

# 2020 Census



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Hunterdon & Somerset Counties NJ  
New York Regional Office

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# What Do 2020 Census Partnership Specialists Do?

Partnership specialists play an important role in their communities by working with local organizations to raise awareness, trust and participation in the 2020 Census. Examples:

- *Participate in Complete Count Committee*
- *Engage in events as: speakers and provide a presence at events (i.e., Hunterdon County 4-H & Agricultural Fair*
- *Share the 2020 Census Message through Social Media, Newsletters, Blogs, Articles;*
- *Assist with Census Operations:*
  - *Recruiting assessments*
  - *Response activities*
- *Help identify Trusted Voices to encourage participation in the count*
- *Help overcome obstacles to reach everyone with the Census bureau message*

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# Roadmap to April 1, 2020 Census Day

## Examples

Sept –Dec  
2019

- Partnership specialists engage local organizations to capture support for the 2020 Census
- Establish Plan of Action / continue Planning sessions with staff, board meetings or volunteers
- Set Measures for County / Needs assessment by community / continue job recruitment for Census
- Gather promotional materials for our partner offices / establish Community schedule for events, talks, trainings

Jan-Mar  
2020

- Sponsor or co-sponsor census community events
- Start conversations with constituents
- Create visibility in partner organizations
- Promote the Census 2020 website and Census Questionnaire Assistance Phone Members

Apr-June  
2020

- Promote numbers to call for help
- Continue to distribute flyers and toll- free numbers
- Evaluate Hard to Count Results

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# Coming Soon

- 2020 Census Events
- ***September 18, 2019, at United Way of Hunterdon County, Kick Off Meeting*** of the Hunterdon County Census Complete Count Committee, 4:30pm to 5:30 pm
- ***September 25, 2019 -Hunterdon Co. JOB Fair at 314 Route 12, Hunterdon Co. Complex 10:30 am -1:30 pm by Greater Raritan Valley WIB***
- October 4, 2019, ***Senior Services Workshop*** at Route 12 Complex
- ***November 1, 2019, Meeting with Hunterdon Co. Executive Superintendent of Schools*** and representatives for the Superintendents Roundtable –***Census Workshop***
- ***November 7, Hunterdon County Chamber of Commerce, Business & Food EXPO, 2:00 pm – 7:00 pm, NexLevel Arena, 426 Case Boulevard, Flemington , NJ 08822***

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# 2020 Census

- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years since 1790 (years ending in zero)
- 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
- Provides insight to governments, business and community planning groups for planning purposes

**Count everyone once, only once and in the right place.**

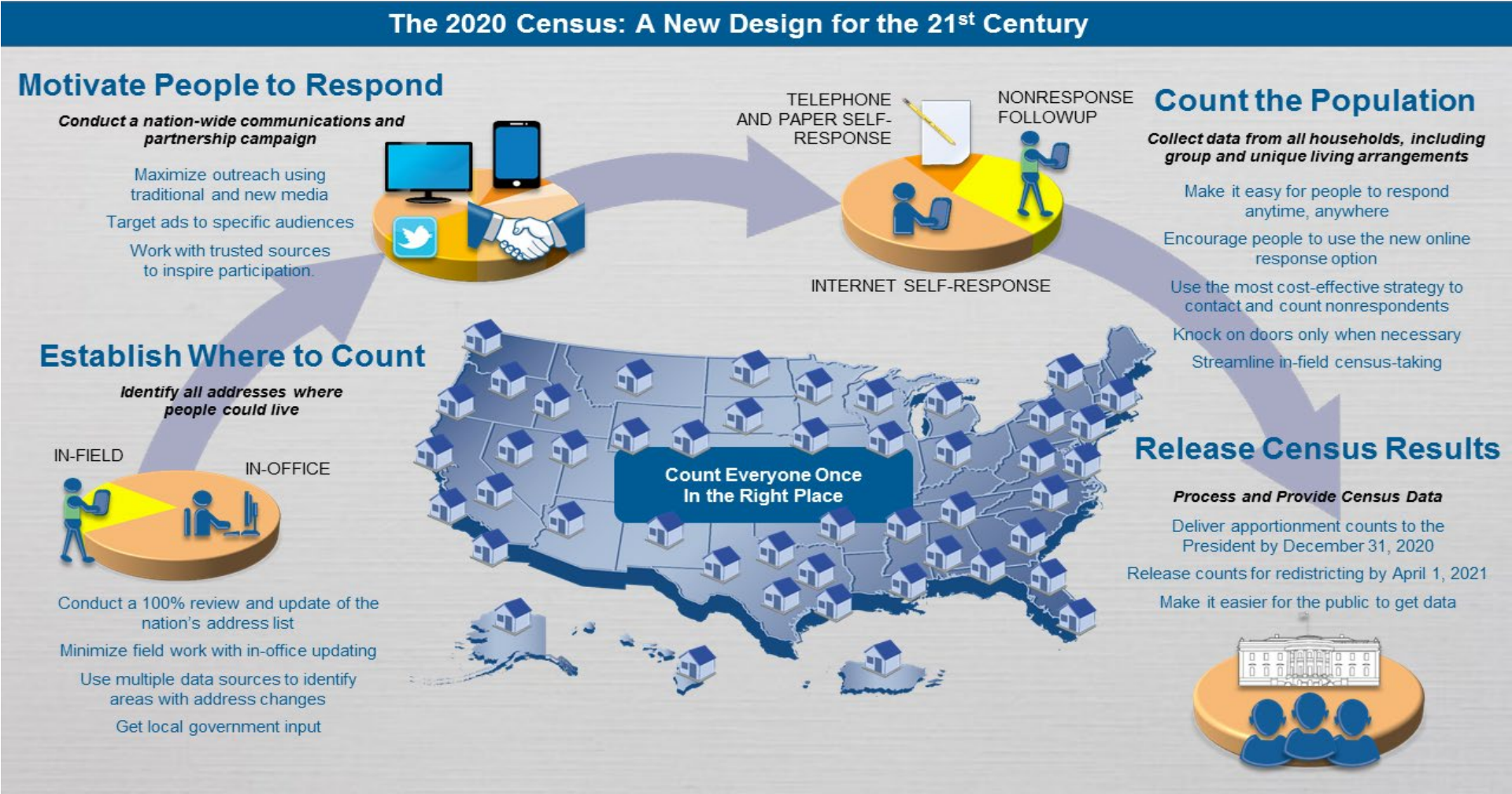
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# Data Protection

- Responses are protected by Federal Law (Title 13) and are only used to produce statistics.
- Personal information collected by the Census Bureau cannot be shared with any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a federal crime with severe penalties, including a **federal prison sentence of up to five years, a fine of up to \$250,000, or both.**
- Cybersecurity program meets highest and most recent standards.
  - Data encrypted to protect privacy; restricted access; responses kept on private, internal network behind firewalls

# Design for 2020 Census



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# Responding to the 2020 Census

- Four opportunities to complete the 2020 Census
  - Online
  - Phone
  - Paper
  - Visit from Census employee
- 12 Non-English Languages for Online and Phone
- 59 Non-English Language Guides (Video and Print)
  - Includes American Sign Language, braille, and large print



# Looking Ahead to Census 2020

## 2018

- ✓ Partnership Program - Launch of the Partnership Program
- ✓ Recruitment Begins
- ✓ Complete Count Committees - Formation of SCCC/CCCs

## 2019

- ✓ Open Wave 1 Field Offices (Jan – Feb)
- ✓ Open Wave 2 Field Offices (Jun – Jul)

## 2020

- Advertising - Begins in early 2020
- Census Day - April 1, 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts to the President - December 31, 2020

## 2021

- Redistricting Counts to the States - By April 1, 2021

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# 2020 Census Recruiting

- Post link to 2020 jobs website on your landing page
- Email blast to your community members about job opportunities
- Identify locations where computer resources/internet connectivity is available for community members
- Host Census Hiring events in your local community
- Invite Census staff to speak to local leaders about job opportunities

[2020census.gov/jobs](https://2020census.gov/jobs) *(one application for chance at multiple positions)*

- Census Takers/Enumerators, Area Census Office clerical positions, Office Operations Supervisors, Census Field Supervisors, Recruiting Assistants

[USAJobs.gov](https://USAJobs.gov) *(one application for each distinct job posting)*

- Partnership positions, Area Census Office Management positions

[Recruitment Toolkit](#)

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# Overcoming Obstacles through Partnerships

- Your **Trusted Voice** to encourage everyone's participation
- Local knowledge and insight of the community to reach everyone with the Census Bureau's messaging
  - The impact of a complete count for the community
  - 2020 Census will count every person living in the U.S.
  - Privacy; Confidentiality of responses
  - Employment Opportunities
- Our Partners: Elected Officials, Colleges and Universities, School Districts, Libraries, Government Offices, Community Organizations and Associations, Media Outlets and Local Businesses.

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# How We Support Partners

- Promotional Materials and Content
  - Flyers, Fact Sheets
  - Posters
  - In-language
  - Toolkits
  - Social media content and links
  - Sample message for email or blog; drop in articles
  - Graphics

[census.gov/partners/2020-materials](https://census.gov/partners/2020-materials)

[2020census.gov/en/partners/outreach-materials](https://2020census.gov/en/partners/outreach-materials)

- Partnership presence
- Connecting Partners with other partners
- Data Services

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# Complete Count Committee

## What is a Complete Count Committee?

A group of government and community leaders who come together to raise awareness about the 2020 Census and motivate their community members to respond.

## Who should be on the Complete Count Committee?

Elected leaders, school department, libraries, workforce development, immigrant organizations, faith based leaders, senior services, community development and housing, community based organizations, veterans services, higher education, business, media (not an exhaustive list).

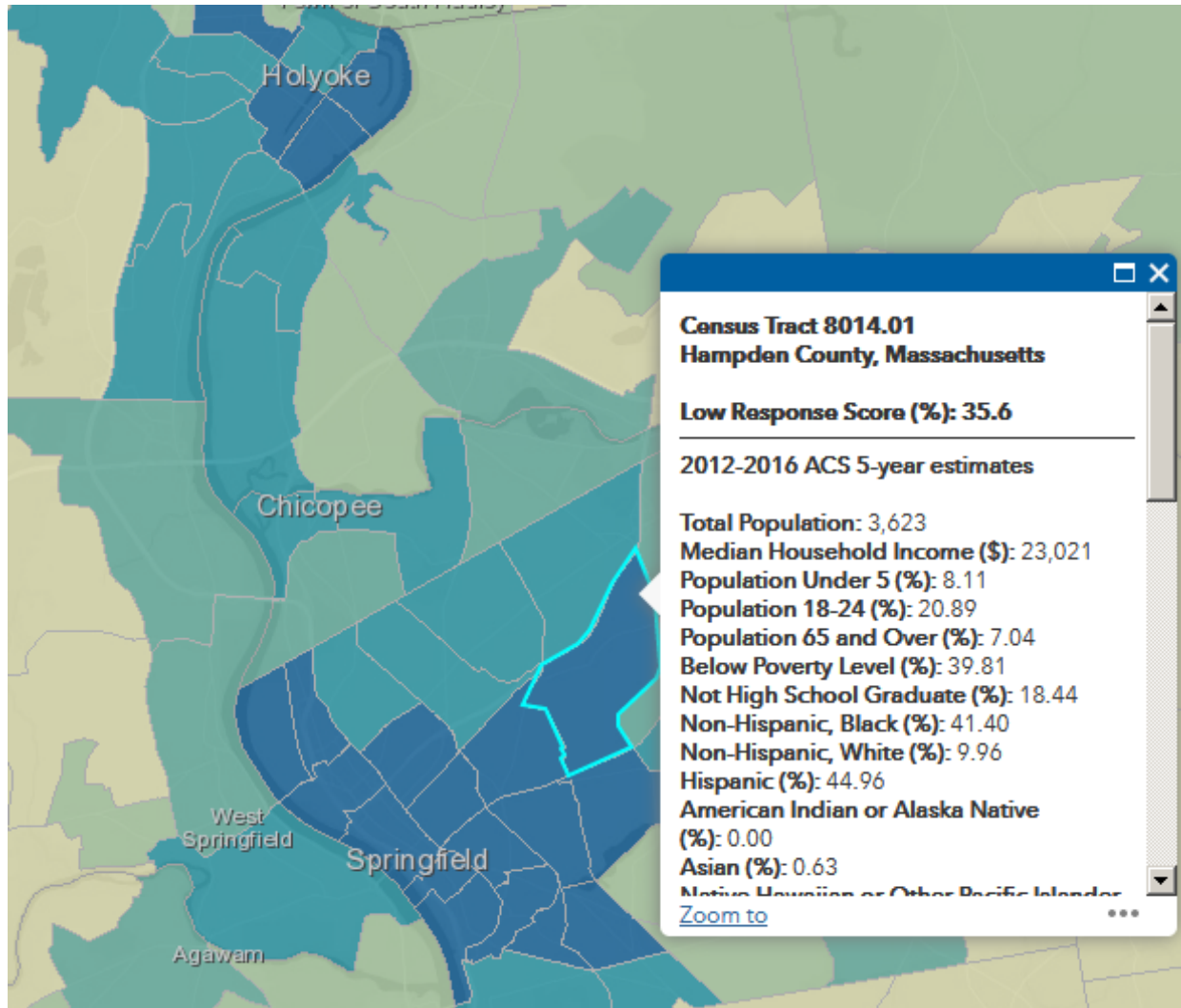
## How do we get started?

Appoint a chair; identify the individuals/groups to include; plan a kick-off meeting; form subcommittees to be dedicated to specific areas of need.

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# Response Outreach Area Mapper (ROAM)



- Housing
- Demographic
- Socioeconomic
- Data at the Census tract level
- Available to the public

[census.gov/roam](https://census.gov/roam)

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# 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)

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# Connect With Us

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[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)



[linkedin.com/company/us-census-bureau](https://linkedin.com/company/us-census-bureau)

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# 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)

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**Introducing  
David Kraiker, Data  
Dissemination Specialist**

**US Census Bureau**