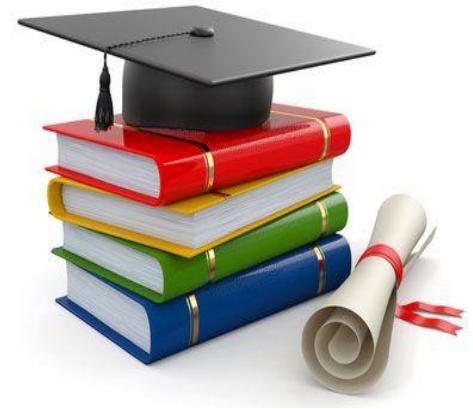




# A Guide for Your Census Outreach Efforts in Miami-Dade County

# Census Outreach Overview



- ✓ Importance of the Census
- ✓ What to expect and when
- ✓ How you and your organization can help
- ✓ Miami-Dade County efforts and resources

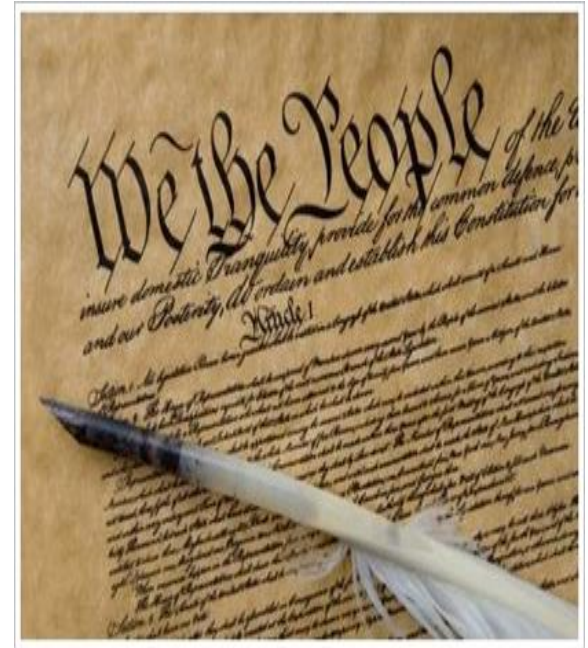
# What is the Census?



- ✓ “Census” means an official numeration, or count, of the population living in a particular place or country.
- ✓ Every person counted represents federal dollars for infrastructure, services and much more that impact the lives of all residents.
- ✓ An accurate and full count in the 2020 U.S. Census will provide vital information about our growing population and data that is relied upon by businesses and institutions.

# 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.

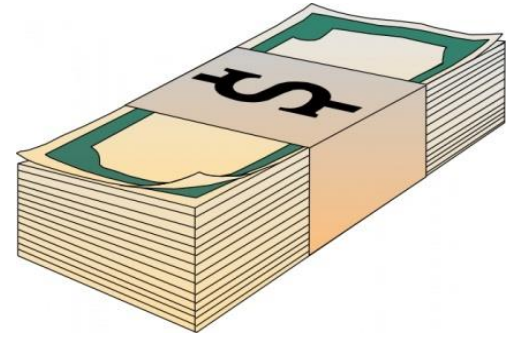


# Census in Florida



- ✓ Florida gained 2 congressional seats based on the 2010 U.S. Census, raising the total number of U.S. Representatives apportioned to 27.
- ✓ Florida is projected to gain additional U.S. congressional seats after the 2020 U.S. Census.

# 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 per 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
- ✓ Senior Centers
- ✓ Emergency Services
- ✓ Bridges, Tunnels, and Roads



## FLORIDA RESPONSE RATE VS MIAMI-DADE COUNTY

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



# What to Expect



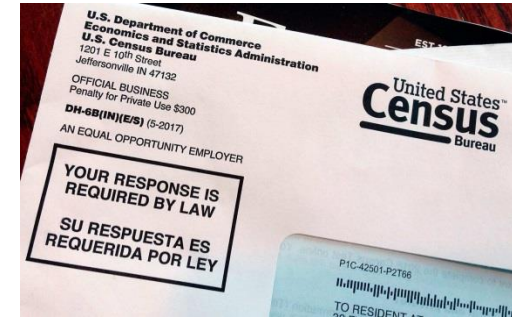
- ✓ By mid-March 2020, an invitation with unique identification numbers will be mailed to all households.
- ✓ Every household will have the option of responding any time, anywhere **online, by phone or by U.S. mail.**
- ✓ The 2020 U.S. Census Questionnaire will be available in mobile format so that people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

# What to Expect

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



# The Census Form



The 2020 U.S. Census Form will include questions regarding:

- ✓ Name
- ✓ Age
- ✓ Race
- ✓ Phone Number
- ✓ Sex
- ✓ Date of Birth
- ✓ Hispanic Origin
- ✓ If you Own or Rent

# Invitation to Respond



**March 12-20, 2020**

An invitation to respond online



**March 16-24, 2020**

A reminder letter will be mailed

- Requires that you fill out 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.**

- If no response
  - **March 26-April 3** – A reminder postcard
  - **April 8-16** – A reminder letter and paper **questionnaire**
  - **April 20-27** – A final reminder postcard before in-person follow-up

# Privacy & 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 Census data can only be used for statistical purposes – **it cannot be used for anything else, including law enforcement.**
- ✓ It is a felony for U.S. Census Bureau employees to disclose any confidential Census information during or after employment. The penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.
- ✓ Not even a Presidential Executive Order can be used to release U.S. Census Bureau information.

# Privacy & 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 & 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.***

United States  
**Census  
2020**

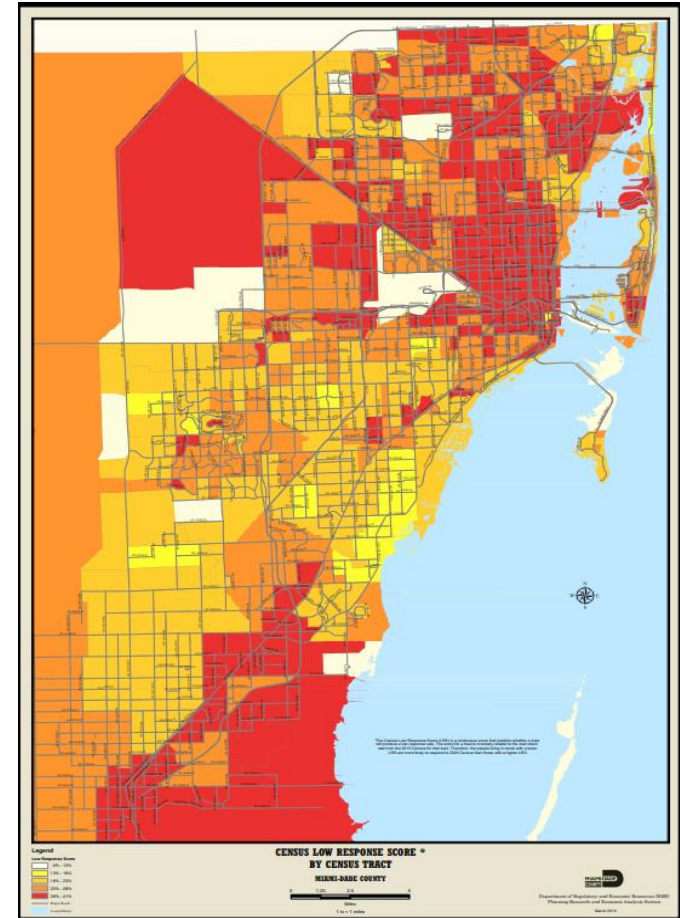


# Hard to Count Populations

Some factors that make an individual or household less likely to respond to the Census include:

- Low literacy skills
- Lack of internet access
- Highly mobile/transient
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust government
- Persons with disabilities

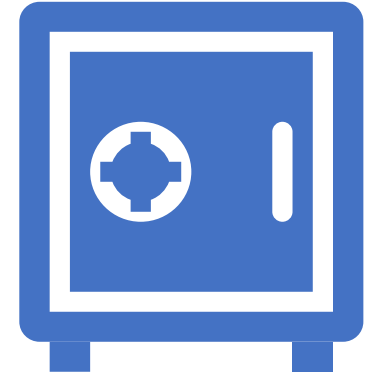
See a Framework for Hard-to-Count Populations at <https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/10-19-2018/pmr-hard-to-count-2018-10-19.pdf>





# “Trusted Voices”

The Census Bureau relies on the help of Trusted Voices to reach Hard to Count Populations.



- ✓ **Your organization**, whether it be governmental, educational, corporate, non-profit, community or faith-based, **is a trusted voice** to your customers and client populations.
- ✓ Specific guidance is available from the Census for organizations willing to partner in Census messaging.\*
- ✓ Messaging is encouraged early and often, well in advance of Census Day on April 1, 2020.

\*See <https://census.gov/partners/2020-materials.html>

# How You Can Help



**The most effective Census messaging can be accomplished at minimal expense.**

- ✓ Recognize the power of your organization's network and advocate for the importance of Census data for your field by engaging all staff, partners and customers.
- ✓ Remind your staff and client populations that participating in the Census is advocating for yourself and your community.
- ✓ Incorporate verbal Census messaging where appropriate such as into phone calls or quick interactions with clients.
- ✓ Integrate printed or electronic Census messaging into existing physical & virtual spaces, outreach forums & educational efforts within your offices & organizations.

# How You Can Help



## **Train existing staff to be ambassadors for a complete count:**

- ✓ Download a copy of the County's Census training presentations and tailor it to your organization's needs.
- ✓ Download and provide your staff with a script of key Census messages to share with clients.
- ✓ Add Census cues to checklists & protocols used by staff.
- ✓ Have staff include Census messaging in every-day interactions with clients.

# How YOU Can Help

**Harness the power of word of mouth**  
by simply conveying the message  
that the Census is:

- ✓ Easy
- ✓ Safe
- ✓ Important

## **Personalize the message:**

- How is your organization impacted by government funding?
- Do those funding sources depend on population counts?
- Tell your clients how these dollars matter to your organization and other services they might receive.



# How YOU Can Help



- ✓ Answer questions and be empathetic to public concerns.
- ✓ Dispel any fears about confidentiality & data security.
- ✓ Respond to preconceived notions that may be conveyed in statements such as:
  - ✓ “I don’t think the Census has any impact on my life.”
  - ✓ “I don’t feel comfortable sharing my information.”
  - ✓ “I have trouble completing Census forms.”
  - ✓ “I don’t have time to fill out the Census.”

See the *Census Outreach Toolkit* for further strategies on addressing issues and making a plan: <https://www.census.gov/partners/toolkit.pdf>

# How You Can Help



**Take stock of your public spaces and consider how they could be used for Census messaging.**

- ✓ Consider duplicating messaging suggestions and materials from this presentation as appropriate in your offices and organizations (posters, palm cards, flyers).
- ✓ Avail yourself of the free downloads and information from the Census Bureau and the County's website.
- ✓ Add Census logos & messages to your organization's existing outreach and education materials.
- ✓ Assess your organization's calendar over the next year for key events and opportunities for interaction.
- ✓ Time your outreach to leverage Census messaging with your organization's own goals.

# How YOU Can Help



- ✓ Distribute Printed Marketing Collateral
  - ✓ Incorporate Census information into existing printed collateral.
  - ✓ Print appropriate collateral both for display and consumption at your public counters and marketing outlets.
- ✓ Distribute Electronic Marketing Collateral
  - ✓ Incorporate Census information into your online and electronic communication outlets such as:
    - ✓ E-newsletters
    - ✓ Social Media
    - ✓ Text Messages
    - ✓ Website

See more about Census branding and guidelines at  
<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/promo-print-materials.html>

# How YOU Can Help

Larger organizations can consider forming their own internal working group with partners to:



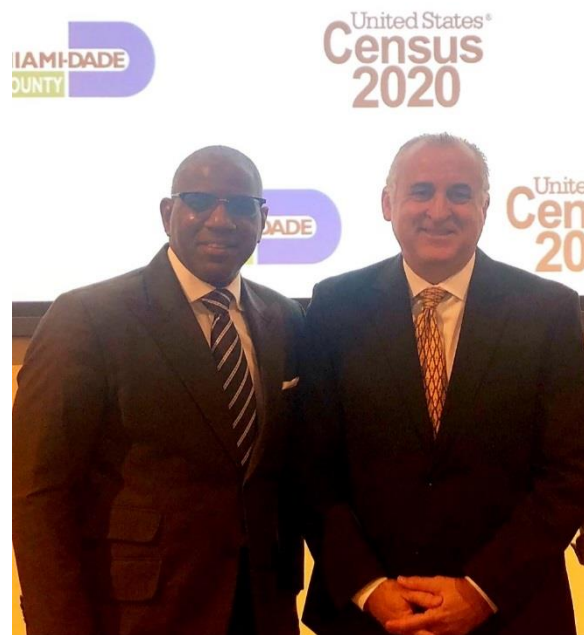
- ✓ Communicate the importance of the Census through your channels and networks.
- ✓ Identify optimal strategies to reach the people you serve with Census information.
- ✓ Create an inventory of marketing outlets.
- ✓ Create an action plan for utilizing all of your marketing opportunities and client interactions.
- ✓ Designate a staff member to lead the Census efforts.



# Miami-Dade County Government 2020 Census Efforts

**In 2018, Miami-Dade County received over \$700 million in grants impacted by Census counts** and is supporting the efforts towards a complete count by establishing the following groups:

- ✓ 2020 Census Task Force
  - Commissioner Esteban L. Bovo, Jr.,  
Task Force Chair
  - Dr. Steve Gallon III,  
Task Force Vice Chair
- ✓ Staff Working Group
- ✓ Speakers Bureau



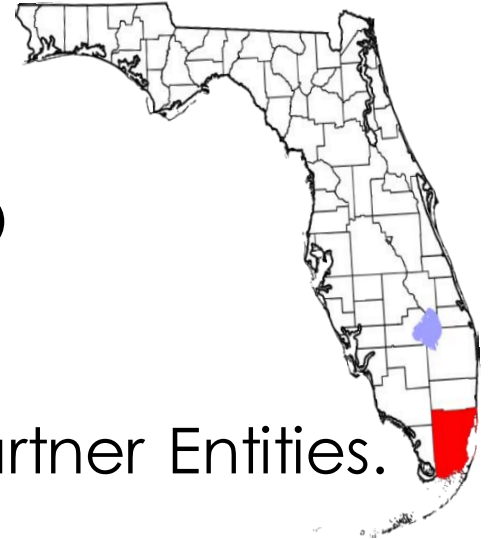
# Miami-Dade County 2020 Census Task Force

The Task Force has 35 member organizations and is acting as this County's Complete Count Committee. Meetings are open to the public. CCC's:

- ✓ Are encouraged by the Census Bureau as a method of bringing community leaders and organizations together to design outreach plans for hard-to-count areas or populations in their community.
- ✓ Speak the language of the community and know how to best reach residents.
- ✓ Increase participation and response rates in their communities.
- ✓ Help ensure an accurate Census count.



# Miami-Dade County 2020 Staff Working Group



- ✓ Includes all County Departments and Partner Entities.
- ✓ 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.
- ✓ Inventories and utilizes existing physical public spaces and event forums as in-kind promotional opportunities for Census messaging.

# Miami-Dade County 2020 Speakers Bureau



- ✓ Speakers from amongst the ranks of County staff are charged with advocating participation in the 2020 U.S. Census from all segments of our community.
- ✓ Speakers are deployed to community events and meetings.
- ✓ You can request a speaker for your community event or fair at [www.miamidade.gov/2020census](http://www.miamidade.gov/2020census)

# YOU Are Supported With

## Miami-Dade County's Interactive Census Map

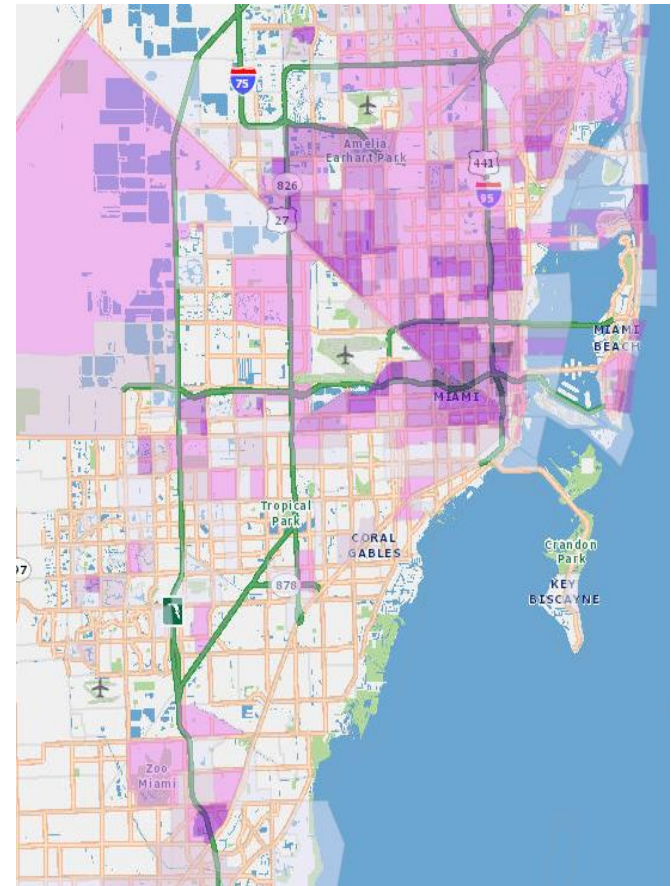
This map was derived from the U.S. Census Planning Database for projecting the initial response to the 2020 Census.

Use this tool to prioritize outreach efforts in order to maximize the response rate to the upcoming Census.

The map highlights 7 key variables that were correlated with low response rates in Miami-Dade.

See the Map at:

<https://mdc.maps.arcgis.com/apps/MapSeries/index.html?appid=23aed48c2b1742efa9c06882919af6ec>





# YOU Are Supported With

## Co-Branded Marketing Collateral and Census Information



**Ensure our community gets its share of federal funds and fair representation in Congress.**

**It's Important** The census helps determine where to build new schools, hospitals and businesses, the distribution of federal dollars and how seats in Congress are apportioned.

**It's confidential** Your responses are protected by federal law. No law enforcement agency can access or use your personal information.

**It's easy** For the first time ever, the U.S. Census Bureau will accept responses online. You'll still be able to respond by phone and by mail.

**In March 2020, you will receive an invitation by mail to respond.**

[miamidade.gov/2020census](https://miamidade.gov/2020census)  
#MiamiDadeCounts

**MIAMI DADE COUNTY**

Shape  
your future  
START HERE >

United States  
**Census**  
2020



Will be available for download in English, Spanish and Creole by late August for use as a poster or palm card.

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**Census**  
2020

# YOU Are Supported With

## Co-Branded Marketing Collateral and Census Information


### How the 2020 Census will invite everyone to respond

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


Nearly every household will receive an invitation to participate in the 2020 Census from 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. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

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#MiamiDadeCounts

### How the 2020 Census will invite everyone to respond

#### What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

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

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

#### Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

#### Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

#### 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.
<b>If you haven't responded yet:</b>	
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.

#### 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.

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#MiamiDadeCounts

Download and add your organization's logo and use as a handout.  
Available in English, Spanish and Haitian Creole.  
<https://www8.miamidade.gov/global/census2020/resources.page>

# YOU Are Supported With

## Co-Branded Marketing Collateral and Census Information

### 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.

#### There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

#### It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

#### Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

#### We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at [www.census.gov/privacy](http://www.census.gov/privacy).



#### Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

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#MiamiDadeCounts

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#MiamiDadeCounts

Connect with us  
@uscensusbureau



Download and add your organization's logo and use as a handout.  
Available in English, Spanish and Creole.  
<https://www8.miamidade.gov/global/census2020/resources.page>

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2020**



# YOU Are Supported With Speaking Points for Your Ambassadors

Talking Points for Miami-Dade County 2020 Census Speakers Bureau

*Here are fast facts to guide your conversations about the 2020 Census.*

## **"Filling out the 2020 Census helps you and your community."**

Census data informs important decisions that affect your life and your community. The importance of the Census starts with the U.S. Constitution that orders all people living in the United States be counted. By filling out the Census you are helping to assure the seats in the U.S. House of Representatives are properly distributed and legislative districts are drawn fairly, across all levels of government. Additionally, your data ensures that your community receives fair consideration when roads are being built and federal funding is distributed.

## **"You can complete the 2020 Census online, via phone, or US mail."**

By mid-March 2020, most households will receive a postcard requesting online participation. If you don't have internet access at home, you can still participate online via your smartphone or by using kiosks that may be available at local post offices, libraries, community centers, etc. You have the added option of responding by phone or US mail.

## **"Options for filling out the 2020 Census are available in many languages."**

The census questionnaire will be available in many languages, depending on your chosen response method. The online and phone questionnaire will be available in 13 languages. Paper forms will be printed in English and Spanish while language guides and glossaries will be available in 59 non-English languages, plus Braille.

## **"Your personally identifiable information is confidential."**

Census Bureau employees take a lifetime oath to protect your personal information. Any violation of this oath comes with a penalty of up to \$250,000 and/or up to 5 years in prison. 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. Your information can not be seen or used by other government agencies or courts. Only after 72 years, under Title 44 of the U.S. Code, can the National Archives and Records Administration release census records to support historical research.

## **"The security of your data is the Census Bureau's highest priority."**

If you choose to submit your response online, rest assured that your data is protected by multiple layers of encryption then removed from the internet as soon as you submit it. The Census Bureau has partnered with the federal intelligence community and private industry to keep your data safe.



Available for download in English, Spanish and Creole at:  
<https://www8.miamidade.gov/global/census2020/resources.page>

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Census  
2020

# YOU Are Supported With

**Information, infographics and resources** are available for download directly from the US Census Bureau at <https://www.census.gov/library.html>

You can partner directly with the Census Bureau  
<https://www.census.gov/partners.html>

## CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

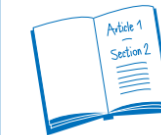
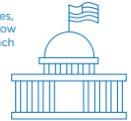
### Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



### It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



### It's in the constitution.

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

### It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



### It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

### Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



# YOU Are Supported With Census Bureau Business Partner Guide

## Why Your Company Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. The 2020 Census' detailed demographic information holds exceptional value for your company—they help inform your decisions to expand, develop products, market, hire, mitigate risk, and increase return on investment. The U.S. Census Bureau partners with corporations to get the word out to clients, customers, and employees. You have invested heavily in understanding how to reach and how to communicate with your customers and employees. You are trusted brands and trusted voices. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government decisions and drive your company's decisions.



### What is a 2020 Census partner?

As a partner, you join a network of nonprofit, corporate, and community organizations, working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your company's focus, available time, resources and customer base. Some companies can help with our operational needs. Some can assist technologically since this is the first time the public can respond to the census online. We work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your business.

### What does a partner do?

There are lots of ways to help. We work with you to find what's right for your company, its resources and time. The Census Bureau will provide messaging and customizable social media posts, poster, e-mail and newsletter content as well as other content options that you can use to make it easy to help. Here are some examples:

- Include information about the 2020 Census in correspondence with customers (e-mails, bills, a Web site banner).
- Provide a link to the 2020 Census on your Web site.
- Provide computers or tablets that can be used to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.

**Contact Us Today!**  
census.partners@census.gov  
census.gov/partners

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### How does my company benefit from being a partner?

During the 2020 Census, you benefit by fulfilling your CSR goals, accessing our personalized data training and information services, networking with other businesses you otherwise wouldn't encounter, and engaging with your customers and employees around a civic duty. The 2020 Census data will help you create projections of growth to identify prime locations to open new operations or close old ones. You can enhance your hiring practice and identify skilled workers. Our data provide valuable information on your customer base (income level, household size, homeownership status) to inform your pricing and location strategies.

- Provide free wired or wireless internet connectivity to households in underserved communities.
- Provide free call time or cell phone data for people responding to the 2020 Census via phone.
- Provide free online advertising opportunities to promote the 2020 Census and job openings.
- Offer transportation for people to visit locations such as libraries where they can apply for 2020 Census jobs, complete training and respond to the 2020 Census online.
- Deliver 2020 Census educational content to children's tablets and electronic games to help combat the undercount of young children in the 2020 Census.
- Launch text message campaigns to promote the 2020 Census and related job opportunities.
- Launch social media campaigns or host Twitter chats or Facebook Live events on 2020 Census job opportunities and the 2020 Census to educate customers and employees.
- Submit online letters to the editor, op-eds, and commentary on why participating in the 2020 Census is so important for businesses like yours.
- Actively monitor, fact check, and correct misinformation on social networks about the 2020 Census.
- Post and distribute 2020 Census materials on privacy and confidentiality to employees, constituents, and customers, both in hard copy and through online channels.
- Host a 2020 Census informational or Q&A session for your employees or local community.
- Invite a Census Bureau speaker to your organization or event.
- Include an incentive to your customers in their purchases to complete the 2020 Census.
- Host a contest promoting the 2020 Census and feature the winner.

### How do I become a partner?

Work with the Census Bureau to map out a partnership plan. We don't require an official Memorandum of Understanding but can develop one if you prefer.

### When should I become a partner?

Today! It is never too early to start talking with customers and employees about the 2020 Census or the jobs available to support it. The Census Bureau is recruiting 2020 Census workers now—help us get the word out to your customers and clients.

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# YOU Are Supported With

## Census Bureau Foundation Partner Guide

### Why Your Foundation Should Become a 2020 Census Official Partner

The U.S. Constitution requires a complete count of the nation's population every 10 years. Census information is used to determine political representation and drive the distribution of over \$675 billion in federal funding. These resources are essential to the well-being of people in all communities. Decisions about your foundation's focus and investments may depend on how federal funds are distributed and what remaining community needs exist. The 2020 Census' detailed demographic data helps to shape most of the other federal data surveys, which help inform your grant-making and the outcomes your foundation seeks to address in society. The information is also relied upon by the grantees and communities that you serve.

The U.S. Census Bureau partners with foundations to get the word out to communities about the importance of the count. Foundation leaders and staff have standing and are trusted in their communities. By being 2020 Census partners, you leverage your leadership to inspire and support others in working for a complete and accurate count. You understand how to reach and how to communicate with your grantees, other foundations, and key stakeholders. You are trusted grantees and trusted voices. While conducting the 2020 Census is a government responsibility, your involvement will enhance efforts to encourage high levels of participation in your target communities. For the nation's benefit and for yours, we want to build a relationship with you to ensure a complete and accurate 2020 Census that will inform vital government, nonprofit, and private sector planning and investment decisions.



#### What is a 2020 Census partner?

As a partner, you join a network of philanthropic, nonprofit, corporate, and community organizations working at the national and local level to encourage households to respond to the 2020 Census. The specifics of what you do depend on your foundation's focus, available time, resources, and your reach in the areas where you focus your work. For example, foundations can:

- Share census operational and educational materials with their networks.
- Convene nonprofit and philanthropic allies with whom they are aligned.
- Invest directly in organizations and activities that help to achieve a complete and accurate count.

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census.partners@census.gov  
census.gov/partners

#### How does my foundation benefit from being a partner?

**A network of peers.** Your foundation benefits from the opportunity to network with and learn from other foundations, nonprofits, and businesses through in-person and online forums hosted by the Census Bureau.

**Personalized training.** Your foundation benefits from access to personalized data training and information services from the Census Bureau. These trainings can support your 2020 Census outreach efforts and inform your census grant-making priorities. 2020 Census data provide valuable information that is foundational to your research and that can inform your grant-making strategies. The Census Bureau can help your foundation access and interpret census and other federal statistical data.

**Support for your grantees.** Your foundation benefits from access to timely information, such as notices of local Census Bureau hiring needs, upcoming events, and training opportunities that can strengthen the work of grantees and community-based organizations in your network. Your participation increases the likelihood of a complete and accurate count that draws much needed federal resources to your communities. These resources may complement the investments that you are making and enable your foundation to address needs beyond those for which government is responsible.

**Engage in a civic duty.** Your foundation benefits from engaging in a civic duty. You support the efforts of the government, nonprofit, and business sectors to build strong communities based on a complete and accurate count.

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We can work individually with each partner to select creative and impactful ways to work with us that benefit the 2020 Census and your foundation.

#### What does a partner do?

There are lots of ways to help. We work with you to find what's right for your foundation, its resources, and time. The Census Bureau will provide messaging and customizable social media posts, and poster, e-mail, and newsletter content as well as other content options that you, your grantees, and other partners can use to make it easy to help. Here are some examples of what foundations can do:

##### Educate Grantees and Partners

- Share information about the importance of the 2020 Census with grantees and community partners to increase awareness of why the census is important.
- Include information about the 2020 Census on your Web site. Include links to information available from the Census Bureau, philanthropy-supporting organizations, and nonprofits working on 2020 Census education and outreach.
- Include information about the 2020 Census at all organizational events. Be willing to speak at conferences and meetings to encourage engagement in 2020 Census promotion and participation.
- Use social media to educate grantees and community partners about the importance of the census, and promote 2020 census job opportunities.
- Use your status as a leader to promote the 2020 Census with online and print letters to the editor, op-eds, and commentary in community newspapers about why the census is important.
- Distribute among your networks 2020 Census materials on privacy and confidentiality. Actively monitor, fact check, and correct misinformation about the 2020 Census.

##### Develop Plans of Action

- Convene nonprofit and other partners to shape plans for collaborative Get Out the Count (GOTC) organizing campaigns. Invite Census Bureau speakers to provide updates at these convenings.
- Participate as leaders in your local and state governments' 2020 Census Complete Count Committees to serve as high level messengers

about the importance of the 2020 Census, and inform the ways in which public sector partners advance the promotion of the 2020 Census.

##### Build and Support Infrastructure

- Support grantees doing 2020 Census work with training in effective education and mobilization for high response rates. Use your knowledge about populations that have historically been undercounted to focus your work with grantees and community partners with tested and effective messages that encourage participation in the 2020 Census.
- Invest in community-based organizations that serve as trusted messengers in their communities and that can reach households in culturally appropriate ways. Create special 2020 Census funding opportunities and consider additional resources to current grantees to add 2020 Census outreach to their ongoing work.
- Explore innovative ways to collaborate with other philanthropic organizations to support 2020 Census education and outreach with pooled funds and aligned efforts.

##### Technology Needs and GOTC

- Help with technology needs. Support organizations that provide computers or tablets to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.
- The Census Bureau is recruiting for 2020 Census workers now. Spread the word through your networks and encourage grantees and partners to circulate information about jobs with the Census Bureau.

#### How do I become a partner?

Work with the Census Bureau to map out a partnership plan. We don't require an official Memorandum of Understanding but can develop one if you prefer.

#### When should I become a partner?

Today! It is never too early to start talking with your grantees, nonprofits, foundations, and other partners about the 2020 Census. Get involved as early as possible to ensure a timely and effective effort, ranging from promoting census jobs to encouraging responses to the census itself.

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## Census Bureau Faith Community Partner Guide

### Why Your Faith Community Should Become a 2020 Census Official Partner

The 2020 Census is fast approaching, and faith leaders play a key role in this important effort. The U.S. Constitution requires a complete count of the nation's population every 10 years. Census data impact decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to the well-being of all of our neighbors, supporting schools, hospitals, fire departments, and more.

The U.S. Census Bureau partners with the faith community to get the word out about the importance of the count. Faith leaders are trusted voices in their communities. You know how to reach your congregation and members; hard-to-count families, individuals and children; other national and local leaders; and key stakeholders. By being a 2020 Census partner, you can inspire your community to support a complete and accurate count.



### What is a 2020 Census partner?

Your community of faith or faith-based organization would join a network of nonprofit, corporate, public sector, and community organizations working to educate the public about the 2020 Census and encourage households to fill out their census form. Together, we can develop solutions to reach everyone. Faith community partners—including religious denominations, faith communities, and national and regional faith-based organizations and institutions, governing bodies and councils, and local congregations and members—are important 2020 Census voices.

### What does a partner do?

You can make a difference in the places we live, work, and worship. We ask you to join us in ensuring we count everyone living in the United States once, only once, and in the right place, including helping us reach hard-to-count members of the community. The Census Bureau will provide resources that make it easy to help, including social media posts; handouts and posters; and e-mail, bulletin, and newsletter content.

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CENSUS.PARTNERS@CENSUS.GOV  
2020CENSUS.GOV/PARTNERS

### Here are some of the ways you can help:

**Communicate to your members:** Highlight the 2020 Census in e-mails, bulletins, newsletters, and mailings to increase awareness of why the census is important. Hang posters in common areas, like the cafeteria. Link to <2020Census.gov> on your Web site and include 2020 Census messages on social media and in faith-based media.

**Add your voice:** Write a blog, op-ed, or letter to the editor on why participating in the 2020 Census is important to those you serve. Mention the 2020 Census in speeches. Tape a public service announcement or testimonial and post it to your Web site or share it with faith-based media. Serve on or support a Complete Count Committee, or start one of your own. (Visit <2020census.gov/partners> and click on Complete Count Committees to learn more).

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**Promote census hiring:** Share our 2020 Census recruitment Web site <2020census.gov/jobs> in your communications and on bulletin boards and employment Web pages. Encourage your members, such as youth and retirees, to apply. Invite us to table or exhibit at your next job fair.

**Donate space or translate materials:** Provide testing and training sites and Internet access, and assist with translation of 2020 Census materials to help reach immigrant populations and those with limited English language skills.

**Participate in Census Worship Weekend:** This census-themed weekend is March 27-29, 2020—for your community, it could be Census Sunday, Census Shabbat, Census Sabbath, or Census Friday Prayers ahead of Census Day on April 1, 2020. These are examples and we encourage you to join the 2020 Census promotional weekend in any way that resonates with your practice or tradition. Educate your congregants or members about the importance of completing the census as part of your sermon or message, stressing that everyone in the household should be counted. Host a location where people can respond to the census online on service days too.

**Be social:** Launch social media campaigns or host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost Census Bureau social media content.

**Stress that the 2020 Census is safe, secure, and confidential:** Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online. Responses to the 2020 Census are safe, secure, and protected by federal law. They cannot be used against respondents in any way.

**CONTACT US TODAY!**  
CENSUS.PARTNERS@CENSUS.GOV  
2020CENSUS.GOV/PARTNERS

**Host an event or invite us to speak:** Host a 2020 Census informational or Q&A session and invite other faith leaders and their members. Invite us to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table or exhibit.

**Focus on children:** Connect us to your childcare center and school leadership. About one million young children weren't counted in the last census—the highest of any age group. The Census Bureau also provides free classroom resources through the Statistics in Schools program that can be incorporated into weekend education classes or summer camp programming.

**Tap into your groups:** When considering 2020 Census education and outreach, remember groups or associations that work in hard-to-count areas, such as the boards you sit on, alumni chapters, mission leaders, and youth and grandparent groups.

### When should I become a partner?

Today! We are recruiting partners and workers now. Help us get the word out. We look forward to welcoming you as a 2020 Census partner!

### Contact us.

Get started at <www.census.gov/partners/join> to share ideas about how we can work together.

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# Engagements & Impacts for Your Audience

Example of Organization Type	A Sample Method of Engagement	How Census Data Can Impact YOU
Cultural and Community Organizations	-Tailor materials and information to the community you serve. This may include translating information and identifying how the Census data impacts a specific population.	-Directing services to children and adults with limited English proficiency -Planning & designing facilities for people with disabilities, the elderly, or children. -Directing funds for services for people in poverty
Doctor's Offices or Medical Facilities	-Hand out Census information with an appointment reminder	-Distributing medical research -Facilitating scientific research -Planning for hospitals, nursing homes, clinics, etc.
Faith Based Organizations	-Open or close services with a message about the upcoming Census	-Planning for faith-based organizations

*Align the importance of the Census with your organizations cause.*

*See "50 Ways Census Data are Used".*

Available at: <https://www8.miamidade.gov/global/census2020/resources.page>

# Engagements & Impacts for Your Audience

Example of Organization Type	A Sample Method of Engagement	How Census Data Can Impact YOU
Academic Institutions and Schools	<ul style="list-style-type: none"> <li>-Send students home with printed Census information</li> <li>-Incorporate the Census into lessons plans or lectures</li> <li>-Create assignments inspired by the Census such as counting exercises for young children or historical essays for high-schoolers.</li> <li>-Post Census information on bulletin boards</li> </ul>	<ul style="list-style-type: none"> <li>-School facilities planning</li> <li>-Drawing school district boundaries</li> <li>-Developing adult education programs</li> </ul>
Dignitaries	<ul style="list-style-type: none"> <li>-Share the importance of the Census at any speaking engagement or public event</li> </ul>	<ul style="list-style-type: none"> <li>-Reapportioning seats in the House of Representatives</li> </ul>
Neighborhood Associations	<ul style="list-style-type: none"> <li>-Use door hangers with Census information on units and homes</li> <li>-Post Census information in common areas</li> </ul>	<ul style="list-style-type: none"> <li>-Establishing fair market rents and enforcing fair lending practices.</li> </ul>

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# Engagements & Impacts for Your Audience

Example of Organization Type	A Sample Method of Engagement	How Census Data Can Impact YOU
Government Agencies	-Utilize all opportunities of interaction with residents by distributing verbal or printed messages	-Budgeting for all levels of government -Planning for population growth by considering urban land use, transportation, etc. -Siting of facilities
Individuals and Families	-Dispel myths and fears about the importance of the Census	-Delivering goods and services to local markets. -Designing public safety strategies
Local Businesses	-Add Census information to receipts or mailers	-Understanding the labor supply -Making business decisions -Siting of facilities

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- ✓ The County's Census website at [www.miamidade.gov/2020census](http://www.miamidade.gov/2020census)
- ✓ Census 2020 <https://2020census.gov/en>
- ✓ The US Census Bureau's website [www.census.gov](http://www.census.gov)



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**Here are some key contacts that can provide further assistance or guidance with your Census efforts:**

- ✓ Larisa Aploks, Strategic Initiatives Manager, Department of Regulatory and Economic Resources (RER) at 305-375-2821 or [larisa@miamidade.gov](mailto:larisa@miamidade.gov)
- ✓ Lourdes Gomez, Deputy Director, Miami-Dade County Department of Regulatory and Economic Resources (RER) at 305-375-2886 or [lourdes.gomez@miamidade.gov](mailto:lourdes.gomez@miamidade.gov)
- ✓ Rafael “Ralph” D. de la Portilla, Census Partnership Specialist at 678.938.1034 or [Rafael.D.de.la.Portilla@2020census.gov](mailto:Rafael.D.de.la.Portilla@2020census.gov)

# Any Questions?

A complete count of Miami-Dade's population can only be achieved through the collaboration of all of our community stakeholders.

Thank you!

