

# 2020 Census

## Phase One Member Guide

Prepared by the Congressional Asian Pacific American Caucus, Congressional Hispanic Caucus, Congressional Black Caucus, Congressional Black Caucus 2020 Census Taskforce, Congressional Census Caucus, The House Oversight and Reform Committee, and the House Democratic Caucus

### What's at stake in the 2020 Census?

- More than a trillion dollars in federal funding for our communities
- The allocation of Congressional seats by state
- Countless policy and business decisions that will be made based on Census data

### Why are we concerned?

- Delays and missteps in preparations for the 2020 Census
- Distrust of the federal government made worse by the illegal—and failed—attempt to add a citizenship question
- Historical undercounts of communities of color and children that reduce funding and representation for these communities

### What are we doing about it?

- We will send out guidance with concrete steps Members can take to help ensure a complete Census count in their district. These guides will be broken down into three phases:
  - **Phase 1: Awareness and Recruiting (March)** is about helping the Census Bureau recruit workers and laying the groundwork to get out the count once Census questionnaires are mailed out.
  - **Phase 2: Get Out the Count (April)** is when Members should be encouraging their constituents to self-respond to the Census.
  - **Phase 3: Non-Response Follow-up (May-July)** is when Members should make a final push to ensure that all their constituents are counted.

### What can I do now?

- Complete 3 quick “Do Now” steps (page 2)
- Increase your knowledge, raise awareness, and build infrastructure (pages 3-4)

### Where can I direct questions?

- We've set up [this form](#) so Members can submit questions on the Census and flag any concerns about Census operations.
- [Here](#) is a list of additional points of contact.

# Three Quick “Do Now” Steps

## Step 1: Assign Staff to be Your Census Liaisons

We recommend that you designate dedicated census staff members in both your D.C. and district offices. This will streamline engagement and cooperation with local Census Bureau staff (including Area Census Office Managers and partnership specialists), local partner organizations, and other congressional staff.

The 2020 Census is not a standalone event. It is executed over several months, and the more your staff is engaged in the daily operations, the more accurate the count will be in your district. Helping the Census Bureau in areas they are having trouble counting people can make a big difference.

The Democratic Caucus sent out a staff registration form in October of 2019. If you have not already registered, please fill out [this form](#).

## Step 2: Broadcast Census Jobs on Social Media

Recruiting is happening **now!** Census pay is very competitive, and jobs are available in every district. Everyone must apply for Census jobs [online](#).

**Focus on pay rates:** Personalize your posts using pay rates and recruiting data for your district. You can find this on the Census Bureau's county-by-county map, [here](#). Select your state at the top of the page, then click on your county on the map.

**Focus on Hard-to-Count Communities:** Your posts can also include the “hard-to-count” (HTC) population for your district—the % who may not respond until a census worker knocks on their door. You can find that number [here](#). Just type in your district in the search bar at the top.

Find templates for social media posts [here](#).

## Step 3: Coordinate Job Fairs

Hosting multiple job fairs in your district—especially in hard-to-count communities—is a great way to recruit more people to apply for Census jobs and ensure your constituents are fully counted. Check out the Census Bureau's recruitment map ([here](#)) for updates on the Census Bureau's recruiting needs in each county.

Hosting a job fair is **easy**. It takes just three steps:

- 1. Contact your Census Regional Director.** Contact information is [here](#). The Census Bureau will provide all materials and information you need for the job fair.
- 2. Find your hard-to-count communities.** These communities need census workers the most and may be good locations for job fairs. You can identify them using the Hard-to-Count Census Map, [here](#). Just type your district in the upper right-hand search bar. Hard-to-count communities will be shaded in red and orange.
- 3. Contact local libraries.** Libraries will often provide computers for people to apply on the spot. Use [this map](#) to find libraries in your district. Just type your district into the search bar on the top right-hand side. Library locations will appear on the map.

## For Your Census Liaisons: Increase Your Knowledge of the 2020 Census

- **Read through these resources:**
  - [Fact Sheet: Why the Census Matters](#)
  - [Census Timeline](#)
  - [Census FAQs](#)
  - [The Census and Confidentiality](#)
  - [How to Respond to the 2020 Census](#)
- **Familiarize yourself with strategies for constituency specific outreach:**
  - [Congressional Asian Pacific American Caucus Toolkit](#)
  - [Congressional Hispanic Caucus Toolkit](#)
  - [Congressional Black Caucus Toolkit](#)
  - [Children and Complex Households](#)
- **Do the following:**
  - [Explore the Hard to Count Map for your District](#)
  - [Become a 2020 Census Partner to receive additional census resources](#)
  - [Learn how to report Misinformation and Disinformation on the Census](#)

## For Your Communications Staff: Raise Awareness about the Census

- **Develop a Communications Plan**
  - Review [this messaging guidance](#) for the 2020 Census as it relates to the For The People agenda
  - Utilize [suggested social media posts](#) to plan content for social media on the 2020 Census from now through July
  - Send out a [Census Newsletter](#)
  - Send out a Census Mailer ([Example: Rep. Scanlon](#))
  - Record Census PSAs and Share on Social Media
    - Reserve studio time [here](#), scripts [here](#), additional info [here](#)

# For Your District Office: Build Your 2020 Census Infrastructure

- **Host Census Events**
  - [Census Event Resources](#)
  - Work with local Census Partners to host awareness events in the communities they're best able to raise awareness in (E.g., partnering with a faith-based leader for an event at a place of worship).
- **Get involved in what is already happening in your district**
  - Reach out to your local Complete Count Committee, Area Census Office, and local Partnership Specialist to ensure that there are plans in place for the critical activities in [this planning checklist](#) and review your [Hard to Count Map](#). Then set up reoccurring meetings with them.
    - **Complete Count Committees (CCC):** A group of local leaders working towards a complete count in a specific area
      - [Find your CCC](#)
    - **Area Census Offices:** The local offices that oversee official Census operations in your area
      - Find them through you [Regional Census Office](#)
    - **Partnership Specialists:** The Census Bureau's main point of contact at the local level for all outreach activities. They develop relationships with the local community to raise awareness of the 2020 Census.
      - Find them through you [Regional Census Office](#)
- **Leverage your contacts to identify any additional potential Census Partners**
  - **Who are Census Partners?**
    - [About Census Partners](#)
    - The list of National Census Partners is [here](#), and a list of local Census Partners can be found [here](#).
  - **Who makes a good Census Partner?**
    - Celebrities are ideal spokespeople for the Census
    - National businesses that are based in your district can act as Census Partners across the nation
    - Trusted local voices make ideal local Census Partners