We CARE about the entire community

We COUNT the entire community
THE PROMISE OF COMMUNITY ACTION

Community Action changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. We care about the entire community, and are dedicated to helping people help themselves and each other.
COMMUNITY ACTION COUNTS
CHECKLIST

Use this checklist as you work your way through the toolkit.
When you finish, you will have all the knowledge and tools necessary to make sure your community counts in the 2020 Census.

☐ LEARN THE BASICS.............................4
☐ BECOME A CENSUS AMBASSADOR........8
☐ GET CONNECTED..............................14
☐ GET OUT THE COUNT.........................18
☐ FILL OUT THE CENSUS......................31
STEP 1

LEARN THE BASICS

First, it is important to learn what the Census is and why the Census is important.

💡 Pro Tip
Check out our Census Basics eCourse through Community Action Academy at www.moodle.communityactionpartnership.com
The Decennial Census is a fundamental part of our democracy. Each decade, the Census Bureau counts every person living in the United States on April 1st.

The Constitution is explicit that everyone living in the US is to be counted: this includes citizens, undocumented persons, children, diplomats, asylum seekers, foreign exchange students and more.

The Census requests information on:
- Name
- Age
- Gender
- Race
- Hispanic Origin
- Phone Number
- Household Makeup
- Own or rent?

You can fill out the Census anytime between March 12 - July 31.

You fill out the form based on what your household looks like on April 1st, 2020.

You can take the Census...

ONLINE
PHONE
PAPER
IN PERSON

www.my2020census.gov
Why is the Census Important?

The 15 federal programs most used by Community Action rely on Census data to distribute $77 billion of $864 billion total federal program spending.

Census Data Drives Dollars!

- Section 8 Housing Program
- TANF
- Head Start
- Health Care Centers
- LIHEAP
- Child and Adult Care Food Program
- Community Facilities Loans and Grants
- CDBG
- Substance Abuse Block Grants
- WIOA Activities
- Rural Rental Assistance Payments
- CSBG
- Special Programs for the Aging, Title III

CSBG, $676,683,000
LIHEAP, $3,351,810,105
Head Start, $8,648,933,810
2020

February

Begin enumeration in remote Alaska

March

Group Quarters Operation begins

April 1st

Census Day

May

Internet Self-Response begins

June

Non-response Followup begins

July

Last Chance!
Census ends at the end of the month

August

Deliver apportionment counts to the President

September

December 31

Deliver redistricting summaries to all states

March 31

This involves delivering forms to residences that do not receive physical mail or do not have a verified address.

This includes counting people in homeless shelters, college campuses, nursing homes, and other group living locations.

Enumerators may stop by households that have not yet filled out the form or to double check information.
STEP 2

BECOME A CENSUS AMBASSADOR

Second, it is important that you understand the challenges of Census outreach, know how to talk about the Census, and can answer commonly asked questions.

💡 Pro Tip

Use our Census Orientation slide decks to educate your staff and board members at the next meeting! Find on our resources page at www.communityactionpartnership.com/Census-2020
UNDER COUNTED COMMUNITIES

HARD TO LOCATE
- New or forgotten housing
- Suspicious of government
- Undocumented
- People trying to remain hidden
- Homeless
- Access barriers
- Transient communities

HARD TO PERSUADE
- Hard to interview
- Misinformation
- Not civically engaged
- Low literacy
- No internet
- Unreliable mail

HARD TO CONTACT
- Hard to locate
- Undocumented
- Misinformation
- Not civically engaged
- Low literacy
- No internet
- Unreliable mail

HARD TO INTERVIEW
- Hard to persuade
- Undocumented
- Misinformation
- Not civically engaged
- Low literacy
- No internet
- Unreliable mail

Why Community Action?
The most under counted communities overlap with Community Action Customers.

We are TRUSTED MESSENGERS of Census information.

"The Census is SAFE, EASY, and IMPORTANT."
IS THE CENSUS SAFE?

The Census Bureau takes privacy very seriously.

IS THE CENSUS SECURE?

There will be NO CITIZENSHIP QUESTION

Information collected can only be used for statistics.

PROTECTIONS IN PLACE:

1. All Census employees swear an oath. If they break that oath, they can be fined up to $250,000 and be jailed up to 5 years.

2. The Census Bureau is barred by law from giving out any private information they collect - including sharing with other government agencies.

3. All forms that are filled out in 2020 will be kept entirely private for 72 years. By 2092, that public data will no longer be able to affect you.
You can find a copy of the paper Census form in English and Spanish at www.census.gov. The form can also be filled out online at www.my2020census.gov.

The form asks that you complete questions 5-9 for each person in the household and describe the relation to Person 1 (relative, roommate, etc.)
CENSUS HOTLINES

Starting in March, the Census will have the following hotlines open so people can fill out the Census over the phone. There will be LIVE Census employees available to assist.

- **English** 844-330-2020
- **Spanish** 844-468-2020
- **Chinese (Mandarin)** 844-391-2020
- **Chinese (Cantonese)** 844-398-2020
- **Vietnamese** 844-461-2020
- **Korean** 844-392-2020
- **Russian** 844-417-2020
- **Arabic** 844-416-2020
- **Tagalog** 844-478-2020
- **Polish** 844-479-2020
- **French** 844-494-2020
- **Haitian Creole** 844-477-2020
- **Portuguese** 844-474-2020
- **Japanese** 844-460-2020
- **English (Puerto Rico residents)** 844-418-2020
- **Spanish (Puerto Rico residents)** 844-426-2020
- **Telephone Display Device (TDD)** 844-467-2020 text
Why is the Census important?
The Census helps the community get its fair share of federal and state resources, especially for children, such as LIHEAP, Head Start, WIC, etc. For every person not counted, it is estimated our communities could lose an average of $2,000 per person of funding for each of the next ten years.

Is it safe for me to provide my information?
Yes. Under the law, Census data can only be used for statistical purposes, in aggregate, which means no personal information is used. Personal Census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers, and citizenship status). Census Bureau staff who have access to personal information are sworn for life to protect confidentiality, and can be jailed for up to 5 years and fined $250,000 if they break that oath.

What if a customer has accessibility issues?
Census forms can be filled out online, on paper, or over the phone. The Census has dedicated staff members to assist people who have language or disability barriers. Your local Census Partnership Specialist or Complete Count Committee will have more resources to help you guide customers.

Do I participate if I am not a citizen?
Yes, the US Constitution says that the Census should count every person, whether citizen or not. Federal money and creation of districts are both based on total size of population, not just citizens. There are a number of safeguards in place to protect the privacy of data shared, and there is NO citizenship question on the Census.

Do they come to my house?
If you do not complete the form by the end of April, a Census employee will visit your home to conduct the Census. They will stay outside your home. Before that, you will get a letter in the mail with instructions on how and when to complete the Census. Completing the Census before May does not mean a Census employee won’t come to your home for verification or other Census surveys, although it does make it less likely.

Can I help someone fill out their Census form?
Yes. As a CAA staff member, you CAN help a customer get online and pull up the proper form. You can sit with a customer and read the form over with them prior to their completing it. You CANNOT fill out the form for them. There are privacy concerns that prohibit you from doing so. You CAN help them call the Census hotline and fill out the form over the phone, or you can arrange for a Census Bureau staff member to help them in person.
STEP 3

GET CONNECTED

You don’t have to do this alone! There are local and nationwide initiatives you can connect with to support your efforts.

💡 Pro Tip
Think outside the box! Restaurants, bars, county fairs, churches, etc. can be great points of contact for outreach.
COMPLETE COUNT COMMITTEES

LOCAL KNOWLEDGE FOR LOCAL OUTREACH

Every community is different. CCCs can tap into local resources that can bolster your outreach strategy.

COORDINATE EFFORTS ACROSS SECTORS

Anyone can be part of a CCC! Think creatively about how cross-sector partnerships with businesses, local government, tribes, and other stakeholders can benefit your outreach strategy.

JOIN A LOCAL CCC!

Go to www.census.gov to find a CCC in your area. Don’t have one? Create one! The Census is committed to helping you ensure a complete count in your community.

JOIN THE COMMUNITY ACTION COMPLETE COUNT COMMITTEE!

Each agency should also nominate 1 person to be their Census Ambassador.

The CACCC is an information and resource hub for all things Census. Members are provided with the latest Census updates, new resources and materials, and technical support from Partnership staff. CACCC meetings are the perfect place for asking questions, sharing ideas, and networking with other Community Action agencies. Join at www.communityactionpartnership.com/Census-2020

COMMUNITY ACTION PARTNERSHIP
WWW.COMMUNITYACTIONPARTNERSHIP.COM/CENSUS-2020
Community Action Partnership has partnered with the Census Counts Coalition to coordinate national efforts. Our resource hub includes Census materials that can be used to engage under counted communities in your area. Please use the materials freely. Find them at www.CensusCounts.org
PARTNERSHIP STAFF

If you have questions or need further assistance, please contact someone on our Census Team. We're here to help!

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STEP 4

GET OUT THE COUNT

Now that you have the knowledge and support, it is time to do the work. Use the materials here to engage your community and Get Out the Count!

💡 Pro Tip
Pre-schedule social media posts for a hassle-free campaign!
THE CENSUS COUNTS.

#countmein

COMMUNITY ACTION WILL ENSURE THE ENTIRE COMMUNITY COUNTS IN CENSUS 2020.

Don’t forget to count your kids! #CountMeIn
www.my2020census.gov

April 1st is Census Day! Fill out the Census at www.my2020census.gov

The Census is SAFE, EASY, and IMPORTANT #CountMeIn
www.my2020census.gov

Census drives dollars for community programs. Fill out the Census this year #CountMeIn
www.my2020census.gov

SOCIAL MEDIA TEMPLATES

Mix & Match photos and captions!

April 1st is Census Day! Fill out the Census at www.my2020census.gov

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COMMUNITY ACTION PARTNERSHIP
WWW.COMMUNITYACTIONPARTNERSHIP.COM/CENSUS-2020
SOCIAL MEDIA TEMPLATES

Mix & Match photos and captions!

Want more funding for your community?
Fill out the Census at www.my2020census.gov

¿Quieres más fondos para tu comunidad? Complete el censo en www.my2020census.gov

At Community Action, we care about the entire community, so we count the entire community #CountMeIn
www.my2020census.gov

Create a better future for your children Fill out the 2020 Census #CountMeIn
www.my2020census.gov
How To Talk About the Census

**English**

**How to talk about the 2020 CENSUS**

Talking about the Census is easy. Start simple by asking:

How have you heard about the Census?

They might say:

* The Census helps our community get its fair share of federal and state resources for programs like Head Start, WIC, Senior Services, etc. States might lose up to $8,000 - or more - of funding every year for every person we count and for the next ten years.

**Other Possible Q&A:**

- Why is the Census important?
  - It helps the government get the facts it needs to make decisions. When you respond to the Census, you help your community get its fair share of federal and state resources for programs like Head Start, WIC, Senior Services, etc. States might lose up to $8,000 - or more - of funding every year for every person we count and for the next ten years.

- Can we take the Census online?
  - Yes! The Census is safe and easy! You can take the Census online at www.census.gov.

- What’s the point? Don’t I already have to give this information somewhere else?
  - Yes, but your responses to the Census are private and protected by law. Your responses are not shared with anyone outside of the Census Bureau.

- How do I know the Census isn’t a fraud?
  - If you receive a call from someone saying they are from the Census, never give personal information like your social security number or bank account number. You can check for an official Census phone number on the official Census website, www.census.gov.

- Can I talk to someone if I don’t understand something?
  - Yes! The Census is here to help. If you have questions, you can call 1-877-842-0234 or visit www.census.gov.

- What should I do if I can’t speak English?
  - It’s okay! The Census is here to help. You can call 1-877-842-0234 or visit www.census.gov for help.

**Spanish**

**Cómo hablar sobre el Censo 2020**

Hablar sobre el censo es fácil. Comience simplemente preguntando:

¿Cómo se llama el formulario del censo?

Ellos podrían preguntar… ¿(Cómo) se llama el formulario del censo?

Usted puede responder...

El Censo ayuda a nuestro comunidad a obtener toda la ayuda de los Estados Unidos y el gobierno de los Estados Unidos. Cuando responden al Censo, ayudan a nuestro país a recibir la mejor información posible para los próximos diez años.

**Otras posibles preguntas y respuestas:**

- ¿Hay algún problema con el censo?
  - No, el Censo ayuda a nuestro país a recibir la mejor información posible para los próximos diez años.

- ¿Debo participar o no soy ciudadano permanente?
  - Sí, el Censo ayuda a nuestro país a recibir la mejor información posible para los próximos diez años.

- ¿Cómo puedo usar la información del formulario del Censo para depor..?
  - No, el Censo ayuda a nuestro país a recibir la mejor información posible para los próximos diez años.

**Census Flyer**

**Census Basics**
EVERYBODY COUNTS

10 QUESTIONS

SAFE & SECURE

CHECK YOUR MAILBOX!

STARTING MARCH 12, 2020
THE 2020 CENSUS

- Conducted every 10 years by the U.S. government
- Counts every person living in the USA
- Includes 10 questions, takes 10 minutes to complete
  - Name, relationship to householder, phone number, size of household, age, sex, race, Hispanic, if temporary living situation
  - Census forms are available online in 59 languages, over the phone in 13 languages, or on paper in English or Spanish

CENSUS DAY is April 1, 2020 but you can fill out the Census anytime between March 12 and July 24 via one of these methods:

- **ONLINE**
- **BY PHONE**
- **ON PAPER**
- **IN PERSON**

Households will receive a letter in the mail beginning in March with instructions to complete the Census.

Federal funding to state programs is about $2,000 PER YEAR FOR 10 YEARS per person counted in the Census.

Missing just 100 people in our area could mean we miss out on $200,000 per year, or $2 MILLION over 10 years!

THE CENSUS IS SAFE

Records are kept confidential by law for 72 years. The U.S. Census Bureau is prohibited from sharing respondents’ personal details with other government agencies. Census Bureau employees swear a lifetime oath to protect respondent information.
Talking about the Census is easy. Start simple by asking:

Will you fill out the census form?

They might ask...

Will the Census ask us about citizenship?

You can answer...

No. It was a possibility, but the Supreme Court ruled that there couldn't be a question about citizenship on the 2020 Census.

Other Possible Q&A:

- Can't the government get the information from somewhere else?
  The best way for the Census to obtain accurate information is to get it from you. The Census Bureau can try to get those details elsewhere, but if the information is inconsistent, they won't use it.

- The Census asks too much personal information.
  There are only 10 questions on the Census, and the information is used to allocate money for programs in communities like yours. Details about families and their income levels are used to determine funding for more than $750 billion in Federal programs every year.

- I don't think the Census is safe or convenient.
  Participating is safe and easy! The Census protects your personal data and keeps you anonymous. Convenient options like doing it online, by mail, or over the phone are available. Official Census help will be offered in 59 non-English languages to make sure everyone understands the questions.

- What's the point? Do I really have to complete the Census?
  By Federal law, you are required to complete the Census. It is your civic duty to make sure everyone is counted so your community has access to services and the political representation it is entitled to receive.

For more resources, please visit:

www.communityactionpartnership.com/Census2020

The Community Action Partnership is proud to partner with over 20 national hub organizations at Census Counts 2020. Grateful acknowledgement of the research for the messages in this handout is made to the following organizations: Asian Americans Advancing Justice, Color of Change, and the National Association of Latino Elected Officials. Each of their messaging reports can be accessed here: https://tinyurl.com/fcbriefing
Have you heard about the Census?

They might ask...

- Why is the Census important?

You can answer...

The Census helps our community get its fair share of federal and state resources for programs like Head Start, WIC, LIHEAP, etc. States might lose up to $2,000 - or more - of funding every year for every person not counted for the next ten years.

Other Possible Q&A:

- **Will it make a difference for my community?**
  
  Yes! It allows the community to get the funds it needs for its population. When you respond to the Census, you help your community get its fair share of more than $750 billion per year in federal programs like Medicaid, food stamps, school lunches, Section 8, and more.

- **Do I participate if I’m not a permanent citizen?**
  
  Yes! The U.S. Constitution says the Census should count every person, whether they are a permanent citizen or not. Federal money and Congressional representation are determined by total population size, not just permanent or legal citizens. States use population to allocate funding for legislative and school districts as well.

- **Do they come to my home?**
  
  They are unlikely to come to your home if you complete the form online, by mail, or over the phone as soon as possible. You will receive reminder letters and postcards about filling out the Census. If you still do not respond, a Census Bureau employee will come to your home, but will not enter.

- **Can the information on the Census form be used to deport me?**
  
  **NO.** It is illegal for Census Bureau employees to disclose personal information about individuals. They cannot share information with the FBI, ICE, or any other government or private sector entity. No other government agency has the legal right to access census information. Census employees take confidentiality very seriously, swearing a lifelong oath to protect respondents’ privacy on their first day. Violators of that oath are jailed and fined.

We care about the ENTIRE community, We count the ENTIRE community
El Censo 2020

A partir del 12 de marzo del 2020

¡Cuenta Conmigo!

Census 2020
#communityactioncounts

Todos cuentan
10 preguntas
Seguro y a salvo
Revisa su correo
EL CENSO 2020

- Realizado cada 10 años por el gobierno de EE. UU.
- Cuenta cada persona que vive en los EE. UU.
- Incluye 10 preguntas, tarda 10 minutos en completarse
  - Nombre, relación con el jefe de hogar, número de teléfono, tamaño del hogar, edad, sexo, raza, hispano, si es una situación de vida temporal
- Los formularios del censo están disponibles en línea en 59 idiomas, por teléfono en 13 idiomas o en papel en inglés o español

EL DÍA DEL CENSO es el 1 de abril de 2020, pero puede completar el enso en cualquier momento entre el 12 de marzo y el 24 de julio a través de no de estos métodos:

- EN LÍNEA
- POR TELÉFONO
- EN PAPEL
- EN PERSONA

Los hogares recibirán una carta por correo a partir de marzo con instrucciones para completar el censo.


¡TODOS CUENTAN!

LOS DATOS DEL CENSO DETERMINAN:

- El número de puestos de su estado en la Cámara de Representantes
- Distritos legislativos
- Fondos federales para programas locales como:
  - LIHEAP
  - Head Start - prescolar
  - Cupones de Section 8
  - TANF
  - Actividades WIOA
  - Programas para los de la tercera edad, Título III y más

El financiamiento federal para los programas estatales es de aproximadamente $2,000 POR AÑO POR 10 AÑOS por persona contada en el Censo.

¡Perder solo 100 personas en nuestra área podría significar que nos perdamos $200,000 por año, o $2 millones en 10 años!

EL CENSO ES SEGURO

Los registros se mantienen confidenciales por ley durante 72 años. Tiene prohibido compartir los datos personales de los encuestados con otras agencias gubernamentales.

Los empleados de la Oficina del Censo hacen un juramento de por vida para proteger la información de los encuestados.

COMMUNITYACTIONPARTNERSHIP.COM/2020-CENSUS
Cómo hablar sobre el CENSO 2020

para que la gente escuche, aprenda y ayuda

Hablar sobre el censo es fácil. Comience simplemente preguntando:
¿Llenaría usted el formulario del censo?

Ellos podrían preguntar...
¿Nos preguntará el censo sobre la ciudadanía?
Usted puede responder...
No. Era una posibilidad, pero la Corte Suprema dictaminó que no podía haber una pregunta sobre la ciudadanía en el Censo 2020.

Otras posibles preguntas y respuestas

- ¿No puede el gobierno obtener la información de otro lugar?
  La mejor manera para que el Censo obtenga información precisa es obtenerla de usted. La Oficina del Censo puede intentar obtener esos detalles en otra parte, pero si la información es inconsistente, no la usarán.

- El censo pide demasiada información personal.
  Hay solo 10 preguntas en el Censo, y la información se utiliza para asignar dinero a programas en comunidades como la suya. Los detalles sobre las familias y sus niveles de ingresos se utilizan para determinar la financiación de más de $750 mil millones en programas federales cada año.

- No creo que el censo sea seguro o conveniente.
  ¡Participar es seguro y fácil! El Censo protege sus datos personales y lo mantiene anónimo. Opciones convenientes de como hacerlo en línea, por correo o por teléfono están disponibles. Se ofrecerá ayuda oficial del censo en 59 idiomas que no sean inglés para asegurar que todos entiendan las preguntas.

- ¿De que se trata? ¿Realmente tengo que completar el censo?
  Por ley federal, debe completar el censo. Es su deber cívico asegurarse de contar a todos para que su comunidad tenga acceso a los servicios y la representación política que tiene derecho a recibir.

Para más recursos visite www.communityactionpartnership.com/Census-2020

Cómo hablar sobre el CENSO 2020

para que la gente escuche, aprenda y ayuda

Hablar sobre el censo es fácil. Comience simplemente preguntando:
¿Llenaría usted el formulario del censo?

Ellos podrían preguntar...
¿Por qué es importante el censo?

Usted puede responder...

El Censo ayuda a nuestra comunidad a obtener una parte justa de los recursos federales y estatales para programas como Head Start, WIC, LIHEAP, etc. Los estados pueden perder hasta $2,000, o más, de fondos cada año por cada persona que no se cuenta durante los próximos diez años.

Otras posibles preguntas y respuestas

- ¿Hará esto una diferencia para mi comunidad?
  ¡Sí! Permite a la comunidad obtener los fondos que necesita para su población. Cuando responda al Censo, ayuda a su comunidad a obtener su parte justa de más de $ 750 mil millones por año en programas federales como Medicaid, cupones de alimentos, almuerzos escolares, Sección 8 y más.

- ¿Debo participar si no soy ciudadano permanente?
  ¡Sí! La Constitución de los Estados Unidos dice que el Censo debe contar a todas las personas, ya sean ciudadanos permanentes o no. El dinero federal y la representación en el Congreso están determinados por el tamaño total de la población, no solo por ciudadanos permanentes o legales. Los estados también usan la población para asignar fondos para los distritos legislativos y escolares.

- ¿Vienen ellos a mi casa?
  Es poco probable que lleguen a su hogar si completa el formulario en línea, por correo o por teléfono lo antes posible. Recibirá cartas recordatorias y postales sobre cómo completar el Censo. Si aún no responde, un empleado de la Oficina del Censo irá a su casa, pero no entrará.

- ¿Se puede usar la información del formulario del Censo para deportarme?
  NO. Es ilegal que los empleados de la Oficina del Censo divulguen información personal sobre individuos. No pueden compartir información con el FBI, ICE ni con ninguna otra entidad gubernamental o del sector privado. Ninguna otra agencia gubernamental tiene el derecho legal de acceder a la información del censo. Los empleados del censo toman muy en serio la confidencialidad y hacen un juramento de por vida para proteger la privacidad de los encuestados en su primer día.

Nos preocupamos por toda la comunidad, contamos con toda la comunidad!
STEP 5

FILL OUT THE CENSUS

Lastly, don't forget to fill out the census for your own household!

💡 Pro Tip
Set a calendar reminder and share with co-workers, friends, and family!
COMMUNITY ACTION COUNTS
CHECKLIST

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