

**MESSAGE MAP: WHY participation in Census 2020 matters**

**Key Message 1**

Standing up for the Census 2020 national count is one of the most powerful things you can do for yourself, your family, and your community.



**Supporting Points**

- The national census is how we make sure everyone has equal representation in government and everyone gets their fair share of government resources.
- Unlike voting, every single person – regardless of age, citizenship status, criminal history – can participate and should be counted in the national census.
- By making sure you and everyone you know participates, you can raise your collective voice and help bring support to your community including jobs, housing, schools, public transportation, and health services.

**Key Message 2**

Everyone deserves an equal voice and a fair share of government resources.



**Supporting Points**

- The national census is how we make sure everyone has equal representation in government and everyone gets their fair of government resources.
- Californians pay more in federal taxes than any other state, and we need to have an accurate census count to get our tax dollars back for the programs and services our residents need.
- Census data determines how much representation we have nationally and how district lines are drawn locally, so an accurate count ensures that diverse voices are heard and changing needs are met.

**Key Message 3**

If we do not have an accurate count in Census 2020, critical community programs will be affected, leaving many residents without the services they need.



**Supporting Points**

- California receives about \$77 billion in federal funding a year based on census data to support health services, nutrition, early childhood education, transportation, affordable housing, and other programs that residents rely on.
- Census data is used by local governments and nonprofits to determine what services are needed and where to provide them. If they don't have accurate data, their services will fall short or not reach those that really need them.
- Census data is used by local agencies for planning, so an undercount could mean that traffic gets worse, schools don't have enough teachers, and public safety is compromised.

MESSAGE MAP: WHO should be counted in Census 2020

**Key Message 1**

EVERYONE who is living in the U.S. on April 1, 2020 should be counted.



**Supporting Points**

- The U.S. Constitution mandates an actual count (Enumeration) of every person living in the country.
- Unlike voting, this count includes everyone regardless of age, citizenship status, and criminal history.
- The decennial count serves as the national statistics for the following decade, and is used for research, policy, and decision-making.

**Key Message 2**

It is critical that ALL residents participate in Census 2020.



**Supporting Points**

- An accurate count ensures that all residents are equally represented and their voices are equally heard in all levels of government, from local to state to national.
- Without an accurate count, residents will NOT get their fair share of federal and state resources for health services, education programs, affordable housing, and public transportation.
- Census data is used to make many important decisions from where to build hospitals, parks, schools, and roads to how to attract better jobs and strengthen local economies.

**Key Message 3**

Do not forget to count children, extended family, and any nonfamily living in your residence.



**Supporting Points**

- Children under 5 are one of the most undercounted groups, which affects funding for early childhood programs like Head Start.
- If not everyone is counted, there won't be enough public services, traffic will get worse, and emergency planning will fall short.
- Information about overcrowded housing will not be shared with local code enforcement officials.

**MESSAGE MAP: HOW everyone will be counted in Census 2020**

**Key Message 1**

By April 1 2020, residents will be able to complete the census questionnaire online, on paper, or via phone in different languages.



**Supporting Points**

- Most households (88% in San Mateo County) will receive a postcard with instructions on how to complete the questionnaire online in English and 12 other languages.
- Residents who do not have broadband access or prefer to complete the form offline can request a paper copy (available in English and Spanish) or answer the questions over the phone in English and 12 other languages.
- There will be support for residents who need help completing the census questionnaire, including language assistance, disability accommodation, or digital support.

**Key Message 2**

There are special efforts planned to count the homeless and those living in group quarters.



**Supporting Points**

- People experiencing homelessness or living in transitory locations (campgrounds, tent cities, marinas, hotels) will be counted in March 2020 through service-based enumeration.
- People living in institutional (correctional facilities, nursing homes, mental hospitals) and non-institutional (dorms, barracks, group homes, missions, shelters) group quarters will be counted in April 2020 through group quarters enumeration.
- The goal of the Census Bureau is to count every person just once where they usually live on April 1, 2020 (National Census Day).

**Key Message 3**

For households that do not complete the census survey on their own, Census Bureau workers will visit residences to collect the information beginning in May 2020.



**Supporting Points**

- Households will receive three mailed reminders to complete the census questionnaire before they send enumerators out to gather information through in person interviews.
- The Census Bureau will track self-response and share this information publicly so that local governments and community-based organizations can focus their outreach in areas that need support.
- If the Census Bureau is unable to gather information from a household through self-response or in-person follow up, they will have to estimate the data.

**MESSAGE MAP: HOW will my information be kept private?**

**Key Message 1**

The Census Bureau is required by law to keep the information they collect confidential.



**Supporting Points**

- Title 13 of the U.S. Code makes it against the law to disclose or publish any private information that identifies an individual or business, including names, addresses, social security numbers, telephone numbers.
- Title 13 of the U.S. Code only allows the information collected by the Census Bureau to be used to produce statistics. Your personal information cannot be used against you by any government agency or court.
- Every person with access to data collected by the Census Bureau is sworn for life to protect your information, and if they violate that law they will face severe penalties including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.

**Key Message 2**

The Census Bureau takes many steps to protect the privacy of the information they collect.



**Supporting Points**

- The Census Bureau follows IT industry best practices and federal requirements to protect information from data collection to data storage, including data encryption and multifactor authentication to secure system access.
- Before any statistics are published, the Census Bureau applies safeguards (statistical disclosure controls) that help prevent someone from being able to trace statistics back to a specific respondent.
- For 2020, the Census Bureau will use a powerful new privacy protection system (differential privacy) designed specifically to protect against emerging threats in today's digital world.

**Key Message 3**

The Census Bureau only shares statistics (information that describes a population, like how many people there are in different age groups across San Mateo County).



**Supporting Points**

- The Census Bureau does not share information about a specific business, household, or person. It combines information to share overall trends in a community.
- Statistics provided by the Census Bureau are used to paint a picture of a community so we know how many people live there and their characteristics.
- Census statistics are used to make decisions about how to plan communities (where to build housing, schools, hospitals, parks, roads) and how to meet the needs of people living there (services for health, education, transportation, safety).





**MESSAGE MAP: Will there be a CITIZENSHIP QUESTION?**

**Key Message 1**

Census 2020 will NOT include a question on citizenship or immigration status.



**Supporting Points**

- In June 2019, the U.S. Supreme Court found that there was sufficient reason for concern about why the Commerce Department wanted to add the citizenship question.
- The Supreme Court ruling left the possibility that the administration could get another chance to justify adding the citizenship question.
- In July 2019, the decision was made to print the Census 2020 forms without the question.

**Key Message 2**

The Census Bureau is conducting a test of the Census 2020 that includes the citizenship question.



**Supporting Points**

- Before the decision on the citizenship question had been made, the Census Bureau began a nationwide test to gauge how the public could react to census forms with the potential question. It was completed in August 2019.
- This test census form was sent to ~480,000 households in the U.S. Households were randomly selected to complete forms with and without the citizenship question.
- Households who completed the 2019 Census Test will still need to complete the census in 2020.

**Key Message 3**

Immigrant families may still be worried about completing the census in 2020, but it is critical that they participate.



**Supporting Points**

- An accurate count ensures that all residents are equally represented, and their voices are equally heard in all levels of government, from local to state to national.
- Without an accurate count, we will NOT get our fair share of federal and state resources to meet the diverse needs of our residents when it comes to healthcare, education, housing and transportation.
- The Census Bureau takes numerous steps to ensure the privacy and security of the information they collect, and there are extremely strong legal protections against sharing information that could identify individuals.