



United States®  
**Census**  
**2020**

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# Preparing for the 2020 Census

What Your United Way Needs to Know

United Way of Pennsylvania  
[www.uwp.org](http://www.uwp.org)



# Why should we care about the 2020 Census?

Why is this important to my community?

# The Census: Constitutionally Mandated

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- The US Constitution mandates that the Federal Government count every person in the USA every ten years.
- The census counts every person only once where they are living on April 1<sup>st</sup>, 2020
- Regardless of where a person is living that person needs to be counted
- The census also counts **EVERYONE** regardless of citizenship, age, race, or any other factor

# The Census Determines Representation

- The census captures changes in community demographics
- These changes also determine how PA is represented federally
- PA has 18 Congressional Representatives and lost one representative after the 2010 census
- Census data is used to redraw legislative districts
- Census data is used to plan communities on a local level



# The Census Determines Federal Spending

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- Census data is used to determine how \$675 billion dollars of federal funding is allocated
- PA gets \$26.8 billion annually from the 16 largest federally funded programs
- These numbers may change based on our 2020 census count
- Specific programs funded through federal dollars allocated on the census include: Medicare, Medicaid, CHIP, WIC, SNAP, School Breakfast and Lunch programs, Federal Transit grants, Section 8 vouchers, Rural business and industry loans, TANF, Vocational Rehabilitation grants, and many others



# **Sneak Peak – Census State Campaign**

# PA State Resources

- [www.pa.gov/census](http://www.pa.gov/census)
  - Not live yet
  - Key Messages/Talking Points
  - Presentation Deck
  - Press Release Template
  - PA Census Logos
  - Social Media Posts/Graphics
  - Posters, Flyers, Postcards



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# Is the census safe for my community?

Can census answers be used against vulnerable community members?

United Way of Pennsylvania





# Data Privacy



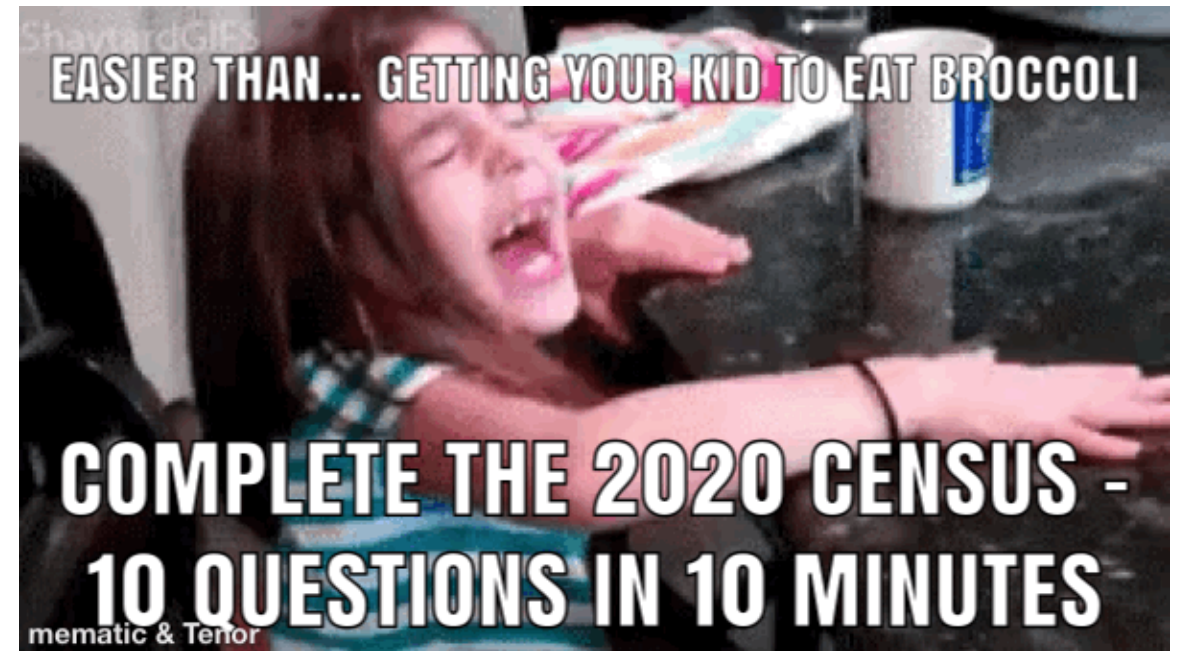
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- The US Census Bureau is not legally allowed to release any information that identifies individuals for 72 years after the census
- Answers prior to that can only be used to produce statistics
- The census will never ask for sensitive information

# Questions on the 2020 Census

- The census questions only address:
  - How many people are living or staying in a home
  - Whether the home is owned or rented
  - The sex of each person
  - The age of each person
  - The race of each person
  - Whether each person is of Hispanic, Latino, or Spanish origin
  - The relationship of each person in your home



## Data Security

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- The Census Bureau has a team of cybersecurity experts monitoring and protecting their technology
- Regardless of how someone responds (online, via mail, phone, or in-person) the process is designed with layers of security to keep information safe
- All census workers will have a valid ID badger and all suspected fraud will be investigated. If you have a tip about fraud please call 800-923-8282.

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# Responding to the Census

How and when do people fill out the census?

## How and When to Respond

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- Every household can respond online, by mail, or by phone
- This is the first year the census will be available online
- 95% of households will receive their census invitation in the mail
  - 5% will receive the invitation when the census taker drops it off in-person
  - Less than 1% of households will be counted in-person
- You can respond to the census immediately after receiving the invitation
- Each household gets a unique participant code



# Census Timeline

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- January 2020 – the Census Bureau will begin to count remote areas of Alaska
- March 2020 – People will receive census cards in the mail
- April 1, 2020 – Census Day, by this day every household should have received a census card and group living situations will be counted through April
- May 2020 – Census Bureau begins to visit homes that haven't responded and will do through so the summer
- December 2020 – Census Bureau presents results to President and Congress

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# How Can My United Way Help?

## Educate Partners and Community

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- United Way is placed in a unique way to communicate quickly and efficiently with community stakeholders and organizations by focusing on three key messages:
  - The Census is Important
  - The Census is Safe
  - The Census is Easy
- Feel free to send a special non-UW toolkit to partner organizations. It can be found at <http://bit.ly/UWPCensusTK>
- Use the LUW toolkit to print educational materials, send digital flyers, and use our pre-made social media posts! Find it here: <http://bit.ly/LUWCensusTK>

# Help Count Hard-to-Count Populations

- United Way can support an accurate count by identifying which residents are least likely to participate and investing in targeted outreach to ensure they do. Hard-to-count communities vary from place to place but are generally populations that historically have been undercounted and/or do not self-report as well as others. Here are some of the traditionally Hard-to-Count Populations:
  - Young children
  - Highly mobile persons
  - Racial and ethnic minorities
  - Non-English speakers
  - Low income persons
  - Persons experiencing homelessness
  - Undocumented immigrants
  - Persons who distrust the government
  - LGBTQ persons
  - Persons with mental or physical disabilities
  - Persons who do not live in traditional housing

## Join a Complete Count Committee (CCC)

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- A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations.
- If you want to see if there is a CCC in your area, go to this link:  
<https://www.Census.gov/library/visualizations/interactive/2020-complete-count-committees.html>
- If there isn't a CCC in your area and you're interested in starting one, reach out to [Amanda McNaughton](#) at United Way of PA
- You can also reach out to a Census Partnership specialist in your area



# Join Keystone Counts

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- Keystone Counts is a statewide coalition of advocacy groups, service providers, and community organizations joined together to ensure a fair and accurate 2020 Census count
- Joining the Keystone Counts coalition obligates your organization to the following:
  - Attend full coalition meetings once a quarter
  - Allow your organization's name to be used in coalition communications – including, but not limited to: the coalition's website, press releases, and materials
  - Educate and mobilize your organization's membership to participate in the 2020 Census.
  - If your organization will engage in field mobilization (door-knocking, pledge cards, textbanking, phonebanking), agree to coordinate efforts with other members of the coalition to reduce duplication and maximize impact.
- Contact [Jo Lin](#) at PA Voice for more information

# Publicize PACounts to 898-211

- By texting **PACOUNTS to 898-211**, people will be signed up to receive regular updates and educational information about the Census
  - Available in English and Spanish
- Correct misinformation, motivate people, engage them, and get **EVERYONE** counted by signing them up for our texting line



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# What is in the Toolkit?

We're so glad you asked



# One Stop Shop – The Census Toolkit

Drive

+

New

My Drive

Shared with me

Recent

Starred

Trash

Backups

Storage

2.2 GB of 15 GB used

[BUY STORAGE](#)

Search Drive

My Drive > Census Toolkit for LUWs

Name

Owner

Last modified

File size

|   |    |                 |        |
|---|----|-----------------|--------|
| Census Brochures                            | me | Oct 22, 2019 me | —      |
| Census Fact Sheets                          | me | Sep 23, 2019 me | —      |
| Census Fact Sheets in Spanish               | me | Sep 23, 2019 me | —      |
| Census Fact Sheets Other Languages          | me | Oct 22, 2019 me | —      |
| Counting Hard to Count Populations          | me | Sep 23, 2019 me | —      |
| PA Maps                                     | me | Sep 23, 2019 me | —      |
| PACOUNTS SMS Shortcode Campaign             | me | Sep 23, 2019 me | —      |
| PSAs  | me | Nov 12, 2019 me | —      |
| ROAM  | me | Sep 23, 2019 me | —      |
| Social Media                                | me | Sep 23, 2019 me | —      |
| Using Census Data                           | me | Sep 23, 2019 me | —      |
| Census Messaging Talking Points 11.6.19.pdf | me | Nov 20, 2019 me | 1 MB   |
| Census Videos.pdf                           | me | Sep 23, 2019 me | 410 KB |

# LUW Toolkit and Partner Toolkit

***Do you think that your community needs more resources?***

***You need to complete the 2020 Census.***



- New resources are added almost weekly
- You may request certain resources if you need them – let us know and we'll try to find them!
- Send the Partner Toolkit to the entire world! Go nuts!



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## Questions?