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

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Census and Corona Safety

- **Census is Happening**
  Timelines have changed, but the importance and the process remain the same

- **Respond Safely from Home**
  Internet, phone, and paper response options are available

- **Complete Your Form**
  Reduces the changes of a Census worker visit and maintains social distance
Adjusted Timeline

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

Watch the US Census Bureau Newsroom for updates https://www.census.gov/newsroom.html
Group Quarters Adjusted Timeline

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

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

- Evaluating Impact
- Assessing Need
- Informing Decision Making
What Can We Expect?

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

Percent of Households Without Internet Access


Percent of Households without Internet Access

- 6.99 - 14.58
- 14.59 - 21.29
- 21.30 - 27.51
- 27.52 - 33.61
- 33.62 - 43.98

Statewide - 694,999 (17.74%)

Produced by the North Carolina Office of State Budget and Management
2020 Census Self Response Rate – April 14, 2020

North Carolina – 45.4%

United States – 48.6%

2020 Census Contact Strategies

2020 Census: Mail Contact Strategies Viewer
How To Recognize A Census Worker

• ID Badge that includes their photograph, the Department of Commerce watermark, and an expiration date.

• Laptop and/or bag with a Census Bureau logo, the field representative will provide the following:

• Supervisor’s contact information and/or the regional office phone number for verification, if asked.

• A letter from the Director of the Census Bureau on U.S. Census Bureau letterhead.

• If in doubt, call the U.S. Census Bureau Atlanta Regional Office at 1-800-424-6974.
PARTICIPATION – EVERYONE COUNTS!
The 2020 Census will ask 9 questions about:

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

Census Bureau will **never** ask for:

- Social Security numbers
- Bank or credit card account numbers
- Money or donations
- Anything on behalf of a political party
You Can Help!
Complete Your Census Form!

• Complete your Census form safely in your home.

• Put the I Counted sign in your window.

• Challenge friends, family, neighbors, and complete strangers to do the same.

• Join the social media Census party at #MakeNCCount and @NCCensus.
Complete Your Census Form By Phone!

**Language Support**

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

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

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

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

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

I counted
CENSUS 2020
Here’s Where to Start

• Social Media
• Leverage your existing resources

Listserv, phone banks, local media, etc..

Link to census.nc.gov for the NC Census Outreach & Engagement Tool Kit of resources

Use #MakeNCCount and @NCCensus on social media

Include Census logo, reference, or content on standard work processes (mailings, documents, listservs, blogs, etc.)
North Carolina 2020 Census

Make NC Count

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

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

What is the Census?
Contact

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