



ASIAN AMERICANS
**ADVANCING
JUSTICE**

PREPARED FOR:

Webinar on Questionnaire Assistance Centers and Libraries

Asian Americans Advancing Justice

Monthly Webinar Series

Previous Webinars:

- December: **Engaging K-12 Students/Teachers on the 2020 Census:** <https://bit.ly/2S4YCON>
- October: **Engaging College Students on the 2020 Census** <https://bit.ly/2QHsbkt>
- September: **Census & Data** <https://bit.ly/2ozGlwO>
- August: **Organizing, Engagement, and Census Bureau and Partnerships**
<https://bit.ly/2zalbal>
- June: **Citizenship Question – Next Steps** <https://bit.ly/30lxaYz>
- May: **Digital Tools – Hard to Count Map** <http://bit.ly/2lcohyQ>
- April: **Engaging the LGBTQ AANHPI Community** <https://bit.ly/2Hy27bq>
- March: **Fundraising** <https://bit.ly/2DIGl8i>
- March: **Digital Tools – CommunityConnect Labs** <https://bit.ly/2HOvpD6>
- February: **Engaging the AANHPI Faith Community** <https://bit.ly/2HueDcX>
- November: **The Race Question** <https://bit.ly/2U1GXpN>
- October: **Communications – Messaging Deep Dive** <https://bit.ly/2Fq512S>
- September: **How are People Counted in the Census?** <https://bit.ly/2Prvr81>
- August: **Census FAQs** <https://bit.ly/2zb6jsk>

Agenda

- Overview of CountUsIn2020.org
- Census 101, QACs, and Field Guidance
- Libraries and the Census
- Q&A

www.CountUsIn2020.org

Visit our new *census website* for our resources, partner resources, press releases, latest news, social media, and more!

Count Us In 2020

[About](#) [Blog](#) [Latest News](#) [Resources](#) [Contact](#)

TAKE ACTION



Everyone counts.

There's power in being counted.

Learn More



ASIAN AMERICANS ADVANCING JUSTICE

Census Language Hotline

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 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

- -

2020 Census Sample Paper Form

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 MI

Last Name(s)

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 Print numbers in boxes.

_____ years Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 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 Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. z

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. z

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. z

American Indian or Alaska Native – Print, name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional Government, Nome Eskimo Community, etc. z

Chinese Vietnamese Native Hawaiian

Filipino Korean Samoan

Asian Indian Japanese Chamorro

Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. z

Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. z

Some other race – Print race or origin. z

→ 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

Self-Response Phase: March 12– April 30

Between March 12 – 20	First mailing of invitation to respond online (some households will receive paper questionnaires in the first mailing). Invitation will include a unique ID to complete the form.
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For households that do not respond:

Between March 16 – 24	Reminder letter mailed
Between March 26 – April 3	Reminder postcard mailed
Between April 8 – 16	Reminder letter and paper questionnaire mailed
Between April 20 – 27	Final reminder postcard mailed before enumerator visits begin on May 13

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

Asian Americans Advancing Justice has produced GOTC resources in 15 Asian languages: Chinese - Simplified, Chinese - Traditional , Gujarati, Hindi, Hmong, Japanese, Khmer, Korean, Lao, Nepali, Punjabi, Tagalog, Thai, Urdu, and Vietnamese.

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)

General Guidance: 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

Some Frequently Asked Questions

I'm undocumented/here 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*



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.



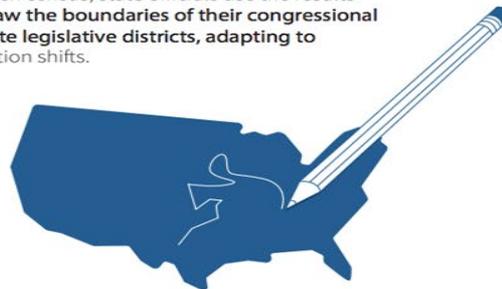
Your data are confidential.

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

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.

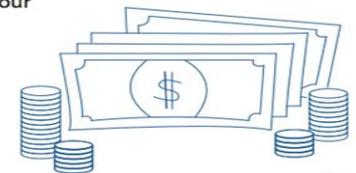
It's about redistricting.

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

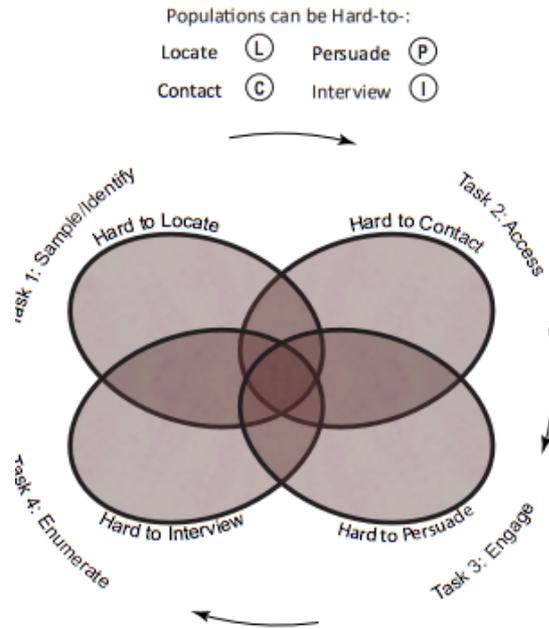


It means \$675 billion.

Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



What Makes Populations HTC?



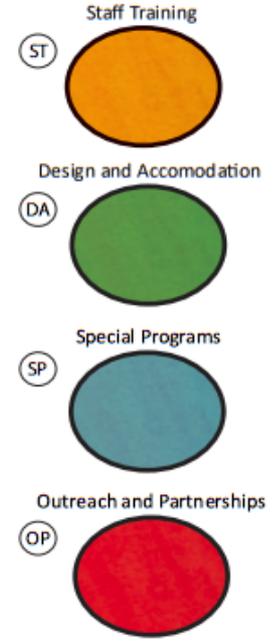
Source: U.S. Census Bureau

Frequently HTC Populations

	L	C	P	I	
..... 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?

	ST	DA	SP	OP
..... Complex Households	Orange	Green	White	White
..... Young Children	Orange	Green	White	Red
..... Access-Controlled Properties	Orange	Green	White	Red
..... Anti-Government	Orange	Green	White	Red
..... Short-Term Renters	White	Green	White	Red
..... Migrants and Minorities	White	Green	White	Red
..... Dense Urban Areas	Orange	Green	Blue	Red
..... Informal Settlements - Housing	White	White	Blue	Red
..... Remote and Rural	White	White	Blue	Red
..... Homelessness	White	White	Blue	Red
..... Disasters	White	White	Blue	Red
..... Institutions	White	White	Blue	Red
..... Seafarers and Fishers	White	White	Blue	Red
..... Nomadic and Transitory	White	White	Blue	Red
..... Age, Languages, and Disabilities	Orange	Green	White	Red
..... Limited Connectivity	White	White	White	Red



Hard to Count Map

<https://www.censusardtocountmaps2020.us/>

HTC 2020

Share map Print More Info

SEARCH BY: ADDRESS/LOCALE enter address/locale ADVANCED

TRACT ST./CO. CONGRESS STATE LEG.

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.

2020 Census Initial Contact

BASE MAP SATELLITE labels

2020 Census Initial Contact

- Internet First mailing (English)
- Internet First mailing (bilingual)
- Internet Choice mailing (English)
- Internet Choice mailing (bilingual)
- Hand-delivered packet (Update/Leave)
- Counted in-person (Update/Enumerate)
- Counted in-person (Remote Alaska)

Undercount Risk for Young Children

Libraries

MORE MAP FEATURES

Gavin Baker

#COUNTONLIBRARIES



Libraries and the 2020 Census

Sign up to receive email updates.

Census 2020

First Name

Last Name

Zip

Email

BECAUSE LIBRARIANS BELIEVE THAT EVERYONE COUNTS.

LIBRARIES TRANSFORM[®]
#LibrariesTransform

LIBRARIESTRANSFORM.ORG

ALA
American Library Association

ala.org/census



2020 Census KEY FACTS FOR LIBRARIES

WHAT IS THE CENSUS? WHY IS IT IMPORTANT?

The U.S. Constitution requires a count every 10 years of every person living in the United States.

Census results determine how the federal government allocates more than **\$800 billion each year** for services that communities rely on, like Head Start, food assistance, and the Library Services and Technology Act. Census data also determine representation in Congress and the Electoral College, as well as in state and local governments.

Historically, certain groups of people have been disproportionately undercounted in the census, including young children, people of color and indigenous people, and people experiencing homelessness.

If the census misses people, undercounted communities won't get fair funding for critical programs, and officials won't have the reliable information they need to make decisions.

HOW WILL THE 2020 CENSUS WORK?

Beginning on March 12, 2020, the Census Bureau will mail every household in the United States an invitation to respond to the census, including a **new option to respond online**.

- In areas without reliable mail delivery or traditional mailing addresses, Census Bureau staff will visit households in person instead.
- The Census Bureau will use other methods to count people in group living situations, such as college dorms and military bases, and people experiencing homelessness.

April 1 is known as "Census Day," although households can respond before or after that date. Households will receive several mailings from the Census Bureau in March and April 2020. Beginning in May 2020, Census Bureau staff will visit households that have not yet responded to collect their responses in person.

CONTINUED ON THE FOLLOWING PAGE >

LEARN MORE ABOUT THE 2020 CENSUS AND HOW YOUR LIBRARY CAN GET INVOLVED
Read the *Libraries' Guide to the 2020 Census* and other resources at ala.org/census
ALA American Library Association #CountOnLibraries

LIBRARIES' GUIDE TO THE 2020 Census



U.S. DEPARTMENT OF COMMERCE
ECONOMIC SECURITY and OPPORTUNITY INITIATIVE

ALA American Library Association



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

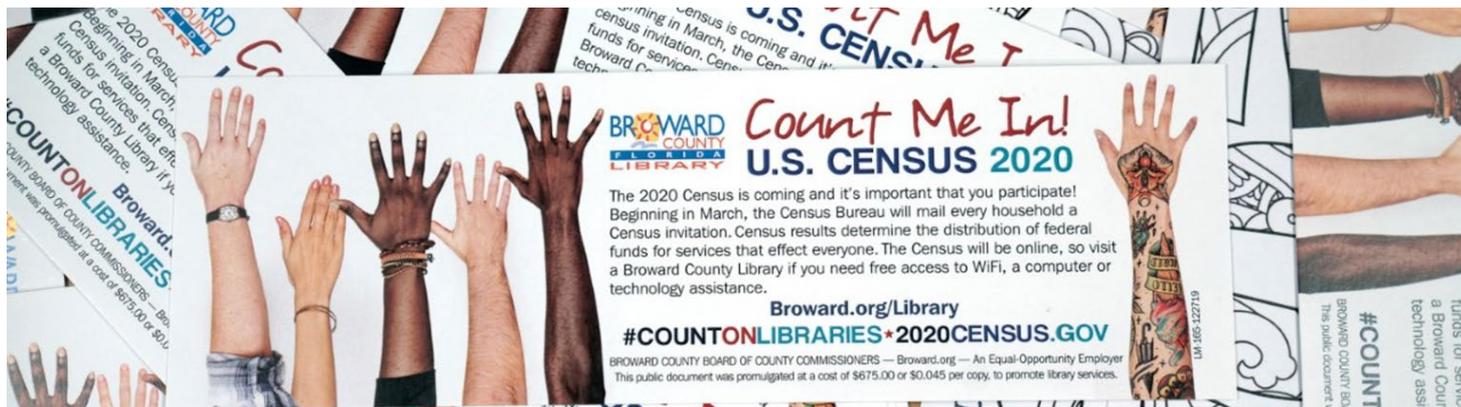
Libraries' Guide to the 2020 Census: bit.ly/LibrariesGuideCensus2020

PLA Conference: Feb. 28, 3:30 pm

American Libraries Live Webinar: March 4: bit.ly/ALLiveCensus

additional resources at ala.org/census

Broward County Libraries, Florida



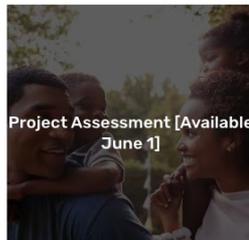
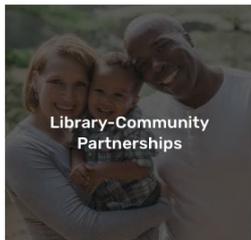
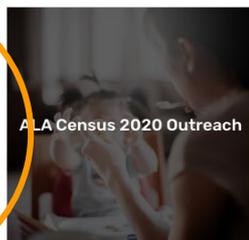
Outreach to Immigrant Communities





Counted ✓ n
**National Forum on
Libraries, Census 2020,
& New Americans**

Libraries Encouraging Census Participation Among New Americans



@GoCountedIn
FB: Counted In Libraries 2020
Email: countedinproject@gmail.com



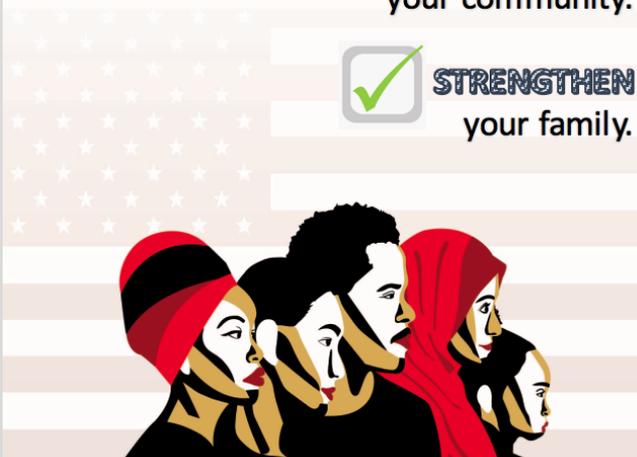
IMMIGRANTS MATTER.
IMMIGRANTS COUNT.
CENSUS 2020 + YOUR LIBRARY

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.

Every 10 years, the census counts every person living in the United States. Our responses to the census shape how more than \$675 billion dollars in public funding is distributed to our communities for health care, education, and more. Complete the 2020 Census online, by phone, or by mail. All personal information is kept confidential by law.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

2020 Census



Shape the future for our families and communities.

Census data informs funding for things important to everyone, like neighborhood health clinics, after-school programs, college grant programs, and so much more. Help shape the future of our community. We count and so do you.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

2020 Census



Count everyone in your home to shape the future.

Your responses to the 2020 Census will help inform how more than \$675 billion in federal funding each year is distributed to communities for education, health care, and other services. Responding is important for you and your family, so include everyone in your home on your census questionnaire.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

2020 Census



They count on you to help shape their future.

The education of our children is the key to a better future. Responses to the 2020 Census help inform how much federal funding goes to schools, after-school activities, and other education programs like Head Start. Make sure to do your part. Count everyone living or staying in your home on your census form and help shape the future of our children.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

2020 Census



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

For the first time, you will be invited to respond to the census online. Libraries offer public computers and free internet access to help make sure you're counted. 2020 Census data informs the distribution of more than \$675 billion in federal funding each year, your representation in Congress, community initiatives, and more. Make sure you count everyone living in your home, including newborn babies and young children, on the 2020 Census. Your responses are confidential and important.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

2020 Census



Tu trabajo cuenta mucho y tú también.

No importa si solo vives en los Estados Unidos o trabajas, ¡tú también cuentas en el Censo del 2020! Al ser contado, ayudas a que nuestras comunidades se beneficien con mejores escuelas, transporte público y más clínicas de salud.

Puedes llenar el censo por internet, por teléfono o por correo y estará disponible en español.

Además, tus respuestas son estrictamente confidenciales y por ley, tu información personal no se puede compartir con agencias de gobierno como ICE, el FBI o la policía.

Para más información, visita:
2020CENSUS.GOV/ES

Dale forma a tu futuro **EMPEZA AQUÍ >**

2020 Census

QUESTIONS?



ASIAN AMERICANS ADVANCING JUSTICE

Contact Information

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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