Road to **2020**
Decennial Census for
Department of Hawaiian Homelands

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U.S. Census Bureau
Presentation Overview

5-10 minutes in length
Introduction
Census Overview
Information Handouts
Who You Leo?
Partnership Specialist

WHY I ACCEPTED THIS ROLE:
$15 Billion Dollar Effort
Impact to my community
For the Next 10 Years
Why do we take the census?
Constitution Mandates a headcount every 10 years

It is in the Constitution Article 1, Section 2 of the U.S. Constitution “The actual Enumeration shall be made within three years after the first meeting of the congress of the United States, and within every subsequent term of ten Years, in such manner as they shall by Law direct.”

- Apportionment
- Redistricting
- Distribution of federal Funds

- Inclusive Event
- Civic Engagement
- Democracy
Your Answers are Protected by Title 13 of the U.S. Code

- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information with other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of $250,000
Impacts of the 2020 Census Data?

**Power**
- Congressional representation
- Reapportionment & redistricting

**Money**
- $675 Billion distributed annually
- Funding distributed based on Census Data

**Hawaii**
- Over 3.6 Billion Dollars in Federal Funding (2010 Census – FY 2016)
- +$1,533 approx. per HI resident counted* (From Just 16 Fed programs)
Specific Types of Federal Funding

Medicare
Transportation
Head Start Programs
Federal Transit
Business Loans
Community Facilities

Many Others
New Ability to Self Respond
Starting March 23, 2020

Internet  Phone  Paper Form  In-person

*13 languages including English will be supported
<table>
<thead>
<tr>
<th>Timeline</th>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>Address Canvassing (AC)</td>
<td>Update the address frame and identify locations where people live, or could live for selected areas.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Update/Leave (UL)</td>
<td>Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
<td>Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).</td>
</tr>
<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GQE)</td>
<td>Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker’s dormitories).</td>
</tr>
<tr>
<td>March 12-20</td>
<td>Self-Response</td>
<td>Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.</td>
</tr>
<tr>
<td>April 1st</td>
<td>Census Day</td>
<td>Census Day</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up (NRFU)</td>
<td>Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.</td>
</tr>
<tr>
<td>May 2020</td>
<td>Non-Response Follow-up (NRFU)</td>
<td>Reach out to households who did not respond to the 2020 Census questionnaire.</td>
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</table>
We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.

<table>
<thead>
<tr>
<th>WHAT WE WILL SEND IN THE MAIL</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On or between</strong></td>
<td><strong>You’ll receive:</strong></td>
</tr>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>If you haven’t responded yet:</td>
<td></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
Supporting Linguistically Diverse Populations

Available in Spanish
- Enumerator Instruments (hand held)
- Paper questionnaire and other mailings
- Field enumeration materials

12 non English languages
- Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Internet option/online questionnaire
- Census Questionnaire Assistance (CQAs)

Items available in 59 non-English languages
- Language glossary
- Language identification card
- Language Guides/Print and Video

Additional efforts from the Census Bureau
- Partner with grass roots organizations to localize the Census message
- Hire locally
Ongoing Recruiting and Staffing Numbers for Area Census Office (ACO) – Any support Helps

Summer 2018
✓ Wave 1 ACO Management (approx. 10 per ACO)

Fall 2018
✓ ACO office staff, Recruiting Assistants (approx. 30 per ACO)

Spring 2019
✓ Address Canvassing field staff (approx. 300 per ACO)

Spring 2019
✓ Wave 2 ACO Management (approx. 10 per ACO)

Fall 2019
✓ Non-Response Follow-Up field staff (approx. 500 per ACO)

Recruiting Information for All Positions
www.2020census.gov/jobs
www.usajobs.gov
1-800-992-3529 (Recruiting Hotline)
2020 Census Jobs

Access the 2020 Census Jobs Site
Start here OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

   Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
   Mark X all that apply.
   - Children, related or unrelated, such as newborn babies, grandchildren, or foster children
   - Relatives, such as adult children, cousins, or in-laws
   - Nonrelatives, such as roommates or live-in babysitters
   - People staying here temporarily
   - No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.
   - Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
   - Owned by you or someone in this household free and clear (without a mortgage or loan)?
   - Rented?
   - Occupied without payment of rent

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

   Telephone Number
   _______ - _______ - _______
5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1’s name? Print name below
First Name
Last Name(s)

6. What is Person 1’s sex? Mark ONE box.
- Male
- Female

7. What is Person 1’s age and what is Person 1’s date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020
Print numbers in boxes.
Month
Day
Year of birth
years

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1’s race?

Mark X) one or more boxes AND print origin.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- American Indian or Alaska Native – Print, name of entities or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Indian Traditional Government, Nome Eskimo Community, etc.
- Chinese
- Filipino
- Vietnamese
- Native Hawaiian
- Samoan
- Chamorro
- Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.
- Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.

- Some other race – Print race or origin.

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.
Take Home Message Summary

• Respond before or on April 1
• Its Confidential
• Remind your friends and family
• Impacts Representation and Money
Pau.......Mahalo!

Call Center: 301-763-INFO (4636) or 800-923-8282 or ask.census.gov

TDD: TTY users can dial 1-800-877-8339 to use the Federal Relay Service

News media: 301-763-3030 or pio@census.gov

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END