



# U.S. CENSUS 2020 TOOLKIT

**YOU MATTER. GET COUNTED.**

A Toolkit for Seniors  
Because everyone benefits from  
participating in the 2020 U.S. Census



# GETTING STARTED



## Make the 2020 Census Count for Our Seniors

**Every ten years, the U.S. Census seeks to get an accurate count of everyone living in the U.S. The process is mandated by the Constitution and designated as one of our civic duties. The data collected informs decisions about federal funding for communities and programs.**

The 2020 census, which **begins in March 2020**, will uniquely help policy makers prepare to help communities of our aging population. By determining the ways in which communities differ nationwide and identifying which areas are aging faster, where older people are concentrated, and how close they live to the services they need, lawmakers can allocate billions of federal funds to critical public services for the next ten years. Seniors are the backbone of our community and have taken care of our community for years. It's up to us to make sure they are taken care of now.

Because of your relationship to the senior community, your knowledge and connections position you to ensure that everyone is counted. While older Americans have historically been among the most likely age groups to respond to the census, the primarily online format of the 2020 census may create barriers for some of our seniors.

This toolkit provides useful tips and guidance on how to engage, educate and mobilize older communities living in DC. By sharing the important uses of census data, its impact on our daily lives, and noting that **the census can also be completed by mail or by phone, we can increase participation rates in the 2020 Census and decrease the risk of undercounts.** Use this toolkit to ensure that everyone in DC understands the impact and is counted.

Engaged citizens like yourself and volunteers in your community are key partners in helping spread the facts about the count and the importance of the census for everyone. **You can help ensure our seniors get the resources they need and deserve by spreading the word about the importance of participating in the 2020 Census.**

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# U.S. CENSUS INFORMATION



## What is the Census?

The U.S. Constitution requires that we take a count-or census-of America's population every ten years. The first census was conducted in 1790. Census data is used at the Federal level to reapportion seats in the House of Representatives and determine how to allocate almost \$900 billion in Federal funding back to states to support vital programs at the local level. State officials use census data to redraw congressional and legislative districts based on population shifts. DC uses census data to update Ward and ANC boundaries every 10 years.

**The goal of the 2020 Census is to count every person living in the US, once and only once, and in the right place.**



### The 2020 U.S. Census asks questions such as:

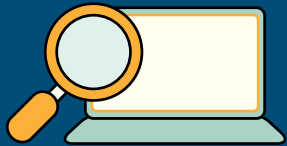
- How many people are living at your home at the time of the Census
- Age, race, sex of each person in the household
- Whether the home is owned or rented
- Whether a person in the household is of Hispanic, Latino or Spanish origin
- The relationship of each person in the household to one central person (usually the person completing the form for the household)

### The 2020 U.S. Census will **NEVER** ask you for:

- Your social security number
- Money or donations
- Anything on behalf of a political party
- Your bank or credit card account numbers
- Your citizenship status

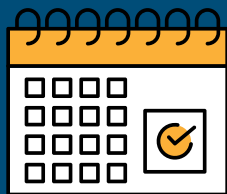


# U.S. CENSUS INFORMATION



## How to participate in the 2020 Census

For the first time, the U.S. Census will be available online. **Beginning in March 2020**, DC households will receive an invitation to participate in the census. Households will have the option of completing the census online, over the phone, or once it's received in the mail. Households that do not complete a census form during the self-response phase will receive a follow up visit from a U.S. Census taker at their address.



## When will the 2020 Census begin?

The “**self-response**” phase of the 2020 Census will **begin in March 2020**. Self-response means that each household is responsible for completing their census

form either online, over the phone, or once it's received in the mail. The goal is for as many households to complete their census during this phase. **After May 30th**, households that have not completed the census form will receive a follow up visit from a U.S. Census taker at their home.

## WHAT THE US CENSUS WILL SEND IN THE MAIL TO EACH HOUSEHOLD

March 12-20	An invitation to respond online to the 2020 Census
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 the US Census follows up in person at your residence



# U.S. CENSUS INFORMATION



## Data Privacy and Confidentiality

**The law requires the Census Bureau to keep everyone's information confidential.**

The Census Bureau is taking strong precaution to keep online responses secure. All data submitted is encrypted to protect personal privacy. By law, your response cannot be used against you by any government agency or court in any way. Your information will not be shared with any enforcement agency at the Federal or local government level.

- The Census Bureau is required by law to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
- U.S. Census will never share a respondent's personal information with other government agencies
- Results from the census are reported in statistical summary format only
- Records are confidential for 72 years by law (Title 44, U.S. Code)
- All Census Bureau employees swear a lifetime oath to protect respondent information. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000



# OUR SENIORS COUNT – THE U.S. CENSUS IMPACT



Seniors were historically undercounted during the 2010 Census. Due to a number of barriers, centered around the mostly online format of the 2020 Census, a similar undercount is at risk this year. Specifically:

- The U.S. Census Bureau aims for **80% of the population** to take the 2020 Census online
- Only **62% of seniors** are likely to use the internet
- Only **46% of low-income seniors** use the internet
- **56% of those 65 and older** are uncomfortable with an online census due to privacy and cybersecurity concerns

Census data identifies not only the number of seniors living in a given community but also the services they need to live independently, such as mass transit, parks, roads, and hospitals. This process is mandated by the Older Americans Act. An undercount in one community could result in lack of funding for important programs as well as misplaced resources. Everything from hospitals to bus stops could be placed in the wrong town or neighborhood in the case of an undercount.

# OUR SENIORS COUNT – THE U.S. CENSUS IMPACT



In addition to Medicare, Medicaid and SNAP, senior-focused programs funded by census data that depend on an accurate count include, but are not limited to:

- caregiver assistance and support programs
- respite care
- telephone reassurance check-in
- transportation
- adult protective services
- health promotion and disease prevention educational programs
- nutrition programs including congregate and home delivered meals
- legal services
- home health aide assistance
- light housekeeping
- information and referral services





# OUR SENIORS COUNT – THE U.S. CENSUS IMPACT



## Seniors must be made aware that:

- The census will affect their ability to live independently across the next decade.
- The census does not have to be completed online, it can also be completed by phone or mail.
- Information collected in the census is kept confidential as mandated by law.
- Census responses cannot be used to determine eligibility for programs or government benefits.

If lack of internet use or access and privacy concerns prevent seniors from completing the census, local communities will not receive the appropriate amount of funding to serve their aging population.

# GET READY AND GET INVOLVED



*Are you ready  
for the census?*

You are dedicated to serving the best interests of your community and you know the best ways to reach our seniors. Here are some ways to spread the word about the census to ensure DC's beloved senior community is counted and receives all of the support it needs.



## Understand Undercounts

### A community is undercounted when:

- Residents don't complete the census questionnaire
- Residents complete the questionnaire but fail to include everyone in the household (e.g. young children)
- The Census Bureau doesn't have the proper address on file for certain residents because they've moved to a different home in the area

### Share Information:

- Share census information with your community.
- Form a Census Complete Count Committee and appoint a community leader to stay updated with census information.
- Share census information at events or activities you lead or attend, through flyers posted throughout your neighborhood and at local businesses, and mailers.
- Host Census Information Workshops at local community or senior centers.

# GET READY AND GET INVOLVED



- Help during the count by helping senior residents access the internet to complete the census.
- Spread awareness that the census does not only have to be completed online.
- Partner with existing census-related programs to spread awareness and aid communities at risk for an undercount, such as seniors.
- Follow us on social media @dccensus **#GetCountedDC.**
- Help people understand what to expect, such as the questions that will and will not be asked, sharing information such as:



- You can ask for help or support to complete the Census.
- Your census response will never be shared with any Federal or local law enforcement agency.
- DC will never have access to any address specific information.
- Beginning in March 2020, all households in DC will receive an invitation to respond to the census.
- You can complete the census online, by phone or by mail.
- Language assistance is available in 59 languages.
- Every single person and child, related and unrelated, living in the household at the time of the census must be included on one form per household.
- If a person is uncomfortable receiving a follow up visit at their home from a Census taker, then they must complete the form during the self-response phase.
- The Census Bureau has a legal commitment to keep responses confidential and protect each person's privacy.
- Census information is never used for any enforcement purposes at the Federal or local level.
- Participating in the census ensures that your family and community will have the funding needed to thrive.

# GET READY AND GET INVOLVED



## Make the Impact Clear

- The Federal Government distributes over \$6 billion to the District annually to support important programs such as Medicaid, SNAP, housing vouchers and education grants.
- When people are not counted, our communities are underrepresented in government.
- Every resident in DC has the right to be counted.
- There is power in the numbers for your community.



# RESOURCE LIST

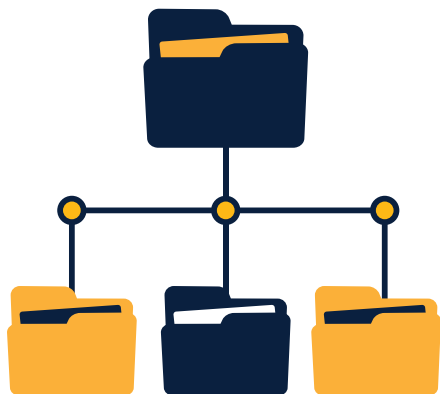


## Learn More

Use these resources to get more information about the upcoming census that you can use to spread the word.

### DC Census 2020: <https://dccensus2020.dc.gov/>

- Learn more about the Districts' engagement efforts for the U.S. Census
- [Sign up](#) to get involved
- Print and distribute a [flyer](#) about the census
- Learn more about [counting young children](#) in the 2020 Census



### US Census: [Census.gov](https://www.census.gov)

- View a [sample questionnaire](#)
- Review [research](#) about the undercount of young children
- Explore [resources for teachers and students](#)

### 2020 Census: <https://2020census.gov/en>

- Explore [census jobs](#)
- Sign up to [stay up-to-date](#)
- Learn about the [local impact](#)

#### The importance of the 2020 Census:

<https://www.aarp.org/politics-society/government-elections/info-2019/census-impact-older-americans.html>



# PLEDGE TO BE COUNTED



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