



# 2020 Census

CCLS Training for Member Libraries

---

---

---

---

---

---

---

---

## Brief Census History

- Article 1, Section 2 of the Constitution mandates a count every ten years of every person who is residing in the US, regardless of immigration status or citizenship.
- The first Census was conducted in 1790 and the total population of the United States was enumerated to be 3,929,214.
  - NYS counted 340,120 citizens in 1790 and 19,378,102 in 2010

---

---

---

---

---

---

---

---

## Why the Census is Important

- Determines representation in Congress and the Electoral College
- Affects boundaries of congressional and state legislative districts
- Each person represents about \$2,000 per year in federal money for your area

---

---

---

---

---

---

---

---

### Why the Census is Important

- Helps make decisions about how and where to spend more than \$675 billion dollars in federal money each year for programs and services that communities rely on.
- LIBRARIES
- Schools- special education / free or reduced meals
- Fixing roads – POTHOLES
- SNAP / Head Start / Medicare
- Public safety/emergency preparedness
- Incentives for new businesses

---

---

---

---

---

---

---

---

### 2020 Census: What it Looks Like

[2020 Census – print sample survey](#)

[Sample Mailed Letter](#)

Write down any questions you might have on a notecard.

---

---

---

---

---

---

---

---

### Ways to take Census

- Online: <https://www.2020census.gov>
  - Official survey website will be live March 12<sup>th</sup>
  - Paper: will be mailed (only in English for this area)
  - Phone:
    - 844-330-2020 for English
    - 844-468-2020 for Spanish
  - ONE person in household is to complete the survey
  - Count all persons in the household on April 1<sup>st</sup> 2020
- \* No Census APP \*

---

---

---

---

---

---

---

---

### On-line Survey




---

---

---

---

---

---

---

---

### 2020 Census Timeline

Date 2020	Census Action
March 12-20	Mail invitation to respond online to 2020 Census
March 16-24	Reminder letter in mail
IF THERE HAS BEEN NO RESPONSE	
March 26-April 3	Reminder letter in mail
April 8-16	Reminder letter and paper survey in mail
April 20-27	Final mail reminder
May 12	Enumerators start knocking
July 31	Self-reporting ends

---

---

---

---

---

---

---

---

### Internet First vs. Internet Choice

#### Internet First

- The first mailing in March will include an invitation to take the Census online
- If self-reporting has not happened by the first week in April, the last mailing will include a paper survey

#### Internet Choice

- The first mailing in March will include an invitation to take the Census online **AND** a paper survey
- If self-reporting has not happened by the first week of April, the last mailing will include another paper survey.

---

---

---

---

---

---

---

---

Internet First vs. Internet Choice

Internet First Library Areas:      Internet Choice Library Areas:

ALLE	FRED		CASS	KEN
ASH	LAK	Has	CATT	LIT
BEM	OLE	Both:	CHA	MAC
BUS	POR	DUN	CLY	MAY
BRO	RIP	JTN	DEL	RAN
EAL	SIL		ECV	SHE
FIN	SINA		ENT	SIN
FLU	SNIC		FRAN	STO
FRB			GOW	WES

---

---

---

---

---

---

---

---

---

---

**Information Security**

- Title 13 prohibits any Census worker from revealing ANY personal information for their lifetime
  - Penalty: \$2500,00 and/or 5 years in prison
- Encryption for online surveys – information is not stored on computers or web browser
- We can all feel confident our information is secure

---

---

---

---

---

---

---

---

---

---

American Community Survey (ACS)

- Sent out to randomly picked addresses. Part of the Census Bureau but is a separate survey.
- Will be sent out this year
- 44 questions
- More specific questions (housing, income, work hours, health insurance)
- It is official and should be filled out
- Households that are mailed a ACS will also get a 2020 Census Survey

---

---

---

---

---

---

---

---

---

---

Questions?

Break

---

---

---

---

---

---

---

2020  
Census  
Kiosk



---

---

---

---

---

---

---

Your Library's Role in the  
2020 Census



---

---

---

---

---

---

---

### Technology – Census Kiosk

- Libraries can have a Census Kiosk set up
  - Upon request Mike or George will install
  - Hardwired into your internet system
  - Kiosk will only access the 2020census.gov site and the Census survey once live
- Label Kiosk as Census area
  - Great place to put sample survey and other Census facts
  - Try to create a private environment by kiosk facing a wall

---

---

---

---

---

---

---

---

### CCLS Traveling Laptops

Made possible by a grant partnership with BECP and WNYLRC

- A schedule will be established
  - Talk to Jan and LJ for more details
- Uses WIFI connect to Census Survey

---

---

---

---

---

---

---

---

### Prepare staff and volunteers

Directors, staff and volunteers should:

- Review this webinar
- [Go over FAQ's](#)
- [Go over Do's & Don'ts](#)
- [Go over Census Readiness Checklist](#)
- [Post Census Half Sheet](#)
  - **EVERYONE** needs to know Census Information

---

---

---

---

---

---

---

---

### Hoopla

- Help patrons feel comfortable with the process
- Wear the Census Button to start conversations
- Create a positive experience around the Census
- Pass out Census Stickers
- Know your Fast Facts
- Have a Census Celebration Day
- Provide/ Display Census bookmarks, business cards, Census 101 flyer

---

---

---

---

---

---

---

---

### Census Celebration Day

- Think about what day you'd like to have a Census Day Celebration
  - Does not have to be April 1<sup>st</sup>
  - Talk to LJ about date and times – for support
- What activities can you offer for adults, kids?
- Could tie with a fundraiser for the library
- Advertise in the community and on social media




---

---

---

---

---

---

---

---

### Information Security

- Title 13 prohibits any Census worker from revealing ANY personal information for their lifetime
  - Penalty: \$2500,00 and/or 5 years in prison
- Encryption for online surveys – information is not stored on computers or web browser
- We can all feel confident our information is secure

---

---

---

---

---

---

---

---

### Discussion

- How will you ensure all staff and volunteers have Census information to assist your patrons?
- What are some barriers to completing the Census and who in your community might be affected?
- Who are your hard to reach patrons?

---

---

---

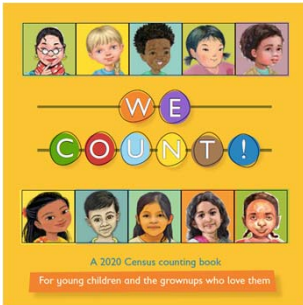
---

---

---

---

---



Census Book for Kids  
[www.wecountkids.org](http://www.wecountkids.org)

Each member library will receive an English and a Spanish copy. The website has a downloadable event kit with activities, posters and invitations

---

---

---

---

---

---

---

---

### CCLS Data tracking

---

---

---

---

---

---

---

---



**Jason Eastman**

CHQ/ CATT County Census Bureau  
Partnership Specialist  
E-mail: [Jason.t.eastman@2020census.gov](mailto:Jason.t.eastman@2020census.gov)

---

---

---

---

---

---

---

---

More information

Official Census site:  
<https://2020census.gov>  
  
CCLS Census Webpage:  
<https://www.cclsny.org/census/>  
  
Southeastern NY Library Resources Council  
<https://libguides.senylrc.org/Census2020/home>

---

---

---

---

---

---

---

---

**Questions?**

Count everyone once & only once  
& in the right place

---

---

---

---

---

---

---

---