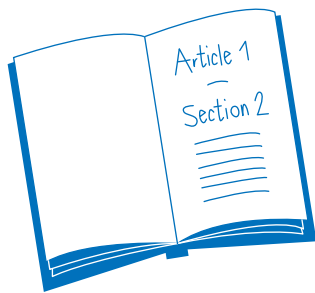
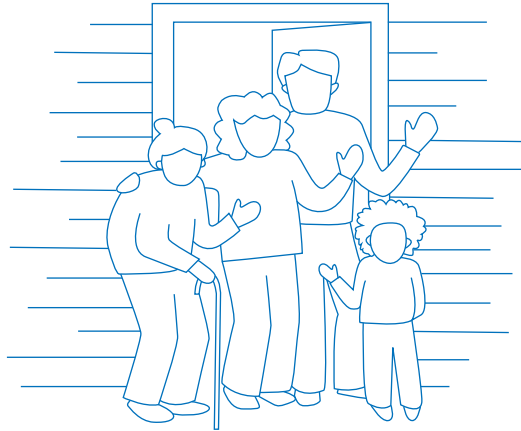


# CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

## Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.

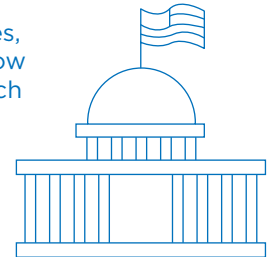


## It's in the constitution.

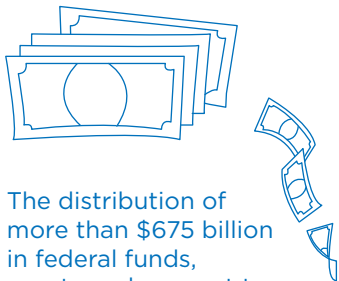
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

## It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

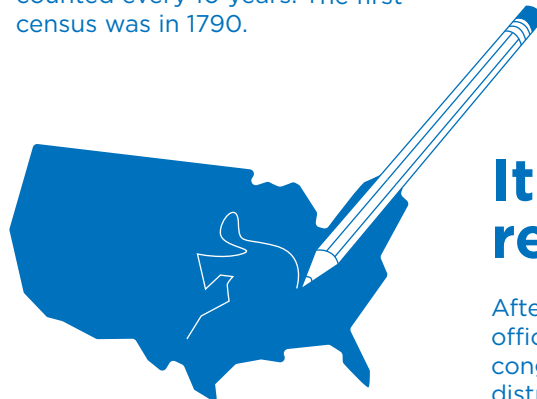


## It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

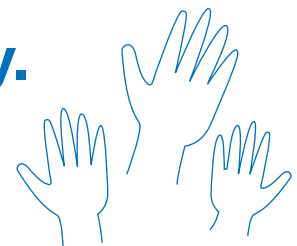


## It's about redistricting.

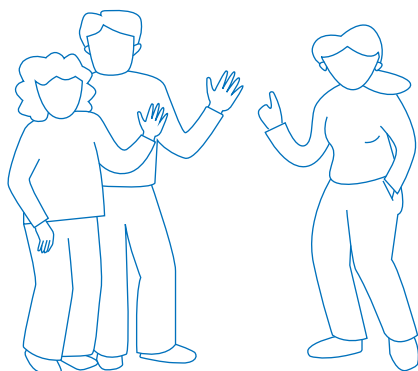
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

## Taking part is your civic duty.

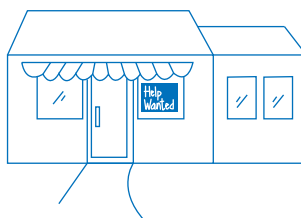
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



## Census data are being used all around you.

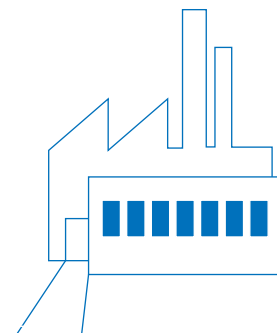
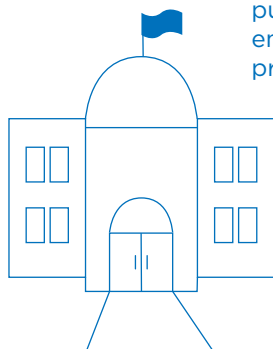


Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

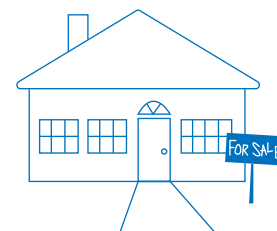


Businesses use census data to decide where to build factories, offices and stores, which create jobs.

Local governments use the census for public safety and emergency preparedness.



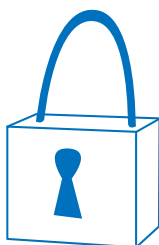
Real estate developers use the census to build new homes and revitalize old neighborhoods.



## Your privacy is protected.

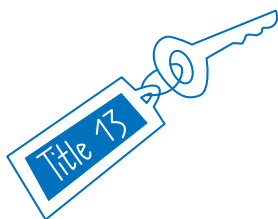
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.



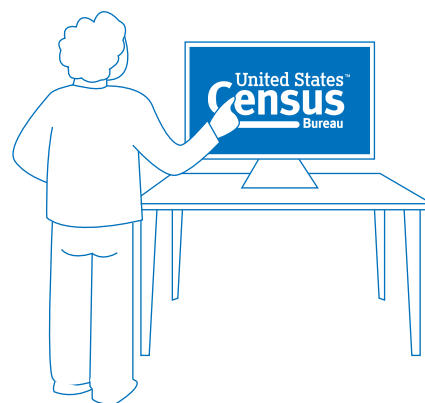
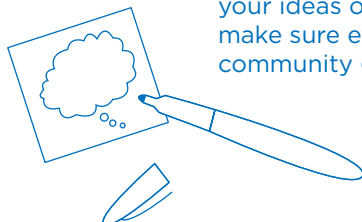
## 2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



## You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



# 2020 Census at a Glance

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**The census is much more than just a head count. It provides a picture of our nation that helps determine where to build new schools, hospitals, and businesses; how federal funding is distributed; and how congressional seats are apportioned. It also helps us see how our communities have changed over time. That's why an accurate count is so important.**

## UNDERSTANDING THE CENSUS

Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation's founders believed this data was so important that they mandated the decennial census in the Constitution.



### ***Easy and Convenient***

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer.



### ***Confidential and Secure***

Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau will never ask for your Social Security number, bank or credit card account numbers, money or donations, or anything on behalf of a political party.

The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

To make sure you and your community are counted, learn more about the 2020 Census by visiting [2020census.gov](https://2020census.gov).

## KEY MILESTONES FOR THE 2020 CENSUS

- **September 2018**—The Census Bureau's recruitment Web site went live: [2020census.gov/jobs](https://2020census.gov/jobs). For each decennial census, the Census Bureau begins recruiting thousands of paid census takers to help ensure a complete and accurate count. Interested applicants can visit the Web site to apply for a variety of jobs beginning in 2019 and through summer 2020.
- **April 2019**—The 2020 Census Web site goes live: [2020census.gov](https://2020census.gov). This site will be available in multiple languages and will provide downloadable materials, answers to frequently asked questions, and more information about how individuals and organizations can help spread the word about the 2020 Census.
- **August 2019**—New Statistics in Schools classroom activities are available online: [census.gov/schools](https://census.gov/schools). The Statistics in Schools program provides resources for teaching and learning with real-life data.
- **January 2020**—The first enumeration of the 2020 Census takes place in Toksook Bay, Alaska. Local census takers must get a head start while the frozen ground allows easier access to remote areas with unique accessibility challenges.
- **March 2020**—The public can begin responding to the 2020 Census online at [2020census.gov](https://2020census.gov). Replying by mail or phone will also be an option.
- **April 2020**—Every 10 years, we observe Census Day on April 1.
- **June 2020 through July 2020**—Census takers go door to door to count people who have not responded to the 2020 Census. Census takers are Census Bureau employees and will provide proof that they are official government personnel.
- **December 31, 2020**—By this date, as required by law, the Census Bureau reports to the President of the United States the population count and the apportionment of seats in the U.S. House of Representatives to each state.
- **2021**—Initial 2020 Census data are made available to the public on [census.gov](https://census.gov).

# How the 2020 Census will invite everyone to respond

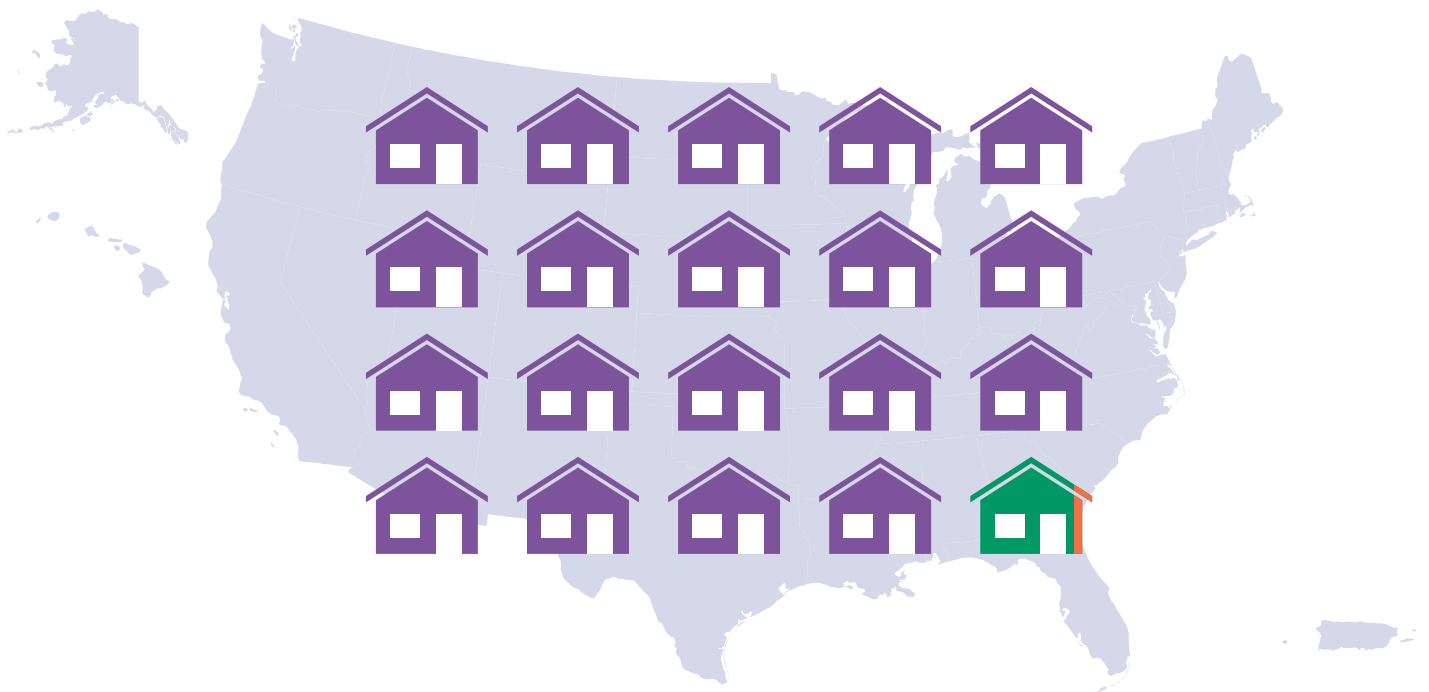


**Every household will have the option of responding online, by mail, or by phone.**

**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 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.
- 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.
	<b>If you haven't responded yet:</b>
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.

# The 2020 Census and Confidentiality

*Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.*

## Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



## Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

## By law, your responses cannot be used against you.

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.



## The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

## There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

## It's your choice: you can respond securely online, by mail, or by phone.

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.

## Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

## We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at [www.census.gov/privacy](https://www.census.gov/privacy).



## Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.



# Frequently Asked Questions

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## WHAT IS THE DECENNIAL CENSUS?

Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than \$675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They also are used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

## WHY IS IT IMPORTANT TO ME?

Responding to the census is not only your civic duty; it also affects the amount of funding your community receives, how your community plans for the future, and your representation in government. Specifically, data from the 2020 Census are used to:

- Ensure public services and funding for schools, hospitals, and fire departments.
- Plan new homes and businesses and improve neighborhoods.
- Determine how many seats your state is allocated in the House of Representatives.

## WHEN WILL I COMPLETE THE CENSUS?

The next census will take place in 2020. Beginning in mid-March, people will receive a notice in the mail to complete the 2020 Census. Once you receive it, you can respond online. In May, the U.S. Census Bureau will begin following up in person with households that haven't responded to the census.

## HOW CAN I RESPOND?

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer. Responding should take less time than it takes to finish your morning coffee.

## WHAT INFORMATION WILL BE REQUESTED?

The decennial census will collect basic information about the people living in your household. When completing the census, you should count everyone who is living in your household on April 1, 2020.

## WHAT INFORMATION WILL NOT BE REQUESTED?

The Census Bureau will **never** ask for:

- Social Security numbers.
- Bank or credit card account numbers.
- Money or donations.
- Anything on behalf of a political party.

## WILL MY INFORMATION BE KEPT CONFIDENTIAL?

Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

## WHERE CAN I GO TO LEARN MORE?

You can learn more about the 2020 Census by visiting [2020census.gov](https://2020census.gov).

# Counting Young Children in the 2020 Census

## *Counting everyone once, only once, and in the right place*

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.



### Common situations where young children aren't counted

### How you can help?



The **child splits time between two homes**.

The child lives or stays with **another family or with another relative such as a grandparent**.

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.



The child lives in a **lower income household**.

- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.



The child lives in a household with **young parents or a young, single mom**.

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a **newborn**.

- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1.
- **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

## Common situations where young children aren't counted

## How you can help?



The child lives in a household that is **large, multigenerational, or includes extended or multiple families**.

- Remind the person filling out the form to count all children, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.
- Spread the word that the census **counts all people living or staying** at an address, not just the person or family who owns or rents the property.



The child lives in a household that **rents or recently moved**.

- Encourage renters and recent movers to complete their census forms **online or over the phone**, right away. That way they don't need to worry about paper forms getting lost in the move.
- **Focus efforts** on multiunit buildings that are likely to have renters.



The child lives in a household where they're **not supposed to be**, for one reason or another.

- Please explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children because the **Census Bureau does not share information** so it can't be used against them.
- Emphasize the Census Bureau's legal commitment to keep census **responses confidential**.
- Explain that the Census Bureau **will never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.



The child lives in a **non-English or limited-English speaking** household.

- **Conduct outreach** and create resources in non-English languages that highlight the importance of counting young children.
- **Encourage non-English speakers to self-respond** to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English.



The child lives in a household of **recent immigrants or foreign-born adults**.

- Work with community members to conduct outreach in neighborhoods with recent immigrants. **Focus efforts** on the **community's gathering places** like local grocery stores, places of worship, and small restaurants.
- Emphasize the **Census Bureau's legal commitment** to keep census responses confidential. Explain that the Census Bureau will never share information with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.



# Hiring and Background Checks

When we hire Census Bureau staff, we are mindful of two critical objectives. Most importantly, we want to protect the public's safety and trust. Secondly, we want to give every applicant who is fit to serve a fair opportunity to do so. This decade, we have worked with legal experts, law enforcement officials, and advocacy leaders to make sure our hiring process for the 2020 Census meets both objectives.

## **Every applicant selected for a job goes through an independent background check.**

- Applicants for temporary census positions apply online and are selected based on their answers to assessment questions and how well they meet the [job requirements](#).
- Once selected for a position and made a tentative job offer, applicants must get their fingerprints taken for an FBI fingerprint check. This check looks for arrest records.
- Office staff (clerks, recruiting assistants, office operations supervisors) will also go through a background investigation with the Office of Personnel Management. OPM's background investigation verifies education, employment history, residence, etc.

## **We worked with legal experts, law enforcement officials, and advocacy groups to design a process for resolving issues identified in applicants' background checks. The process is designed to be fair to the applicant and to protect the public.**

- Depending on the results of the fingerprint check, we may ask selectees to provide additional information.
- We will notify the selectee if they need to provide more information and will give them 30 days to respond. We will also send them

reminders throughout the process and notify them once a final determination is made.

- To respond, the selectee will need to provide a final court disposition and an explanation of the circumstances.
- The background check process is timed to allow applicants enough time to resolve any issues before moving on to the next step of the hiring process, such as participating in required job training.

## **The results of the background investigation determine whether the applicant will continue in the hiring process.**

- If an applicant ultimately passes the pre-employment checks, they continue through the hiring process and are viewed and treated as any other employee. Census Bureau hiring officials and supervisors do not see the results of the fingerprint check.
- If the applicant does not pass the background investigation, the selectee will be notified that they are no longer eligible for the position.

## For applicants:

*If you suspect your background check may identify an arrest record, you can prepare now.*

- Be available to schedule your fingerprint appointment as soon as you are tentatively offered a position. This will allow the maximum time to resolve any issues before job training begins.
  - Selectees will be able to schedule their appointments online. (A telephone number will also be available.)
  - Sites will be available at more than 500 locations across the country, including at 200 Office Depot locations.
- Find and review your court documentation. Be prepared to explain what caused any arrest.
- If convicted, it may also be helpful to have information about any rehabilitation programs you may have completed readily available.

**For more information about 2020 Census jobs, please visit [2020census.gov/jobs](https://2020census.gov/jobs).**

# Why Your Company Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. The 2020 Census' detailed demographic information holds exceptional value for your company—they help inform your decisions to expand, develop products, market, hire, mitigate risk, and increase return on investment. The U.S. Census Bureau partners with corporations to get the word out to clients, customers, and employees. You have invested heavily in understanding how to reach and how to communicate with your customers and employees. You are trusted brands and trusted voices. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government decisions and drive your company's decisions.

## What is a 2020 Census partner?

As a partner, you join a network of nonprofit, corporate, and community organizations, working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your company's focus, available time, resources and customer base. Some companies can help with our operational needs. Some can assist technologically since this is the first time the public can respond to the census online. We work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your business.

## What does a partner do?

There are lots of ways to help. We work with you to find what's right for your company, its resources and time. The Census Bureau will provide messaging and customizable social media posts, poster, e-mail and newsletter content as well as other content options that you can use to make it easy to help. Here are some examples:

- Include information about the 2020 Census in correspondence with customers (e-mails, bills, a Web site banner).
- Provide a link to the 2020 Census on your Web site.
- Provide computers or tablets that can be used to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.



**Contact Us Today!**

**[census.partners@census.gov](mailto:census.partners@census.gov)**

**[census.gov/partners](https://census.gov/partners)**

- Provide free wired or wireless internet connectivity to households in underserved communities.
- Provide free call time or cell phone data for people responding to the 2020 Census via phone.
- Provide free online advertising opportunities to promote the 2020 Census and job openings.
- Offer transportation for people to visit locations such as libraries where they can apply for 2020 Census jobs, complete training and respond to the 2020 Census online.
- Deliver 2020 Census educational content to children's tablets and electronic games to help combat the undercount of young children in the 2020 Census.
- Launch text message campaigns to promote the 2020 Census and related job opportunities.
- Launch social media campaigns or host Twitter chats or Facebook Live events on 2020 Census job opportunities and the 2020 Census to educate customers and employees.
- Submit online letters to the editor, op-eds, and commentary on why participating in the 2020 Census is so important for businesses like yours.
- Actively monitor, fact check, and correct misinformation on social networks about the 2020 Census.
- Post and distribute 2020 Census materials on privacy and confidentiality to employees, constituents, and customers, both in hard copy and through online channels.
- Host a 2020 Census informational or Q&A session for your employees or local community.
- Invite a Census Bureau speaker to your organization or event.
- Include an incentive to your customers in their purchases to complete the 2020 Census.
- Host a contest promoting the 2020 Census and feature the winner.

## How do I become a partner?

Work with the Census Bureau to map out a partnership plan. We don't require an official Memorandum of Understanding but can develop one if you prefer.

## How does my company benefit from being a partner?

During the 2020 Census, you benefit by fulfilling your CSR goals, accessing our personalized data training and information services, networking with other businesses you otherwise wouldn't encounter, and engaging with your customers and employees around a civic duty. The 2020 Census data will help you create projections of growth to identify prime locations to open new operations or close old ones. You can enhance your hiring practice and identify skilled workers. Our data provide valuable information on your customer base (income level, household size, homeownership status) to inform your pricing and location strategies.

## When should I become a partner?

Today! It is never too early to start talking with customers and employees about the 2020 Census or the jobs available to support it. The Census Bureau is recruiting 2020 Census workers now—help us get the word out to your customers and clients.



# Partnership Fact Sheet: Businesses

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**The once-a-decade population count provides rich data on communities, including trends in the population, projections of growth, and information on demographics. These data are valuable to businesses—they help inform better decision-making regarding business expansions, closures, hiring strategies, and other business practices to decrease perceived risks and increase return on investments. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.**

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

## BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your customers and employees.

Census data:

- Provide the basis for distributing grants for economic development and inform business decisions, such as local business expansion.
- Create projections of growth and help you identify prime locations to open new operations or shut old ones.
- Help business owners enhance hiring practices and identify skilled workers.
- Offer valuable information on your customer base, including income levels, household size, and homeownership, which can further inform business strategies such as pricing and locations.
- Determine how much funding your community receives and its representation in government.

## WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As a trusted voice in your community, you have an important role to play in the success of the 2020 Census.

These are some of the many ways you can get involved:

- Host a workshop with your company's leaders, employees, or influential partners to discuss possible solutions to 2020 Census challenges.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to your employees and customers about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Add 2020 Census digital content to your Web site and link to [2020census.gov](https://2020census.gov).
- Encourage your customers to work for the Census Bureau, and share this link with them: [2020census.gov/jobs](https://2020census.gov/jobs).

## 2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.



You will have access to personalized Census Bureau workshops on effective use of data, one-on-one support from our data trainers, and Census Bureau data products such as these online tools:

- **QuickFacts:** Find the most frequently requested information at the national, state, county, and city level.
- **Response Outreach Area Mapper:** Access socioeconomic and demographic profiles and learn about hard-to-count areas.
- **Census Business Builder:** Browse a variety of tools to help start or grow your business.

Visit [census.gov/data.html](https://census.gov/data.html) to explore more data tools and resources.

## INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at [census.partners@census.gov](mailto:census.partners@census.gov) to share ideas about how we can work together to ensure a complete and accurate count.

State and local organizations can reach out to their regional census center using the contact information below.

### Atlanta

Phone: 404-889-6520

E-mail: [Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov)

### Chicago

Phone: 312-579-1605

E-mail: [Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov)

### Dallas

Phone: 972-510-1800

E-mail: [Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov)

### Los Angeles

Phone: 213-314-6500

E-mail: [Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov)

### New York

Phone: 212-882-2130

E-mail: [New.York.rcc.partnership@2020census.gov](mailto:New.York.rcc.partnership@2020census.gov)

### Philadelphia

Phone: 267-780-2530

E-mail: [Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)

We look forward to welcoming you as a Census Bureau partner.

For the latest updates on the 2020 Census, visit [2020census.gov](https://2020census.gov).

## KEY MILESTONES

- **September 2018**—The Census Bureau's recruitment Web site went live: [2020census.gov/jobs](https://2020census.gov/jobs). For each decennial census, the Census Bureau begins recruiting thousands of paid census takers to help ensure a complete and accurate count. Interested applicants can visit the Web site to apply for a variety of jobs beginning in 2019 and through summer 2020.
- **April 2019**—The 2020 Census Web site goes live: [2020census.gov](https://2020census.gov). This site will be available in multiple languages and will provide downloadable materials, answers to frequently asked questions, and more information about how individuals and organizations can help spread the word about the 2020 Census.
- **August 2019**—New Statistics in Schools classroom activities are available online: [census.gov/schools](https://census.gov/schools). The Statistics in Schools program provides resources for teaching and learning with real-life data.
- **January 2020**—The first enumeration of the 2020 Census takes place in Toksook Bay, Alaska. Local census takers must get a head start while the frozen ground allows easier access to remote areas with unique accessibility challenges.
- **March 2020**—The public can begin responding to the 2020 Census online at [2020census.gov](https://2020census.gov). Replying by mail or phone will also be an option.
- **April 2020**—Every 10 years, we observe Census Day on April 1.
- **June 2020 through July 2020**—Census takers go door to door to count people who have not responded to the 2020 Census. Census takers are Census Bureau employees and will provide proof that they are official government personnel.
- **December 31, 2020**—By this date, as required by law, the Census Bureau reports to the President of the United States the population count and the apportionment of seats in the U.S. House of Representatives to each state.
- **2021**—Initial 2020 Census data are made available to the public on [census.gov](https://census.gov).

# Partnership Fact Sheet: Schools

**The once-a-decade population count serves as the basis for distributing federal assistance to schools and educational institutions, including Title I aid, the National School Lunch Program, and special education grants to states. Join us to spread the word about the importance of the 2020 Census and help ensure that your students, educators, and community members receive the resources they need.**

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

## BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your students, staff, and community members.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform policy, community initiatives, and consumer advocacy.
- Are used to determine the allocation of Title I funds, which provide financial assistance to local educational agencies and schools with high numbers or high percentages of children from low-income families.

## WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. Educators are counted on by your community to share important information.

As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census.

These are some of the many ways you can get involved:

- Use free Statistics in Schools resources to teach students about the importance of the census and the value of statistical literacy.
- Participate in Statistics in Schools Week—a week full of ways to bring statistics into your classroom.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to students, educators, and community members about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Encourage people in your community to work for the Census Bureau, and share this link with them: [2020census.gov/jobs](https://2020census.gov/jobs).

## 2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to enrich your classroom and community. You will have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

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