



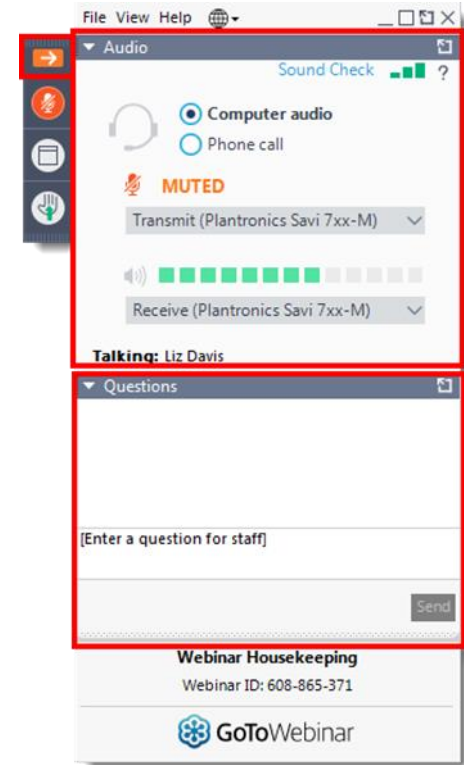
advocacy | action | answers on aging

# Preparing for the 2020 Census: How the Aging Network Can Be Involved

February 5, 2020

# Webinar Instructions

- Audio Options
  - Use your computer speakers, OR
  - Dial in to the conference call
  - All participants are muted
- “Questions” box
  - Q&A session will be at the end of the presentation, but feel free to submit your questions at any time during the presentation. Click on the dropdown arrow icon to pop out the questions box where you can type and submit your questions



# Speakers

## **John Stelmachowicz**

Account Manager, National Partnership Program -  
Communications Directorate, U.S. Census Bureau

## **Diane Slezak**

Chief Executive Officer, AgeOptions (IL)

## **Jason Echols**

Manager of Special Initiatives, AgeOptions (IL)

# John Stelmachowicz

Account Manager, National Partnership  
Program - Communications  
Directorate, U.S. Census Bureau



# The 2020 Census: An Overview

**John Stelmachowicz**

**National Partnership Program**

U.S. Census Bureau

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**2020**

# Our Approach to the 2020 Census

The Census Is Important, Safe, and Easy!



- **Important:** The 2020 Census counts every person living in the United States and five U.S. territories—once, only once, and in the right place. The census is conducted every 10 years by the U.S. Census Bureau, a federal statistical agency.
- **Safe:** The Census Bureau is bound by law to protect your answers and keep them strictly confidential. In fact, every employee takes an oath to protect your personal information for life.
- **Easy:** People can respond anytime, anywhere—via the internet, over the phone, or by mail!

# The 2020 Census Will Shape America for the Next 10 Years



The U.S. Constitution (Article 1, Section 2) requires a census every **10 years** to determine representation in the U.S. Congress.

Federal funding—currently more than **\$675 billion** a year—is allocated based on the census.

This funding affects vital local services, including:

- Education
- Housing
- Transportation
- Health care
- Special programs for the aging  
(Title III, Part C, Nutrition)

Census data is used by businesses, governments, non-profits and civic organizations to inform decision-making.

**An Accurate and Complete Count is Essential!**

# Why is the 2020 Census important?



**CONGRESSIONAL  
REPRESENTATION,  
LEGISLATIVE  
BOUNDARIES**



**INVESTMENTS,  
JOBS, SERVICES**

**PUBLIC  
FUNDING  
DECISIONS**



**COMMUNITY  
SERVICES**





# Why Participation Matters: Federal Programs Informed by Census Data

- Supplemental Nutrition Assistance Program (SNAP)
- Temporary Assistance for Needy Families (TANF)
- Section 8 Housing Choice Voucher
- State Children's Health Insurance Program (CHIP)
- School Breakfast Program
- National School Lunch Program
- Medicaid and Medicare
- Unemployment Insurance
- Violence Against Women Formula Grants
- Rural Rental Assistance Payments
- Indian Health Services
- Community Development Block Grants
- And many more...

# How we conduct the census

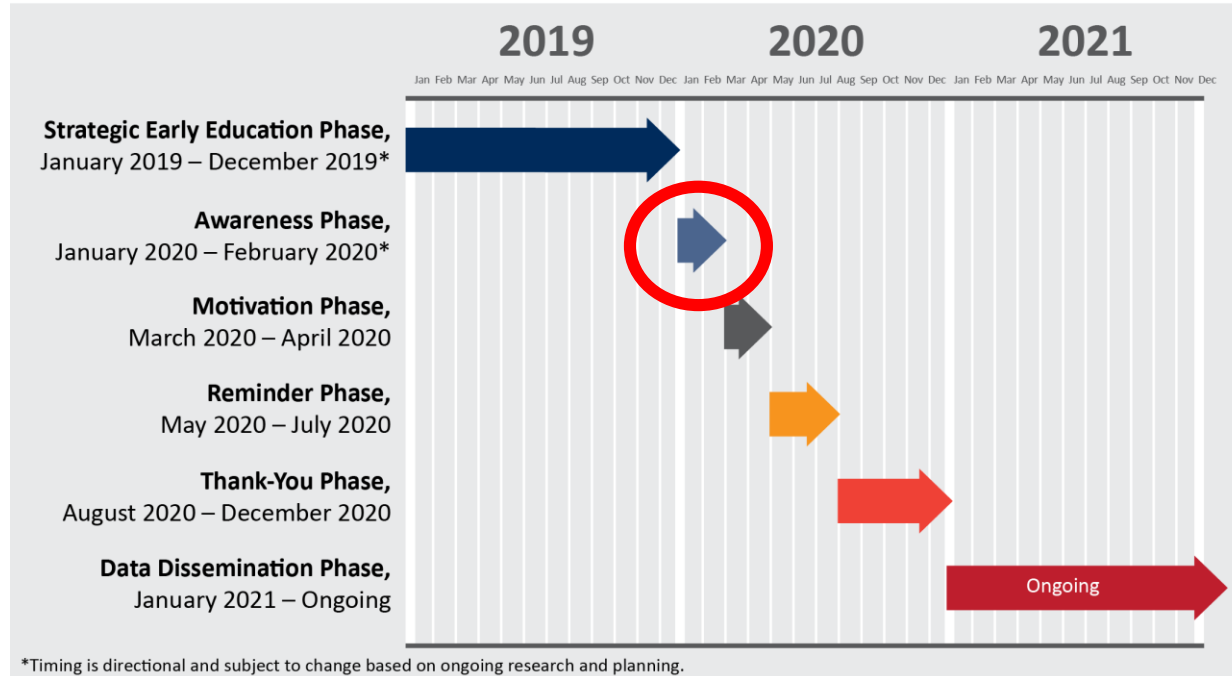


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2020**

# Timeline and important dates

# Communications Campaign Phases



*\*All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.*

# Overall Timeline

**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:** Census takers begin visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.

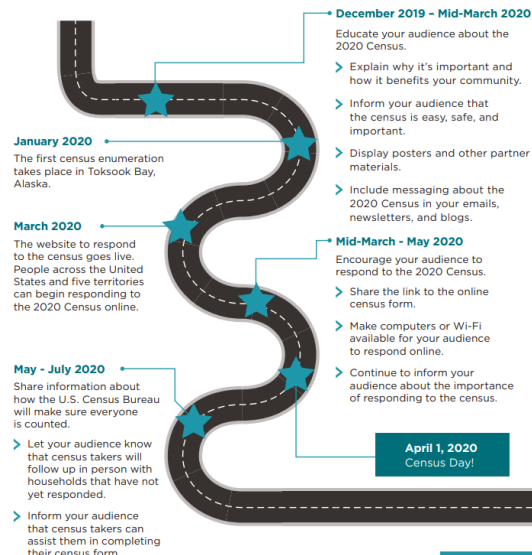
**December 2020:** The Census Bureau delivers apportionment counts to the President and Congress as required by law.

**March 31, 2021:** By this date, the Census Bureau sends redistricting counts to states. This information is used to redraw legislative districts based on population changes.

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## Shape the road ahead.

A timeline and guide to action for partners and stakeholders.



For more information, visit:  
**2020CENSUS.GOV**

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# How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by mail, or in person.

Nearly every household will receive an invitation to participate in the 2020 Census delivered by either a postal worker or a census worker.



**95%** of households will receive their census invitation in the mail.



**Almost 5%** of households will receive their census invitation when a census taker drops it off. This happens in areas where many households do not receive mail at their home's physical location. They may use post office boxes or live in areas recently affected by natural disasters.



**Fewer than 1%** of households will be counted in person by a census taker instead of being invited to respond on their own. This is done in very remote areas like parts of northern Maine and Alaska, and in selected American Indian areas that ask for an in-person count.



## **The 2020 Census will count everyone living in the United States and the five U.S. territories.**

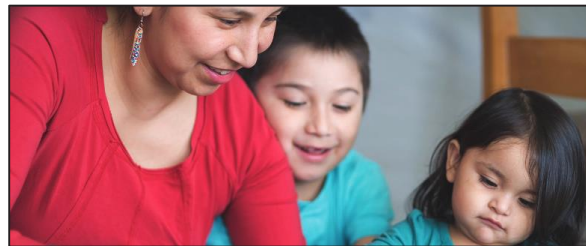
- Count everyone living in your home as of April 1, 2020.
- This includes anyone who is living and sleeping there most of the time.
- If someone is staying in your home on April 1 and has no usual home elsewhere, you should count them in your response to the 2020 Census.

### **Foreign citizens**

- Citizens of foreign countries who are living in the United States, including members of the diplomatic community, should be counted at the U.S. residence where they live and sleep most of time.
- Citizens of foreign countries who are visiting the United States on vacation or business on April 1, 2020, should not be counted.

# Hard-to-Count/Hard-to-Reach Populations

- Young children
- People who are highly mobile
- Members of racial and ethnic minorities
- People who do not speak English proficiently
- Low-income people
- People experiencing homelessness
- People who do not live in traditional housing
- Undocumented immigrants
- Individuals who identify as LGBTQ
- People who distrust the government
- Rural populations
- Persons with disabilities
- Veterans





# Residence Rules: Where Should Residents At Service-Based Locations Be Counted?

**People who, on Census Day, are in an emergency or transitional shelter that has sleeping facilities for people experiencing homelessness are counted...**

- At the shelter.

Staff members of the shelter are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the shelter.

**People who, on Census Day, are served at a soup kitchen or regularly scheduled mobile food van that provides food to people experiencing homelessness are counted...**

- At the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the soup kitchen or mobile food van location where they are on Census Day.

**People who, on Census Day, are at staying at a non-sheltered outdoor location where people experiencing homelessness stay without paying are counted...**

- At that outdoor location.

**People who, on Census Day, are temporarily displaced or experiencing homelessness and are staying in a residence for a short or indefinite period of time are counted...**

- At the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

# 2020 Census questions

# 2020 Census Questions & New Options

## Information that will be requested in census questions:

- The number of people living or staying at your home on April 1, 2020.
- Whether the home is owned or rented.
- The sex of each person in your home.
- The age of each person in your home.
- Whether a person in your home is of Hispanic, Latino, or Spanish origin.
- The race of each person in your home.
- Your relationship to each person in your home.

## New Options:

- Write-in areas under the race question for those who identify as “White” or “Black or African American.”
- Category answer options for people in same-sex relationships living in the same household.

# Responding is easier than ever



Online



Phone



Mail



Census Taker

- You will be able to respond anytime, anywhere, and from any device.
- You will be able to respond in English or in one of the 12 select languages.

# Responding is easier than ever (cont.)

- You will be able to respond anytime, from anywhere. Regardless of how households receive their invitation to respond, they will be able to do so **online, by phone, or by mail.**
- The Internet Self-Response instrument has been optimized for responses from smartphones and mobile devices.
- You can respond in **English or one of 12 other languages.**
- Print and video language guides in **59 non-English languages** will be provided to field partnership specialists and made available online.
- A video language guide will be available in **American Sign Language**, and print guides will be available in **braille and large print.**
- Partnership specialists will be hired from within local communities, emphasizing the importance of **communicating in local languages.**

# The 2020 Census Is Multilingual

## Language Options for Self-Response (Online and Phone) and Advertising Campaign

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

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ملايح مستقبلكم  
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KÒMANSE ISIT LA > | United States®  
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2020**

## Language Options for Video and Print Language Guides, Glossaries, and Language Identification Cards

- 59 languages besides English
- Language guides available in:
  - American Sign Language
  - Braille
  - Large print

## Language Options for Paper Questionnaires, Mailing Materials, and Field Enumeration Instrument

- English
- Spanish

# Nonresponse Followup

## What You Need To Know

- Temporary Census Bureau employees, known as census takers, will determine the housing unit status for addresses that have not responded to the 2020 Census.
- Census takers will visit these housing units to count everyone in the household.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-Field operation begins in **May 2020** and **concludes in July 2020.**



# Cybersecurity—Your Data Is Safe and Secure



## Cybersecurity Focus

- From the moment respondents submit their answers to the census, their **data is encrypted**. Census Bureau employees take a **lifetime oath to keep all personal data safe and secure**.
- The Census Bureau is **partnering with government and industry experts** to protect the data it collects and maintains.
- The Census Bureau continually **identifies, protects, detects, responds, and recovers** from possible cyber threats.



# Data Is Confidential

**CENSUS 101**

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## Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



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Bureau

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## Responses are confidential, safe, and secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census are protected by federal law (Title 13 of the U.S. Code) and can be used only for statistical purposes.
- All Census Bureau staff take a lifetime oath to protect your personal information. Any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

## There are no exceptions.

- We will not share an individual's responses with immigration enforcement agencies or law enforcement agencies nor allow them to be used to determine eligibility for government benefits.

## We will never ask for:

- Your full Social Security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.

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**2020**

# Avoiding Fraud and Scams

## Phishing

The Census Bureau will not send unsolicited emails to request your participation in the 2020 Census **and will never ask for:**

- Your full Social Security number.
- Your bank account or credit card numbers.
- Money or donations.

The Census Bureau will never contact you on behalf of a political party

## Verify a Census Taker

If a census taker comes to your home, make sure they have a valid ID badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date.

If you still have questions about the person's identity, you can call 800-923-8282 to speak with a local Census Bureau representative.



# How you can get involved

# Share Outreach Materials

Outreach materials are available at <https://2020census.gov/en/partners/outreach-materials.html>



## Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

**To ensure an accurate count, remember to:**

-  Count every person living or staying in your home.
-  Respond at the address where you were living or staying on April 1, 2020.

**What's in it for me?**

The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over \$675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit:  
**2020CENSUS.GOV**

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**Census 2020**

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## The 2020 Census and Confidentiality

*Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.*

**Respond to the 2020 Census to shape the future.**

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



**Your census responses are safe and secure.**

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

**By law, your responses cannot be used against you.**

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



**The law is clear—no personal information can be shared.**

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

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## Cómo el Censo del 2020 Invitará a todos a responder



Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono

Casi todos los hogares recibirán una invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censista.

 El 95% de los hogares recibirán su invitación del censo por correo.



 **Casi el 5% de los hogares** recibirán su invitación del censo cuando un censista pase a dejarla. En estas áreas, la mayoría de los hogares podrían no recibir correo en la ubicación física de su vivienda (como los hogares que usan apartados postales o áreas recientemente afectadas por desastres naturales).

 **A menos del 1% de los hogares** le contará un censista en persona, en vez de invitarse a que respondan por su cuenta. Esto lo hacemos en áreas muy remotas, como partes del norte de Maine, zonas remotas de Alaska, y en áreas selectas de indígenas de las Américas que piden que se les cuente en persona.

Nota: Algunos procedimientos especiales para contar a las personas que no viven en hogares, como estudiantes que están en viviendas universitarias o personas en fregos.

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# Encourage people to apply for a job with the Census Bureau

- We are hiring an estimated 500,000 people from local communities for temporary positions.
- Both full-time and flexible part-time positions are available.
- Positions include recruiting assistants, office operations supervisors, clerks, census field supervisors, and census takers.



**BE A CENSUS TAKER**

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**Census**  
**2020**

**APPLY ONLINE!**  
[2020census.gov/jobs](https://2020census.gov/jobs)

The U.S. Census Bureau is an  
Equal Opportunity Employer.

# Connect to your local Complete Count Committee (CCC)

## WHY?

Community influencers on Complete Count Committees (CCC) create localized messaging that resonates with the population in their area. These influencers are trusted voices who are well suited to mobilize community resources efficiently.

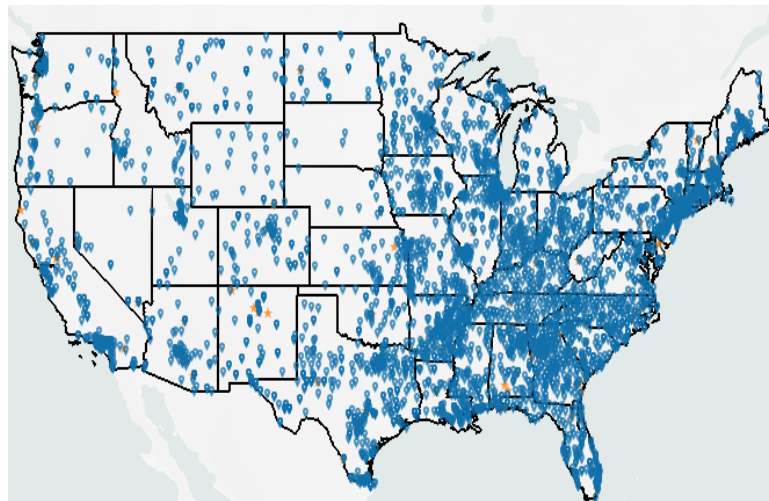
## WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations and local influencers also establish CCCs that reach out to their constituents.

## WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, health care, and other sectors of the community. These trusted voices develop and implement a 2020 Census awareness campaign based on their knowledge of the local community to encourage people to respond.

**Find a CCC in your community**



[census.gov/2020completecount](https://census.gov/2020completecount)

# Questions? Contact Us!

**National organizations** can share ideas about how they can work with us by contacting the 2020 Census Partnership Program at [census.partners@census.gov](mailto:census.partners@census.gov).

**State & local organizations** can contact their [regional census center](#) to speak with U.S. Census Bureau Staff in their area.

**Atlanta** (AL, FL, GA, LA, MS, NC, SC)

404-889-6520

[Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov)

**Los Angeles** (AK, CA, HI, ID, NV, OR, WA)

213-314-6500

[Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov)

**Chicago** (AR, IL, IN, IA, MI, MN, MO, WI)

312-579-1605

[Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov)

**New York** (CT, ME, MA, NH, NJ, NY, RI, VT, PR)

212-882-2130

[New.York.rcc.partnership@2020census.gov](mailto:New.York.rcc.partnership@2020census.gov)

**Dallas** (AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY)

972-510-1800

[Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov)

**Philadelphia** (DE, DC, KY, MD, OH, PA, TN, VA, WV)

267-780-2530

[Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)

# Connect with Us



Sign up for email updates and alerts  
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



More information on the 2020 Census  
Memorandum Series:  
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



**American  
Community  
Survey**

More information on the 2020 Census:  
<http://www.census.gov/2020Census>

More information on the American  
Community Survey:  
<http://www.census.gov/programs-surveys/acs/>



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[twitter.com/uscensusbureau](https://twitter.com/uscensusbureau)



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)



[instagram.com/uscensusbureau](https://instagram.com/uscensusbureau)



[pinterest.com/uscensusbureau](https://pinterest.com/uscensusbureau)



# Thank you.

# **Diane Slezak**

Chief Executive Officer,  
AgeOptions



# **Jason Echols**

Manager of Special Initiatives,  
AgeOptions





# #ILOlderAdultsCount

AgeOptions & the Illinois AAAs'  
2020 Census Outreach

# History and Journey of Our Census Funding and Work

Diane Slezak  
CEO, AgeOptions

**AgeOptions.**

1048 Lake Street, Suite 300  
Oak Park, IL 60301-1102

phone (708)383-0258  
fax (708)524-0870

(800)699-9043  
[ageoptions.org](http://ageoptions.org)

# Partnership with Oak Street Health



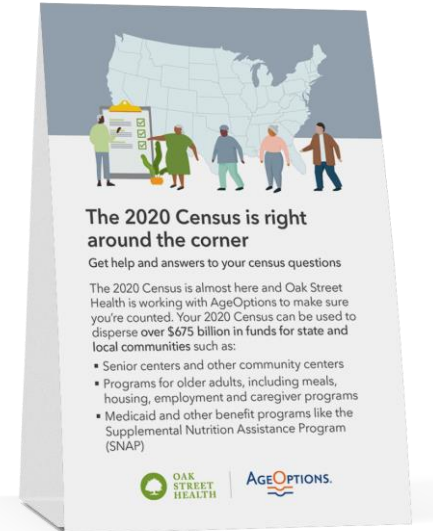
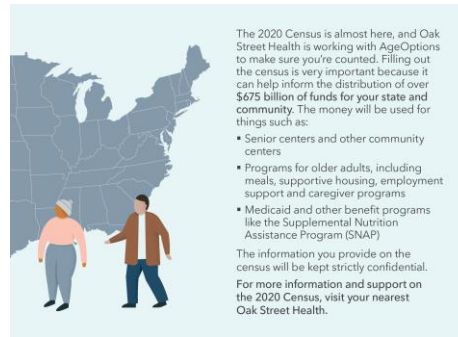
## The 2020 Census is right around the corner

Get help and answers to your census questions

The 2020 Census is almost here, and Oak Street Health is working with AgeOptions to make sure you're counted. Filling out the census is very important because it can help inform the distribution of **over \$675 billion of funds for your state and community**. The money will be used for things such as:

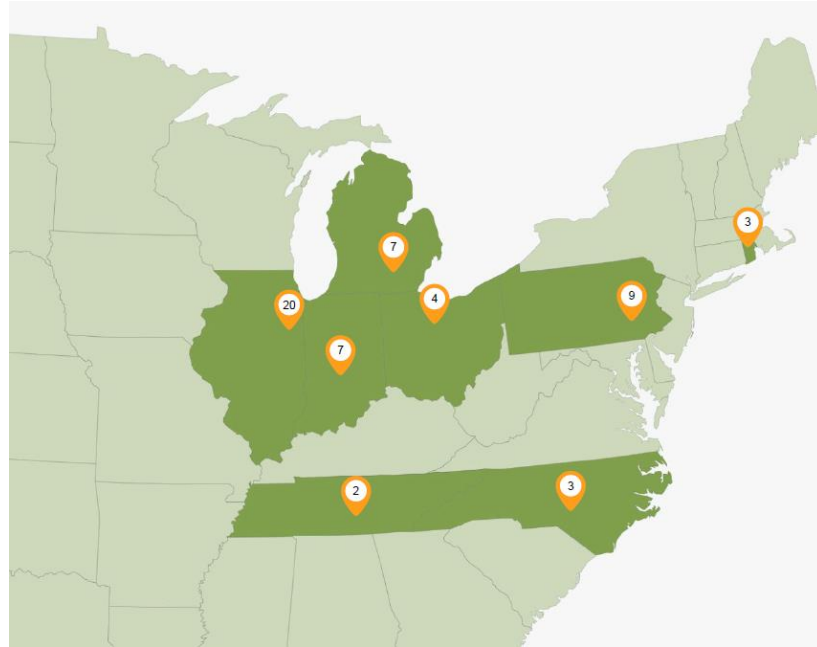
- Senior centers and other community centers
- Programs for older adults, including meals, supportive housing, employment support and caregiver programs
- Medicaid and other benefit programs like the Supplemental Nutrition Assistance Program (SNAP)

The information you provide on the census will be kept strictly confidential. For more information and support on the 2020 Census, visit your nearest Oak Street Health.



# Local Oak Street Health Locations

Philadelphia  
Cleveland  
Detroit  
Charlotte  
Providence  
And more...



<https://www.oakstreethealth.com/locations>

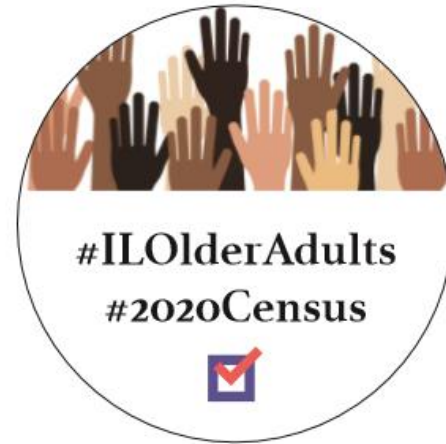
# What Illinois AAAs are Doing

Jason Echols  
Manager of Special  
Initiatives, AgeOptions



# What AgeOptions Has Done

- Maintain a resource webpage
- Created and piloted a Census presentation
- Host weekly webinars
- #ILOlderAdultsCount pins
- Census Worship Weekend (March 27-29)





# Illinois Aging Network Census Resource Page:

<http://ageoptions.org/gallery/2020census/>



# Focusing on Older Adults

- For any group, focus on the WHY – Why would they care about the Census
  - “What’s Your Pothole?”
- Choice of how to respond
  - Make a plan to respond online, by phone or mail
- Scams/Security



# Counting Long-Term Care Facilities

- Nursing homes are part of Census Bureau's Group Quarters Enumeration
  - But what about assisted living or supportive living?
- We worked with our Census Bureau Partnership Specialist to find the answer
- See Q&A Document for Illinois answer
  - Ask your state's long-term care ombudsman & connect them with Census Bureau regional office.



# What AAAs in Illinois Are Doing

- Present to Advisory Council and Board – enlist them to help spread the word
- Radio shows
- Work with elected officials
- Partner with libraries
- Support groups with Caregivers
- Meetings with LTC facilities





# 10 Ways to Promote the Census at Your Agency

**AgeOptions.**

1048 Lake Street, Suite 300  
Oak Park, IL 60301-1102

phone (708)383-0258  
fax (708)524-0870

(800)699-9043  
[ageoptions.org](http://ageoptions.org)

# 10 Ways to Promote Census at AAA

- #10 – Use social media & have fun! Plan for the photos you can take.
- #9 – Use your other media connections – radio, tv, etc.
- #8 – Have 2020 Census handouts in every packet to consumers



# 10 Ways to Promote Census at AAA

- #7 – End your information & assistance calls with a reminder about the Census
- #6 – Add the Census to your website and email signature
- #5 – Including a brief 2020 Census message in your agency's (and staff's) voicemail



# 10 Ways to Promote Census at AAA

- #4 – Hang posters or signs about the 2020 Census in your waiting area
- #3 – Add 2-3 slides to any community presentation you are doing to remind about the Census
- #2 – Create something interactive where clients can share WHY the Census matters to them (social media or a banner)





# #1 –Become a Census Partner!

(Or join your local Complete Count Committee)

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<https://2020census.gov/en/partners.html>



# Questions?



# Thank You!

Plan to be counted in  
the 2020 Census  
and  
tell your friends!

Since 1974, **AgeOptions** has established a national reputation for meeting the needs, wants and expectations of older adults in suburban Cook County. We are recognized as a leader in developing and helping to deliver innovative community-based resources and options to the evolving, diverse communities we serve.

**AgeOptions.**

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# Questions?