

2020 Census

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MAKING THE PITCH FOR CENSUS

We are asking our colleagues, stakeholders, and partners to be good neighbors and help spread the word about the 2020 Census. Making sure that Pennsylvanians are fully counted in the 2020 Census is going to take teamwork, so we are providing a simple pitch and call to action in this set of talking points.

The Pitch

Many Pennsylvanians may wonder why the 2020 Census matters. There are three simple reasons. First, it's in the Constitution that every resident must be counted every ten years. Second, it's important to participate to make sure we have fair representation in Congress. And lastly, our census count will affect the next decade of federal spending, policy, and decision-making.

Making sure all Pennsylvania residents reply to the census is a big task. There are many ways to get involved. Answering your own census, spreading awareness of the facts about the census, and asking others to participate is vital. We know that we will need your help to reach all our communities, including those that are traditionally hard-to-count like children under 5, immigrants, people of color, people in rural communities, and households experiencing economic hardship or homelessness, just to name a few.

As the U.S. Census Bureau says, we can “shape our future.” April 1, 2020 is National Census Day. Please participate in the census in 2020 and help us make sure all our neighbors are counted.

For more information and outreach resources for the 2020 Census, please visit pa.gov/census.

Making the Pitch

There are many places where you could introduce the topic of the 2020 Census. Some ideas include:

- Public meetings, events, or presentations
- Op-eds, blog posts, or articles
- Conversations with colleagues, neighbors, family, and friends
- Social media posts and videos
- Workplaces, schools, places of worship, or other community locations

There are so many opportunities to talk about the 2020 Census. Let's work together so everyone knows about the coming census, it's importance, and how we can ensure our communities are counted!

Interested in more detail about the 2020 Census? Read on to learn about **why your response matters, data privacy & security, how & when to respond, and how to support your community during the census.**

WHY YOUR RESPONSE MATTERS

Many Pennsylvanians may wonder why the Census matters. It's simple. It's the law. It's about a having our voices represented in Congress. And it's about receiving our fair share of federal spending.

Everyone counts. It's in the Constitution.

- The U.S. Constitution requires a census count every 10 years. The first census was in 1790.
- The census covers the entire country and every person living here. The census counts every person living in the U.S. once (and only once) in the right place. You are counted based on where you are living on April 1, 2020.
- You might be living in a group housing situation (like a dorm or nursing home), apartment, or house. You might be experiencing homelessness. Regardless of your living situation, you count as a Pennsylvanian.
- It also doesn't matter what your citizenship status is, how old you are, or your gender. If you live here, you matter to the census.

It's about fair representation.

- Neighborhoods change over time. The census captures increases, decreases, and changes in community demographics.
- The census is used to decide how many seats each state gets in the U.S. House of Representatives.
- Pennsylvania has 18 Congressional representatives. We used to have 19 but lost a seat after the 2010 Census.
- State officials use the results to redraw U.S. congressional and state legislative districts.

It's also about federal spending and programs.

- Census data are used to decide how \$675 B in federal public funding is spent every year.
- Pennsylvania gets \$26.8 B annually from just our 16 largest federally-funded programs. That's about \$2,000 per Pennsylvanian each year.
- These numbers may change depending on our 2020 Census count.
- Federal funding supports many programs and services for Pennsylvanians, including healthcare, food security, education, transportation, housing, community development, families and more.
- **Specific programs you might recognize include:**
 - Healthcare:** Medicare (Part B), Medicaid, CHIP, WIC, Healthcare Centers
 - Food:** SNAP, School Breakfast Program, National School Lunch Program, Child and Adult Care Food Program
 - Education:** Federal Pell Grants, Federal Direct Student Loans, Title I Grants to Local Educational Agencies, Special Education Grants, Head Start
 - Transportation:** Highway Planning & Construction, Federal Transit Formula Grants, Federal Transit Capital Investment Grants
 - Housing & Community Development:** Very Low to Moderate Income Housing Loans, Section 8 Housing Choice Vouchers, Section 8 Housing Assistance Payments, Public and Indian Housing, Community Development Block Grant Entitlement Program, Public Housing Capital Fund
 - Rural:** Rural Electrification Loans and Loan Guarantees, Water and Waste Disposal Systems for Rural Communities, Rural Rental Assistance Payments, Business and Industry Loans, Cooperative Extension Services
 - Families:** TANF, Title IV-E Foster Care, Vocational Rehabilitation Grants to States, Unemployment Insurance Administration, Adoption Assistance, Child Care Mandatory and Matching Funds

DATA PRIVACY & SECURITY

Protecting resident's privacy and keeping data secure are important to the federal government and to Pennsylvania. Census answers can't be used against an individual, and data security is managed by security experts operating at the highest levels.

Your census responses can never be used against you. It's the law.

- Under Title 13 of the U.S. Code, the U.S. Census Bureau cannot release any information that identifies you individually.
- Every Census employee and contractor is sworn for life to always protect your information.
- If they don't, they can face a fine of up to \$250,000 and/or up to 5 years in prison.

Your answers can only be used to produce statistics.

- The census will be collecting basic information about the people living in your household. When completing the census, you should count everyone who is living in your household on April 1, 2020.
- Your information contributes to the creation of statistics that help decide our representation in the U.S. House of Representatives.
- It also affects your state legislative district.
- These statistics also inform how federal public spending is distributed.

Your information is protected from cyber-attacks, threats, and leaks.

- The Census Bureau has a team of cybersecurity experts monitoring and protecting their technology.
- It's their legal obligation to keep your data safe.
- The bureau's cybersecurity meets the highest standards for protecting your information.
- The bureau works with the federal intelligence cyber community and industry experts fully locks down your data and stays on top of the latest security threats and advancements.

Your answers are safe, no matter how you respond.

- Regardless of how you respond to the census (online, by mail, by phone, or in-person), the whole process is designed with layers of security to keep your data safe and secure.
- If you are answering the census online, just check to make sure the address begins with "HTTPS" and includes a lock symbol.
- If you're visited by a census employee, the technology they're using to file your response has the same strong security controls and is fully compliant with the standards required for federal systems.

Protect yourself from scammers and fraud.

- Do not respond if you are asked for your SSN, bank or credit card information, money or donations, or anything on behalf of a political party. The census will never ask you for any of these things.
- If someone visits your home for the 2020 Census, check to make sure they have a valid ID badge with their photo, U.S. Department of Commerce watermark, and an expiration date.
- If you suspect fraud, call 800-923-8282 to speak with a local Census Bureau representative.
- If the worker isn't with the bureau, call your local police department.

HOW & WHEN TO RESPOND

Being counted in the census in 2020 will be easier than ever before. For the first time in history, Pennsylvanians will be able to respond online. Residents will also be able to answer the census by mail, or by phone.

Every household can respond online, by mail, or by phone.

- 95% of households will receive their census invitation in the mail
- 5% will receive their census invitation when a census taker drops it off. In these areas, many households may not receive mail at their home's physical location (like those that use PO boxes, or areas recently affect by natural disasters).
- Responding should take less time than it takes to finish your morning coffee.

A small number of households will be visited in-person.

- Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. (Typically, in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.)
- There are special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

Census outreach has already begun. Here are some key dates.

- **Jan.–Sept. 2019:** The U.S. Census Bureau opens 248 area census offices across the country. These offices support and manage the census takers who work all over the country to conduct the census.
- **Aug. 2019:** Census takers begin visiting areas that have experienced a lot of change and growth to ensure that the Census Bureau's address list is up to date. This is called address canvassing, and it helps to ensure that everyone receives an invitation to participate in the 2020 Census.
- **January 2020:** The Census Bureau begins counting the population in remote Alaska.
- **April 1, 2020:** Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail. When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.
- **April 2020:** Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.
- **May 2020:** The Census Bureau begins visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.
- **Dec. 2020:** The Census Bureau delivers apportionment counts to the President and Congress as required by law.
- **Mar. 31, 2021:** By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes.

SUPPORT YOUR COMMUNITY DURING CENSUS

Making sure all of Pennsylvania's households complete their census forms is a big task. There are many ways to get involved. Answering your own census, spreading awareness of the facts about the census, and asking others to participate is vital.

Fill out your household census when it arrives.

- Easiest way to support the census is by filling out yours when it arrives.
- Make sure your household's census includes every person living in your home on April 1, 2020.

Be a good neighbor. Encourage others to complete their census.

- As good neighbors, we want everyone in our communities to be counted.
- Many of us probably know friends, family, coworkers, and others who don't know about the importance of completing the census.
- Please do your part to spread awareness in your community.

Your voice is vital. Share what you know about the census.

- Talk to others about the census. Help educate others about their role as residents.
- In your own workplace, share information with your coworkers and employees about census.
- If you belong to a group involved in community outreach, please consider joining our efforts to promote the census so we can get a complete count for Pennsylvania.
- Information and outreach resources are available at pa.gov/census.

We need your help to reach all our residents. Everyone counts.

- Your help is especially important for getting the word out our neighbors living in our traditionally hard-to-count communities.
- Some of the Pennsylvanians who are most likely to be missed in our census count include children, immigrants, and people of color. Rural households and residents experiencing economic hardship or homelessness are also likely to be missed.
- If we don't count every resident, we risk losing out on important federal public funding that supports important programs that affect healthcare, food security, education, transportation, housing and community development, families, and more.

Work for the U.S. Census Bureau.

- In advance of the 2020 Census, the U.S. Census Bureau is hiring for temporary jobs.
- If you're looking to earn some extra income, this is a great opportunity. And it's a perfect way to help your community be counted!
- The temporary positions usually last for several weeks and include census takers, recruiting assistants, office staff, and supervisory staff.
- For full details about jobs near you, hiring requirements, and the application process, check out 2020census.gov/jobs.

FOR MORE INFORMATION, CONTACT:

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