Shape your future
START HERE

Jeff T. Behler
Regional Director
New York Regional Census Center
U.S. Census Bureau

Largest statistical agency in the U.S.

Leading source of quality data about the nation’s people, places and economy conducting more than 130 Census Bureau Surveys and Programs

- Demographic Programs
  - Decennial Census
  - American Community Survey
  - Current Population Survey
  - American Housing Survey

- Economic Programs
  - Economic Census (Years ending in 2 & 7)
  - Census of Governments (Years ending in 2 & 7)
Survey Awareness

- Are you in a Census Bureau Survey?
  - [https://census.gov/programs-surveys/surveyhelp.html](https://census.gov/programs-surveys/surveyhelp.html)

- Address Canvassing – 2020 Census In Field Operation
  - Census Employees are working to update Census maps, using laptop computers in many communities across the country
  - August – October 2019

- Report Suspected Fraud to [1-800-923-8282](tel:1-800-923-8282)
2020 Census Jobs

Earn extra income while helping your community.

Positions
Enumerators - $22 - $27.50
Recruiting Assistants - $24 - $30.50
Census Field Supervisors - $24 - $30.50
Office Operations Supervisor - $23.50 - $29

Apply now at https://2020census.gov/jobs

There are a limited number of office manager positions remaining in our field offices. Interested applicants should apply through www.USAJobs.gov
### Recruiting

#### 2020 MA Recruiting Goal:
54,044

<table>
<thead>
<tr>
<th>County</th>
<th>Number Recruited</th>
<th>Goal</th>
<th>% To Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barnstable County</td>
<td>1,236</td>
<td>2,637</td>
<td>46.87%</td>
</tr>
<tr>
<td>Berkshire County</td>
<td>682</td>
<td>833</td>
<td>81.87%</td>
</tr>
<tr>
<td>Bristol County</td>
<td>2,128</td>
<td>5,327</td>
<td>39.95%</td>
</tr>
<tr>
<td>Dukes County</td>
<td>135</td>
<td>449</td>
<td>30.07%</td>
</tr>
<tr>
<td>Essex County</td>
<td>3,445</td>
<td>5,483</td>
<td>62.83%</td>
</tr>
<tr>
<td>Franklin County</td>
<td>357</td>
<td>372</td>
<td>95.97%</td>
</tr>
<tr>
<td>Hampden County</td>
<td>2,053</td>
<td>3,707</td>
<td>55.38%</td>
</tr>
<tr>
<td>Hampshire County</td>
<td>728</td>
<td>1,635</td>
<td>44.53%</td>
</tr>
<tr>
<td>Middlesex County</td>
<td>5,254</td>
<td>10,470</td>
<td>50.18%</td>
</tr>
<tr>
<td>Nantucket County</td>
<td>58</td>
<td>229</td>
<td>25.33%</td>
</tr>
<tr>
<td>Norfolk County</td>
<td>2,862</td>
<td>4,892</td>
<td>58.50%</td>
</tr>
<tr>
<td>Plymouth County</td>
<td>1,640</td>
<td>3,677</td>
<td>44.60%</td>
</tr>
<tr>
<td>Suffolk County</td>
<td>4,240</td>
<td>8,420</td>
<td>50.36%</td>
</tr>
<tr>
<td>Worcester County</td>
<td>2,591</td>
<td>5,913</td>
<td>43.82%</td>
</tr>
</tbody>
</table>
# Field Operations

## Decennial Milestones

<table>
<thead>
<tr>
<th>Operation</th>
<th>Start</th>
<th>Finish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Quarters Advance Contact</td>
<td>2/3/2020</td>
<td>3/6/2020</td>
</tr>
<tr>
<td>Service Based Enumeration</td>
<td>3/30/2020</td>
<td>4/1/2020</td>
</tr>
<tr>
<td>Group Quarters Enumeration</td>
<td>4/1/2020</td>
<td>6/12/2020</td>
</tr>
<tr>
<td>Early Non Response Follow Up</td>
<td>4/9/2020</td>
<td>7/24/2020</td>
</tr>
<tr>
<td>Non Response Follow Up</td>
<td>5/13/2020</td>
<td>7/24/2020</td>
</tr>
</tbody>
</table>
2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.

- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.

- Census Bureau employees are sworn to protect confidentiality for life.

- Violating Title 13 is a serious federal crime. **Violators are subject to** severe penalties, including a federal prison sentence of up to **five years, a fine of up to $250,000, or both.**
2020 Census – It Is Easy

- Four ways to respond in 2020
  - Online
  - Phone
  - Paper
  - Personal Visit by Census Employee

- Name, age, DOB, race and origin, Hispanic origin, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

**We will never ask for:**
- Your full social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your full bank or credit card account numbers.
Language Support

LANGUAGE SUPPORT ONLINE, BY PHONE, BY MAIL, AS WELL AS ADVERTISING

12 languages (in addition to English):
- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

99%

English plus these 12 languages cover 99% of all U.S. households.
Overview of Non-English Language Support

<table>
<thead>
<tr>
<th>Internet</th>
<th>Census Questionnaire Assistance</th>
<th>Language Guides (Video and Print)</th>
<th>Language Glossaries</th>
<th>Language Identification Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Response</td>
<td></td>
<td>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). <strong>Language listed below are in order of need (top to bottom, left to right).</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12 Non-English Languages</strong></td>
<td>Respondents will be able to toggle between the languages within the instrument.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish</td>
<td></td>
<td>Spanish</td>
<td>Italian</td>
<td>Spanish</td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
<td>Chinese (Mandarin and Cantonese)</td>
<td>Farsi</td>
<td>Chinese (Mandarin and Cantonese)</td>
</tr>
<tr>
<td>Vietnamese</td>
<td></td>
<td>Vietnamese</td>
<td>German</td>
<td>Vietnamese</td>
</tr>
<tr>
<td>Korean</td>
<td></td>
<td>Korean</td>
<td>Armenian</td>
<td>Korean</td>
</tr>
<tr>
<td>Russian</td>
<td></td>
<td>Russian</td>
<td>Hindi</td>
<td>Russian</td>
</tr>
<tr>
<td>Arabic</td>
<td></td>
<td>Arabic</td>
<td>Ukrainian</td>
<td>Arabic</td>
</tr>
<tr>
<td>Tagalog</td>
<td></td>
<td>Tagalog</td>
<td>Bengali</td>
<td>Tagalog</td>
</tr>
<tr>
<td>Polish</td>
<td></td>
<td>Polish</td>
<td>Greek</td>
<td>Polish</td>
</tr>
<tr>
<td>French</td>
<td></td>
<td>French</td>
<td>Amharic</td>
<td>French</td>
</tr>
<tr>
<td>Haitian Creole</td>
<td></td>
<td>Haitian Creole</td>
<td>Somali</td>
<td>Haitian Creole</td>
</tr>
<tr>
<td>Portuguese</td>
<td></td>
<td>Portuguese</td>
<td>Albanian</td>
<td>Portuguese</td>
</tr>
<tr>
<td>Japanese</td>
<td></td>
<td>Japanese</td>
<td>Thai</td>
<td>Japanese</td>
</tr>
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<td><strong>Language Listed Below Are In Order Of Need (Top To Bottom, Left To Right).</strong></td>
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</tr>
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<td><strong>Spanish</strong></td>
<td>Italian</td>
<td>Spanish</td>
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<td></td>
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<td>Farsi</td>
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<td></td>
<td>Vietnamese</td>
<td>German</td>
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<td>Korean</td>
<td></td>
<td>Korean</td>
<td>Armenian</td>
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<td>Russian</td>
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<td>Russian</td>
<td>Hindi</td>
<td>Russian</td>
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<td>Ukrainian</td>
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<td>Polish</td>
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<td>Somali</td>
<td>Haitian Creole</td>
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<tr>
<td>Portuguese</td>
<td></td>
<td>Portuguese</td>
<td>Albanian</td>
<td>Portuguese</td>
</tr>
<tr>
<td>Japanese</td>
<td></td>
<td>Japanese</td>
<td>Thai</td>
<td>Japanese</td>
</tr>
<tr>
<td><strong>Paper Questionnaire &amp; Mailing Materials</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Spanish</strong></td>
<td>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.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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
2020 Census – It Is Important

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of $675 billion dollars in federal funding
  - Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, SCHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes

Provides population benchmarks for nearly every other United States survey
2020 Census Partners

2020 Census Partners Website

Language Guides

ISR Video
https://youtu.be/fXg1_1HHKzA

PSA Toolkit

Sample Intro Letter
Additional Updates

Mobile Questionnaire Assistance

Media Buys


Statistics in Schools Week

March 2 – March 6
Response Outreach Area Mapper (ROAM)

- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census tracts are harder to survey than lighter census tracts

www.census.gov/roam
Census Tract 801
Suffolk County, Massachusetts

Low Response Score (%): 33.7

2013-2017 ACS 5-year estimates

ACS Self-Response Rate: 25.0
Total Population: 2,724
Median Household Income ($): 31,220
Median Age: 33.1
Population Under 5 (%): 3.74
Population 18-24 (%): 14.21
Population 65 and Over (%): 7.49
Persons Below Poverty Level (%): 24.75
Children Under 18 Living in Poverty (%): 33.56
School Enrolled Children Age 3 and 4 (%): Not High School Graduate (%): 28.66
No Health Insurance Under 19 (%): 1.35
No Health Insurance Age 19-64 (%): 2.51
No Health Insurance Age 65 and Over (%): 8.85
Non-Hispanic, Black (%): 44.97
Non-Hispanic, White (%): 15.09
Hispanic (%): 32.38
American Indian or Alaska Native (%): 0.18
Asian (%): 0.92
Native Hawaiian or Other Pacific Islander (%): 0.00
Some Other Race (%): 6.09
Foreign Born (%): 29.11
No One in Household Age 14+ Speaks English "Very Well" (%): 23.76
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 10.18
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.65
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.57

Total Housing Units: 810
Total Occupied Housing Units: 724
Renter Occupied Housing Units (%): 72.10
Married Couple Households with Child Under 18 (%): 37.39
Family Occupied Housing Units with Related Children Under 6 (%): 21.58
Population 1+ Who Moved From Another Residence Within the Last Year (%): 29.20
Vacant Housing Units (%): 10.62
Multi-Unit (10+) Housing (%): 8.52
Households with No Computing Device (%): 14.92
Households with Computer (%): 70.30
Households with Only Smartphone (%): 10.36
Households with No Internet Access (%): 15.61
Households with Broadband Internet Access (%): 64.92
Population with No Computing Device (%): 10.35
Population with Broadband Internet and Computing Device (%): 78.72

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2020 Census: Mail Contact Strategies Viewer

<table>
<thead>
<tr>
<th>Housing Unit Percent Total</th>
<th>Mail Contact Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>72.6%</td>
<td>Internet First, English</td>
</tr>
<tr>
<td>5.7%</td>
<td>Internet First, Bilingual</td>
</tr>
<tr>
<td>18.1%</td>
<td>Internet Choice, English</td>
</tr>
<tr>
<td>3.7%</td>
<td>Internet Choice, Bilingual</td>
</tr>
</tbody>
</table>

**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.

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.
Data Dissemination Program

- Free Resource to YOU
- Opportunities to teach the public how to access our data
  - Data Presentations
  - Data Access Workshops and Training Sessions
  - Webinars
  - Data and Survey Inquiries
- All tools and data available at www.census.gov
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap

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youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
Contact Us

**Partnership Program**
Phone: (212) 882-2130  
Email: new.york.rcc.partnership@2020census.gov  
Website: https://www.census.gov/partners/2020.html

**Census Jobs**
Field & Office Job Opportunities  
Website: www.2020census.gov/jobs  
Office Managerial Job Opportunities  
Website: www.usajobs.gov  
Website: www.census.gov/about/regions/new-york/jobs.html

**Data Dissemination Program**
Email: census.askdata@census.gov  
Phone: 1-844-ASK-DATA  
Website: www.census.gov/data/training-workshops.html