

The Road to 2020 and a Complete Count

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History of the Census

- **Mandated by Article 1, Section 2 of the U.S. Constitution**

- ❖ The Census has been taken every 10 years since 1790.
- ❖ Count includes the United States and its territories.

- **Confidentiality**

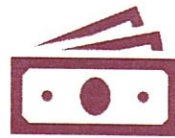
- ❖ Data is protected under Title 13 and Title 26 of the U.S. Code
- ❖ No information is released to any government agency or entity, including: FBI, IRS, ICE, Welfare Agency, etc.

Why Does the 2020 Census Matter?



Power

Political representation
Reapportionment &
redistricting



Money

\$675 Billion in Federal funding



Nevada

Over \$6.2 Billion to the State of
Nevada for FY16

(According to the George Washington
University Counting For Dollars study)

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Counting for Dollars 2020
 The Role of the Decennial Census in the
 Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020

NEVADA

Allocation of Funds from 55 Large Federal Spending Programs
 Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

Total Program Obligations: **\$6,219,293,623**

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs					
\$6,091,124,111					
Medical Assistance Programs (Medicaid)	HR05	\$2,683,391,090	Community Facilities Development Grants	HS20A	\$16,913,546
Federal Direct Student Loans	ED	\$785,217,316	Supporting Education Institutions State Grants	ED	\$11,161,742
Supplemental Nutrition Assistance Programs	USDA	\$679,519,658	College Workforce Assistance	ED	\$19,981,431
Medicaid Support: Medicaid Insurance (Part B)	HR05	\$481,116,277	CFRRI Funded Loans	HR05	\$17,551,066
Highway Planning and Construction	DOT	\$367,426,590	Public Elements Capital Fund	HR05	\$5,815,000
Federal Pell Grant Programs	ED	\$129,000,000	Block Grants for the Prevention and Treatment of Substance Abuse	HR05	\$16,890,043
Section 8 Housing Choice Vouchers	HR05	\$181,249,000	Water and Waste Disposal System for Rural Communities	USDA	\$20,567,589
Temporary Assistance for Needy Families	HR05	\$57,648,812	Social Services Block Grant	HR05	\$14,028,655
Weg Fund to Mitigate Income Inequality	USDA	\$115,519,894	Rural Rental Assistance Programs	USDA	\$10,724,263
Title IV Grants to States	ED	\$120,321,715	Business and Industry Loans	USDA	\$7,000,000
State Children's Health Insurance Program	HR05	\$63,300,000	Research and Technical Assistance: Rural Grants for States	ED	\$9,782,368
National School Lunch Program	USDA	\$388,175,000	Distance Learning Grant Program	HR05	\$6,694,569
Special Education Grants	ED	\$75,938,349	WIOA Dislocated Worker Grants	ED	\$14,512,393
Section 8 Housing Assistance for Program Participants	HR05	\$21,788,548	HR05	\$1,200,426	
Federal Transit Formula Grants	DOT	\$55,521,000	State CDBG	HR05	\$2,424,700
Rural Street	HR05	\$25,981,852	WIOA Youth Activities	ED	\$2,546,479
WIOA	ED	\$1,977,000	WIOA Adult Activities	ED	\$4,284,499
Title IV-E Foster Care	HR05	\$30,998,794	Employment Service/Wagegap Waiver	ED	\$6,677,422
Health Care Grants	HR05	\$29,144,281	Community Services Block Grant	HR05	\$1,756,819
National Broadband Program	USDA	\$15,695,000	Special Programs for the Aging, Title II, Part C: Nutrition Services	HR05	\$5,505,841
Rural Electrification Loans and Loan Guarantees	USDA	\$0	Comprehensive Education Service	USDA	\$1,858,403
Public and Indian Housing	HR05	\$15,067,000	Nation's Apprenticeship & Training	ED	\$464,743
Low Income Home Energy Assistance	HR05	\$9,894,393			
Child and Adult Care Food Program	USDA	\$10,294,000	Federal Tax Expenditures		\$91,328,169
Voluntary Rehabilitation Grants to the States	ED	\$15,434,000	Low Income Housing Tax Credit	Taxes	\$77,500,616
Child Care Maintenance and Assistance Funds	HR05	\$12,435,999	New Markets Tax Credit	Taxes	\$14,827,553
Unemployment Insurance Administration	ED	\$28,898,000			
Federal Transit Capital Investment Grants	DOT	\$0	Federal Procurement Programs		\$26,041,343
Child Care and Development Block Grant	HR05	\$24,415,000	HR05/HR06 Programs	HR05	\$16,481,943
Adoption Assistance	HR05	\$11,675,275			

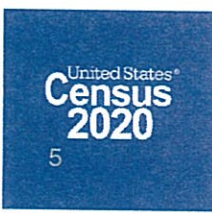
Prepared by Andrew Reamer, The George Washington Institute of Public Policy, and George Washington University. Some figures and analysis provided by Brian Minton, Grant Management Program Manager, Department of Government, University of Maryland, January 19, 2015.
 Note: This allocation of the 55 federal programs is consistent with U.S. rank order by program expenditure. (See U.S. data at source.)
 U.S. spending in FY 2016: \$20.9 trillion and approximately equal to the 2010 total of \$20.9 trillion.
 Program-level spending in FY 2016: \$6.2 trillion (see Appendix A, Table A.1, for details on program-level spending).

GW Institute of Public Policy
 THE GEORGE WASHINGTON UNIVERSITY

For further information:
 Andrew Reamer, Research Professor
 The George Washington University
 aream@gwu.edu

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Census Day April 1, 2020

Self Response Starts March 12, 2020

- Internet
- Phone
- Paper Form

(In-person interview during the NRFU (non-response follow-up operation))

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.

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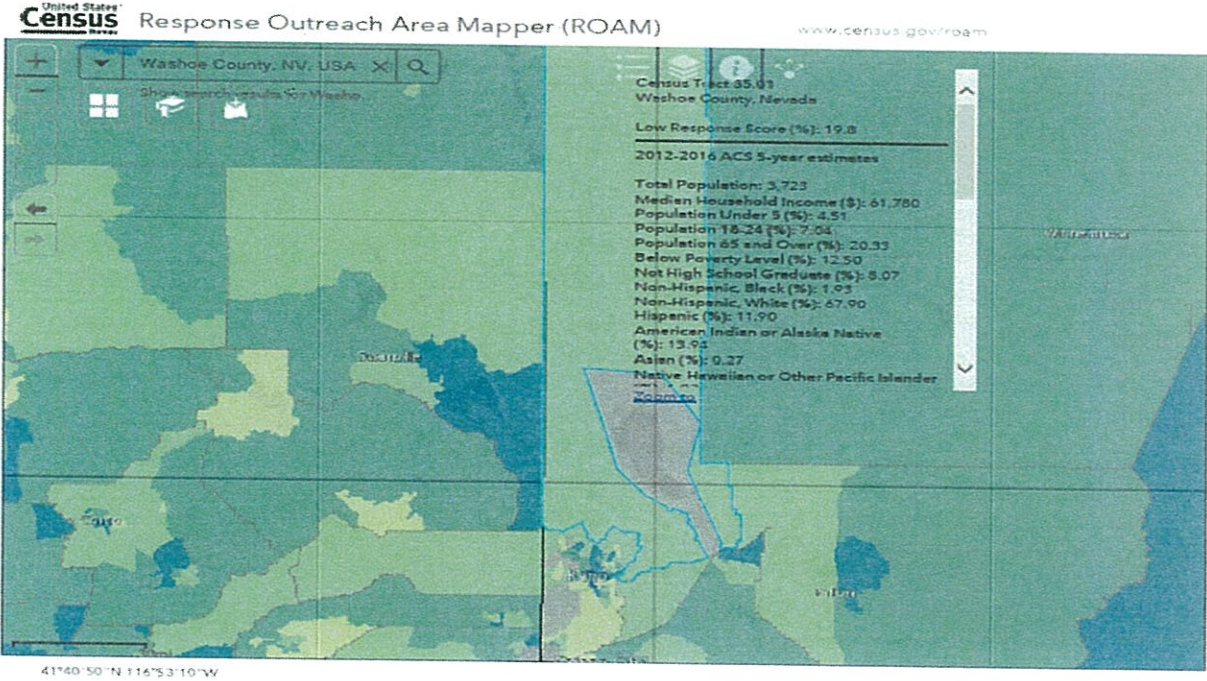
Complete Count Committees

State, local and or tribal governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents.

A volunteer committee made up of members from:

Government Education Media
Businesses Service Providers
Community Organizations
Faith-Based Organizations

Low Response Score (LRS)



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Key Dates

Date	Operation	Activity
April 1, 2019	State Complete Count Committee formation	Governor Sisolak signed an Executive Order to establish the State Complete Count Committee and appointed Lt. Governor, Kate Marshall to chair the SCCC.
August 2019	Address Canvassing (AdCan)	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, marinas, tent cities, carnivals or hotels.)
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, 2020	Self-Response Starts	Respondents may begin responding to the Census questionnaire.
April 1, 2020	Census Day	Census Day ("Call to Action")
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where are likely to have moved out before regular NRFU begins.
May 2020- July 2020	Non-Response Follow-Up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.
December 31, 2020	Final Count Complete	Final count delivered to the President.

Recruiting information:

1-888-658-5564
(RCC recruiting hotline)

www.2020census.gov/en/jobs

www.usajobs.gov

Supervisory
&
Non-supervisory
positions available in
Washoe County, NV

\$17.00 - \$18.50 per hour

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

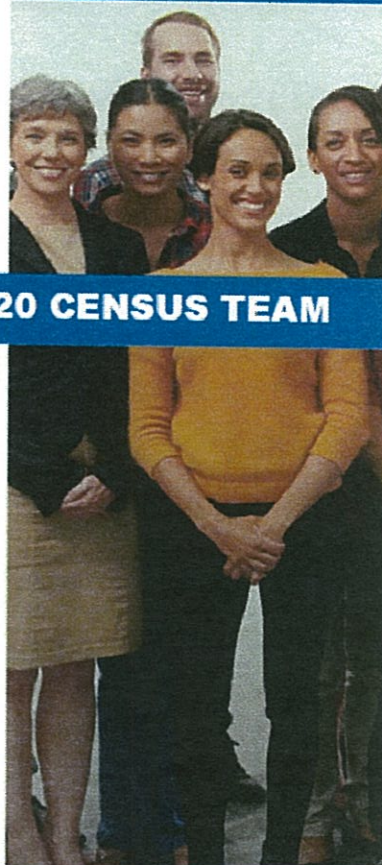
- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call
1-855-JOB-2020 (1-855-562-2020)

Federal Relay Service
1-800-877-8339 TTY/ACCI
www.gsa.gov/fedrelay

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Resource Links



- Website
www.2020census.gov
- Partner Resources
<https://2020census.gov/en/partners/promotional-materials.html>
- ROAM
www.census.gov/roam
- Recruiting
www.2020census.gov/jobs
1-855-562-2020

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**Thank
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Partnerships at a Glance

Join us as a partner and 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.

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 are also 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.

HOW ARE CENSUS DATA USED?

The 2020 Census is important for you and your community. The results help you understand how demographics—including income and education levels—and population size are changing in your area. Businesses, researchers, and policymakers depend on the high-quality data provided by the U.S. Census Bureau to make important decisions such as:

- Where to build schools, roads, and hospitals.
- Where to open new stores and expand operations.
- What products and services to sell.
- What new policies and public programs will be most helpful in your community.

WHY IS A COMPLETE AND ACCURATE COUNT SO IMPORTANT?

The census is a valuable tool for improving communities across the country. If your community members don't respond, your community may not receive the funding it needs. It is important that everyone understand the importance of the census.

WHY SHOULD I BECOME A 2020 CENSUS PARTNER?

As a trusted voice, you have a critical role to play in reaching the communities you serve. You can support our goal of a complete and accurate count by explaining to your community, customers, members, or stakeholders why participating is important. By partnering with the Census Bureau, you serve as a 2020 Census ambassador. Your efforts in spreading the message and mobilizing your stakeholders to respond to the census will provide accurate data for your community.

Serving as a 2020 Census partner means you can help ensure that the people you care about are accurately counted and represented, which in turn will increase the accuracy of the census data that are used by organizations like yours to make important decisions.

WHAT OUTREACH RESOURCES EXIST FOR 2020 CENSUS PARTNERS?

Outreach is not a one-size-fits-all approach. That is why the Census Bureau provides various types of resources to help partners tailor their outreach to their communities. As a partner, you will have access to:

- A community outreach toolkit (with a Census 101 handout, printable stickers, and outreach tips and tricks).
- Mapping tools to better understand the demographic composition and characteristics of your communities.
- Resources on Census Bureau confidentiality and data security efforts to keep census responses secure.

WHAT CAN I DO AS A 2020 CENSUS PARTNER?

There are many ways to make a difference as a 2020 Census partner, including by:

- Using Census Bureau tools, information, and messaging in creative ways to increase public participation—for example, through newsletters, co-branded products, and social media.
- Providing information to your community, customers, members, or stakeholders about the importance and benefits of participating in the 2020 Census.
- Hosting a workshop to develop possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Forming and getting involved in a Census Complete Count Committee to educate and motivate residents to participate in the 2020 Census. To learn more about the Complete Count Committees or to start one in your community, visit [census.gov/2020completecount](https://www.census.gov/2020completecount).
- Inviting Census Bureau officials to present at your next event.

- Signing up and being recognized.
- Encouraging people in your community to work for the Census Bureau, and sharing this link with them: [2020census.gov/jobs](https://www.census.gov/jobs).

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 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

Chicago

Phone: 312-579-1605

E-mail: Chicago.rcc.partnership@2020census.gov

Dallas

Phone: 972-510-1800

E-mail: Dallas.rcc.partnership@2020census.gov

Los Angeles

Phone: 213-314-6500

E-mail: Los.Angeles.rcc.partnership@2020census.gov

New York

Phone: 212-882-2130

E-mail: New.York.rcc.partnership@2020census.gov

Philadelphia

Phone: 267-780-2530

E-mail: Philadelphia.rcc.partnership@2020census.gov

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

WHERE CAN I GO TO LEARN MORE?

To learn more about becoming a 2020 Census partner, visit [census.gov/partners](https://www.census.gov/partners).

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

Connect with us
[@uscensusbureau](https://twitter.com/uscensusbureau)

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Frequently Asked Questions

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.