

City of Elko           )  
County of Elko       )  
State of Nevada      )

SS      November 12, 2019

The City Council of the City of Elko, State of Nevada met for a regular meeting beginning at 4:00 p.m., Tuesday, November 12, 2019.

This meeting was called to order by Mayor Reece Keener.

## **CALL TO ORDER**

## **ROLL CALL**

**Mayor Present:**       Reece Keener

**Council Present:**    Councilwoman Mandy Simons  
                          Councilman Robert Schmidlein  
                          Councilman Chip Stone  
                          Councilman Bill Hance

**City Staff Present:**  Scott Wilkinson, Assistant City Manager  
                          Dale Johnson, Utilities Director  
                          Kelly Wooldridge, City Clerk  
                          Michele Rambo, Development Manager  
                          Bob Thibault, Civil Engineer  
                          Jan Baum, Financial Services Director  
                          Susie Shurtz, Human Resources Manager  
                          Dennis Strickland, Public Works Director  
                          Cathy Laughlin, City Planner  
                          Jim Foster, Airport Manager  
                          Jeff Ford, Building Official  
                          Mike Haddenham, WRF Superintendent  
                          James Wiley, Parks and Recreation Director  
                          Matt Griego, Fire Chief  
                          Jack Snyder, Deputy Fire Chief  
                          John Holmes, Fire Marshal  
                          Ty Trouten, Police Chief  
                          Diann Byington, Recording Secretary

## **PLEDGE OF ALLEGIANCE**

## **COMMENTS BY THE GENERAL PUBLIC**

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. **ACTION WILL NOT BE TAKEN**

Chief Trouten shared an incident that happened a couple of weeks ago. We had a group of door-to-door solicitors for an alarm company that came into town that did not obtain the required licensing. In the past they have always obtained their solicitors license and been approved to go door-to-door, and we knew who they were and they were on the up-and-up. When we realized they did not follow the proper process, we located them and discovered (through calls from the public) that they were telling homeowners that there was an increase in home burglaries in order to obtain sales. He called the corporate office and if they come to the city again they will be following the proper procedures.

Mayor Keener said when people are going door-to-door you want them to be properly checked. It was a great Veteran's Day Parade yesterday. He thanked all veterans for their service.

|                             |                           |                        |
|-----------------------------|---------------------------|------------------------|
| <b>APPROVAL OF MINUTES:</b> | <b>September 27, 2019</b> | <b>Special Session</b> |
|                             | <b>October 22, 2019</b>   | <b>Regular Session</b> |

Mayor Keener asked for an edit on the 10/22/2019 hearing for Martin Creek Holdings. He wanted it noted in the minutes that Mr. Martin will cooperate in Council presentations, planning with staff and the distribution of surveys.

*The minutes were approved by general consent with the correction to the 10/22/2019 minutes.*

## **I. PRESENTATIONS**

- A. Presentation by Scott A. Gavorsky, U.S. Census Bureau, regarding the upcoming 2020 Census, and matters related thereto. **INFORMATION ITEM ONLY – NON ACTION ITEM**

Yvonne Maria Powers, 2048 Mountain View Road, Owyhee, Nevada, explained why the census is mandatory. For the first time ever respondents can go online and fill out a questionnaire. The census workers will be wearing badges, an ID and their laptops will have the Census 2020 logo on it. She noted Elko County is the youngest in the state with a median age of 34. She handed out some paperwork (Exhibit "A") and a website to visit is [www.2020census.gov](http://www.2020census.gov) and [www.data.census.gov](http://www.data.census.gov).

- B. Reading of a proclamation by the Mayor declaring the week of November 16 – 22, 2019 as "Nevada Flood Awareness Week," and matters related thereto. **INFORMATION ITEM ONLY – NON ACTION ITEM**

Mayor Keener read the proclamation and gave a copy of it to Bob Thibault.

Bob Thibault, Civil Engineer, pointed out on the overhead, the flood zone map produced by FEMA. He invited those with older houses along the river and in flood zones to contact him for information regarding flood information and preparedness and make sure they are protected.

## **II. PERSONNEL**

- A. Employee Introductions:

- 1.) Ms. Stefanie Pattani, Part-Time HR Technician, Human Resources Department  
*Present and introduced.*
- 2.) Ms. Jan Baum, Financial Services Director, Finance Department  
*Present and introduced.*
- 3.) Mr. Anfernee Cota, Parks Maintenance Technician I, Parks Department  
*Present and introduced.*
- 4.) Mr. Jason Pepper, Lieutenant, Police Department  
*Present and introduced.*
- 5.) Mr. Bryan Drake, Detective Sergeant, Police Department  
*Present and introduced.*

### III. APPROPRIATIONS

- A. Review and possible approval of Warrants, and matters related thereto. **FOR POSSIBLE ACTION**

Mayor Keener had a question regarding NeoGov for just under \$8,000 annually. He thought it looked like a subscription of some kind.

Susie Shurtz, Human Resources Manager, answered that is what we use to post all of our job openings. This is the annual subscription cost.

Mayor Keener asked Dale Johnson about some emergency repairs in the amount of \$16,000. Did it hit at a bad time when you didn't have crew available? (Yes.)

**\*\* A motion was made by Councilwoman Simons, seconded by Councilman Hance, to approve the general warrants.**

*The motion passed unanimously. (5-0)*

- B. Review and possible approval of Print n' Copy Warrants, and matters related thereto. **FOR POSSIBLE ACTION**

**\*\* A motion was made by Councilwoman Simons, seconded by Councilman Schmidlein, to approve the Print 'N Copy warrants.**

*The motion passed. (4-0 Mayor Keener abstained.)*

- C. Review, consideration, and possible authorization for Staff to solicit bids for the RBC Removal Project, and matters related thereto. **FOR POSSIBLE ACTION**

The RBC's are an outdated treatment process that has been taken out of service. The STM basins replaced the RBC's over five years ago. The RBC's take up valuable land space in the center of the plant and should be removed. Engineering has been completed, and we are ready to go to bid. Tentative schedule is to advertise on November 11th, go out to bid on November 18th, mandatory pre-bid on November 21st, receive bids December 20th, and award in early January 2020.  
DJ

Dale Johnson, Utilities Director, explained they are asking to solicit bids to remove the RBC's (Rotating Biological Contactor) at the WRF.

Mike Haddenham, WRF Superintendent, said the RBCs were put in during the 1980's and have become obsolete. We built the STMs, which is a new biological process that increased the quality of water they produce at the plant. They would like to remove the RBC's now rather than have them rot on the land. He indicated on the overhead where the RBCs were vs the new STMs.

Mr. Johnson said this project was budgeted for this year.

**\*\* A motion was made by Councilwoman Simons, seconded by Councilman Stone, to direct staff to solicit bids for the RBC Removal Project.**

*The motion passed unanimously. (5-0)*

- D. Review, consideration, and possible approval for the Elko Police Department to purchase two (2) fully equipped police vehicles, one (1) Ford Utility Interceptor and one (1) Dodge Charger AWD sedan, through the Nevada State Purchasing Program, and matters related thereto. **FOR POSSIBLE ACTION**

As a political subdivision of the State of Nevada, the City of Elko is able to utilize the State of Nevada Purchasing Division for fleet acquisition and related equipment. The estimated purchase costs include the related equipment as follows: The cost of the Ford Interceptor is estimated to be sixty-seven thousand, two dollars and six cents (\$67,002.06) and the Dodge Charger AWD sedan is estimated to be fifty-four thousand, one hundred and twenty-four dollars and sixty-four cents (\$54,124.64). Both vehicles will be deployed as patrol vehicles in the Operations Division, Patrol Unit. This acquisition was included in the Fiscal Year 2019/20 Budget.

The Elko Police Department was allotted \$200,000.00 in the 2019/20 budget for three (3) vehicles. One Chevrolet Tahoe was purchased in August of 2019. The cost of the Tahoe was seventy-three thousand, eight hundred and ninety-two dollars and forty-one cents (\$73,892.41). TT

Chief Trouten explained these units will be ready to hit the streets and go to action after they get the radios and MDTs programmed. These are replacement vehicles so when we get these we will have some ready to go out.

Mayor Keener asked why are the graphics more for the K9 units.

Chief Trouten answered because it isn't just the graphics, it is also window tinting in order to keep the cooler space for the K9. There is also some additional graphics that go on there with the K9, such as Stay Back.



**\*\* A motion was made by Councilwoman Simons, seconded by Councilman Hance, to authorize the Elko Police Department to purchase two fully equipped police vehicles, one Ford Utility Interceptor and one Dodge Charger AWD, through the Nevada State Purchasing Program for an estimated total cost of one hundred and twenty-one thousand, one hundred and twenty-six dollars and seventy cents (\$121,126.70).**

*The motion passed unanimously. (5-0)*

#### **IV. UNFINISHED BUSINESS**

- A. Status update on the Public Nuisance complaint regarding 403 Pine Street, and matters related thereto. **INFORMATION ITEM ONLY – NON ACTION ITEM**

Based upon City Council action on October 22, 2019, Staff is providing a status update with regard to 403 Pine Street. CC

Scott Wilkinson, Assistant City Manager, reported that Michele Rambo went out on the 7<sup>th</sup> day and verified that they had conformed to the stipulations that were agreed to. The only exception was the awning/carport they said they would remove, was actually a framed structure. They removed some of the roofing materials, leaving a gap where someone could not get on the garage. He felt they complied with the intent of the stipulations in the agreement. There has been no request to the City to inspect the structure.

Councilwoman Simons asked what the next deadline was.

Michele Rambo answered it was 30 days to find a buyer. If they do not then we can go in and inspect it.

Mayor Keener asked if there had been any comments or complaints from neighbors.

Mr. Wilkinson answered no.

#### **V. NEW BUSINESS**

- B. Review, consideration, and possible approval for the Fire Department to apply for an Assistance to Firefighters Grant (AFG) through the Department of Homeland Security to Portable and Mobile radio communication devices, and matters related thereto. **FOR POSSIBLE ACTION**

The City of Elko Fire Department would like to apply for the 2019 FEMA Assistance to Firefighters Grant. The application would apply for 16 mobile radios and accessories and 50 portable radios and accessories utilizing Government pricing. These radios will enhance firefighter safety, emergency communications and interoperability with Elko PD, Elko Ambulance and our mutual aid partners. The AFG Program has listed this item as high priority for grant funding this year. Total amount of the grant would be around 353,207.53 with a 10% match by the City. JS

Jack Snyder, Deputy Fire Chief, explained they applied for this grant last year and found out they just missed out on it. They will be changing some numbers in the grant and would like permission to reapply.

**\*\* A motion was made by Councilman Schmidtlein, seconded by Councilwoman Simons, to approve the Fire Department to apply for the Assistance to Firefighters Grant in the amount of \$353,207.53 through the Federal Emergency Management Agency Assistance to Firefighters Grant, with a 10% match for the City.**

*The motion passed unanimously. (5-0)*

- A. Review, consideration, and possible approval for the Fire Department to apply for an Assistance to Firefighters Grant (AFG) through the Department of Homeland Security to replace an Aerial Fire Truck Apparatus, and matters related thereto.  
**FOR POSSIBLE ACTION**

The City of Elko Fire Department Fire Department would like to apply for the 2019 FEMA Regional Assistance to Firefighters Grant. The application would apply for a new Aerial Ladder truck. The current Ladder 2 is 30 years old which is the National Fire Protection Association (NFPA) recommended maximum age for Aerial Apparatus to be in front line use. This apparatus will increase firefighter safety and health, emergency response and scene capabilities, provide greater storage and personnel carrying capacity and reduce rising maintenance cost. The AFG Program has listed this item as high priority for grant funding this year. Total amount of the grant would be around 957,242.00 with a 10% match by the City. JS

Mr. Snyder explained they applied for this grant and received feedback that they just missed out on the grant. They are running in to some serious maintenance issues with the apparatus. We are looking for providers that could keep the cost below \$957,000. They will bring that to Council if that happens but they are looking to replace it with just a 10% match grant.

**\*\* A motion was made by Councilman Stone, seconded by Councilman Hance, to recommend approval of the Fire Department to apply for Regional Assistance to Firefighters Grant for \$957,242.00, through the Federal Emergency Management Agency Assistant to Firefighters Grant with a 10% match from the City.**

*The motion passed unanimously. (5-0)*

Scott Wilkinson, Assistant City Manager, asked that they ask the Recording Secretary if there was a vote on Item B above.

Diann Byington, Recording Secretary, said there was a vote but that the Mayor had not voted.

Mayor Keener said his vote was in the affirmative and thanked Mr. Wilkinson.

- C. Consideration and possible action to cancel the December 24, 2019 Elko City Council meeting, and matters related thereto. **FOR POSSIBLE ACTION**

Mr. Wilkinson said typically, we see this meeting canceled. It is the pleasure of the Council if they want to meet on Christmas Eve or not.

Mayor Keener stated he will be out of town.

Councilman Hance thought the only issue would be the audit, and if we got the extension to get the audit information.

Mr. Wilkinson said we could have a special meeting if we needed to.

**\*\* A motion was made by Councilwoman Simons, seconded by Councilman Schmidlein, to cancel the second meeting in December on Christmas Eve.**

*The motion passed unanimously. (5-0)*

## **VI. RESOLUTIONS AND ORDINANCES**

- A. First reading of Ordinance No. 847, an ordinance amending Title 2, Chapter 7 of the Elko City Code entitled "Energy Conservation Code" by adding Section R402.4.1.2 of the 2018 International Building Code entitled "Testing," and matters related thereto. **FOR POSSIBLE ACTION**

In June 2019, the City passed Ordinance No. 839 adopting the 2018 International Building Code with corresponding amendments. The City worked with the consulting firm WC 3 on this. On November 5, Mr. Chris Kimball from WC 3 informed the City that adoption of Section R.402.4.1.2 of the International Building Code of 2018, entitled "Testing," is needed for the health and safety of the public. This section provides that a building or dwelling unit must be tested and verified as having an air leakage rate not in excess of five air changes per hour. Accordingly, Chapter 7 of the Energy Conservation Code regarding leakage testing should be amended incorporate Section R.402.4.1.2 of the International Building Code of 2018. Mr. Kimball's letter to the City of Elko is attached. JF

Jeff Ford, Building Official, explained we missed this in the adoption. This testing is new for them and came out after the 2009 codes were adopted. Back then, it was an option to do the testing. The 2012 codes made the testing mandatory and you were allowed 7 air changes. The 3 air changes is just too tight of a house. They want to use 5 as their standard. The fewer the air changes, the tighter your house is and it is more susceptible to mold, mildew and possible build-up of combustible air.

**\*\* A motion was made by Councilman Schmidlein, seconded by Councilman Stone, to conduct first reading of Ordinance No. 847 and direct City staff to set the matter for second reading, public hearing and possible adoption.**

*The motion passed unanimously. (5-0)*

## VIII. REPORTS

A. Mayor and City Council

*Mayor Keener reported the Mayor Arts Awards was held last week. He went over who created the award, held up the award for all to see, and went over who won the awards. The Steiger Surplus building came down on the Railroad property. Union Pacific has 6 more buildings that are set to be demolished. He had his first OHV sighting last weekend. He asked if anyone on the Council or staff is interested in being on the Elko Live radio show with Lori Gilbert, to come join him.*

*Councilman Schmidlein stated he will be gone for the next Council Meeting.*

B. City Manager – Christmas Party: December 13, 2019

*Scott Wilkinson reminded everyone the Christmas Party is December 13, 2019. There is a separate children's party too.*

C. Assistant City Manager

D. Utilities Director

*Dale Johnson reported they had the two emergency repairs. Both were 2-inch service lines from the City main to the customer's shut-off. They were total line replacements. At 10<sup>th</sup> and Silver there was an 8-inch main break and the crews are still working on that one.*

E. Public Works

*Dennis Strickland said leaf collection runs through the end of the month and fall free dump day is this Saturday.*

F. Airport Manager

G. City Attorney

H. Fire Chief

*Chief Griego said this Thursday the Driver Operators will be headed up to Boise to do the final inspection on the brush truck. They are hoping to have that delivered by the end of the month. They received word the chassis for the second truck will be delivered and they hope to take delivery of that truck in January.*

I. Police Chief

*Chief Trouten said the new officer, Nathaniel Bradford, will be completing POST and beginning FTO. There are two in the background process and if they pass, they will go to POST in January. That still leaves us three officers down.*

J. City Clerk

K. City Planner

*Cathy Laughlin reported the final workshop for NNRDA CEDS is on Thursday in Ely and she will report the findings of the workshops.*

L. Development Manager

M. Financial Services Director

*Jan Baum reported she has been communicating with the auditors. Regarding the IT Director, they made an offer and started the background but then he rescinded his acceptance. The second applicant already took a different position. They will probably have to start over.*

N. Parks and Recreation Director – Winter shutdown; SnoBowl Update

*Mayor Keener mentioned an email regarding dog park locations in Elko. There was some push back from the youth soccer community.*

*James Wiley said he anticipated the push back. He is trying to identify the best area(s) for a dog park. He plans on identifying several options from our current land inventory. Fifth Street is a good option but he felt there are others out there too.*

*Mayor Keener said this was a topic of discussion at the last Parks and Recreation Advisory Board. There was a person present at that meeting that started a dog park in Lamoille. That park has been very popular. These parks have been popular in urban communities.*

*Councilman Schmidtlein asked if there was any consideration in having it in a rural area, such as the SnoBowl. The ones in the Denver area are typically 10 or 20-acre parcels with hiking trails.*

*James Wiley answered that will be a consideration. They hope to weigh all the pros and cons and have several options. The biggest hurdle will be putting some money towards this.*

O. Civil Engineer – Sports Complex Update

*Bob Thibault reported on the Sports Complex. Granite Construction is substantially completed. Lamoille Fence is substantially completed too. Things are moving along. They have some pricing coming in to do some fencing on the west end. He also is asking for quotes to get some concrete installed around the comfort station since there is still some money in the budget. YESCO will be doing some modifications to the sign and put it back up.*

P. Building Official

*Jeff Ford reported Komatsu got into their first two permitted areas. They have a site approved for a new Elko High School building. They are starting on Total Eyecare. Kohl's have their plans in.*

*Councilman Schmidtlein asked about the airport property next to Central Dispatch.*

*Jim Foster said there is a new sign that showed up. It says Aspen Way Leasing and it has a plot plan.*

## VII. 5:30 P.M. PUBLIC HEARINGS

- A. Review and consideration of submitted data and/or arguments and determination as to whether the proposed Ordinance 846 "AN ORDINANCE AMENDING TITLE 9 CHAPTER ONE SECTION THREE ADDING A DEFINITION OF FIRE PROTECTION SERVICE LINE AND SECTION TWENTY NINE ADDING A FIRE PROTECTION SERVICE FEE," and proposed Resolution 19-18 "A RESOLUTION AMENDING WATER METER RATE FEES," and proposed Resolution 19-19 "A RESOLUTION AMENDING WATER FLAT RATE FEES," and proposed Resolution 19-20 "A RESOLUTION SETTING FIRE PROTECTION SERVICE LINE FEES" will impose a direct and significant burden upon a business or directly restrict the formation, operation, or expansion of a business, and matters related thereto. **FOR POSSIBLE ACTION**

Pursuant to NRS 237.080 the City of Elko notified owners and officers of businesses which may be affected by the ordinance and resolutions to determine if they will impose a direct and significant burden upon a business or directly restrict the formation, operation, or expansion of a business. Staff has prepared a Business Impact Statement for consideration. KW

Kelly Wooldridge, City Clerk, explained the City Clerk's office sent out 1,936 letters explaining the ordinance. All of the information in the letters was taken from the water rate study. She received a few questions and one comment from Redi Services. Redi Services was concerned about the rate increase over three years and questioned if the City had explored other cost reductions prior to the increase. Tonight, after reviewing the business impact statement and decided it does not impose a direct and significant impact to small businesses, and if it does then define steps to lessen the burden. If Council does approve the business impact statement, the next step will be to have first reading of the ordinance at the next Council Meeting. If first reading passes the next meeting it will go to second reading. At the same meeting they will have the resolution with the fee increase. They are looking at the first meeting in December to have this passed.

Mayor Keener said he reviewed all of this. As a small business owner he understands that costs go up over time. The water fund has gone into the red beginning in Fiscal Year 2017. The last year they operated with an income was Fiscal Year 2016. An enterprise fund needs to be self-sustaining. We have good justification to do so.

Councilman Schmidlein said he has heard from a few people. They weren't opposed to the rate increase but the main complaint was regarding the fire services. They asked if there was a way that could be changed. He was curious of the overall figure they hope to gain from the fire protection service fee.

Ms. Wooldridge said that was in Exhibit A that she had included.

Councilman Schmidlein noted that would be \$52,551 would be generated by the businesses. The gentleman doing the presentation said many municipalities charge for that service. He wondered if anyone else had any comments on that.

Mayor Keener stated he gets it. It is infrastructure with depreciation accruing on it with zero revenue coming in. There is liability to the City if there is a fire and there is no water there. That was a huge issue in the County for the development out at the Rail Port. They had to build water storage towers out there for fire protect at a great cost.

Councilman Hance said he pays every year for his fire extinguishers to be serviced and never uses them. This fire service fee is very similar.

Councilwoman Simons said it is one of those things you hate to pay but if you ever needed it you would be grateful. For those on a tight budget it is hard to swallow.

Councilman Stone said a fair amount of people have contacted him regarding the rate increase. Many of the businesses that were notified don't see the bill directly because the water is included

in the building lease agreements. They will see some effect at some time because it does trickle down to the lease payer.

Ms. Wooldridge said that was an issue we found when sending out the notices. For the properties, we may have the name of the landowner but we don't have an address for them.

Mayor Keener said the way it is set up right now, he doesn't have fire lines in his building, but if he did, everyone else would be subsidizing his fire line.

**\*\* A motion was made by Councilman Schmidlein, seconded by Councilman Hance, to approve the business impact statement pursuant to NRS 237 and determine that Ordinance No. 846 and Resolution Nos. 18-19, 19-19 & 20-19 do not impose a direct and significant economic burden on a business or directly restrict the formation, operation or expansion of a business**

*The motion passed unanimously. (5-0)*

#### **COMMENTS BY THE GENERAL PUBLIC**

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. **ACTION WILL NOT BE TAKEN**

*There were no public comments.*

There being no further business, Mayor Reece Keener adjourned the meeting.

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Mayor Reece Keener

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Kelly Wooldridge, City Clerk





# 2020 Census Toolkit for State and Local Officials

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## I. INTRODUCTION TO THE TOOLKIT: A MESSAGE FROM THE DIRECTOR



Steven Dillingham  
Director, U.S. Census Bureau

State and local officials are vital partners in promoting public awareness about the 2020 Census. We appreciate your strong support for the U.S. Census Bureau's work and the funding you provide for our programs.

Once a decade, America comes together to count everyone living in the United States, raising national awareness of the decennial census and its invaluable statistics. The decennial census was first conducted in 1790, as mandated by the Constitution. It counts our population and households, providing the basis for reapportioning congressional seats, redistricting, and distributing billions of dollars in federal funds. Federal, state, and local programs use census data for health care services, housing, education, transportation, and other areas of public policy. Census data also contributes to economic development, employment opportunities, and private sector investment.

Our goal is to count every person once, only once, and in the right place. We have made a number of major improvements since the 2010 Census, including better technologies for canvassing and enumerating, and new options for responding such as the Internet and phone. Respondents will still be able to complete the form by paper. Online and phone response will be available in English and 12 other languages. We will also have print and video language

guides in 59 languages including American Sign Language, braille, and large print guides.

This decade, we are providing more language assistance, more partnerships specialists, a sophisticated and expanded media campaign, and enhanced IT safeguards and privacy protections. In collaboration with key stakeholders, we will continue to build on these efforts.

I am excited about where we are right now, less than a year from Census Day, April 1, 2020. We are on schedule, on budget, on message, and on course to conduct the largest and most complete census ever. We are especially grateful for your help in amplifying our message that the 2020 Census is safe, confidential, and secure, and encouraging every constituent to respond.

Your collaboration with our headquarters and field-based staff will be critical in urging everyone, especially those in hard-to-count households, to respond to the census. Through our communications and advertising program, national and local partners, and community-based organizations, we are committed to counting every constituent in your district and/or state including:

- Children living in dynamic and complex households.
- Rural households.
- Populations with limited Internet access.
- Households lacking English proficiency.

To support these efforts, we have assembled this toolkit to help you motivate your constituents to respond to the 2020 Census and aid your responses to their questions. I hope these materials will be a valuable resource for you and your staff.

We greatly appreciate your continued support for the Census Bureau and the 2020 Census. We look forward to working closely with you over the coming months.

Sincerely,

A handwritten signature in dark ink that reads "Steven D. Dillingham". The signature is written in a cursive, flowing style.

Steven Dillingham



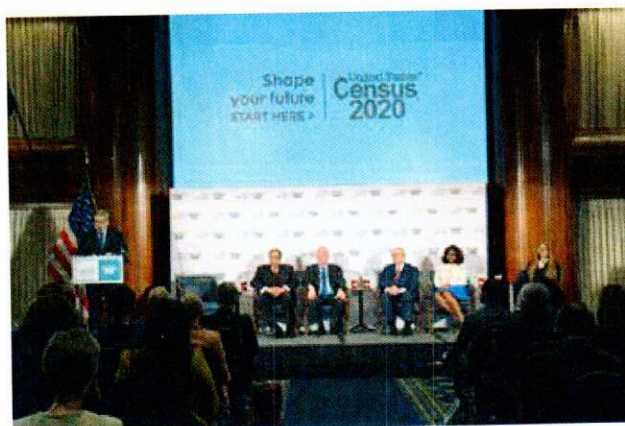
## II. THE 2020 CENSUS: AT A GLANCE

*Important*—Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation's founders believed these data were so important that they mandated the decennial census in the Constitution.

*Easy and Convenient*—In 2020, for the first time ever, the U.S. Census Bureau will accept responses online and phone, but you can still respond by mail if you prefer.

*Confidential and Secure*—Strict federal law protects census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the Department of Homeland Security, U.S. Immigrations and Customs Enforcement, Federal Bureau of Investigation, or any other agency) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau will never ask for a Social Security number, bank or credit card account number, money or donations, or anything on behalf of a political party. Our robust cybersecurity program incorporates industry best practices and federal security standards for encrypting data.



On April 1, 2019, the Census Bureau provided an update on the status of 2020 Census operations, emphasizing the need for innovative, collaborative partnerships to ensure a complete and accurate count of everyone living in the United States. The "Census Day 2019" press briefing marked one year out from the official reference day for the 2020 Census.

### III. BECOME A PARTNER

Learn more at <[www.census.gov/partners.html](http://www.census.gov/partners.html)>.



- Follow @uscensusbureau—Stay up-to-date with Census Bureau news and share our content through social media channels.
- Join the effort to increase awareness of Census Bureau data and activities in your community, and let us know

what aspects of the decennial census are of interest to you and your constituents.

- Spread the word—Share or download Census Bureau data products and 2020 Census materials.

- Talk to a data expert—Connect with one of the Census Bureau's data dissemination specialists across the country and learn how to make our data work for you.
- Reach out to our partner networks—Get in touch with our state data centers and census information centers. These official sources of demographic, economic, and social statistics in your communities provide local training and technical assistance for research, planning, and decision-making in your community.
- Participate in training opportunities—Let us show you how to find and use Census Bureau data. Whether you are looking for economic or demographic data, we can teach you how to get what you need. Check out our educational resources.



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## IV. ANNOUNCING YOUR SUPPORT

State and local officials may support the 2020 Census in many ways. Five suggestions are provided below:

- **Kickoff** a campaign to build support for the 2020 Census.



- **Identify** prospective national and local partners.
- **Build** awareness of the 2020 Census in multiple ways including:
  - Interviews with national and local media organizations.
  - Social media platforms.
  - Town Hall meetings and press conferences.
  - Public service announcements (TV, radio, Internet).
  - Job fairs supporting the Census Bureau's recruitment efforts.
  - Participation in the *Statistics in Schools Program*.
  - Floor statements.
  - Press releases, blogs, e-newsletters, etc.
  - State, county, and local web pages with embeddable links to Census.gov resources.
  - Formal and informal meetings with trusted voices, thought leaders, and constituents.
- **Distribute** this toolkit to staff in state, county, and local municipal offices. Encourage its use as a resource for answering questions from constituents and helping them to learn more about the 2020 Census.
- **Track** messaging, support partnership efforts, commitments, and follow-up activities.

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## V. MORE WAYS TO SUPPORT THE 2020 CENSUS

After kicking off your campaign, consider:

- **Forming** or joining Complete Count Committees (CCC) efforts (see the appendix for more information).
- **Launching** state/local agency-sponsored employee initiatives to support the 2020 Census.
  - **Send** e-mails to all employees from the highest official in the organization underscoring the importance of the 2020 Census and urging employees to respond.
  - **Designate** coordinators to develop and implement outreach programs.
  - **Devise** a list of major state and local programs that depend heavily on federal funding (determined by census data), identify the best ways to reach those who rely on these services, and prioritize those programs as you develop your outreach plans.
- **Launch** a *Census Ambassadors Program* to raise awareness among employees and households across your state/locality.
- **Displaying** 2020 Census posters and messaging in office buildings and public spaces.
- **Placing** 2020 Census magnetic bumper stickers on official vehicles.
- **Encouraging** state and local employment offices to disseminate information about Census Bureau employment opportunities.



## VI. USE MULTIPLE COMMUNICATIONS CHANNELS TO PROMOTE AWARENESS

Please consider using multiple channels of communications. You may keep your constituents and the media up-to-date on the 2020 Census by:

**Issuing a news release** announcing your support of 2020 Census initiatives and activities. Refer to sample news releases in this toolkit and customize it to meet your requirements. Share the release with local media and offer interviews to discuss the importance of the 2020 Census to the residents of your state and localities. You may also consider inviting a Census Bureau Regional Director to participate in your interview or event.

**Posting 2020 Census information** on your official website. Refer to the sample website copy in this toolkit and customize it for your audiences. You may also include this information in your blogs and e-newsletters. Additional ideas include:

- Linking to <<https://2020Census.gov>> and using web banners and images available in this toolkit.
- Posting photos from 2020 Census events and other activities in your state or district.
- Providing links to the 2020 Census events and other activities in your district or state.

**Sharing information on social networking sites**, such as Facebook and Instagram, and linking back to <<https://2020Census.gov>>. Use the web banners and images available in this toolkit or customize and post this sample text:

*Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation's*

*founders believed these data were so important that they mandated the decennial census in the Constitution.*

*In 2020, for the first time ever, the U.S. Census Bureau will accept responses online and by phone, but you can still respond by mail if you prefer. Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business.*

*Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both. **No law enforcement agency (not the Department of Homeland Security, U.S. Immigration and Customs Enforcement, Federal Bureau of Investigation, or any other agency) can access or use your personal information at any time.** Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.*

*The Census Bureau will never ask for your Social Security number, bank or credit card account numbers, money or donations, or anything on behalf of a political party. The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.*

*To make sure you and your community are counted, learn more about the 2020 Census by visiting <<https://2020census.gov>>.*

**Using social media** to connect with followers about the importance of the 2020 Census.



**Convening town hall meetings** and holding "tele-town hall" meetings to share information about the 2020 Census.

- Highlight the importance of decennial census data in the allocation of federal funds to local communities.
- Encourage constituents to apply for local Census Bureau job postings.

**Sponsoring a Statistics in Schools (SIS) Forum** to encourage local educators and administrators to use or adapt SIS lesson plans in classrooms. Student participants gain valuable knowledge and may encourage other members of their household to respond to the census.

- Incorporate SIS messaging in your speaking engagements and presentations.
- Encourage your constituents to learn more by visiting the SIS website <[www.census.gov / schools/](http://www.census.gov/schools/)>.



## VII. RESPONDING TO CONSTITUENT INQUIRIES

State and local officials receive numerous inquiries about the 2020 Census. Some local residents may have concerns about privacy and confidentiality or how to complete the questionnaire. Others may want details about Census Bureau recruitment and hiring in their local area (see page 10 for more details). Please consider:

- Familiarizing yourself with resources in this toolkit to anticipate questions your constituents may raise.
- Directing constituents to references and links contained in this toolkit.

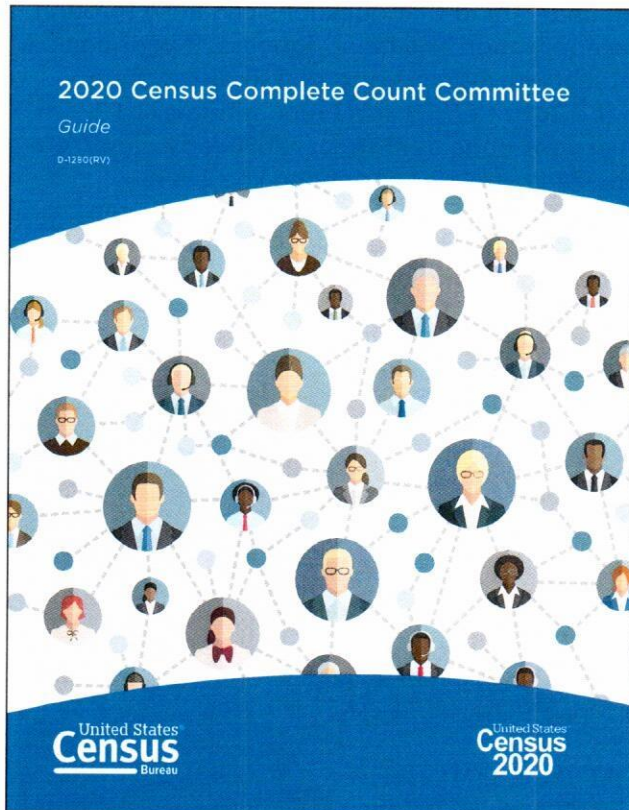
- Displaying printed material about the 2020 Census in common areas and at events.
- Including relevant 2020 Census links to your official websites and releases.

If you are unable to find an answer to a constituent inquiry, please call or e-mail the Census Bureau's Intergovernmental Affairs Office at 301-763-6100 or <[ocia.iao@census.gov](mailto:ocia.iao@census.gov)>.



## VIII. FORMING COMPLETE COUNT COMMITTEES

**CCCs** are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate the local public to respond to the 2020 Census.



CCCs serve as state and local “census ambassador” groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The Census Bureau cannot conduct the 2020 Census alone. There are three kinds of CCCs (other than the state level CCC):

- Tribal.
- State and local government (regional, county, city, or town).
- Community.

A CCC may be formed to:

- Increase the self-response rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each CCC member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross-section of community members to promote awareness about the 2020 Census.

More information about CCCs may be found on pages 13–16.



## IX. CONNECTING STATES AND LOCALITIES TO 2020 CENSUS JOB OPPORTUNITIES

The Census Bureau is comprised of talented and innovative people who are passionate about their work. Our people are the reason the Census Bureau is known as the premier statistical organization in the world.

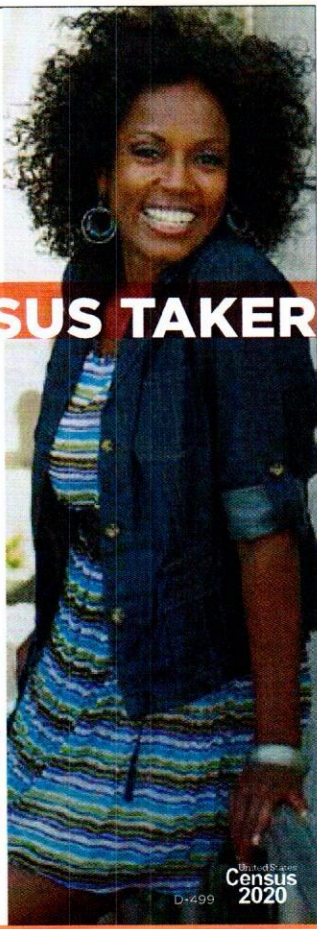
### 2020 Census Job Qualifications

Your constituents may be eligible for Census Bureau positions if they:

- Are a U.S. citizen.
  - Are at least 18 years old.
  - Have a valid Social Security number.
  - Have a valid e-mail address.
  - Complete an application and assessment questions. (For some positions, the assessment questions may be available in Spanish; however, an English Proficiency Test may also be required.)
  - Are registered with the Selective Service System if they are a male born after December 31, 1959.
  - Pass a criminal background check and a review of criminal records (including fingerprinting) as part of the Census Bureau's hiring process.
  - Do not engage in any partisan political activity while on duty.
  - Have a current employment status that is (including law and regulatory enforcement jobs) compatible with Census Bureau employment (reviewed on a case-by-case basis).
  - Are available to work flexible hours, including days, evenings, and/or weekends.
  - Commit to completing training. (If offered a job, they will be paid for this training at a training pay rate.)
- Most jobs require employees to:
- Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
  - Have access to a computer with Internet and an e-mail account (to complete training).

### 2020 Census Job FAQs

We understand that questions can arise through the application and hiring process. If your constituents have questions, please direct them to the 2020 Census Job Frequently Asked Questions page at <https://2020census.gov/en/jobs/faqs.html> or our phone line 1-855-JOB-2020 (1-855-562-2020) where they can select "1" for technical help, "2" for more information about our jobs, or "3" to reach a local census office. They may also use the Federal Relay Service at 1-800-877-8339 for TTY/ASCII.



**I'M A  
PARENT,  
AND I CAN  
BE A CENSUS TAKER**



**APPLY ONLINE!**  
[2020census.gov/jobs](https://2020census.gov/jobs)

**Census jobs provide:**  
\$21.95 / hour  
Flexible hours  
Paid weekly  
Temp positions

For more information or help applying, please call  
**1-855-JOB-2020**

Federal Relay Service:  
(800) 877-8339 TTY / ASCII  
[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

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

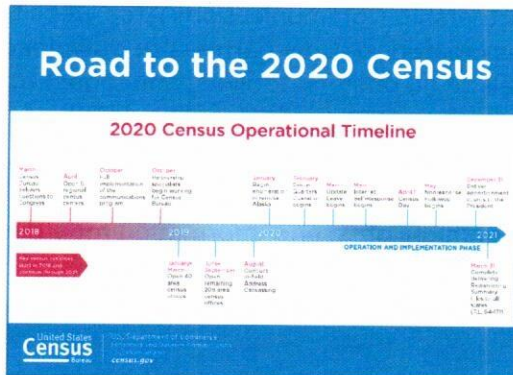
 

## ADDITIONAL RESOURCES

### Section A. Communications

#### 1. ROAD TO THE 2020 CENSUS

<[www.census.gov/library/visualizations/2018/comm/2020-timeline.html](http://www.census.gov/library/visualizations/2018/comm/2020-timeline.html)>



#### 2. CENSUS 101: WHAT YOU NEED TO KNOW

<[www.census.gov/library/fact-sheets/2019/dec/census101.html](http://www.census.gov/library/fact-sheets/2019/dec/census101.html)>



#### 3. 2020 CENSUS AT A GLANCE

<<http://www2.census.gov/about/partners/general/2020-census-at-a-glance.pdf?#>>

##### 2020 Census at a Glance

The census is much more than just a head count. It provides a picture of our nation that helps determine where to build new schools, hospitals, and businesses; how federal funding is distributed; and how congressional seats are apportioned. It also helps us see how our communities have changed over time. That's why an accurate count is so important.

##### UNDERSTANDING THE CENSUS

Once every decade, the federal government conducts a census of the entire population to count everyone in the United States and record basic information about them. Our nation's founders believed this data was so important that they mandated the decennial census in the Constitution.

##### ✓ Easy and Convenient

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer.

##### 🔒 Confidential and Secure

Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual or business. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau will never ask for your Social Security number, bank or credit card account numbers, money or donations, or anything on behalf of a political party.

The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

To make sure you and your community are counted, learn more about the 2020 Census by visiting [2020census.gov](http://2020census.gov).

U.S. Census Bureau  
Census  
2020



#### 4. FACT SHEET: THE 2020 CENSUS AND CONFIDENTIALITY

<[www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html](http://www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html)>

**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 \$175 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 the 2020 Census, the U.S. Census Bureau will not have any information about you, your household, or your business that can be shared with law enforcement agencies. The partnership with the Department of Justice will ensure that the Census Bureau can provide the information needed to support law enforcement agencies. All Census Bureau data is protected by law and cannot be shared with any other agency or court in any way.

**United States Census 2020**

In addition, the website serves as an information resource for other programs including Statistics in Schools website link, which allows educators, parents, and students to download materials for use in classrooms for children K-12. These materials include many fun and exciting activities that will educate students about the benefits of the census for their communities.

The Partnership Communications Area website link was created to allow partners to download materials (e.g., posters, toolkits, and logos) that can be used to support partnership activities.

The Newsroom website link supports public and media outreach. It includes a director's blog, campaign highlights, and information regarding nonresponse follow-up activities.

#### 5. EL CENSO DEL 2020 Y LA CONFIDENCIALIDAD

<[www.census.gov/library/fact-sheets/2019/dec/2020-confidencialidad-sp.html](http://www.census.gov/library/fact-sheets/2019/dec/2020-confidencialidad-sp.html)>

#### 6. 2020 CENSUS WEBSITE

The Census Bureau designed the 2020 website to provide the public with a virtual, real-time experience about the 2020 Census and related activities. The website covers topics such as the questionnaire, privacy, confidentiality, and much more.

**Shape Your Future. Start Here.**

**Why it Matters**  
Responding to the 2020 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 \$175 billion in federal funding flows back to states and local communities each year based on census data.

**April 1, 2020**  
Census Day

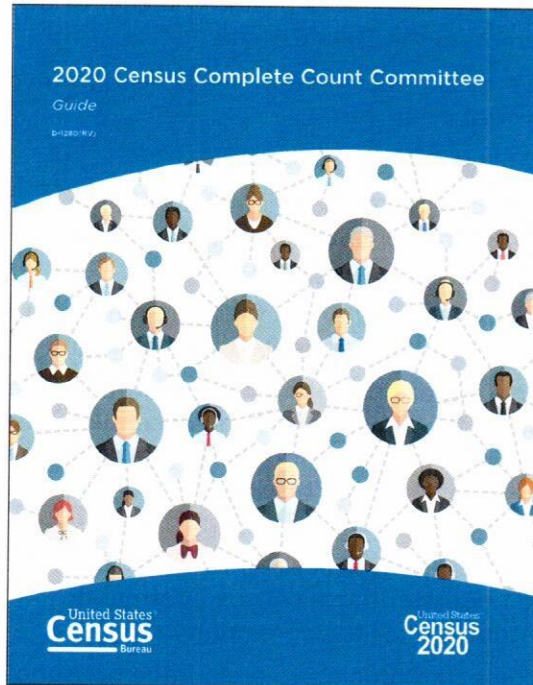
**What to Expect in 2020**  
By April 2020, households will receive an invitation to participate in the census. This is a key date for households to prepare for the census. The invitation will be sent by mail or by text. The invitation will be sent by mail or by text. The invitation will be sent by mail or by text.

**Explore 2020 Census Jobs**  
The 2020 Census is a great opportunity for people to get paid to help the Census Bureau. There are many different types of jobs available, from data collection to customer service. The 2020 Census is a great opportunity for people to get paid to help the Census Bureau.



## 7. 2020 CENSUS COMPLETE COUNT COMMITTEE GUIDANCE

<[www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccc-guide-d-1280.pdf](http://www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccc-guide-d-1280.pdf)>



## 8. COMPLETE COUNT COMMITTEES

### TRIBAL AND GOVERNMENT COMPLETE COUNT COMMITTEES

CCCs are usually formed by the highest elected official in that jurisdiction, such as a tribal leader, governor, mayor, county commissioner, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint members of the community to serve as members of the CCC.

Members appointed should be representative of a cross section of the community, be willing and able to serve until the 2020 Census is over, and help implement a creative outreach campaign in areas that may pose a challenge. Members could include persons from the areas of education, media, business, religion, philanthropy, and community groups. Most local government CCCs are small to medium in size, depending on the jurisdiction. A town may have a small committee with only 3 to 5 members, while a city may be medium to large in size with anywhere from 10 to more than 100 members, depending the size of the city or tribe.

Since state, county, and regional CCCs cover a larger geography, they tend to be larger in size, with 20 to 50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impact their communities. In previous censuses, the most productive government CCCs had a subcommittee structure. Examples of subcommittees and what they do are covered under "What Is the Subcommittee Structure of a CCC?"

### Examples of Tribal and Government Complete Count Committee Strategies

Nationwide, there were over 10,000 CCCs formed with the Census Bureau during the 2010 Census and the majority of them were local government committees. Here are some of the strategies that worked for them:



- Allocate/obtain funds for the CCC and assign a staff person to work with the committee.
- Set clear, achievable goals and objectives.
- Identify areas of the community that may need extra efforts, either a geographical area or a population group that might be hard to count.
- Use a “grassroots” approach working with community-based organizations and groups who have direct contact with households who may be hard to count.
- Create promotional materials and products customized for the local area.
- Implement special events such as Census Day “Be Counted” parades.
- Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications.

### **Sample Activities of Tribal and Government Complete Count Committees**

#### **2018-2019**

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census in your local area.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Place census messages on water bills, property tax bills, social media, and local speeches and other correspondence generated by the jurisdiction.
- Host a Census Solutions Workshop with others in the community.
- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign.
- Encourage corporations to become official sponsors of the CCC’s census activities.
- Have census posters, banners, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and the local jurisdiction’s website.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2020 Census.
- Have census information available during voter registration drives.

#### **January-March 2020**

- Add a census message during meetings, events, and to written or digital/electronic correspondence like social media.
- Provide information on federally funded programs that have benefited the community.
- Plan a major promotional event around the start of the census or when households get their invitation to respond. Advise communities that they can respond to the census online.
- Saturate public access areas with easy-to-read and understandable census information customized for the community.
- Ask elected officials to encourage households to complete the census online, by phone, or by mail.
- Place a census message on all municipal marquees urging households to complete the questionnaire online, by phone, or by mail.

#### **April 2020**

- Place public service announcements in local media encouraging households to respond.
- Have census rallies or parades.
- Urge households who do not respond to cooperate with census takers.

### **COMMUNITY COMPLETE COUNT COMMITTEES**

Community CCCs are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominately elderly community may want to form a CCC in order to build awareness among that population and encourage them to respond when the invitations to respond are delivered.



A tenants' association may form a committee to educate tenants about the census and help those needing assistance in completing their census. Community CCCs identify their own chair and committee members. They may choose individuals who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. They may also include foundations or philanthropy groups to fund the committee's activities around a particular audience.

Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents. Small committees may not need subcommittees. Larger committees may find them helpful.

### **Examples of Community Complete Count Committee Strategies**

A number of organizations formed Community CCCs in previous censuses. Some examples of these organizations are Community Action Groups, Hispanic Service Center, Delta Sigma Theta Sorority, and the Human Development Commission. Here are some suggestions that worked for them:

- Set clear achievable goals and objectives.
- Identify what the committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in the area or among students in colleges/universities, outreach and promotion to youth and elderly in the community, or a global approach if no other CCCs are in the area.
- Develop an action plan that includes activities and events that will support the CCC's efforts and help you meet its goals and objectives.
- Create promotional materials that appeal to the community.
- Implement special events that will generate interest and participation in the census.
- Use social media to engage the community.

### **Sample Activities of Community Complete Count Committees**

#### **2018-2019**

- Make a list of community-based organizations in the area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted to community members.
- Host a Census Solutions Workshop with other community-based organizations in the area to come up with innovative and engaging ways to reach the community.
- Check the community calendar in the area for events. Contact organizations to see if the CCC can have a census table to pass out census materials to increase awareness.
- Plan and solicit sponsors for a "Census Day/ Night Street Festival" in late 2019. Think of creative games or activities where census information can be incorporated.
- Develop a Census Activity Calendar. Ask organizations to choose a month in which they will sponsor census activities or promote census awareness.
- Ask organizations to include a census article or message in all of their publications and social media channels from now until July 2020.

#### **January-March 2020**

- Encourage organizations to include the 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post on social media fliers announcing the invitation to respond to the census at busy locations in the community.
- Make public statements of support and the importance of participating in the 2020 Census.

#### **April 2020**

- Encourage households to complete the questionnaire online, by phone, or by mail.
- Plan a Census Day event to motivate the community response.
- Look online or check with the Census Bureau contact person about response rates for the community. If rates are low, plan special

events or activities to motivate individuals to respond.

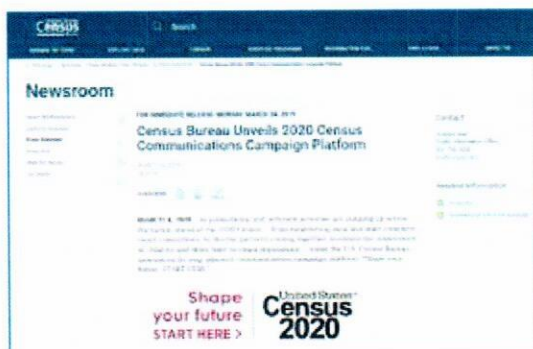
- Remind households if they didn't respond online, by phone, or mail their questionnaire back, a census worker may come to their home. Encourage households to cooperate with census workers.

#### May 2020

- Continue to encourage community individuals to cooperate with census workers.
- Evaluate what worked best for the community and briefly report this information to the Census Bureau contact.
- Celebrate the CCC's success and thank all those involved in making it happen.

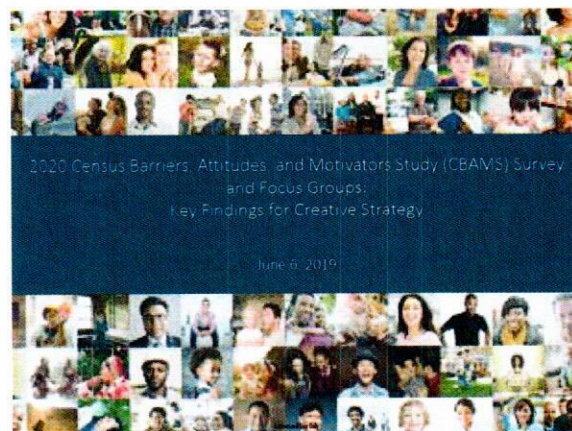
### 9. CENSUS BUREAU UNVEILS 2020 CENSUS COMMUNICATIONS CAMPAIGN PLATFORM

<[www.census.gov/newsroom/press-releases/2019/2020-campaign-logo.html](http://www.census.gov/newsroom/press-releases/2019/2020-campaign-logo.html)>



### 10. 2020 CENSUS BARRIERS, ATTITUDES, AND MOTIVATORS STUDY (CBAMS) SURVEY AND FOCUS GROUPS REPORT FINDINGS PRESENTATION

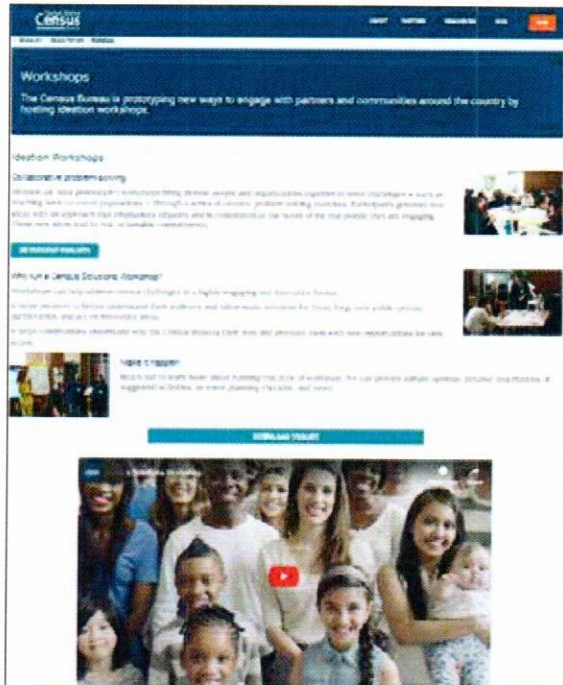
<<https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/02-01-2019/pmr-cbams-comm-2019-02-01.pdf?#>>





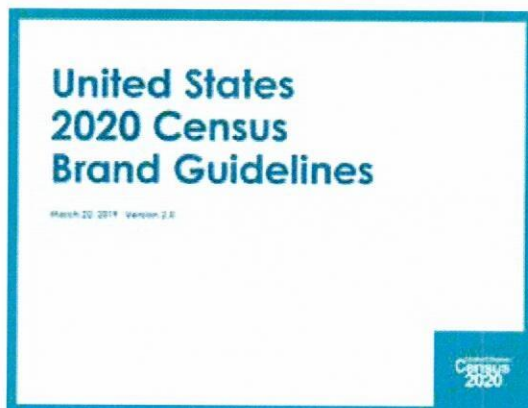
## 11. CENSUS SOLUTION WORKSHOPS

The Census Bureau is developing new ways to engage with partners and communities around the country by hosting ideation workshops. For more information, please visit [www.census.gov/partners/workshops.html](http://www.census.gov/partners/workshops.html).



## 12. UNITED STATES 2020 CENSUS BRAND GUIDELINES

<http://www2.census.gov/programs-surveys/decennial/2020/resources/promotional-print-materials/2020-census-brand-guidelines.pdf>



## 13. TRENDING NOW— ELECTRONIC PRESS KIT TOPICS

Obtain the latest information on issues of concern to your constituents. Press kits will be developed for the following topics: the 2020 Census questionnaire, the 2020 Census Communications Campaign, 2020 Census events, Census in the Community, 2020 Census Safety and Security, 2020 Census for Non-English Speakers, Counting Children, Special Population Groups (group quarters enumeration, deployed military, college students, rural areas, older persons, members of the LGBTQ community, etc.), 2020 Census innovations, 2020 Census Response Rate, 2020 Census Nonresponse Follow-up, and 2020 Census Data Dissemination <https://2020census.gov/en/partners/promotional-materials.html>.

## Section B. Partnerships

### 1. PARTNERSHIP FACT SHEET

<<http://www2.census.gov/about/partners/general/fact-sheet-partnerships.pdf?#>>

#### Partnership Fact Sheet

The once-a-decade population count affects your representation in government, determines how much funding your community receives, and provides data to help you plan for the future. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

#### BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform business decisions, policy, community initiatives, and consumer advocacy.

#### WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. There are some of the many ways you can get involved:


- Use U.S. Census Bureau tools, information, and messaging in creative ways to increase public participation. For example, share newsletter articles and co-branded products and post on social media.
- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census; for example, invite Census Bureau officials to speak to your audience.
- Encourage people in your community to work for the Census Bureau, and share this link with them: [2020census.gov/jobs](http://2020census.gov/jobs).

#### WHY BECOME A 2020 CENSUS PARTNER?

As a 2020 Census partner, you will:

- Become part of a powerful network of government, nonprofit, corporate, and community organizations with a diverse group of industry professionals.
- Help ensure that your community is accurately represented.
- Have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

Not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.



### 2. PARTNERSHIPS AT A GLANCE

<<http://www2.census.gov/about/partners/general/partnerships-at-a-glance.pdf?#>>

#### Partnerships at a Glance

Join us as a partner and become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

#### WHAT IS THE DECENNIAL CENSUS?

Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than \$675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They are also used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

#### HOW ARE CENSUS DATA USED?

The 2020 Census is important for you, and your community. The results help you understand how demographics—including income and education levels—and population size are changing in your area. Businesses, researchers, and policymakers depend on the high-quality data provided by the U.S. Census Bureau to make important decisions such as:

- Where to build schools, roads, and hospitals.
- Where to open new stores and expand operations.
- What products and services to sell.
- What new policies and public programs will be most helpful in your community.


#### WHY IS A COMPLETE AND ACCURATE COUNT SO IMPORTANT?

The census is a valuable tool for improving communities across the country. If your community members don't respond, your community may not receive the funding it needs. It is important that everyone understand the importance of the census.

#### WHY SHOULD I BECOME A 2020 CENSUS PARTNER?

As a trusted voice, you have a critical role to play in reaching the communities you serve. You can support our goal of a complete and accurate count by explaining to your community, customers, members, or stakeholders why participating is important. By partnering with the Census Bureau, you serve as a 2020 Census ambassador. Your efforts in spreading the message and mobilizing your stakeholders to respond to the census will provide accurate data for your community.

Serving as a 2020 Census partner means you can help ensure that the people you care about are accurately counted and represented, which in turn will increase the accuracy of the census data that are used by organizations like yours to make important decisions.




### 3. 2020 CENSUS PARTNER SOCIAL MEDIA CONTENT


<<http://www2.census.gov/about/partners/general/social-media-content.pdf?#>>

#### 2020 Census Partner Social Media Content

As a 2020 Census partner, you can help ensure that the people in your community are accurately counted and represented. Social media is a great way to reach your audience and share helpful information about the 2020 Census.

Here are sample posts you can use on your own social media channels—either as is or edited to add a personal touch and better match the interests and concerns of your community. In 2020, we recommend that you share at least one post per month. The long-form posts are best suited for Facebook, LinkedIn, and Instagram. The short-form posts should be used for Twitter. Additionally, don't forget to share posts and photos from any 2020 Census events you attend or host.

| Long form<br>(Facebook/LinkedIn/Instagram)   | Short form<br>(Twitter)  | Suggested image   |
|--|--|---|
| <p>We are excited to announce that we've partnered with the @businessbureau to support the #2020Census! As a partner, we'll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit <a href="http://2020census.gov">2020census.gov</a>.</p> | <p>We are excited to announce that we've partnered with the @businessbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit <a href="http://2020census.gov">2020census.gov</a>.</p> |  |





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#### 4. CENSUS BUREAU REGIONAL OFFICES

Census Bureau Regional Offices conduct a variety of surveys to supply the nation with important statistics on people, places and our economy.

Regional Offices are responsible for hiring and supervising field workers.

Locally hired field workers know their communities best and are instrumental in conducting surveys on a range of topics.

Field interviewers work out of their home and are reimbursed for mileage.

Regional offices also manage hiring for full-time corporate positions located throughout the country.

Please encourage your constituents to learn more about Census Bureau positions today. If you have questions about activities in a specific region, please contact the Census Bureau Regional Directors listed below:

**Fernando E. Armstrong, Regional Director**  
Philadelphia Regional Office  
100 South Independence Mall West, Suite 410  
Philadelphia, PA 19106-2320  
215-717-1800 or 1-800-262-4236  
FAX: 215-717-0755  
TDD: 215-717-0894  
E-mail: Philadelphia.Regional.Office@census.gov

**Jeff T. Behler, Regional Director**  
New York Regional Office  
32 Old Slip, 9th Floor  
New York, NY 10005  
212-584-3400 or 1-800-991-2520  
FAX: 212-584-3402  
TDD: 212-478-4793  
E-mail: New.York.Regional.Office@census.gov

**Julie A. Lam, Regional Director**  
Los Angeles Regional Office  
15350 Sherman Way, Suite 400  
Van Nuys, CA 91406-4224  
818-267-1700 or 1-800-992-3530  
FAX: 818-267-1714  
TDD: 818-904-6249  
E-mail: Los.Angeles.Regional.Office@census.gov

**Cathy L. Lacy, Regional Director**  
Denver Regional Office  
6950 W. Jefferson Avenue, Suite 250  
Lakewood, CO 80235  
720-962-3700 or 1-800-852-6159  
FAX: 303-969-6777  
TDD: 303-969-6767  
E-mail: Denver.Regional.Office@census.gov

**Marilyn A. Sanders, Regional Director**  
Chicago Regional Office  
1111 W. 22nd Street, Suite 400  
Oak Brook, IL 60523-1918  
630-288-9200 or 1-800-865-6384  
FAX: 630-288-9288  
TDD: 708-562-1791  
E-mail: Chicago.Regional.Office@census.gov

**George Grandy Jr., Regional Director**  
Atlanta Regional Office  
101 Marietta Street, NW, Suite 3200  
Atlanta, GA 30303-2700  
404-730-3832 or 1-800-424-6974  
FAX: 404-730-3835  
TDD: 404-730-3963  
E-mail: Atlanta.Regional.Office@census.gov

## 5. REGIONAL OFFICES—PARTNERSHIP AREAS

For information about forming local 2020 Census partnerships, please reach out to our staff at the following e-mail addresses:

| Please contact:  | If you reside in:   |
|--|---|
| <b>ATLANTA</b><br>Atlanta.rcc.partnership@2020Census.gov           | Alabama, Florida, Georgia, Louisiana, North Carolina, or South Carolina   |
| <b>CHICAGO</b><br>Chicago.rcc.partnership@2020Census.gov           | Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, or Wisconsin  |
| <b>DALLAS</b><br>Dallas.rcc.partnership@2020Census.gov             | Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, or Wyoming |
| <b>LOS ANGELES</b><br>Los.Angeles.rcc.partnership@2020Census.gov   | Alaska, California, Hawaii, Idaho, Nevada, Oregon, or Washington  |
| <b>NEW YORK</b><br>New.York.rcc.partnership@2020Census.gov         | Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, or Puerto Rico           |
| <b>PHILADELPHIA</b><br>Philadelphia.rcc.partnership@2020Census.gov | Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, or West Virginia           |

## 6. FREQUENTLY ASKED QUESTIONS

<<http://www2.census.gov/about/partners/general/2020-faqs.pdf?#>>

### Frequently Asked Questions

**WHAT IS THE DECENNIAL CENSUS?**

Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than \$675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They also are used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

**WHY IS IT IMPORTANT TO ME?**

Responding to the census is not only your civic duty; it also affects the amount of funding your community receives, how your community plans for the future, and your representation in government. Specifically, data from the 2020 Census are used to:

- Ensure public services and funding for schools, hospitals, and fire departments.
- Plan new homes and businesses and improve neighborhoods.
- Determine how many seats your state is allocated in the House of Representatives.

**WHEN WILL I COMPLETE THE CENSUS?**

The next census will take place in 2020. Beginning in mid-March, people will receive a notice in the mail to complete the 2020 Census. Once you receive it, you can respond online. In May, the U.S. Census Bureau will begin following up in person with households that haven't responded to the census.

**HOW CAN I RESPOND?**

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but you can still respond by phone or mail if you prefer. Responding should take less time than it takes to finish your morning coffee.

**WHAT INFORMATION WILL BE REQUESTED?**

The decennial census will collect basic information about the people living in your household. When completing the census, you should count everyone who is living in your household on April 1, 2020.

**WHAT INFORMATION WILL NOT BE REQUESTED?**

The 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.

**WILL MY INFORMATION BE KEPT CONFIDENTIAL?**

Strict federal law protects your census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual. Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private. The penalty for wrongful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both. No law enforcement agency (not the DHS, ICE, FBI, or CIA) can access or use your personal information at any time. Data collected can only be used for statistical purposes that help inform important decisions, including how much federal funding your community receives.

The Census Bureau has a robust cybersecurity program that incorporates industry best practices and federal security standards for encrypting data.

**WHERE CAN I GO TO LEARN MORE?**

You can learn more about the 2020 Census by visiting [2020census.gov](http://2020census.gov).

U.S. Census Bureau  
**Census 2020**

Contact with us  
[info@2020census.gov](mailto:info@2020census.gov)



## Section C. Audience-Specific Resources

### 1. PARTNERSHIP FACT SHEET: COMMUNITY ORGANIZATIONS

<<http://www2.census.gov/about/partners/general/fact-sheet-organizations.pdf?#>>

#### Partnership Fact Sheet: Community Organizations

The once-a-decade population count affects your representation in government, determines how much funding your community receives, and provides data to help you plan for the future. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

#### BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the reapportioning of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform business decisions, policy, community initiatives, and consumer advocacy.

The U.S. Census Bureau works with a broad spectrum of government and community leaders to form Congressional Count Committees that educate and motivate residents to participate in the 2020 Census. To learn more about Congressional Count Committees, or to start one in your community, visit [census.gov/2020/countcommittee](https://census.gov/2020/countcommittee).


#### WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. There are some of the many ways you can get involved.

- Use Census Bureau tools, information, and messaging in creative ways to increase public participation: for example, share newsletter articles and co-branded products and post on social media.
- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census; for example, invite Census Bureau officials to speak to your audience.
- Encourage people in your community to work for the Census Bureau and share this link with them: [2020census.gov/jobs](https://2020census.gov/jobs).

#### 2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.




### 2. BUSINESS COMMUNITY

Why Your Company Should Become a 2020 Census Official Partner  
<[www.census.gov/library/fact-sheets/2019/dec/2020-company-partner.html](http://www.census.gov/library/fact-sheets/2019/dec/2020-company-partner.html)>

### 3. PHILANTHROPIC ORGANIZATIONS

Why Your Foundation Should Become a 2020 Census Official Partner  
<[www.census.gov/library/fact-sheets/2019/dec/2020-foundation-partner.htm](http://www.census.gov/library/fact-sheets/2019/dec/2020-foundation-partner.htm)>

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



**Contact Us Today!**  
[census.partners@census.gov](mailto:census.partners@census.gov)  
[census.gov/partners](https://census.gov/partners)

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 brands 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.

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



#### 4. PARTNERSHIP FACT SHEET: SCHOOLS

<<http://www2.census.gov/about/partners/general/fact-sheet-schools.pdf?#>>

### Partnership Fact Sheet: Schools

The once-a-decade population count serves as the basis for distributing federal assistance to schools and educational institutions, including Title I aid, the National School Lunch Program, and special education grants to states. Join us to spread the word about the importance of the 2020 Census and help ensure that your students, educators, and community members receive the resources they need.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. These are some of the many ways you can get involved:

- Use free Statistics in Schools resources to teach students about the importance of the census and the value of statistical literacy.
- Participate in Statistics in Schools Week—a week full of ways to bring statistics into your classroom.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to students, educators, and community members about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Encourage people in your community to work for the Census Bureau, and share this link with them: <https://www.census.gov/jobs>.

### 2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to enrich your classroom and community. You will have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

### BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your students, staff, and community members.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform policy, community initiatives, and consumer advocacy.
- Are used to determine the allocation of Title I funds, which provide financial assistance to local educational agencies and schools with high numbers or high percentages of children from low-income families.

### WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. Educators are counted on by your community to share important information.

#### 5. STATISTICS IN SCHOOLS FACT SHEET

<[www.census.gov/content/dam/Census/library/visualizations/2016/comm/cb16-146\\_graphic\\_statsinschools.pdf](http://www.census.gov/content/dam/Census/library/visualizations/2016/comm/cb16-146_graphic_statsinschools.pdf)>

<http://www.census.gov/schools/>

### STATISTICS IN SCHOOLS

Classrooms Powered by Census Data

The Statistics in Schools program offers K-12 teachers free resources to help students understand the value and everyday use of statistics.

#### MATH

We have resources ready for you to use in your classroom to help students understand the value and everyday use of statistics.

#### HISTORY

Using Census Bureau data to tell the story of our country's growth and change over time, we have a range of resources to help you teach history.

Check out the Statistics in Schools website for more resources on subjects including geography and sociology.

#### 6. COUNTING YOUNG CHILDREN IN THE 2020 CENSUS

<[www.census.gov/library/visualizations/2018/comm/counting-children-2020.html](http://www.census.gov/library/visualizations/2018/comm/counting-children-2020.html)>

### Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.

#### Common situations where young children aren't counted

- The child splits time between two homes. The child lives or stays with another family or with another relative such as a grandparent.
- The child lives in a lower income household.
- The child lives in a household with young parents or a young, single mom.
- The child is a newborn.

#### How you can help?

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on Census Day, April 1. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.
- Explain to service providers and families that responding to the census helps determine \$475 billion in local funding for programs such as food stamps (also called the Supplemental Nutritional Assistance Program, or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.
- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should only take about 10 minutes to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.
- Emphasize that parents should include **babies** on census forms, even if they are still in the hospital on April 1.
- Encourage facilities providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can fill it out online or over the phone in addition to paper at a time that works best for them.

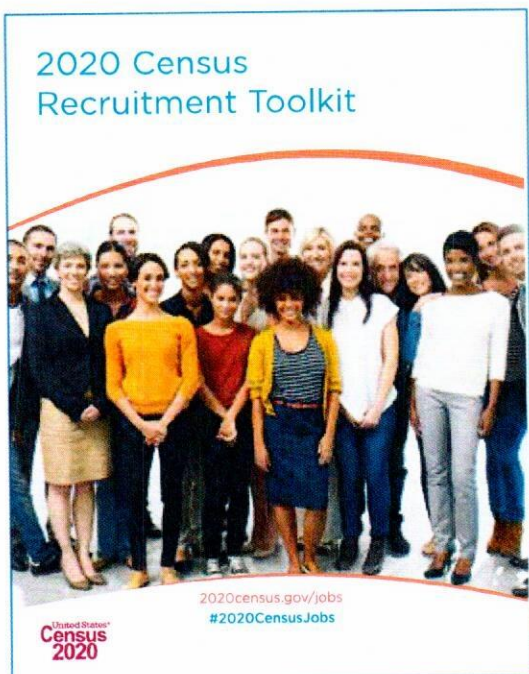
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

Connect with us  
<https://www.facebook.com/census>  
<https://www.instagram.com/census>  
<https://www.youtube.com/census>



## 7. 2020 CENSUS RECRUITMENT TOOLKIT

<[www.census.gov/content/dam/2020census/partners/toolkit/2020-recruitment-toolkit-v9.pdf](http://www.census.gov/content/dam/2020census/partners/toolkit/2020-recruitment-toolkit-v9.pdf)>



## 8. DIVERSITY AND INCLUSION: BUILDING A BETTER WORKPLACE

The Census Bureau is committed to attracting, developing, and retaining a diverse world-class workforce that reflects the population we serve and measure.

Diversity is defined as all of the ways in which we differ. Among these dimensions are age, sex, mental/physical abilities and characteristics, race, ethnic heritage, sexual orientation, communications style, organizational role and level, first language, religion, income, work experience, military experience, geographic location, education, work style, and family status. Effectively, managing diversity means including people with differences in the design and implementation of programs and valuing their contributions.

The Diversity Programs Office is the place where employees can find experienced staff strongly committed to building a more diverse and inclusive workplace. You may contact us at:

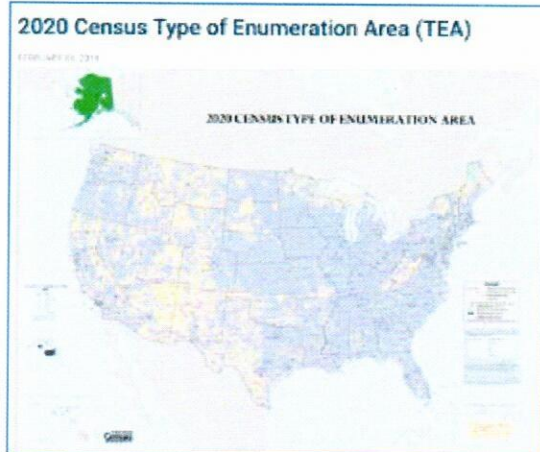
Diversity and Inclusion Office  
301-763-8311  
[DIO.diversity.office@census.gov](mailto:DIO.diversity.office@census.gov)



## Section D. 2020 Census Research, Operational Plans, and Oversight—Guides and Toolkits

### 1. CENSUS TYPE OF ENUMERATION AREA (TEA)

<[www.census.gov/library/visualizations/2019/dec/2020-tea-map.html](http://www.census.gov/library/visualizations/2019/dec/2020-tea-map.html)>



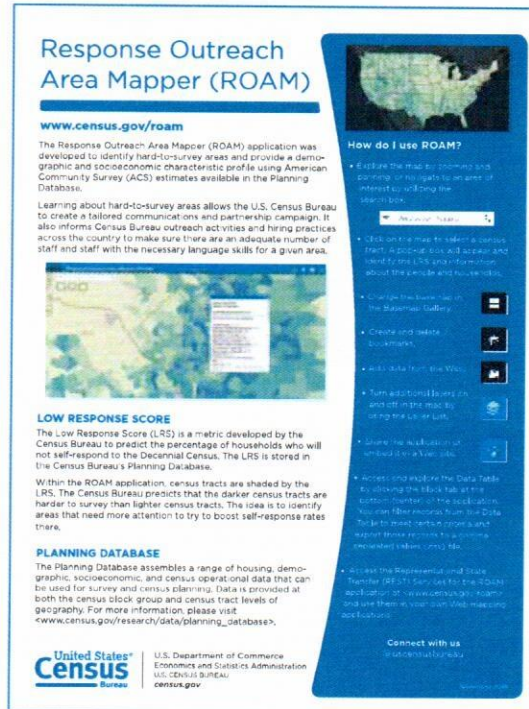
### 2. HOW THE 2020 CENSUS WILL INVITE EVERYONE TO RESPOND

<[www.census.gov/library/visualizations/2019/comm/2020-everyone.html](http://www.census.gov/library/visualizations/2019/comm/2020-everyone.html)>



### 3. RESPONSE OUTREACH AREA MAPPER—ROAM

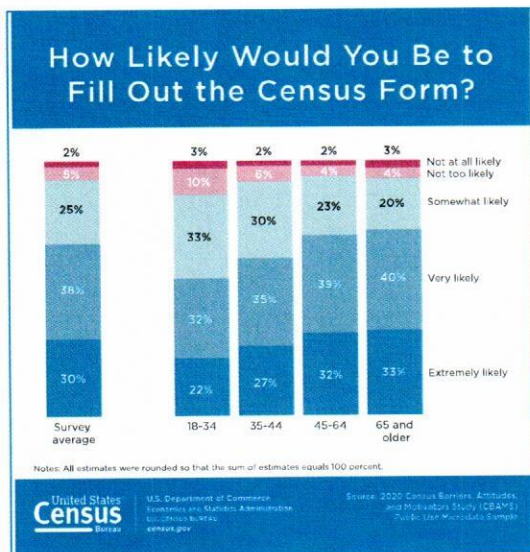
<[www.census.gov/roam](http://www.census.gov/roam)>





#### 4. HOW LIKELY WOULD YOU BE TO FILL OUT THE CENSUS FORM?

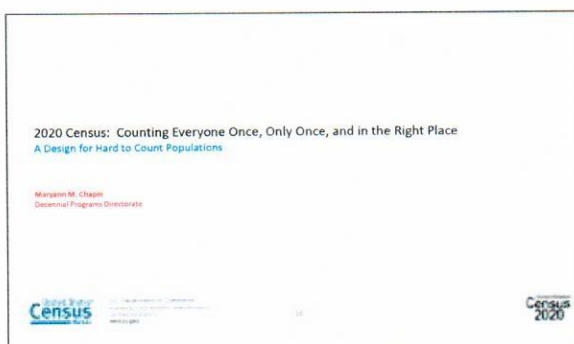
<[www.census.gov/library/visualizations/2019/comm/2020-census-participation-likelihood.html](http://www.census.gov/library/visualizations/2019/comm/2020-census-participation-likelihood.html)>



#### 5. 2020 CENSUS: COUNTING EVERYONE ONCE, ONLY ONCE, AND IN THE RIGHT PLACE

##### A Design for Hard to Count Populations

<<https://www2.census.gov/programs-surveys/decennial/2020/program-management/pmr-materials/10-19-2018/pmr-hard-to-count-2018-10-19.pdf?#>>>



## Section E. Respondent Advocate Services

Every day, a small number of businesses and households receive a census or a survey from the Census Bureau. To address the issues raised by those we ask to participate in our censuses or surveys, the Census Bureau created the Office of the Respondent Advocate.

If your constituents have issues with a survey they received from the Census Bureau or concerns about their interaction with one of our representatives, the Respondent Advocate will work directly with them to resolve those issues.

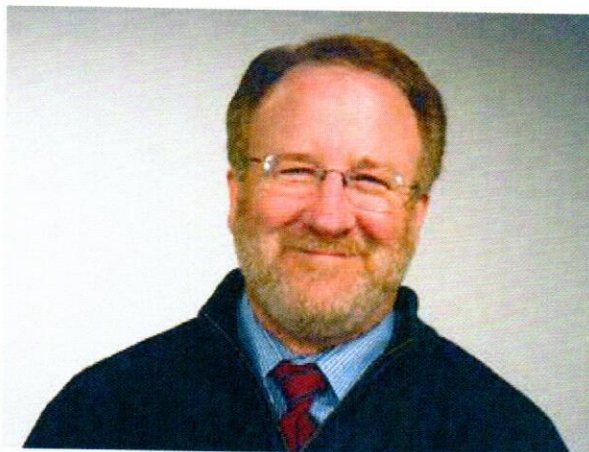
The Respondent Advocate listens to the constituent's feedback and shares it directly with those who manage our surveys. Based on their input, we work to improve the processes and procedures that affect the businesses and people we ask to participate in our surveys.

The Census Bureau depends on the cooperation and participation of the public in order to produce high-quality, statistical information about the people and economy of the United States—information that the nation depends on.

Responses to the questions we ask in a survey are only used to produce statistics. All responses are confidential. We never identify a business or household.

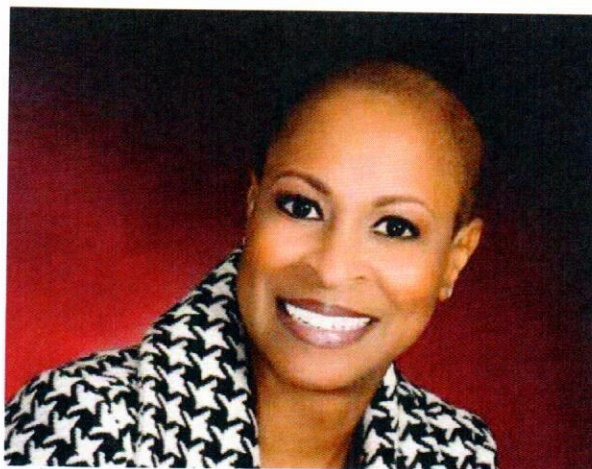
If you are a staff member of a state, county or local municipal office who has been contacted by a constituent about one of our surveys, we can assist you as well.

**Tom Edwards**



Tom Edwards and Ruth Chan are the Respondent Advocates for Household Surveys including the American Community Survey and many others. You can reach Tom or Ruth at 888-609-0563 or at <respondent-advocate@census.gov>.

**Nishea Quash**



Nishea Quash is the Respondent Advocate for the Business and Economic Surveys including the Economic Census, Service Annual Survey, and many others. You can reach Nishea at 888-609-0563 or at <respondent-advocate@census.gov>.

If you have ideas, suggestions, or specific concerns about our interaction with you, please contact us so we can assist you.

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## **WE WOULD LIKE TO HEAR FROM YOU!**

For more information on topics covered in this toolkit, please contact the Intergovernmental Affairs Office at 301-763-6100 or e-mail <[ocia.iao@census.gov](mailto:ocia.iao@census.gov)>.



# NEVADA

In FY2016, Nevada received

**\$6,219,293,623**

through 55 federal spending programs  
guided by data derived from the 2010 Census.



The Counting for Dollars 2020 Project aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (\$883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
  - **Annual updates** of population and housing variables collected in the Decennial Census.
  - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.

### Reports of the Counting for Dollars 2020 Project:

- **Report #1** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)\*
- **Report #2** Estimating Fiscal Costs of a Census Undercount to States (March 2018)\*
- **Report #3** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)\*
- **Report #4** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- **Report #5** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)\*
- **Report #6** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

\* **Data available by state**

\* **Source for this state sheet**



# Counting for Dollars 2020

## The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

# NEVADA

Allocation of Funds from 55 Large Federal Spending Programs  
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

Total Program Obligations: **\$6,219,293,623**

| Program   | Dept. | Obligations     | Program   | Dept. | Obligations  |
|---|-------|-----------------|---|-------|--------------|
|   |       | \$6,091,124,111 |   |       |              |
| Financial Assistance Programs                   |       |                 |   |       |              |
| Medical Assistance Program (Medicaid)           | HHS   | \$2,683,391,000 | Community Facilities Loans/Grants                                     | USDA  | \$16,073,586 |
| Federal Direct Student Loans                    | ED    | \$385,217,316   | Supporting Effective Instruction State Grants                         | ED    | \$11,181,742 |
| Supplemental Nutrition Assistance Program       | USDA  | \$629,519,652   | Crime Victim Assistance   | DOJ   | \$19,981,431 |
| Medicare Suppl. Medical Insurance (Part B)      | HHS   | \$581,710,227   | CDBG Entitlement Grants   | HUD   | \$17,553,066 |
| Highway Planning and Construction               | DOT   | \$357,425,690   | Public Housing Capital Fund   | HUD   | \$5,811,000  |
| Federal Pell Grant Program                      | ED    | \$129,000,000   | Block Grants for the Prevention and Treatment of Substance Abuse      | HHS   | \$16,890,047 |
| Section 8 Housing Choice Vouchers               | HUD   | \$141,749,000   | Water and Waste Disposal Systems for Rural Communities                | USDA  | \$20,567,589 |
| Temporary Assistance for Needy Families         | HHS   | \$57,640,832    | Social Services Block Grant   | HHS   | \$14,028,655 |
| Very Low to Moderate Income Housing Loans       | USDA  | \$115,519,804   | Rural Rental Assistance Payments                                      | USDA  | \$10,766,261 |
| Title I Grants to LEAs                          | ED    | \$120,121,711   | Business and Industry Loans   | USDA  | \$27,990,000 |
| State Children's Health Insurance Program       | HHS   | \$63,304,000    | Career and Technical Education - Basic Grants to States               | ED    | \$9,767,368  |
| National School Lunch Program                   | USDA  | \$100,175,000   | Homeland Security Grant Program                                       | DHS   | \$6,696,500  |
| Special Education Grants                        | ED    | \$75,030,369    | WIOA Dislocated Worker Grants   | DOL   | \$13,512,393 |
| Section 8 Housing Assistance Payments Program   | HUD   | \$21,786,564    | HOME  | HUD   | \$3,200,326  |
| Federal Transit Formula Grants                  | DOT   | \$55,591,000    | State CDBG  | HUD   | \$2,434,790  |
| Head Start                                      | HHS   | \$25,981,452    | WIOA Youth Activities   | DOL   | \$9,540,579  |
| WIC   | USDA  | \$51,976,000    | WIOA Adult Activities   | DOL   | \$9,292,490  |
| Title IV-E Foster Care                          | HHS   | \$50,998,704    | Employment Service/Wagner-Peyser                                      | DOL   | \$6,627,492  |
| Health Care Centers                             | HHS   | \$20,144,281    | Community Services Block Grant  | HHS   | \$3,756,915  |
| School Breakfast Program                        | USDA  | \$35,695,000    | Special Programs for the Aging, Title III, Part C, Nutrition Services | HHS   | \$5,505,841  |
| Rural Electrification Loans and Loan Guarantees | USDA  | \$0             | Cooperative Extension Service   | USDA  | \$1,856,403  |
| Public and Indian Housing                       | HUD   | \$15,057,000    | Native Amer. Employment & Training                                    | DOL   | \$464,361    |
| Low Income Home Energy Assistance               | HHS   | \$9,894,393     |   |       |              |
| Child and Adult Care Food Program               | USDA  | \$10,284,000    | Federal Tax Expenditures  |       | \$91,328,169 |
| Vocational Rehabilitation Grants to the States  | ED    | \$15,433,006    | Low Income Housing Tax Credit   | Treas | \$77,500,605 |
| Child Care Mandatory and Matching Funds         | HHS   | \$17,635,000    | New Markets Tax Credit  | Treas | \$13,827,564 |
| Unemployment Insurance Administration           | DOL   | \$28,294,000    |   |       |              |
| Federal Transit - Capital Investment Grants     | DOT   | \$0             | Federal Procurement Programs  |       | \$36,841,343 |
| Child Care and Development Block Grant          | HHS   | \$24,415,000    | HUBZones Program  | SBA   | \$36,841,343 |
| Adoption Assistance                             | HHS   | \$34,635,275    |   |       |              |

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

Note: The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. sheet in series.)

Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

GW Institute  
of Public Policy

THE GEORGE WASHINGTON UNIVERSITY

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# Every town is an important part of the American story.

Make sure your town's story is told by responding to the 2020 Census—the count of everyone living in the United States. When you do, you'll also help your town get the most out of the American dream.

## Responding Is Important for Your Community

Census responses provide data that can attract new businesses and the jobs that come with them. The data also informs where over \$675 billion in federal funding is spent each year in states and communities. That includes money for things like:

- Medicare Part B
- Special education
- Supplemental Nutrition Assistance Program
- Cooperative Extension Service
- Substance Abuse Prevention and Treatment Block Grant
- Water and waste disposal systems for rural communities

## Responding Is Safe

Your personal information is kept confidential by law.

## Responding Is Easy

To complete the census, answer a handful of questions online, by phone, or by mail. Choose the option that works best for you.

## Every Person Counts

Whether it's funding in communities across your state or helping determine the number of seats your state will have in the U.S. House of Representatives—every count makes an equal impact.

For more information, visit:

**2020CENSUS.GOV**

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