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## 2020 Census: What You Should Know and Do Now

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A teal square containing the United States Census 2020 logo. The words "United States" are in a small, white, sans-serif font at the top. Below it, the word "Census" is written in a large, bold, white, sans-serif font. At the bottom, the year "2020" is written in the same large, bold, white, sans-serif font as "Census".

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# Why do we do the Census?

## Article 1, Section 2 of the US Constitution

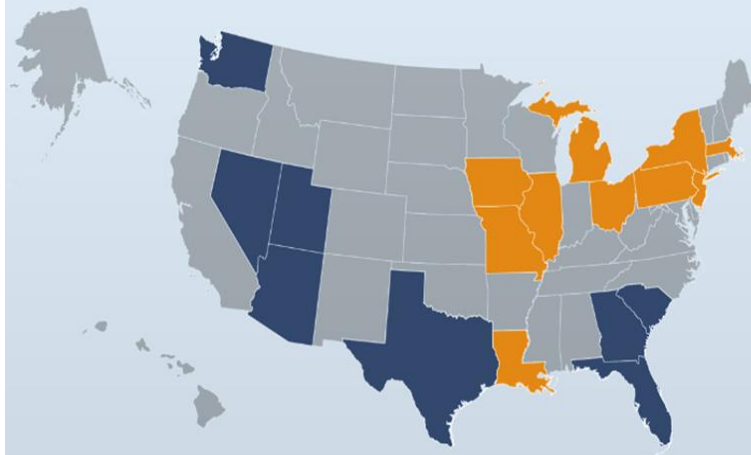
*The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.*

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# APPORTIONMENT

2010  
OFFICIAL RESULTS



## GAINED

Arizona +1  
Florida +2  
Georgia +1  
Nevada +1  
South Carolina +1  
Texas +4  
Utah +1  
Washington +1

## LOST

Illinois -1  
Iowa -1  
Louisiana -1  
Massachusetts -1  
Michigan -1  
Missouri -1  
New Jersey -1  
New York -2  
Ohio -2  
Pennsylvania -1

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# Use of 2020 Census Data

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Distribute** federal dollars to states
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

# The Census Is Confidential



## Title 13 of the U.S. Code states:

- The Census Bureau can not disclose any information that identifies persons, homes, or businesses for 72 years
- The information is collected for statistical purposes only
- Responses to the census can not be used against you in any way by any government agency or court
- The staff of the Census Bureau take an oath for life to protect personal information and may face heavy penalties for a violation.

Title 44 of the U.S. Code allows the National Archives and Records Administration to publish the census information only after 72 years

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# 2020 Census vs 2010 Census

- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the 1<sup>st</sup> time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe

# Key Census Dates

## 2019

**January – March:** Early Area Census Offices Open to Support Address Canvassing

**June – September:** Remaining Area Census Offices Open to Serve as Base of Operations For Decennial

**August:** Address Canvassing Begins

## 2020

**January:** Remote Areas of Alaska Counted Early Ahead of Inclement Weather

**March:** Most Households Receive Invitation to Respond Online

**April 1<sup>st</sup> :** Census Day

**April:** Early Group Quarters Begins

**May:** Non-Response Follow Up Begins With Households Who Have Not Responded

**December 31<sup>st</sup> :** The Census Bureau Delivers Apportionment Counts to the President

## 2021

**April:** Data for Redistricting Purposes Delivered to the States

**Throughout 2021:** Detailed Tabulation Tables Released on a Flow Basis

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# What is a Complete Count Committee

CCCs Formed and Trained by November 2019

## WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

## WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

## WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.



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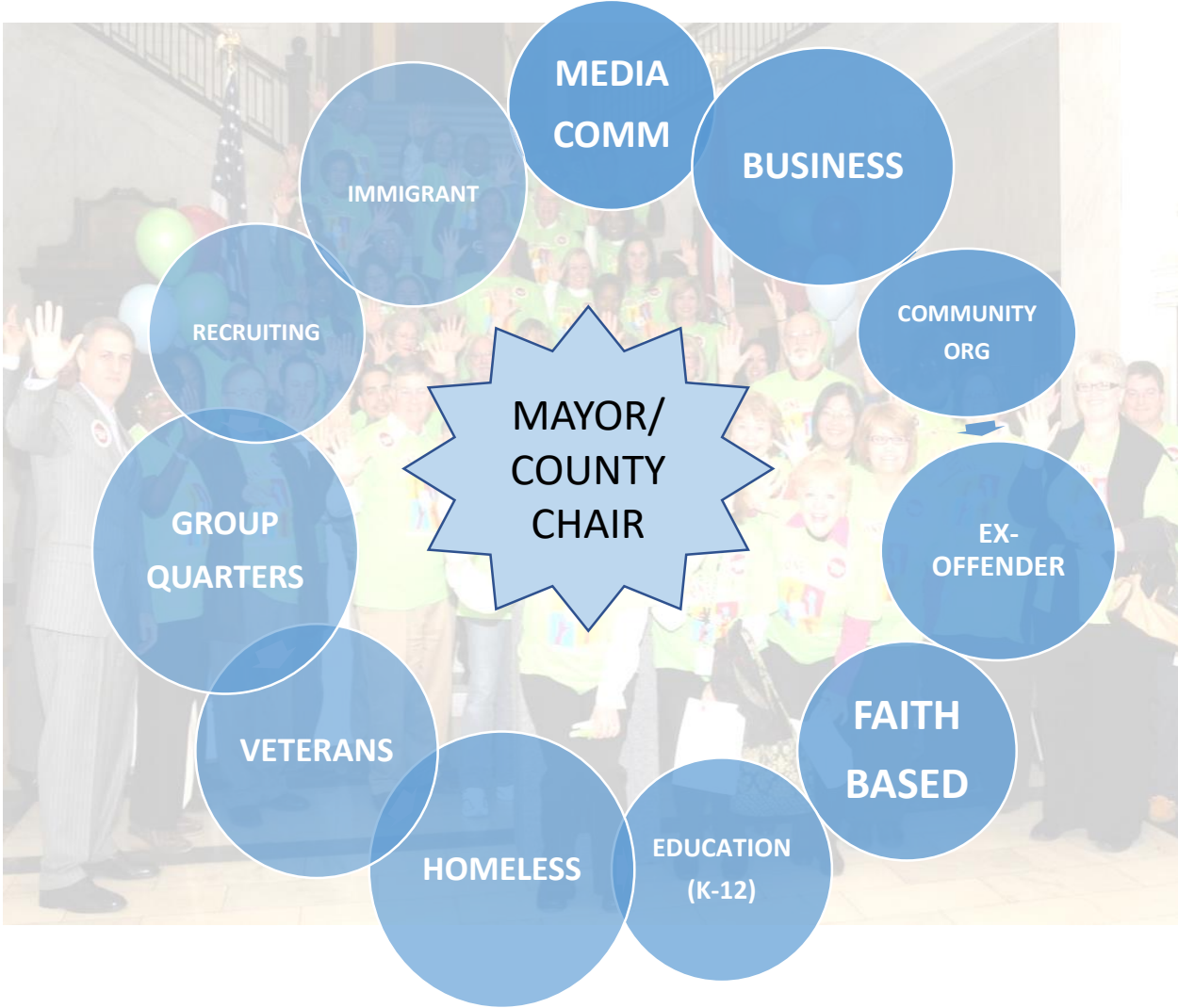
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# Structure of a Complete Count Committee

The Mayor or Highest Elected Official appoints the members of the CCC based on their ability to:

- Communicate to Hard To Count
- Bring Resources to the table
- Approve initiatives
- Influence
- Allocate sufficient time
- Represent all races/ethnicities in a non-partisan manner
- Create coalitions

# Complete Count Committee Formation

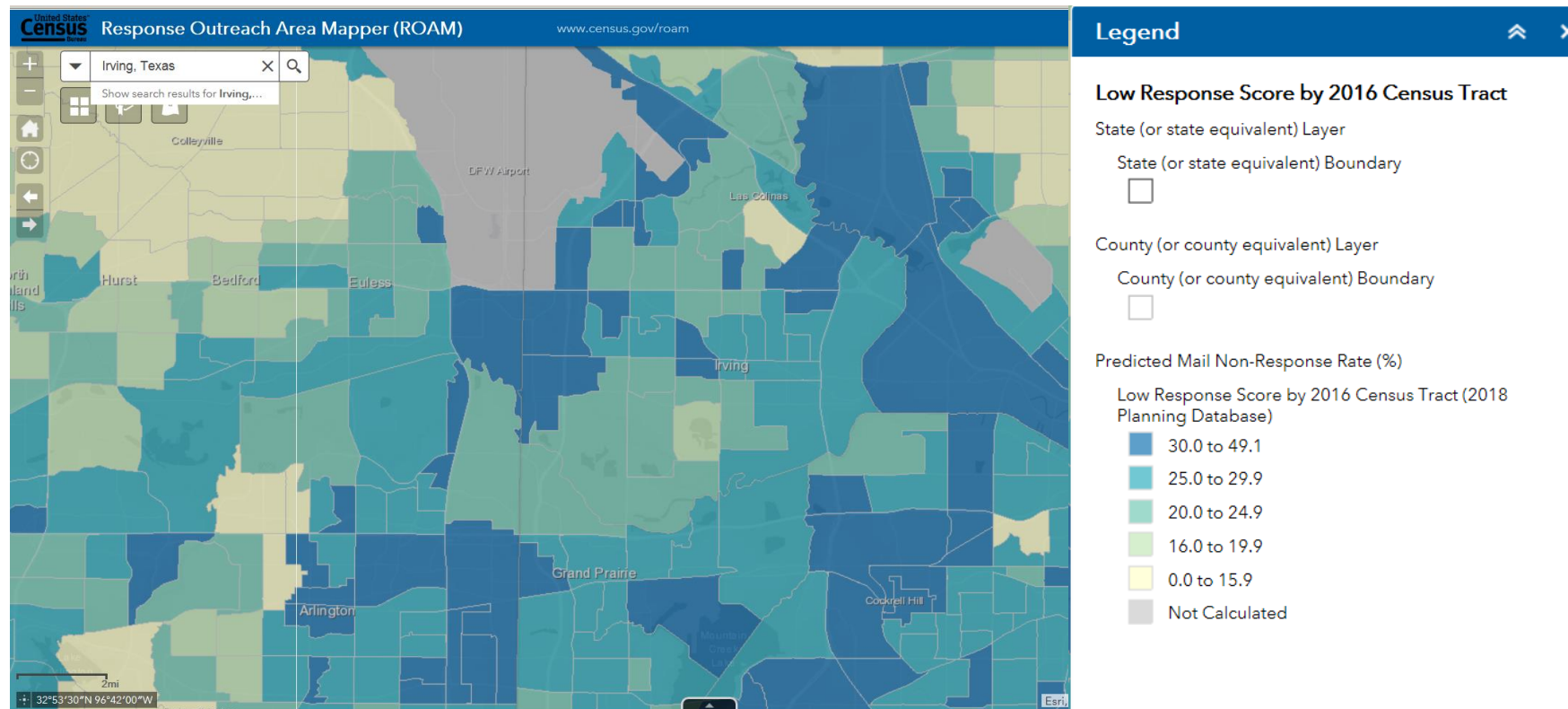


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# Response Outreach Area Mapper (ROAM)

[www.census.gov/roam](http://www.census.gov/roam)



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# CENSUS JOBS NOW LIVE!

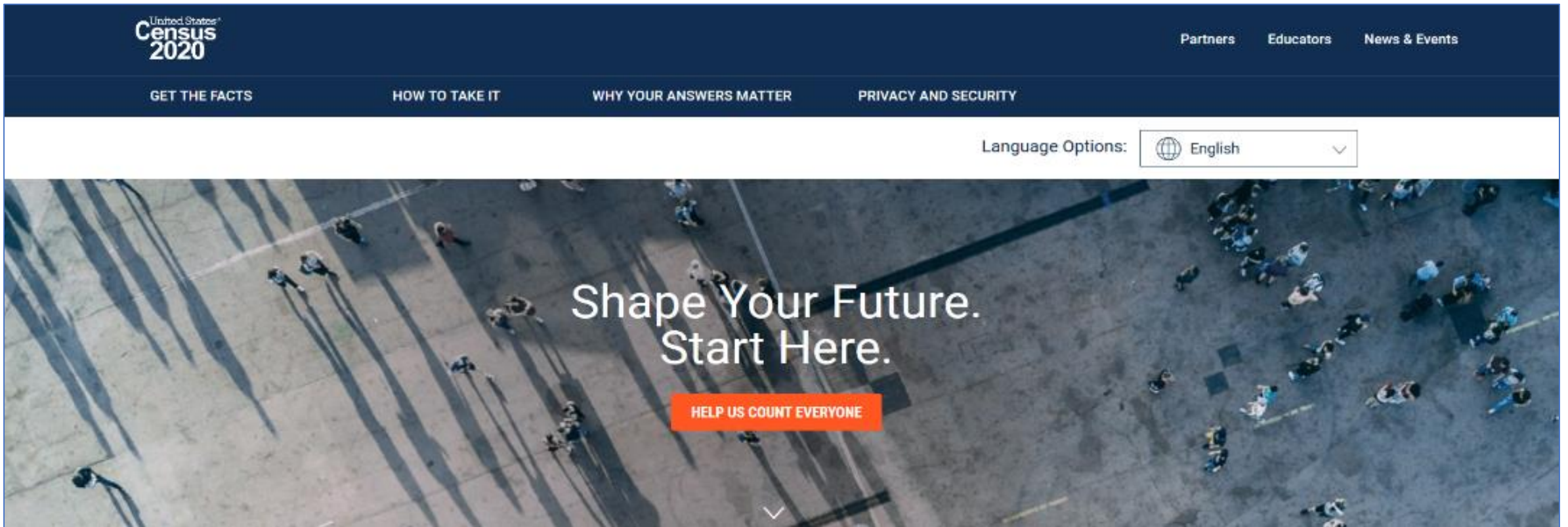
<https://2020census.gov/jobs>



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# Your Resource: [www.2020census.gov](http://www.2020census.gov)



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