

# Making NC Count NC Complete Count Commission Meeting April 15, 2020

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# CORONAVIRUS

## Census and Corona Safety

- **Census is Happening**  
Timelines have changed, but the importance and the process remain the same
- **Respond Safely from Home**  
Internet, phone, and paper response options are available
- **Complete Your Form**  
Reduces the chances of a Census worker visit and maintains social distance



# Adjusted Timeline

- Self Response ... March 12 – October 31
- Mobile Questionnaire Assistance ... **Under Review**
- Update Leave (stateside) ... June 13 – July 9
- Non Response Follow Up (NRFU) ... May 11 – October 31

Watch the US Census Bureau Newsroom for updates

<https://www.census.gov/newsroom.html>



# Group Quarters Adjusted Timeline

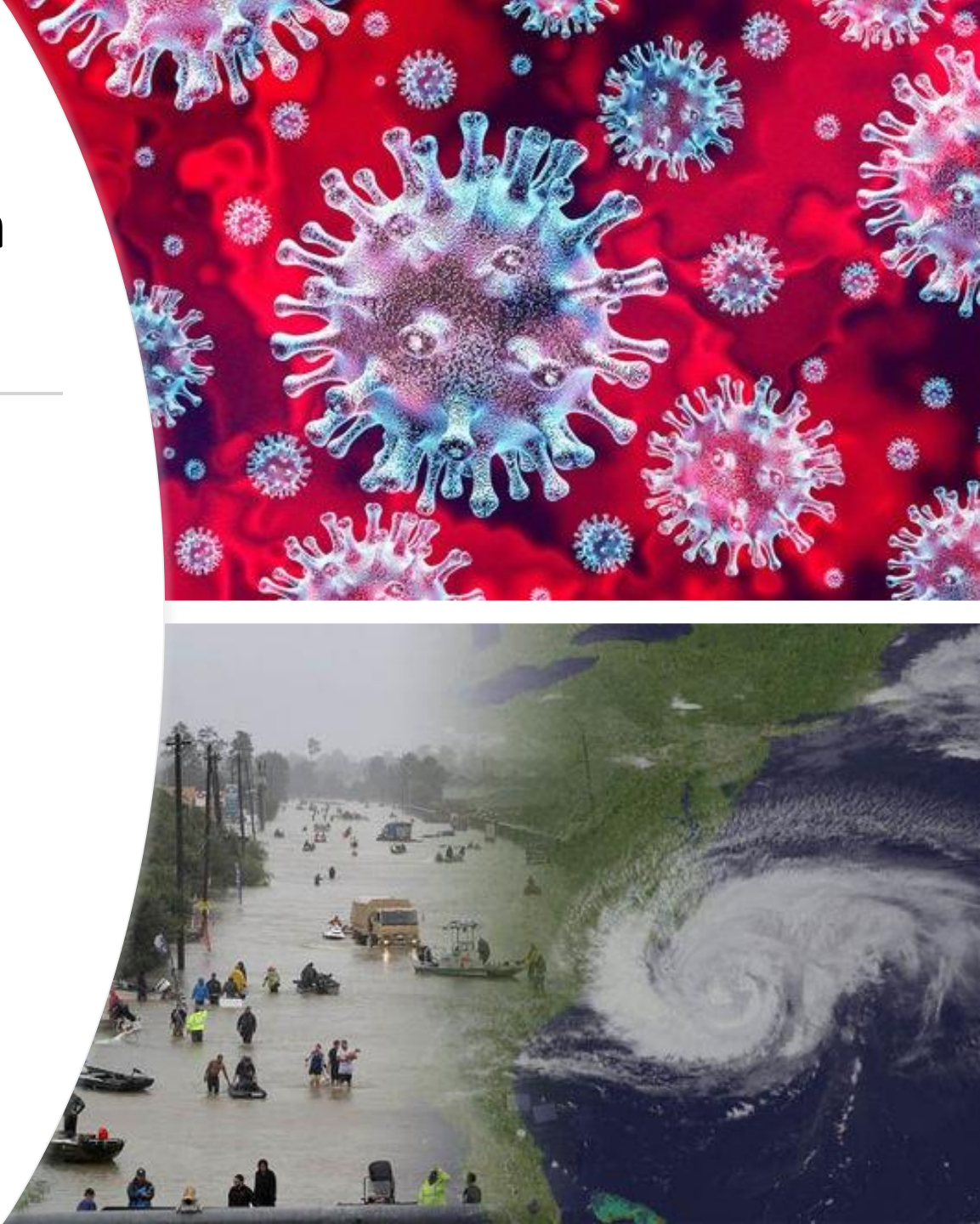
Group Quarters are long term residency situations where a person usually resides somewhere else – college dorms, military barracks, prisons, nursing homes, shelters, etc..

- GQ Enumeration (eResponse and Paper) ... April 2 – September 3
- In-Person GQ Enumeration ... July 1 – September 3
- Service Based Enumeration ... **Under Review**
- Enumeration of Transitory Locations ... September 3 – September 28 (**tentative**)

# Census Data Serves in Emergencies

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- Evaluating Impact
- Assessing Need
- Informing Decision Making







## What Can We Expect?

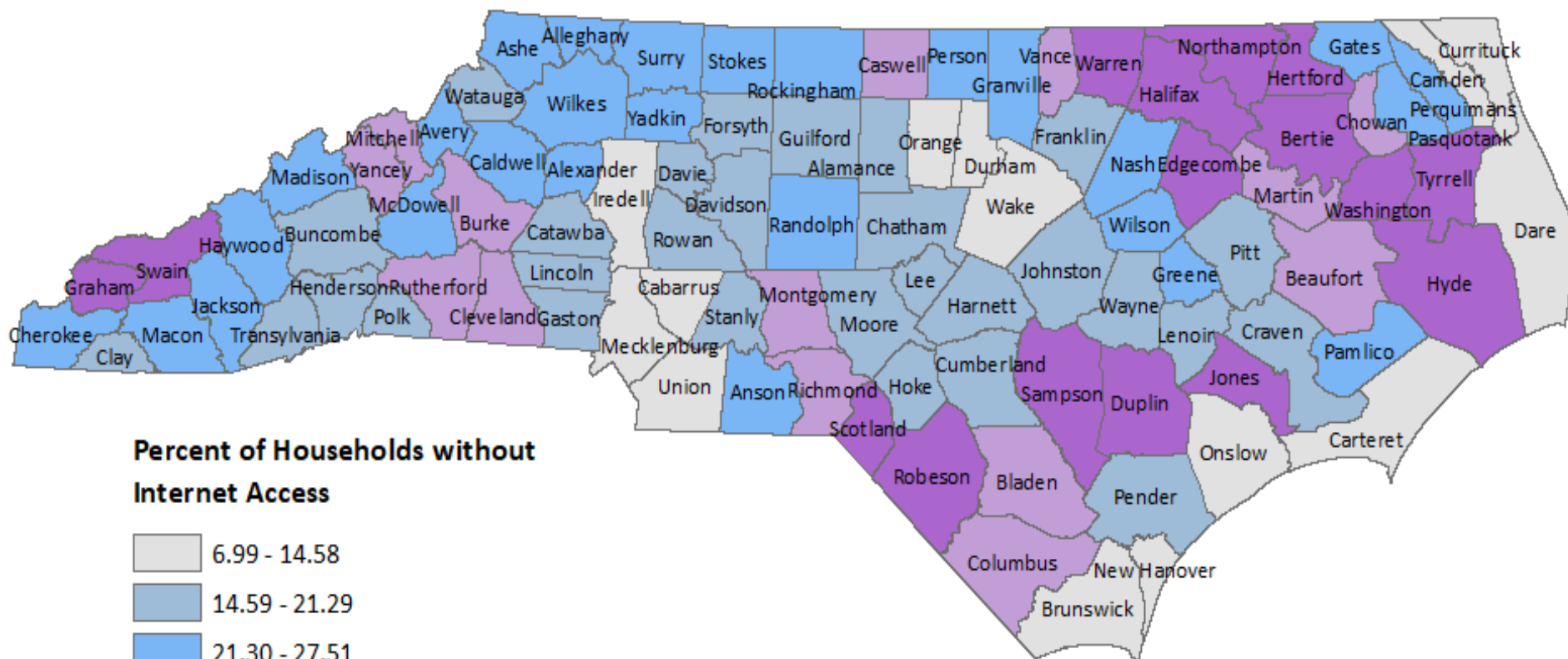
- **Census Mailings in March 2020**  
Internet, phone, and paper response options will be available
- **April 1, 2020 is Census Day**  
Non-response Follow Up will begin in April
- **State Populations must be reported by December 31, 2020**  
These numbers determine apportionment of seats in Congress
- **Redistricting Files will be delivered in Spring 2021**
- **Census Count Challenges can be submitted through 2023**  
Challenges can only be submitted by local/tribal governments
- **Metropolitan Statistical Areas will be redefined in 2023**



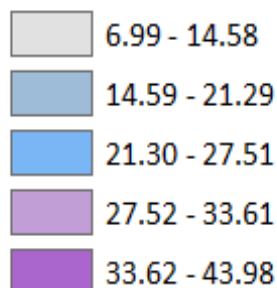
# Internet Access in North Carolina

## Percent of Households Without Internet Access

Source: 2014-2018 American Community Survey, US Census Bureau



### Percent of Households without Internet Access

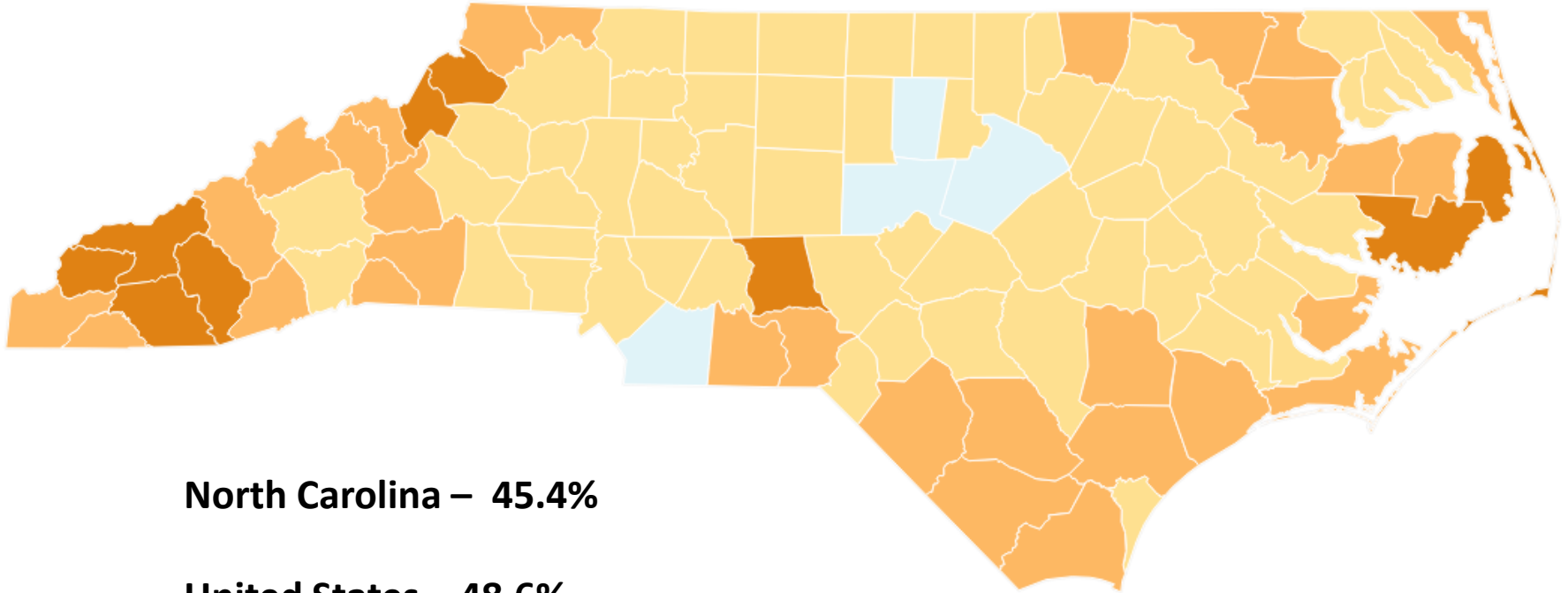


**Statewide - 694,999 (17.74%)**

Produced by the North Carolina Office of State Budget and Management



## 2020 Census Self Response Rate – April 14, 2020



**North Carolina – 45.4%**

**United States – 48.6%**

© 2020 Mapbox © OpenStreetMap

**Self-Response Rate (%)**

0-15 16-30 31-40 41-50 51-56 57-62 63-68 69-74 75-85 86-100

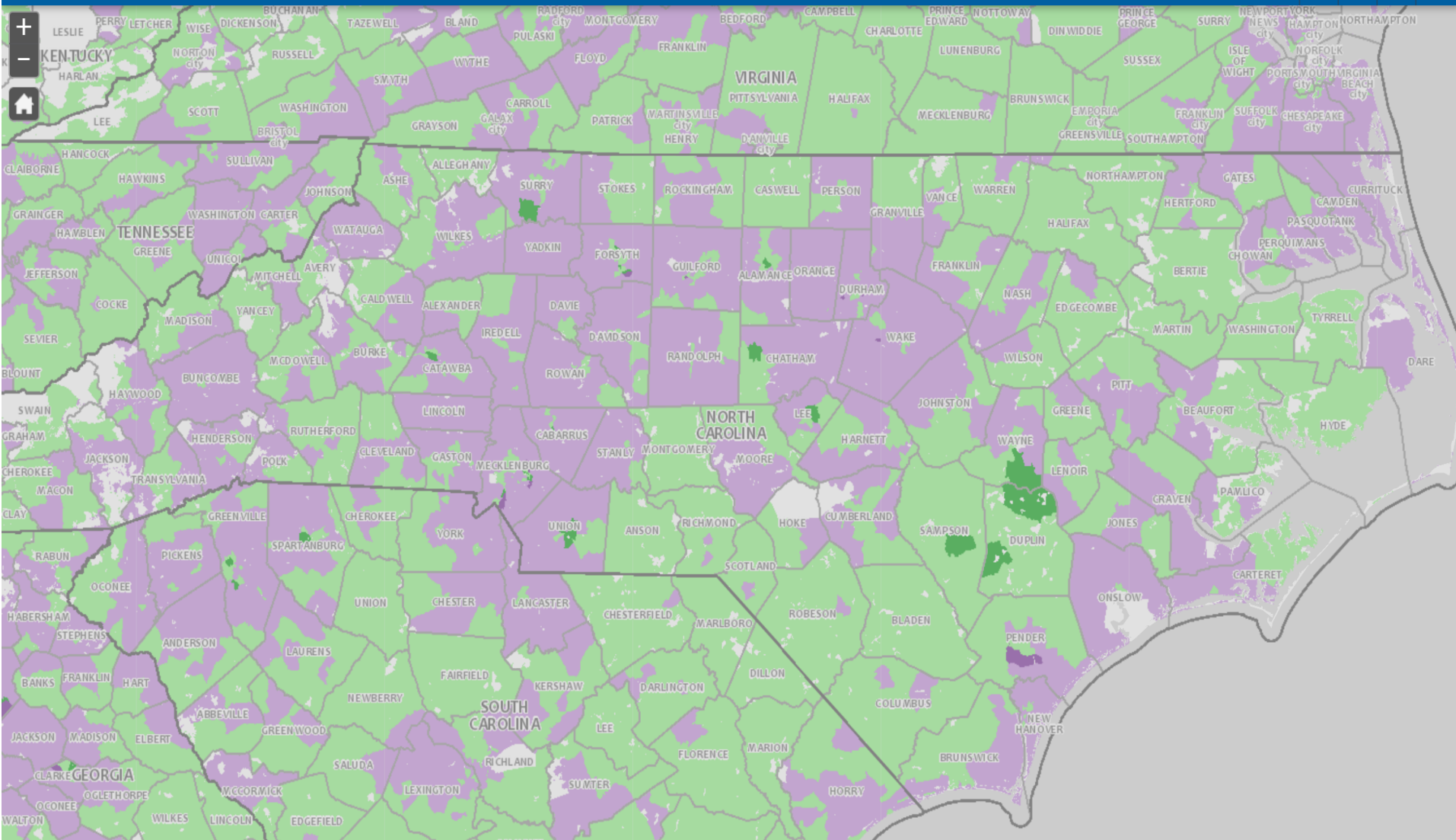
2020 Census Response Rate Tracker - <https://2020census.gov/en/response-rates.html>





# 2020 Census Contact Strategies

## 2020 Census: Mail Contact Strategies Viewer





# How To Recognize A Census Worker

- ID Badge that includes their photograph, the Department of Commerce watermark, and an expiration date.
- laptop and/ or bag with a Census Bureau logo, the field representative will provide the following:
- Supervisor's contact information and/or the regional office phone number for verification, if asked.
- A letter from the Director of the Census Bureau on U.S. Census Bureau letterhead.
- If in doubt, call the U.S. Census Bureau Atlanta Regional Office at **1-800-424-6974**.



**PARTICIPATION —  
EVERYONE COUNTS!**

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# Avoiding Scams and Fraud

The 2020 Census will ask 9 questions about:

- Housing tenure (ie owning/renting)
- Name, age, race, sex, Hispanic Origin, and relationship of EACH person in the household

**Census Bureau will never ask for:**

- Social Security numbers
- Bank or credit card account numbers
- Money or donations
- Anything on behalf of a political party





# You Can Help!





# Complete Your Census Form!

- Complete your Census form safely in your home.
- Put the I Counted sign in your window
- Challenge friends, family, neighbors, and complete strangers to do the same
- Join the social media Census party at #MakeNCCount and @NCCensus

An official website of the United States government [Here's how you know](#)

**2020 Census** FAQ INSTRUCTIONS ENGLISH ▼

Address Verification Household Questions People Questions Final Questions

**Please Log In**

Use the materials we mailed to you or left at your door.  
All the information that you provide will remain confidential.

[Where can I find my 12-digit Census ID?](#)

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

-  -

Login

[If you do not have a Census ID, click here.](#)

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS

KREYÒL AYISYEN PORTUGUÊS 日本語

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# Complete Your Census Form By Phone!

## Language Support

The 2020 Census can be completed by phone in the below languages.

**English and Spanish Language Hours of Operation:** Customer Service Representatives are available every day from 7am to 2am Eastern Time on the following phone lines:

- English (for 50 states and Washington, D.C.): [844-330-2020](tel:844-330-2020)
- Spanish (for 50 states and Washington, D.C.): [844-468-2020](tel:844-468-2020)
- English (for Puerto Rico residents): [844-418-2020](tel:844-418-2020)
- Spanish (for Puerto Rico residents): [844-426-2020](tel:844-426-2020)
- TDD (Telephone Display Device): [844-467-2020](tel:844-467-2020)

**Non-English and Non-Spanish Language Hours of Operation:** Customer Service Representatives are available Monday through Friday from 8am to 10 pm Eastern Time on the following phone lines:

- Chinese (Mandarin): [844-391-2020](tel:844-391-2020)
- Chinese (Cantonese): [844-398-2020](tel:844-398-2020)
- Vietnamese: [844-461-2020](tel:844-461-2020)
- Korean: [844-392-2020](tel:844-392-2020)

<https://2020census.gov/ways-to-respond/responding-by-phone.html>



**I counted**  
**CENSUS 2020**



## Here's Where to Start

- Social Media
- Leverage your existing resources

Listserv, phone banks, local media, etc..

Link to **[census.nc.gov](https://census.nc.gov)** for the NC Census Outreach & Engagement Tool Kit of resources

Use **[#MakeNCCount](#)** and **[@NCCensus](#)** on social media

Include Census logo, reference, or content on standard work processes (mailings, documents, listservs, blogs, etc.)



MAKE NC  
COUNT  
CENSUS 2020

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## North Carolina 2020 Census

### Make NC Count

The Census is your chance to make sure your community counts. Participating in the Census will help make sure your community gets:

- Fair representation in Congress
- Financial resources for health, schools, transportation, and more
- Information leaders need to help your community plan for the future.



## What is the Census?



# MAKE NC COUNT

C E N S U S 2 0 2 0

## Contact

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**(984) 236-0687**

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