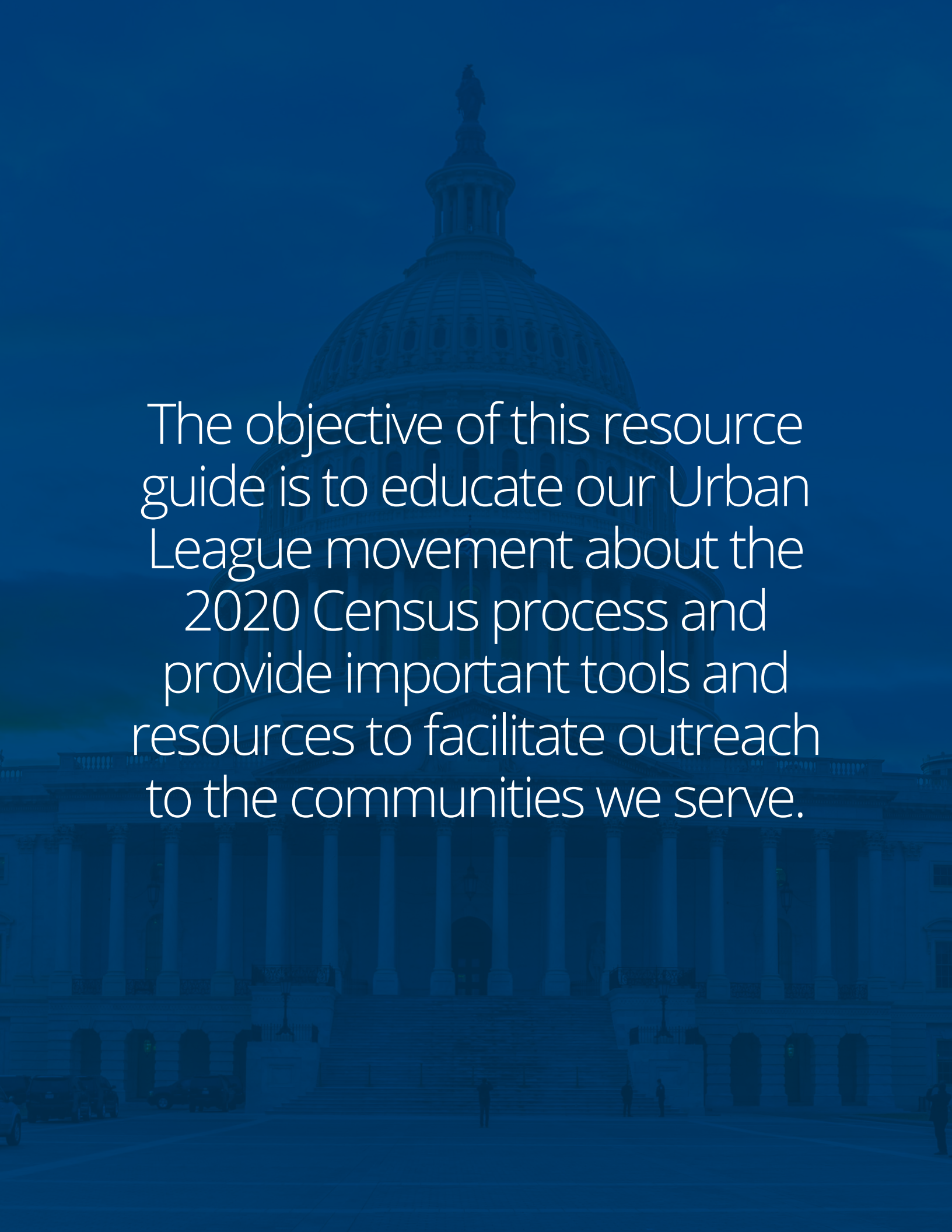




National Urban League
2020 Census Resource Guide

**MOBILIZING
THE URBAN LEAGUE
MOVEMENT
FOR AN ACCURATE
2020 CENSUS COUNT**



The objective of this resource guide is to educate our Urban League movement about the 2020 Census process and provide important tools and resources to facilitate outreach to the communities we serve.



A Message from the President and CEO
Marc H. Morial

THE CENSUS IS COMING! STAND UP AND BE COUNTED!

The United States is a big, complicated place with a political, demographic, and economic landscape that is evolving so rapidly. As a country, we must pause to take stock each 10 years to answer the questions: who are we as a nation, where do we reside, and what are the essential demographic elements that define us as a people, (i.e., race, ethnicity, gender, age, etc.). The US Census is mandated by our Constitution and is the foundation of our democracy built around the concept of fair and equitable political representation and, as we evolve as a nation, civil rights protections under the law; housing, voting rights, education, among them.

Next year, March 2020, most people residing in the United States will receive a postcard from the U.S. Census Bureau directing them to complete their 2020 Census form online. This will be the first internet-based Census in our country's history. Although, the internet based form is the preferred method for Census participation, both telephone response and paper questionnaires remain available options for persons without internet access. The first deadline for submitting completed Census forms is on Census Day, April 1, 2020, less than a year from now.

The National Urban League has been readying for this day for much of this decade, serving as an Advisor to the U.S. Census Bureau's National Advisory Committee, and holding Census workshops around the country to identify grassroots solutions to 2020 Census challenges. In addition, the National Urban League has established a 2020 Census Black Roundtable to get ahead of the many obstacles we believe threaten an accurate Black count. Some 2020 Census challenges include: closing the digital divide for rural and poor Black communities and ensuring an accurate count of young Black children, Black men, and returning citizens in this decennial Census.

The Urban League Movement- the affiliate network and auxiliary groups- will play an important role in raising awareness about the benefits of Census participation in the communities we serve—often historically underserved and undercounted Black communities. More than \$675 Billion in federal funding is allocated to local and state communities based on Census numbers—funding sorely needed in Urban League/Affiliate network service areas.

The objective of this resource guide is to educate our Urban League movement about the 2020 Census process and provide important tools and resources to facilitate outreach to the communities we serve. This resource guide includes a collection of information gathered from a variety of existing sources, (including the Census Bureau, Census stakeholder organizations, etc.), specifically tailored for Urban League movement consumption and application.

Thank you for joining me in raising awareness about the importance of the 2020 Census and paving the way for an accurate Black count!

Marc H. Morial
President and CEO
National Urban League

I. WHY THIS RESOURCE GUIDE IS IMPORTANT

The 2020 Census is important to our communities. An undercounted community means fewer resources and funding to the communities Urban League Affiliates serve. This, in turn, increases the need for Urban League Affiliates to identify greater proportions of financial resources and funding to meet the needs of undercounted communities who do not get their fair share of Census-based federal programs. This guide will provide tools and resources to help Urban League Affiliates educate communities on the importance of being counted in the 2020 Census. It provides useful information that Affiliates can share with diverse audiences to demonstrate how communities benefit from an accurate count and the long-term repercussions of not being counted.

Communities nationwide are organizing in support of the 2020 Census. The threat of a significant undercount in communities of color grows each day due to ongoing challenges with regard to Hard-to-Count populations and distrust of government. The National Urban League and its strong Affiliate Network of 90 locations are trusted voices and uniquely poised to encourage the 2 million constituents we serve each year to participate in the Census.

This Resource Guide will help Affiliate organizations better serve their communities in being a trusted resource for 2020 Census education and awareness. The Guide will arm Affiliates with vital information on 2020 Census operations and resources, thus preparing them for collaborating with other trusted voices and service providers during this once in a decade, largest peacetime mobilization and civic engagement activity in the country.



II. WHAT EVERYONE SHOULD KNOW ABOUT THE 2020 CENSUS

The U.S. Census is more than just a head count. It is the foundation of our democracy—a snapshot of America that determines the number of congressional and Electoral College seats each state gets, and how more than \$675 billion in state and federal dollars are allocated to communities each year. The U.S. Constitution mandates the Census count every person in the United States every 10 years. According to the Census Bureau, the goal of the Census is to count every person who lives in the United States, “once, only once, and in the right place.” This includes people of all ages, races, geographic locations and birth origin.

The US Census dates back to the birth of the Republic. Nonprofit organizations, researchers and planners in the public and private sectors use Census data to make good decisions and inform public policy. Likewise, Census data is critical to businesses that rely on Census information to make locational and investment decisions. As important, Census data helps the federal government monitor and enforce civil rights laws and protections. To do all that properly, the count needs to be accurate.

DID YOU KNOW



The National Urban League and its Affiliate network rely on Census data to guide the provision of direct services to communities in the areas of education, health care, housing, jobs, and justice, for the more than 2 million people served nationwide. In addition, Census data informs the National Urban League’s national Voting Rights advocacy, and its Washington Bureau’s research, policy and Congressional outreach. Finally, the National Urban League’s annual State of Black America report relies heavily on Census data to assess the condition and quality of life for Black Americans each year.

III. WHY THE CENSUS MATTERS

The decennial census most effectively represents and facilitates proper federal funding to everyone, based on an accurate count of the population. When communities are not counted, their numbers are not included in annual federal funding allocations for the entire decade! Similarly, this country’s “representative” form of government (apportionment), and redistricting are unequivocally tied to the Census count.

The Census is a once in a decade call to action, a national civic engagement movement requiring the participation and active commitment of every household, neighborhood and community. It is the backbone of virtually every data product researchers, governments, and businesses use to understand who we are, how we’ve changed, and what this might mean for the future. It is also the most democratic and inclusive activity we do as a country. This once-a-decade count is the only source of basic demographic data on all individuals living in the United States. All of us (community organizations, elected officials, the Census Bureau and the public at large) must work together to ensure our communities get their fair share of funding and representation.

Political Power and Representation

Political boundaries are drawn using Census data. Data from the United States Census is at the very heart of American representative democracy, and has been ever since the Census was ratified as part of the U.S. Constitution in 1788. Population data from the Census is used to apportion political representation at all levels of government including:

Federal House of Representatives

Census population counts are used to determine how many of the 435 seats in the U.S. House each state receives. Once determined, states draw their own district boundaries using Census data. Based on the data collected, some states may lose a Congressional seat, and others may gain a seat. In 2010, for instance, the state of Massachusetts lost a congressional seat (from 10 seats to 9), while Florida gained two (25 to 27).

State Legislatures

Seats are drawn for state legislative and Senatorial districts using Census data.

Local Government

Cities and towns use Census data to draw internal political boundaries (i.e., wards and districts).

Census Derived Federal Funding Allocations

The federal government uses Census data to distribute funding to meet local needs. The richness of Census data allows the federal government to distribute funding for some of the country's most critical social programs directly toward those people with greatest need. The National League of Cities breaks down these federal allocations into three categories:

Formula Grants

Formula grants are allocated to states in accordance with formulas that typically target greater funding to areas or populations with greater need. The largest example of this type is Medicaid, which provides health insurance coverage to low-income families and individuals.

Project Grants

Unlike formula grants, project grants fund specific projects for fixed periods of time. These can include anything from scholarship funding to construction grants. The Head Start/Early Head Start programs are examples of this type of grant.

Direct Payments for Specified Use

Direct payments are made to individuals, private firms or institutions for a particular activity or in support of a particular program. The Supplemental Nutrition Assistance Program (colloquially known as SNAP or "food stamps") is one such program.

In 2015, The George Washington Institute of Public Policy identified and analyzed 16 large federal programs with distributions guided in whole or part by data derived from the Decennial Census. Findings from this analysis follow. The Institute concluded, “Equitable distribution of federal financial assistance to state and local governments and to households will depend on the accuracy of the 2020 Census.”

Sixteen Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Data, FY2015

PROGRAM NAME	DEPT	TYPE	RECIPIENTS	OBLIGATIONS
Medical Assistance Program (Medicaid)	HHS	Grants	States	\$311,975,766,352
Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$69,489,854,016
Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$64,176,725,988
Highway Planning and Construction	DOT	Grants	States	\$38,331,904,422
Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owner	\$19,087,549,000
Title I Grants to Local Education Agencies (LEAs)	ED	Grants	LEAs	\$13,859,180,910
National School Lunch Program	USDA	Grants	States	\$11,560,852,485
Special Education Grants (IDEA)	ED	Grants	States	\$11,233,112,681
State Children’s Health Insurance Program (S-CHIP)	HHS	Grants	States	\$11,089,152,000
Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$9,238,092,008
Head Start/Early Head Start	HHS	Grants	Providers	\$8,259,130,975
Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$6,347,680,031
Foster Care (Title IV-E)	HHS	Grants	States	\$4,635,733,000
Health Center Program	HHS	Grants	Providers	\$4,181,407,055
Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$3,370,228,288
Child Care and Development Fund – Entitlement	HHS	Grants	States	\$2,858,660,000
TOTAL				\$589,695,029,211

Source: The George Washington Institute of Public Policy, George Washington University, Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds, Andrew Reamer, Research Professor August 22, 2017.

DID YOU KNOW



According to research conducted by the George Washington Institute of Public Policy, “in Fiscal Year (FY) 2015, 37 states forfeited a measurable amount of funds for each person missed in the 2010 Census. Among these 37 states, the median FY2015 loss per person missed in the 2010 Census was \$1,091.” This loss is per person/per year until the 2020 Census count.

IV. IS YOUR DATA REALLY PRIVATE?

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

V. 2020 Census Questions Explained: Why Census Needs to Know!

Why the Census Asks These Questions: The 2020 Census is easy!

Census data not only provides timely, relevant information about the population characteristics and the economy of the United States, but also are specifically designed and used to respond to a specific federal program need. Remember: Census data is never used to identify individuals.

Before participating, respondents have the right to know why Census questions are asked and the purposes for which the information will be used. National Urban League Affiliates can help a reluctant public understand the importance of each question to its community. The information below discusses 1) the federal need behind each question, 2) how federal agencies use the resulting data, and 3) the benefits of the data at the community level.

Age (Asked Since 1790)

What is this person's age and what is this person's date of birth?

Age data are used in planning and funding government programs that provide funds or services for specific age groups, such as children, working-age adults, women of childbearing age, or the older population. These statistics are used to enforce laws, regulations, and policies against age discrimination in government programs and in society.

Hispanic Origin (Asked since 1970)

Is this person of Hispanic, Latino or Spanish origin?

Required for federal and state programs. Hispanic origin data are used in planning and funding government programs that provide funds or services for specific groups. These data are also used to evaluate government programs and policies to ensure fair and equitable provision of services to the Hispanic population and to monitor compliance with antidiscrimination laws, regulations, and policies. States also use these data to meet legislative redistricting requirements.

Race (Asked since 1790)

What is this person's race?

Required for federal, state, and tribal programs and are critical factors in the basic research behind numerous policies, particularly for civil rights. Race data are used in planning and funding government programs that provide funds or services for specific groups. These data are also used to evaluate government programs and policies to ensure fair and equitable provision of services to all racial groups and to monitor compliance with antidiscrimination laws, regulations, and policies. States also use these data to meet legislative redistricting requirements.

DID YOU KNOW



Race data are used in the following ways:

- Establish/evaluate guidelines for federal affirmative action plans under the Federal Equal Opportunity Recruitment Program.
- Monitor compliance with the Voting Rights Act.
- Monitor and enforce equal employment opportunities under the Civil Rights Act of 1964.
- Identify population segments possibly not receiving medical services under the Public Health Services Act.

Hispanic Origin (Asked since 1970)

Is this person of Hispanic, Latino or Spanish origin?

Required for federal and state programs. Hispanic origin data are used in planning and funding government programs that provide funds or services for specific groups. These data are also used to evaluate government programs and policies to ensure fair and equitable provision of services to the Hispanic population and to monitor compliance with antidiscrimination laws, regulations, and policies. States also use these data to meet legislative redistricting requirements.

Remember: The categories on race are based on self-identification!

Relationship (Asked Since 1880)

What is this person's relationship to Person 1

Census asks about the relationship of each person in a household to one central person to create estimates about families, households and other groups. Relationship data are used in planning and funding government programs that provide funds or services for families, people living or raising children alone, grandparents living with grandchildren. When housing is not sufficient or unaffordable, relationship data can help communities enroll eligible households in programs designed to assist them, and help communities qualify for Community Development Block Grants, HOME Investment Partnership Program, Emergency Solutions Grant, Housing Opportunities for Persons With AIDS, and other programs.

Sex (Asked Since 1790)

What is this person's sex?

Data disaggregated by sex are used in planning and funding government programs and in evaluating other government programs to ensure they fairly and equitably serve the needs of specific genders. These statistics are also used to enforce laws, regulations, and policies against discrimination in government programs and in society, including the Civil Rights Act of 1964.

Tenure (Asked since 1890)

Is this home, apartment or mobile home owned or rented?

Tenure is the most basic characteristic to assess housing inventory. Tenure data are used in government programs that analyze whether adequate housing is available to residents. In addition, tenure data are used to provide and fund housing assistance programs, and to enforce laws, regulations, and policies against discrimination in private-market housing and government programs.

DID YOU KNOW



Citizenship Question:

In March 2018, Department of Commerce Secretary, Wilbur Ross proposed the late addition of a controversial and untested, "Citizenship Question" to the 2020 Census. The question has been litigated in lower District courts where three federal judges: in California, (U.S. District Judge Richard Seeborg), Maryland (U.S. District Judge George Hazel), and New York (U.S. District Judge, Jesse Furman), each barred the inclusion of the citizenship question, on grounds that it poses a "substantial risk" of undercounting Hispanics and non-citizens, is "arbitrary and capricious" and violates the Constitution and the federal Administrative Procedure Act. In July 2019, the US Supreme Court ruled that the Citizenship question will NOT be on the 2020 Census.

Operational Questions

Population Count (Number of People Living or Staying)

This question provides an accurate count of the number of people at each address on Census Day, April 1, 2020. Each decade, Census results determine how many seats your state gets in Congress. State and local officials use Census counts to draw boundaries for districts like congressional districts, state legislative districts and school districts.

Any Additional People Living or Staying that were not included

This question is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, Census asks this question to ensure that everyone living at an address is counted.

Whether a Person Lives or Stays Somewhere Else

The goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, Census asks this question to ensure individuals are not included at multiple addresses (i.e., college students, prisoners, group home).

Phone Number

A phone number is needed in case Census needs to contact you to clarify a response on your form or a related question. Census never shares your number and will only contact you if needed for official Census Bureau business.

Name

The 2020 Census asks for names to ensure everyone in the house is counted. Listing the name of each person in the household helps respondents include all members, particularly in large households where a respondent may forget who was counted and who was not.

DID YOU KNOW



Some operational questions will appear on the 2020 Census that will not result in published counts (i.e., name/phone number). These questions are asked to better administer the data collection process and to ensure greater accuracy of the data collected. Contact information is not part of published estimates and is carefully protected, as mandated by federal law, to respect the personal information of respondents.

VI. Who Are the Hard-to-Count?

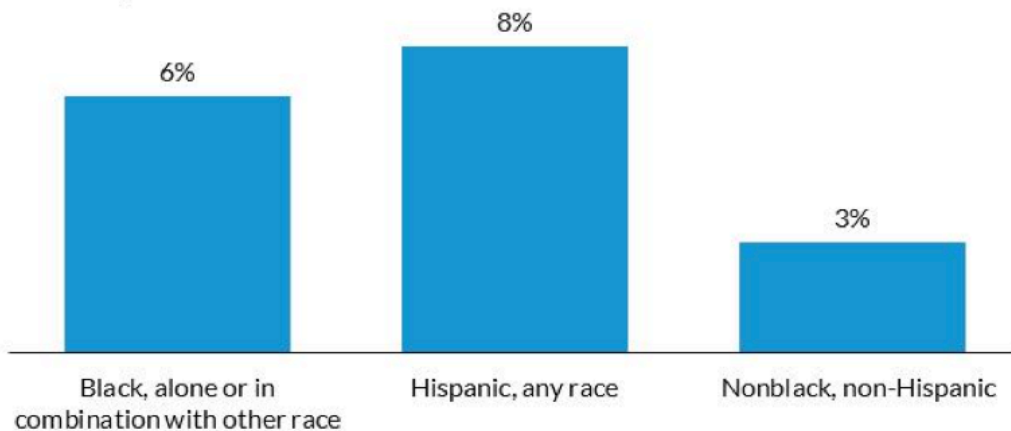
The Census is never perfect. Each Census has its own set of unique challenges. The 2010 Census was considered as a whole, accurate, however some populations, particularly communities of color, are disproportionately undercounted in great numbers each Census. High rates of undercounting of specific population subgroups are a recurring Census challenge, (as opposed to nonHispanic whites which are over counted). These inaccuracies in the Census have negative implications for these communities with respect to their fair share of federal funding, Congressional representation and civil rights protections.

Population groups with increased risk of being undercounted

Historically, the Census has disproportionately undercounted Black and Hispanic young children (0-4 years) at alarming numbers (6-8%). In 2010, young black children were undercounted at twice the rate as young nonblack children—affecting their fair share of federal funding allocations designed to serve them (i.e., Supplemental Nutrition Assistance Program, Temporary Assistance for Needy Families program, and the National School Lunch Program).

The Census Overlooks More Children of Color

Undercount of children from birth to age 4 in the 2010 Census, by race or ethnicity



Source: William O'Hare, *The Undercount of Young Children in the U.S. Decennial Census*. (New York: Springer International Publishing, 2015).

Note: The undercount represents the percentage difference in number of children counted in the census survey and the Census Bureau's later estimate of total children of that age.

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Hard To Count Groups

- Racial and ethnic populations/communities of color minorities
- African American men
- Persons with limited English proficiency
- Immigrants
- Renters and residents who move often
- Alternative or overcrowded housing units
- Gated communities and publicly inaccessible multifamily units
- Persons displaced by natural disasters
- Persons experiencing homelessness
- Young mobile adults
- Single-parent headed households
- Households below the poverty line
- Low educational attainment households
- Formerly incarcerated individuals

DID YOU KNOW



For the first time in Census history, the public will be able to respond to the Census through the Internet. Households with poor Internet connectivity or, worse, no computer will be at risk of being undercounted. After four mail attempts to encourage Internet response, the Census Bureau will provide paper questionnaires to individuals with no access to a computer, or who are either afraid or unwilling to utilize the Internet to respond to the 2020 Census.

VII. Defining a 2020 Census Outreach Strategy

Urban League Affiliates interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at Census.partners@Census.gov to obtain online resources to share with your communities.

Know (And Use) Your Regional Census Center Contacts

Affiliates can reach out to their Regional Census Center to meet with the Census Partnership Specialist for your community, set up a Complete Count Committee, or invite Regional Census staff to Affiliate events. See contact list below:

Atlanta Regional Census Center

States Covered: AL, FL, GA, LA, MS, NC, SC
Phone: (404) 730-3832 or 1-800-424-6974
E-mail: Atlanta.Regional.Office@census.gov
Regional Director: **George Grandy, Jr.**

Chicago Regional Census Center

States Covered: AR, IL, IN, IA, MI, MN, MO, WI
Phone: (630) 288-9200 or 1-800-865-6384
E-mail: Chicago.Regional.Office@census.gov
Regional Director: **Marilyn A. Saunders**

Denver Regional Census Center

States Covered: AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, and WY
Phone: (720) 962-3700 or 1-800-852-6159
E-mail: Denver.Regional.Office@census.gov
Regional Director: **Cathy L. Lacy**

Los Angeles

States Covered: AK, CA, HI, ID, NV, OR, WA
Phone: (818) 267-1700 or 1-800-992-3530
E-mail: Los.Angeles.Regional.Office@census.gov
Regional Director: **Julie Lam**

New York

States Covered: CT, ME, MA, NH, NJ, NY, RI, VT, Puerto Rico
Phone: (212) 584-3400 or 1-800-991-2520
E-mail: New.York.Regional.Office@census.gov
Regional Director: **Jeff T. Behler**

Philadelphia

States Covered: DE, DC, KY, MD, OH, PA, TN, VA, WV
Phone: (215) 717-1800 or 1-800-262-4236
E-mail: Philadelphia.Regional.Office@census.gov
Regional Director: **Fernando E. Armstrong**

For the latest updates on the 2020 Census, visit 2020Census.gov.

Coordinate Urban League Affiliate Outreach Activities with 2020 Census Timeline

Counting every person living in the United States is a massive undertaking. Here's a look at some of the key dates along the way. The more informed Urban League Affiliates are about 2020 Census operations, the more opportunities they will have to be a part of a successful enumeration in 2020. The following highlighted Census operations will enable Urban League Affiliates to specifically sync outreach activities with the 2020 Census schedule of operations.

2020 CENSUS KEY DATES

COMMUNITY INVOLVEMENT/DATA COLLECTION OPERATIONS

January – March 2019

- The U.S. Census Bureau opens 39 area Census offices. These offices open early to support Address Canvassing; remainder open June-Sept 2019
- Recruit/hire 76,000 temporary address listers for Address Canvassing operation

April 2019

- 2020CensusWebsite goes live: 2020Census.gov. This site is available in multiple languages and provides downloadable materials, answers to frequently asked questions, and information about how individuals and organizations can help spread word about the 2020 Census.

June – September 2019

- Remaining 209 area Census offices open. The offices support and manage the Census takers who work nationwide to conduct the Census.

August 2019

- In-field address canvassing begins. Census takers visit areas that have added or lost housing in recent years to ensure that the Census Bureau's address list is up to date.
- New Statistics in Schools (SIS) classroom activities are available online: Census.gov/schools. The Statistics in Schools program provides resources for teaching and learning with real-life data. SIS site will provide new resources for partners serving undercounted children. (August)

September 2019

- Begin dedicated recruitment/hiring for temporary Census field workforce of 500,000 enumerators (Nonresponse Followup operation -September onward)

January 2020

- Launch national 2020 Census advertising and Media campaign (Team Y&R)
- Kick off 2020 Census enumeration in Remote Alaska (door to door interviewing)

March 2020

- Self-response phase of Census: (Public sends in Census form via: Internet, mail, phone; staggered mailings in 4 waves: (March 12-April 30):

March 2020

Mailing 1: Letter with info to take survey online (the majority of people will get this)

Mailing 2: Reminder letter to non-respondents

Mailing 3: Postcard to non-respondents

April 2020

Mailing 4: Letter + questionnaire to non-respondents

Mailing 5: "It's not too late" postcard to non-respondents before knocking on doors

(Nonresponse Followup begins in May)

- Service-based Enumeration of emergency living quarters and targeted nonshelter outdoor locations (homeless population); March 30-April 1
- Enumeration of Transitory Locations, such as campgrounds, marinas, RV parks, hotels/motels (March/April)
- Group Quarters Enumeration: military barracks, college dorms, nursing homes, prisons, [Some of this operation is conducted using administrative data that facilities provide; for other GQ locations, questionnaires dropped off and collected by Census field staff]
- Update/Leave (5% of households) and Update/Enumerate (<1% of households) operations covering 12 million homes in rural and remote areas without reliable or direct mail delivery, (March 16-April/Remote Alaska in late January)

April 2020

- April 1, 2020: CENSUS DAY is observed nationwide. By this date, households will have received several invitations to participate in the 2020 Census. Census will mail a paper questionnaire to households after four attempts to get an online or phone response.
- When completing the Census, you'll note where you are living on April 1. Communities will celebrate the day with events across the country. Urban League Affiliates should coordinate a celebration, too, either through social media (twitter, FB, Instagram), in conjunction with other local organizations, or at the Affiliate offices.
- Early Nonresponse Followup for areas with significant off campus college student population (Starts April 9)

May 2020

- Primary Nonresponse Followup encompassing 55 million occupied housing units that did not submit Census form (self respond); May 13-July. Census takers go door to door to count people who have not responded to the 2020 Census. Census takers are sworn Census Bureau employees and will provide proof that they are official government personnel.

June-Sept 2020

Post Enumeration Survey, an independent sample of Census universe to measure accuracy and produce undercount/overcount estimates

December 2020

- The Census Bureau transmits State population totals and Congressional apportionment to the President of the United States.
- Area Census Offices close

2021

- Census Bureau transmits redistricting files to States; files contain block level data by race/ethnicity, voting age (18 years+) and gender, as well as housing unit counts. TBD: whether/how citizenship data, if collected, will be included in files (Flow basis Feb 2021-legal deadline of March 31, 2021)
- Initial 2020 Census data are made available to the public on [Census.gov](https://www.census.gov).



Start or Join a Complete Count Committee

Complete Count Committees

Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments and community leaders or organizations (like Urban League Affiliates) to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as “Census ambassadors” groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the Census depends on community involvement at every level.

A Complete Count Committee should be formed to:

- Increase the self-response rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a Census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominately elderly community may want to form a CCC in order to build awareness among that population and encourage them to respond when the invitations to respond are delivered. Another recommendation is to organize a CCC for “Returning Citizens,” formerly incarcerated individuals to ensure this growing community is counted in the 2020 Census.

National Urban League affiliates may form a committee to educate their clients about the importance of Census participation and identify Census resources available (i.e., telephone questionnaire assistance), to help those needing assistance in completing their Census.



Examples of Community Complete Count Committee and 2020 Census Outreach Strategies

A number of organizations formed Community CCCs in previous Censuses. Some examples of these organizations are Community Action Groups, Hispanic Service Centers, Delta Sigma Theta Sorority, Inc., and Human Development Commissions. Urban League Affiliates should review the strategies below for CCC organizational ideas and activities.

April –December 2019

- Make a list of community-based organizations in your area.
- Hold a meeting with leaders of the organizations and solicit their help in creating a Census awareness campaign targeted to community members.
- Host a 2020 Census Workshop with other community-based organizations in your area to come up with innovative and engaging ways to reach your communities.
- Check the community calendar in your area for events. Contact organizations to see if you can have a Census table to pass out Census materials to increase awareness.
- Plan and solicit sponsors for a “Census Day/Night Street Festival” in late 2019. Think of creative games or activities where Census information can be incorporated.
- Develop a 2019 Census Activity Calendar, ask organizations to choose a month in which they will sponsor Census activities or promote Census awareness.
- Ask organizations to include a Census article or message in all of their publications and social media channels from April 2019 to July 2020.

January–March 2020

- Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post on social media fliers announcing the invitation to respond to the Census at busy locations in the community.
- Make public statements of support about the importance of participating in the 2020 Census.

April - July 2020

- Encourage households to complete the questionnaire online, by phone, or by mail.
- Plan a Census Day event to motivate the community response.
- Use an online 2020 Census mapping tool to check on and monitor your community's
- real time response rate. If rates are low, plan special events or activities to motivate individuals to respond.
- Remind households if they didn't respond online, by phone, or mail their questionnaire back, a Census worker will knock on the door to help them to complete the form.
- Continue to encourage community individuals to cooperate with Census workers.
- Celebrate your success and thank all those involved in making it happen.

2020 Census Recruitment and Hiring

The hiring of hundreds of thousands of temporary workers for the 2020 Census – often described as the nation’s largest civilian mobilization — is now underway.

The Census Bureau has already begun recruiting and hiring people nationwide to work on an important preliminary operation for the 2020 Census that begins in August—Address Canvassing. As mentioned earlier in this guide, the primary objective of the Census is to count everyone once, only once, and in the right place. Address Canvassing ensures that the Census Bureau has an accurate address list for 2020 enumeration.

As of March 4, 2019, more than 170,000 recruits had already completed job applications to qualify for temporary Census jobs and more than 800 had been hired.

More will be hired through the year for jobs in the spring and summer of 2020. That’s when Census workers knock on doors to interview people who do not respond to the Census.

Applicants can qualify for both field and office positions. The office positions, which are more limited, will be located in area Census offices. The role of these offices is to recruit, select, hire, train, manage, and pay all office and field staff that work within the designated boundaries of the geographic territory assigned to the office.

Between January and March 2019, 39 area Census offices for the Address Canvassing operation were opened and ready for business (see 2020Census.gov/jobs/locations/national-map.html for a map and pay rates). Ultimately, another 209 such offices will open by September as the 2020 Census gears up for peak operations. That includes going door to door to follow up with households that don’t initially respond.

Easy to Apply

Applying for one of these jobs is simple. Just visit 2020Census.gov/jobs or call 855-JOB-2020 and select option 3 for more information. Pay rates for field and clerical jobs can be found at: 2020Census.gov/jobs/locations/national-map.html.

Those who are being considered for a position will receive a telephone interview. If offered a job, they will receive instructions on next steps via email.

Applicants will need to complete paperwork online and make an appointment to get fingerprinted for the background check. Once they are offered the job, there will be a period of time before their start date to allow time for the background clearance process. To search for possible management positions, go to USAjobs.gov.

If applicants are not selected for the Address Canvassing operation, they may be called later if positions open later this year or in 2020. Their applications will remain on file.

**DID YOU
KNOW**

The 2020 Census Jobs website (2020 Census/jobs), allows applicants to apply for a range of positions, including recruiting assistants, office operations supervisors, clerks, Census field supervisors and Census takers by completing a single application online. Opportunities are available nationwide and offer flexible work hours, including daytime, evenings and weekends.



Identify Hard to Count Areas in Your Community Through Interactive Mapping

Imagine your job is to ensure a complete and accurate population count of your state, county or neighborhood during the 2020 Census. Where would you start? What information do you have at your fingertips to help you determine where to target your Affiliate network's 2020 Census outreach? The stakes are high — billions of federal dollars and representation in Congress depend on Census population counts. But where and how to begin?

The U.S. Census Bureau understands that it cannot undertake the enormous challenge of conducting the decennial Census alone. It needs every community, stakeholder, public official, and trusted voice to join hands and help amplify the urgent need for an accurate count and 2020 Census participation. For this very reason, the U.S. Census Bureau has developed an exciting tool to make this job easier. The [Response Outreach Area Mapper](#), or ROAM, combines a metric for [locating hard-to-count areas](#), the [Low Response Score, or LRS](#), — with an interactive mapping platform allowing users to identify hard-to-count areas. Specifically, ROAM helps Census stakeholders who serve underserved and undercounted populations to better understand these populations for purposes of 2020 Census outreach and promotion. Identifying areas that need extra attention can help make the most of Affiliate's time and limited resources when devising a communication and outreach strategy.

ROAM displays a map of U.S. Census tracts shaded by their LRS. Users can explore the map by zooming and panning around, or by searching for a geography of interest. Perhaps it is an address, place, county, state, congressional district or ZIP Code Tabulation Area — ROAM can zoom you into all of these areas. According to the Census Bureau's description of ROAM, in addition to quickly identifying hard-to-count areas, ROAM also informs users of why a particular area may be hard to count. Click on a Census tract to display the LRS and neighborhood characteristics.

These detailed snapshots help paint a vivid picture of a neighborhood, including factors contributing to a low response rate or undercount. For example, are there languages spoken other than English? How many are renters? How many households include young children?

Urban League Affiliates may access ROAM at www.Census.gov/roam. This is a great tool for the Affiliate network to “demo” at 2020 Census outreach events or at meetings with local elected officials. Get a feel for it, and give it a try!

DID YOU KNOW



Similarly, the Center for Urban Research at the Graduate Center of the City University of New York (CUNY), has produced a searchable online map that identifies communities deemed, “hard-to-count” for the 2020 Census. “The hard-to-count map is searchable by Congressional and state legislative district or by clicking on a geographic area to identify Census tract data by population, 2010 self-response rates, and reliable Internet access.”

Urban League Affiliate organizations can utilize the Census Bureau's R.O.A.M. application as well as this interactive resource to tailor Get Out the Count activities to reach the hardest to count in their communities. Source: Leadership Conference on Civil Rights, Interactive Online Map Pinpoints Communities of Greatest Risk for Census 2020 Undercount (10/2017)

VIII. CHECKLIST FOR 2020 CENSUS MESSAGING

Hard to count populations, especially communities of color, often have questions about the Census or are wary about completing the Census questionnaire. Some of the reasons behind these barriers were identified by organizations like “Color of Change,” which has conducted messaging research on Motivating Black Communities to Participate in the 2020 Census (conducted February-April 2018). According to Color of Change’s 2018 research study, the following reasons were identified as barriers to participation among Black adults not inclined to participate in the 2020 Census:

1. **thinking the Census will not make a difference to their community (i.e., Why bother?)**
2. **believing that government already has ways to obtain the information.**
3. **feeling like the questions ask for too much information—are intrusive.**

Additional research on barriers and challenges to Census participation conducted by other partners (including the Census Bureau), attribute the public’s reticence often to a fear that the agency will share their information with local, state or federal authorities that will cause harm to them. Apathy (not caring), and negative personal experiences with the government over time, and unmet expectations were further identified as reasons for nonparticipation, especially within the Black community. Data privacy and cyber security concerns round out the barriers to participation for a broader group of unwilling 2020 Census participants.

Messaging

The National Urban League has found the most successful way to engage communities is to meet people where they are. Here is potential messaging Urban League Affiliates can use to educate a reluctant public on the benefits of Census participation and encourage everyone to fill out the form!

The Census is safe.

The Census Bureau has one of the strongest confidentiality guarantees in federal government. Your answers are safe! The Census Bureau and its employees may not share personal Census responses with any other government agency or official (federal, state, or local), outside entity (such as a business), or court of law for any reason. Violators will face stiff criminal penalties, including up to 5 years imprisonment.

Census Benefits Your Community!

Research shows that messaging demonstrating the federal funding and political impact Census can have on communities resonates with communities. Interestingly, messaging that embraces Census participation as a means of defiance (i.e., “We’re still here!” We Count! We will not be erased!) was viewed as effective motivators within some groups.

Get Your Fair Share of Government Programs. Specific references to the type of federal funding or governmental programs supported by the Census are viewed as a powerful message, as well. Mentioning funding of Medicaid, food stamps, school lunches, Head Start, schools, healthcare and the use of Census data in the enforcement of civil rights laws are important considerations for messaging.

Fill Out Your Form Online. It's Easy!

Some respondents might be motivated to self respond (fill out the form online, by phone or paper) if they understand that doing so eliminates the need for possibly several follow-up visits by a Census enumerator, who will knock on the door to interview a non-responding participant.

Count Everyone in the House, including Young Children.

Census numbers are used to allocate federal funds for such programs as WIC, Headstart, and other healthy baby programs. Count everyone residing in the home, including grandchildren, foster kids, and very young (0-4 years old) members of extended families.

DID YOU KNOW



According to Color of Change research findings regarding trusted voices and effective 2020 Census motivators within the Black community, Black elected leaders in their communities and Black organizations are seen as capable of doing the most to encourage Black people to participation in the 2020 Census.

IX. URBAN LEAGUE AFFILIATE DO'S and DON'T'S

The National Urban League is committed to an accurate 2020 Census count. We recognize that the Census Bureau needs all trusted voices and collective hands to get the job done.

The National Urban League fully supports 2020 Census initiatives conducted by its Affiliate Network. We are 90 strong, spread across 36 states, serving more than 2 million persons each year who are in need of housing and other vital services. This makes us uniquely equipped to increase 2020 Census awareness within large segments of our community.

The following “Do’s and Don’ts are provided to facilitate Affiliate 2020 Census outreach in their communities over the course of the upcoming decennial Census-- not restrict or encumber their commitment. The intent is to provide Affiliates with safe parameters within which to operate, and to protect you as you go about the mission of Getting Out the 2020 Census Count.

As a disclaimer, it is important to understand that at this point, the Census Bureau does not provide grants or other means of compensation for community outreach conducted by Census partners and stakeholders. Otherwise, please see helpful direction and guidelines below.



SITUATION

Hard to Count individuals may not know where to go for in-person help to fill out their Census form.



DO: The Census Bureau has provided several avenues for individuals to respond to the 2020 Census. A link to a great Census Bureau graphic demonstrating this is provided below. “How the Census Bureau Invites Everyone to Respond to the Census,” provides important information on how the public can participate in the Census, and what to expect during the Census process. Please review, post and/or distribute this information to your local network and share with individuals who need more information regarding the 2020 Census and how to respond.


Link

<https://www.census.gov/content/dam/Census/library/visualizations/2019/how-census-invites-everyone.pdf>




DO NOT fill out the form for any person(s), or instruct them on what to write--due to privacy and confidentiality concerns. Individuals can call the Census Bureau’s telephone assistance line and obtain help in answering each question on the Census form and submit their response by phone.

 **SITUATION****A respondent may want to skip a Census question out of fear or misinformation.**

 DO: Remind respondents about the safety and confidentiality of Census Data— that the Census Bureau is prohibited from sharing personal information with any individual, governmental authority or business. Doing so is punishable by law (\$250,000 and/or 5 years jail time) if any employee were to violate this law (Title 13). The following link to the Census fact sheet: The 2020 Census and Confidentiality can help the public understand that their data are safe and protected by law. Urban League Affiliates can post, distribute and/or share this information across their service provider network.


Link

<https://www.census.gov/content/dam/Census/library/factsheets/2019/comm/2020-confidentiality-factsheet.pdf>


 DO NOT encourage or suggest that participants skip questions or not fill out the 2020 Census form. In addition to benefitting our communities, participating in the Census is required by law. Urban League Affiliates must abide by the law and not discourage individuals from fully participating in the Census. Whatever decision is made by a potential respondent regarding whether to participate in the 2020 Census or not, is the respondent's decision, alone.

Furthermore, not filling out a form will result in a visit from to the individual's home by a Census enumerator. Skipping answers might also entail a follow-up visit or call from the Census Bureau to complete the questionnaire. We should encourage, in every circumstance, individuals to fill out the Census form and complete every answer to the best of their ability.

 **SITUATION****The 2020 Census will be the first time the public can complete Census forms on line, via the Internet. Some Affiliates are considering setting up computer space for communities to utilize to fill out their 2020 Census forms.**


 DO: With proper coordination, providing a computer room to facilitate 2020 Census response is an excellent outreach activity, as it facilitates Census participation within communities caught in the digital divide. Doing so will require technical consultation with your Affiliate IT staff, to ensure safe and secure internet connections exist to protect respondent data. A call to your designated Regional Census Center or Partnership staff is recommended as well, to advise them of this helpful outreach opportunity and to invite them to any grand opening or public announcement Affiliates might plan prior to opening. In addition, Affiliates should consider collaborating or partnering with the business community, charitable organizations, churches or other community-based networks in the area to collectively provide this service.

Finally, a set schedule is needed with specific days and hours the computer center will open, i.e., three hours a day/2 times a week, for a certain length of days or weeks (pending an Affiliate's day-to-day operations and scheduling). Affiliates are encouraged to post the Census Bureau's 2020 Census Telephone Questionnaire Assistance phone number throughout the area so that the public can call the Census for help filling out the Census form, if needed.


-  DO NOT: **1)** Fill out the Census questionnaire for members of the public nor utilize your personal (or dedicated staff/office computers to be used for this purpose). **2)** Do not charge the public for the use of computers or assistance. **3)** Do not assist the public with passwords, user names or any other personal or secure IT needs they might have. Also, do not allow the public to utilize the Urban League's email address under any circumstances for personal reasons, including completing the Census form. **4)** Do not attempt to follow up on the status of individual's Census questionnaire. Please direct all respondents to the Census Bureau for follow-up.

SITUATION

Some Urban League Affiliates have expressed an interest in opening up a computer area to allow the public to apply for 2020 Census jobs.

-  DO: The above guidance regarding setting up a computer room to facilitate the public's online completion of the 2020 Census questionnaire applies to the online job application process. Many individuals may not have a computer at the time of job application and would like to utilize a 2020 Census "job bank," set up by a community-based organization like the Urban League.

The same stipulations apply regarding ensuring safe and secure Internet connections that protect prospective applicant's personal information and collaborating with other service providers, churches and charitable organizations, and the business community to partner around this important need. Similarly, the Affiliate team should contact their Census Regional Office to inform the designated Partnership Specialist for that area of the Affiliate's plan to open a computer area to facilitate neighborhood hiring. Regional Census staff can provide flyers and information to support the Affiliate's efforts. The Census does not provide funding to entities to support these efforts. Collaboration among multiple entities in the service area, including philanthropy, might facilitate these efforts.

-  Do Not **1)** Fill out the job application for 2020 Census job seekers, nor utilize your personal device(s) (or dedicated staff office computers to be used for this purpose). **2)** Do not charge the public for the use of computers or assistance. **3)** Do not assist the public with passwords, user names or any other personal or secure IT needs they might have. Also, do not allow the public to utilize the Urban League's email address for any personal reason, including applying for a Census job. **4)** Do not attempt to provide follow-up information or initiate inquiries with the Census Bureau to ascertain the status of a person's job application. Individuals will be provided appropriate follow-up information in the job application process.

Reminder

Protect Your 501(c)(3) Status: The 2020 Census and the 2020 Presidential Elections

The 2020 Census will take place at the height of the 2020 Presidential election campaign. Presidential Election Campaign media and the 2020 Census will compete for the same air space and civic engagement messaging. We should expect an intense discourse over this entire period of time culminating with the end of 2020 Census and the Presidential Election. Given the intensity that we saw in the 2016 Presidential campaign, and the 2018 Midterm Congressional elections, this is a reminder that 501(c)(3) organizations like the Urban League are prohibited from directly (or indirectly) participating in any political campaign on behalf of (or in opposition to) any candidate seeking elective public office—at the Presidential level, down to the County or Mayoral levels, and all other elective office seats. Violating this prohibition may result in denial or revocation of tax-exempt status and the imposition of certain excise taxes. Certain nonpartisan activities or expenditures may not be prohibited, including certain voter education activities (including presenting public forums and publishing voter education guides) voter registration and get-out-the-vote drives.



X. GLOSSARY OF TERMS

Area Census Office

The Census Bureau plans to open 248 area Census offices (ACOs) to support the 2020 Census. ACOs house the managers, staff, materials, and equipment needed to support the hundreds of thousands of Census Bureau employees conducting local Census operations, including following up with households that do not respond, counting residents living in group housing, and other enumeration operations. Every state will have at least one ACO. The initial locations of the 248 ACOs, including the locations of early opening ACOs, are listed in the link below:

Initial Locations of 2020 Area Census Offices

The Census Bureau will open 248 areas Census offices to support the 2020 Census at the following locations. Note: These locations could still change as a result of the lease negotiation and other locational needs.

Administrative Records

Administrative data (or “administrative records”) refers to government records collected by Federal or state agencies while they are administering programs or providing services. Commercial data, or third party data, refers to information collected or aggregated by private companies (such as credit card companies).

Apportionment

After each Decennial Census the population count of the United States and overseas military and civilian dependents is used to calculate the number of representatives beyond the one per state to which each state is entitled. With 435 members of Congress, this effort disperses the remaining 385 representatives based on the method of equal proportions. The method of equal proportions is applied to the population totals for states (and overseas military) and does not include the Commonwealth of Puerto Rico, the Island Areas, or the District of Columbia. By law, the re-distribution of Congress is required no later than December 31, following the collection of the Census or in years ending in 0. The most recent apportionment occurred on December 20, 2010.

Census Information Centers

The Census Information Center (CIC) program is a cooperative activity between the Census Bureau and the national nonprofit organizations representing interests of racial and ethnic communities. The program objective is to make Census information and data available to the participating organizations for analysis, policy planning, and for further dissemination through a network of regional and local affiliates.

Confidentiality

The guarantee made by law (Title 13, United States Code) to individuals who provide Census information regarding nondisclosure of that information to others. By law, we cannot disclose any private information that identifies a person or a business. If Census Bureau employees violate this law, it is a federal crime; violators faces severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.

Decennial Census

The Census of population and housing, taken by the Census Bureau in years ending in 0 (zero). Article I of the Constitution requires that a Census be taken every ten years for the purpose of reapportioning the U.S. House of Representatives.

Ethnicity

The U.S. Census Bureau adheres to the U.S. Office of Management and Budget's (OMB) definition of ethnicity. There are two minimum categories for ethnicity: Hispanic or Latino and Not Hispanic or Latino. OMB considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.

Foreign-born population

Foreign born refers to people who are not U.S. citizens at birth. This includes naturalized U.S. citizens, permanent residents (immigrants), temporary migrants (such as foreign students), humanitarian migrants (such as refugees and asylees), and undocumented persons residing in the United States.

Group Quarters

The Census Bureau classifies all people not living in housing units as living in group quarters. A group quarters is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents.

This is not a typical household-type living arrangement. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other.

Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, and workers' dormitories.

Race

The data on race were derived from answers to the question on race. The U.S. Census Bureau collects race data in accordance with guidelines provided by the U.S. Office of Management and Budget (OMB), and these data are based on self-identification. The racial categories included in the Census questionnaire generally reflect a social definition of race recognized in this country and not an attempt to define race biologically, anthropologically, or genetically. In addition, it is recognized that the categories of the race question include race and national origin or sociocultural groups. OMB requires that race data be collected for a minimum of five groups: White, Black or African American, American Indian or Alaska Native, Asian, and Native Hawaiian or other Pacific Islander. OMB permits the Census Bureau to also use a sixth category - Some Other Race. Respondents may report more than one race.

Regional Office/Regional Census Centers

Regional Offices are 6 permanent Census Bureau offices established for the management of all Census and survey operations in specified areas. During the last year of the decade, the decennial census function of the Regional Office is extracted and moved to six temporarily established Regional Census Centers to oversee and manage the 2020 Census, including the 248 Area Census Offices, all Field staff, including Partnership Specialists and enumerators.

Nonresponse Followup

An operation whose objective is to obtain complete survey information from housing units for which the Census Bureau did not receive a completed questionnaire by mail.

Respondent

The person supplying survey or Census information about his or her living quarters and its occupants.

Some Other Race

Includes all other responses not included in the "White," "Black or African American," "American Indian or Alaska Native," "Asian," and "Native Hawaiian or Other Pacific Islander" race categories. Respondents reporting entries such as multiracial, mixed, interracial, or a Hispanic, Latino, or Spanish group (for example, Mexican, Puerto Rican, Cuban, or Spanish) in response to the race question are included in this category.

Telephone Questionnaire Assistance

A process that allows respondents to call a toll-free telephone number to receive help when completing the survey questionnaire. This process also allows respondents to complete the survey over the telephone with an interviewer.

XI. Appendix

Toolkit Resources and Reference Material

[Municipal Action Guide: Preparing for the 2020 Census](#)

By the National League of Cities, November 2018

[Libraries and the 2020 Census](#)

by the American Library Association, October 2018

[Counting for Dollars: A Study of Census-guided Financial Assistance to Rural America](#)

by Andrew Reamer, George Washington University Institute of Public Policy, October 11, 2018

[Citizenship Question Risks a 2020 Census Undercount in Every State, Especially Among Children](#)

by Population Reference Bureau, October 5, 2018

[Why the 2020 Census Matters for Rural America: Defining, Understanding, and Investing in Rural Communities](#)

by Georgetown Law's Center on Poverty and Inequality, October 2018

By ReadyNation • Council for a Strong America, May 2018
The Leadership Conference on Civil and Human Rights, in partnership with Georgetown's Center on Poverty and Inequality produced the following series of "Will You Count?" factsheets and released them on April 17, 2018

- [Will Your Kids Count? Young children and their families in the 2020 Census](#)
- [Will You Count? Latinos in the 2020 Census](#)
- [Will You Count? Asian Americans and Native Hawaiians and Pacific Islanders \(NHPs\) in the 2020 Census](#)

- [Will You Count? African Americans in the 2020 Census](#)
- [Will You Count? American Indians and Alaska Natives in the 2020 Census](#)
- [Will You Count? Middle Eastern and North African Americans \(MENA\) in the 2020 Census](#)
- [Will You Count? People Experiencing Homelessness in the 2020 Census](#)
- [Will You Count? Households with Low Incomes in the 2020 Census](#)
- [Will You Count? Renters in the 2020 Census](#)

African Americans in the 2020 Census:

<http://civilrightsdocs.info/pdf/Census/2020/Fact-Sheet-African-Americans-HTC.pdf>

Census 2020 – State Fact Sheets

Prepared by NALEO Educational Fund

<https://bit.ly/2FhswdQ>

Key Census 2020 Milestones

Prepared By: Funders' Committee for Civic Participation (FCCP)

<https://bit.ly/2Wdcc26>

2020 Census Reporting Mistakes I've (Almost) Made So You Don't Have To

Prepared by: Hansi Lo Wang, National Public Radio

<https://bit.ly/2TO5rXt>

Faith in Public Life Census 2020 Toolkit

Prepared By: Faith in Public Life

<https://bit.ly/2C247OR>



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