

Census 2020

Make yourself count in 2020



What is the census?

The census is a self-portrait of the nation. The U.S. Constitution requires the federal government count everyone living in the country every 10 years. The tally must include people of all races, and ethnic groups; all citizens and non-citizens; all adults and children, regardless of age. Every household should self-respond and complete a census form (either online, by mail, or by phone) by April 30, 2020. Participating in the census is our right and responsibility.

Why does the census matter?

Census data shape the future of our community and future generations. Census data determine our political power, representation in congress, and funding for education, transportation, healthcare, and so much more.

- The 2020 Census will determine how more than \$800 billion in federal government resources will be distributed each year for the next decade to states and localities.
- Census data are used to determine where schools, roads, hospitals, child care centers, senior centers and other services should be built.
- Key federal programs rely on data and allocations derived from the census, including:
 - Medicaid, Supplemental Nutrition Assistance Program (SNAP), Medicare Part B, Highway Planning and Construction, Section 8, Title I Grants, Special Education Grants (IDEA), State Children's Health Insurance Program (CHIP), and Head Start.
- Census data are also used for apportionment of Congressional seats and redistricting at all levels of government. Census data determine who represents you.
- Census data are indispensable for monitoring discrimination and the enforcement of a broad range of civil rights laws.

Key Dates

APRIL 2019

- Launch of NALEO Educational Fund Census 2020 *¡Hágase Contar!* public awareness campaign
- Launch of *¡Hazme Contar!* sub-campaign to ensure all kids are counted

JUNE 2019 – AUGUST 2019

- Decision finalized not to ask about citizenship
- Final census test by U.S. Census Bureau of 480,000 households

AUGUST 2019 – ON

- In-field address canvassing; Recruitment and hiring by U.S. Census Bureau of temporary field staff

JANUARY 2020

- The first enumeration begins in remote areas of Alaska

MARCH – APRIL 2020

- Self-response phase of Census 2020 (online, mail, and phone; four waves of staggered mail)
- **March 29 – April 4:** National Week of Action
- **April 1 – National Census Day!**
- **April 30** – Self respond by this date to decrease chances of enumerator visit

MAY – JULY 2020

- Primary non response follow up operation (to households that did not self respond)

DECEMBER 31, 2020

- Census Bureau delivers final apportionment count to White House

Be prepared for these key changes to the 2020 Census:

- **Internet Response:** While a paper form will still be available, for the first time the Internet will be a primary response option. Individuals will be able to respond to the 2020 Census online, or by phone or mail.
- **Home Visits:** For the 2020 Census, the U.S. Census Bureau will **generally only** visit homes that do not respond to the census. Census takers, also known as enumerators, will visit households that did not respond starting in May and continue through July 2020.
- **Two-Part Race & Ethnicity Question:** The Bureau will continue to use two separate questions to collect data on race and ethnicity despite its own research showing a single, combined Hispanic origin and race question would have obtained better data.
- **Fewer Resources for Bureau:** The Census Bureau has been mandated by Congress to conduct the 2020 Census at a lower cost per household than in 2010, which means there will be fewer outreach efforts than in 2010 to inform the public about the census. This also means fewer local census offices, field staff, and overall field “presence” in 2020.
- **Fewer Field Tests:** Congress has underfunded the Census Bureau for the past several years, which has caused delays and cancellations of tests in several hard-to count places, including Puerto Rico.

Will my information be kept confidential?

- Yes. Under the law, Census data can only be used for statistical purposes. Title 13 of the U.S. Code requires respondent’s information to be kept confidential, and guarantees personal information will not be used against respondents in court or by a government agency.
- Personal census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers).
- Census Bureau staff who have access to personal information are sworn for life to protect confidentiality, and are subject to a \$250,000 fine and/or up to five years in federal prison for wrongful disclosure of information.

When and how do I complete my 2020 Census Form?

- It is very easy. In March 2020, every household will receive a mailing from the U.S. Census Bureau with instructions on how to self-respond online. Upon logging onto the Bureau’s website, each household will fill out a simple 10-question form.
- Every person, including children, residing in the household needs to be included on the form in order to be counted.
- The information that will need to be provided includes: name, relationship to head of household, gender, age, birthday, Hispanic origin and race, and status as a home owner or renter.
- The form can be completed in about 10 minutes. If a household does not respond, the Census Bureau will mail additional reminders and a paper census form in the fourth mailing. We recommend everyone self-respond before April 30, 2020 to decrease chances of enumerator visit.
- Other options for completing the form via telephone or mail will be available. Individuals can call 877-EL-CENSO (877-352-3676) for more information.
- If a household does not submit a completed census form, then the Census Bureau will send an enumerator to that address to collect the information in person. Completing a census form early is the best way to avoid having an enumerator visit your home.



Text “CENSUS” to 97779 to get involved.

For more information, call NALEO Educational Fund bilingual national hotline at **877-EL-CENSO (877-352-3676)** or visit **hagasecontar.org**.