Bay Area Senior Health Policy Forum ROAD TO THE 2020 CENSUS



Presented by Ray Mueller, Partnership Specialist, San Francisco Bay Area
U.S. Census Bureau, Los Angeles Region





It's in the Constitution

Article 1, Section 2 of the U.S. Constitution

"The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct."



Your answers are protected by law under Title 13 of the U.S. Code

- The census is confidential and required by Law
- Results of the census are reported in statistical format only
- We do not share a respondent's personal information or responses with any other government agencies – federal, state or local for 72 years
- All Census Bureau employees swear to a lifetime oath to protect respondent's information
- Penalties for wrongful disclosure up to 5 years imprisonment and/or a fine of \$250,000





What's in it for you?

Census data, collected only every 10 years, determines:

- Congressional Representation
- How funds are spent in your community on things like roads, schools, and hospitals. \$675 Billion!!!
- Redistricting of your city, county, state, and federal political boundaries
- But wait, there's more...



The census counts every generation.

Every 10 years, the United States counts everyone who lives in the country, from newborn babies to the oldest among us. It is important for everyone to complete the 2020 Census so that communities like yours can be accurately funded and represented.

The 2020 Census will influence community funding and congressional representation for the next decade. Information collected in the census will inform the allocation of more than \$675 billion in federal funds for states and communities each year. That includes money for things like:

- > First responders
- Medicare Part B
- Supportive Housing for the Elderly Program

- Libraries and community centers
- > Supplemental Nutrition Assistance Program (SNAP)
- > Senior Community Service **Employment Program**

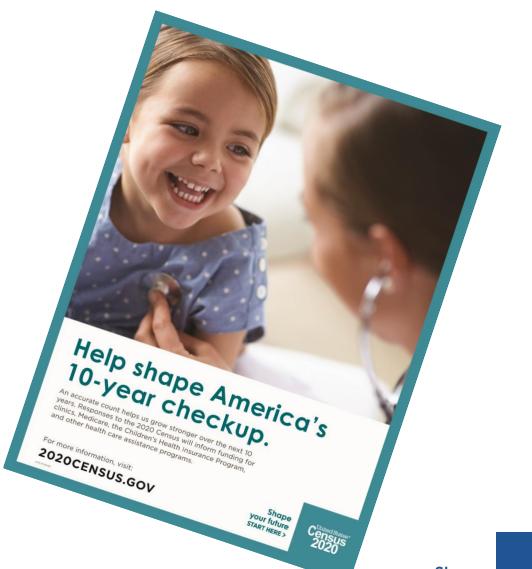
Beginning in mid-March 2020, you can respond to the census online, by phone, or by mail. Choose the option that is most comfortable for you. Large-print guides to the questionnaire are available upon request. From May - July 2020, census takers will visit households that have not yet responded. A census taker can assist if you need help completing your form.

Your personal information is kept confidential by law. Your responses can only be used to produce statistics. They cannot be shared with law enforcement agencies or used against you by any government agency or court in any way.

For more information, visit:

2020CENSUS.GOV

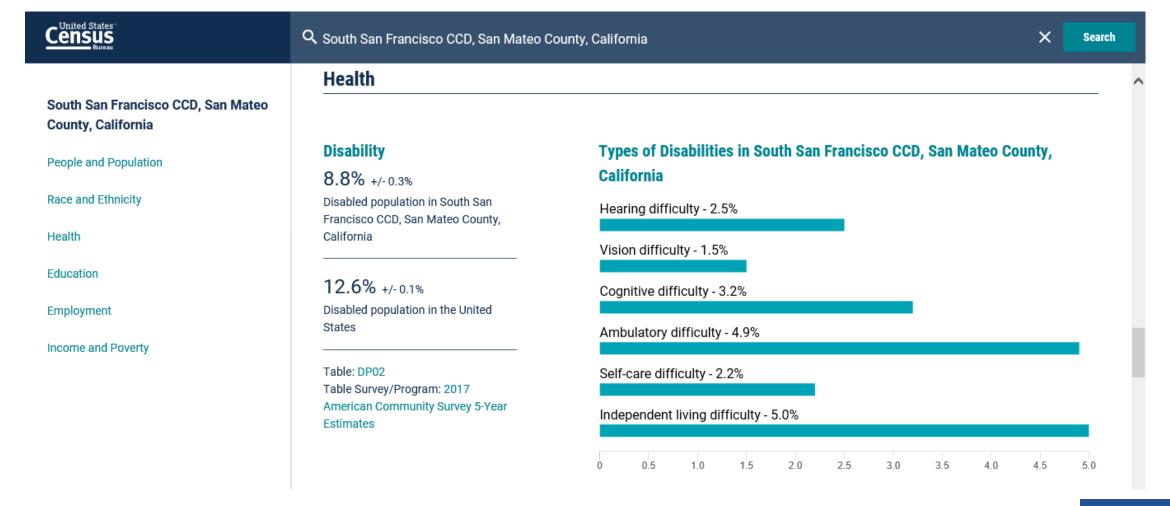
Shape your future START HERE >



Shape your future **START HERE >**



What is Census Data?





How the 2020 Census will invite everyone to respond

WHAT WE WILL	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.

Language Support Overview

Internet Self-Response

12 Non-English Languages

Respondents will be able to toggle between the languages within the instrument.

Spanish

Chinese

Vietnamese

Korean

Russian

Arabic

Tagalog

Polish

French

Haitian Creole

Portuguese

Japanese

Census Questionnaire Assistance

12 Non-English Languages

There is a separate phone number for each language, including TDD. This information is included in the mailing materials.

Spanish

Chinese (Mandarin and Cantonese)

Vietnamese

Korean

Russian

Arabic

Tagalog

Polish

French

Haitian Creole

Portuguese

Japanese

Language Guides (Video and Print) Language Glossaries Language Identification Card

59 Non-English Languages

Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). Language listed below are in order of need (top to bottom, left to right).

	Spanish	Italian	Khmer	Tamil	Croatian
	Chinese	Farsi	Nepali	Navajo	Bulgarian
	Vietnamese	German	Urdu	Hungarian	Twi
	Korean	Armenian	Romanian	Hebrew	Lithuanian
	Russian	Hindi	Telugu	Malayalam	Yoruba
	Arabic	Ukrainian	Burmese	Swahili	Czech
	Tagalog	Bengali	Punjabi	Yiddish	Igbo
	Polish	Greek	Lao	Indonesian	Marathi
	French	Amharic	Hmong	Serbian	Sinhala
	Haitian Creole	Somali	Albanian	Tigrinya	Slovak
	Portuguese	Thai	Turkish	Ilocano	American
	Japanese	Gujarati	Bosnian	Dutch	Sign Language
١					

Paper Questionnaire & Mailing Materials

Spanish

Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.

Mailings will include instructions on responding via Internet or phone in 12 non-English languages.

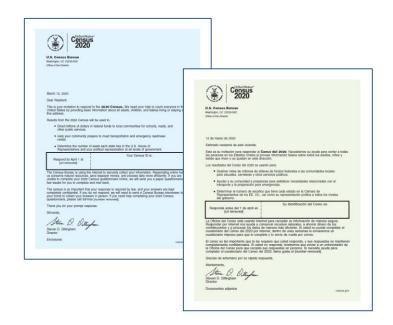
During Nonresponse Followup enumerators use:

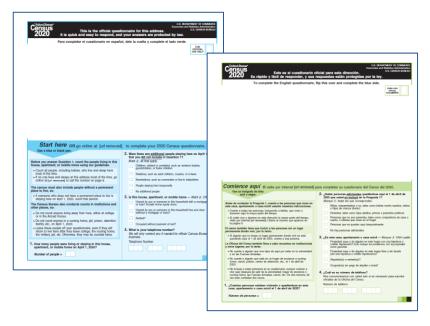
- A bilingual handheld instrument (English/Spanish)
- Bilingual materials (English/Spanish)
- Instructions to respond online or by phone in 12 non-English languages
- Language Identification Card

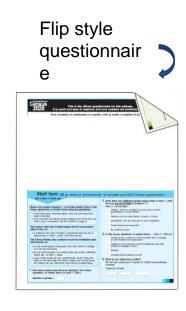
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Letters, Postcards and Bilingual Questionnaires







Which one will go to whom?

Most households will first receive a letter asking them to complete the census questionnaire online with information about how to respond online or by phone in English plus 12 non-English languages.

Press Release and Link to Interactive Map



Language Assistance Sheet

All mailing packages include a language assistance sheet with instructions in the 12 non-English languages.

The instructions explain how to select languages online, and provide dedicated phone numbers for each non-English language.





New Ability to Self Respond Starting March 12, 2020











Internet person

Phone

Paper Form

In-

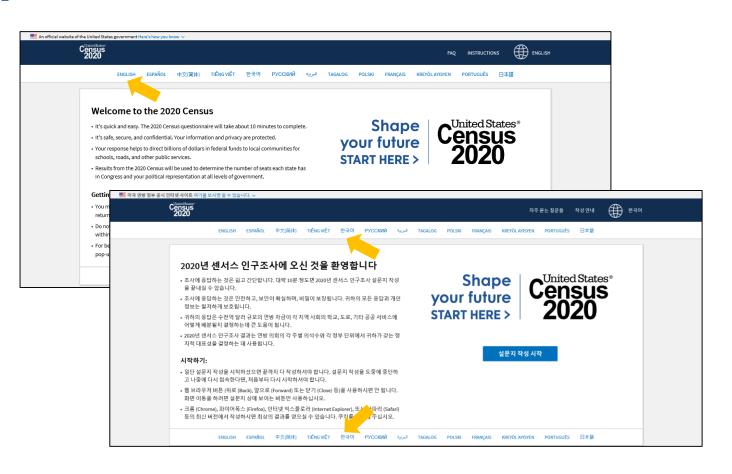
*12 languages plus English and TDD 2020CENSUS.GOV (Telecommunications Device for the Deaf) will be supported.





Internet Self-Response

The internet questionnaire will allow respondents to toggle between English and 12 non-English languages using a dropdown language menu at the top of each screen, and individual links at the top and bottom of each screen.







Video Language Guide

Video language guides, narrated in 59 non-English languages, will assist respondents responding online.

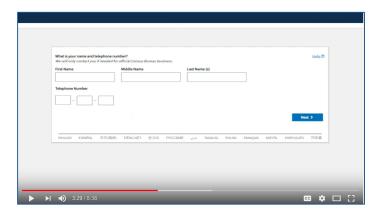
Each video is about 8 minutes and includes basic information about the 2020 Census.

Video language guides will be available online to stream or download.

Total Run Time: about 8 minutes

- Part 1: Introduction to the 2020 Census (1 minute)
- Part 2: Quick Tour (1 minute)
- Part 3: Translated Guide (6 minutes)









Print Language Guides

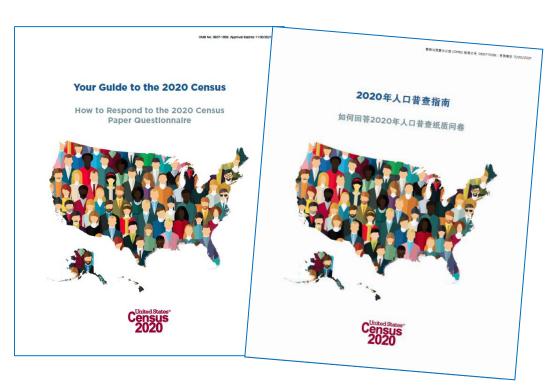
Print language guides, written in 59 non-English languages, will assist respondents filling out the paper questionnaire.

Guides will also be available in large print and braille.

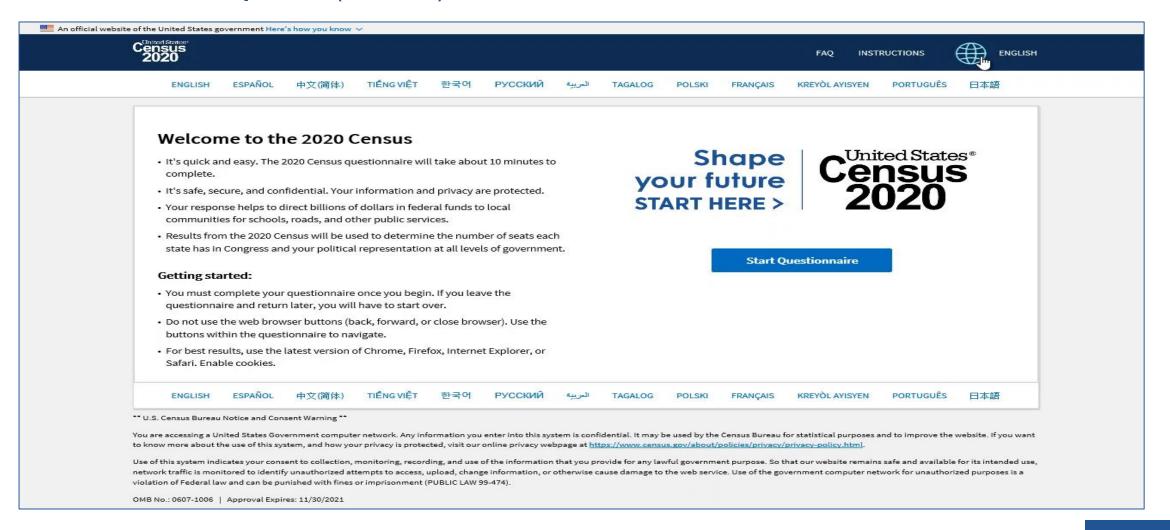
Each guide is 8 pages, and includes basic information about the 2020 Census and translation of the questions and response categories.

Print language guides will be available online and through FLD Partnerships.

*These print guides will include Braille and Large Print.

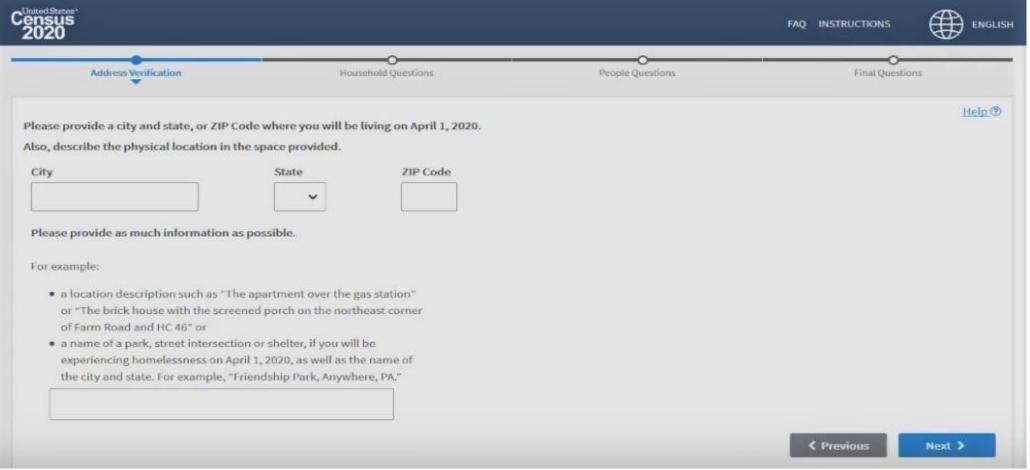


Internet Self-Response (cont'd)





Internet Self-Response For Those Without Usual Residence







Language Options:



2020 Census Jobs



Access the 2020 Census Jobs Site 2020census.gov/jobs











Census jobs available in all 8 San Francisco Bay Area Census Offices. One application qualifies you for any of the following positions:

Position	Pay rate
Office Clerks	\$16 - \$24 per hour
Office Operations Supervisors	\$20.50 - \$31 per hour
Census Field Supervisors	\$22 - \$33 per hour
Enumerators (Census Takers)	\$20 - \$30 per hour
Recruiting Assistants	\$22 - \$33 per hour

- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

Basic Requirements

- 18 years of age or older
- Valid Social Security number 9 Supervisory
- U.S. Citizen
- Valid email address
- Must apply online

Simple Application

33 Question Assessment

questions if interested in

Supervisory Positions

Apply today!

2020census.gov/jobs

Federal Relay Service: (800) 877-8339 TTY / ASCII www.gsa.gov/fedrelay

1-855-JOB-2020 (1-855-562-2020)

Shape The U.S. Census Bureau is an Equal Opportunity Employer snape future START HERE >



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Los Angeles Regional Census Center UNITED STATES CENSUS BUREAU

