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

Jeff T. Behler  
Regional Director  
New York Regional Census Center

# U.S. Census Bureau

**Largest statistical agency in the U.S.**

**Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau Surveys and Programs**

- Demographic Programs
  - Decennial Census
  - American Community Survey
  - Current Population Survey
  - American Housing Survey
- Economic Programs
  - Economic Census (Years ending in 2 & 7)
  - Census of Governments (Years ending in 2 & 7)

# Survey Awareness

- Are you in a Census Bureau Survey?
  - <https://census.gov/programs-surveys/surveyhelp.html>
- Address Canvassing – 2020 Census In Field Operation
  - Census Employees are working to update Census maps, using laptop computers in many communities across the country
  - August – October 2019
- Report Suspected Fraud to [1-800-923-8282](tel:1-800-923-8282)
  - You can also visit: <https://2020census.gov/en/avoiding-fraud.html>



## How to verify a mailing is from the Census Bureau

If you receive a survey or a letter in the mail from the Census Bureau, the envelope contains certain information that will help you verify its legitimacy.



## How to identify a Census Bureau field representative

If you are visited by someone from the Census Bureau, here are some ways to verify the individual is a Census Bureau employee.



## How to identify a phone call from the Census Bureau

If your address was selected to be in a survey, we may call you to participate.



# 2020 Census Jobs

Earn extra income while helping your community.

## **Positions**

Enumerators - \$22 - \$27.50

Recruiting Assistants - \$24 - \$30.50

Census Field Supervisors - \$24 - \$30.50

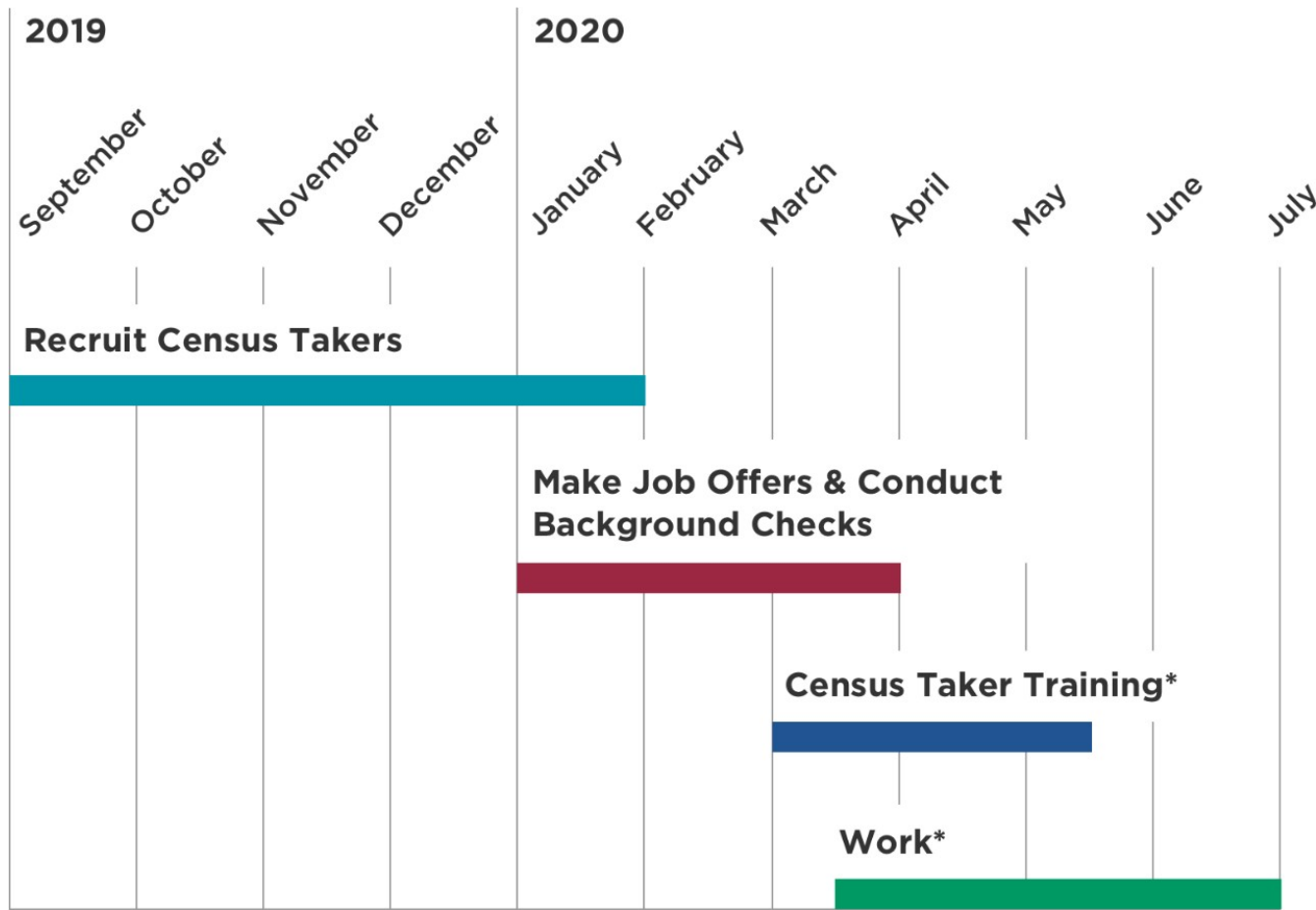
Office Operations Supervisor - \$23.50 - \$29

**Apply now at <https://2020census.gov/jobs>**

There are a limited number of office manager positions remaining in our field offices. Interested applicants should apply through [www.USAJobs.gov](http://www.USAJobs.gov)

# Recruiting

2020 MA Recruiting Goal:  
54,044



County	Number Recruited	Goal	% To Goal
Barnstable County	1,236	2,637	46.87%
Berkshire County	682	833	81.87%
Bristol County	2,128	5,327	39.95%
Dukes County	135	449	30.07%
Essex County	3,445	5,483	62.83%
Franklin County	357	372	95.97%
Hampden County	2,053	3,707	55.38%
Hampshire County	728	1,635	44.53%
Middlesex County	5,254	10,470	50.18%
Nantucket County	58	229	25.33%
Norfolk County	2,862	4,892	58.50%
Plymouth County	1,640	3,677	44.60%
Suffolk County	4,240	8,420	50.36%
Worcester County	2,591	5,913	43.82%

# Field Operations

Decennial Milestones		
Operation	Start	Finish
Group Quarters Advance Contact	2/3/2020	3/6/2020
Service Based Enumeration	3/30/2020	4/1/2020
Group Quarters Enumeration	4/1/2020	6/12/2020
Enumeration at Transitory Locations	4/9/2020	5/4/2020
Early Non Response Follow Up	4/9/2020	7/24/2020
Non Response Follow Up	5/13/2020	7/24/2020

## 2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a serious federal crime. **Violators are subject to** severe penalties, including a federal prison sentence of up to **five years, a fine of up to \$250,000, or both.**

# 2020 Census – It Is Easy

- Four ways to respond in 2020
  - Online
  - Phone
  - Paper
  - Personal Visit by Census Employee
- Name, age, DOB, race and origin, Hispanic origin, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

## **We will never ask for:**

- Your full social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your full bank or credit card account numbers.



# Language Support

LANGUAGE SUPPORT ONLINE, BY PHONE, BY MAIL, AS WELL AS ADVERTISING

**12 languages  
(in addition to English):**

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

**99%**

English plus these 12 languages cover 99% of all U.S. households.



# Overview of Non-English Language Support

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card	Paper Questionnaire & Mailing Materials																																																												
<p><b>12 Non-English Languages</b></p> <p>Respondents will be able to toggle between the languages within the instrument.</p> <ul style="list-style-type: none"> <li>Spanish</li> <li>Chinese</li> <li>Vietnamese</li> <li>Korean</li> <li>Russian</li> <li>Arabic</li> <li>Tagalog</li> <li>Polish</li> <li>French</li> <li>Haitian Creole</li> <li>Portuguese</li> <li>Japanese</li> </ul>	<p><b>12 Non-English Languages</b></p> <p>There is a separate phone number for each language. This information is included in the mailing materials.</p> <ul style="list-style-type: none"> <li>Spanish</li> <li>Chinese (Mandarin and Cantonese)</li> <li>Vietnamese</li> <li>Korean</li> <li>Russian</li> <li>Arabic</li> <li>Tagalog</li> <li>Polish</li> <li>French</li> <li>Haitian Creole</li> <li>Portuguese</li> <li>Japanese</li> </ul>	<p><b>59 Non-English Languages</b></p> <p>Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i></p> <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td>Spanish</td> <td>Italian</td> <td>Khmer</td> <td>Tamil</td> <td>Croatian</td> </tr> <tr> <td>Chinese</td> <td>Farsi</td> <td>Nepali</td> <td>Navajo</td> <td>Bulgarian</td> </tr> <tr> <td>Vietnamese</td> <td>German</td> <td>Urdu</td> <td>Hungarian</td> <td>Twi</td> </tr> <tr> <td>Korean</td> <td>Armenian</td> <td>Romanian</td> <td>Hebrew</td> <td>Lithuanian</td> </tr> <tr> <td>Russian</td> <td>Hindi</td> <td>Telugu</td> <td>Malayalam</td> <td>Yoruba</td> </tr> <tr> <td>Arabic</td> <td>Ukrainian</td> <td>Burmese</td> <td>Swahili</td> <td>Czech</td> </tr> <tr> <td>Tagalog</td> <td>Bengali</td> <td>Punjabi</td> <td>Yiddish</td> <td>Igbo</td> </tr> <tr> <td>Polish</td> <td>Greek</td> <td>Lao</td> <td>Indonesian</td> <td>Marathi</td> </tr> <tr> <td>French</td> <td>Amharic</td> <td>Hmong</td> <td>Serbian</td> <td>Sinhala</td> </tr> <tr> <td>Haitian Creole</td> <td>Somali</td> <td>Albanian</td> <td>Tigrinya</td> <td>Slovak</td> </tr> <tr> <td>Portuguese</td> <td>Thai</td> <td>Turkish</td> <td>Ilocano</td> <td>American</td> </tr> <tr> <td>Japanese</td> <td>Gujarati</td> <td>Bosnian</td> <td>Dutch</td> <td>Sign Language</td> </tr> </table>	Spanish	Italian	Khmer	Tamil	Croatian	Chinese	Farsi	Nepali	Navajo	Bulgarian	Vietnamese	German	Urdu	Hungarian	Twi	Korean	Armenian	Romanian	Hebrew	Lithuanian	Russian	Hindi	Telugu	Malayalam	Yoruba	Arabic	Ukrainian	Burmese	Swahili	Czech	Tagalog	Bengali	Punjabi	Yiddish	Igbo	Polish	Greek	Lao	Indonesian	Marathi	French	Amharic	Hmong	Serbian	Sinhala	Haitian Creole	Somali	Albanian	Tigrinya	Slovak	Portuguese	Thai	Turkish	Ilocano	American	Japanese	Gujarati	Bosnian	Dutch	Sign Language	<p><b>Spanish</b></p> <p>Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.</p> <p>Mailings will include instructions on responding via Internet or phone in 12 non-English languages.</p> <p><b>During Nonresponse Followup enumerators use:</b></p> <ul style="list-style-type: none"> <li>• A bilingual handheld instrument (English/Spanish)</li> <li>• Bilingual materials (English/Spanish)</li> <li>• Instructions to respond online or by phone in 12 non-English languages</li> <li>• Language Identification Card</li> </ul>
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# 2020 Census – It Is Important

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of **\$675 billion dollars in federal funding**
- Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, S-CHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes

**Provides population benchmarks for nearly every other United States survey**

# 2020 Census Partners

<https://2020census.gov/en/partners.html>

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2020

# 2020 Census Partners Website

## Language Guides

<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>

## ISR Video

[https://youtu.be/fXg1\\_1HHKzA](https://youtu.be/fXg1_1HHKzA)

## PSA Toolkit

<https://2020census.gov/en/partners/psa-toolkit.html>

## Sample Intro Letter

<https://www.census.gov/content/dam/Census/newsroom/press-kits/2019/2020-informational-invitation-letter.pdf>

# Additional Updates

## Mobile Questionnaire Assistance

## Media Buys

<https://www.census.gov/about/business-opportunities/opportunities/2020-opp/2020-census-paid-media.html>

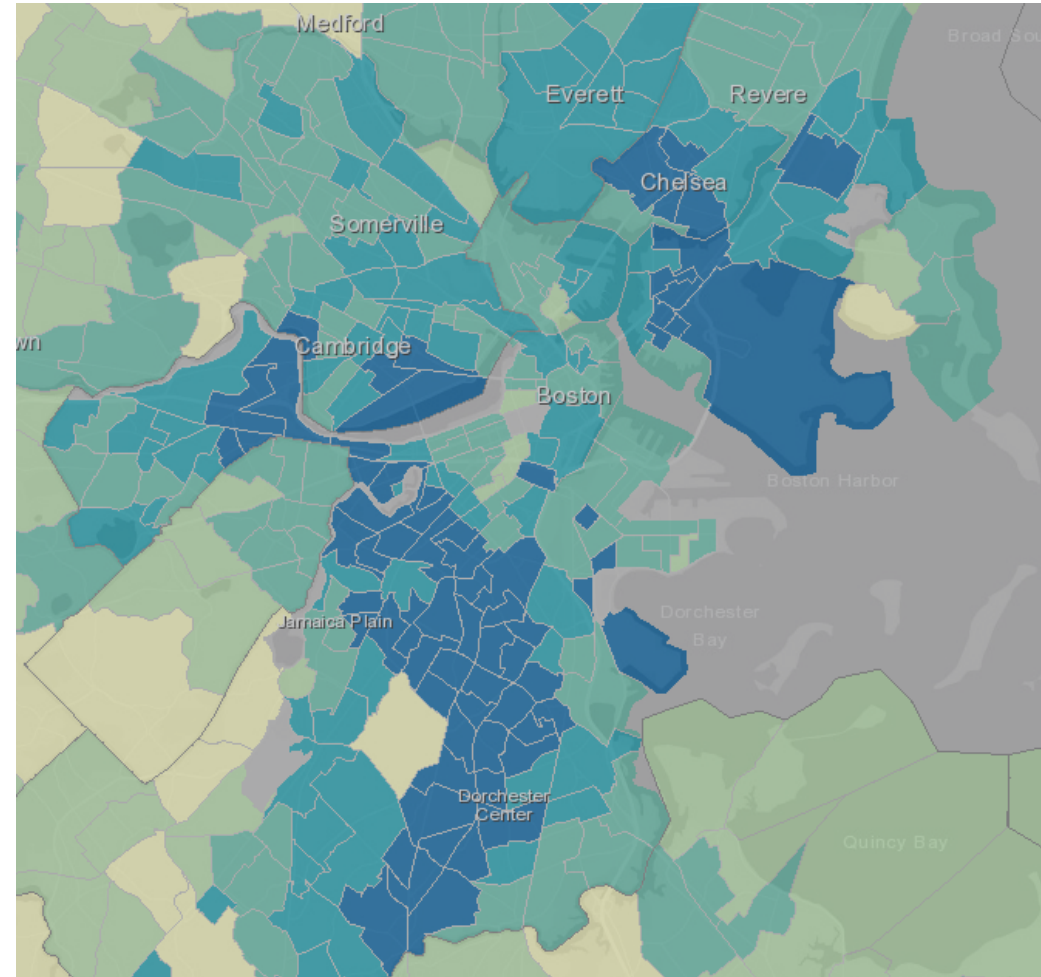
## Statistics in Schools Week

March 2 – March 6

# Response Outreach Area Mapper (ROAM)

[www.census.gov/roam](http://www.census.gov/roam)

- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census tracts are harder to survey than lighter census tracts



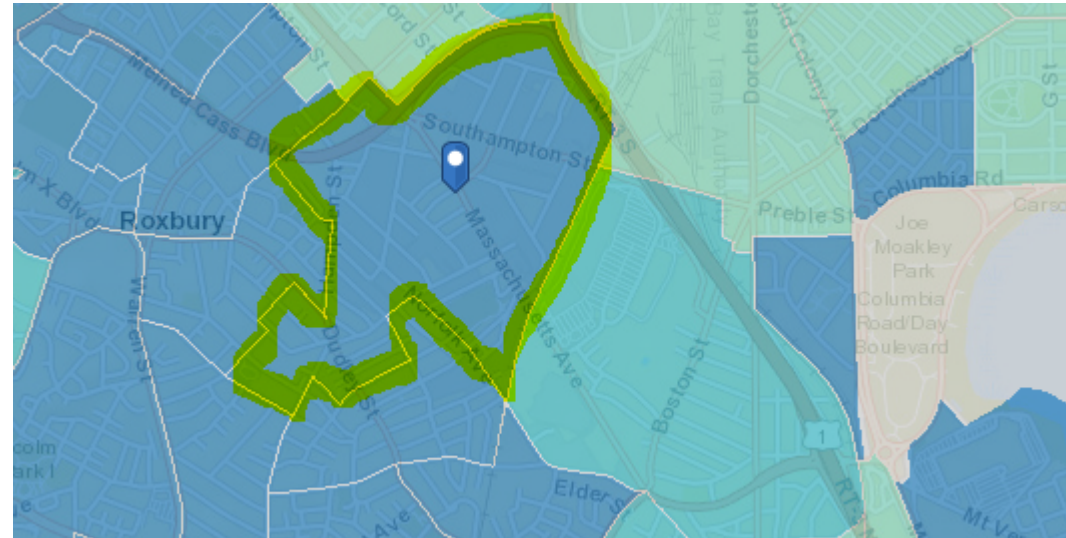
# Response Outreach Area Mapper (ROAM)

Census Tract 801  
Suffolk County, Massachusetts

**Low Response Score (%): 33.7**

2013- 2017 ACS 5-year estimates

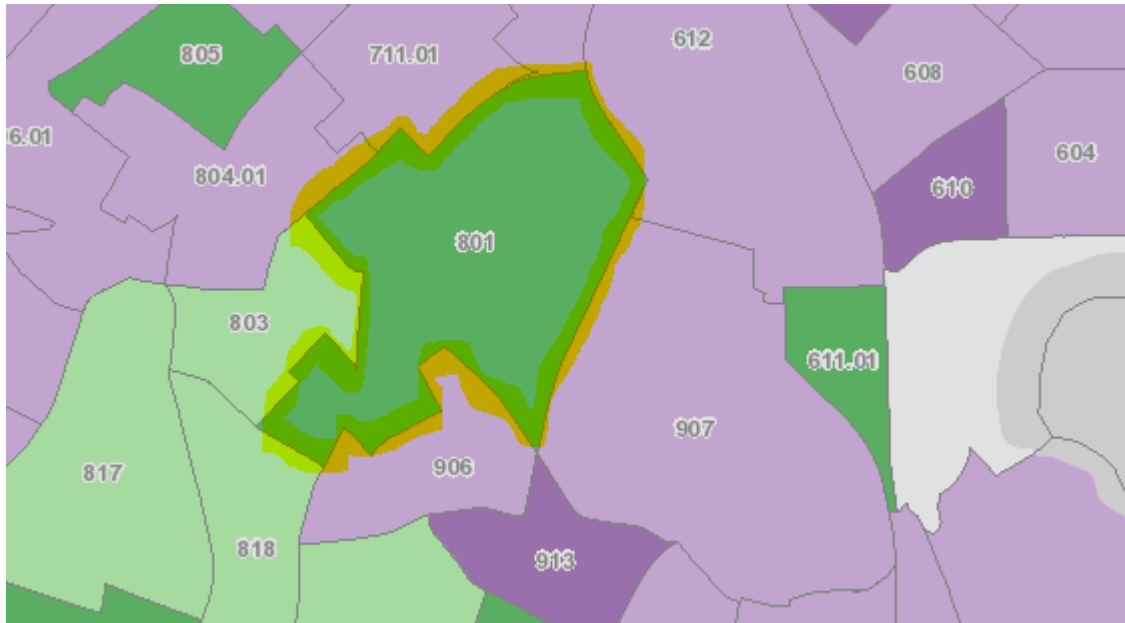
ACS Self-Response Rate: 25.0  
Total Population: 2,724  
Median Household Income (\$): 31,220  
Median Age: 33.1  
Population Under 5 (%): 3.74  
Population 18-24 (%): 14.21  
Population 65 and Over (%): 7.49  
Persons Below Poverty Level (%): 24.75  
Children Under 18 Living in Poverty (%): 33.56  
School Enrolled Children Age 3 and 4 (%):  
Not High School Graduate (%): 28.66  
No Health Insurance Under 19 (%): 1.35  
No Health Insurance Age 19-64 (%): 2.51  
No Health Insurance Age 65 and Over (%): 8.85  
Non-Hispanic, Black (%): 44.97  
Non-Hispanic, White (%): 15.09  
Hispanic (%): 32.38  
American Indian or Alaska Native (%): 0.18  
Asian (%): 0.92  
Native Hawaiian or Other Pacific Islander (%): 0.00  
Some Other Race (%): 6.09  
Foreign Born (%): 29.11  
No One in Household Age 14+ Speaks English "Very Well" (%): 23.76  
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 10.18  
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.65  
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.57



Total Housing Units: 810  
Total Occupied Housing Units: 724  
Renter Occupied Housing Units (%): 72.10  
Married Couple Households with Child Under 18 (%): 37.39  
Family Occupied Housing Units with Related Children Under 6 (%): 21.58  
Population 1+ Who Moved From Another Residence Within the Last Year (%): 29.20  
Vacant Housing Units (%): 10.62  
Multi-Unit (10+) Housing (%): 8.52  
Households with No Computing Device (%): 14.92  
Households with Computer (%): 70.30  
Households with Only Smartphone (%): 10.36  
**Households with No Internet Access (%): 15.61**  
Households with Broadband Internet Access (%): 64.92  
Population with No Computing Device (%): 10.35  
Population with Broadband Internet and Computing Device (%): 78.72



# 2020 Census: Mail Contact Strategies Viewer



Housing Unit Percent Total	Mail Contact Strategy
72.6%	Internet First, English
5.7%	Internet First, Bilingual
18.1%	Internet Choice, English
3.7%	Internet Choice, Bilingual

## WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

# Data Dissemination Program

- Free Resource to YOU
- Opportunities to teach the public how to access our data
  - Data Presentations
  - Data Access Workshops and Training Sessions
  - Webinars
  - Data and Survey Inquiries
- All tools and data available at [www.census.gov](http://www.census.gov)
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap

Subscribe and learn more:  
[www.census.gov/academy](http://www.census.gov/academy)

# Connect With Us

[www.2020census.gov](http://www.2020census.gov)



[facebook.com/uscensusbureau](https://facebook.com/uscensusbureau)



[twitter.com/uscensusbureau](https://twitter.com/uscensusbureau)



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)

# Contact Us

## Partnership Program

Phone: (212) 882-2130

Email: [new.york.rcc.partnership@2020census.gov](mailto:new.york.rcc.partnership@2020census.gov)

Website: <https://www.census.gov/partners/2020.html>

## Census Jobs

Field & Office Job Opportunities

Website: [www.2020census.gov/jobs](http://www.2020census.gov/jobs)

Office Managerial Job Opportunities

Website: [www.usajobs.gov](http://www.usajobs.gov)

Website: [www.census.gov/about/regions/new-york/jobs.html](http://www.census.gov/about/regions/new-york/jobs.html)

## Data Dissemination Program

Email: [census.askdata@census.gov](mailto:census.askdata@census.gov)

Phone: 1-844-ASK-DATA

Website: [www.census.gov/data/training-workshops.html](http://www.census.gov/data/training-workshops.html)