

Census Champion Training



Philly Counts | September 17, 2019

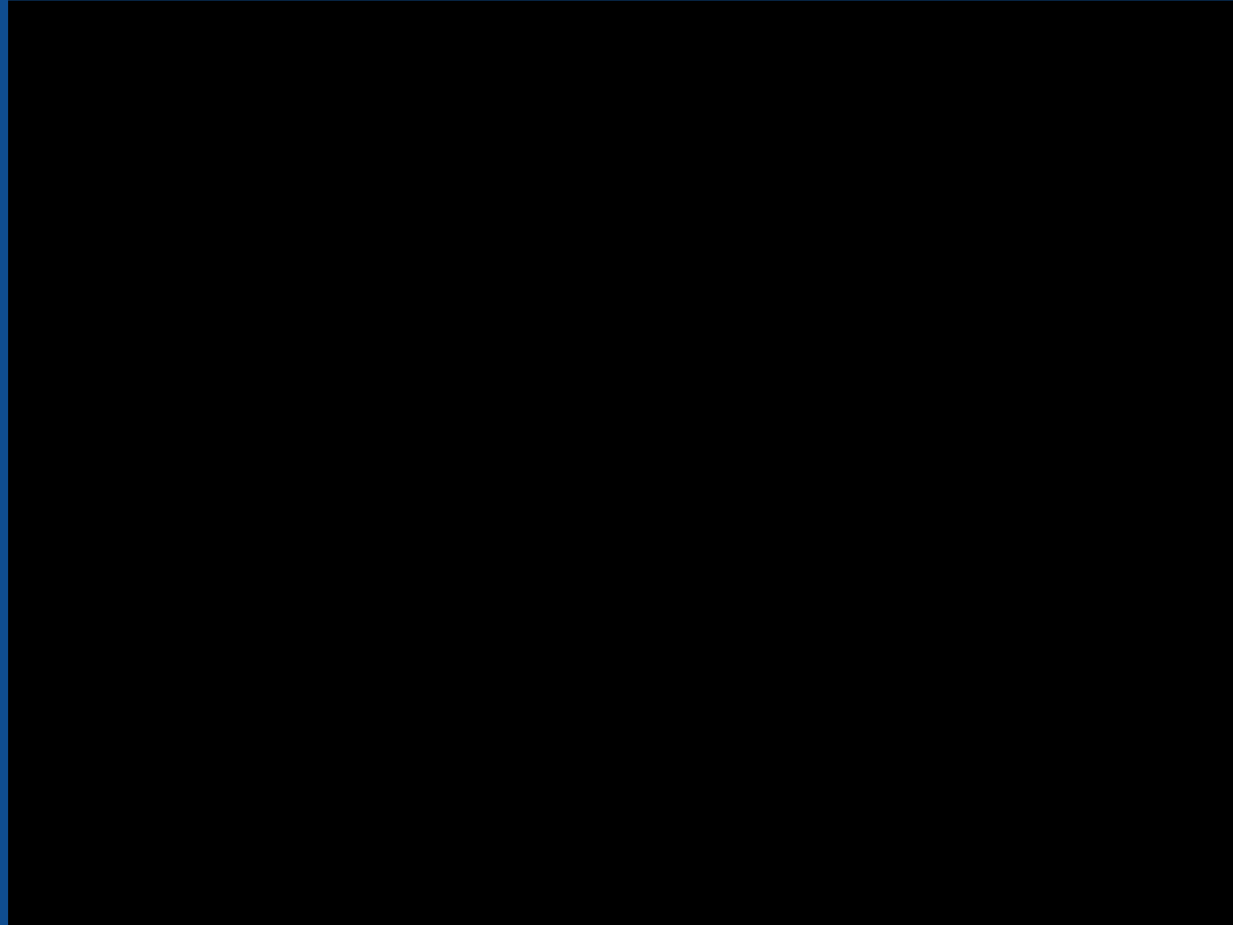
Who is a Census Champion and why are they important?

A Census Champion is a trusted messenger who has the knowledge to **educate their community about the census and its impact on our city.**

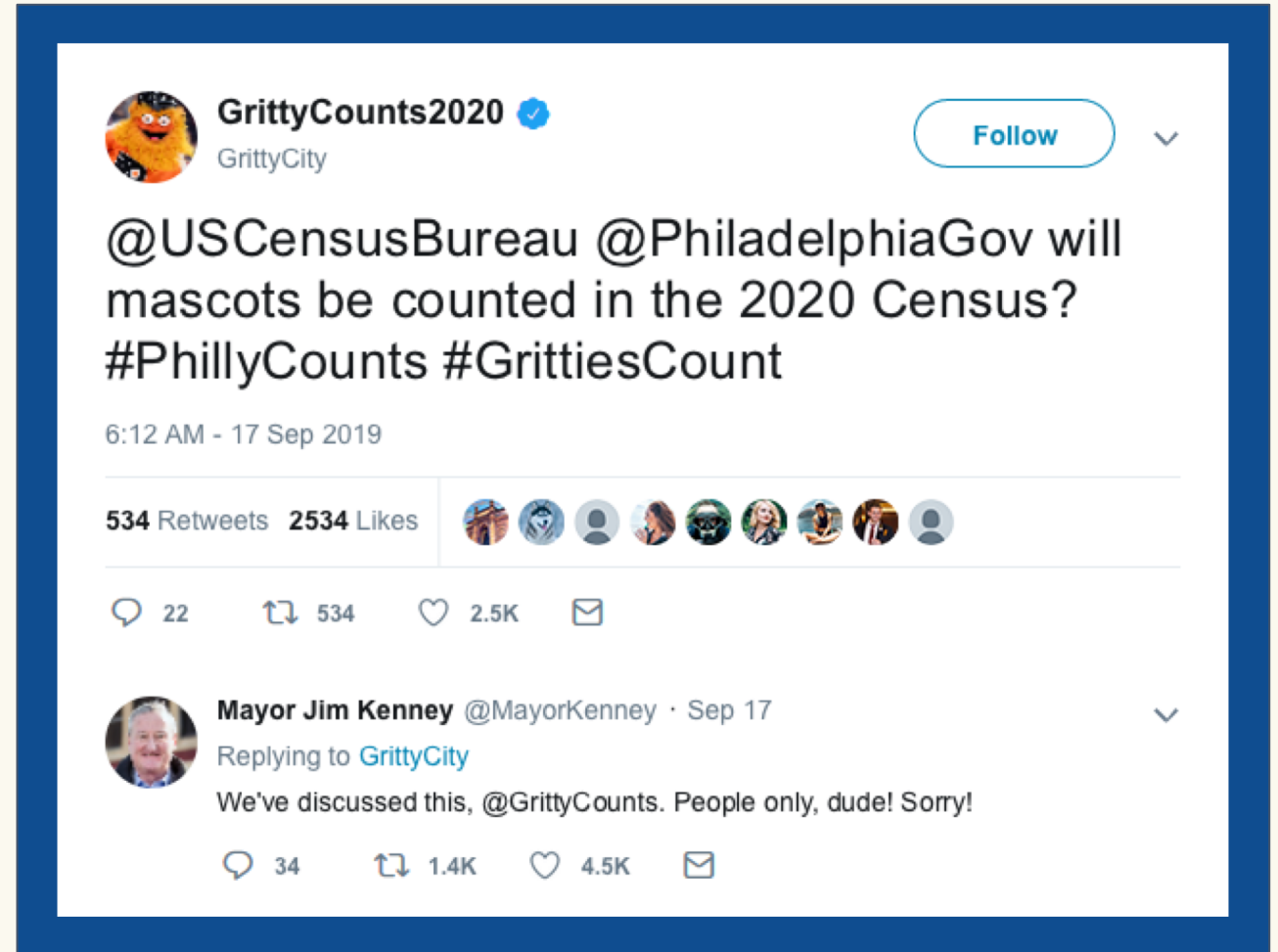


As a Census Champion, you will be a part of an elite team with great responsibility.

Message from Mayor Kenney



@USCensusBureau
@PhiladelphiaGov
#PhillyCounts





Welcome to your Census Champion Training!

Here is what you will learn:

- **Section I** – Census 101.
- **Section II** – Data Security, Privacy and Confidentiality.
- **Section III** – How Everybody Gets Counted.
- **Section IV** – Digital Literacy.
- **Section V** – Get Involved.
- **Section VI** – Keys to Success.

Section I

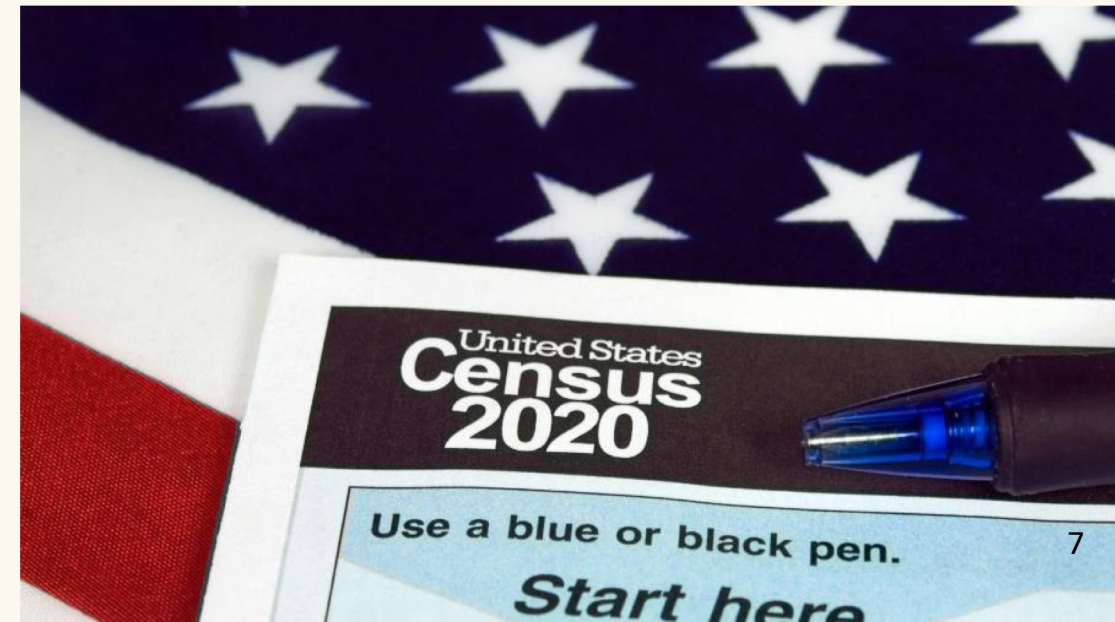
Census 101

What you need to know



What is the census?

- The United States Census is a national survey conducted by the U.S. Census Bureau every ten years to count the population..
- Between 1970 and 2000, the U.S. Census Bureau used two questionnaires, a short form and a long-form.
- **Forget about the past! The 2020 Census will be a short-form questionnaire only consisting of nine questions.**
- The U.S. Census Bureau is responsible for conducting the decennial census.
- Philly Counts is not in charge of conducting the census nor the hiring process for census jobs.
- Completing the census is required by law.



Why is the census important?

The census is so much more than just a head count. Its results will impact Philadelphia for the next **ten years**.



Census data is used to determine representation in Congress.



Philadelphia receives more than \$3 billion in federal funds every year, for health, housing, schools and infrastructure.



Census data is also used for research and to analyze and predict trends.

What is an undercount?

An undercount is when fewer than the actual number of people are recorded in the final Census count.

An undercount means **federal programs and representation are allocated for a smaller number of people** than actually live in our City.

How about Philadelphia?

An undercount would affect the following programs:



Medicaid
and Medicare Part B

Funding for highway
planning and construction

Special education grants
School lunch programs

Section 8 Housing
Federal Pell Grants

How does the census benefit my community?

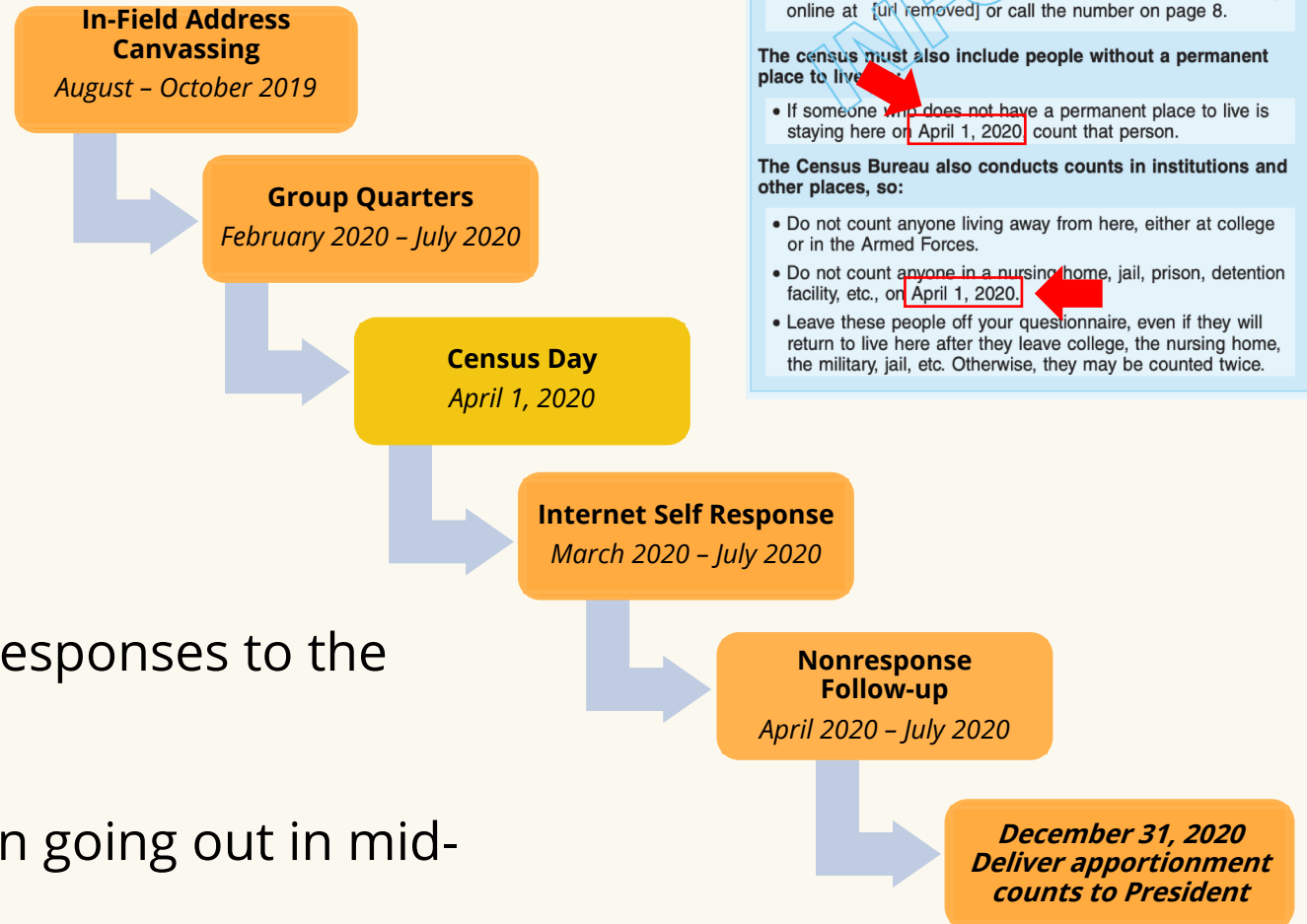
Census data helps us see how the country is changing.

- **Federal programs** disperse grants that support communities based on population totals and breakdowns by sex, age, and race.
- **Businesses** use Census Bureau data to decide where to open new stores, factories, and offices, creating jobs for the community.
- **Local governments** use census data to ensure public safety and plan new schools and hospitals, and draw city council districts.
- **Nonprofits** use census data to learn where and how to best serve their constituencies.



When does the 2020 Census officially start?

**April 1 is
Census Day.
197 days left**



- April 1** is the reference date for responses to the 2020 Census.
- Invitations to participate will begin going out in mid-March.



How can I respond to the 2020 Census?

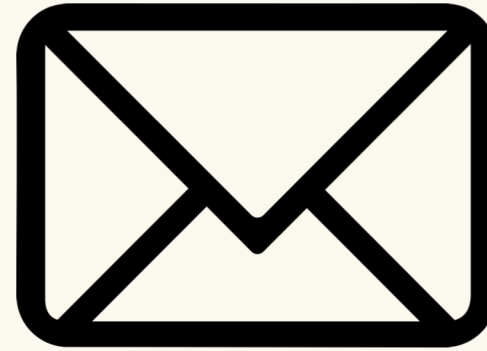
By April 1, 2020, households will receive an invitation via U.S. Mail to participate on the census.



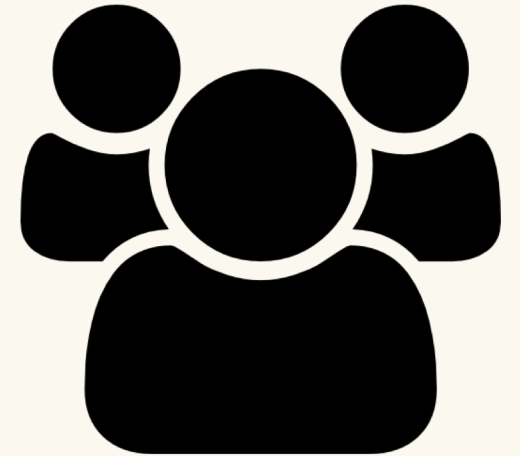
For the first time in history, people can respond to the census online.



Phone Call



Paper Form
(via U.S Mail if you
have not
completed online)



Census Takers will visit households if they have not completed the census online, by mail, or by phone.

In how many languages will the census be available?

In addition to English, people can respond to the census **online or by phone in 12 different languages:**

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese



The paper form will be available in English and bilingual English-Spanish.

What will you receive 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.

Shape
your future
START HERE >

United States[®]
Census
2020

[illegible][illegible]

☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ➤

☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ➤

☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ➤

☐ Chinese ☐ Vietnamese ☐ Native Hawaiian

☐ Filipino ☐ Korean ☐ Samoan

☐ Asian Indian ☐ Japanese ☐ Chamorro

☐ Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.* ➤ ☐ Other Pacific Islander *Print, for example, Tongan, Fijian, Marshallese, etc.* ➤

☐ Some other race – *Print race or origin.* ➤

Do I have to answer all the census questions?

- Everyone is encouraged to fill out the census completely.
- If you do not answer all the questions, your form can still be submitted.
- An enumerator may come by to your house to collect the missing information (if you fill out the form incompletely)



Will there be a question about citizenship status on the 2020 Census?

NO

A question related to citizenship status will not be added to the 2020 Census.

Section II

Data security, privacy and confidentiality

Is my information secure?

YES!

- Your data is **secure**.
- Responses to the census are **confidential**.
- Your information is **legally protected by the United States Constitution**.



How does the U.S. Census Bureau use the data collected?

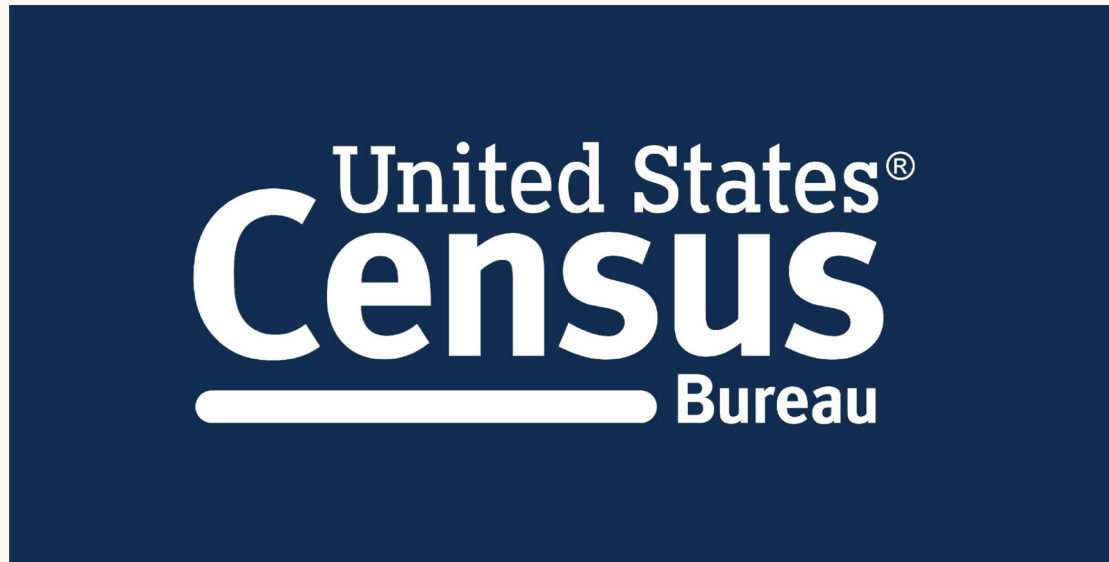
- The census data is used only for **statistical purposes**.
- The census data is protected by **federal law**.
- **It cannot be used against any person** by any government agency or court.
- **No one can access individual responses.**
- **No law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use the information collected at any time.**



Can the U.S. Census Bureau release my information?

- The U.S. Census Bureau is required to keep your information confidential for 72 years.
- **72-Year Rule:** the U.S. government will not release identifiable information about an individual to any other individual or agency until 72 years after it was collected for the decennial census.
- 1940 Census records were released on April 2, 2012.

Do you know who has access to census data?



All U.S. Census Bureau workers take a life-time oath of non-disclosure that protects your information because it is **confidential**.

How can I recognize a census worker?



- The U.S. Census Bureau workers will have badges and briefcases indicating their affiliation with the U.S. Census Bureau.
- Employees will introduce themselves as a Census Bureau employee and show their official government ID badge.
- The U.S. Census Bureau **will never ask you to step out** of your home.

You can use this link to verify the identity of a U.S. Census Bureau worker: <https://www.census.gov/cgi-bin/main/email.cgi>

Census Bureau Staff Search

Last Name OR

First Name

Organization

Telephone Number

Location

Lookup Type

A maximum of 500 entries will be returned by this search.

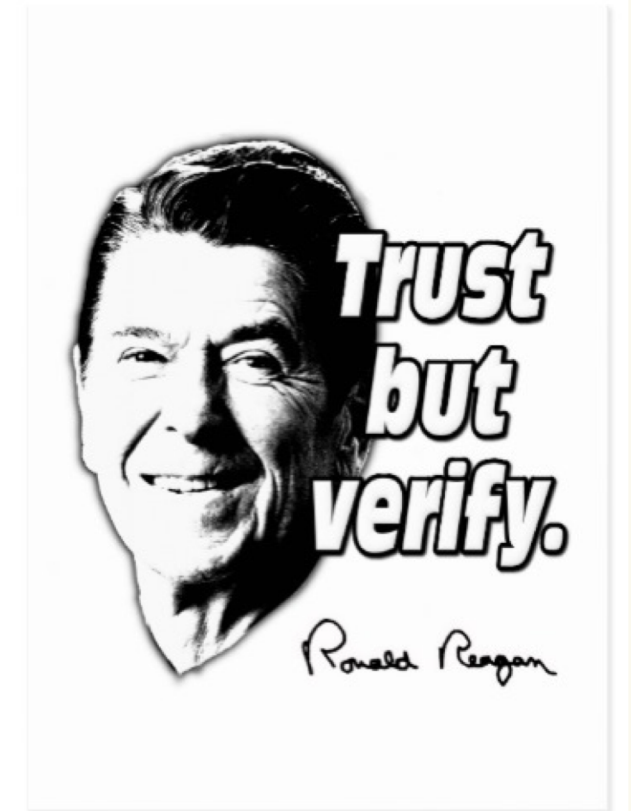
Enter the last name of the person you are looking for in the *Last Name* field. As many as three names can be entered in the appropriate boxes. Use a wildcard character "*" if unclear on the spelling of the last name (i.e., "a*son" finds users whose last names start with "a" and end in "son").

To find all users in an organization, such as a division, or branch within division, enter the acronym or abbreviation in the *Organization* field. It may need a wildcard "*" at the end (i.e., to find all GEO users, enter "geo*").

A search for a first name requires a last name or organization entry.

To search for a given phone number, enter the last four digits (for people at headquarters). You can also enter the entire phone number with area code to get offsite people, located at the National Processing Center (NPC), Regional Census Centers (RCC's), or Regional Offices (RO's). Not all entries have a phone number, so it is possible that some people will not be listed this way.

Location searches require a building, followed by a dash, then the room number. You can use the wildcard character (*). This information is not available for everyone. For example, the regional offices do not appear to have the location data.



Beware of SCAMS!

The U.S. Census Bureau **will never**:

- Ask for your social security number, money, donations, or bank and credit card numbers.
- Send an invitation via email to complete the census.

As a general rule of thumb, **never provide personal financial information** to someone claiming to be a Census worker, online, in person, or over the phone.



To report a scam:

Call 215-717-1800 or 1-800-262-4236

Write to Philadelphia.Regional.Office@census.gov.

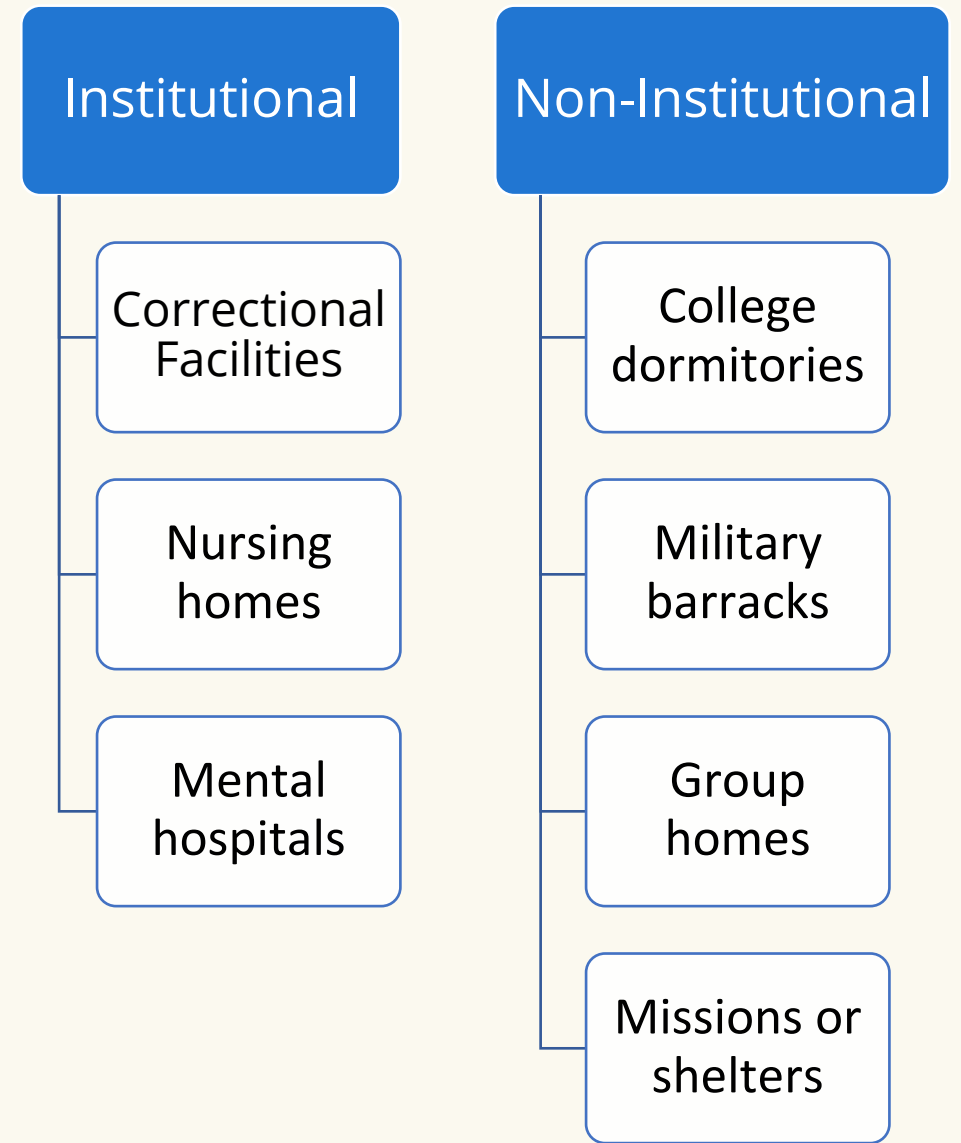
Call 311.

Section III

How Everybody Gets Counted

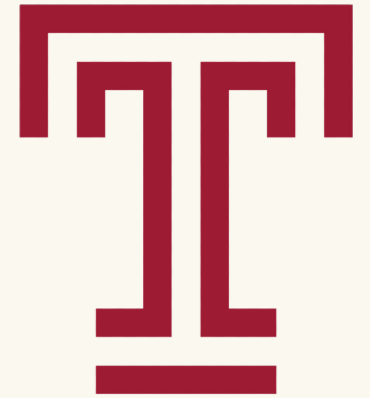
Group Quarters

- The Census Bureau classifies all people not living in housing units (house, apartment, mobile home, rented rooms) as **living in group quarters**.
- Group quarters counting will begin in **February 2020**.



Should college students be counted at home or school?

- Your student will be counted at their college address.



If someone is incarcerated, where and how are they counted?



- Do not count anyone in a detention facility on April 1, 2020. They will be counted at the facility where they are in on Census Day.

Do babies under five-years-old count?

- **Don't forget the baby!** Include your newborn baby in your census form, even if they are still in the hospital on April 1.
- Babies and children under five-years-old must be counted.
- You have to count children **who live and sleep at your home most of the time**, even if the living arrangement is temporary or the parents of the child do not live there.
- If the baby will be born after April 1, 2020 should not be included as part of your household.



Should I respond to the 2020 Census if I am not an American citizen?



YES. The census counts **people**: citizens, non-citizen legal residents, non-citizen long-term visitors, and undocumented immigrants.

Counting people experiencing homelessness



- **Service-Based Enumeration:** people experiencing homelessness will be counted at places where they receive services, such shelters and meal centers.
- **Transitory Location Enumeration:** people who do not have a stable home or are experiencing homelessness, can be counted at transitory locations (hotels, motels, campgrounds) using a paper form.

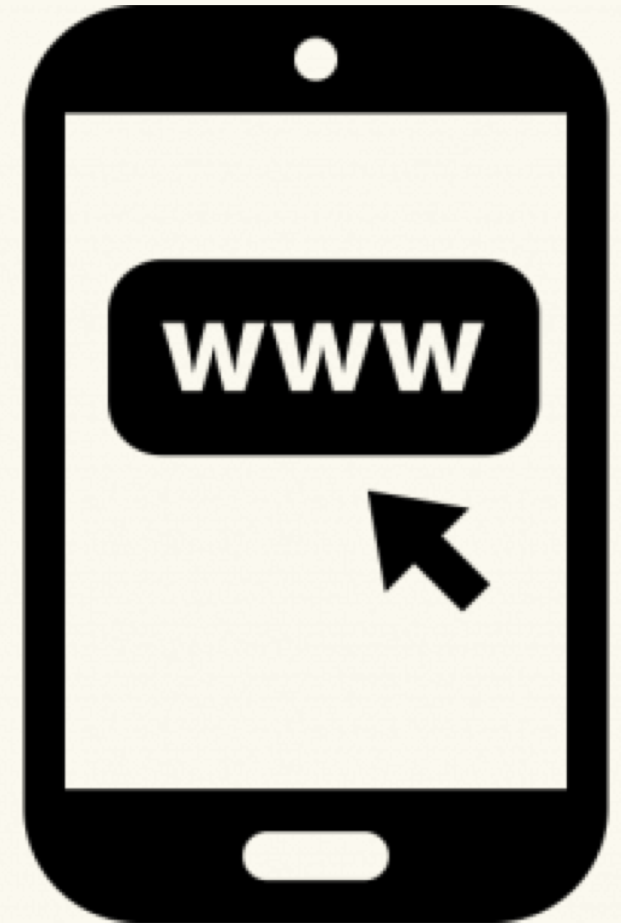
What communities are most likely to be missed in the count?

- Immigrants, people of color, children under five years old, low-income households, rural households, people experiencing homelessness.
- In Philadelphia, approximately a **third of the people living in the city** fall in a hard to count demographic.
- Every person not counted in the census is a loss of \$2,100 per year over ten years. **That's \$21,000 of missing funding for Philadelphia, per person missed.**

Section IV Digital Literacy

My neighbor told me that the 2020 census will be online. Is this the only way to participate?

- No. You can complete the census over the phone or via paper form.
- In 2020, for the first time, the U.S. Census Bureau will offer an internet response option as their preferred method of self-response.



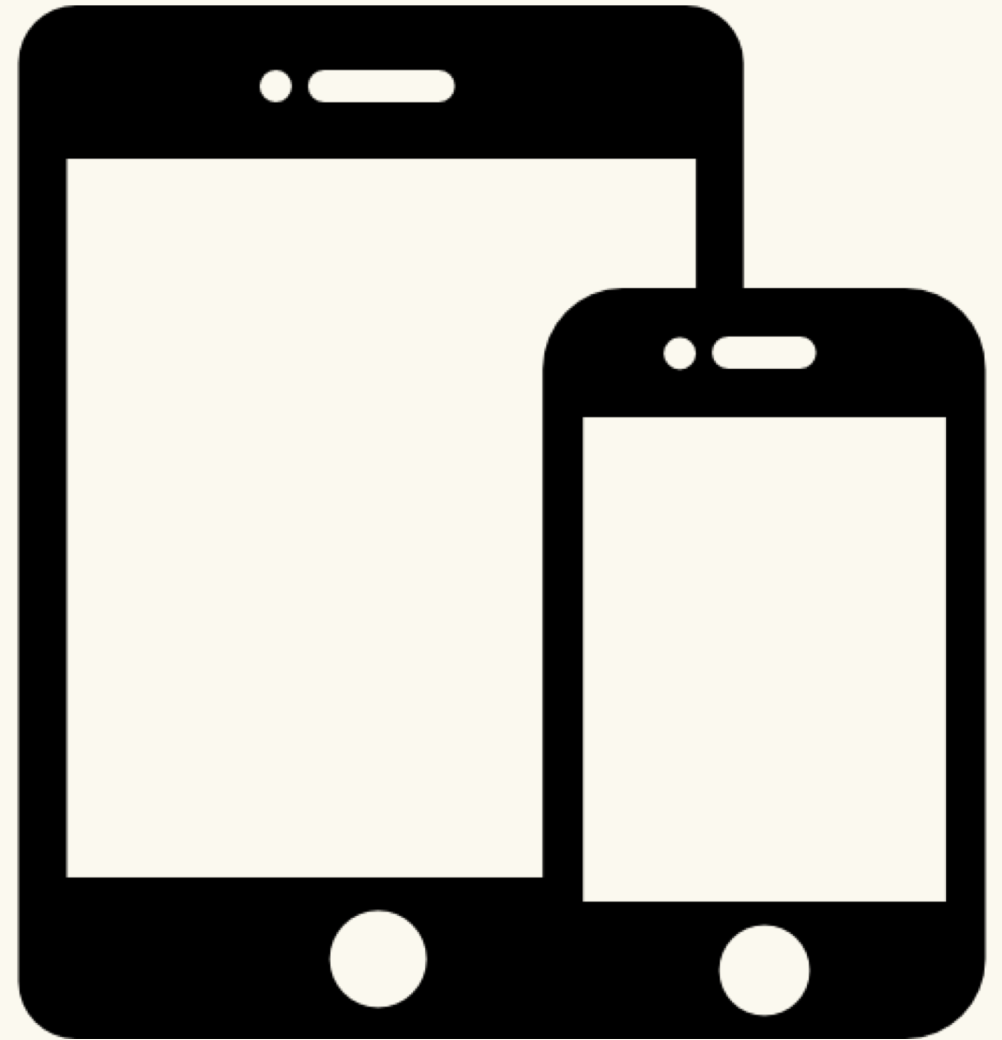
If I do not have internet at home, how can I respond? Can I use a public computer?

- You can respond to the Census using any computer.
- Philly Counts is working with community organizations to open digital census throughout the city in March and April. Stay tuned!



Can I respond the census using a smartphone or tablet?

- **Yes**, you can submit your answer using your smartphone or tablet.
- The 2020 Census questionnaire is mobile friendly.



What to do if you have trouble completing the census



- Contact the U.S. Census Bureau.
- The U.S. Census Bureau will provide language guides in 59 non-English languages. Please note that language guides are not census forms.
- Language guides will also be available in American Sign Language, Braille, and large print.
- Call 311 for support.

Section V Get Involved!



How can I get more involved?

1. **Follow**

@PhiladelphiaGov
and #PhillyCounts on
Social Media

2. **Invite**

three friends (or more!)
to become Census
Champions, online or in
person



FactSumo
Confidence through practice

3. **Nonprofits: Apply** to the



**Philly Counts 2020
Action Fund**

In partnership with Philanthropy Network Greater Philadelphia

4.

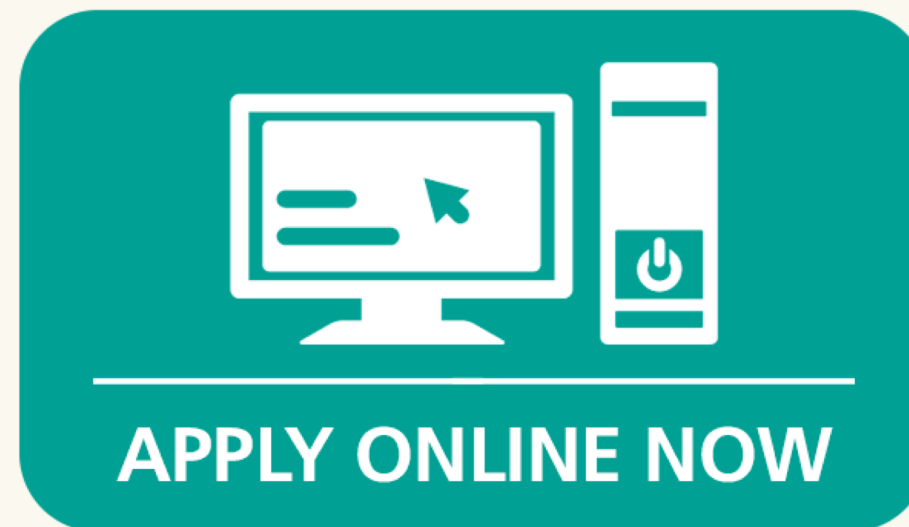
Attend

the Census Action
Leaders Summit on
November 9th



2020 Census Jobs

2020census.gov/jobs



- In Philadelphia, the U.S. Census Bureau will be hiring more than 3,000 temporary workers. You could make \$21 an hour as an Enumerator!
- People must apply to jobs online, and if they are selected, they are invited to do online training. The online training must be completed using a computer (not a tablet or smartphone), with a working speaker and headphones.
- To be eligible, you must be at least 18 years old, have a valid Social Security number, and be a U.S. citizen.
- Census takers are assigned depending on the zip code where they live.

Where I can go to find more Information about the census?

- Contact **Philly311**
- Visit **Philly Counts website:**
<https://www.phila.gov/census>
- Visit the **U.S. Census Bureau website:**
<https://2020census.gov>

Section VI

Keys to successful community participation



How do people prefer to receive census information?

In-person

Printed

Digital

Phone

Face-to-face conversations are crucial to educate and engage community members.

What are the preferred response methods?

1
Online

2
Paper Form

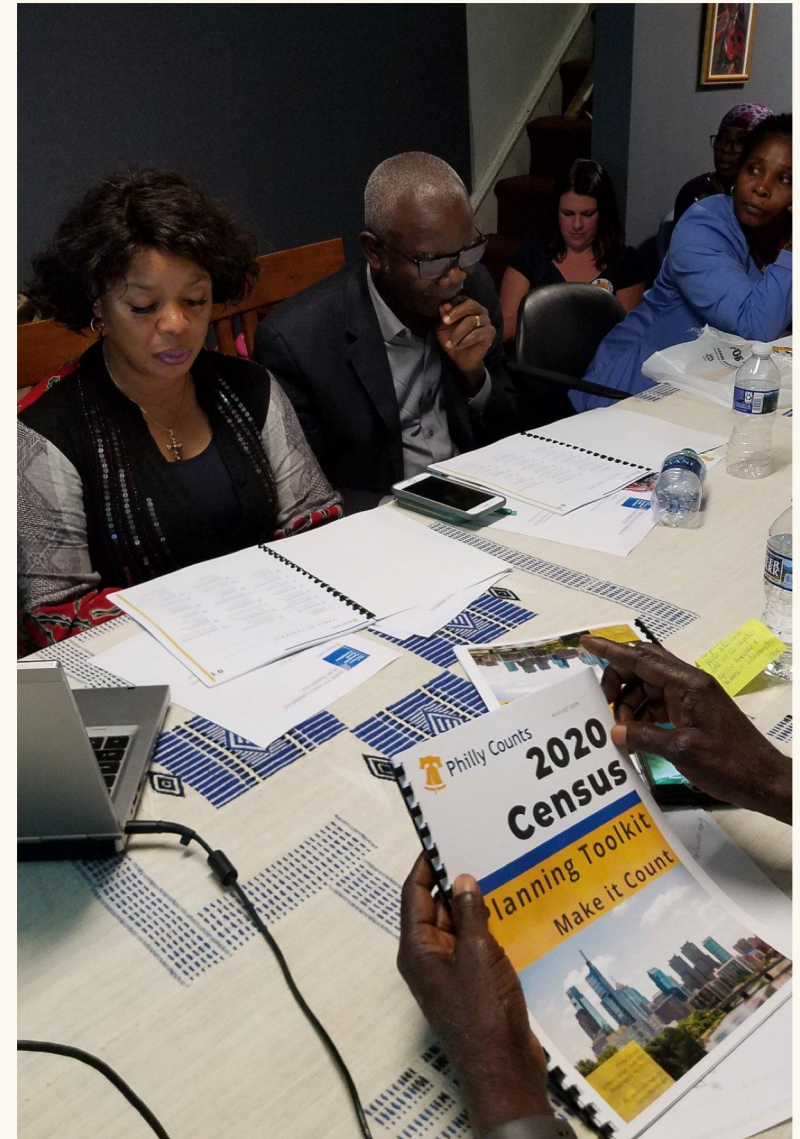
3
Phone

- Seniors may prefer to wait to submit a paper form via U.S. Mail.
- The paper form is considered a secure way to respond.
- Young people feel more comfortable filling out the census online.
- Completing the census online is convenient.

Talking about the census

We need to count every person in Philadelphia:

- To get funding for our community's needs.
- To let decision makers know where we are. It is about equity!
- To make our voices heard.
- Because the census is our civic responsibility.



Talking about the census

We need to count every person in Philadelphia because:



- Every person not counted in the census is a loss of **\$21,000 over ten years.**
- Communities in need should get the resources they deserve.
- Being counted in the census enables us to have political representation.
- We must hold on to the representation we currently have.

Talking about the census

We need to count every person in Philadelphia because:



Completing the census form is a way to ensure a brighter future for our children and community.

It is up to ALL of us to create a better tomorrow for Philadelphia!

Let's Practice!

Your Next Step

What action will you take *this week* to promote Census participation in Philadelphia?

Follow

@uscensusbureau and
#PhillyCounts on
Social Media

Invite

three friends (or
more!) to become
Census Champions

Nonprofits: Apply
to the Philly Counts 2020
Action Fund

Attend

Census Action
Leaders Summit on
November 9th



Congratulations Census Champions!