The Road to 2020 and a Complete Count

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Los Angeles Regional Census Center
• Mandated by Article 1, Section 2 of the U.S. Constitution
  ▶ The Census has been taken every 10 years since 1790.
  ▶ Count includes the United States and its territories.

• Confidentiality
  ▶ Data is protected under Title 13 and Title 26 of the U.S. Code
  ▶ No information is released to any government agency or entity, including: FBI, IRS, ICE, Welfare Agency, etc.
Why Does the 2020 Census Matter?

**Power**
Political representation
Reapportionment & redistricting

**Money**
$675 Billion in Federal funding

**Nevada**
Over $6.2 Billion to the State of Nevada for FY16
(According to the George Washington University Counting For Dollars study)
# Counting for Dollars 2020
## The Role of the Decennial Census in the Geographic Distribution of Federal Funds

### Counting for Dollars 2020

#### Nevada

Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

## Total Program Obligations: $6,219,293,623

<table>
<thead>
<tr>
<th>Program</th>
<th>Obligations</th>
<th>Dept</th>
<th>Obligations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education Assistance Programs</td>
<td>$6,219,293,623</td>
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<tr>
<td>Medicaid</td>
<td>$2,719,374,943</td>
<td></td>
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<tr>
<td>Nursing Home Quality Improvement Programs</td>
<td>$242,000,000</td>
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<td>$242,000,000</td>
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<tr>
<td>Temporary Assistance for Needy Families</td>
<td>$1,404,000,000</td>
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<td>$1,404,000,000</td>
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<tr>
<td>Workforce Development</td>
<td>$7,713,000,000</td>
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<td>$7,713,000,000</td>
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<tr>
<td>Child Nutrition Programs</td>
<td>$7,713,000,000</td>
<td></td>
<td>$7,713,000,000</td>
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<tr>
<td>State Children's Health Insurance Program</td>
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<td>Special Education Programs</td>
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<tr>
<td>Transportation Programs</td>
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<tr>
<td>Federal Assistance Programs</td>
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<tr>
<td>Grants to States</td>
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<tr>
<td>Grants to Local Governments</td>
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<tr>
<td>Federal Procurement Programs</td>
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</tbody>
</table>

**GW Institute of Public Policy**

Federal WAICU, Washington University, Seattle, WA

**Shape your future**

**START HERE**

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**United States Census 2020**

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**2020CENSUS.GOV**
Census Day
April 1, 2020

Self Response Starts
March 12, 2020

- Internet
- Phone
- Paper Form

(In-person interview during the NRFU (non-response follow-up operation))

How the 2020 Census will invite everyone to respond

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

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

- 95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker visits it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

(United States Census 2020)

Shape your future
START HERE
Complete Count Committees

State, local and or tribal governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents.

A volunteer committee made up of members from:
- Government
- Education
- Media
- Businesses
- Service Providers
- Community Organizations
- Faith-Based Organizations
Low Response Score (LRS)
### Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1, 2019</td>
<td>State Complete Count Committee formation</td>
<td>Governor Sisolak signed an Executive Order to establish the State Complete Count Committee and appointed Lt. Governor, Kate Marshall to chair the SCCC.</td>
</tr>
<tr>
<td>August 2019</td>
<td>Address Canvassing (AdCan)</td>
<td>Update the address frame and identify locations where people live or could live for selected areas.</td>
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<tr>
<td>March 2020</td>
<td>Update Leave (UL)</td>
<td>Update the address along with feature data, and leave a packet to encourage self response and a paper questionnaire.</td>
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<tr>
<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
<td>Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, marinas, tent cities, carnivals or hotels.)</td>
</tr>
<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GQE)</td>
<td>Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker’s dormitories</td>
</tr>
<tr>
<td>March 12, 2020</td>
<td>Self-Response Starts</td>
<td>Respondents may begin responding to the Census questionnaire.</td>
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<tr>
<td>April 1, 2020</td>
<td>Census Day</td>
<td>Census Day (&quot;Call to Action&quot;)</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up (NRFU)</td>
<td>Conducted in blocks surrounding colleges and universities where are likely to have moved out before regular NRFU begins.</td>
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<tr>
<td>May 2020- July 2020</td>
<td>Non-Response Follow-Up (NRFU)</td>
<td>Reach out to households who did not respond to the 2020 Census questionnaire.</td>
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<tr>
<td>December 31, 2020</td>
<td>Final Count Complete</td>
<td>Final count delivered to the President.</td>
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</table>
Recruiting information:
1-888-658-5564
(RCC recruiting hotline)

www.2020census.gov/en/jobs

www.usajobs.gov

Supervisory &
Non-supervisory positions available in
Washoe County, NV

$17.00 - $18.50 per hour

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provided:
✓ Great pay
✓ Flexible hours
✓ Weekly pay
✓ Paid training

For more information or help applying, please call
1-855-JOB-2020 (1-855-562-2020)

Federal Relay Service
1-800-877-8339 TTY/Relay
www.gsa.gov/Relay

The U.S. Census Bureau is an Equal Opportunity Employer
Resource Links

- Website
  www.2020census.gov

- Partner Resources

- ROAM
  www.census.gov/roam

- Recruiting
  www.2020census.gov/jobs
  1-855-562-2020
Thank You

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Partnerships at a Glance

Join us as a partner and become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

WHAT IS THE DECENNIAL CENSUS?
Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than $675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They are also used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

WHY IS A COMPLETE AND ACCURATE COUNT SO IMPORTANT?
The census is a valuable tool for improving communities across the country. If your community members don’t respond, your community may not receive the funding it needs. It is important that everyone understand the importance of the census.

WHY SHOULD I BECOME A 2020 CENSUS PARTNER?
As a trusted voice, you have a critical role to play in reaching the communities you serve. You can support our goal of a complete and accurate count by explaining to your community, customers, members, or stakeholders why participating is important. By partnering with the Census Bureau, you can serve as a 2020 Census ambassador. Your efforts in spreading the message and mobilizing your stakeholders to respond to the census will provide accurate data for your community.

Serving as a 2020 Census partner means you can help ensure that the people you care about are accurately counted and represented, which in turn will increase the accuracy of the census data that are used by organizations like yours to make important decisions.

HOW ARE CENSUS DATA USED?
The 2020 Census is important for you and your community. The results help you understand how demographics—including income and education levels—and population size are changing in your area. Businesses, researchers, and policymakers depend on the high-quality data provided by the U.S. Census Bureau to make important decisions such as:

- Where to build schools, roads, and hospitals.
- Where to open new stores and expand operations.
- What products and services to sell.
- What new policies and public programs will be most helpful in your community.
WHAT OUTREACH RESOURCES EXIST FOR 2020 CENSUS PARTNERS?

Outreach is not a one-size-fits-all approach. That is why the Census Bureau provides various types of resources to help partners tailor their outreach to their communities. As a partner, you will have access to:

- A community outreach toolkit (with a Census 101 handout, printable stickers, and outreach tips and tricks).
- Mapping tools to better understand the demographic composition and characteristics of your communities.
- Resources on Census Bureau confidentiality and data security efforts to keep census responses secure.

WHAT CAN I DO AS A 2020 CENSUS PARTNER?

There are many ways to make a difference as a 2020 Census partner, including by:

- Using Census Bureau tools, information, and messaging in creative ways to increase public participation—for example, through newsletters, co-branded products, and social media.
- Providing information to your community, customers, members, or stakeholders about the importance and benefits of participating in the 2020 Census.
- Hosting a workshop to develop possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Forming and getting involved in a Census Complete Count Committee to educate and motivate residents to participate in the 2020 Census. To learn more about the Complete Count Committees or to start one in your community, visit census.gov/2020completecount.
- Inviting Census Bureau officials to present at your next event.
- Signing up and being recognized.
- Encouraging people in your community to work for the Census Bureau, and sharing this link with them: 2020census.gov/jobs.

INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at census.partners@census.gov to share ideas about how we can work together to ensure a complete and accurate count.

State and local organizations can reach out to their regional census center using the contact information below.

**Atlanta**
Phone: 404-889-6520
E-mail: Atlanta.rcc.partnership@2020census.gov

**Chicago**
Phone: 312-579-1605
E-mail: Chicago.rcc.partnership@2020census.gov

**Dallas**
Phone: 972-510-1800
E-mail: Dallas.rcc.partnership@2020census.gov

**Los Angeles**
Phone: 213-314-6500
E-mail: Los.Angeles.rcc.partnership@2020census.gov

**New York**
Phone: 212-882-2130
E-mail: New.York.rcc.partnership@2020census.gov

**Philadelphia**
Phone: 267-780-2530
E-mail: Philadelphia.rcc.partnership@2020census.gov

We look forward to welcoming you as a Census Bureau partner!

WHERE CAN I GO TO LEARN MORE?

To learn more about becoming a 2020 Census partner, visit census.gov/partners.

For the latest updates on the 2020 Census, visit 2020census.gov.
Frequently Asked Questions

WHAT IS THE DECENNIAL CENSUS?
Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than $675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They also are used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

WHAT INFORMATION WILL BE REQUESTED?
The decennial census will collect basic information about the people living in your household. When completing the census, you should count everyone who is living in your household on April 1, 2020.

WHAT INFORMATION WILL NOT BE REQUESTED?
The Census Bureau will never ask for:

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

WILL MY INFORMATION BE KEPT CONFIDENTIAL?
Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to $250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

WHERE CAN I GO TO LEARN MORE?
You can learn more about the 2020 Census by visiting 2020census.gov.

WHY IS IT IMPORTANT TO ME?
Responding to the census is not only your civic duty; it also affects the amount of funding your community receives, how your community plans for the future, and your representation in government. Specifically, data from the 2020 Census are used to:

- Ensure public services and funding for schools, hospitals, and fire departments.
- Plan new homes and businesses and improve neighborhoods.
- Determine how many seats your state is allocated in the House of Representatives.

WHEN WILL I COMPLETE THE CENSUS?
The next census will take place in 2020. Beginning in mid-March, people will receive a notice in the mail to complete the 2020 Census. Once you receive it, you can respond online. In May, the U.S. Census Bureau will begin following up in person with households that haven’t responded to the census.

HOW CAN I RESPOND?
In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer. Responding should take less time than it takes to finish your morning coffee.