



2020 CENSUS GUIDEBOOK

INTRODUCTION

What is the Census?

The census affects every aspect of American life and is the basis for our democracy. It is a population count that occurs every 10 years, with the next census beginning in March 2020. There are many components to ensuring a complete count, along with a lot of terminology. This guidebook will answer common questions, go over how the count will be conducted, how to respond and how the geographical differences in Florida affect how we receive the census mailings. It is more than just a nationwide headcount - the 2020 Census will be the foundation for all data in the U.S. for the next 10 years. Policy leaders, businesses, schools, health care, and philanthropy all use and rely on census data to make important decisions for our communities. Programs such as Medicaid, CHIP, SNAP and highway planning and repairs all receive funding based on census data.

In addition to sufficient funding, the census is required by the Constitution and also determines Florida's political representation and how many congressional districts we have in the House of Representatives.

Timeline

The census operations occur from March 2020 to July 2020.

JANUARY – FEBRUARY 2020	Pre-census promotion including national and local ads.
MARCH 12, 2020	The census uses the US postal service to send a letter of invitation to respond. The online and phone portal to respond also open this day.
MARCH 30 - APRIL 1, 2020	“Service Based Enumeration” begins to ensure that homeless populations are counted.
APRIL 1, 2020	Official Census Day! Ensuring that households fill out the census based on where they “usually” live on April 1. Why is April 1st “Census Day” if the census is from March through July? April 1st provides a reference point for where you are and usually reside. So if you move in May and fill out the form in June, fill out the form where you were on April 1st.
APRIL 8 - 16TH, 2020	Paper forms will be sent out to households that have not yet responded.
APRIL 2020	Group Quarters Counted. Group quarters are housing units like nursing homes and colleges.
APRIL 20 - 27TH, 2020	Final reminder postcard before the Census Bureau begins door knocking phase.
MAY 13, 2020	Door knocking phase (also called Non-response follow up or NRFU). Everyone is still able to respond online, by paper and by phone during this phase or complete the form with the census worker at the door.

BASICS

What is the Census?

The Census is a household questionnaire, that allows the US to know how many people live in our states and local communities.

Who Conducts the Count?

The Census Bureau is a federal agency that will be conducting the count. The bureau employs many people on the ground, including partnership specialists who work within the community, and door knockers or “enumerators.”

There are many other people that are supporting a full count, including the state of Florida, non-profits, media, businesses and local government agencies.

What is a Household?

A household is a group of people, who may or may not be related by blood or marriage, who occupy a single living quarter and consider themselves a unit within that space.

Who Do I Need to Include in the Census?

Anyone who usually resides in the household.

Where is the Count Conducted?

It is a nationwide count, and will be conducted across the U.S. and U.S. territories.

Language Guides

There will also be guides in 59 languages that will be a step by step guide in filling out the form. Language guides include Farsi, Greek, Hindi, Burmese, Punjabi, Amharic and many others.

The Census is Safe and Secure

TITLE 13: CENSUS DATA MAY ONLY BE USED TO PRODUCE STATISTICS

Under Title 13 of the U.S. Code, the Census Bureau cannot release or share any information about individuals or individuals in a household.

- All federal, state, and local governmental agencies cannot access individual responses
- Individual responses cannot be used by the government in any legal proceedings
- Individual responses cannot be released through a court order
- Individual data is locked up by the Census Bureau for 72 years.

Responding to the Census

There are 3 ways to self respond to the census: by internet, by mail using a paper form, and by phone. Where you live will determine what type of mailing you will get.

Why are Urban and Rural Areas Treated Differently?

Many households across Florida do not have reliable mail service, internet connectivity, or have a high seasonal worker turnover, or a lot of communities use PO Boxes as a primary form of mail collection.

If You Live in an Urban or Suburban Area, What Should You Expect?

- A letter in the mail from the U.S. Census Bureau with an invitation to respond or
- A letter in the mail from the U.S. Census Bureau AND a paper form

The letter will contain a unique 12 digit code or identifier to respond online. The 12 digit code is tied to your residence and is a way for the Census Bureau to automatically tie the response to the address. You do NOT need your unique code to respond to the census. The Census Bureau will use your address information to match it to your household.

Respond Online

Either at home on a computer, a smart phone or android or use a computer at the library or human services office. If you speak a language other than English, you can give your responses in up to 13 languages.

The 13 languages available include English, Spanish, Russian, Korean, Vietnamese, Arabic, Tagalog, Portugese, Polish, Haitian Creole, French, Japanese, Chinese (online simplified Chinese, over the phone Mandarin and Cantonese).

Respond By Phone

You can call the Census Bureau and give your responses, also in English or up to 13 languages.

Respond By Mail

If you do not fill out the census online or by phone, you will continue to receive reminder letters to respond. The 4th mailing sent out April 8 - 16th will include a paper form in English and Spanish. There is no way to request a paper form before one is automatically sent to you.

If You Live in a Rural Area

If you live in a rural area, please note: The Census Bureau will NOT send letters, postcards or mail forms to PO Boxes.

What Should I Expect?

Depending on where you live:

- You may receive a letter in the mail encouraging you to go online, depending on your mail service or
- You may receive a letter encouraging you to go online in addition to a mail form or
- A Census Bureau worker may drop off and leave materials at your household from March 16th, 2020 - April 10th, 2020

If You Live On A Reservation In Florida, What Should You Expect?

Depending on where you live:

- You may receive a letter in the mail encouraging you to go online, depending on your mail service or
- You may receive a letter encouraging you to go online in addition to a mail form or
- A Census Bureau worker may drop off and leave materials at your household to respond from March 16th, 2020 - April 10th, 2020

It is an Invitation to Respond

You instigate filling out the form online, calling the Census Bureau or filling out the form and sending it back.

Non-Response Follow Up Phase

If a household does not fill out a census form by the end of April 2020, a worker from the Census Bureau will visit households from May 13th - end of July to ensure a full count. The census is required by the Constitution, and it is in their mandate to count every single person.

The Census Bureau will be using real time data to update their household list. Meaning if you heard that Census Bureau workers were in or near your community and your household has not filled out the census form, filling it out will take you off their door knocking list.

Reminder - if you live in a rural area, a census worker may have already stopped by the household to drop off a census form.

How to Verify a Census Worker

Enumerators (also called door knockers or census takers) will be carrying a laptop, smartphone or tablet with a letter in English from the Census Bureau explaining why they are at the household. They will also have an ID badge that includes:

- Name
- A Department of Commerce watermark
- Their photograph
- An expiration date

Census enumerators will only be at a household from 9AM - 9PM. Census enumerators will NEVER ask to enter a household and are only allowed to ask the questions on the form. They will never ask for bank or financial information, money or donation, PIN codes, passwords, Social Security number, citizenship status, driver's license.

You can verify a census worker through looking up their name of the Census Bureau staff directory at <https://www.census.gov/cgi-bin/main/email.cgi>

Misinformation and Disinformation

With the first digital census, we know that there will be uncertainty and fear with responding online. Some information is shared to protect our communities and some information is distributed with an intent to increase and heighten fear. We ask organizations to not publish disinformation or misinformation on any social media platform, even if it is to debunk the rumor.

The Census Bureau is working on rapid response to combat disinformation at rumors@census.gov.

Questions on the 2020 Census Form

It is important that everyone answers all the questions. The order of the questions may be different from online to the paper form, but all the questions are the same.

Question	Why is This Asked?
Address	As the census is a national household count, it is imperative to tie the response to a household.
How Many People in the Household	This is our only chance for 10 years to ensure that we have an accurate count of where everyone is on April 1, 2020.
Do you own or rent your home?	This question is the basis for the US and Florida to assess its housing inventory. Data is also used to fund housing assistance programs and to enforce fair housing laws.
Name	Remember your personal information, including name, is secure. Names are asked to ensure that everyone in the household is counted and for the Census Bureau to do internal verification.
Telephone Number	A backstop in case a Census Bureau worker needs to contact you to clarify a response.
Sex	Disaggregated data used to ensure that government programs serve the needs of specific genders, enforce laws and regulations including the Civil Rights Act.
Date of Birth/Age	Many census guided programs support specific populations such as Head Start supporting young children, Pell Grants supporting 18+, and Medicare supporting Older Adults.
Hispanic Origin	Data gathered used for government programs and policies to ensure fair allocation of services to Hispanic populations.
Race	To ensure that federal, state and tribal programs are in compliance with antidiscrimination laws, regulations and policies. Also used to meet legislative redistricting requirements.
Relationships	Used to learn about families, family size to understand growing complex households. For example if grandparents are raising grandchildren or single family households.

Race

On the census form, there is the ability to check multiple boxes to correctly identify your race and ethnic identity. If you see none that you identify as, there are write in options that allow up to 200 characters for race and hispanic origin.

Why is Hispanic Origin and Race Asked?

The Census Bureau follows the 1997 Office of Management and Budget standards on race and ethnicity. There have been some calls from advocates to combine the two questions, but for the 2020 Census, they are separate questions. It is best to self-identify and write in and/or check off multiple boxes if necessary, in how everyone in your household identifies.

What is the Difference Between Hispanic and Latino?

The Federal Government uses Hispanic, Latino and Spanish Origin interchangeably. They define someone of Hispanic, Latino or Spanish Origin as someone of Cuban, Mexican, Puerto Rican, South or Central American or other Spanish culture descent.

GROUP QUARTERS

Homeless Count

Beyond counting traditional households, the Census Bureau also counts those living or staying in group quarters. People who live in group quarters “usually” reside there most of the year.

Group quarters include:

- Group homes
- Nursing facilities
- Residential treatment facilities
- Mental Hospitals
- College campuses
- Religious group living quarters
- Correctional facilities (Jails and Prisons)
- In-patient hospice facilities
- Workers' group living quarters
- Job Corps centers
- Vocational training facilities
- Military barracks

The Census Bureau will work with Group Quarters staff, and gets the count they need through a number of different ways: Electronic Response Data Transfer (eResponse), Paper Response Data Collection, In-Person Interview, and Drop Off/Pick up of Questionnaire.

Also called service-based enumeration, people experiencing homelessness who don't live in a household will be counted on March 30th, 31st and April 1st. Most data collection will occur through a census enumerator conducting interviews. Other data will be collected at emergency or transitional shelters from the facility contact person.

FREQUENTLY ASKED QUESTIONS

Will Citizenship Be Asked on the Census?

The citizenship question will NOT be on the 2020 Census form.

How Long Will It Take to Complete the Form?

There is no time limit. The Census Bureau estimates around 10 minutes. It is 10 questions, but we know that for people living in complicated households, it may take longer.

Do You Have to Complete the Census Online in One Sitting?

Yes, for security reasons you need to complete the census in one sitting.

Can I Skip Questions?

Florida Counts encourages households to answer all of the questions. The system will allow you to skip answering certain questions, with a verification that you would like to skip the question.

Will I Ever Be Emailed a Form?

No, you will never be emailed a form.

Will Any City or State Government Be Able to See My Response?

No, individual census responses can only be housed and kept within the Census Bureau.

Will The Census Cost Me Money?

The census will NOT cost anyone any money. We want everyone to respond!

What Personal Information Does the Census Ask?

The only personal question asked is name and phone number of everyone residing in the household.

Can I Use Any Internet Browser to Fill Out the Census?

Yes, all internet browsers, including ones on a smart phone, can access and fill out the census website.

What is the Census Website?

The official Census website is www.2020census.gov.

HOUSEHOLDS

What If You Have a Child and 50/50 Joint Custody?

A child will be counted where they stay the night of April 1st, 2020.

Does One House = One Household?

No, more than one household can occupy a single structure.

Who Should Be "Person 1?"

It can be any adult member of the household. Typically it is the person who owns or rents the household.

What If More than One Person Owns the Home?

Designate one homeowner as "Person 1."

What If I Own the Home But Rent Out a Room to Someone Else?

If you are currently living in the household, then typically the owner would be established as "Person 1" and everyone else living there regardless of familial relationship would be considered part of the household.

What If I'm Not Related to Anyone in the Household?

If you don't receive mail at a separate address, you are a part of the main household.

What If Someone Does Not Identify as Male or Female?

Like many current government surveys, there are only two options, male and female.

What If Someone Left Me Off the Form?

You can fill out the form online or by phone using the “I don’t have a Census ID”. At the end of the census, the Census Bureau will fill in and combine information on the backend.

What If I Move After April 1st, 2020?

Each household is counted where they are April 1st, 2020. If you move after April 1st, you are still counted where you were living April 1st.

What If I Have a Baby Born After April 1st, 2020?

Babies born on or before April 1st are counted in the 2020 Census, those born after are not counted in the 2020 Census.

What If I Live Abroad but Have a Home in the U.S.?

If you usually reside abroad most of the year, you are not counted in the 2020 Census.

What If I Am a Service Member but Live Off Base?

If you or your family live off base they are counted with the rest of the population. If you live on the base you are counted by the base administrators.

What If I Live in More than One Place?

You are counted at the place where you live and sleep most of the time. If that time cannot be determined, then at the place where you are staying on April 1, 2020.

What If I Rent Out a Converted Garage, but the City or County Doesn’t Know About It?

The Census Bureau cannot share individual household data with any city or county. They would also be considered a household.

GLOSSARY OF TERMS

This glossary is to help define any census key terms as The 2020 Census is full of specific language that isn’t used in everyday life. Also many of the definitions may seem slightly different as the census is a count conducted by the Federal Government, and they have specific definitions, mainly established by the Office of Management and Budget.

AREA CENSUS OFFICE

Census Bureau offices that house the managers, staff, materials and equipment needed to support the census employees.

ADMINISTRATIVE RECORDS

Government records that are collected by Federal or state agencies. The Census Bureau will use government records to fill in any data that are needed to complete a partial response.

AMERICAN COMMUNITY SURVEY (ACS)

A longer survey done yearly in between decennial census years to provide in depth information such as income, education attainment, migration, disability, employment, housing characteristics etc. The decennial census is the basis for all ACS survey data. The ACS will continue through 2020.

CENSUS BUREAU

Part of the U.S. Department of Commerce. Mission is to serve as the nation's leading provider of quality data about its people and economy. Conducts the decennial census.

COMPLETE COUNT COMMITTEE (CCC)

A volunteer committee of state and local government, tribal, or community organizations established to increase awareness about Census 2020 and to motivate residents in the community to respond to the census.

DISAGGREGATED DATA

Gathered data that can be broken down into subcategories. For example, finding out how many people of Hispanic Origin live in Dade County.

DECENNIAL CENSUS

Another term used for the 2020 Census. Decennial = occurring every 10 years. The Census Bureau conducts many surveys and other data collections in between the decennial years.

ENUMERATOR

A Census Bureau employee who collects census information by visiting households May 31st – July 31st of 2020.

GET OUT THE COUNT (GOTC)

A campaign to promote census responses.

GROUP QUARTERS

A place where people live or stay in a group living arrangement that is owned or managed by an entity or organizations providing housing and/or services for residents. This includes colleges.

HARD-TO-COUNT (HTC)

Groups or populations that are historically undercounted and/ or have not responded to the Census questionnaire.

HOUSEHOLD

A group of people, related or unrelated that share a dwelling.

JEFFERSONVILLE, INDIANA

Census Bureau's National Processing Center 1201 East 10th St., Jeffersonville, IN. Mail forms may have this address on it.

NONRESPONSE

A household for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone, mail or internet response.

NONRESPONSE FOLLOW UP (NRFU)

Commonly referred to as “door knocking” phase of enumeration where Census Bureau officials go visit residences individually that did not fill out a form.

PARTNERSHIP SPECIALIST

A Census Bureau employee that works within communities to ensure a complete count. Primarily tasked with bringing on local partners and establishing Complete Count Committees.

PROXY ENUMERATION

Process of using other sources of information to complete census profiles of households who have not responded in person. Including existing data sources, neighbors, landlords, etc.

REAPPORTIONMENT

The process of dividing the 435 seats in the U.S. House of Representatives among the 50 states based on decennial census population numbers.

REGIONAL CENSUS OFFICE

Six permanent Census Bureau offices established to oversee different regions of the U.S. Florida’s Regional Office is in Atlanta, Georgia.

SELF-RESPONSE

Where people respond to the 2020 Census through internet, phone and by mail. Primary self-response phase occurs from March 13th - April 30th, but can continue to self-respond through July 31, 2020.

TITLE 13

A law under which the Census Bureau operates. Provides protection for the information collected from the census for individuals and businesses and is never published. Census Bureau employees are sworn to protect confidentiality, violating the law is a serious federal crime.

U.S. CENSUS

Mandated by the U.S. Constitution, the U.S. Census every 10 years conduct a population enumeration of residents in the U.S.

U.S. DEPARTMENT OF COMMERCE

The overarching agency in which the Census Bureau is housed.

UPDATE LEAVE

For mostly rural areas a Census Bureau worker will come to a housing unit and drop off a mail form.