Agenda Bill

City Council Regular Study Session - 25 Nov 2019

Department	Staff Contact
Administrative Services	Emily Inlow-Hood, Communications Officer (206) 439-3167

Agenda Bill Title

2020 Census Update

Summary

The purpose of this agenda item is to share information about the 2020 Census and the City of Burien's plan to help ensure a more complete count.

Francesca Ty, U.S. Partnership Specialist, will present information about the 2020 Census including an overview of operations and how the federal government is trying to reach populations that are at risk of being undercounted in communities like Burien. Emily Inlow-Hood, Communications Officer, will present information about how the City of Burien staff are working with community partners to ensure a more complete count.

Attachments

A. Census Outreach Strategy
B. 2020 Census Fact Sheets
C. King County Census Response Rate Map
D. US Census Council Presentation

CITY OF BURIEN CENSUS 2020 OUTREACH STRATEGY

OVERVIEW

The process for conducting the 2020 Census is dramatically changing in 2020, putting Burien at risk for an undercount. This plan outlines the City's strategy for mobilizing community based organizations and other stakeholders into a shared effort to ensure a more complete count.

OBJECTIVES

The objectives of this communications and outreach strategy are:

- Raise awareness of importance of 2020 Census.
- Help community based organizations conduct successful outreach prior to and during the Census.
- Support organized coordination with other public agencies.

KEY AUDIENCES AND STAKEHOLDERS

- Residents. In particular, residents who fall into one of the "hard-to-count" communities. Hard-to-count communities in Burien: communities of color, immigrant or refugee, renters or those who frequently change address, seniors, children under 5, people experiencing homelessness, LGTBQIA+, indigenous/native communities, people with disabilities, recently moved residents, people with lower incomes.
- Community groups and agencies that serve hard-to-count communities.
- Local elected leaders.

KEY MESSAGES

The U.S. Census is more than just a head count. It is the foundation of our democracy--a snapshot of America that determines the number of congressional and Electoral College seats each state gets, and how more than $675 billion in state and federal dollars are allocated to communities each year. The U.S Constitution mandates the Census count every person in the United States every 10 years. According to the Census Bureau, the goal of the Census is to count every person who lives in the United States, "once, only once, and in the right place." This includes people of all ages, races, geographic locations and birth origin.

The US Census dates back to the birth of the Republic. Nonprofit organizations, researchers, and planners in the public and private sectors use Census data to make good decisions and inform public policy. Likewise, Census data is critical to businesses that rely on Census information to make locational and investment decisions. As important, Census data helps the federal government monitor and enforce civil rights laws and protections. To do all that properly, the count needs to be accurate.

Key assumptions:

- Government entities are not considered a trusted messenger on this topic. It is better for messages to come from trusted community leaders and organizations.
- Local government can play a facilitator and support role, which includes connecting leaders to organizations and funding opportunities, convening and building coalitions, providing technical support, and providing financial resources.
- Our communications should be targeted and creative, and conducted through more trusted city staff instead of "City Hall."

Key Message #1: Like all communities in the United States, it is important that all Burien residents are counted.

- Census data determines federal funding for critical programs to meet local needs. These include Medicaid and children's health insurance, nutritional assistance programs (SNAP), highway planning and construction, school lunch programs, special education grants, early childhood programs, foster care, and low-income energy assistance.

Key Message #2: A complete count ensures that Burien is able to access its fair share of government grants and elected representation.

- Political boundaries, and the number of legislative representatives, are determined by the Census.

Key Message #3: The City of Burien is committed to working with all a variety of stakeholders – including other governments, community-based organizations, faith-based groups, school districts, and other trusted partners to achieve a complete count in Burien.

- The City of Burien is hosting a technical assistance workshop for community-based organizations interested in applying for grant funding for Census outreach.
- City staff participate actively in the South King Census Table.
- City staff are working with the Highline School District, neighboring cities, and local organizations to ensure a complete count.

Key Message #4: The City of Burien is here to help.

- The City will augment the national, state, and county campaigns with its own localized Burien outreach effort.

Key message # 5: There may be some fear around responding to the Census.

- City staff will work with trusted partners to educate and allay as many fears as possible.
- Census responses are safe, secure, and protected by federal law. By law, all responses to Census questions must remain confidential.
- By law, your Census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.
- You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a Census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.
- There is no citizenship question on the Census.

STRATEGIES

Key assumptions:

- Staff will partner with surrounding cities and King County, all of which are engaged in similar efforts. Staff understands that jurisdictions share many of the same trusted partners and that coordination among governmental agencies will be critical so CBOs don't experience confusion or are overburdened.
- Staff don't need to "re-create the wheel" when it comes to communications materials. Staff will leverage information and resources provided by Washington Nonprofits, the U.S. Census Bureau, State of Washington, and King County, which includes translated information in 56 languages, in order to increase the City's reach in hard-to-count communities. The most common languages other than English spoken in Burien are included in

the Census Bureau's translated languages and information is available in these languages for City staff to use in its outreach.

Planning:

- Develop outreach plan.
- Development Census stakeholder list.
- Coordinate with regional committees and stakeholders (South King Census Table).
- Influence regional messaging.

Outreach:

- Identify organizations that should receive more information about messaging (toolkit) and funding opportunities.
- Contact target organizations and encourage them to participate in coordinated campaign.
- Deliver a media toolkit they can use to communicate with their communities.

Technical Assistance Events:

- Partner with other South King Cities to provide technical assistance to community-based organizations conducting outreach.

Census Events:

- Support Census-taking events through a logistics toolkit and facilitated contact with libraries and schools.
- Encourage other agencies and organizations to host Census-taking events.
- Provide computer kiosks stations at key frontline City locations; work with our partners at other public locations to encourage them to do the same – i.e. Burien Library, faith-based and community-based organizations, schools, coffee shops, grocery stories, thrift stores, food banks, etc.
- Train front-line staff to assist people with taking the Census at City-operated kiosks (e.g. computer station in Burien City Hall).

Communications:

- Use developed communications templates and messages to tailor messages to Burien (why it's important for Burien for example. Turn these messages into an easy-to-use toolkit (3-4 actions you can take).
- Full page ad about 2020 Census in winter 2019 issue of *Burien Magazine* translated into Spanish.
- Article about Census in spring 2020 issue of *Burien Magazine* translated into Spanish and Vietnamese.
- Information in email newsletter.
- Census 2020 web page on burienwa.gov.
- Social media posts (unique and shared from other agencies). Posts will promote participation in the online and in-person Census. Key dates, timelines and educational awareness will be developed to support outreach efforts.
- Website: dedicated web page and home page feature – generic Census is important message.
- Show video (created by Renton or Kent) on the City of Burien's TV channel.
- Encourage Census and other agencies to include local media in their press coverage.
- Work with Discover Burien to distribute flyers in multiple languages to be posted in community locations, including businesses.

Council and Commissions:

- Present with U.S. Census Representative to Council on November 25, 2019.
- Present to other advisory boards and commissions.
- Encourage councilmembers and commissioners to use their own platforms to amplify Census messages.

COLLATERAL

The City of Burien will attempt to leverage materials that have already been created by other agencies. Washington Nonprofits has created materials that have already received positive feedback.

- Media toolkit
- Logistics toolkit
- Posters
- Flyers
- Web graphics
- Social media graphics

METRICS

What does success look like?

- **Burien gets a more accurate count in the Census.**
- At least three Census-taking events occur in Burien.
- Funding is given to Burien organizations.
- Positive feedback from community partners.

CITY OF BURIEN CENSUS 2020 OUTREACH STRATEGY

TIMELINE

The schedule below details the outreach/communication strategy and responsibilities. **Census Day is April 1, 2020.**

Week of	Communication Type	Action Needed	Responsible for Action	Status
November 4	- Plan	1. Plan approved by Admin Services Director & City Manager	1. Emily	Complete
November 14	- Technical assistance	1. Burien hosts second of two South King County workshops assisting community-based organizations applying for census outreach funding	1. Emily (in partnership with other city representatives on South King Census Table)	Complete
November 15	- Web page	1. Launch burienwa.gov/census2020	1. Emily	Complete
November 25	- Presentation	1. Presentation to Council on census and outreach plan	1. Emily and Francesca Ty (U.S. Census)	In progress
December 15-April 1	- Education/Relationship building	1. Conduct 1:1 meetings with partners 2. Initiate email update on Census activities 3. Deliver messaging toolkit 4. Ensure at least three Census taking events occur in Burien	1. Emily/Colleen 2. Emily 3. Emily 4. Partners	Not started
January 15-April 1	- Communications campaign	1. Initiate communications campaign from City channels 2. Encourage local partners to do the same	1. Emily 2. Partners	Not started
April 1-May 1	- Logistics support	1. Support Census taking events	1. Emily	Not started
April 15-May 15	- Communications campaign	1. Post Census messaging	1. Emily	Not started
June 15	- Report to CM and Council results	1. Provide summary of outreach delivered	1. Emily	Not started

The 2020 Census at a Glance

Counting everyone once, only once, and in the right place.

The U.S. Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all individual responses the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—or a census—of America's population.



The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress and is used to redraw district boundaries. Redistricting counts are sent to the states by March 31, 2021.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to determine where to open places to shop.

Each year, the federal government distributes more than $675 billion to states and communities based on Census Bureau data.

In 2020, we will implement new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, as well as by mail. We will use data that the public has already provided to reduce followup visits. And, we are building an accurate address list and automating our field operations—all while keeping your information confidential and safe.

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KEY MILESTONES

2018

- 2018 End-to-End Census Test
- 2020 Census questions sent to Congress by March 31, 2018
- Six regional 2020 Census offices and 40 area census offices open

2019

- Partnership activities launch
- Complete Count Committees establish
- Census takers update address list in person
- Remaining 248 area census offices open

2020

- Advertising begins in January 2020
- Public response (online, phone, or mail) begins
- **Census Day**—April 1, 2020
- Census takers visit households that haven't responded
- Apportionment counts sent to the President by December 31, 2020

2021

- Redistricting counts sent to the states by March 31, 2021

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Overview of Census Bureau Programs

CENSUSES

- The **decennial census** is the once-a-decade population and housing count of all 50 states, the District of Columbia, Puerto Rico, and the Island Areas. The results of the census determine the number of seats for each state in the U.S. House of Representatives and are used to draw congressional and state legislative districts. Federal agencies use the results to distribute more than $675 billion in federal funds each year.
- The **economic census** measures the nation's economy every five years, providing vital statistics for virtually every industry and geographic area in the country.
- The **Census of Governments** provides comprehensive data about the 90,000 state and local governments in the nation every five years.

SURVEYS

- The **American Community Survey** (ACS) is an ongoing national survey—sampling approximately 3.5 million addresses annually—that provides vital information about our nation's housing and people. The ACS is the only source of comparable, quality information about the people in all our communities. These data show what the U.S. population looks like and how it is changing. ACS data are used to assess the past and present and to plan for the future.
- **Demographic surveys** measure income, poverty, education, health insurance coverage, housing quality, crime victimization, computer usage, and many other subjects.
- **Economic surveys** are conducted monthly, quarterly, and yearly. They cover selected sectors of the nation's economy and supplement the economic census with more-frequent information about the dynamic economy. These surveys yield more than 400 annual economic reports, including principal economic indicators.
- **Sponsored surveys** are demographic and economic surveys that we conduct for other government agencies. They include the Current Population Survey, the National Health Interview Survey, and the National Survey of College Graduates.

For more information, go to *census.gov*.
Follow us @uscensusbureau
Contact us at:

Your information is protected by law

The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics. We cannot publicly release your responses in any way that could identify you. We will never share your information with immigration enforcement agencies such as ICE, law enforcement agencies such as the FBI or police, or allow it to be used to determine your eligibility for government benefits.

Our Mission

To serve as the nation's leading provider of quality data about its people and economy.

Our Vision

To be the trusted source for timely and relevant statistical information, and the leader in data-driven information.

Census History

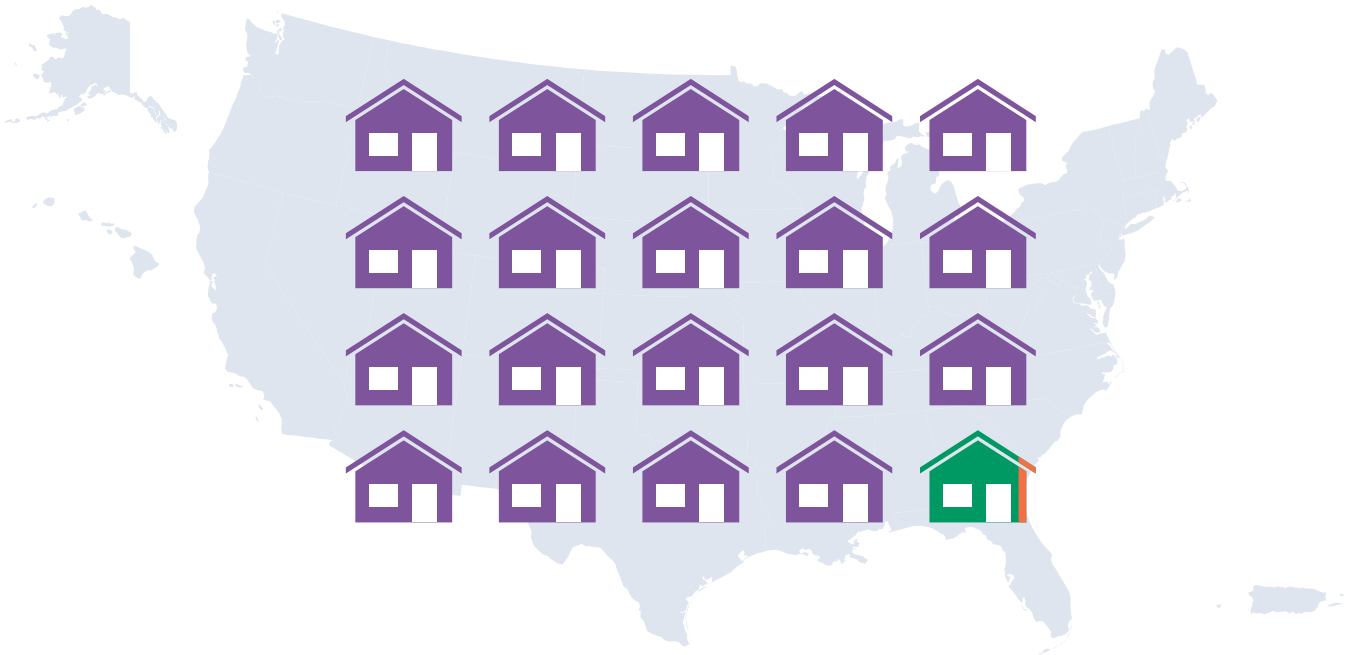
Thomas Jefferson directed the first decennial census in 1790. As required by the U.S. Constitution, a census has been taken every 10 years thereafter. In 1840, the Census Act authorized the establishment of a centralized Census Office. In 1902, the Census Office became a permanent organization within the Department of the Interior. A year later, it was renamed the Bureau of the Census and moved to the new Department of Commerce and Labor.

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.

(This is separate from our follow-up efforts; census takers will visit all households that have not responded.)

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.

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How the 2020 Census will invite everyone to respond

What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

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

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire (or to respond by phone).
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

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.

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You can respond to the 2020 Census in Spanish.



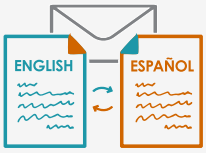
All households will have the option to respond in **Spanish online or by phone**. Beginning in mid-March, households will receive an invitation to participate in the census. The invitation will include instructions in Spanish on how to respond in Spanish online or by phone using a direct toll-free line in Spanish.

By mid-April, all households that have not yet responded will receive a paper questionnaire. (Some households will receive a paper questionnaire along with the first invitation in March.) Households in select areas that require assistance in Spanish will receive an **English/Spanish bilingual questionnaire**.

Beginning in mid-May, census takers will visit all households that have not yet responded. We're hiring locally to ensure census takers are available who speak the languages spoken in the community. If the census taker who visits doesn't speak Spanish, the household may request a return visit from a **Spanish-speaking census taker**.

We're reaching out in Spanish.

- We're **advertising** and providing outreach materials in Spanish.
- We have **bilingual staff** partnering with community organizations to explain how easy, safe and important it is to respond to the census.
- The **2020 Census website** is available online in Spanish at <2020census.gov/es>.



Bilingual Invitations

About 13 million households across the nation (roughly 9 percent) will receive bilingual English/Spanish invitations.[1]

We'll send bilingual invitations to all households in "census tracts" (areas with about 4,000 households) where **20 percent or more** of the households need Spanish assistance. These households have at least one person aged 15 or older who **speaks Spanish and doesn't speak English "very well."**[2]

All households—regardless of whether they are in an area that receives English/Spanish bilingual invitations to respond—**will receive information about how to respond in Spanish online and by phone.**

[1] This number and percentage applies to households in the self-response type of enumeration area, i.e., households that will receive their census invitation in the mail.
[2] Based on 2013-2017 American Community Survey (ACS) 5-year estimates.

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Usted puede responder al Censo del 2020 en español.



Todos los hogares tendrán la opción de responder en **español por internet o por teléfono**. A partir de mediados de marzo, los hogares recibirán una invitación para participar en el censo. La invitación incluirá instrucciones en español sobre cómo responder en español por internet o por teléfono usando una línea directa gratuita en español.



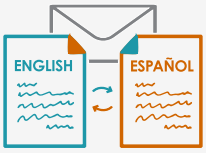
A mediados de abril, todos los hogares que todavía no hayan respondido recibirán un cuestionario impreso. (Algunos hogares recibirán un cuestionario impreso junto con la primera invitación en marzo). Los hogares en áreas selectas que necesiten asistencia en español recibirán un **cuestionario bilingüe en inglés/español.**



A partir de mediados de mayo, los censistas visitarán todos los hogares que no hayan respondido. Estamos contratando miembros de la comunidad para garantizar que los censistas disponibles hablen los idiomas que se hablan en la comunidad. Si el censista que visita el hogar no habla español, se puede solicitar una nueva visita de un **censista que hable español**.

Nuestra promoción está en español.

- Nuestra campaña de comunicaciones incluye anuncios y materiales totalmente en español.
- Tenemos **personal bilingüe** que colabora con organizaciones de la comunidad para explicar qué tan fácil, seguro e importante es responder al censo.
- El **sitio web del Censo del 2020** está disponible por internet en español en <2020census.gov/es>.



Invitaciones Bilingües

Aproximadamente 13 millones de hogares en toda la nación (más o menos el 9 por ciento) recibirán invitaciones bilingües en inglés/español.[1]

Enviaremos invitaciones bilingües a todos los hogares en "sectores censales" (áreas con aproximadamente 4,000 hogares) en los que el **20 por ciento o más** de los hogares necesite asistencia en español. En estos hogares hay, al menos, una persona de 15 años o más que **habla español y no habla inglés "muy bien"**.[2]

Todos los hogares—independientemente de que estén en áreas que reciben invitaciones bilingües en inglés/español para responder—**recibirán información sobre cómo responder en español por internet o por teléfono**.

[1] El número y el porcentaje se aplican a los hogares en el área del tipo de enumeración de autorrespuesta, es decir, hogares que recibirán su invitación del censo por correo.
[2] Según la Encuesta sobre la Comunidad Estadounidense (ACS) de 2013-2017, estimaciones de 5 años.

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2020 Census
Safety and Security



Your responses to the 2020 Census are safe.

Your responses to the 2020 Census are protected by law. Under Title 13 of the U.S. Code, the U.S. Census Bureau cannot release any information that identifies you individually. Every Census Bureau employee and contractor is sworn for life to always protect your information. Violating that oath carries stiff penalties for all Census Bureau workers — a fine up to $250,000 and/or up to five years in prison.

The Census Bureau uses your information for statistical purposes only, such as helping to inform decisions for new hospitals, schools and roads.

Responses to the 2020 Census are secure.

The Census Bureau has a team of cybersecurity experts who monitor and protect all agency technology around the clock. Our cybersecurity meets the highest standards for protecting your information. From the moment we collect your responses, our goal — and legal obligation — is to keep them safe. The Census Bureau's technology is protected by strong authentication and authorization methods and is fully "locked down" so that it can only be accessed by fully vetted individuals who are trained in data and cyber security. These individuals make sure we keep pace with evolving threats and security advancements.

No matter how you respond, your information remains protected.

The Census Bureau designed the information collection process with layers of security to keep your information safe and secure.

Whether you respond online, by phone, by mail, or if a census employee comes to your door, your information is collected, transmitted and kept secure throughout the process. When you are on our secure website, you can verify it's safe by making sure the address begins with 'HTTPS' and includes a lock symbol. If you're visited by a census employee, know that the technology they use has the same strong security controls, and is fully compliant with the standards mandated for Federal systems.

The Census Bureau works with the federal intelligence cyber community and industry experts to stay abreast of emerging cyber threats to continuously update protections and safeguards for your information.

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For more information:
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South King County and 2010 Census Tracts

Low Response Score

- 7.3 - 16.9
- 17.0 - 19.9
- 20.0 - 23.9
- 24.0 - 26.9
- 27.0 - 33.4

D: Census2020/SouthCountyLowResponseScore NanetteLowe 060518

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BURIEN
West Hill
TUKWILA
RENTON
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KENT
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FEDERAL WAY
COVINGTON
BLACK DIAMOND
Vashon Island
Puget Sound
Lake Youngs

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2020 Census Overview
Burien City Council



Francesca Ty M. Abellera

Partnership Specialist

U.S. Census Bureau

Los Angeles Regional Census Center

November 25, 2019

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Census Day is April 1 2020

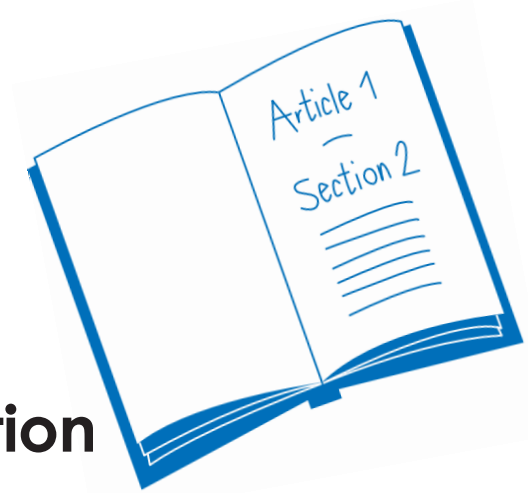


127 DAYS TO GO!

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Why We Do a Census



It is in the Constitution Article 1, Section 2 of the U.S. Constitution

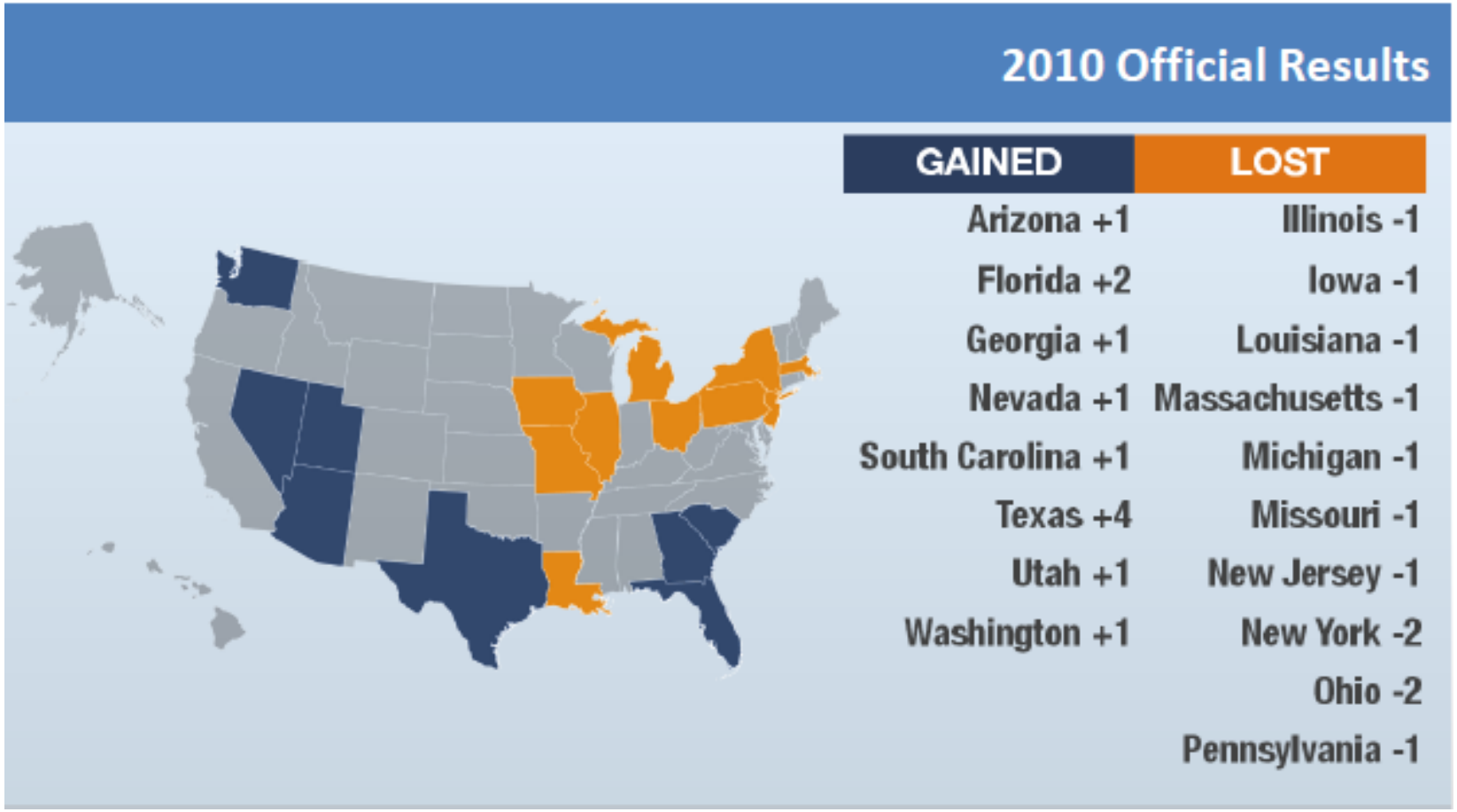
Every 10 years…
The census counts every person living in the United State, once and only once and in the right place

- **Apportionment**
- **Redistricting**
- **Distribution of Funds**
- **School and Legislative Districts**
- **Civic Engagement**
- **Democracy**

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U.S. House of Representatives

435 Total Representatives | 10 Representatives in Washington



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United States Census 2020

Funding

More than $675 billion dollars into our community each year…

- Medicaid $7,062,048,000
- Medicare $1,125,500,538
- Children Health $215,289,000
- SNAP $1,452,893,518

Guided by Data Derived from the 2010 Census (Fiscal Year 2016) Report by the George Washington



Counting for Dollars: WASHINGTON

Total = $16.6 BILLION in 2016



- ✓ Head Start
- ✓ Section 8 Housing
- ✓ School Lunch Program
- ✓ Transportation Planning
- ✓ Student Loans/Pell Grants

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What's New for 2020

1. Easier to Respond
   - Internet
   - Toll-free Number
   - Paper

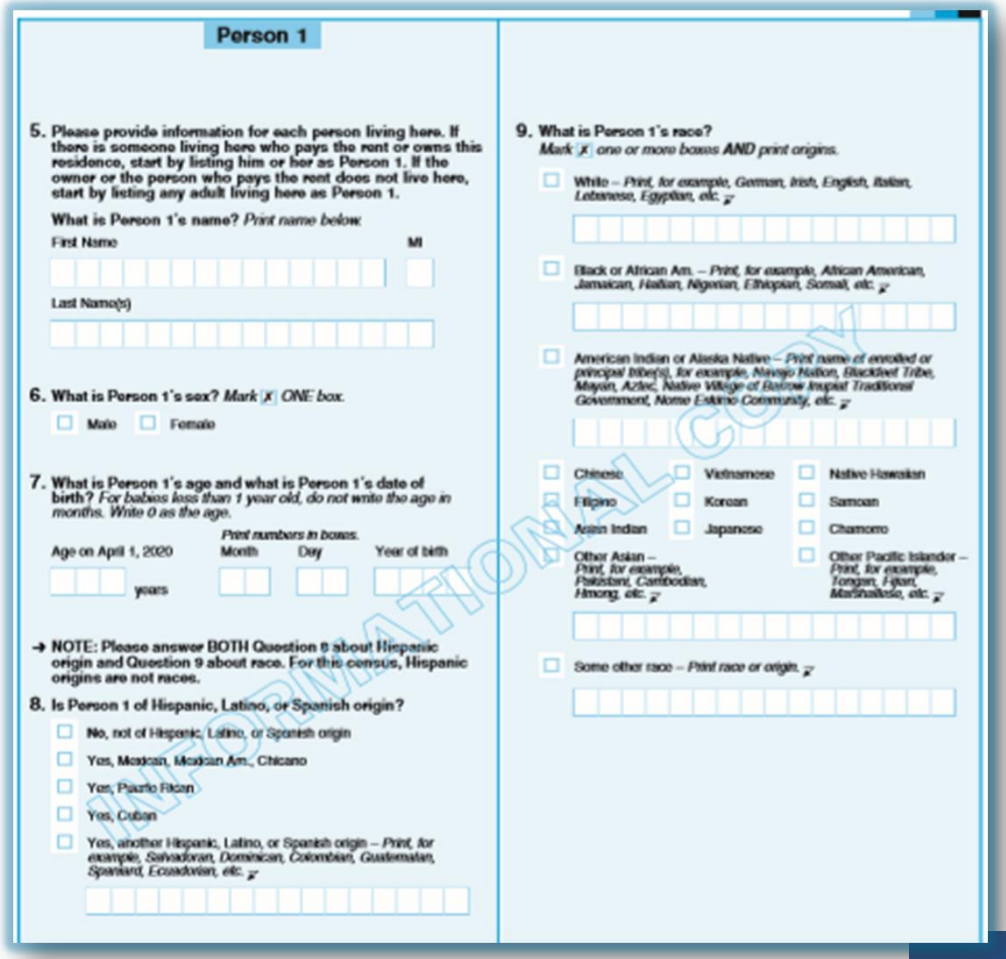
   New Ability to Self Respond Starting March 23, 2020

2. Technology
   (field workers will use mobile devices)



What Do We Ask?

1. Address (Rent/Own)
2. Phone Number
3. Count of Each Person At That Address
4. Name
5. Gender
6. Age and Date of Birth
7. Race
8. Hispanic, Latino or Spanish Origin
9. Whether Someone Lives Somewhere Else
10. Relationship



Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? *Print name below.*

First Name MI

Last Name(s)

6. What is Person 1's sex? *Mark X ONE box.*

☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth? *For babies less than 1 year old, do not write the age in months. Write 0 as the age.*

Print numbers in boxes.

Age on April 1, 2020 Month Day Year of birth

years

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.*

9. What is Person 1's race?

Mark X one or more boxes AND print origins.

☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.*

☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.*

☐ Chinese ☐ Vietnamese ☐ Native Hawaiian
☐ Filipino ☐ Korean ☐ Samoan
☐ Asian Indian ☐ Japanese ☐ Chamorro
☐ Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.*
☐ Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.*

☐ Some other race – *Print race or origin.*

INFORMATIONAL COPY

What does “residence” mean and how do I count the “residents” in my house?

The Residence Criteria are used to determine where people are counted during the 2020 Census.

- Residence is defined as the place where people live and sleep most of the time
- People in certain types of group facilities on Census Day are counted at the group facility.
- People who do not have a usual residence, or who cannot determine a usual residence, are counted where they are on Census Day.
- People away from their usual residence ie; on vacation, business trip, working elsewhere without usual residence – are counted where they live and sleep most of the time

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United States® Census 2020

Focus on Hard to Count Populations



- Veterans
- Refugees
- Homeless
- Children under 5
- Senior Citizens
- People with disabilities
- LGBTQIA
- Renters



- Farmworkers/Migrant Workers
- Limited English Proficiency
- Foreign Born/Immigrant Population



Private and Confidential

- Only aggregate data reported
- Prohibited by law from releasing personal information to any person or organization

  *(US Code, Title 13) *



- Life-time oath by all Census Bureau employees
- Records are confidential for 72 years by law

  (Title 44, U.S. Code)
- Penalties for wrongful disclosure: up to 5 years imprisonment and/or a fine of $250,000

Languages

Internet Self-Response	Paper Form	Questionnaire Help	Enumerators, Mailed Items	Language Card and Guides
English Spanish Chinese (Simp.) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	English Spanish	13 languages	English Spanish	59 languages Plus ASL Plus Braille Plus Large Print

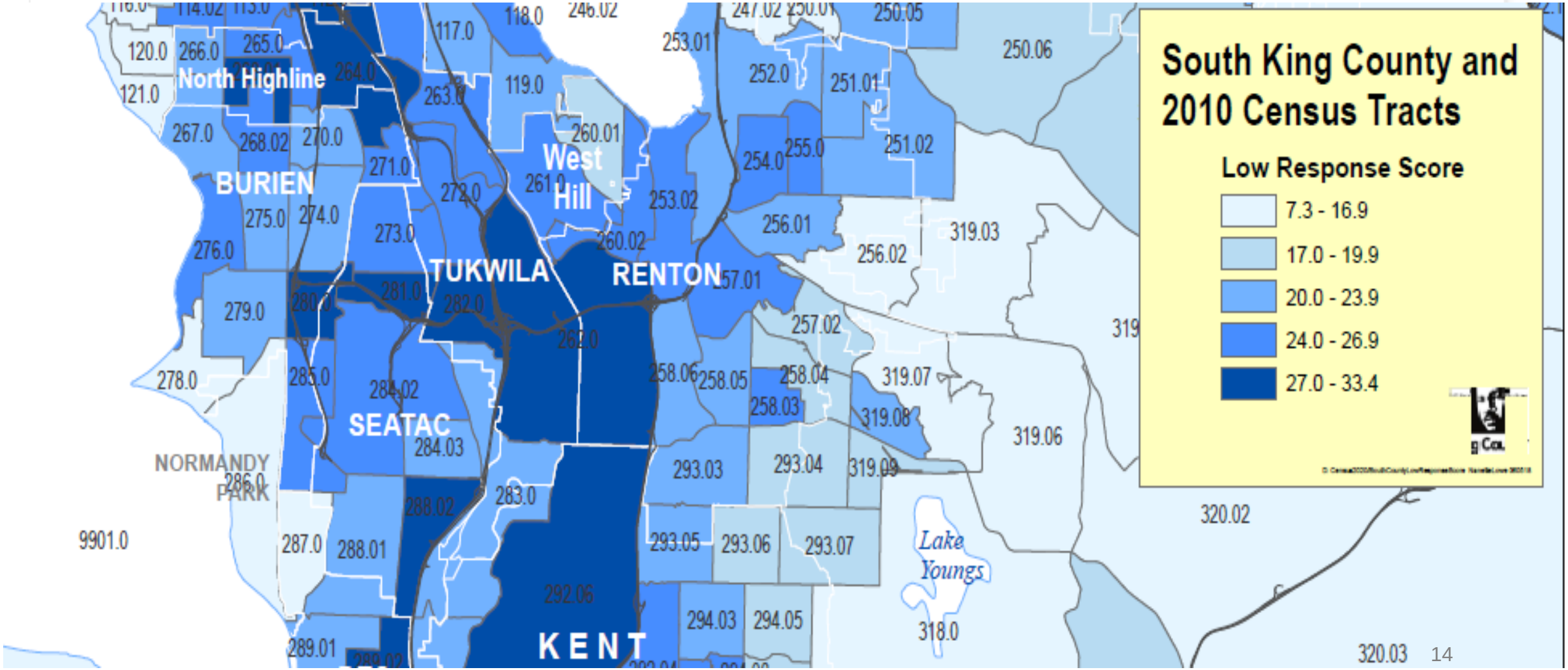
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United States Census 2020

Timeline	Operation	Activity
August 2019	Address Canvassing (AC)	Update the address frame and identify locations where people live, or could live for selected areas.
March 2020	Update/Leave (UL)	Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.
March 2020	Service Based Enumeration (SBE)	Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).
March 2020	Group Quarters Enumeration (GQE)	Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories).
March 12-20	Self-Response	Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.
April 1st	Census Day	Census Day
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.
May 2020	Non-Response Follow-up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.

What we will send in the mail

On or Between	You will 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.

City of Burien 2010 Census Low Response Score



Recruiting



Recruiting Information for All Positions

www.census.gov/2020jobs

www.usajobs.gov

1-800-992-3529 (Recruiting Hotline)

Access the 2020 Census Jobs Site

Contact Information

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