



2020 CENSUS OPERATIONS

PART 1: SELF-RESPONSE

MARCH 13, 2019

Census Counts Campaign

- Collaborative campaign with more than 15 national partners
- Community based organizations in more than 30 states
- Resources and information sharing at censuscounts.com



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A working group of the Funders' Committee for Civic Participation that supports strategy development, learning, and planning by funders.



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Census Operations Upcoming Webinars

- Wednesday, April 10 at 1pm Eastern: Part 2 - Hiring
- Wednesday, May 8 at 1pm Eastern: Part 3 - Enumeration of Group Quarters & Transitory Locations
- Wednesday, June 12 at 1pm Eastern: Part 4 - Nonresponse Follow Up
- Wednesday, August 14 at 1pm: Part 5 - Tips for Organizers Engaging in GOTC
- Wednesday, September 11 at 1pm: Part 6 - How to Monitor the Count in Real Time

FIRST THINGS FIRST...

WHO IS COUNTED?

The census counts all persons who live in the United States on April 1, 2020 (Census Day), regardless of citizenship or immigration status ... *the Constitution says so!*

▪ *WHERE ARE THEY COUNTED?*

- *At their “usual place of residence” (where they live & sleep most of the time)*
- College students living away from home → at their college residence
- Incarcerated persons → at the prison/jail facility
- People experiencing homelessness → (1) Service-based Enumeration; (2) Enumeration of Transitory Locations; or (3) *at the home where they are staying, however temporary, if there is no other “usual residence”*

SELF-RESPONSE

UNIVERSE: HOUSEHOLDS

- **Household:** a group of people, comprised of family/ies *and/or* non-relatives, who occupy a single living quarter and consider themselves a unit within that space.
- Census Bureau assigns one unique ID to each household (defined by a mailing or physical address).
- One person (the “householder”) fills out a form and includes every person who is part of that household unit.
- More than one household can occupy a single structure (legally or illegally).

WHY PROMOTE SELF-RESPONSE?

- No one will need to come to your door!
- Information is more accurate than data collected during Nonresponse Follow-up.
- Information is closer in time to Census Day (reference point) and, thus, more reliable.
- Less costly ... leaves more \$\$ for Census Bureau to follow-up with hardest-to-reach households.
- Historically, areas with lower self-response tend to have higher undercounts.

SELF-RESPONSE OPTIONS

All households (except in Update/Enumerate areas) can self-respond one of three ways:

- Internet (on-line)
- Telephone (Census Questionnaire Assistance, or CQA)
- Paper questionnaire**

****Note:** Paper forms have space to list (roster) up to 12 household members, but to provide full information only for six. Census staff will call “large households” responding by paper to collect remaining data, so providing a valid phone number is essential!

SELF-RESPONSE TIMING

STARTS March 12th **ENDS** April 30th

Can households self-respond **before April 1st**?

- **Yes! Absolutely! Please do!**
- Household roster should include everyone who is/will be a “usual resident” on April 1st.
- *Aren't sure who will be in your household?* Wait until April 1st to respond.
- *Don't forget to include babies born by April 1st, even if still in the hospital!*

SELF-RESPONSE LANGUAGE ASSISTANCE

- *Internet:* 12 languages + English
- *Telephone:* 12 languages + English
- *Paper:* English & Bilingual English/Spanish
- *Instruction guides:* 59 languages + English

Go to https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_06.pdf for list of languages.

SELF-RESPONSE OPERATION

For mail-out areas (95% of households):

- 80% of homes get letter with unique ID, inviting internet response (**Internet First** mailing)
- 20% of homes get similar letter *plus* paper questionnaire in 1st mailing (**Internet Choice** mailing)
- Materials mailed in 4 waves over one week (on 3/12, 3/13, 3/19, 3/20) (**Internet Choice** packets all go out on 3/13)
- *All homes* will get **Language Assistance** sheet with toll-free numbers for 13 languages, to ask questions or to give their answers over the phone.
- No materials mailed to Post Office boxes.

SELF-RESPONSE OPERATION *(CONTINUED)*

For mail-out areas (95% of households):

- 2nd mailing → reminder letter
- 3rd mailing (only to households that haven't self-responded)
→ reminder postcard
- 4th mailing (only to households that haven't self-responded)
→ reminder letter **plus** paper questionnaire (April 8 – 16)
- 5th mailing (only to households that haven't self-responded)
→ “It's not too late” postcard

UPDATE/LEAVE OPERATION

- ~12 million addresses without reliable mail service, with high seasonal turnover, or recovering from natural disasters + American Indian reservations (>5% of households) → **they will self-respond!**
- March – April: Census workers go door-to-door to “update” address list *and* hand-deliver (“leave”) materials (Internet Choice packet)
- **Update/Enumerate method:** ~500,000 remote homes + American Indian tribes on reservations upon request → **no self-response!**

NON-ID RESPONSE

- Households can respond to census on-line or by telephone *without* a unique identification (ID) number.
 - **Note:** Census staff might call to confirm address if it doesn't match to address file or other administrative data.
- Paper questionnaires have barcode (equivalent to the ID number) on every page that tie them to specific addresses.
 - No “Be Counted” forms (i.e. without a barcode) available in 2020 Census.

NON-ID RESPONSE

CONTINUED

USE THIS SELF-RESPONSE METHOD IF:

- Your household didn't receive any census materials by mail or in person.
- You "lost" the materials your household received.
- Your household responded but left you off the form.

Note: The on-line & phone systems will accept a unique ID only once. Do not try to resubmit a form for an entire household if you left one or more people off by mistake. Just use Non-ID Response for those people.

THANK YOU!

Please listen to recording for answers to these key questions from Arturo Vargas:

1. If a household fills out a form but doesn't answer all questions for all people, will everyone still be counted?
2. If people skip the citizenship question or any other ones, will a census worker come to their door to obtain the information?
3. Can “community canvassers” (local organization staff) help people fill out their census forms?