

2020 Census Overview

Lower Gwynedd Township Presentation

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THE CENSUS IS COMING!!!

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Countdown To:

36 Days

2020 Census Day - April 1st, 2020

Why do we Take a Census?

- U.S. Constitution, Article 1, Section 2 mandates a headcount every 10 years of every one residing in the 50 states, Puerto Rico and the Island Areas of the United States
- By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within 9 months of Census Day (on or before December 31, 2020) so that apportionment can be taken
- The 2020 Census measures the nation.
- Helps Americans make decisions at home, at work, and in their communities.

EASY-SAFE-IMPORTANT

Is Easy

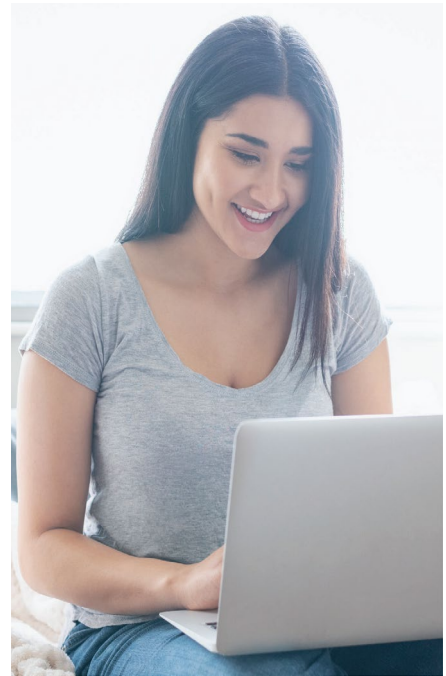
- A few questions
- Less than 10 minutes
- 12 languages and English
- Respond online, phone, mail

Is Safe

- Responses are confidential and encrypted
- Protected by cyber security measures
- Differential Privacy

Is Important

- \$675 billion nationally
- Affects communities voice in Congress/Appportionment
- Redistricting
- Plan for future needs (business, education, healthcare, transportation)



2020 Census Goals

Goals

- ✓ To count everyone once, only once, and in the right place

What's New

- ✓ We're maximizing outreach by using both traditional and new media
- ✓ We're offering and encouraging people to use the secure online response option
- ✓ We're providing our fieldworkers with handheld devices for collecting Census data & Mobile Questionnaire Assistance

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 drops 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.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

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.
	If you haven't responded yet:
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.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

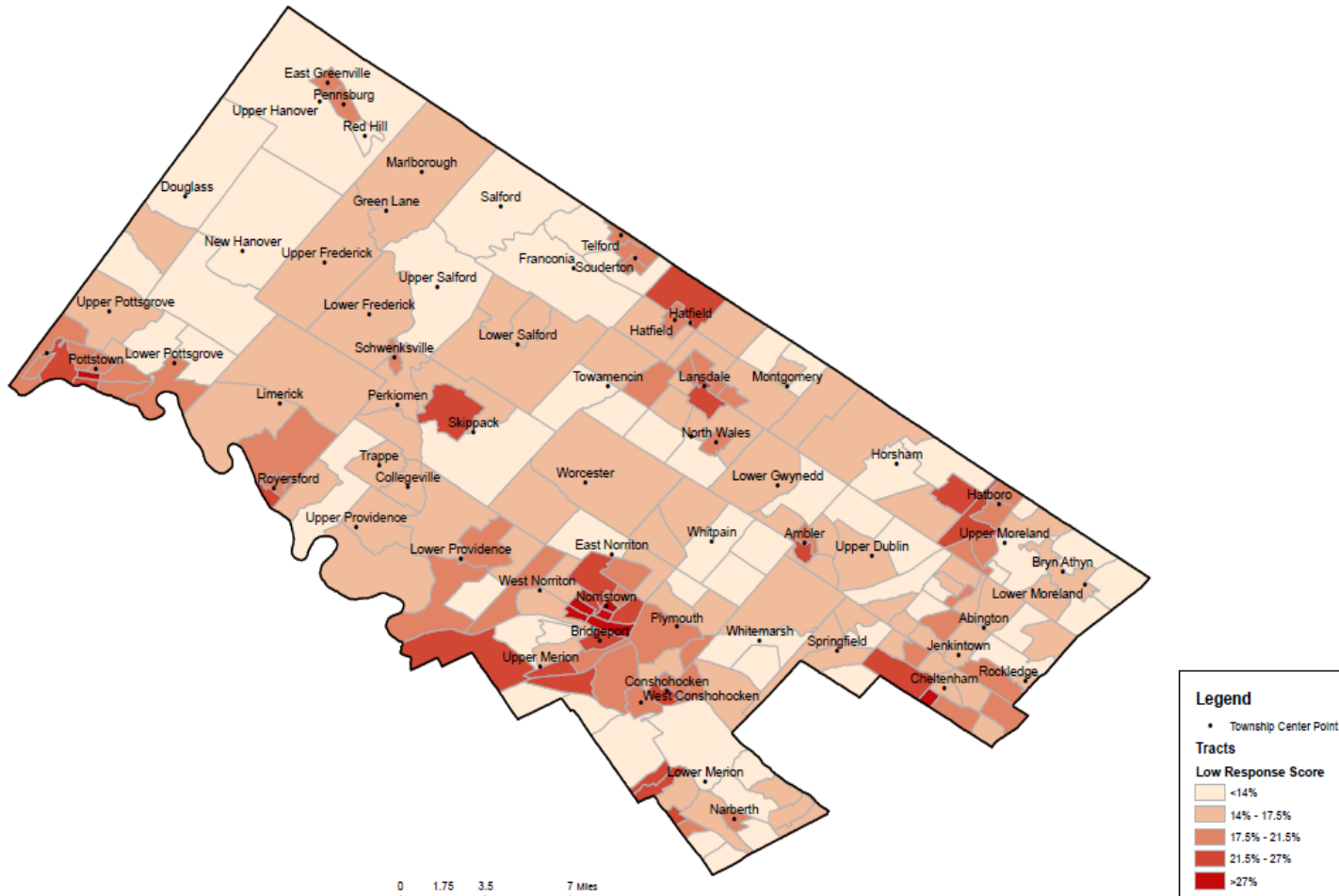
2020 Census Questionnaire

2020 Census – A Few Questions - Will Only Take a Few Minutes

Subjects:

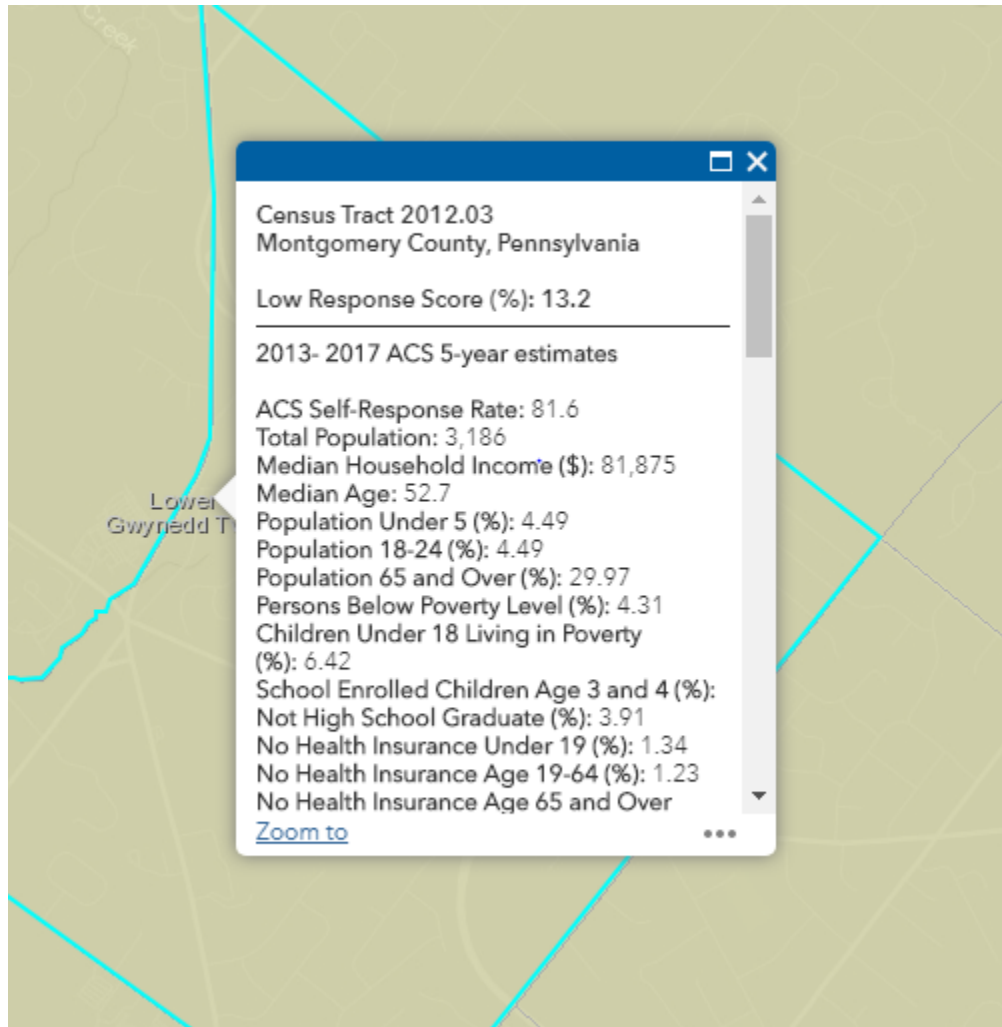
- How many people in home (on April 1, 2020)
- Is home/apartment/mobile home owned or rented
- Sex/age of people living in home
- Racial makeup of people living in home
- Are people of Hispanic or Latino origin
- Relationship
- Whether a person lives/stays somewhere else
- Any additional people living or staying
- Telephone Number

Montgomery County Low Response Map



0 1.75 3.5 7 Miles

Lower Gwynedd ROAM Data



Hard to Count Demographics

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)



Prepare for the 2020 Census **NOW!**

- The 2020 Census has begun
- Mobile Questionnaire Centers
- Engage and share on digital media
- Take print materials to events
- Announce at meetings and events
- Share with family, friends, businesses, faith-based communities, etc.
- Invite Census staff to events and meetings
- Be creative in spreading the word
- Champion Webinar
- <https://www.facebook.com/TriCountyCommunityNetwork/videos/2679642868938027>

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WE ARE STILL HIRING

- Enumerators \$27/hour
- Hiring Preferences
- Hire Local to Neighborhood
- Qualifications



Questions 2020 Census

Contact us:

Recruiting Hotline - 1-888-480-1639

Philadelphia Regional Census Center- 1-844-507-2020

Email : Tricia.l.reedy.jones@2020census.gov

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

Connect with Us



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



facebook.com/uscensusbureau



More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



More information on the 2020 Census:
<http://www.census.gov/2020Census>



instagram.com/uscensusbureau



More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



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