Los empleados hacen un juramento de por vida de proteger su información. Si ellos rompen ese juramento pueden ser multados hasta $250,000 y encarcelados hasta 5 años. Todos nuestros empleados toman un entrenamiento obligatorio anual recordándoles sobre nuestras políticas de confidencialidad.

La Ley Protege Su Información
Por ley su información es confidencial. Sus respuestas no pueden ser usadas en su contra por ninguna agencia gubernamental o tribunal. La ley está en el Título 13 del Código de E.E. U.U. Cualquiera que viola esta ley enfrenta castigos severos.

Nuestros Principios de Privacidad Guían Nuestro Trabajo
Nuestros principios de privacidad guían nuestras acciones así que respetamos su privacidad y protegemos su confidencialidad.
- No identificamos a individuos en los datos
- Sólo podemos publicar estadísticas
- Nuestra Mesa Directiva de Revelación (de información) verifica que cualquier producto de datos que presentemos cumple con nuestras normas de confidencialidad

Tecnologías Seguras
Desde el principio del proceso de la recopilación de los datos hasta el almacenaje final de los datos, protegemos su información siguiendo las mejores prácticas de la industria y requisitos federales. Usamos información encriptada y dos formas de autenticación para asegurar el acceso del sistema. La seguridad de nuestros sistemas es nuestra prioridad y refinamos continuamente nuestro plan para abordar amenazas que surjan.

¡Mantenemos Su Información Segura!
The 2020 Census

4 Ways to Respond

1. Secure Internet
   New and Quick, Respond Online.
   It’s safe, secure and confidential. Your information and privacy are protected. It’s economical both for you and for the taxpayers. It’s greener saving trees and it’s user friendly—offering you help screens and the ability to review your answers.

2. Respond by Phone
   Our enumerators are ready to take your information question by question from the convenience of your phone from any location.

3. Respond by Mail
   Wait until you receive your paper form through the mail or dropped at your residence. It can be filled out at home and dropped into your mailbox or post office.

4. In-person Interview
   Our enumerators will visit residences that choose not to self respond.

Multiple Languages Available

<table>
<thead>
<tr>
<th>Phone &amp; Internet</th>
<th>Paper Mailer</th>
<th>In-Person Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>English &amp; Spanish</td>
<td>Numerous Community individuals hired to interview others in their own community and language</td>
</tr>
<tr>
<td>Chinese</td>
<td>Spanish</td>
<td></td>
</tr>
<tr>
<td>Korean</td>
<td>Vietnamese</td>
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<td>Haitian Creole</td>
<td>Portuguese</td>
<td></td>
</tr>
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Each completed survey is a building block to a better America.
The Hard-to-Count include those who are hard to locate, households that may not appear on the census address list or people who may want to remain hidden. Some populations are hard to contact because they are highly mobile, experiencing homelessness or living in gated communities. Hard-to-count populations can be those that are hard to persuade because they lack trust in the government or the way their data will be used. They can also be hard to interview because of language barriers or low Internet access. Many people fall under more than one of these designations, which is why we are implementing the most robust outreach effort in the history of the Census Bureau.

**Hard-to-count populations can fall into many categories.**

- Young children under the age of 5.
- Highly mobile people.
- Racial and ethnic minorities.
- Non-English speakers.
- Low income people.
- People experiencing homelessness.
- Undocumented immigrants.
- People who distrust the government.
- LGBTQ persons.
- People with mental or physical disabilities.
- People who do not live in traditional housing.
The 2020 Census will take the following steps to find and count the Hard-to-Count populations.

- **We will make sure to identify where people live when we build our address list.**
  The training for our staff includes clues for identifying hidden housing units, as well as instructions on inquiring about hidden housing units. Our Local Update of Census Addresses Operation provides the opportunity for tribal, state and local governments to review and provide input on the Census Bureau’s address list.

- **We will start the 2020 Census count early in January 2020, with a special operation designed for Northern Alaska.**
  We know we can only reach the population living there when the tundra is frozen and people are reachable in their villages. We also will work in partnership with village elders to identify enumerators who speak the local language and can translate and facilitate the collection of census response data.

- **We will make it as easy as possible for people to be counted.**
  When the 2020 Census begins in March 2020, for the first time we will offer three response options: Internet, telephone and paper. People can respond in 12 non-English languages over the phone or via the Internet.

- **We will hand deliver the 2020 Census to areas without standard mailing addresses**
  because we know we cannot use our standard procedures in these areas. We will also do this in areas hit by natural disasters like hurricanes or ravaged by forest fires.

- **Census takers will knock on the door of those who do not respond.**
  They will be hired from the communities they work in so that they are familiar with and speak the language of, the neighborhoods where they are working.

- **We have a special operation for people who live in prisons, nursing homes, college/university housing and other group homes, known as the “Group Quarters Operation.”**
  We will work with the administrators of these facilities so that they can assist us in making an accurate count.

- **We will go to great lengths to count those who are experiencing homelessness.**
  We will work with our partners to identify service-based locations like emergency and transitional shelters, soup kitchens, mobile food vans and targeted non-sheltered outdoor locations.

Understanding the communities who have traditionally had low response rates is critical for the success of the 2020 Census. Reaching the hard-to-count is woven into the entire design of the 2020 Census. Our partners and local leaders are key and by working with them, we will do everything we can to count everyone once, only once and in the right place.
Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don’t live in households, such as students living in university housing or people experiencing homelessness.
What to Expect in the Mail

When it’s time to respond, most households will receive an invitation in the mail.

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

Depending on how likely your area is to respond online, you’ll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

**Letter Invitation**
- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we’ll be able to serve you better if you need help over the phone.

**Letter Invitation and Paper Questionnaire**
- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

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**WHAT WE WILL SEND IN THE MAIL**

<table>
<thead>
<tr>
<th>On or between</th>
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<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
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<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
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**We understand you might miss our initial letter in the mail.**
- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.
Join the 2020 Census

Apply Online!

Full-Time and Part-Time Positions

The 2020 Census is taking applications for positions starting soon. There are a wide variety of full-time and part-time jobs for all levels of experience. Make your next job count by applying today!

For more information about our Field or Office positions please visit us at:
2020census.gov/jobs
1-855-JOB-2020
(1-855-562-2020)
• Clerks / Supervisory Clerks
• Listers / Enumerators
• First Line Supervisors

For more information about Professional and Management positions please visit us at:
usajobs.gov
• Area Census Office Managers
• Lead Census Field Manager
• Admin Manager
• IT Manager
• Recruiting Manager

• Must be 18 years or older
• Must be a US Citizen
• If bilingual, must pass an oral equivalence exam in English

United States Census Bureau

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United States Census 2020
¡Solicita Empleo por Internet!
Empleos de Censo del 2020

El Censo del 2020 tiene una gran variedad de puestos que abrirán pronto, ofrecemos puestos temporales de tiempo completo o tiempo parcial. ¡Haz que tu próximo trabajo cuente!

Para más informes sobre puestos de operación en el Campo u Oficina, visita:

2020census.gov/jobs
1-855-JOB-2020
(1-855-562-2020)

• Censistas
• Asistentes de Contratación
• Personal de Oficina
• Personal de Supervisión

Para más informes sobre puestos Profesionales y de Gerencia, visita:

www.usajobs.gov

• Administraedores de Oficina
• Especialistas en Asociaciones

Como mínimo, el solicitante deberá:
• Cumplir con la mayoría de edad, 18 años o más.
• Ser ciudadano de los Estados Unidos.
• Ser bilingüe y aprobar una prueba oral de equivalencia en inglés.

Censo 2020
Forma tu futuro
COMIENZA AQUÍ >
Presenter:
Irasema Garcia, Partnership Specialist
U.S. Census Bureau-Denver Region
956-572-1009
irasema.garcia@2020census.gov
Why We Do a Census?

Article 1, Section 2 of the US 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.
The Decennial Census

Conduct a census of population and housing
Disseminate results to the President, the states and the American people

Uses of census data:

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Distribute** federal dollars to states
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
FUNDING

$675 BILLION
FEDERAL FUNDING
ANNUALLY
# Largest Programs Using Census Bureau Data to Distribute Funds

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Federal Executive Department or Agency</th>
<th>Fiscal Year 2015 Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Assistance Program</td>
<td>HHS</td>
<td>$311,805,244,413</td>
</tr>
<tr>
<td>SNAP</td>
<td>USDA</td>
<td>$71,035,786,000</td>
</tr>
<tr>
<td>Medicare Part B Physicians Fee Schedule Services</td>
<td>HHS</td>
<td>$70,300,000,000</td>
</tr>
<tr>
<td>Highway Planning and Construction</td>
<td>DOT</td>
<td>$38,479,013,855</td>
</tr>
<tr>
<td>Federal Pell Grant Program</td>
<td>ED</td>
<td>$29,916,694,438</td>
</tr>
<tr>
<td>National School Lunch Program</td>
<td>USDA</td>
<td>$18,915,944,292</td>
</tr>
<tr>
<td>Temporary Assistance for Needy Families</td>
<td>HHS</td>
<td>$17,225,738,021</td>
</tr>
<tr>
<td>Section 8 Housing Choice Voucher</td>
<td>HUD</td>
<td>$15,761,488,440</td>
</tr>
<tr>
<td>Title 1 Grants to Local Educational Agencies</td>
<td>ED</td>
<td>$14,253,154,251</td>
</tr>
<tr>
<td>Special Education Grants to States</td>
<td>ED</td>
<td>$11,382,885,850</td>
</tr>
<tr>
<td>Head Start</td>
<td>HHS</td>
<td>$8,538,887,781</td>
</tr>
<tr>
<td>Special Supplemental Nutrition Program for Women, Infants, and Children</td>
<td>USDA</td>
<td>$6,062,899,861</td>
</tr>
<tr>
<td>Federal Transit Formula Grants</td>
<td>DOT</td>
<td>$5,452,882,796</td>
</tr>
<tr>
<td>Foster Care Title IV-E</td>
<td>HHS</td>
<td>$5,409,221,818</td>
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<tr>
<td>Child Care Mandatory and Matching Funds of the Child Care and Development Fund</td>
<td>HHS</td>
<td>$5,314,103,129</td>
</tr>
<tr>
<td>Section 8 Housing Assistance Payments Program</td>
<td>HUD</td>
<td>$4,367,081,456</td>
</tr>
<tr>
<td>State Children's Health Insurance Program</td>
<td>HHS</td>
<td>$4,212,457,713</td>
</tr>
<tr>
<td>School Breakfast Program</td>
<td>USDA</td>
<td>$4,057,189,000</td>
</tr>
<tr>
<td>Low-Income Home Energy Assistance</td>
<td>HHS</td>
<td>$3,387,315,199</td>
</tr>
<tr>
<td>Hurricane Sandy CDB Grant Disaster Recovery Grants</td>
<td>HUD</td>
<td>$3,347,522,549</td>
</tr>
</tbody>
</table>
Representation

APPORTIONMENT

2010 OFFICIAL RESULTS

GAINED

Arizona +1
Florida +2
Georgia +1
Nevada +1
South Carolina +1
Texas +4
Utah +1
Washington +1

LOST

Illinois -1
Iowa -1
Louisiana -1
Massachusetts -1
Michigan -1
Missouri -1
New Jersey -1
New York -2
Ohio -2
Pennsylvania -1
Confidentiality

- The Census is confidential and required by law
- All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code
- The results from any census or survey are reported in statistical format only.
Confidentiality

• Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data.

• It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment.

• Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.
New Ability to Self Respond
Starting March 12, 2020

• Internet
• Phone
• Paper Form

Last day to respond July 31, 2020
## Invitation to Respond

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*U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov*
How can organizations help?

• Create a Census Complete Count committee
  – 2 hr. Training
  – Census Embassadors
  – Monthly Meeting (8 months)

• Invite Census to speak with staff/public
How can organizations help?

• Share Census information and Census jobs in your location

• Share Census information and Census jobs digitally (Facebook, Twitter, Youtube, Instagram, LinkedIn, Website, Email blast)
How can organizations help?

- Be a response site (computer/tablet/kiosk/lab/phone)
- Census reminder on bulletin/news/mailers
- Host Census Day Event
How can organizations help?

• Encourage participation

• Allow Census presence at events

• Cobrand
2020 Census

March 12 – July 31

April 1, 2020 Census Day
Resources

• [www.census.gov](https://www.census.gov)

• Community Outreach Tool Kit
  [https://www.census.gov/partners/toolkit.pdf](https://www.census.gov/partners/toolkit.pdf)

• Census on Social Media-YouTube, FB, Twitter, Instagram, LinkedIn

• Media Tool Kit
Work for the US Census!

Apply Online! 2020 Census Jobs

The 2020 Census is taking applications now for positions starting soon. The 2020 Census has a wide variety of positions requiring various levels of experience and training, offering temporary full time to flexible part time positions. Make your next job count.

For more information about our Field or Office positions please visit us at:

2020census.gov/jobs
1-855-JOB-2020
(1-855-562-2020)

• Clerks / Supervisory Clerks
• Listers / Enumerators
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For more information about Professional and Management positions please visit us at:

usajobs.gov/census.gov/fieldjobs
• Office Managers
• Partnership Specialists
Thank You

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