

Census Outreach Talking Points for Community Service Providers

(Updated: 2/12/2020)

1. What is the Census?

Every 10 years, the federal government counts everyone in the United States. This is required by the U.S. Constitution.

- a. The count determines how many representatives each state gets in Congress.
- b. It helps decide funding for a variety of resident needs such as building new roads, schools and emergency services. Census data is also used to determine the level of federal funding for programs such as Supplemental Nutrition Assistance Program for Women, Infants and Children (SNAP/WIC), Medicaid, and Children's Health Insurance Program (CHIP).
- c. It helps make planning decisions like where to build roads, apartments, and stores; and where to provide more services such as hospitals and schools, etc.

2. Who will be Counted?

EVERYONE living in the United States, including citizens and residents who are not citizens. This includes children, too.

3. How do I Participate?

- a. You will receive an invitation in your mailbox to participate in the 2020 Census starting in mid-March.
- b. You can respond online, by phone or by mail. You can also respond on your mobile device. It is quick, easy and safe.
- c. You need to respond by mid-April. If you don't respond, Census takers will start knocking on your door in May.
- d. Help will be available in many languages if you choose to respond online or by phone.

4. Why should I Participate in the Census?

- a. Census shapes the future of our community:
 - i. Every year the federal government allocates more than \$675 Billion in funding based on census data. The funding supports services we all use every day in our community.
 - ii. Every Marylander not counted costs the state approximately \$18,250 over 10 years.
 - iii. This means that Montgomery County may not receive enough funding, if we fail to count every resident, to build schools and roads or have emergency services according to population density.
 - iv. Please count your children – the census provides money for their schools – the school won't get more money for 10 years if you don't count your kids!

- b. It is a way for ALL residents including citizens and non-citizens with any immigration status to participate in our democracy.
- c. It only takes 10 minutes! And help will be available.
- d. Please let your family, friends and neighbors know about Census!

5. The Census is SAFE – there is no risk in completing the census

- a. The Census is not permitted to share your personal information with anyone. The Census Bureau will not share your personal information with other government agencies including immigration enforcement agencies, law enforcement agencies, or property management.
- b. Census staff take a lifetime vow that they will never share your information. It is punishable by 5 years in prison and a \$250,000 fine.
- c. The only way Census information is ever shared is in aggregate. This means they cannot share anyone's information attached to their name or address. For example, they can say that 50% of the people in 20902 have children. They **can't** say that Mr. and Mrs. Smith on Dennis Avenue have children.
- d. It doesn't matter how many people live in your house. You will not have a problem.
- e. There is **no** question about citizenship.

6. Language Resources

- a. The Census 2020 Online Self-Response format will be available in 12 non-English languages (Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog and Vietnamese). In addition, language guides, language glossaries, and language identification cards will be available in 59 non-English languages.
- b. If you prefer to complete the Census over the phone, you can respond by phone in English, Spanish, Chinese (Mandarin and Cantonese) Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese and Japanese. The phone number will be available soon.
- c. Bilingual (English and Spanish) materials will include enumerator instruments, paper questionnaires, mailings and field enumeration.

7. Other Useful Information

a. Census Job Opportunities:

- i. Census is hiring and the pay is very good!
- ii. Apply online at 2020census.gov/jobs. You may receive a call from Census in regard to your application, so please don't forget to answer calls!
- iii. If you already applied but didn't get a response, please reapply or call 1-855-JOB-2020 to check the status of your application. The process has been improved, you should receive a call quickly.

b. Want to get involved? Contact Shawn Ellis, the Census 2020 Manager, at shawn.ellis@montgomerycountymd.gov or the Regional Services Director for your region (Jehru, Luisa, etc.)

c. More Information about Census in Montgomery County is available at www.montgomerycountymd.gov/census or www.2020Census.gov