

# CENSUS INFORMATION AND TRAINING

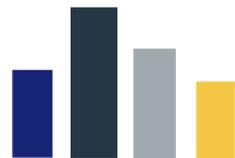
**Get the facts about the 2020 Census!**

Austin C. Davis, Census 2020 Project Manager

Baltimore Census 2020

[Census2020.baltimorecity.gov](https://census2020.baltimorecity.gov)

[#bmorecounts](https://twitter.com/bmorecounts)



EVERYONE  
COUNTS IN  
BALTIMORE

CENSUS 2020

# FACTS MATTER

## What is the Census?

The US Constitution requires a census every 10 years. The first census was in 1790. The census covers the entire Country and every person living here. The goal is to count every person living in the US, once, and only once, and in the right place.

By law, the US Census Bureau must deliver a report of population counts to the President of the United States within 9 months of “Census Day” (April 1, 2020), so that apportionment can be taken.

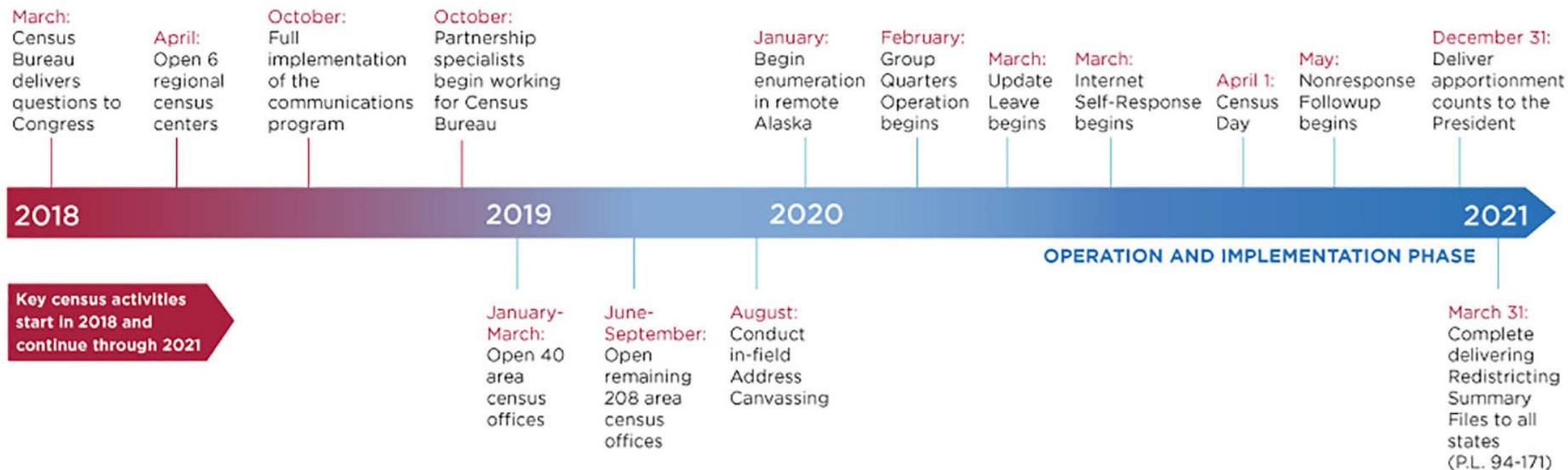
The three main ways census data is used at the Federal level:

1. To reapportion seats in the House of Representatives.
2. For State officials redraw congressional and legislative districts based on population shifts.
3. To determine how to allocate more than \$675 billion in Federal dollars supporting state and local community programs across the Country.



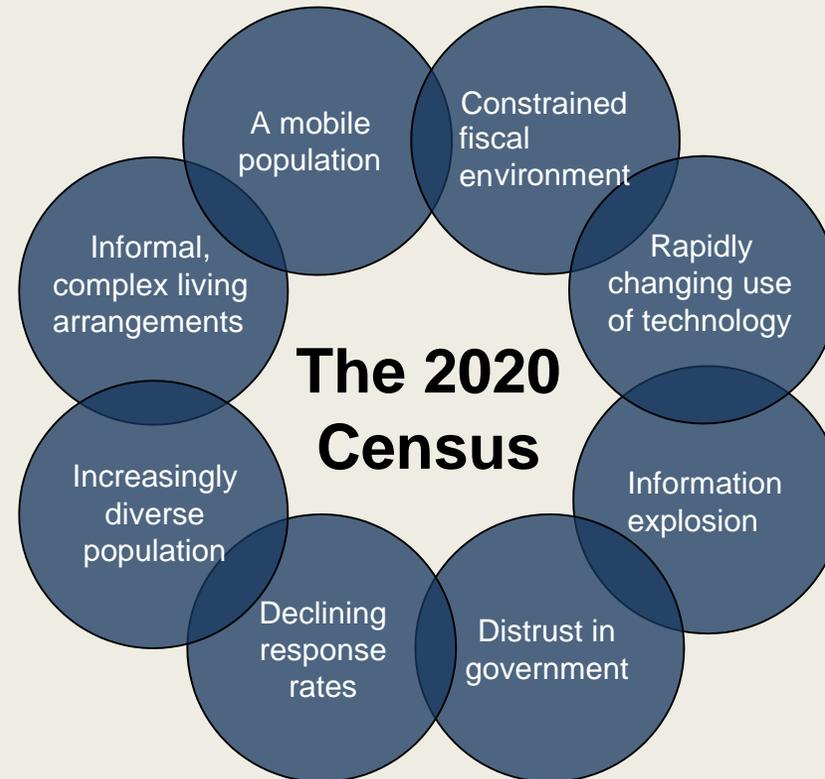
# Road to the 2020 Census

## 2020 Census Operational Timeline



# 2020 Census Environment

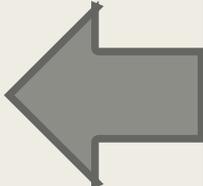
The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



# How to Respond to the 2020 Census

An invitation to respond to the US Census will be mailed to every household in DC. This invitation will include a code unique to your address that will lead you to the online survey.

WHAT THE US CENSUS WILL SEND IN THE MAIL TO EACH HOUSEHOLD	
March 12-20	An invitation to respond online to the 2020 Census.
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 the US Census follows up in person at your residence.



Once you have the invitation you can either respond online, call the US Census to complete over the phone or call and request a hard copy be mailed to you.

# Where are people counted?

The US Census bureau seeks to count all people in the United States at their usual place of residence (the HOUSEHOLD) which is the place where they live and sleep most of the time, on or around Census Day April 1, 2020

A household consists of all the people who occupy a housing unit. A house, an apartment or other group of rooms, or a single room, is regarded as a housing unit when it is occupied or intended for occupancy as separate living quarters.

A household includes the related family members and all the unrelated people, if any, such as lodgers, foster children, wards, or employees who share the housing unit. A person living alone in a housing unit, or a group of unrelated people sharing a housing unit such as partners or roomers, is also counted as a household.

Only one person in each household needs to complete the census form but must include all the other adults and children living in the household even if they are unrelated .

# Where are people counted?

## What about....?

**Children** - All children who live in your household, including grandchildren, nieces and nephews, and the children of friends. Children who split their time between households, if they are living with you on April 1, 2020. Newborn babies, even those who are still in the hospital on April 1, 2020.

**College Students Off Campus** - students who live on campus will be included in the University "Group Quarters" count. Students in off campus housing will need to complete one census form for their household and include any roommates who also reside in the household.

**Roommates**- one form per household. One person will complete the form and add all roommates onto the census form.

**Multiple generations** - only one person will need to complete the form but will need to include everyone in household, such as grandparents, grandchildren and parents.

**More than one family in one Household** - only one person will need to complete the form but will need to include every person (adult, children babies) from other families on the same form who reside in the household.

**Informal or complex arrangements** - only one person will need to complete the form but must include all additional persons in household even if they are unrelated or expected to not reside permanently in the household. Foster parents must include foster children on their Census forms.

How is this person related to Person 1? Mark  ONE box.

<input type="checkbox"/> Opposite-sex husband/wife/spouse	<input type="checkbox"/> Father or mother
<input type="checkbox"/> Opposite-sex unmarried partner	<input type="checkbox"/> Grandchild
<input type="checkbox"/> Same-sex husband/wife/spouse	<input type="checkbox"/> Parent-in-law
<input type="checkbox"/> Same-sex unmarried partner	<input type="checkbox"/> Son-in-law or daughter-in-law
<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative
<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roommate or housemate
<input type="checkbox"/> Stepson or stepdaughter	<input type="checkbox"/> Foster child
<input type="checkbox"/> Brother or sister	<input type="checkbox"/> Other nonrelative

# Confidentiality and Privacy of Census Data

1. The Census Bureau is required by law to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
2. We will never share a respondents personal information with other government agencies
3. Results from the census are reported in statistical summary format only
4. Records are confidential for 72 years by law (Title 44, U.S. Code)
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000



The Census will never ask you for:

- Your Social Security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.

# Protecting Household Privacy

Only sworn census takers (full time or contract employees of the US Census Bureau), can complete a census form or receive personal information from a resident. The US Census Bureau will hire hundreds of local contractors to conduct the door to door follow up for households that have not completed a census form by the end of April 2020.

No one, other than US Census employees should go door to door to collect information.

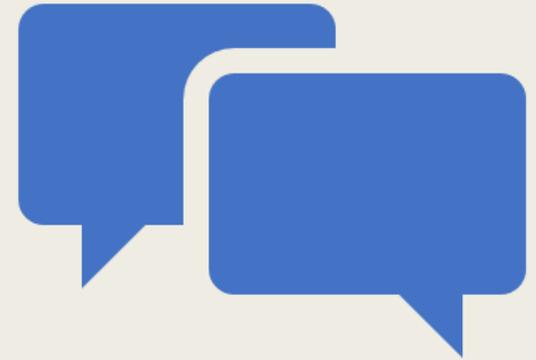
Doing so could create confusion for households. Door to door canvassing may elevate concerns about a scam or mistrust of government.

Partners are encouraged to:

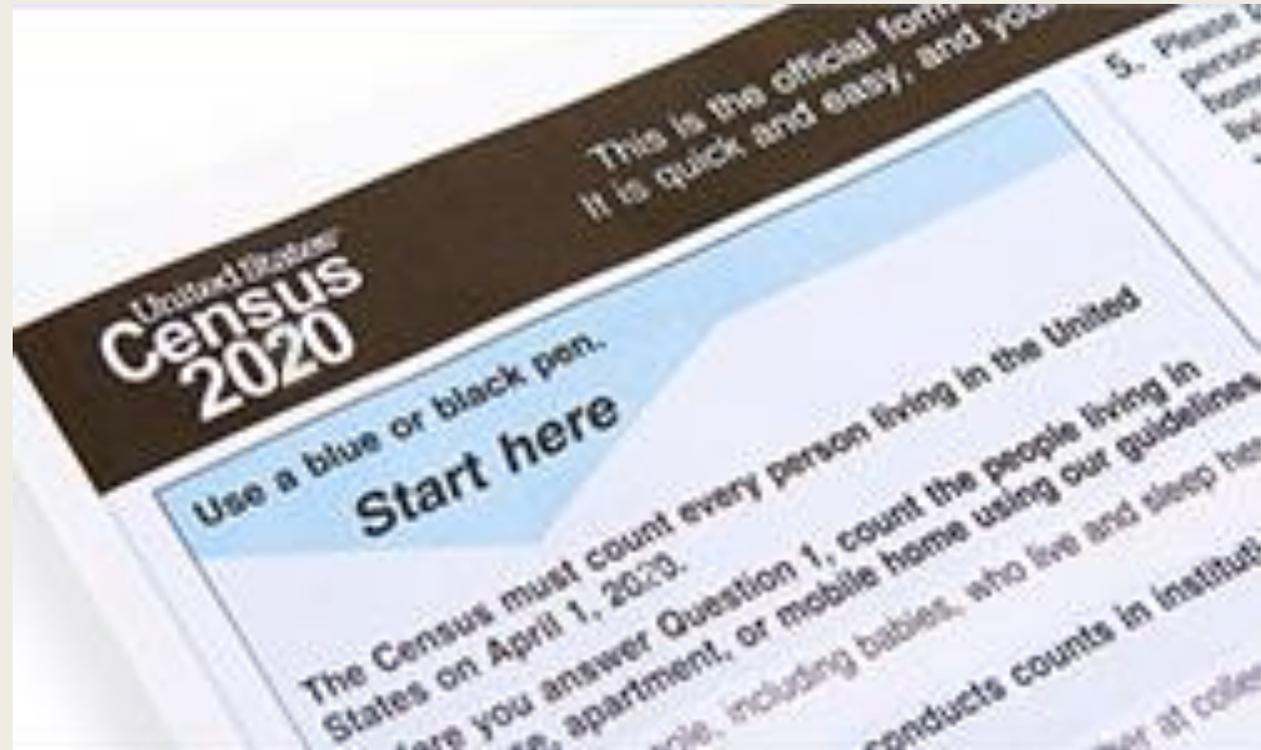
- Knock on doors to remind people to complete their forms before self response begins.
- Provide access to computers.
- Provide language assistance.
- Answer questions about the census form.
- Assist people with logging onto the online form or with calling the census bureau.
- Host or attend census information events.
- Provide links to the 2020 Census website.
- Share information about the census in person or across multimedia platforms to spread awareness about the census.

# FIVE FAST FACTS

1. The census is used to allocate Federal dollars to Baltimore for programs that benefit every community.
2. Participation in the census is required by law.
3. In Baltimore, every household will be mailed an invitation to complete their form online or by phone (or to call and request a form be mailed to you).
4. If a resident does not want a US Census taker to follow up at their door, they must complete the form during the self-response phase.
5. Your data is confidential and will never be used for any law enforcement purposes at the Federal or local level.



# 2020 CENSUS QUESTIONS



# 2020 Census Questions

How many people are living at your home at the time of the Census



Age, race, sex of each person in the household



Whether the home is owned or rented



Whether a person in the household is of Hispanic, Latino or Spanish origin



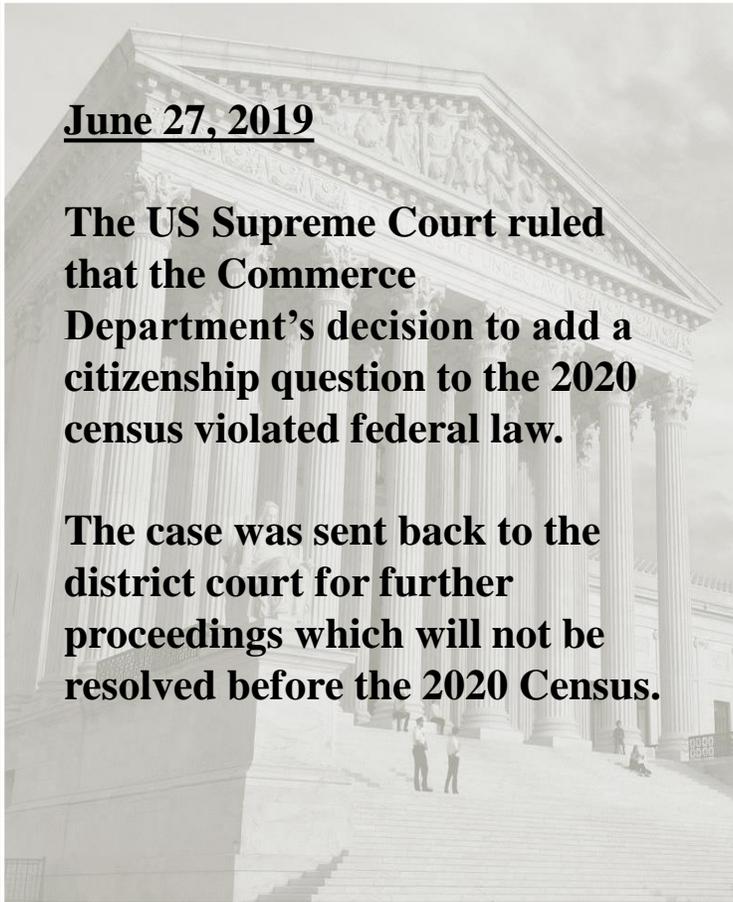
The relationship of each person in the household to one central person (usually the person completing the form for the household).

# NO CITIZENSHIP QUESTION IN 2020!

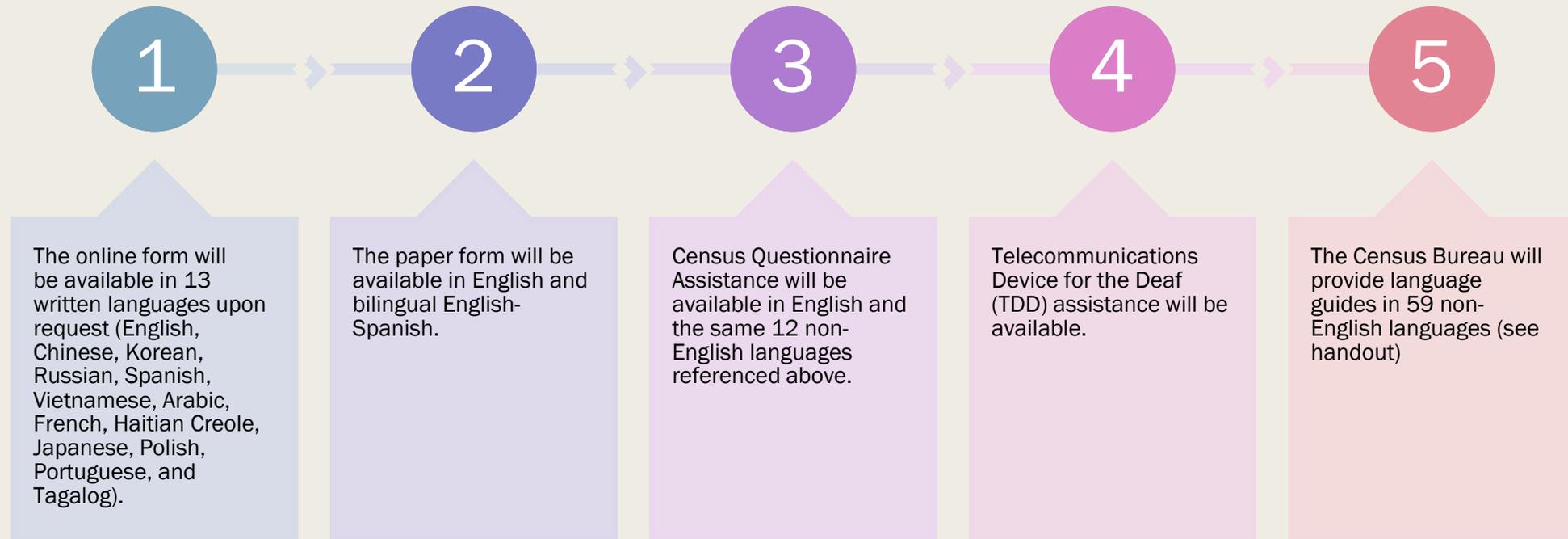
**June 27, 2019**

**The US Supreme Court ruled that the Commerce Department's decision to add a citizenship question to the 2020 census violated federal law.**

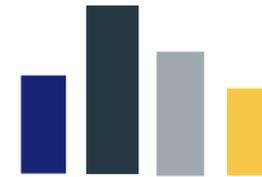
**The case was sent back to the district court for further proceedings which will not be resolved before the 2020 Census.**



# Language Assistance from the US Census

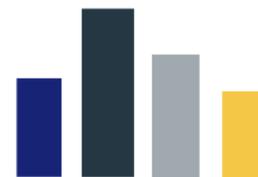


# The 2020 Census and Baltimore



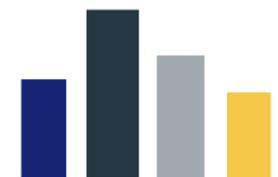
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**TODOS  
CONTAMOS EN  
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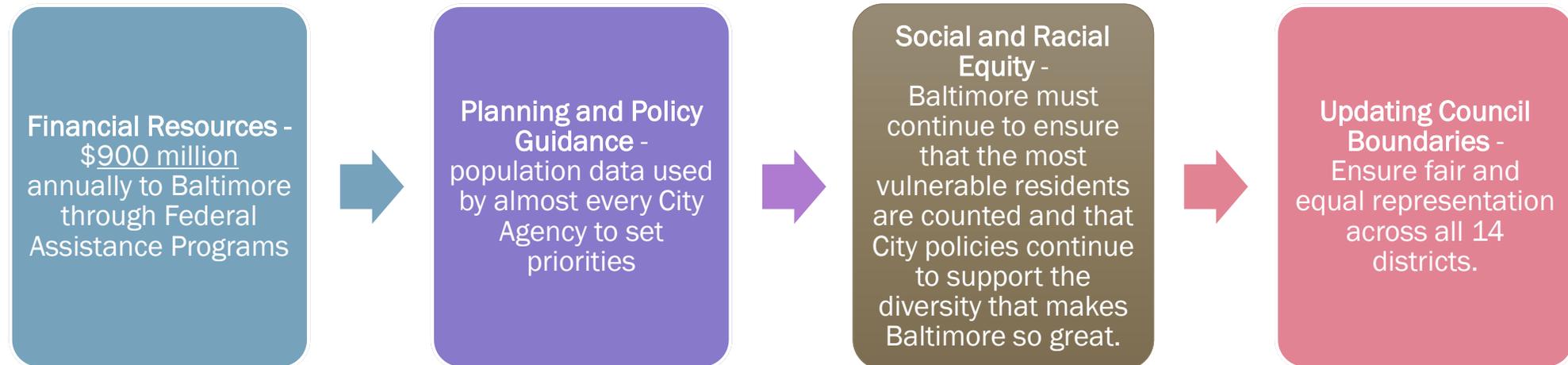
CENSUS 2020



**TOUT LE  
MONDE  
COMPTE À  
BALTIMORE**

RECENSEMENT 2020

# Why does the Census matter to Baltimore?

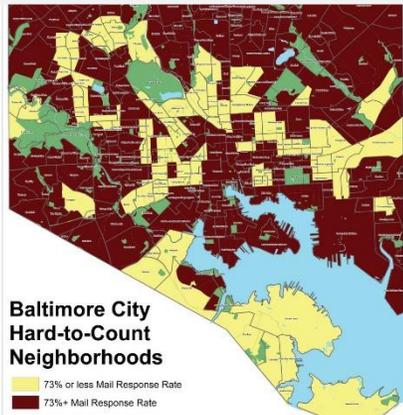


# Baltimore: Critical Issues in 2020



## New Process

New online response format may lower the response rate for seniors or residents with limited internet access (up to 22%)



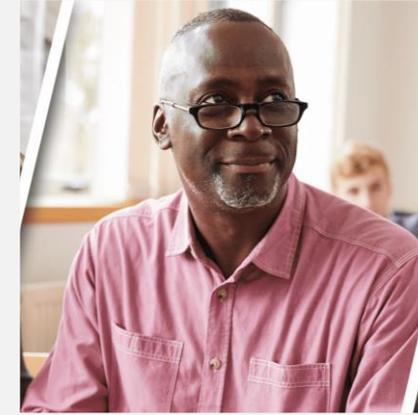
## Low Response Tracts

69 neighborhood identified at risk of being "Low Response Rate" (up to 40% of residents are expected not to respond)



## Citizenship Question

Immigrant population has been steadily increasing. Distrust of government in the immigrant community is at an all time high.



## Vulnerable Populations

An undercount disproportionately impacts low-income African Americans, immigrants, seniors, children under 5.



## Online Privacy

Concerns about keeping personal information safe, private and for Census use only.

# Goals and Strategies

- To capture the most complete and accurate count of Baltimore City.

- ❖ In 2000, we achieved a self-response rate of 63 percent. **In 2010, that rate was 68 percent.** In 2020, we are aiming for a self-response rate of 73 percent to continue the trend of a 5 percent increase per Census.

- ❖ **Conduct equitable, offline research** to ensure that every hard-to-count population is engaged in the Census count.

- ❖ **Develop modern, interactive, crowdsourced maps and resources** to educate both stakeholders and the population on what areas of the city are hard to count.

- **Meeting our goals requires a diversity of strategies. We must:**

- ❖ **Build a network of trusted messengers** to meet people where they are and engage them in ways most understood by local communities;

- ❖ **Invest in and promote digital literacy** through concerted education, outreach, and investment to reach populations with limited or no access to the Internet;

- ❖ **Market and widely communicate information about the 2020 Census** so that all of Baltimore City is aware and understands the importance of a fair and accurate count;

- ❖ **Organize our key institutions** and critical populations, through a cohort of sub-committees, to facilitate the goals of the Complete Count Committee.

# Baltimore's Complete Count Committee

CCC formed in the Fall of 2018, with city-wide community workshop in September.

Chaired by Phylicia Porter, John Willis, and Fagan Harris

- ❖ Honorary Chairs are Rep. Elijah Cummings and Sen. Barbara Mikulski

Currently has over 70 members representing a mix of public services, non-profits, elected officials, private businesses, and community members

- 6 Subcommittees, convening bi-weekly in the Dept. of Planning

# Subcommittees

6 Subcommittees formed to target these populations:

- ❖ Communications and Neighbourhoods
- ❖ Human Services
- ❖ Immigrants & Low-English Proficient (LEP)
- ❖ Businesses & Institutions
- ❖ Civic and Community Resources
- ❖ Grants and Sub-granting



Each subcommittee has 2 co-chairs. The job of the subcommittee is to break down the steps needed to reach their targeted population or geography.

# Grants & Sub-Grants

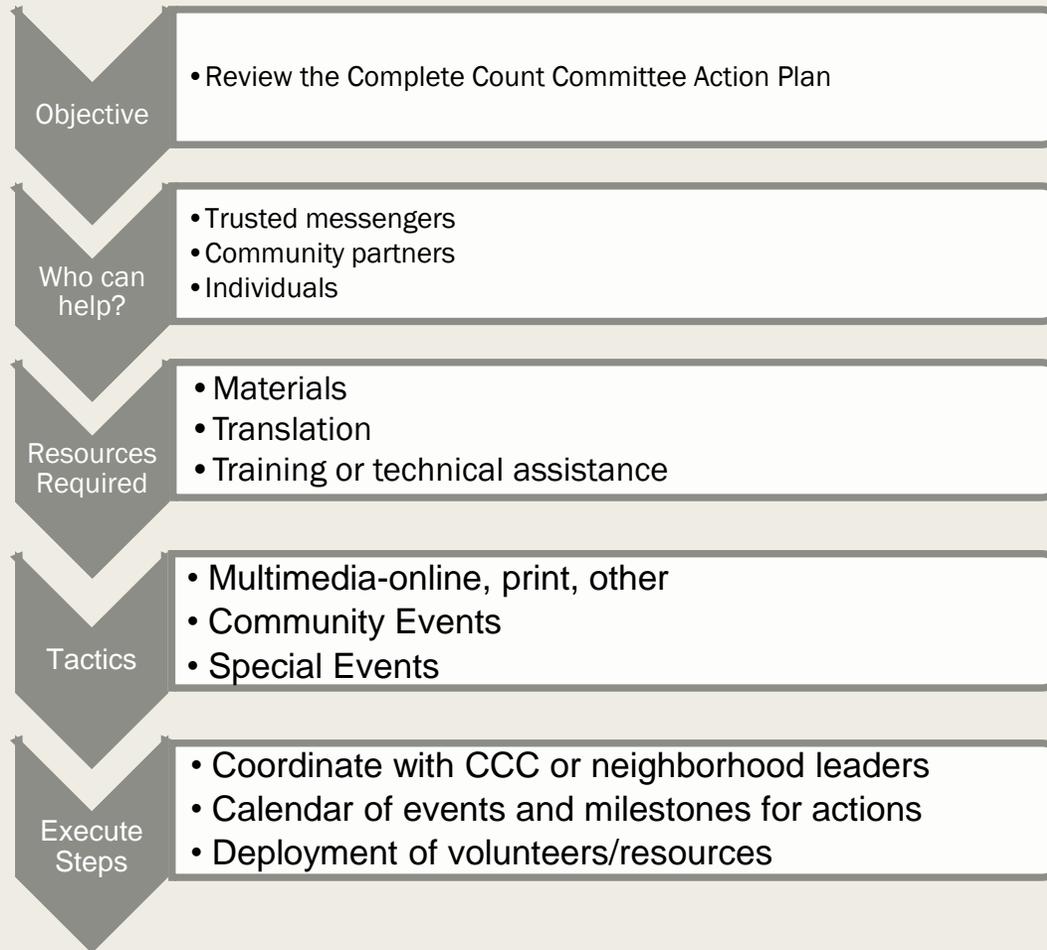
## **Maryland State Grant:**

- ❖ Received \$250,000;
  - ❖ \$100,000 committed to  
Community Grant Program
- ❖ Support internal operation;
- ❖ Hiring outreach team

## **Sub-Granting:**

- ❖ Focus on community outreach and development
- ❖ Targeted groups:
  - ❖ Small Non-profits
  - ❖ Community Orgs
  - ❖ Minority Owned Businesses

# Creating an Engagement Plan



# FIVE FAST ACTIONS

- 1) Tell at least 5 people that the 2020 Census is online.
- 2) Share census information on social media. #bmorecounts
- 3) Sign up for email updates: [bit.ly/2K2qbq0](https://bit.ly/2K2qbq0).
- 4) Talk about the census at community meetings or events.
- 5) Request a census specific meeting or event in your community: [census2020.baltimorecity.gov](https://census2020.baltimorecity.gov)



# Frequently Asked Questions:

## **Jobs:**

❖ All things job related are through the Federal Government. Applicants should follow up with the local Census Office:

(410)843-1205

## **Confidentiality:**

❖ Data CANNOT be shared from the Census Bureau

❖ Responses are immediately anonymized upon receipt

❖ Federal Offence to share Data

## **Completing the Form:**

❖ It is estimated ~10m to respond

❖ Only in the 4th mailing will you receive a paper form

❖ Calling will net you a live person

## Languages offered:

• Paper forms: English & Spanish

• Online: 20+

• Phone: 50 +

## Deadlines:

Self Response to end late April, Followed by 3 attempts in person in May.

# Frequently Asked Questions:

## Completing the Form:

- ❖ Unfinished forms WILL lead to an in-person follow-up
- ❖ Answer as accurately as possible
- ❖ Will NEVER ask:
  - Bank information
  - Social Security
  - Money/Donations
  - Anything on behalf of a political party
- ❖ The postcard with the invitation to respond is NOT needed to respond online

## What does the Census Bureau Know:

- ❖ Administrative data is gathered from other agencies
- ❖ Self-Response is needed to fill variables in US Dept. of Commerce Algorithms
- ❖ Administrative Counts WILL NOT add to funding

## Misc:

- ❖ Incarcerated individuals in MD, from MD are counted and apportioned to their census tract. Does not add to funding

# Additional Resources

## US Census Bureau

- 1-800-923-8282
- [2020census.gov](https://www.census.gov)
- [census.gov/partners/2020-materials.html](https://www.census.gov/partners/2020-materials.html)
- [census.gov/roam](https://www.census.gov/roam)
- [ask.census.gov](https://ask.census.gov)

## US Census Partnership Specialist for Baltimore

- [terry.o.fisher@2020census.gov](mailto:terry.o.fisher@2020census.gov)

## Baltimore Census 2020

- [Census2020.baltimorecity.gov](https://www.census2020.baltimorecity.gov)
- [austin.davis@baltimorecity.gov](mailto:austin.davis@baltimorecity.gov)

## National Partner Resources

- [countallkids.org](https://countallkids.org)
- [wecountkids.org](https://wecountkids.org)
- [faithinpubliclife.org/census](https://faithinpubliclife.org/census)
- [censuscounts.org](https://censuscounts.org)
- [meyerfoundation.org/census-2020](https://meyerfoundation.org/census-2020)
- [communitychange.org](https://communitychange.org)
- [naleo.org](https://naleo.org)
- [thetaskforce.org/queerthecensus](https://thetaskforce.org/queerthecensus)
- [advancingjustice-aajc.org/census](https://advancingjustice-aajc.org/census)
- [communityactionpartnership.com](https://communityactionpartnership.com)

# Contact Information

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**Q&A**  
**AND OPEN FORUM**  
*Ask Away!*

