**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](https://www.2020census.gov)
- Official survey website will be live March 12th
- 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 1st 2020
  * No Census APP *
On-line Survey

2020 Census Timeline

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

Internet First vs. Internet Choice

**Internet First**
- The first mailing in March will include a 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:  
- ALE  
- ASH  
- BEM  
- BUS  
- BRO  
- FAL  
- FIN  
- FLO  
- FRA  

Internet Choice Library Areas:  
- CAS  
- CATT  
- CHA  
- CIV  
- DEL  
- ECM  
- EXT  
- FRA  
- GOW  

| Has Both: | DUN  
|----------|-------
| BEM      | JTN   |

**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 BECPL 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 1st
  - 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: $250,000 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

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
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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