



Census Champion Training | September 2019



Census Champion Training | Talking Points



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Welcome to your Census Champion Training. Here is what you will learn:

WHO IS A CENSUS CHAMPION AND WHY ARE THEY IMPORTANT?

- A Census Champion is a trusted messenger who has the tools to educate their community about the census and its impact on our city.
- People tend to trust members of their community more than the government or other official sources.
- As a Census Champion, you will be a trusted resource. You will be part of an elite team with great responsibility. Census Champions will share critical information and educate the public about the census through a grassroots, neighbor-to-neighbor approach.

SECTION I – CENSUS 101: WHAT YOU NEED TO KNOW

1. What is the census?

- The United States Census is a national survey conducted every ten years by the U.S. Census Bureau to count the population.
- Between 1970 and 2000, the U.S. Census Bureau used two questionnaires, a short-form and long-form.
- Forget about the past! The 2020 Census will be a short-form questionnaire only consisting of nine questions.
- The constitution mandates that all people be counted every 10 years in a national census. It was written into the constitution under Article 1, Section 2.
- The U.S. Census Bureau executes the census, its mission is to serve as the nation's leading provider of quality data about its people and economy.
- **Philly Counts is not in charge of conducting the census nor the hiring process for census jobs**, but our office supports and elevates the work already planned by the US Census Bureau.
- The first decennial census was taken in 1790.
- The 2020 Census will be the twenty-fourth United States Census.
- Completing the census is required by law.
- The goal of the 2020 Census is to count everyone once, only once, and in the right place.

2. Why is the census important? How the results can affect me?

- 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.



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- Philadelphia receives more than \$3 billion in federal funds every year, which supports essential City and social service programs.
- An undercount would affect the following programs:
 - Medical Assistance Program.
 - Medicare Part B.
 - Supplemental Nutrition Assistance Program (SNAP).
 - School lunch programs.
 - Special education grants.
 - Funding for highway planning and construction. In Philadelphia, this will impact the improvement of the major highways, such as I-76, I-95, I-476, and I-676 directly. (*)
 - Section 8 housing.
 - Federal Pell grants, among others.
- The data is also used for research and to analyze and predict trends. This has a direct influence where businesses decide to open, impacting the local economy and job creation.

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 live in our City.

(*) **Source: *Counting for Dollars 2020. Highway planning and construction***

<https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/Highways%20CFD%2008-18-17.pdf>

3. How does the census benefit my community?

- The census data helps us see how the country is changing. It is a key source of information for all groups, such as residents, businesses, local government, and city planners.
- Your community benefits the most when the census counts everyone. Federal funds, grants, and support to communities are based on population totals and breakdowns by sex, age, and race, among other factors.
- Residents use the census to support community initiatives involving legislation, quality-of-life, and consumer advocacy.
- Businesses use Census Bureau data to decide where to open new stores, factories, and offices, creating jobs for the community.
- Local government officials use the census to ensure public safety and plan new schools and hospitals.
- Real estate developers and city planners use the census to make neighborhoods more accessible.

4. When does the 2020 Census officially start?

- The U.S. Census Bureau will begin their outreach on March 12 and will finish in July 2020. *Exact timeline may vary
- **Census Day is April 1.** This is the reference date for responses to the 2020 Census.

5. How can I respond to the 2020 Census?

- By April 1, 2020, households will receive an invitation via U.S. Mail to participate in the census.
- In 2020, for the first time in history, people can respond to the census online.
- People can also respond over the phone, using a paper form (via mail) or in-person (with an enumerator.)
- Census Takers (or enumerators) will visit households if they have not completed the census online, by mail, or by phone. Their job is to help you complete the census.

6. In how many languages will census be available?

- If you do not speak English, you 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, and Japanese.**
- The paper form will be available in English and bilingual English-Spanish. Spanish-only forms will be available in Puerto Rico.

7. What will you receive in the mail?

- You will receive an invitation/postcard in the mail. ***Timeline may vary according to census tract
- From March 12-20, 2020 you will receive via U.S. Mail an invitation to complete the 2020 Census **online.**
- From March 16 -24, 2020 you will receive a reminder letter.
- From March 26-April 3, 2020 you will receive an additional reminder letter

(if you haven't responded yet)

- From April 8-April 16, you will receive a reminder letter alongside a paper questionnaire.

(if you haven't responded yet)

- From April 20 - April 27, you will receive a reminder letter before an enumerator's visit

(if you haven't responded yet)

- After the fifth and final mailer an enumerator will visit your residence to offer assistance.

8. How many questions will be on the census?

- The 2020 Census questionnaire has nine questions.



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- The census will collect information about your household and the people living in it, such as:
 - How many people are living in your house on April 1, 2020.
 - Whether your home is owned or rented.
 - Gender, race, age, ethnic group, and relationship.
- The census questionnaire asks for people's names to ensure that each household member is counted only once. Names, along with other information in the questionnaire, helps census workers to remove extra records if a person appears more than once in the count.
- Answering the questions will take 10 minutes, depending on the number of people in the household.

9. Do I have to answer all the census questions?

- Everyone is encouraged to fill out the census completely. However, if you do not answer all the questions, your form still is valid but is it possible that an enumerator may come by to your house to collect the missing information.

10. 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

11. Will my information be secure?

- **Yes, your data is safe and secure.**
- Responses to the census are confidential.
- Your information is legally protected by the United States Constitution.
- Under Title 13, the same law that requires participation in the Census survey, it states the data collected by the Census **remains anonymous** and is used for statistical purposes only. It cannot be used against you by any government agency or court.

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

- The census data is used only for statistical purposes. Groups household responses are used to paint a picture of the community demographics.
- The census data is protected by federal law under Title 13.
- It cannot be used against any person by any government agency or court.
- **NO ONE CAN ACCESS INDIVIDUAL RESPONSES**, which means that no law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use the information collected at any time.

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



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- **The U.S. Census Bureau is required to keep your information confidential for 72 years.**
- It applies the 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.

- After 72 years, the records are released to the public by the National Archives and Records Administration. For example, the 1940 records were released on April 2, 2012. 1950 Census records will be released in 2022.

14. Who has access to census data?

- The U.S. Census Bureau manages aggregate census data.
- All U.S. Census Bureau workers take a lifetime oath of non-disclosure that protects your answers because they are confidential. Punishment for mishandling data is up to 250k fine and up to five years in federal prison.
- The U.S. Census Bureau will produce a summary report which presents an analysis of the data collected in the 2020 Census. Individual households will not be identified based on their census responses in this report.

15. How can I recognize an enumerator?

- The U.S. Census Bureau workers will have badges and briefcases indicating their affiliation with the Census Bureau.
- Employees will introduce themselves as a Census Bureau employee, show their official government ID badge, and explain the purpose of the visit.
- People may also ask the enumerator for a picture ID from another source to confirm their identity.
- The U.S. Census Bureau will never ask you to step out of your home.
- Use this link to verify the identity of a U.S. Census Bureau worker: <https://www.census.gov/cgi-bin/main/email.cgi>

16. Beware of SCAMS!

- The U.S. Census Bureau will never ask for your social security number, money, donations, or bank and credit card numbers.
- The U.S. Census Bureau will never send an invitation to complete the census via email.
- Keep your personal information safe, do not share any confidential/sensitive information with strangers.
- If you suspect “phishing” or other scams, you must report it. Remember, if you see something, say something!
- To report a scam, call 215-717-1800 or 1-800-262-4236 or send an email to Philadelphia.Regional.Office@census.gov.
- You can also call 311.

SECTION III – HOW DOES THE CENSUS COUNT EVERYONE?

The Census Bureau classifies all people not living in housing units (house, apartment, mobile home, rented rooms) as living in group quarters. There are two types of group quarters:

- Institutional, such as:
 - correctional facilities.
 - nursing homes.
 - mental hospitals.
- Non-Institutional, such as:
 - college dormitories.
 - military barracks.
 - group homes.
 - missions or shelters.

Group quarters counting will begin in February 2020.

17. Should college students be counted at home or at school?

- Your student will be counted at their college address.

18. 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 on Census Day.
- Detention facilities are considered self-enumerating Group Quarters (GQ).
- A Census Field Supervisor administers the census oath to GQ staff members who conduct the enumeration to maintain the confidentiality of the data.

19. Do babies and children under five-years-old count?

An estimated 5% of kids under the age of five years were not counted in the 2010 Census. This is approximately 1 million young children, the most of any age group.

- Don't forget the baby! Include your newborn baby in your census form, even if they are still in the hospital on April 1.



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- 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.
- The census determines funding that is critically important to children and young families, such as the Supplemental Nutritional Assistance Program, Children's Health Insurance Program, and National School Lunch Program, among others.
- If the baby will be born after April 1, 2020 they should not be included as part of your household.

20. Should I respond to the census in 2020 if I am not an American citizen?

- **Yes, you must respond to the census, regardless of your immigration status.**
- The census counts people: citizens, non-citizens, legal residents, long-term visitors, and undocumented immigrants.

21. Counting people experiencing homelessness. (*)

- People experiencing homelessness will be counted at places where they receive services, such as shelters and meal centers through Service-Based 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, in the Enumeration at Transitory Locations operation.

(*) **Source: Counting People Experiencing Homelessness**

<http://www.georgetownpoverty.org/wp-content/uploads/2018/09/GCPI-ESOI-Counting-People-Experiencing-Homelessness-20180904.pdf>

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

- Historically, the groups that are most likely to be missed in the count are immigrants, people of color, children under five years old, seniors, low-income households, rural households, people experiencing homelessness. (*)
- Undercounting has been a consistent issue for many communities of color, including African Americans, Latinos, Asians, Pacific Islanders, and Indigenous Peoples.
- In Philadelphia approximately a third of the people living in the city fall in a hard to count demographic.
- We cannot afford an undercount. Every person not counted in the census is a loss of \$2,100 per year over ten years. That's \$21,000 missing from funding for Philadelphia, per person missed.

(*) **Source: Keystone Counts: Who Might be Missed**

<https://www.keystonecounts.org/who-might-be-missed>

SECTION IV - DIGITAL LITERACY

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

- In 2020, for the first time, the U.S. Census Bureau will offer an internet response option as their preferred method of self-response. However, you can complete the census over the phone or via paper form.

24. If I do not have Internet access, how can I respond? Can I use a public computer?

- You can respond using a public computer from your local library or community center, but you need to wait until receiving the invitation to respond online in the mail.

25. Can I respond to 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.

26. What to do if you have trouble completing the census.

- You should contact the U.S. Census Bureau. This is the main resource for questions and information related to the census.
- The U.S. Census Bureau will provide language guides in 59 non-English languages, to help respondents complete the 2020 Census.
- Please note that language guides are not census forms.
- Language guides will also be available in American Sign Language (Braille) and large print.
- Contact Philly311 for support.

Philly Counts is working with community organizations to open digital census centers. We will be sharing this information widely in 2020.

SECTION V - GET INVOLVED

27. How can I get involved? I want to participate in this historic moment!

As a Philadelphian, you can be a part of this historical event by taking a number of actions:

- Volunteer with Philly Counts! Use the knowledge you gained today to help spread the word about the census and encourage your community's participation.



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- Follow @PhiladelphiaGov and #PhillyCounts on social media.
- Nonprofits: Apply to the Philly Counts Action Fund.
- Start planning for key dates in 2020: Census job fairs in January, MLK Day of Service, Census Action Days (March 21, March 28 and April 4.)

28. I am interested in working with the U.S. Census Bureau. How can I apply to census jobs?

In Philadelphia, the U.S. Census Bureau will be hiring more than 3,000 temporary workers. Clerical, administrative, technical, and field positions are available with flexible hours, including nights and weekends. For example, you could make \$21 an hour as an Enumerator, talking to people in your neighborhood about the census and helping them complete their form.

- The hiring process is internet-based. 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, and have a valid Social Security number.
- Applicants who are bilingual in English and other languages are encouraged to apply. However, all hires must be able to speak, read, and write in English.
- You can apply at: 2020census.gov/jobs

29. How the Census Takers are assigned?

- The Census Takers are assigned depending on the zip code where they live, so they are familiar with the area and community.

30. Where can I go to find more information about the census?

- Contact Philly311 if you would like to learn more about the City's efforts to ensure the most complete and accurate count possible.
- 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

From April to July 2019, Keystone Counts' coalition partners hosted census focus groups to hear what people think about the census and if they are willing or not to complete it in 2020. The participants represented the diverse population of Philadelphia, across age groups from teenagers to seniors over 70.

Here are some findings that might be helpful to start the census outreach and education phase in your community.



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31. How do people prefer to receive census information?

- People prefer to receive census information in-person, followed by in print, digitally and last, over the phone.
- Face-to-face conversations are crucial to educate and engage community members. You, as a trusted messenger, play a key role in helping us to create awareness about the census and its importance for all of us. You can shape the future of our city!

32. What are the preferred response modes?

- The preferred response modes are online, paper questionnaire, and over the phone.
- Seniors prefer 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.

33. What hooks can I use to motivate people?

Here are some topics that you can use to initiate conversations about the census:

- We need to count every person in Philadelphia:
 - To get funding for our community's needs.
 - To let decision makers know we are here. It is about equity!
 - To make our voices heard.
 - Because the census is our civic responsibility.
- Fairness is crucial in 2020:
 - Numbers matter. Every person not counted in the census is a loss of \$21,000 over the next ten years.
 - Communities in need should get the resources they deserve.
 - Being counted in the census enables us to have political representation, and we must hold on to the representation we currently have in Congress.
- 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.