2020 Census Toolkit for State and Local Officials
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I. INTRODUCTION TO THE TOOLKIT: A MESSAGE FROM THE DIRECTOR

State and local officials are vital partners in promoting public awareness about the 2020 Census. We appreciate your strong support for the U.S. Census Bureau’s work and the funding you provide for our programs.

Once a decade, America comes together to count everyone living in the United States, raising national awareness of the decennial census and its invaluable statistics. The decennial census was first conducted in 1790, as mandated by the Constitution. It counts our population and households, providing the basis for reapportioning congressional seats, redistricting, and distributing billions of dollars in federal funds. Federal, state, and local programs use census data for health care services, housing, education, transportation, and other areas of public policy. Census data also contributes to economic development, employment opportunities, and private sector investment.

Our goal is to count every person once, only once, and in the right place. We have made a number of major improvements since the 2010 Census, including better technologies for canvassing and enumerating, and new options for responding such as the Internet and phone. Respondents will still be able to complete the form by paper. Online and phone response will be available in English and 12 other languages. We will also have print and video language guides in 59 languages including American Sign Language, braille, and large print guides.

This decade, we are providing more language assistance, more partnerships specialists, a sophisticated and expanded media campaign, and enhanced IT safeguards and privacy protections. In collaboration with key stakeholders, we will continue to build on these efforts.

I am excited about where we are right now, less than a year from Census Day, April 1, 2020. We are on schedule, on budget, on message, and on course to conduct the largest and most complete census ever. We are especially grateful for your help in amplifying our message that the 2020 Census is safe, confidential, and secure, and encouraging every constituent to respond.

Your collaboration with our headquarters and field-based staff will be critical in urging everyone, especially those in hard-to-count households, to respond to the census. Through our communications and advertising program, national and local partners, and community-based organizations, we are committed to counting every constituent in your district and/or state including:

• Children living in dynamic and complex households.
• Rural households.
• Populations with limited Internet access.
• Households lacking English proficiency.

To support these efforts, we have assembled this toolkit to help you motivate your constituents to respond to the 2020 Census and aid your responses to their questions. I hope these materials will be a valuable resource for you and your staff.

We greatly appreciate your continued support for the Census Bureau and the 2020 Census. We look forward to working closely with you over the coming months.

Sincerely,

Steven Dillingham

Steven Dillingham
Director, U.S. Census Bureau
II. THE 2020 CENSUS: AT A GLANCE

*Important*—Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation’s founders believed these data were so important that they mandated the decennial census in the Constitution.

*Easy and Convenient*—In 2020, for the first time ever, the U.S. Census Bureau will accept responses online and phone, but you can still respond by mail if you prefer.

*Confidential and Secure*—Strict federal law protects census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents’ information private. The penalty for wrongful disclosure is a fine of up to $250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the Department of Homeland Security, U.S. Immigrations and Customs Enforcement, Federal Bureau of Investigation, or any other agency) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau will never ask for a Social Security number, bank or credit card account number, money or donations, or anything on behalf of a political party. Our robust cybersecurity program incorporates industry best practices and federal security standards for encrypting data.

On April 1, 2019, the Census Bureau provided an update on the status of 2020 Census operations, emphasizing the need for innovative, collaborative partnerships to ensure a complete and accurate count of everyone living in the United States. The “Census Day 2019” press briefing marked one year out from the official reference day for the 2020 Census.
III. BECOME A PARTNER

Learn more at <www.census.gov/partners.html>.

- Follow @uscensusbureau—Stay up-to-date with Census Bureau news and share our content through social media channels.
- Join the effort to increase awareness of Census Bureau data and activities in your community, and let us know what aspects of the decennial census are of interest to you and your constituents.
- Spread the word—Share or download Census Bureau data products and 2020 Census materials.
- Talk to a data expert—Connect with one of the Census Bureau’s data dissemination specialists across the country and learn how to make our data work for you.
- Reach out to our partner networks—Get in touch with our state data centers and census information centers. These official sources of demographic, economic, and social statistics in your communities provide local training and technical assistance for research, planning, and decision-making in your community.
- Participate in training opportunities—Let us show you how to find and use Census Bureau data. Whether you are looking for economic or demographic data, we can teach you how to get what you need. Check out our educational resources.
IV. ANNOUNCING YOUR SUPPORT

State and local officials may support the 2020 Census in many ways. Five suggestions are provided below:

- **Kickoff** a campaign to build support for the 2020 Census.

- **Identify** prospective national and local partners.

- **Build** awareness of the 2020 Census in multiple ways including:
  - Interviews with national and local media organizations.
  - Social media platforms.
  - Town Hall meetings and press conferences.
  - Public service announcements (TV, radio, Internet).
  - Job fairs supporting the Census Bureau’s recruitment efforts.
  - Participation in the *Statistics in Schools Program*.
  - Floor statements.
  - Press releases, blogs, e-newsletters, etc.
  - State, county, and local web pages with embeddable links to Census.gov resources.
  - Formal and informal meetings with trusted voices, thought leaders, and constituents.

- **Distribute** this toolkit to staff in state, county, and local municipal offices. Encourage its use as a resource for answering questions from constituents and helping them to learn more about the 2020 Census.

- **Track** messaging, support partnership efforts, commitments, and follow-up activities.
V. MORE WAYS TO SUPPORT THE 2020 CENSUS

After kicking off your campaign, consider:

• **Forming** or joining Complete Count Committees (CCC) efforts (see the appendix for more information).

• **Launching** state/local agency-sponsored employee initiatives to support the 2020 Census.
  - **Send** e-mails to all employees from the highest official in the organization underscoring the importance of the 2020 Census and urging employees to respond.
  - **Designate** coordinators to develop and implement outreach programs.
  - **Devise a list** of major state and local programs that depend heavily on federal funding (determined by census data), identify the best ways to reach those who rely on these services, and prioritize those programs as you develop your outreach plans.

• **Launch a Census Ambassadors Program** to raise awareness among employees and households across your state/locality.

• **Displaying** 2020 Census posters and messaging in office buildings and public spaces.

• **Placing** 2020 Census magnetic bumper stickers on official vehicles.

• **Encouraging** state and local employment offices to disseminate information about Census Bureau employment opportunities.
VI. USE MULTIPLE COMMUNICATIONS CHANNELS TO PROMOTE AWARENESS

Please consider using multiple channels of communications. You may keep your constituents and the media up-to-date on the 2020 Census by:

Issuing a news release announcing your support of 2020 Census initiatives and activities. Refer to sample news releases in this toolkit and customize it to meet your requirements. Share the release with local media and offer interviews to discuss the importance of the 2020 Census to the residents of your state and localities. You may also consider inviting a Census Bureau Regional Director to participate in your interview or event.

Posting 2020 Census information on your official website. Refer to the sample website copy in this toolkit and customize it for your audiences. You may also include this information in your blogs and e-newsletters. Additional ideas include:

- Posting photos from 2020 Census events and other activities in your state or district.
- Providing links to the 2020 Census events and other activities in your district or state.

Sharing information on social networking sites, such as Facebook and Instagram, and linking back to <https://2020Census.gov>. Use the web banners and images available in this toolkit or customize and post this sample text:

Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation’s founders believed these data were so important that they mandated the decennial census in the Constitution.

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online and by phone, but you can still respond by mail if you prefer. Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business.

Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents’ information private. The penalty for wrongful disclosure is a fine of up to $250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the Department of Homeland Security, U.S. Immigration and Customs Enforcement, Federal Bureau of Investigation, or any other agency) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau will never ask for your Social Security number, bank or credit card account numbers, money or donations, or anything on behalf of a political party. The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

To make sure you and your community are counted, learn more about the 2020 Census by visiting <https://2020census.gov>.
Using social media to connect with followers about the importance of the 2020 Census.

Convening town hall meetings and holding “tele-town hall” meetings to share information about the 2020 Census.

- Highlight the importance of decennial census data in the allocation of federal funds to local communities.
- Encourage constituents to apply for local Census Bureau job postings.

Sponsoring a Statistics in Schools (SIS) Forum to encourage local educators and administrators to use or adapt SIS lesson plans in classrooms. Student participants gain valuable knowledge and may encourage other members of their household to respond to the census.

- Incorporate SIS messaging in your speaking engagements and presentations.
- Encourage your constituents to learn more by visiting the SIS website <www.census.gov/schools/>.
VII. RESPONDING TO CONSTITUENT INQUIRIES

State and local officials receive numerous inquiries about the 2020 Census. Some local residents may have concerns about privacy and confidentiality or how to complete the questionnaire. Others may want details about Census Bureau recruitment and hiring in their local area (see page 10 for more details). Please consider:

• Familiarizing yourself with resources in this toolkit to anticipate questions your constituents may raise.
• Directing constituents to references and links contained in this toolkit.

• Displaying printed material about the 2020 Census in common areas and at events.
• Including relevant 2020 Census links to your official websites and releases.

If you are unable to find an answer to a constituent inquiry, please call or e-mail the Census Bureau’s Intergovernmental Affairs Office at 301-763-6100 or ocia.iao@census.gov.
VIII. FORMING COMPLETE COUNT COMMITTEES

CCC**s** are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate the local public to respond to the 2020 Census.

CCC**s** serve as state and local “census ambassador” 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. The Census Bureau cannot conduct the 2020 Census alone. There are three kinds of CCCs (other than the state level CCC):

- Tribal.
- State and local government (regional, county, city, or town).
- Community.

A CCC may 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 CCC member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross-section of community members to promote awareness about the 2020 Census.

More information about CCCs may be found on pages 13–16.
IX. CONNECTING STATES AND LOCALITIES TO 2020 CENSUS JOB OPPORTUNITIES

The Census Bureau is comprised of talented and innovative people who are passionate about their work. Our people are the reason the Census Bureau is known as the premier statistical organization in the world.

2020 Census Job Qualifications

Your constituents may be eligible for Census Bureau positions if they:

• Are a U.S. citizen.
• Are at least 18 years old.
• Have a valid Social Security number.
• Have a valid e-mail address.
• Complete an application and assessment questions. (For some positions, the assessment questions may be available in Spanish; however, an English Proficiency Test may also be required.)
• Are registered with the Selective Service System if they are a male born after December 31, 1959.
• Pass a criminal background check and a review of criminal records (including fingerprinting) as part of the Census Bureau’s hiring process.
• Do not engage in any partisan political activity while on duty.
• Have a current employment status that is (including law and regulatory enforcement jobs) compatible with Census Bureau employment (reviewed on a case-by-case basis).
• Are available to work flexible hours, including days, evenings, and/or weekends.
• Commit to completing training. (If offered a job, they will be paid for this training at a training pay rate.)

Most jobs require employees to:

• Have access to a vehicle and a valid driver’s license, unless public transportation is readily available.
• Have access to a computer with Internet and an e-mail account (to complete training).

2020 Census Job FAQs

We understand that questions can arise through the application and hiring process. If your constituents have questions, please direct them to the 2020 Census Job Frequently Asked Questions page at <https://2020census.gov/en/jobs/faqs.html> or our phone line 1-855-JOB-2020 (1-855-562-2020) where they can select “1” for technical help, “2” for more information about our jobs, or “3” to reach a local Census office. They may also use the Federal Relay Service at 1-800-877-8339 for TTY/ASCII.
ADDITIONAL RESOURCES

Section A. Communications

1. ROAD TO THE 2020 CENSUS

   Road to the 2020 Census
   2020 Census Operational Timeline

2. CENSUS 101: WHAT YOU NEED TO KNOW

   CENSUS 101: WHAT YOU NEED TO KNOW
   The 2020 Census is closer than you think.
   Here's a quick refresher of why it is and why it's essential that everyone is counted.

   Everyone counts.
   The census counts every person living in the U.S., including a
   birthplace, age, etc., and sex.

   It's about fair representation.
   Every 10 years, the results of the census are used to
calculate new representation in Congress and
redistricting of state legislative districts.

   It's in the constitution.
   The U.S. Constitution mandates an accurate
census, which is then used to create the
representation in Congress and redistricting.

   It's about $675 billion.
   This distribution of more than $675 billion is
to states, local governments, and other
entities.

   It's about redistricting.
   After each census, the state legislature
revises the boundaries of the congressional and
county legislative districts to account for population changes.

   Taking part is your civic duty.
   Completing the census is mandatory. It is a way
to participate in the future of our country.

3. 2020 CENSUS AT A GLANCE
   <http://www2.census.gov/about/partners/general/2020-census-at-a-glance.pdf>
4. FACT SHEET: THE 2020 CENSUS AND CONFIDENTIALITY


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 decisions that drive our economy. When you respond to the census, you help decide how much federal funding your community, including schools, parks, hospitals, and roads, will receive.

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

Under Title 13 of the U.S. Code, the Census Bureau cannot release individual responses to censuses. Records from a census are confidential and cannot be released to anyone— even government agencies, law enforcement, and the Census Bureau itself.

Your answers can’t be used against you.

By law, your response cannot be used against you. No law enforcement officer, no government agency, and no one can use your information to decide whether to prosecute you for any criminal offense.

5. EL CENSO DEL 2020 Y LA CONFIDENCIALIDAD

<www.census.gov/library/fact-sheets/2019/dec/2020-confidencialidad-sp.html>

6. 2020 CENSUS WEBSITE

The Census Bureau designed the 2020 website to provide the public with a virtual, real-time experience about the 2020 Census and related activities. The website covers topics such as the questionnaire, privacy, confidentiality, and much more.

In addition, the website serves as an information resource for other programs including Statistics in Schools website link, which allows educators, parents, and students to download materials for use in classrooms for children K-12. These materials include many fun and exciting activities that will educate students about the benefits of the census for their communities.

The Partnership Communications Area website link was created to allow partners to download materials (e.g., posters, toolkits, and logos) that can be used to support partnership activities.

The Newsroom website link supports public and media outreach. It includes a director’s blog, campaign highlights, and information regarding nonresponse follow-up activities.
7. **2020 CENSUS COMPLETE COUNT COMMITTEE GUIDANCE**


8. **COMPLETE COUNT COMMITTEES**

**TRIBAL AND GOVERNMENT COMPLETE COUNT COMMITTEES**

CCCs are usually formed by the highest elected official in that jurisdiction, such as a tribal leader, governor, mayor, county commissioner, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint members of the community to serve as members of the CCC.

Members appointed should be representative of a cross section of the community, be willing and able to serve until the 2020 Census is over, and help implement a creative outreach campaign in areas that may pose a challenge. Members could include persons from the areas of education, media, business, religion, philanthropy, and community groups. Most local government CCCs are small to medium in size, depending on the jurisdiction. A town may have a small committee with only 3 to 5 members, while a city may be medium to large in size with anywhere from 10 to more than 100 members, depending the size of the city or tribe.

Since state, county, and regional CCCs cover a larger geography, they tend to be larger in size, with 20 to 50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impact their communities. In previous censuses, the most productive government CCCs had a Subcommittee structure. Examples of subcommittees and what they do are covered under “What Is the Subcommittee Structure of a CCC?”

**Examples of Tribal and Government Complete Count Committee Strategies**

Nationwide, there were over 10,000 CCCs formed with the Census Bureau during the 2010 Census and the majority of them were local government committees. Here are some of the strategies that worked for them:
Allocate/obtain funds for the CCC and assign a staff person to work with the committee.

Set clear, achievable goals and objectives.

Identify areas of the community that may need extra efforts, either a geographical area or a population group that might be hard to count.

Use a “grassroots” approach working with community-based organizations and groups who have direct contact with households who may be hard to count.

Create promotional materials and products customized for the local area.

Implement special events such as Census Day “Be Counted” parades.

Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications.

Sample Activities of Tribal and Government Complete Count Committees

2018–2019

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census in your local area.

- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.

- Place census messages on water bills, property tax bills, social media, and local speeches and other correspondence generated by the jurisdiction.

- Host a Census Solutions Workshop with others in the community.

- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign.

- Encourage corporations to become official sponsors of the CCC’s census activities.

- Have census posters, banners, and other signage placed in highly visible public locations.

- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and the local jurisdiction’s website.

- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).

- Sponsor a contest to design a sticker or poster promoting the 2020 Census.

- Have census information available during voter registration drives.

January–March 2020

- Add a census message during meetings, events, and to written or digital/electronic correspondence like social media.

- Provide information on federally funded programs that have benefited the community.

- Plan a major promotional event around the start of the census or when households get their invitation to respond. Advise communities that they can respond to the census online.

- Saturate public access areas with easy-to-read and understandable census information customized for the community.

- Ask elected officials to encourage households to complete the census online, by phone, or by mail.

- Place a census message on all municipal marquees urging households to complete the questionnaire online, by phone, or by mail.

April 2020

- Place public service announcements in local media encouraging households to respond.

- Have census rallies or parades.

- Urge households who do not respond to cooperate with census takers.

COMMUNITY COMPLETE COUNT COMMITTEES

Community CCCs 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.
A tenants’ association may form a committee to educate tenants about the census and help those needing assistance in completing their census. Community CCCs identify their own chair and committee members. They may choose individuals who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. They may also include foundations or philanthropy groups to fund the committee’s activities around a particular audience.

Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents. Small committees may not need subcommittees. Larger committees may find them helpful.

**Examples of Community Complete Count Committee Strategies**

A number of organizations formed Community CCCs in previous censuses. Some examples of these organizations are Community Action Groups, Hispanic Service Center, Delta Sigma Theta Sorority, and the Human Development Commission. Here are some suggestions that worked for them:

- **Set clear achievable goals and objectives.**
- **Identify what the committee will focus on.** Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in the area or among students in colleges/universities, outreach and promotion to youth and elderly in the community, or a global approach if no other CCCs are in the area.
- **Develop an action plan that includes activities and events that will support the CCC’s efforts and help you meet its goals and objectives.**
- **Create promotional materials that appeal to the community.**
- **Implement special events that will generate interest and participation in the census.**
- **Use social media to engage the community.**

**Sample Activities of Community Complete Count Committees**

**2018–2019**

- Make a list of community-based organizations in the 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 Census Solutions Workshop with other community-based organizations in the area to come up with innovative and engaging ways to reach the community.
- Check the community calendar in the area for events. Contact organizations to see if the CCC 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 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 now until July 2020.

**January–March 2020**

- Encourage organizations to include the 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 and the importance of participating in the 2020 Census.

**April 2020**

- Encourage households to complete the questionnaire online, by phone, or by mail.
- Plan a Census Day event to motivate the community response.
- Look online or check with the Census Bureau contact person about response rates for the community. 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 may come to their home. Encourage households to cooperate with census workers.

**May 2020**

- Continue to encourage community individuals to cooperate with census workers.
- Evaluate what worked best for the community and briefly report this information to the Census Bureau contact.
- Celebrate the CCC’s success and thank all those involved in making it happen.

9. **CENSUS BUREAU UNVEILS 2020 CENSUS COMMUNICATIONS CAMPAIGN PLATFORM**


10. **2020 CENSUS BARRIERS, ATTITUDES, AND MOTIVATORS STUDY (CBAMS) SURVEY AND FOCUS GROUPS REPORT FINDINGS PRESENTATION**

11. CENSUS SOLUTION WORKSHOPS

The Census Bureau is developing new ways to engage with partners and communities around the country by hosting ideation workshops. For more information, please visit <www.census.gov/partners/workshops.html>.

13. TRENDING NOW—ELECTRONIC PRESS KIT TOPICS

Obtain the latest information on issues of concern to your constituents. Press kits will be developed for the following topics: the 2020 Census questionnaire, the 2020 Census Communications Campaign, 2020 Census events, Census in the Community, 2020 Census Safety and Security, 2020 Census for Non-English Speakers, Counting Children, Special Population Groups (group quarters enumeration, deployed military, college students, rural areas, older persons, members of the LGBTQ community, etc.), 2020 Census innovations, 2020 Census Response Rate, 2020 Census Nonresponse Follow-up, and 2020 Census Data Dissemination <https://2020census.gov/en/partners/promotional-materials.html>.

12. UNITED STATES 2020 CENSUS BRAND GUIDELINES

Section B. Partnerships

1. PARTNERSHIP FACT SHEET

[Link to Partnership Fact Sheet]

Partnership Fact Sheet

The undercounted population count affects your representation in government, determines how much funding your community receives, and provides data to help you plan for the future. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

Benefits of a Complete Count

A complete count of every person living in the United States has tremendous benefits for you and your community:

- Census data helps determine how many representatives each state has in Congress.
- Census data helps allocate federal funding for education, public health, and other services.
- Census data helps businesses and organizations make decisions.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference! A complete count can help reduce poverty, improve health outcomes, and boost the economy.

WHY BECOME A 2020 CENSUS PARTNER?

As a 2020 Census partner, you will:

- Become part of a network of government, nonprofit, corporate, and community representatives with a diverse pool of knowledge and expertise.
- Help ensure that your community is fully represented.
- Become a part of the U.S. Census Bureau's data quality and integrity team.

WHAT YOU CAN DO

Support the Census Bureau's goals by:

- Adapting to your community's unique needs.
- Using Census Bureau materials and resources.
- Partnering with other organizations to promote the Census.
- Encouraging participation in the Census.
- Tracking and reporting Census Bureau data.

2. PARTNERSHIPS AT A GLANCE

[Link to Partnerships at a Glance]

Partnerships at a Glance

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

WHAT IS THE DECENNIAL CENSUS?

Every 10 years, the U.S. Census Bureau conducts the Decennial Census to provide detailed information about the population, housing, and living arrangements in the United States. This information is used to determine the number of seats in the U.S. House of Representatives, how much federal funding a community receives, and more.

HOW ARE CENSUS DATA USED?

The 2020 Census data is used to:

- Determine the number of seats in the U.S. House of Representatives.
- Allocate federal funds for education, health care, and other services.
- Plan for future needs and services.

WHY IS A COMPLETE AND ACCURATE COUNT SO IMPORTANT?

A complete count is crucial for ensuring that everyone's voice is heard and that all communities are represented.

Why should I become a 2020 Census Partner?

As a 2020 Census partner, you will:

- Help ensure that your community is fully represented.
- Support the Census Bureau's goals.

3. 2020 CENSUS PARTNER SOCIAL MEDIA CONTENT

[Link to 2020 Census Partner Social Media Content]

2020 Census Partner Social Media Content

In 2020 Census partners, we find the most trusted messengers in our community, a network of social media influencers, local businesses, and community organizations. These partners can help us reach everyone in our communities and ensure that they understand the importance of participating in the Census.

Social media is a powerful tool to promote the Census. We encourage partners to use social media to:

- Share Census messages and resources.
- Encourage participation in the Census.
- Track and report Census participation.

Virtual Listening Sessions

Join us for virtual listening sessions to discuss how you can help promote the Census in your community. These sessions will provide valuable insights and guidance on how to best reach your community.

Sign up for virtual listening sessions:

- [Link to sign up for virtual listening sessions]
4. CENSUS BUREAU REGIONAL OFFICES

Census Bureau Regional Offices conduct a variety of surveys to supply the nation with important statistics on people, places and our economy.

Regional Offices are responsible for hiring and supervising field workers.

Locally hired field workers know their communities best and are instrumental in conducting surveys on a range of topics.

Field interviewers work out of their home and are reimbursed for mileage.

Regional offices also manage hiring for full-time corporate positions located throughout the country.

Please encourage your constituents to learn more about Census Bureau positions today. If you have questions about activities in a specific region, please contact the Census Bureau Regional Directors listed below:

**Fernando E. Armstrong, Regional Director**
Philadelphia Regional Office
100 South Independence Mall West, Suite 410
Philadelphia, PA 19106-2320
215-717-1800 or 1-800-262-4236
FAX: 215-717-0755
TDD: 215-717-0894
E-mail: Philadelphia.Regional.Office@census.gov

**Jeff T. Behler, Regional Director**
New York Regional Office
32 Old Slip, 9th Floor
New York, NY 10005
212-584-3400 or 1-800-991-2520
FAX: 212-584-3402
TDD: 212-478-4793
E-mail: New.York.Regional.Office@census.gov

**Julie A. Lam, Regional Director**
Los Angeles Regional Office
15350 Sherman Way, Suite 400
Van Nuys, CA 91406-4224
818-267-1700 or 1-800-992-3530
FAX: 818-267-1714
TDD: 818-904-6249
E-mail: Los.Angeles.Regional.Office@census.gov

**Cathy L. Lacy, Regional Director**
Denver Regional Office
6950 W. Jefferson Avenue, Suite 250
Lakewood, CO 80235
720-962-3700 or 1-800-852-6159
FAX: 303-969-6777
TDD: 303-969-6767
E-mail: Denver.Regional.Office@census.gov

**Marilyn A. Sanders, Regional Director**
Chicago Regional Office
1111 W. 22nd Street, Suite 400
Oak Brook, IL 60523-1918
630-288-9200 or 1-800-865-6384
FAX: 630-288-9288
TDD: 708-562-1791
E-mail: Chicago.Regional.Office@census.gov

**George Grandy Jr., Regional Director**
Atlanta Regional Office
101 Marietta Street, NW, Suite 3200
Atlanta, GA 30303-2700
404-730-3832 or 1-800-424-6974
FAX: 404-730-3835
TDD: 404-730-3963
E-mail: Atlanta.Regional.Office@census.gov
5. REGIONAL OFFICES—PARTNERSHIP AREAS

For information about forming local 2020 Census partnerships, please reach out to our staff at the following e-mail addresses:

<table>
<thead>
<tr>
<th>Please contact:</th>
<th>If you reside in:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTA</td>
<td>Alabama, Florida, Georgia, Louisiana, North Carolina, or South Carolina</td>
</tr>
<tr>
<td><a href="mailto:Atlanta.rcc.partnership@2020Census.gov">Atlanta.rcc.partnership@2020Census.gov</a></td>
<td></td>
</tr>
<tr>
<td>CHICAGO</td>
<td>Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, or Wisconsin</td>
</tr>
<tr>
<td><a href="mailto:Chicago.rcc.partnership@2020Census.gov">Chicago.rcc.partnership@2020Census.gov</a></td>
<td></td>
</tr>
<tr>
<td>DALLAS</td>
<td>Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma,</td>
</tr>
<tr>
<td><a href="mailto:Dallas.rcc.partnership@2020Census.gov">Dallas.rcc.partnership@2020Census.gov</a></td>
<td>South Dakota, Texas, Utah, or Wyoming</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>Alaska, California, Hawaii, Idaho, Nevada, Oregon, or Washington</td>
</tr>
<tr>
<td><a href="mailto:Los.Angeles.rcc.partnership@2020Census.gov">Los.Angeles.rcc.partnership@2020Census.gov</a></td>
<td></td>
</tr>
<tr>
<td>NEW YORK</td>
<td>Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode</td>
</tr>
<tr>
<td><a href="mailto:New.York.rcc.partnership@2020Census.gov">New.York.rcc.partnership@2020Census.gov</a></td>
<td>Island, Vermont, or Puerto Rico</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee,</td>
</tr>
<tr>
<td><a href="mailto:Philadelphia.rcc.partnership@2020Census.gov">Philadelphia.rcc.partnership@2020Census.gov</a></td>
<td>Virginia, or West Virginia</td>
</tr>
</tbody>
</table>
### Frequently Asked Questions

**What is the Decennial Census?**

Every 10 years, this federal government conducts a population count of everyone in the United States, based on data from the census. The census provides key facts for distributing federal funds and understanding how to better serve communities.

**Why is it important to me?**

Knowing how many people live in your community affects how Congress represents you. Census data is also used in making important decisions about how to spend federal funds in your area.

**What will I complete the Census?**

The Census will take place in 2020. If you do not complete the 2020 Census, you may receive a letter or phone call asking you to complete it.

**How can I find out?**

Citizens can find out about the 2020 Census through local news media, community meetings, and social media.

**Where can I go to learn more?**

If you have more questions about the 2020 Census, you can visit the website at [http://www2.census.gov/about/partners/general/2020-faqs.pdf](http://www2.census.gov/about/partners/general/2020-faqs.pdf).
Section C. Audience-Specific Resources

1. PARTNERSHIP FACT SHEET: COMMUNITY ORGANIZATIONS

<http://www2.census.gov/about/partners/general/fact-sheet-organizations.pdf>

2. BUSINESS COMMUNITY

Why Your Company Should Become a 2020 Census Official Partner


3. PHILANTHROPIC ORGANIZATIONS

Why Your Foundation Should Become a 2020 Census Official Partner


Contact Us Today!
census.partners@census.gov
census.gov/partners

What is a 2020 Census partner?
As a partner, you have a network of high-level, nonprofit executives, and community leaders sharing a common belief in the importance of the 2020 Census. As a matchmaker, you help organizations find the right partners to ensure a successful 2020 Census.

What does a partner do?
There are few ways to help. These are the best ways that you can help your community.

- Stay current on key developments and issues as they arise
- Provide ongoing support and outreach to help achieve your goal
- Be a leader in your community and encourage others to act in a community and support outreach programs
4. PARTNERSHIP FACT SHEET: SCHOOLS

[Hyperlink to Partnership Fact Sheet: Schools]

5. STATISTICS IN SCHOOLS FACT SHEET

[Hyperlink to Statistics in Schools Fact Sheet]

6. COUNTING YOUNG CHILDREN IN THE 2020 CENSUS

[Hyperlink to Counting Young Children in the 2020 Census]

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**Partnership Fact Sheet: Schools**

The inter-decade population count serves as the basis for distributing federal assistance to schools and educational institutions. Including Title I and the National School Lunch Program, and special education grants to states, will be used to spread the word about the importance of the 2020 Census and help ensure that your students, educators, and community members know the benefits they need.

As a partner providing a powerful network of government resources, research, and community organizations, the Census Bureau is an important part of the U.S. Census population count. A complete count of children in your community means a stronger foundation for the future.

**BENEFITS OF A COMPLETE COUNT**

A complete count of every person living in the United States is important for you and your students, staff, and community members.

- **Vital data** — Accurate data to ensure that your students, staff, and community members benefit from the opportunity to be counted. It helps you ensure that young children and their families receive the resources they need.
- **Focus on education** — Increased educational resources for your students and community members.
- **Focus on opportunities** — Increased opportunities for your students and community members.
- **Focus on health** — Increased health resources for your students and community members.

**WHAT MEANS TO BE A 2020 CENSUS PARTNER**

As a partner, you will help spread the word about the importance of the 2020 Census and help ensure that your students, staff, and community members know the benefits they need.

- **Focus on education** — Increased educational resources for your students and community members.
- **Focus on opportunities** — Increased opportunities for your students and community members.
- **Focus on health** — Increased health resources for your students and community members.

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**Counting Young Children in the 2020 Census**

Counting every young child, every once, and in the right place is essential to counting the young, the working-age youth, and the older population. Counting every young child, every once, and in the right place will help ensure that young children are counted and that you can help ensure that you and your students, staff, and community members know the benefits they need.

**How can I help?**

- **Encourage your community to participate in the 2020 Census**
- **Focus on education** — Increased educational resources for your students and community members.
- **Focus on opportunities** — Increased opportunities for your students and community members.
- **Focus on health** — Increased health resources for your students and community members.

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[Image of a child reading a book]
7. 2020 CENSUS RECRUITMENT TOOLKIT
<www.census.gov/content/dam/2020census/partners/toolkit/2020-recruitment-toolkit-v9.pdf>

8. DIVERSITY AND INCLUSION: BUILDING A BETTER WORKPLACE

The Census Bureau is committed to attracting, developing, and retaining a diverse world-class workforce that reflects the population we serve and measure.

Diversity is defined as all of the ways in which we differ. Among these dimensions are age, sex, mental/physical abilities and characteristics, race, ethnic heritage, sexual orientation, communications style, organizational role and level, first language, religion, income, work experience, military experience, geographic location, education, work style, and family status. Effectively, managing diversity means including people with differences in the design and implementation of programs and valuing their contributions.

The Diversity Programs Office is the place where employees can find experienced staff strongly committed to building a more diverse and inclusive workplace. You may contact us at:

Diversity and Inclusion Office
301-763-8311
DIO.diversity.office@census.gov
Section D. 2020 Census Research, Operational Plans, and Oversight—Guides and Toolkits

1. CENSUS TYPE OF ENUMERATION AREA (TEA)


![2020 Census Type of Enumeration Area (TEA)](image)

2. HOW THE 2020 CENSUS WILL INVITE EVERYONE TO RESPOND


![How the 2020 Census will invite everyone to respond](image)

3. RESPONSE OUTREACH AREA MAPPER—ROAM

<www.census.gov/roam>

![Response Outreach Area Mapper (ROAM)](image)

How do I use ROAM?

• Follow the links to find out how to use ROAM.
• Go to the Home page, or the Theme page, or the Search page.
• Click on the links to get started

LOW RESPONSE SCORE

The Low Response Score (LRS) is a metric developed by the Census Bureau to monitor the percentage of households who will not be enumerated in the 2020 Census. The LRS is similar to the Census Bureau’s Mapping Database.

Where the LRS is applied, census tracts are divided by the LRS. The Census Bureau monitors the LRS to identify areas with lower than expected census counts. If the LRS is found to be lower than expected, the Census Bureau will identify areas that need more attention to improve the enumeration.

PLANNING DATABASE

The Planning Database contains a range of housing, demographic, economic, and census characteristics that can be used for planning and economic planning. It contains data on the current and past demographics of the United States, as well as data on the current and past economic conditions of the United States. The Planning Database is used to identify areas with higher than expected census counts. The Planning Database is used to identify areas with lower than expected census counts. The Planning Database is used to identify areas with lower than expected census counts.
4. **HOW LIKELY WOULD YOU BE TO FILL OUT THE CENSUS FORM?**


5. **2020 CENSUS: COUNTING EVERYONE ONCE, ONLY ONCE, AND IN THE RIGHT PLACE**

A Design for Hard to Count Populations

Section E. Respondent Advocate Services

Every day, a small number of businesses and households receive a census or a survey from the Census Bureau. To address the issues raised by those we ask to participate in our censuses or surveys, the Census Bureau created the Office of the Respondent Advocate.

If your constituents have issues with a survey they received from the Census Bureau or concerns about their interaction with one of our representatives, the Respondent Advocate will work directly with them to resolve those issues.

The Respondent Advocate listens to the constituent’s feedback and shares it directly with those who manage our surveys. Based on their input, we work to improve the processes and procedures that affect the businesses and people we ask to participate in our surveys.

The Census Bureau depends on the cooperation and participation of the public in order to produce high-quality, statistical information about the people and economy of the United States—information that the nation depends on.

Responses to the questions we ask in a survey are only used to produce statistics. All responses are confidential. We never identify a business or household.

If you are a staff member of a state, county or local municipal office who has been contacted by a constituent about one of our surveys, we can assist you as well.

Tom Edwards

Tom Edwards and Ruth Chan are the Respondent Advocates for Household Surveys including the American Community Survey and many others. You can reach Tom or Ruth at 888-609-0563 or at <respondent-advocate@census.gov>.

Nishea Quash

Nishea Quash is the Respondent Advocate for the Business and Economic Surveys including the Economic Census, Service Annual Survey, and many others. You can reach Nishea at 888-609-0563 or at <respondent-advocate@census.gov>.

If you have ideas, suggestions, or specific concerns about our interaction with you, please contact us so we can assist you.
WE WOULD LIKE TO HEAR FROM YOU!

For more information on topics covered in this toolkit, please contact the Intergovernmental Affairs Office at 301-763-6100 or e-mail <ocia.iao@census.gov>.