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Join the 2020 Census Team!

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The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.

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

THE 2020 CENSUS OPERATIONAL OVERVIEW

COUNT EVERYONE ONCE, ONLY ONCE, AND IN
THE RIGHT PLACE.



Establish Where To Count IDENTIFY ALL ADDRESSES WHERE PEOPLE COULD LIVE.

- Conduct a 100-percent review and update of the Census Bureau's address list.
- Use multiple data sources to identify areas with address changes.
- Receive local government input.
- Conduct In-Field Address Canvassing.

Motivate People To Respond

CONDUCT A NATIONWIDE COMMUNICATIONS AND PARTNERSHIP CAMPAIGN.



- Work with trusted sources to increase participation.
- Maximize outreach using traditional and new media.
- Target advertisements to specific audiences.

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Count The Population

COLLECT DATA FROM ALL HOUSEHOLDS, INCLUDING GROUP AND UNIQUE LIVING ARRANGEMENTS.

- Make it easy for people to respond anytime, anywhere.
- Encourage people to use the Online response option.
- Use the most cost-effective strategy to contact and count nonrespondents.
- Streamline in-field census taking.
- Knock on doors.

Release Census Results PROCESS AND PROVIDE CENSUS DATA.



- Deliver apportionment counts to the President by December 31, 2020.
- Release counts for redistricting by April 1, 2021.
- Make it easier for the public to get information

FREQUENTLY ASKED QUESTIONS

When will Census Bureau employees be in my neighborhood?

- Census Bureau employees will be in your neighborhoods knocking on doors from **early August through mid-October.**

How do I know the person at my door works for the Census Bureau?

Census employees will have:

- Badges with photo IDs
- Black canvas bags and laptops with 2020 Census Logos

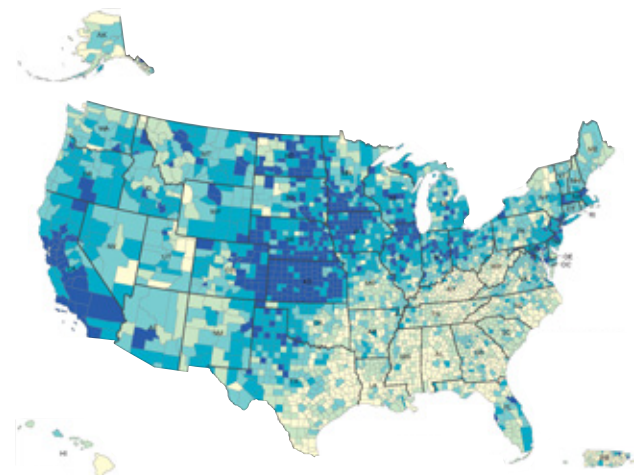
How is the Census Bureau informing the public of the Address Canvassing operation?

The Census Bureau will work with local authorities to inform the public about when Census Bureau workers will be in your area.

Who can I contact to find more about Address Canvassing?

- **New York Region** (CT, ME, MA, NH, NJ, NY, RI, VT, PR): 855-882-6856
NewYork.rcc.partnership@2020census.gov
- **Philadelphia Region** (DE, DC, KY, MD, OH, PA, TN, VA, WV): 844-507-2020
Philadelphia.rcc.partnership@2020census.gov
- **Atlanta Region** (AL, FL, GA, LA, MS, NC, SC): 855-889-8918
Atlanta.rcc.partnership@2020census.gov
- **Chicago Region** (AR, IL, IN, IA, MI, MN, MO, WI): 855-579-7998
Chicago.rcc.partnership@2020census.gov
- **Dallas Region** (AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY): 855-510-0192
Dallas.rcc.partnership@2020census.gov
- **Los Angeles Region** (AK, CA, HI, ID, NV, OR, WA): 855-314-6661
Los.Angeles.rcc.partnership@2020census.gov

For more information on Address Canvassing, please visit: **[Census.gov](https://www.census.gov)**

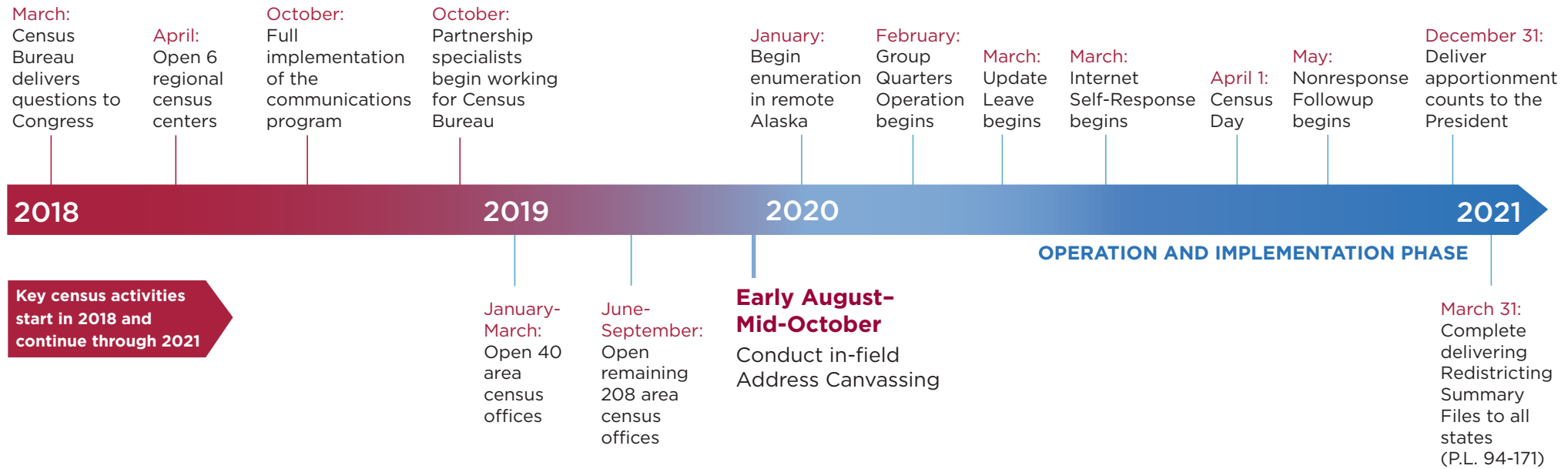


2020 CENSUS FIELD OPERATIONS Address Canvassing

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United States®
**Census
2020**

2020 Census Operational Timeline



PURPOSE OF ADDRESS CANVASSING

The Address Canvassing Operation serves two purposes:

1. Deliver a complete and accurate address list and spatial database for enumeration.
2. Determine the type and address characteristics for each living quarter.

Specifically, this operation implements both in-office and in-field methods to maintain and update the United States Census Bureau's address list in advance of the 2020 Census enumeration. The Census Bureau needs the address and physical location of each living quarter in the United States and Puerto Rico to conduct and tabulate the census. An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.

RE-ENGINEERED ADDRESS CANVASSING WITH IN-OFFICE ADDRESS CANVASSING

In Interactive Review, clerical staff use a customized application to:

- Compare housing units that existed in 2009 baseline images to what exists in current imagery to identify change on the ground.
- Compare counts of housing units in the Master Address File to housing units shown in current imagery to identify coverage or geocoding issues.
- Assess current imagery for signs of stability or future change.
- Imagery is a critical component of In-Office Address Canvassing: we have the ability to canvass blocks from an office location without having to go out and do so in the field.

MAINTAINING AN ACCURATE ADDRESS LIST

On-going Maintenance and Update

- U.S. Postal Service's Delivery Sequence File
- Tribal, state, and local government address lists
- Continuous identification of stability and change

Local Update of Census Addresses

- Opportunity for tribal, state, and local governments to review and update the Census Bureau's address list for their respective jurisdictions ([Feb-April 2018](#))

Address Canvassing

- Nationwide In-Office Address Canvassing
- Annual In-field data collection, checks, and tests.
- In-Field Address Canvassing

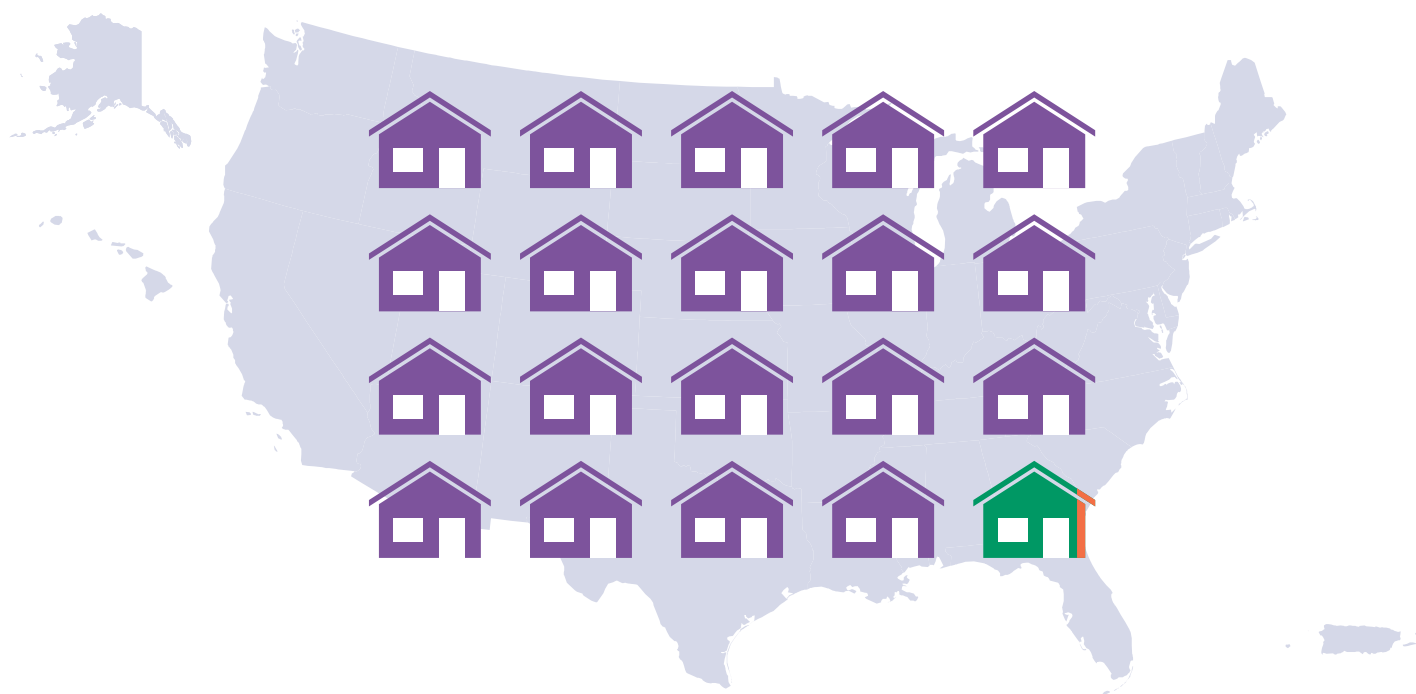
How the 2020 Census will invite everyone to respond





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).

 **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.

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.

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.
	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.

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.

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.



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.