

Miami-Dade County Speakers Bureau Training

United States®
Census
2020

What is the Census?



- ✓ “Census” means an official numeration, or count, of the population living in a particular place or country.

What is the Census?

- ✓ An accurate and full count in the 2020 U.S. Census will provide vital information about our growing population.
- ✓ Every person counted represents federal dollars for infrastructure, services and much more.
- ✓ That impacts the everyday lives of all Americans.



History of the Census



Censuses have taken place in many places over human history:

- ✓ Babylon in 3,800 BC
- ✓ Egypt in 2,500 BC
- ✓ China in 2 AD (Han Dynasty)
- ✓ Rome took censuses for tax purposes for over 470 years
- ✓ The Bible mentions one in 5BC under Caesar Augustus

Censuses in the United States

- ✓ The U.S. Census occurs every 10 years and is constitutionally mandated for re-apportionment of Congress.
- ✓ U.S. Census Bureau results are used for redistricting at national, state, and local levels.



Censuses in the United States

- ✓ For the first Census, U.S. Marshalls rode through the 13 colonies enumerating the population.
- ✓ Before 1960, the Census was collected primarily by housewives going from door-to-door.
- ✓ In 1970, we entered the era of self enumeration.
- ✓ The 2020 Census will allow people to respond anytime, anywhere, via **phone, internet, or U.S. mail.**

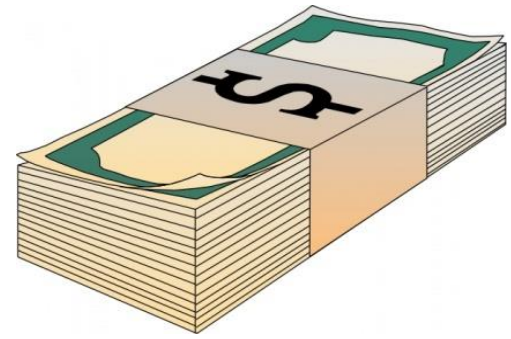


Census in Florida

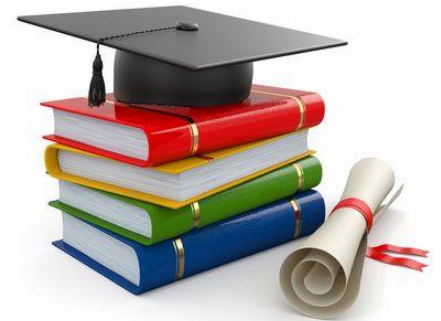


- ✓ Florida gained 2 congressional seats based on the 2010 U.S. Census, raising the total number of U.S. Representatives apportioned to the State to 27.
- ✓ Florida is projected to gain additional U.S. congressional seats after the 2020 U.S. Census.
- ✓ In 2018, the County received over \$700 million in grants impacted by U.S. Census Bureau counts.

Census in Florida



- ✓ Every year, the federal government distributes \$675 Billion to the states.
- ✓ Florida receives \$29 Billion annually.
- ✓ A study from George Washington University estimates that this represents approximately \$1,445 for each person counted in Florida.



Why Is It Important?

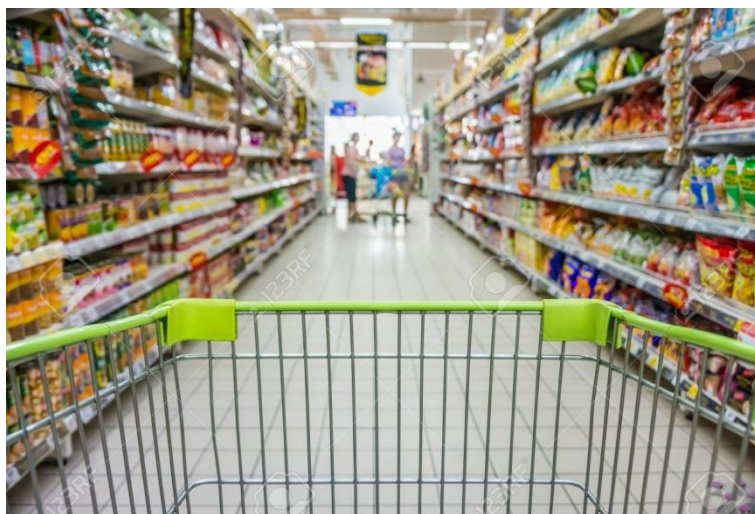
The 2020 U.S. Census will help communities receive federal funding each year for:

- ✓ Hospitals
- ✓ Job Training Centers
- ✓ Schools
- ✓ Child Care Centers
- ✓ Head Start
- ✓ Senior Centers
- ✓ Emergency Services
- ✓ Bridges, Tunnels, and Roads



Why Is It Important?

- ✓ Businesses use U.S. Census Bureau data to locate supermarkets, new housing and other facilities.
- ✓ By being counted, you are standing up for what your community's needs are.



FLORIDA RESPONSE RATE VS MIAMI-DADE COUNTY

STATE/COUNTY	2000	2010	2020
Florida	71%	74%	≥82% Goal
Miami-Dade	70%	72%	

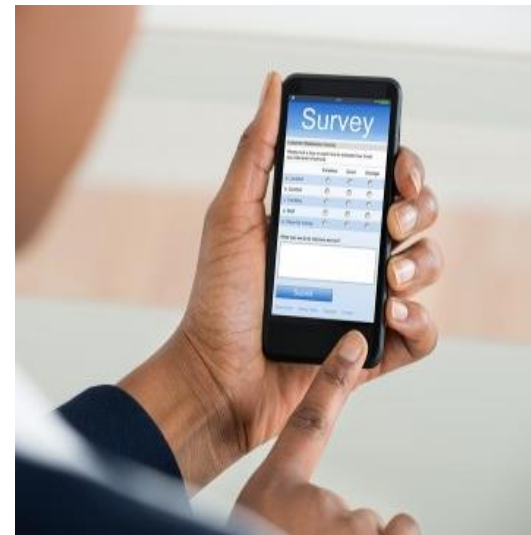
What to Expect



- ✓ By mid-March 2020, an invitation with unique identification numbers will be mailed to all households.
- ✓ The 2020 U.S. Census Questionnaire will be available in mobile format so that people can fill it out on their phones and other devices.
- ✓ Every household will have the option of responding any time, anywhere
online, by phone, or by U.S. mail.

What to Expect

- ✓ Filling out the information should take no more than 10 minutes.
- ✓ You may contact the U.S. Census request a hard copy.
- ✓ The decennial U.S. Census is a “short” form.
- ✓ If there is no response, a questionnaire will be sent in the mail.
- ✓ If you have not responded by May 2020, the non-response follow-up process will begin.



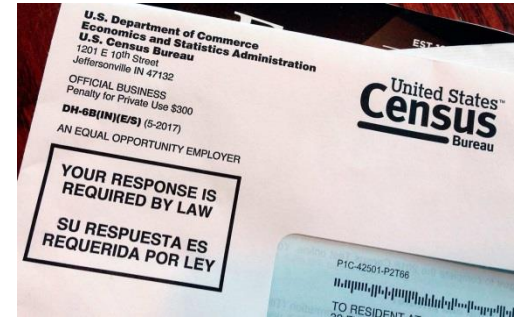
Important Dates



WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

- Requires that you complete the form to account for everyone living at your address as of **April 1, 2020**.
- **Households will be able to respond as soon as the invitation is received.**

The Census Form



Planned questions for the 2020 U.S. Census are:

- ✓ Name
- ✓ Age
- ✓ Race
- ✓ Phone Number
- ✓ Sex
- ✓ Date of Birth
- ✓ Hispanic Origin
- ✓ If you Own or Rent
- ✓ Number of People Living or Staying at the Residence

The decennial U.S. Census is a “short” form.

Privacy and Confidentiality



- ✓ Under Title 13, of the U.S. Code, all U.S. Census Bureau employees are sworn to a lifetime oath to protect respondent data.
- ✓ Title 13 makes clear that the data collected by the U.S. Census Bureau can only be used for statistical purposes –it cannot be used for anything else, including law enforcement.

Privacy and Confidentiality

- ✓ It is a felony for any U.S. Census Bureau employee to disclose any confidential Census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.
- ✓ Not even a Presidential Executive Order could be used to release U.S. Census Bureau information.



Privacy and Confidentiality

It is
important
to note
that the
U.S. Census
Bureau:

never asks for your full Social Security number

never asks for money or a donation

never sends requests on behalf of a political party

never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts

Privacy and Confidentiality

- ✓ U.S. Census Bureau information has one of the highest forms of cyber security.
- ✓ Any personal data provided is protected under federal law for 72 years.
- ✓ **We must send the message that responding to the 2020 U.S. Census is safe, important and every person's duty.**



Miami-Dade County Government 2020 Census Efforts

- ✓ Miami-Dade County is supporting the efforts to a complete count by establishing the following groups:
 - ✓ 2020 Census Task Force led by:
 - ✓ Miami-Dade County Commissioner Esteban L. Bovo Jr. is Chairman
 - ✓ Miami-Dade County Public School Board Member Dr. Steve Gallon III is Vice-Chairman
 - ✓ Staff Working Group
 - ✓ Speaker's Bureau



Miami-Dade County Government 2020 Census Efforts

2020 Census Task Force

- ✓ On January 23, 2019, Resolution No. R-72-19 was sponsored by Commissioner Esteban L. Bovo Jr. that created the Miami-Dade County 2020 Census Task Force.
- ✓ It includes 35 members and is charged with providing a 2020 Census action plan to the Board of County Commissioners by the fall of 2019.
- ✓ The Task Force is acting as our County's Complete Count Committee.
- ✓ The U.S. Census Bureau encourages the formation of such committees around the nation to bring community leaders and organizations together to design outreach plans for hard-to-count areas or populations in their community.

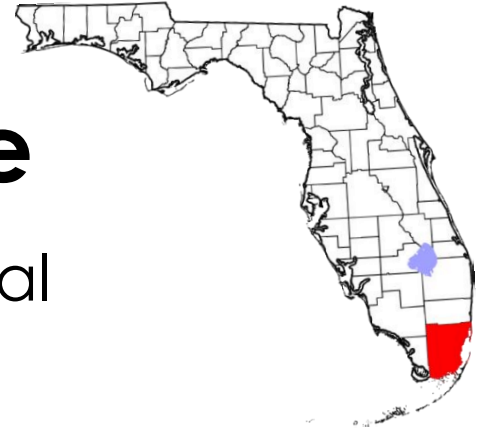


Miami-Dade County Government 2020 Census Efforts

2020 Census Task Force

Complete Count Committees are essential because they:

- ✓ Speak the language of the community and know how to best reach residents.
- ✓ Help ensure an accurate 2020 U.S. Census count.
- ✓ Increase participation and response rates in their communities.



Miami-Dade County Government 2020 Census Efforts

Staff Working Group



- ✓ Mayor Carlos Gimenez has established a County Staff Working Group modeled after a similar effort in 2010 to include all County Departments and Partner Entities.
- ✓ **The Working Group seeks to harness the County's many communication outlets and service points to ensure that 2020 U.S. Census messaging reaches as much of the Miami-Dade County population as possible.**

Miami-Dade County Government 2020 Census Efforts

Speakers Bureau



- ✓ Established by Mayor Carlos Gimenez and modeled after the similar 2010 County Speakers Bureau efforts.
- ✓ **Speakers are charged with advocating participation in the 2020 U.S. Census from all segments of our community.**

How YOU Can Help



Speakers Bureau Members will:

- ✓ Attend and present at events in the community.
- ✓ Participate in County staffed booths at fairs and events.
- ✓ Hand out pamphlets and items with 2020 U.S. Census logos.
- ✓ Participate in phone banks.
- ✓ Answer questions and be empathetic to public concerns.

How YOU Can Help

- ✓ Dispel any myths about confidentiality and data security.
- ✓ Get to know the County's Census website at www.miamidade.gov/2020census
- ✓ Get to know the US Census Bureau's website www.census.gov



Everyone Counts!

- ✓ The goal of the 2020 U.S. Census is to count everyone once, only once and in the right place.
- ✓ The Census is:
 - ✓ Easy
 - ✓ Safe
 - ✓ Important



Any Questions?



Larisa Aploks, Strategic Initiatives Manager, will contact you with assignments, provide materials and assist with logistics. She may be reached at 305-375-2821 or larisa@miamidade.gov

Assignments could be during working hours, evenings or weekends.

**Shape
your future
START HERE >**

**United States®
Census
2020**