QUESTIONNAIRE ASSISTANCE GUIDE & RESOURCES

United States® Census 2020

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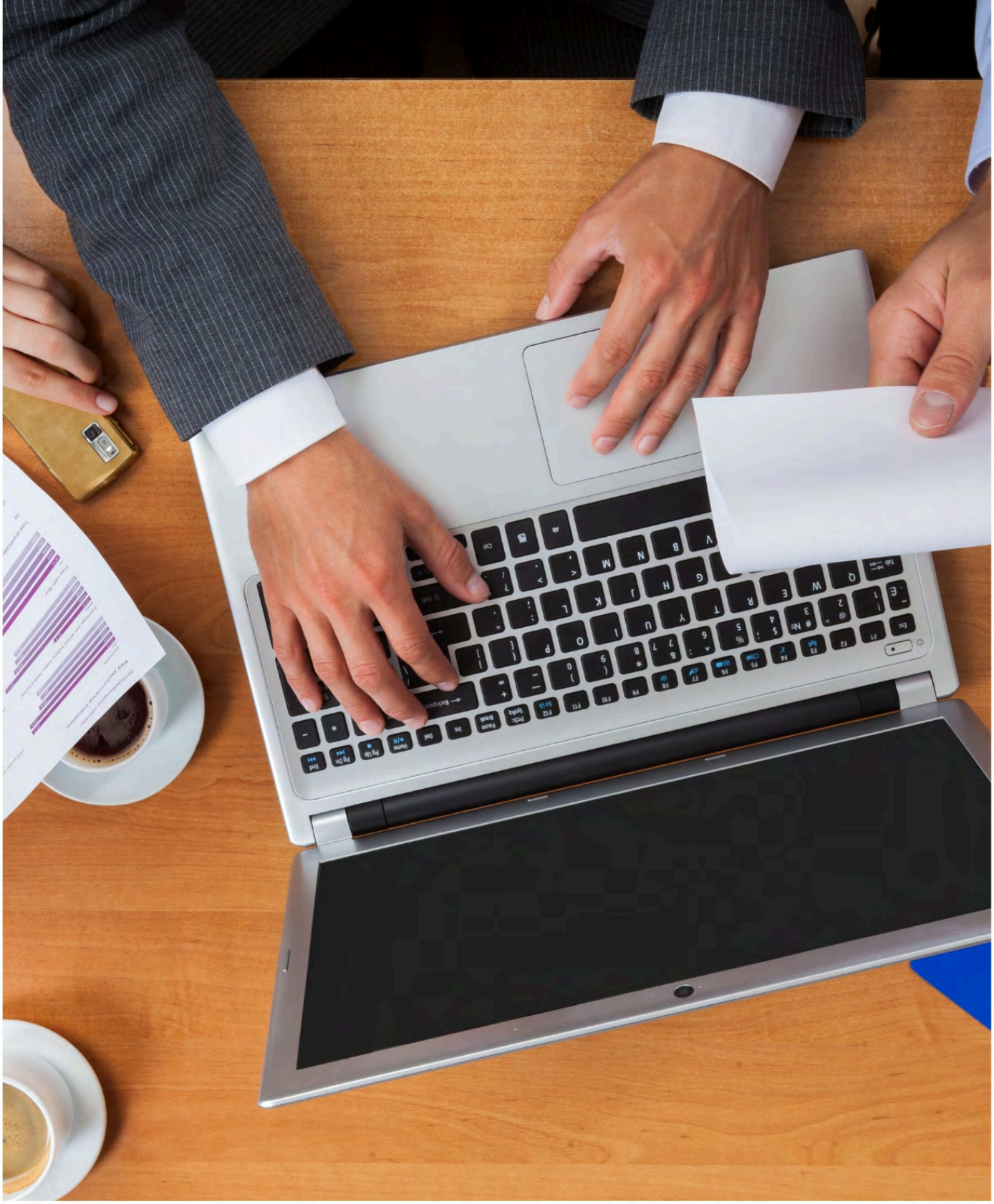
Overview and Purpose of the Questionnaire Assistance Guide & Resources

If you're reading this, it's because you are a trusted partner who understands the importance of making sure your community is counted accurately in the 2020 Census. Your assistance is essential in making that a reality.

This guide was designed to help our partners navigate questionnaire assistance, understand the importance of self-response and how to monitor it. To help them know more about the 2020 Census timeline, resources and supports provided by the Census Bureau, event/site ideas. It will help them reach out to the people in their community, and to clarify what partners can and can't do in their attempts to support the 2020 Census.

Also included is information about who should be counted in the 2020 Census which will help you respond to questions and concerns and direct people to the appropriate sources of information. We appreciate everything you are and will be doing to motivate your community to respond to the 2020 Census.

Let's get started!



SELF-RESPONSE

Understanding Self-Response and the Importance of the Self-Response Rate Map

A Census means a count of all residents living in the U.S. If a household does not self-respond, the Census Bureau will visit it in-person to collect the data in order to obtain a 100% overall response rate.

Self-Response means more accurate data & saves taxpayer dollars (Internet, telephone, and paper form available).

May 13, 2020 – July 24, 2020 in person data collection

In every census, there are certain socioeconomic and demographic factors that affect self-response:

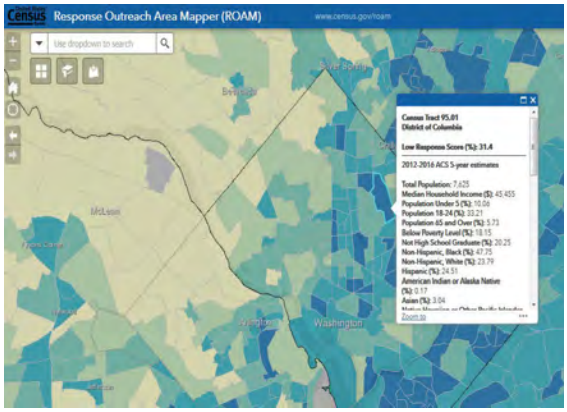
Low-income or no-income households	Rural residents	People who distrust government authorities
Populations under 5 years of age	Frequent movers or renters	Low educational attainment
Limited English Proficiency	Large or single-parent households	People who could be targets of law enforcement
Foreign-born residents	People experiencing homelessness	

To look at 2010 historical response and anticipated areas of low self-response for 2020, visit www.Census.gov/ROAM

2020 Census Self-Response Rate Map

Beginning on March 20, the 2020 Census Response Rate Map will be available on 2020census.gov in near real-time ***to help communities track their self-response rates***. When partners/Complete Count Committees find self-response is lagging on the ***map***, they can plan events to encourage self-response.

The Response Rate Map will be updated between 3pm and 4pm (EST) daily to reflect response rates from the prior day. Response rates will be updated daily, 7 days per week, until the end of May 2020. From then until the end of July 2020, the map will be updated Monday – Friday only. Users will be able to view the map and filter to view response rates by the following geographies:



- National (includes 50 states and District of Columbia only)
- State (50 states, District of Columbia, and Puerto Rico)
- County
- Tract
- County Subdivision
- Tribal Census Tract
- Indian Reservation (including Off Reservation Trust Land)
- Consolidated Cities
- Incorporated Places
- Congressional Districts
- Region (West, Midwest, South, and Northeast)

Specific questions about how to use the Self Response Rate Map should initially be directed to the member of the Census Partnership staff you are working with.

What Partners Can Do

Plan a response rate challenge. Here is the link to the response rate challenge toolkit: https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020%20Response%20Rate%20Challenge%20Toolkit.pdf?utm_campaign=20200113msc20s1ccallrs&utm_medium=email&utm_source=govdelivery

Host a Questionnaire Assistance Site/Event. Take a look at page 20: "Event & Site Ideas" and think creatively about how you can help your community get a complete count.

What will the Census Provide?

To help people respond to the census, the Census Bureau has provided translated web pages and guides in 59 non-English languages, including American Sign Language, as well as guides in braille and large print. Visit the following link to access the guides:
https://2020census.gov/en/languages.html?eml=gd&utm_medium=email&utm_source=govdelivery

Census Response Representatives (CRRs) will:

Participate in partner events

May set-up tables in places where people congregate, such as grocery stores, churches, community festivals, public transit hubs, and libraries.

Before the start of the 2020 Census, we will proactively use data from the Response Outreach Area Mapper (ROAM) and work with Complete Count Committees, state and local officials, and other local partners to identify locations to host Questionnaire Assistance events.

The Census Bureau will also analyze response rates on the ***self-response rate map*** and plan Questionnaire Assistance (often with partners) in areas with low response to help boost participation.

How People are Invited to Self-Respond

Invitation by mail (not P.O. Box) *Arriving March 12 – 20*	Nationally, about 95% of all households
Delivered Door to Door *March 16- April 10*	About 5%, in rural areas where mail is not delivered to an address (P.O. Box areas, rural routes, etc.). This is called Update Leave operation.

To check and see how you will receive your invitation to respond: https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340.

Note: People experiencing homelessness or who are staying in a communal living situation such as a dormitory, prison, or nursing home will be counted by a separate census operation, and thus these groups will not receive census mailings.

Does Everyone Get a Paper Form?	**Yes, eventually.**
Delivered to your Door Invitations	100% get paper form, an ID number and instructions for answering by internet or phone.
Invitations by Mail	2 Categories based on:

1. **Internet First Self-Response:** In areas with good internet connectivity and likelihood to respond using the internet. Mailings will contain an ID number and information on how to respond by internet and phone. A paper form will be sent in the 4th mailing if a household has not yet self-responded *(April 6 – 16).*

2. **Internet Choice Self-Response:** Areas of the country that are less likely to respond via internet/poor connectivity will receive a paper questionnaire in their **first mailing**.

To check and see what type of invitation you will be receiving, https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=7ef5c37c68a64ef3b2f1b17eb9287427.

All households getting an invitation by mail will receive at least 2 mailings delivered between:

Mailing 1:	March 12 – 20	(Letter)
Mailing 2:	March 16 – 24	(Letter)

Households that do not self-respond yet will get additional mailings unless they self-respond:

Mailing 3:	March 26 – April 3	(Postcard)
Mailing 4:	April 8 – 16	(Letter with Questionnaire)
Mailing 5:	April 20 – 27	(Postcard)

What Your Invitation to Respond Will Look Like

- It will be addressed to "Resident" at your address (It will not include your name)
- It will include a couple pieces of information:
  - Overview of the census,
  - Description of language assistance,
  - A unique code linked to your address (your census ID)

  (Note: For areas that are Internet Choice, the first letter will also include a physical form as will response packets delivered to your door)

Is Use of a Census ID Number Required?

No, but it is preferred in order to assure we get a response from every housing unit. It helps avoid the Census Bureau visiting a house in person since each ID number is uniquely linked to a housing structure on the ground.

> **ID Response:** Each census packet will come with a unique Census ID number made up of letters and numbers that is linked to a specific address. When respondents pull up the form online, they will be prompted to input their ID code. The code is for one (1) use only and the system cannot save responses to the form for later. If a respondent, does not complete the online process and is timed-out, the respondent will need to sign back in using the same unique Census ID number to fill out the questionnaire from the beginning. Once a respondent completes their online questionnaire and submits their response, the code will no longer be valid. Should a respondent need to re-do their Census form they will have to use the non-ID path below.
>
> **Non-ID Response:** If respondents do not have an ID number, they will still be able to respond. To do this, they will need to select the option for "Non-ID Response". They will be asked for their address. If they don't have a city style address, they will be asked several location/description questions.

Invitations and Paper Questionnaires in Languages Other than English

In certain areas of the U.S., invitations to respond and the questionnaire will be bilingual (English and Spanish). To see the areas in which this will occur. Click: https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=7ef5c37c68a64ef3b2f1b17eb9287427
See the next section "Language Assistance" for languages other than Spanish.

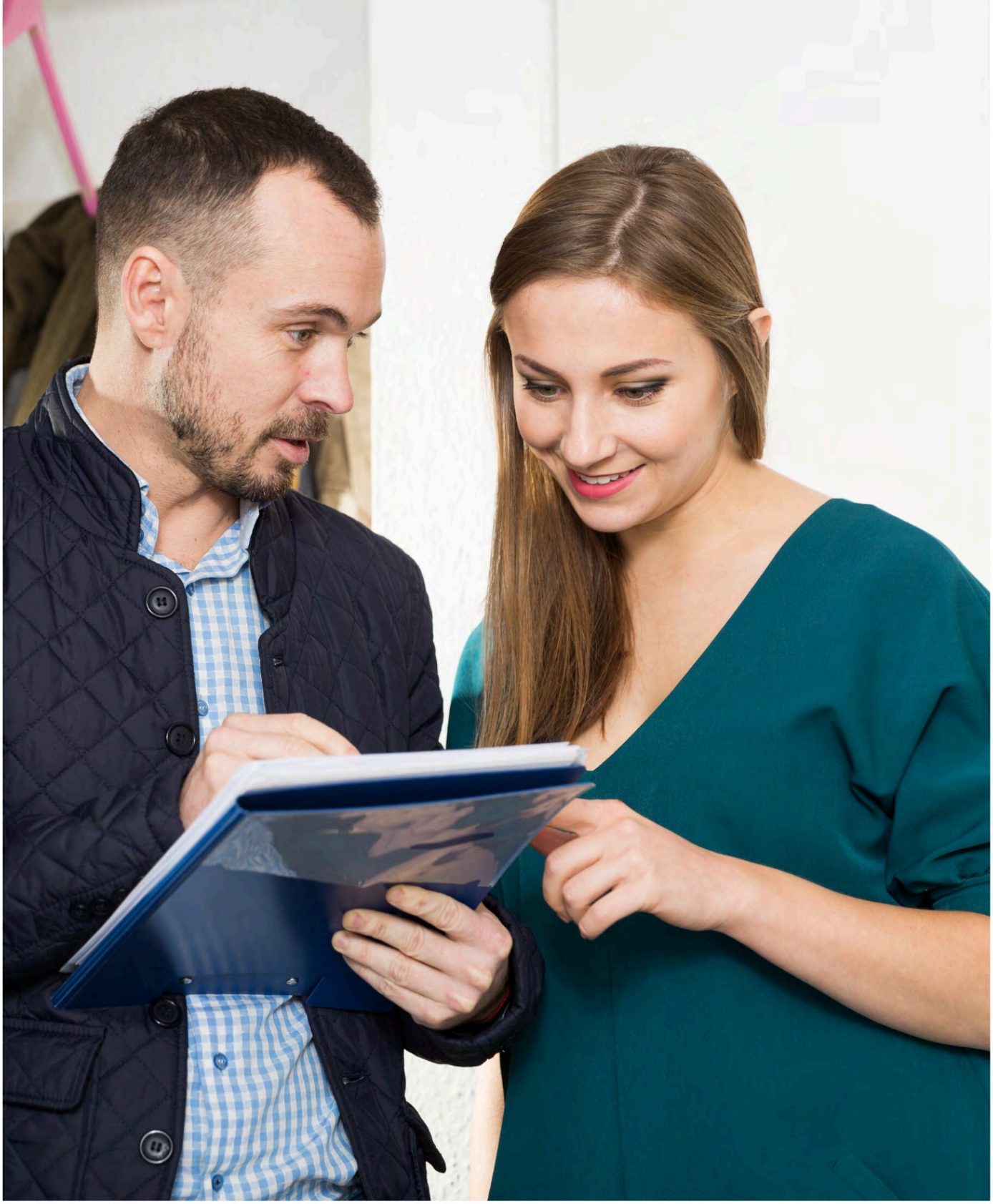
Tutorials on Completing the 2020 Census Form

To view a video tutorial on how to complete the questionnaire online, visit this link: https://youtu.be/fXg1_1HHKzA

Or visit the online interactive version of the 2020 Census questionnaire: https://2020census.gov/en/about-questions.html

Timeline of the 2020 Census

January & February 2020:	Awareness phase – the Census is coming and is important
March – May 2020:	Call to Action – Respond to the Census
March 12, 2020:	Self-Response Begins (Internet, Phone, Paper)
April 1, 2020:	National Census Day
May 13, 2020:	Enumerators start going door-to-door to visit households that did not self-respond
June & July 2020:	Self-Response and Door-to-Door Enumeration Continue
July 2020:	Still have time to self-respond – make sure you are counted
July 31, 2020:	All data collection ends (self-response & door-to-door)



QUESTIONNAIRE ASSISTANCE

What is Questionnaire Assistance?

Questionnaire Assistance provides readily accessible ways for people to respond to the 2020 Census where they gather naturally and with support from the Census Bureau and/or Partners.

What is The Purpose of Questionnaire Assistance?

1. To increase self-response and therefore improve overall data quality and accuracy

2. To help the public respond to the Census by providing sites/events where they can respond

3. To answer respondent questions about the Census, especially where there are language barriers that prevent them from self-responding

4. To schedule and pre-plan Questionnaire Assistance sites in areas where low self-response is anticipated Census partners can use the Response Outreach Area Mapper (www.census.gov/ROAM) to identify these areas

Types of Questionnaire Assistance:

Partner Questionnaire Assistance Centers (QAC)

- Places with secure wi-fi where respondents can use computers/laptops/iPads/phones to self-respond to the Census
- Places where respondents can access secure wi-fi to respond to the Census using their own device
- Locations where people can pick up or receive information about responding to the Census

Event-Based Questionnaire Assistance (EQA)

- Partner-sponsored community gathering to promote, encourage, and/or assist people to self-respond
- Partners can provide incentives to respondents for attending the event and self- responding to the Census
- See page 21 for Event & Site ideas

Highly Mobile Questionnaire Assistance (HMQA)

- The Census Bureau will provide daily self-response rates on the internet for partners and Census employees to view and use in their strategy to increase self-response. In areas where self-response is not performing as expected, Census (with help from partners in many cases), will stand up questionnaire assistance stations within a day/several days to try to increase self –response

- Locations for Highly Mobile Questionnaire Assistance target places that the community frequents regularly

Census Telephone Questionnaire Assistance (CTQA)

A Telephone Questionnaire Assistance phone number will be available for respondents to call in (7am to 2am eastern time). Respondents can receive assistance to complete the form on-line or on paper or even respond to the Census over the phone.
Assistance will be available in 12 Languages plus English.
Assistance will be provided by a live Census employee.

There will be an automated system on the front end of our English and Spanish language lines offering answers to FAQs. This system will go live on March 1, 2020. It will be available 24 hours a day, 7 days a week on the English and Spanish lines through July 31, 2020. Live assistance from Customer Service Representatives (CSRs) on all language lines begins March 9, 2020. CSRs will be available from 7 am to 2 am Eastern Time through July 31, 2020. We do not recommend anyone call any language line before March 1. Beginning in February, if anyone does call, they will hear a message telling them when to call back to speak to someone.

Questionnaire Assistance Timeline

January:	Questionnaire Assistance Guide and information session available to assist partners
January & February:	Partners & Census plan sites/events are anticipated in low self-response areas
Feb 10th Week:	Census trains management on support for Questionnaire Assistance
February 29:	Initial sites & events are planned and Identified by partners and Census Staff to increase self-response rates
Feb 24 – March 13, 2020:	Census trains Partnership Specialists (PSs) and Census Response Representatives (CRRs) on support for Questionnaire Assistance

March 12, 2020:	Self-Response Begins (Internet, Phone, Paper)
	Residents begin receiving invitations to respond
March 14-24, 2020:	Questionnaire Assistance Begins
April 1, 2020:	Census Day (reference day for all responses)
May 13, 2020:	Enumerators begin going door to door to reach non-responding households.
	Self-Response continues
July 2020:	"It's not too late if you haven't been counted" push
July 31, 2020:	All data collection ends (self-response & door-to-door)

What the Census Bureau Can Provide?

1. Informational handouts on self-response, confidentiality, importance of the questions we ask, etc.

2. Some available staff (Partnership Specialists - PSs and Census Response Representatives - CRRs) can:
    - Assist with partner events
    - CRR's will each have one iPad that respondents can use (note, Partnership Specialists do not have equipment that can be used by respondents)
    - Educate partners who may be operating Questionnaire Assistance sites
    - Initially help at on-going partner sites (during start up)
    - Provide select language support
    - Activate and staff sites in areas where self-response is under-performing at the expected level

3. Very limited amount of SWAG (giveaways) for events in hard to count areas. This cannot be used as an incentive to respond.

4. Video to help educate residents on the Internet Self Response https://youtu.be/fXg1_1HHKzA

Language Support

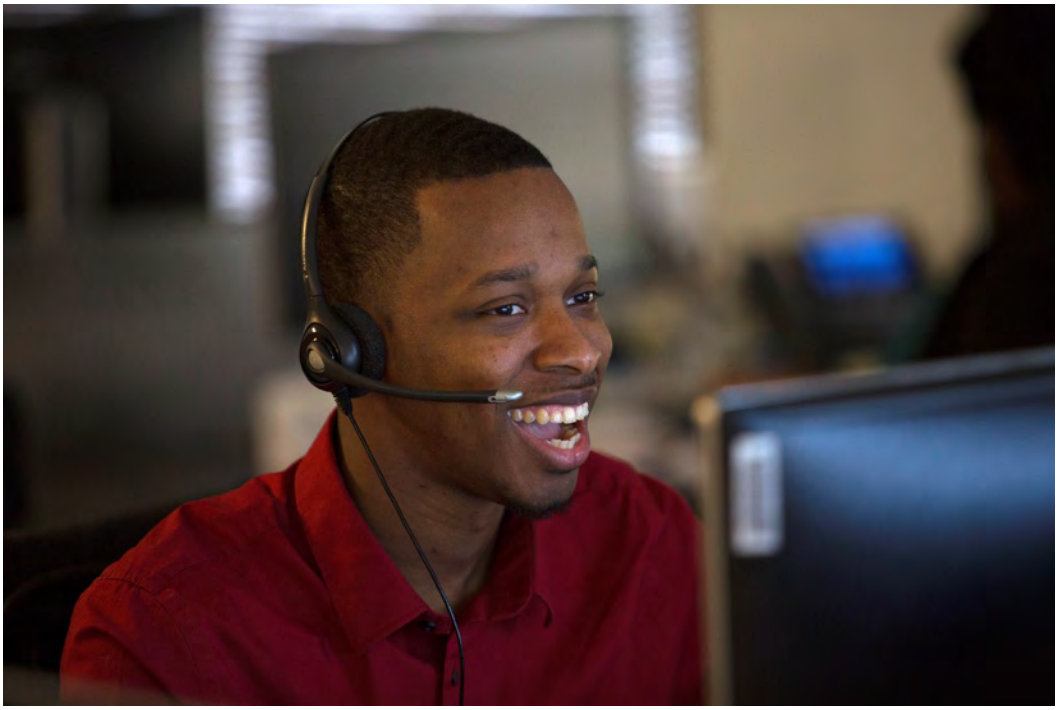
The U.S. Census Bureau recently launched an update to 2020census.gov that includes content in 59 languages, including language assistance guides and videos that explain how to complete the 2020 Census questionnaire online, by phone, or by mail when it becomes available in mid-March. People can respond to the census online and by phone in 13 languages. The expansive site includes in-depth information in both English and Spanish.

Please click https://2020census.gov/en/languages.html for the 2020 Census language support page and visit https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources.html for the Census Bureau language resources overview.

Paper Form: The paper form will only be available in English or a Bilingual English/Spanish version. As mentioned in the "How People are Invited to Self-Respond" section, the bilingual English/ Spanish forms are mailed to areas where there is an identified need for Spanish forms.

Internet & Phone Response:

- Available in 13 languages total: English and twelve (12) non-English languages (Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese).
- There will be guide videos for the internet form in English and the above twelve (12) non-English languages used in internet and phone response. These will be released in early 2020 on www.2020census.gov.



Language Guides:

Paper and Videos

Available In fifty-nine (59) non-English languages:

Albanian	Hmong	Serbian
Amharic	Hungarian	Sinhala
Arabic	Igbo	Spanish
Armenian	Ilocano	Slovak
Bengali	Indonesian	Somali
Bosnian	Italian	Swahili
Bulgarian	Japanese	Tagalog
Burmese	Khmer	Tamil
Chinese	Korean	Telugu
Croatian	Laotian	Thai
Czech	Lithuanian	Tigrinya
Dutch	Malayalam	Turkish
Farsi	Marathi	Twi
French	Navajo	Ukrainian
German	Nepali	Urdu
Giurati	Polish	Vietnamese
Greek	Portuguese	Yiddish
Haitian Creole	Punjabi	Yoruba
Hebrew	Romanian	American Sign Language *(coming soon)*
Hindi	Russian	

Media Support Strategy

Overall Strategy

The media strategy for Mobile Questionnaire Assistance is to amplify and promote all QA events to ensure every community is counted. Traditional media and digital media (social, web and blogs) will be used to create positive messaging surrounding the events.

Who will the Census communicate with regarding Questionnaire Assistance?

1. Traditional Media
    a. Radio
    b. TV
    c. Print – newspapers and magazine
    d. Web
    e. Community Insiders (rural publications)
2. Non-Traditional Media
    a. Partner's media portals
        i. Website
        ii. Social media
        iii. Blogs/Web stories

Tools the Census will provide:

- Subject matter experts
- 2020 Census bullet points around Mobile Questionnaire Assistance
- Social media content for all channels to inform and alert
- Social media timeline and calendar on when it is best to post and through what social outlet
- Messaging and timeline on when to message
- Gallery of videos and photos to promote MQA's and where they will be
- Announcements and advisories announcing any QA events or key dates

Strategy:

Traditional Media

- Work with media outlets to get MQA efforts out to the public by solidifying interviews via their outlets
    - Radio
    - TV
    - Blogs
    - Podcasts
- Pitch and solidify MQAs on special community shows and publications throughout the areas
- Create specific events and campaigns with the outlets to ensure the topic of MQA is being pushed out.

    - Town halls with key city or local officials, piggy-back at events they are holding around key dates for the MQA's
- Work with media outlets to provide live coverage or special coverage at the sites of where MQA's are and have a SME on site to provide interviews on the event, MQA's, the importance and the overall mission of the Census.
- Provide media outlets social messaging and content to post throughout the campaign on their specific social media channels.
    - Social Media Messaging Example

Message	Social Channel	Image
Every single person counts in the #2020Census, from newborns to great-grandparents	Instagram and Twitter	
Everyone living in your home counts on your #2020Census. Roommates, siblings, significant others—but not pets! Sorry, Spot	Facebook, Instagram, Twitter	

- Ask a reporter to help us push messaging out with a specific PSA or special posts around the MQA topic.
- Work with our writers to put out written pieces about the 101 of Mobile Questionnaire Assistance and what events or places communities can go to.

Non-Traditional Media

The purpose of using non-traditional media is to send effective messaging out into the digital space. Everyone operates from their phones, tablets, and computers. Since the majority of our population communicates digitally, a good campaign with effective videos and PSA's will get the message across and get communities to participate in the Census.

Videos will be used to promote the 2020 Census in city libraries, screens in city offices, school district offices and schools, universities, hard to count areas, etc., and displayed at Questionnaire Assistance events. Here are some examples of videos that can be used:

Census Videos

"What is the 2020 Census?"
https://www.youtube.com/watch?v=Eq-FMB4epyw

What is the Census 30-second PSA?
https://2020census.gov/en/partners/psa-toolkit/what-is.html

Census Videos and PSA's to target different demographics
Why Care - All actors are African American - 30-second PSA
https://www.youtube.com/watch?v=8ppF7yNk1zs

Counting Kids - 7-year-old opera star - 60 seconds
https://www.census.gov/library/video/2019/7-year-old-opera-singer-actress-wants-kids-counted-2020-census.html

"Every Moment Counts" Counting everyone in Household (kids) 30-second PSA
https://www.youtube.com/watch?v=uKOGPsaWMTo

"They Also Count: (Spanish) 30-second PSA
https://www.youtube.com/watch?v=_SAB6tiB7Hc

What Can Partners Do?

1. Add a link to the 2020 Census website on your website
2. Activate social media with the U.S. Census Bureau Facebook page, Twitter feed, YouTube channel, and Instagram account. Be sure to tag your own social media posts with the hashtag #Census2020
3. Add a message to your email signature that your organization supports the 2020 Census
4. Put up Census 2020 QA information and fliers at your place of work and add locations of the QA sites/events
5. Send an e-blast to clients and constituents about events involving our QA's and their location

References and other items to help promote:

- **Official Census Websites.** Click 2020 Census.Gov or Census.gov to find all the information you need
- **Shape Your Future Video**. Click https://www.census.gov/library/video/2019/shape-your-future.html to download a copy of the official 2020 Census Shape Your Future video
- **YouTube Channel**. Click https://www.youtube.com/user/uscensusbureau to find a variety of videos available on YouTube
- **2020 Census Tagline**. The communications tagline for the 2020 Census is "Shape Your Future. START HERE." Feel free to use the tagline in your communications about the 2020 Census. Details about the tagline can be found https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/promo-print-materials.html
- **2020 Census Logo**. To access Census logos for promotional materials, please visit: https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/promo-print-materials.html

Event & Site Ideas

The purpose of setting up Questionnaire Assistance (QA) sites is to create additional opportunities for the public to respond to the 2020 Census in key locations where we anticipate low self-response rates. Highly Mobile Questionnaire Assistance can be set up in areas experiencing low self-response rates as the 2020 Census is underway. At MQAs, respondents may receive assistance from partners/volunteers and or Census Bureau staff. At partner sites/events, people can answer the 2020 Census utilizing their smartphone or available computers/tablets to access the internet self-response instrument or to call and respond by phone.

Possible Sites

The best places to hold these types of events will be places that large numbers of people frequent and areas of known low self-response in 2010. These low LRS areas can be found at www.Census.gov/ROAM.

For detailed information on what partners can and cannot do at these sites, refer to page 27.

Possible Event Ideas

Outlined below are event and site ideas for partners. Look for your sector and think about ways you can help your community get a complete count.

Education *K – 12* • Census Back-Pack Day *Census Days at:* • Day Care Centers • After School Programs • PTA events • Libraries • Child-Friendly Restaurants • Spring Festivals • Movie Theaters • Malls *Higher Education* • Spring Flings • Sporting Events (Basketball, Baseball, Soccer, Track)	***Government*** Block Parties in elected official's area o Federal o State Officials o City Government *Census Days at:* • Recreation Centers • Community Parks • Public Library • State Fairs/County Fairs • Public Housing Units • Info Days- Workforce Solutions locations
Faith-Based • Interfaith Summit • Census Worship Weekend • Census Sunday	***Rural Communities*** • Food Banks • Libraries • Churches
LGBTQ • Creating Change Conference • Gay Pride Month • LGBTQ Job Fairs	***Refugee Communities*** • Engage with refugee community-based organizations at festivals and events • Work with voluntary agencies to reach refugees at service sites
Business • Work with Chambers of Commerce • Work with Economic Development Centers (EDCs) • Utilize Employee Volunteer Days • Use training labs as response sites • Provide devices/hotspots during events	***Health*** • Work with Community/City/Private Clinics • Health Fairs
Tribal/AIAN • Pow-wows • Cultural Celebrations/Events • Holiday events (if applicable) • QA response centers at tribal offices, schools, libraries, and other tribal gathering places	***Non-Profit/Community Based*** • Social Clubs • Civic Organizations • National Panhellenic Councils (fraternities/sororities) • Work with Philanthropic Organizations • Work with Advocacy groups

National Calendar Events

Each year, key dates in the calendar provide unique opportunities to gather or reach large crowds. These dates may also provide excellent event and site opportunities to amplify the census message and help your community get a complete count:

January

- 14: Census National Media Kick-off
- 20: Dr. Martin Luther King Day

February

- TBD: Census Interfaith Summit
- 14: Valentine's Day
- 17: President's Day
- 22: Census Counting Young Children Day

March

- 2-7: Census Statistics in Schools Week
- 12: Start of Online Census Response
- 16: Census National – "Invitation to Respond" Day
- 27-29: Census Worship Weekend
- Media Blitz

April

- Local Events all month
- 1: Time to Respond Event (Census Day)
- 14: Census National Time to Respond Events
- 28: Census National Major League Baseball Events

May

- 13: Census National Block Parties
- 13: Door to door enumeration begins for non-self-responding households
- 25: Memorial Day

June

- Local Events all month
- 14: Flag Day
- 19: Juneteenth

July

- 4: Independence Day Celebrations
- Make Sure You Were Counted Events all month
- Back to School Events
- 31: 2020 Census Response ends

Resources to Have at Questionnaire Assistance Sites and Events

Types of Resources:

Computers/Laptops/I-pads available for public use

- Access to the internet (Census Bureau does not provide "hot spots"). If using a wireless connection, please make sure it requires a password to access it
- Privacy so others do not see respondents' answers
- Software updates are installed on devices
- Internet browser – best are Internet Explorer, Edge, Chrome, Safari, Firefox, and Samsung Native
- Link to 2020census.gov. Do not create a creative interface to respond. Use of the 2020 Census Web site adds legitimacy
- Census Bureau can only provide one iPad per Census Response Representative (CRR) at a site/event
- Make it clear that your devices are not secured by the Census Bureau – use your logo

Information at Sites or Events

- Visibly post a copy of the questionnaire
- Private area for respondents to answer questions online
- Written instructions on how to gain access to online questionnaire
- Written instructions on how to navigate through online questionnaire
- Information on how to respond without a Census ID number
- Language support as appropriate

Phones

- Private area for respondents to answer questions via phone.
- Copies of sample questionnaire
- Telephone Questionnaire Assistance phone number and times. Live agents will be available 7am to 2am eastern time in 12 languages plus English.

Assisting Respondents

- Do not "staff" devices – individuals should enter their own information
- Do not collect response information from outside the Census Bureau's online form
- Make it clear that you are not a Census Employee
- Refer respondents that want assistance to a Census Bureau staffed phone number for help.
- If a respondent insists that you help them, please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you

Full Questions and Answers for partners supporting the 2020 Census can be found:
https://2020census.gov/content/dam/2020census/materials/partners/2019-10/partners-self-response.pdf

What Partners Can and Can't Do

DO	DON'T
QUICK FACTS	
Emphasize that the 2020 Census is safe and secure.	As a partner, do not lead respondents to believe you are covered by Title 13, Confidentiality law as sworn Census Employees only have this status
Explain that everyone living in each household, including newborns, older individuals, and people who are not family members, should be counted on the household's 2020 Census form.	Do not enter that individual's responses for them or watch them enter their responses.
Advise to complete the 2020 Census even if they think others may have already responded. The Census Bureau has processes in place to resolve duplicate submissions.	Do not encourage anyone to respond to the census on behalf of a household in which they do not live.
Remind people to cooperate with census enumerators if they visit their home and/or answer the phone for follow ups.	Do not visit homes to collect data! Limit door to door activity to handing out flyers and/or talking about the importance of the 2020 Census. STOP visiting homes by mid-May.
COMMUNICATION	
Be clear about the fact that you are not an employee or representative of the Census Bureau. If they need to consult an expert, share with them the questionnaire assistance number.	Do not lead people into thinking that you are the expert or that they can consult with you their personal situations.
Distribute content about the 2020 Census on your social media accounts, in your newsletters, and on your Web site. Please co-brand materials with the 2020 Census official tagline and logo. https://2020census.gov/en/partners/outreach-materials.html	Do not use the Census Bureau's logo or other branding in any way when making your devices available for response. You may use your logo.
Correct misinformation or disinformation on social media accounts. You can report misinformation and disinformation at rumors@census.gov	Do not place calls (through robo calls or person-to-person calls) to individual households regarding the census. It is prohibited by federal law, and it imposes substantial liability for violations.
RESOURCES	
Provide your own devices or share your Wi-Fi password to promote self-response.	Do not assume that the Census Bureau will provide devices, systems or network support. Do not use an open Wi-Fi.
Follow best practices for securing devices and networks. The Department of Homeland Security's Cybersecurity and Infrastructure Security Agency's Web site provides steps to secure devices. https://www.us-cert.gov/ncas/tips	Do not expect that the Census Bureau will help with maintenance, installation or pay for any damage on devices that you make available to the public for response.

APPENDIX A: WHO TO INCLUDE ON THE FORM

Who to Include on the Form?

The U.S. Constitution, Article I, Section 2, mandates that all individuals residing in the U.S. and its territories shall be counted every 10 years.

Individuals to be counted:

Everyone residing in the United States on April 1, 2020 is to be counted.
This includes:

- All residents regardless of documentation status
- Foreign students studying in the United States
- Migrant and seasonal workers including those on foreign work visas
- Those not living in traditional housing units (marinas, group homes, RV parks, cars, hotels/motels, outdoor locations, nursing homes, college dorms, prisons, etc.)

Young Children (who either live in or temporarily residing in your household)

- 0-5 years old (newborns prior to and up to April 1, 2020; foster children; nieces/nephews; grandchildren; and/or great-grandchildren
- Children who split their time between your household and another household—they are living with you on April 1, 2020. (Do they live with you at least 50% of their time?)

Residents:

- Family and friends who are temporarily staying with you on April 1, 2020 and have no other usual place to live
- Another family residing with you on April 1, 2020
- Roommates
- Tenant(s) living in your home

Visit Residency Rules:
https://2020census.gov/content/dam/2020census/materials/partners/2019-08/Brochure_About_Residence_Criteria.pdf

APPENDIX B: IMPORTANT INFORMATION FOR AMERICAN INDIANS AND ALASKA NATIVES (AIAN)

What is the census?

Every 10 years, the United States counts everyone living in the country on April 1. Participating in the Census by completing your household's questionnaire is easy; it contains only ten basic questions and it should take about ten minutes to complete.

Why should I encourage members of my tribe to complete the form?
Tribal members are a historically undercounted group, which prevents them from receiving billions of dollars in funding for important services. This includes Indian Health Services and Section 8 Housing, in addition to programs such as WIC, CHIP, School Lunch Programs, and Head Start. Every tribal member, from elders to infants, counts!

Purpose of this guide:

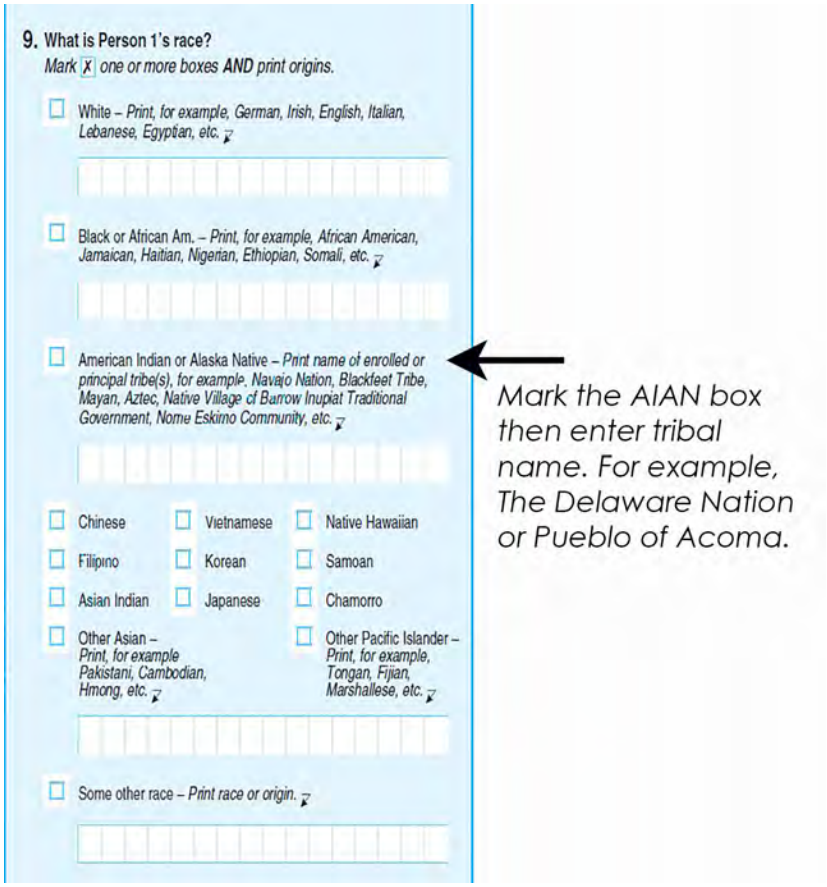
The purpose of the 2020 Census Questionnaire Assistance Guide is to provide guidance for AIAN partners interested in helping tribal members to accurately complete the form. It provides information on how they can best respond to important questions.

Important Questions:

How should I respond to the race question if I am American Indian or an Alaska Native?

An individual's response to the 2020 Census race question is based upon self-identification. The U.S. Census Bureau does not tell individuals which boxes to mark or what heritage to write in.

In order to gain an accurate account, it is important that the primary respondent (ages 15 and above) mark the American Indian or Alaska Native checkbox and enter the name of their affiliated or principal tribe(s) in the write-in area. They should also mark the AIAN checkbox for additional household members if applicable. It is best if the information entered is the federal or state recognized name for the tribe. Tribal members can affiliate with multiple tribes.



- **My federal (or state) tribal name is too longer than 16 characters, what should I do?**

You can (and should) still write out your full tribal name(s) to ensure and accurate count. On paper you can continue past the 16 characters, anywhere near the AIAN section on the form. This includes margins and other white space. On the internet or phone there are no character boxes.

- **Why does the census ask a question about race?**

The question on race is asked of all people in the United States. These data are required for federal, state, and tribal programs and are critical factors in the basic research behind numerous policies, particularly for civil rights. Race data are used in planning and funding government programs that provide funds or services for specific groups.

These data are also used to evaluate government programs and policies to ensure they fairly and equitably serve the needs of all racial groups and to monitor compliance with antidiscrimination laws, regulations, and policies. States also use these data to meet legislative redistricting requirements.

- **Who should I record on the questionnaire?**

It is important to include everyone residing in your household on April 1, 2020. This includes everyone from one-day-old infants, to elders, to extended family members, to nonrelatives. Do not record family members residing in group quarters such as elder care centers, college dorms, or homeless shelters, as they will be counted separately.

- **I have a family member who lives off the reservation, should they write in their tribal name?**

Yes! Anyone who affiliates with the tribe, even if they live off the reservation, can mark the AIAN checkbox and write in the name of the tribe(s) they affiliate with. This helps ensure funding for both on and off-reservation services.

- **I do not have a street address. How will I receive my questionnaire?**

Tribal members who live in remote locations will receive an invite and questionnaire at their place of residence. They can then complete the form over the phone, by internet, or through the mail. All responses and personal information are kept completely confidential and are not shared with other federal agencies. Check with your tribal community for any questionnaire assistance sites/events.

- **My tribe already records enrollment information, so why should I complete the census?**

While individual tribes often keep enrollment records, they do not share that information with the federal government. Because numerous government agencies use census, and not tribal, data, this allows tribal governments to record accurate information when applying for funding. Any personal information recorded on the form is confidential and only shared in the form of data.

APPENDIX C: HELPFUL LINKS

Helpful Links

2020 Census Website:
www.2020Census.gov

Census YouTube Channel
https://www.youtube.com/channel/UCQP2vGchSQr_U81ID-E7DHQ

Language Support
https://2020census.gov/en/languages.html

Mail Contact Strategies Viewer Map
https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=7ef5c37c68a64ef3b2f1b17eb9287427

Preview of How to Complete the Form Online
https://youtu.be/fXg1_1HHKzA

Q&A for Stakeholders Supporting the 2020 Census
https://2020census.gov/content/dam/2020census/materials/partners/2019-10/partners-self-response.pdf

Residency Criteria
https://2020census.gov/content/dam/2020census/materials/partners/2019-08/Brochure_About_Residence_Criteria.pdf

Response Rate Challenge Toolkit
https://2020census.gov/content/dam/2020census/materials/partners/2020-01/2020%20Response%20Rate%20Challenge%20Toolkit.pdf?utm_campaign=20200113msc20s1ccallrs&utm_medium=email&utm_source=govdelivery

ROAM (Response Outreach Area Mapper)
www.Census.gov/ROAM.

Type of Enumeration Area Viewer Map
https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340