Monthly Webinar Series

Previous Webinars:
Agenda

• Overview of CountUsIn2020.org
• Census 101, QACs, and Field Guidance
• Libraries and the Census
• Q&A
Visit our new census website for our resources, partner resources, press releases, latest news, social media, and more!

Everyone counts.

There’s power in being counted.

Learn More
Questions About the Census?

Call our census language hotline for answers to your questions in English, Mandarin (普通話/普通话), Cantonese (廣東話/广东话), Korean (한국어), Vietnamese (tiếng Việt), Tagalog, Urdu (اردو), Hindi (हिंदी), and Bengali/Bangla (বাংলা)

844-2020-API or 844-202-0274
Staffed live 8:30 AM to 8:30 PM Eastern Time

www.CountUsIn2020.org/hotline
An Le
2020 Census Statewide Network Manager
Asian Americans Advancing Justice – Asian Law Caucus
Run-Through

- The questionnaire and ways to complete it
- Do’s and Don’ts on how to provide assistance
- Frequently Asked Questions
2020 Census Sample Paper Form

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.
- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:
- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:
- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark [x] all that apply.
- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark [☐] ONE box.
- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]
### Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

- **What is Person 1’s name?**
  - Print name below:
  - First Name:
  - Last Name(s):

6. What is Person 1’s sex?

- Male
- Female

7. What is Person 1’s age and what is Person 1’s date of birth?

- Age on April 1, 2020:
  - Print numbers in boxes:
  - Month:
  - Day:
  - Year of birth:

- **NOTE:** Please answer BOTH Question 6 and Question 7 about race. For this Census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican-American, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.:

9. What is Person 1’s race?

- Mark one or more boxes AND print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.:
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somal, etc.:
- American Indian or Alaska Native – Print, name of specific or principal tribe, for example, Navajo Nation, Blackfeet Tribe, Mayan Aztec, Native Village of Venice, Native Traditional Government, Native Dakota Confluence, etc.:
- Chinese
- Filipino
- Asian Indian
- Korean
- Japanese
- Other Asian – Print, for example, Pakistani, Cambodian, Mongol, etc.:
- Native Hawaiian
- Samoan
- Chamorro
- Some other race – Print race or origin:

If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.
Census Bureau Operations Timeline: Self-Response

<table>
<thead>
<tr>
<th>Self-Response Phase: March 12– April 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between March 12 – 20</td>
</tr>
<tr>
<td>For households that do not respond:</td>
</tr>
<tr>
<td>Between March 16 – 24</td>
</tr>
<tr>
<td>Between March 26 – April 3</td>
</tr>
<tr>
<td>Between April 8 – 16</td>
</tr>
<tr>
<td>Between April 20 – 27</td>
</tr>
</tbody>
</table>
How to Self-Respond

• Online (available with translations into 12 languages, including Chinese (Simplified), Japanese, Korean, Tagalog, and Vietnamese)
• Paper (available only in English and Spanish; only 20% will receive a paper form in the first mailing)
• By Phone (available in 12 languages, including Chinese (Mandarin and Cantonese), Japanese, Korean, Tagalog, and Vietnamese)

Community organizations can now begin scheduling with Census Bureau Partnership Specialists to arrange for Mobile Questionnaire Assistance (MQA) at a particular location where hard-to-count communities gather. MQA operations start late March.
Non-ID Response

- Households can respond online or by telephone even if they do not have their unique ID number.
- Paper questionnaires have barcode on every page to tie them to specific address.

When to use:
- Your household did not receive any census materials by mail or in person.
- You lost or misplaced your census form.
- Your household responded but left you off the form.

NOTE: People cannot get a paper form by calling the Census Bureau.
Census Bureau Operations Timeline: Non-Response Follow-Up (NRFU)

Non-Response Follow-Up Phase: May 13 - July 31

- Households that do not self-respond will be visited by a Census taker to be counted in person.
- Households that self-respond after April 30 will be removed from NRFU case-load in “real time.”
- Households can continue to self-respond through July 31st.
Where to Find Resources

Asian language resources


Pacific Islander language resources

In partnership with Empowering Pacific Islander Communities, factsheets are tailored for the Native Hawaiian and Pacific Islander community and translated into 8 languages: Chamorro, Chuukese, Hawaiian, Marshallese, Palauan, Samoan, Tongan, and Vakaviti.

Translated factsheets, as well as additional resources for the AANHPI community, can be found at www.CountUsIn2020.org.
Where to Find Resources

Spanish language resources

NALEO has produced Spanish factsheets and resources that can be found at https://hagasecontar.org/resources.

Arabic language resources

The YallaCountMeIn 2020 Census campaign is creating materials in Arabic language to be shared online. The campaign’s bilingual Arabic and English website at www.YallaCountMeIn.org provides a way for non-proficient English speakers a way to engage in the campaign and get information that is necessary to encourage them to Get out the Count in 2020.
General Guidance: Outreach

DO

• Make it clear that you do not work for the Census Bureau
• Highlight the benefits of census participation
• Address questions and concerns people have about responding to the census
• Tell people how and when they can respond to the census
• Point people to the Language Assistance Guides, if needed
• Encourage people to respond in March and April but clarify they can respond through July

DON’T

• Guess the answer to a question if you are not sure of the answer
General Guidance: Assistance

DO

• Make it clear that you are not a Census Bureau employee
• Encourage people to respond on their own. Highlight phone options and Language Assistance Guides
• Provide assistance if it is necessary for someone to be able to complete the census. Help people enter their response only if they cannot do so on their own
• Explain: “Once the Census Bureau receives your response, it is completely confidential. I do not work for the Census Bureau, but I also will keep your response private.”
• Ask the respondent each question and help them enter the response they have given, question by question
• Respect the confidentiality of respondents (do not share with other staff/volunteers, keep your voice low when providing assistance)
DON’T

• Use your own knowledge or beliefs about the respondent to fill out the form for them
• Gather information from a respondent to enter it later into the form
• Collect or retain response information outside of the questionnaire
• Tell people what to enter in the questionnaire – they should make their own decision about their response
• Guess the answer to a question from a community member if you are not sure of the answer
I'm undocumented/her on a visa. Should I be counted?

Yes. As long as you are living most of the time at a residence in the U.S., you should be counted at that residence. People who should be counted include non-citizens, foreign students in the U.S. on student visas, and other foreign citizens who reside in the U.S. on Census Day, April 1. But those that are here on vacation or on a business trip should not be counted.

Who should I include on the form? How about my child or my parent who lives with me part-time?

You should include everyone living at your address when you respond to the census. This includes roommates, tenants, and family members – anyone who lives and sleeps at that address most of the time. But if you can’t determine where they live most of the time, they should be counted where they are staying on Census Day, April 1. This includes children in shared custody, or other arrangements, who live at more than one residence.
Some Frequently Asked Questions

I'm not sure if my landlord, roommate, or family responded, what should I do?

If you are unsure whether or not someone at your residence submitted a census form, you should submit a response on your own and include everyone living at your address. The Census Bureau has processes in place to resolve duplicate responses.

If I forgot to include someone, can I add them later?

If you made a mistake on your online form, you cannot re-open it to make changes. To fix your mistake, you should submit a new, complete, and accurate form. Don’t worry about submitting duplicates – the Census Bureau will resolve it if there are duplicate responses for an address.

I don’t have a permanent address. How can I be counted?

You can respond online and enter in an address, intersection, or public place where you sleep most of the time. If there is no place where you sleep most of the time, you can enter the location where you will be on April 1, 2020.
Some Frequently Asked Questions

How is my response used?

Your census response can only be used to create general information about the population like how many people live in your city and statistics about age, gender, and race. The Census Bureau cannot share information about you as an individual. The Census Bureau cannot share your personal information with any other government agencies or with the public.

How do I know my answer will be confidential?

By law, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to immigration or law enforcement agencies. The law also states that the information collected may only be used for statistical purposes. All Census Bureau staff are bound for life to protect your personal information. If they violate this, they will face a penalty of up to $250,000 and/or up to five years in prison.

I heard that DHS shares information with the Census Bureau. Will DHS see my census information?

No. The Census Bureau collects information from other government agencies, but the Census Bureau cannot share anything in return. Even DHS and other parts of the government are not allowed to see your responses to the census.
Ana Ndumu
Assistant Professor at the University of Maryland
College of Information Studies
Everyone should respond to the census.
WHAT EVERYONE SHOULD KNOW ABOUT 2020

Once a decade, America comes together to participate in the decennial census, creating national awareness of the census and statistics. This census provides the basis for reapportioning Congressional seats, redistricting, and distributing billions of dollars in federal funding to support your state, county, and community’s vital programs.

We included a printable version of "Census 101" fast facts to share with your community on pages 18-19.

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

It’s about fair representation.
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

It’s in the Constitution.
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

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

Your data are confidential.
Federal law protects your census responses. Your answers can only be used to produce statistics.

It means $675 billion.
Census data determine how more than $675 billion are spent, supporting your state, county and community’s vital programs.
What Makes Populations HT&C?

Populations can be Hard-to-:
Locate L Persuade P
Contact C Interview I

Frequently HT&C Populations
- Complex Households
- Young Children
- Access-Controlled Properties
- Anti-Government
- Short-Term Renters
- Migrants and Minorities
- Dense Urban Areas
- Informal Settlements - Housing
- Remote and Rural
- Homelessness
- Disasters
- Institutions
- Seafarers and Fishers
- Nomadic and Transitory
- Age, Languages, and Disabilities
- Limited Connectivity

Which Strategies Can be Effective?
- Staff Training
- Design and Accomodation
- Special Programs
- Outreach and Partnerships

Source: U.S. Census Bureau
**Hard to Count Map**

[https://www.censusardtocountmaps2020.us/](https://www.censusardtocountmaps2020.us/)

**Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census**

You can use the map to:

Learn how the Census Bureau will be contacting households in your community to invite them to participate in the 2020 Census.

In 2020 the Census Bureau will be sending mailings and hand-delivering census packets across the country with information for householders to fill out the 2020 census form. Some households in rural areas will be counted directly in-person.

The HTC 2020 map combines data from multiple Census Bureau sources to show all these contact strategies on the map, so census stakeholders can inform local residents what to expect in 2020.

Click on the map for statistics by tract, county, or state on the share of households receiving each type of mailing.

When the toggle below is On, the map shows how each community will be contacted by the Census Bureau in 2020. When it's Off, the map shows HTC tracts across the country.
Key Dates *varies in some areas

- **March 12-20:** First 2020 Census mailings; reminders follow
- **March 12:** Online & phone response options open
- **April 8-16:** Paper questionnaires mailed to non-respondents
- **April 20-27:** Last reminder mailing
- **May 13:** Household visits begin
- **July 31:** Online & phone response options close
ALA Resources

Responding to the 2020 Census: bit.ly/LibRespondCensus
Programming, Outreach, & Partnerships: bit.ly/LibCensusOutreach


PLA Conference: Feb. 28, 3:30 pm

additional resources at ala.org/census
Broward County Libraries, Florida
Outreach to Immigrant Communities

Counted ✅
National Forum on Libraries, Census 2020, & New Americans

[Image of event with group photo and session activities]
Counted In
National Forum on Libraries, Census 2020, & New Americans
Libraries Encouraging Census Participation Among New Americans

Overview of Census 2020
Library Marketing Materials & Training
ALA Census 2020 Outreach
Library-Community Partnerships
Census Efforts By State
Project Assessment [Available June 1]

@GoCountedIn
FB: Counted In Libraries 2020
Email: countedinproject@gmail.com
IMMIGRANTS MATTER.
IMMIGRANTS COUNT.
CENSUS 2020 + YOUR LIBRARY

Learn how to
- Shape your future.
- Represent your community.
- Strengthen your family.

IMMIGRANTS MATTER.
IMMIGRANTS COUNT.
CENSUS 2020 + YOUR LIBRARY

Learn how to
- Shape your future.
- Represent your community.
- Strengthen your family.
Additional Census Outreach Material

I count, you count, we all count in the 2020 Census.

Shape the future for our families and communities.

Count everyone in your home to shape the future.

They count on you to help shape their future.

Check out a book. Then respond to the 2020 Census.

Tu trabajo cuenta mucho y tú también.
QUESTIONS?
An Le  
**2020 Census Statewide Network Manager, Asian Americans Advancing Justice – Asian Law Caucus**  
anl@advancingjustice-alc.org

Dr. Ana Ndumu  
**Assistant Professor at the University of Maryland College of Information Studies**  
andumu@umd.edu

Terry Ao Minnis  
**Director of Census and Voting Programs, Asian Americans Advancing Justice | AAJC**

Bessie Chan-Smitham  
**Assistant Director of Community Engagement, Asian Americans Advancing Justice | AAJC**

Raima Roy  
**Program Associate, Census and Civic Engagement, Asian Americans Advancing Justice | AAJC**  
Census@advancingjustice-aajc.org
Upcoming Webinars

Future Webinars (schedule subject to change):
- Census Mailing Operations & Self Response – March 4
- NRFU - April
- NRFU Part 2 - May
- Census: Next Steps and Post – Enumeration - June