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United States®  
**Census  
2020**

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Regional Director  
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# 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](https://2020census.gov/en/avoiding-fraud.html)
  - You can also visit: <https://2020census.gov/en/avoiding-fraud.html>



**Verify a Census Bureau Survey, Mailing, or Contact**

[Read More](#)

How to confirm the person visiting your address is a legitimate Census Bureau employee or whether the contact you received was from the Census Bureau.

**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 - \$20

Recruiting Assistants - \$22

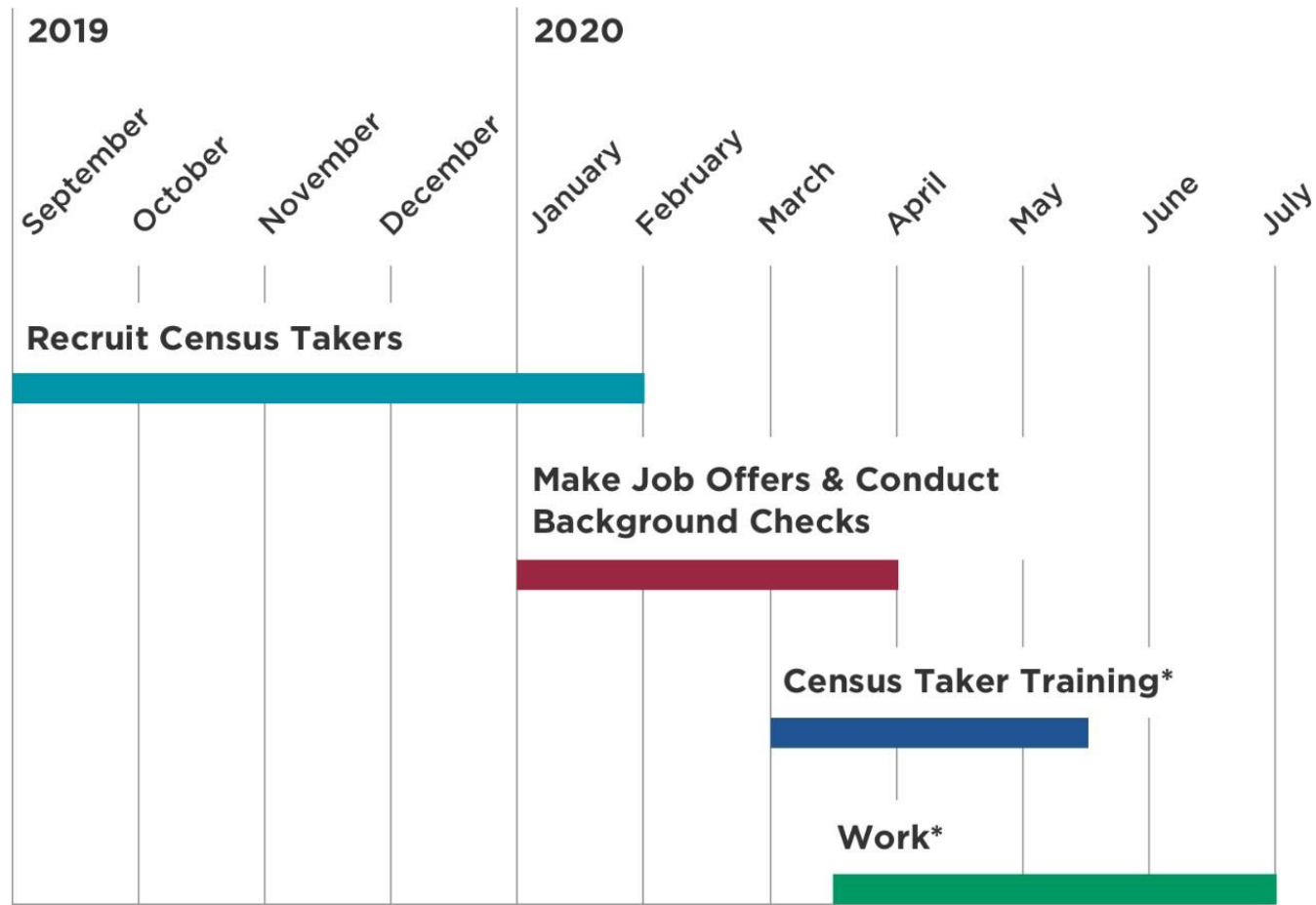
Census Field Supervisors - \$22

Office Operations Supervisor - \$21

**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 VT Recruiting Goal:**  
9,009

County	Number Recruited	Goal	% To Goal
Addison County	188	515	36.50%
Bennington County	277	475	58.32%
Caledonia County	177	485	36.49%
Chittenden County	697	2,823	24.69%
Essex County	32	144	22.22%
Franklin County	205	504	40.67%
Grand Isle County	49	112	43.75%
Lamoille County	125	365	34.25%
Orange County	153	329	46.50%
Orleans County	169	373	45.31%
Rutland County	364	741	49.12%
Washington County	278	802	34.66%
Windham County	341	728	46.84%
Windsor County	273	613	44.54%

## 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
<b>12 Non-English Languages</b>  Respondents will be able to toggle between the languages within the instrument.  <div>Spanish</div> <div>Chinese</div> <div>Vietnamese</div> <div>Korean</div> <div>Russian</div> <div>Arabic</div> <div>Tagalog</div> <div>Polish</div> <div>French</div> <div>Haitian Creole</div> <div>Portuguese</div> <div>Japanese</div>	<b>12 Non-English Languages</b>  There is a separate phone number for each language. This information is included in the mailing materials.  <div>Spanish</div> <div>Chinese (Mandarin and Cantonese)</div> <div>Vietnamese</div> <div>Korean</div> <div>Russian</div> <div>Arabic</div> <div>Tagalog</div> <div>Polish</div> <div>French</div> <div>Haitian Creole</div> <div>Portuguese</div> <div>Japanese</div>	<b>59 Non-English Languages</b>  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> <div><div>Spanish</div><div>Chinese</div><div>Vietnamese</div><div>Korean</div><div>Russian</div><div>Arabic</div><div>Tagalog</div><div>Polish</div><div>French</div><div>Haitian Creole</div><div>Portuguese</div><div>Japanese</div><div>Italian</div><div>Farsi</div><div>German</div><div>Armenian</div><div>Hindi</div><div>Ukrainian</div><div>Bengali</div><div>Greek</div><div>Amharic</div><div>Somali</div><div>Thai</div><div>Gujarati</div><div>Khmer</div><div>Nepali</div><div>Urdu</div><div>Romanian</div><div>Telugu</div><div>Burmese</div><div>Punjabi</div><div>Lao</div><div>Hmong</div><div>Albanian</div><div>Turkish</div><div>Bosnian</div><div>Tamil</div><div>Navajo</div><div>Hungarian</div><div>Hebrew</div><div>Malayalam</div><div>Swahili</div><div>Yiddish</div><div>Indonesian</div><div>Serbian</div><div>Tigrinya</div><div>Ilocano</div><div>Dutch</div><div>Croatian</div><div>Bulgarian</div><div>Twi</div><div>Lithuanian</div><div>Yoruba</div><div>Czech</div><div>Igbo</div><div>Marathi</div><div>Sinhala</div><div>Slovak</div><div>American</div><div>Sign Language</div></div>					<b>Spanish</b>  Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.  Mailings will include instructions on responding via Internet or phone in 12 non-English languages.  <b>During Nonresponse Followup enumerators use:</b> <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>

# How the 2020 Census will invite everyone to respond



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.

Every household will have the option of responding online, by phone, or by mail.

Every household that hasn't already responded will receive reminders and a paper questionnaire.



# 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**

# The Census is Safe, Easy, & Important!



**Two ways you can help today as a trusted voice in the community.**

- 1) Sharing the message that the Census is Safe, Easy, & Important
- 2) Promoting our 2020 Census Jobs!

<https://2020census.gov/jobs>

# 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 Partners

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

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**Census**  
**2020**

# Outreach Materials

- **Hot Topics- Factsheets**
  - Supporting Self-Response in the 2020 Census
  - How the 2020 Census Will Invite Everyone To Respond
  - The 2020 Census and Confidentiality
- **Toolkits**
  - 2020 Census Recruitment Toolkit
  - 2020 Census Toolkit for State and Local Officials
  - Community Outreach Toolkit
  - Press Kit
- **Promotional Materials and Guidelines**
- **Residence Criteria Brochure**
- **Handout About Why We Ask Each 2020 Census Question**



**On campus.  
Off campus.  
Everyone counts.**

If you live off campus, you'll need to respond to the 2020 Census. Because unlike your on-campus classmates, you likely haven't been counted through campus housing. Here's your opportunity to impact funding for programs like Pell Grants and health care services.

**2020CENSUS.GOV**

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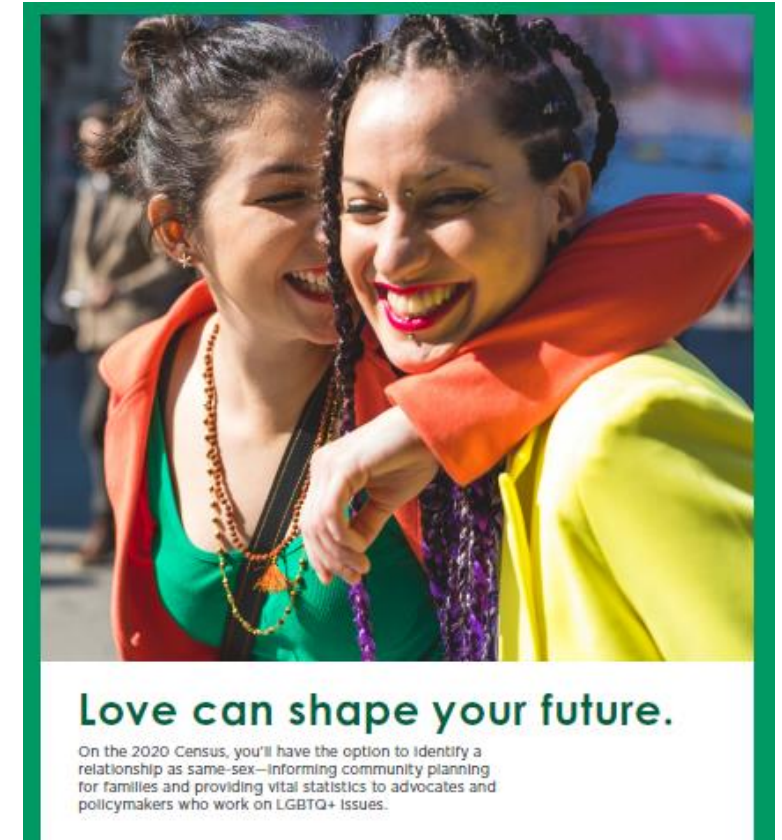
United States<sup>®</sup>  
**Census  
2020**

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# Outreach Materials (continued)

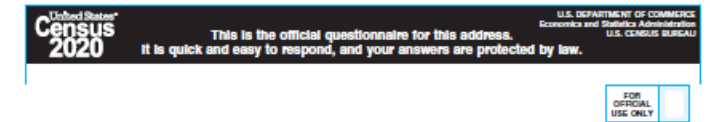
- **Posters**
  - Confidentiality, LGBTQ+, Counting Young Children, Education, Health Care
- **Fact Sheets**
  - Military, Property Managers, Renters, Rural Audiences
  - The 2020 Census and Confidentiality
  - Counting Young Children (FAQ, Fact Sheets)
  - General, Businesses, Community Organization, Schools
- **Half Page Handouts**
  - Black/African American, College Students, Hispanic, Migrant Workers, Rural Audiences, LGBTQ+
- **LGBTQ+ One-Pager**





# Outreach Materials (continued)

- Sample Copy of the 2020 Census Questionnaire
- Why become a 2020 Census Partner?
  - Census Partnerships: 2020 Census at a Glance
  - Why Your Faith Community Should Become a 2020 Census Official Partner
  - Why Your Company Should Become a 2020 Census Official Partner
  - Why Your Foundation Should Become a 2020 Census Official Partner
  - Partnership Fact Sheet (General, Businesses, Community Organization, Schools)
- Complete Count Committee Messaging [CCC Map](#)
- Information for Immigrant/Foreign-Born Audiences
- 2020 Census Snapshot for American Indians and Alaska Natives

The image is a sample copy of the 2020 Census questionnaire, marked with a large diagonal 'INTERNATIONAL COPY' watermark. It includes instructions to 'Start here' or go online at '[url removed]' to complete the questionnaire. It instructs users to 'Use a blue or black pen.' and provides guidelines for counting people. The questionnaire is divided into sections with numbered questions. Question 1 asks for the number of people living or staying in the house, apartment, or mobile home on April 1, 2020. Question 2 asks if there were any additional people staying there on April 1, 2020, that were not included in Question 1, with checkboxes for children, relatives, nonrelatives, temporary stayers, and no additional people. Question 3 asks if it is the house, apartment, or mobile home, with checkboxes for owned, rented, or occupied without payment. Question 4 asks for the telephone number. The form includes checkboxes for 'Mark x all that apply' and 'Mark x ONE box'.

# Outreach Materials (continued)

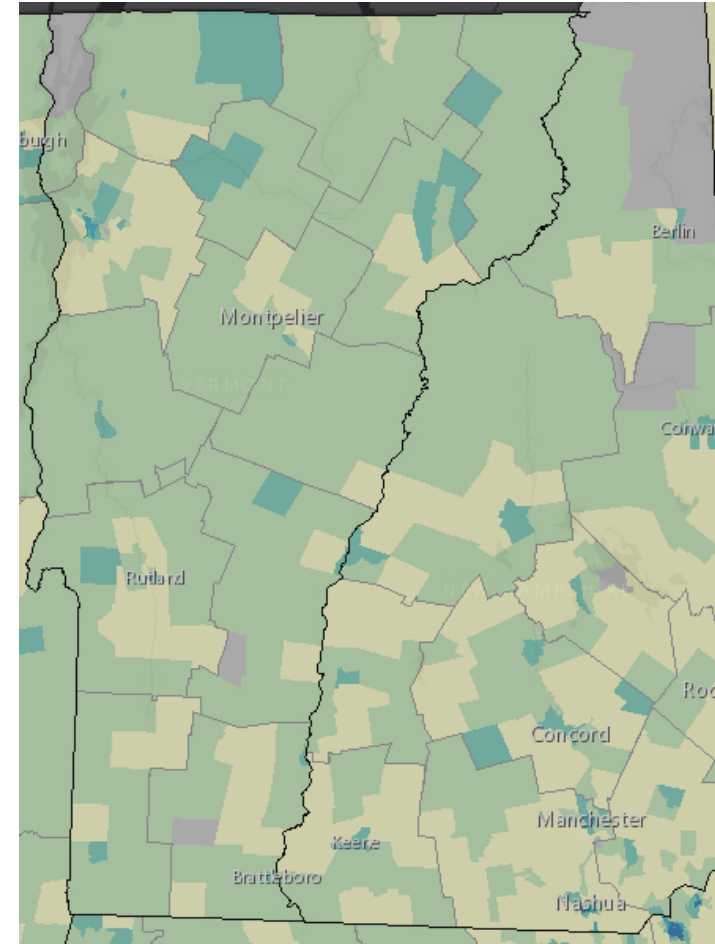
- **Infographics & Visualizations**
- **2020 Census Stakeholder Webinar Recording**
- **2020 Census Web Badges**
- **Census Bureau YouTube Channel (collection of 2020 Census videos)**
- **Sample Message Template**
- **In language materials – Census 101**
- **Customizable Social Media Content and Graphics**
- **Statistics in Schools**
  - Classroom Activities, Videos, State Facts, Maps
- **General FAQ**



# Response Outreach Area Mapper (ROAM)

[www.census.gov/roam](https://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 5  
Chittenden County, Vermont

**Low Response Score (%): 29.2%**

2013- 2017 ACS 5-year estimates

ACS Self-Response Rate: 58.2

Total Population: 4,660

Median Household Income (\$): 26,069

Median Age: 22.7

Population Under 5 (%): 0.49

Population 18-24 (%): 62.64

Population 65 and Over (%): 4.12

Persons Below Poverty Level (%): 51.64

Children Under 18 Living in Poverty (%): 11.39

School Enrolled Children Age 3 and 4 (%):

Not High School Graduate (%): 8.01

No Health Insurance Under 19 (%): 0.00

No Health Insurance Age 19-64 (%): 5.71

No Health Insurance Age 65 and Over (%): 0.00

Non-Hispanic, Black (%): 5.56

Non-Hispanic, White (%): 88.93

Hispanic (%): 2.58

American Indian or Alaska Native (%): 0.06

Asian (%): 1.33

Native Hawaiian or Other Pacific Islander (%): 0.17

Some Other Race (%): 0.00

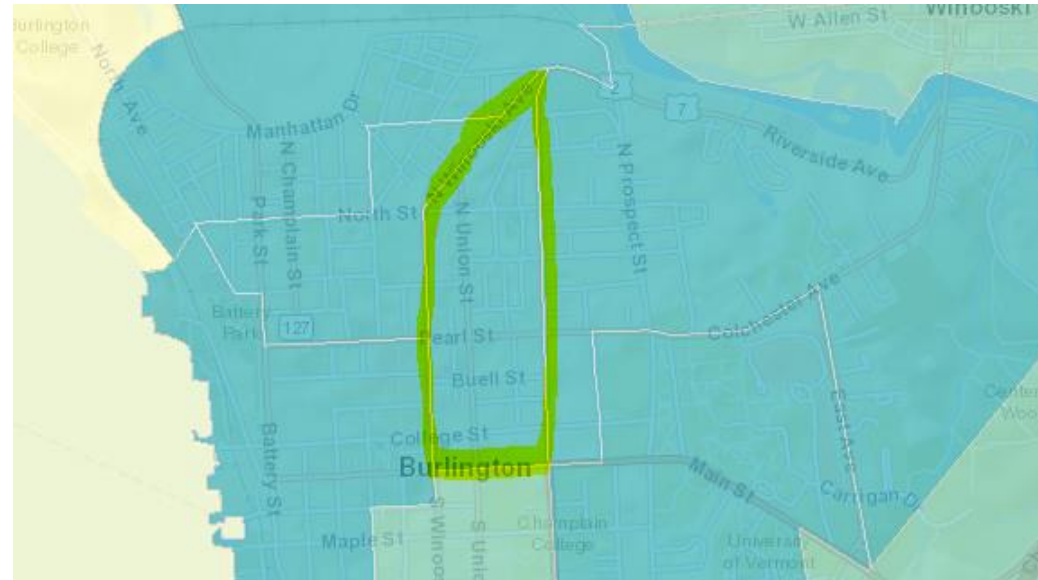
Foreign Born (%): 4.98

No One in Household Age 14+ Speaks English "Very Well" (%): 0.56

Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 0.67

Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.24

Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.24



Total Housing Units: 2,029

Total Occupied Housing Units: 1,979

Renter Occupied Housing Units (%): 91.41

Married Couple Households with Child Under 18 (%): 15.63

Family Occupied Housing Units with Related Children Under 6 (%): 11.97

Population 1+ Who Moved From Another Residence Within the Last Year (%): 64.06

Vacant Housing Units (%): 2.46

Multi-Unit (10+) Housing (%): 14.14

Households with No Computing Device (%): 8.34

Households with Computer (%): 90.25

Households with Only Smartphone (%): 0.25

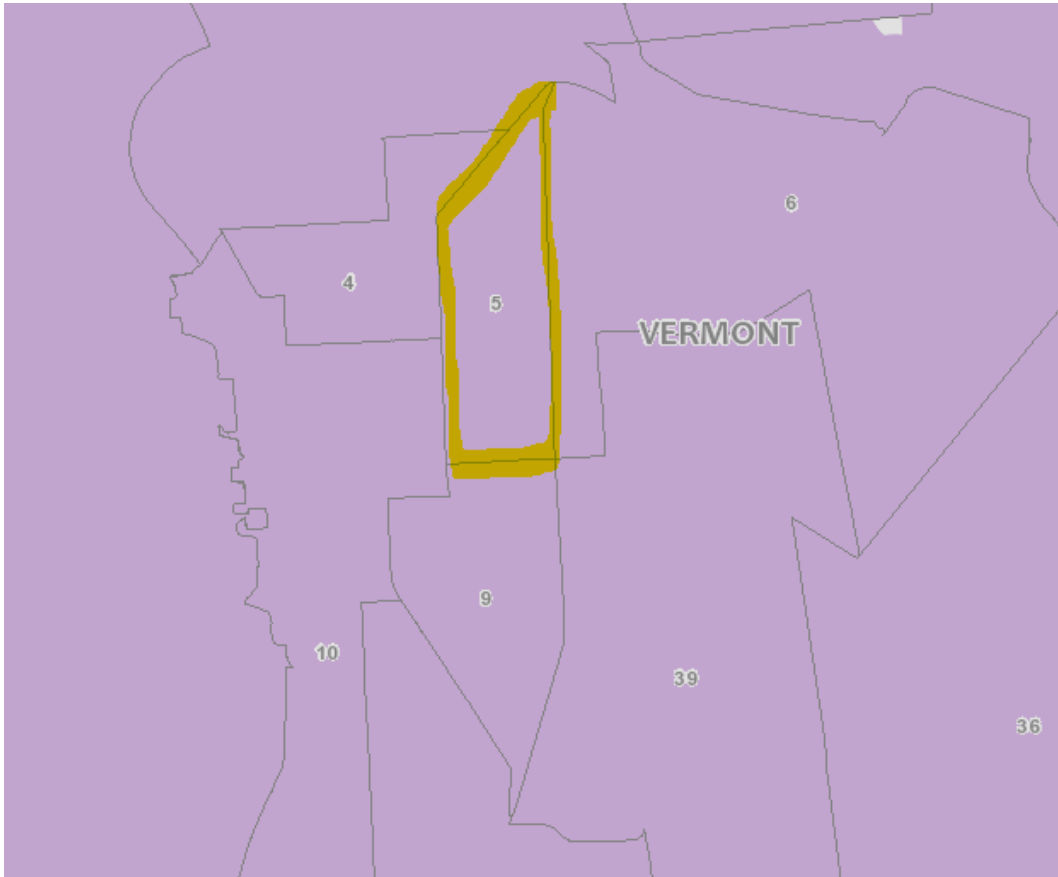
**Households with No Internet Access (%): 13.34**

Households with Broadband Internet Access (%): 78.37

Population with No Computing Device (%): 5.09

Population with Broadband Internet and Computing Device (%): 88.22

# 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

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# 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://2020census.gov/content/dam/2020census/materials/partners/2019-12/2020-informational-invitation-letter.pdf>

# Additional Updates

## Mobile Questionnaire Assistance

## Media Buys

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

## Statistics in Schools Week

March 2 – March 6

# 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



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



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)