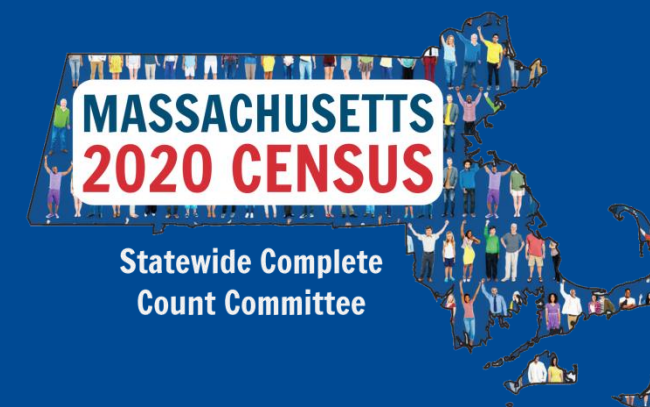


# Weymouth Counts

## Census 2020

Mayor Robert Hedlund



# Overview

- Census
- What's at Stake?
- 2020 Census Overview
- Challenges
- What can we do?
- Resources



# What's the Census?



Mandated by the U.S.  
Constitution every 10  
years



Count every person  
where they live and sleep  
most of the year

equal representation and  
fair allocation of  
resources to communities



April 1<sup>st</sup> is Census Day!



# Why does the 2020 Census Matter?

- \$22 Billion in Federal Funds for Massachusetts in FY16\*

- Impacts Communities

\$238 million for Title I Public Schools

\$75 million for childcare

\$535 million for Children's Health Insurance

Program (CHIP)

\$9.7 billion for Medicaid

\$182 million Low Income Housing Tax Credits

- Equal Representation

at the national, state, and local levels

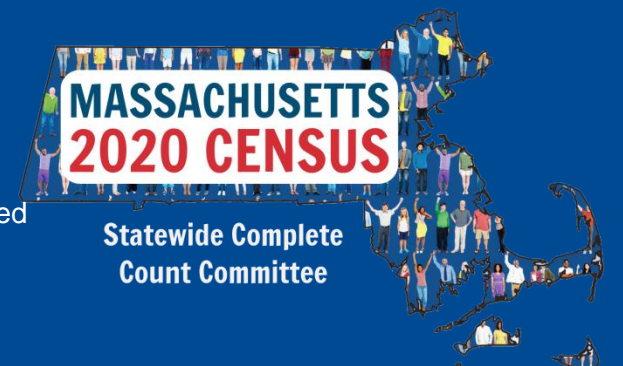
- Critical programs

that support education, housing,

healthcare, and transportation services

in our communities

\*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



# What's at Stake for Weymouth?

- Funds

An undercount of the population can have negative, compounding effects on funding for Weymouth

- Affects communities

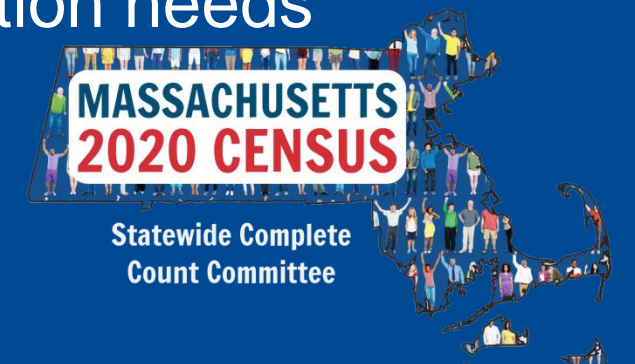
Undercounting residents will stretch thin the resources people depend on everyday

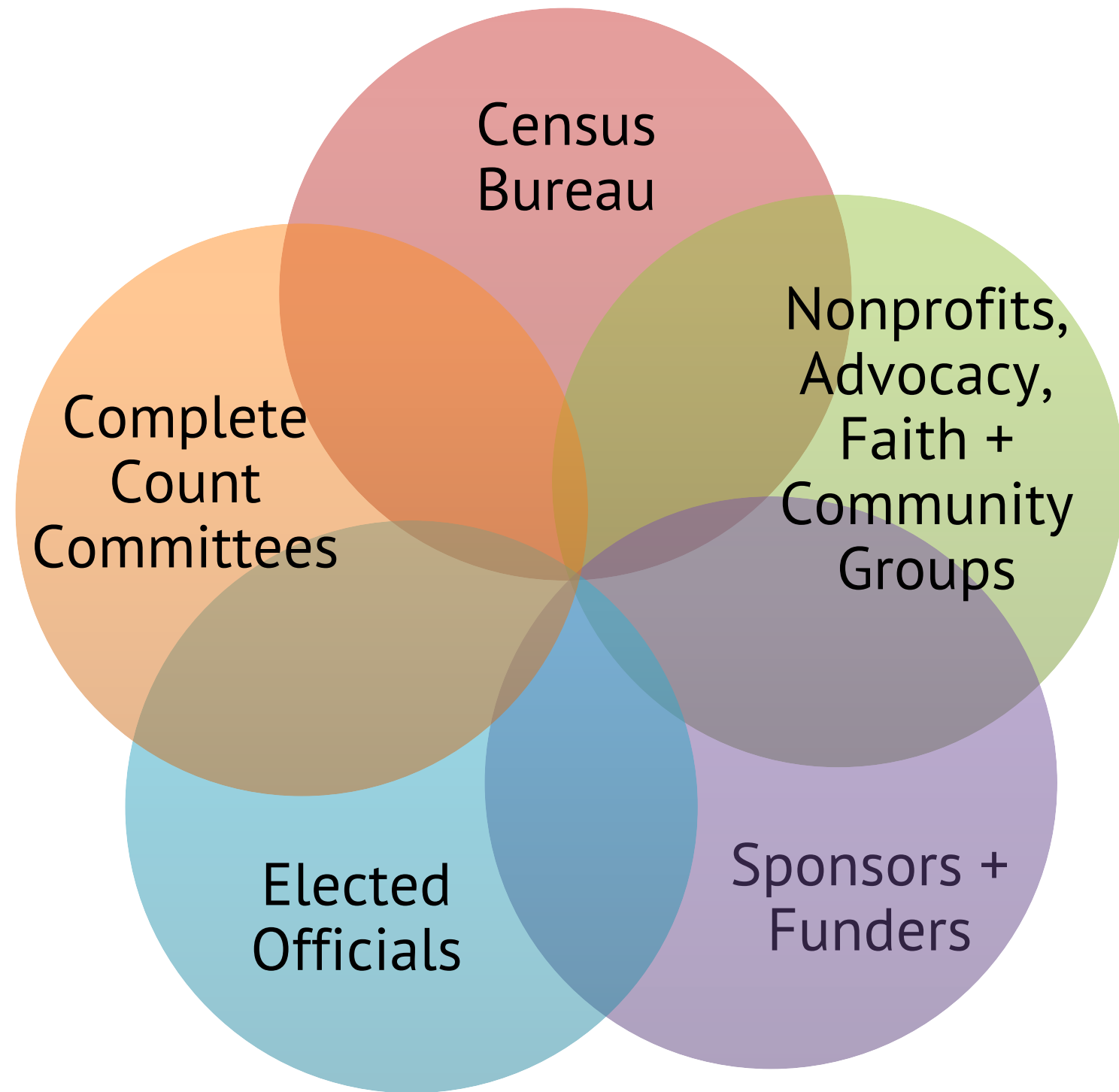
- Political Representation

Representation is determined by census numbers, at the federal, state, and local levels

- Critical programs

Census numbers determine the planning and funding of education, healthcare infrastructure and transportation needs for communities





Partnerships are key to getting a fair and accurate count

We must work together to engage people, important stakeholders and trusted leaders, especially in the hard to count communities.

# Massachusetts Census Ecosystem



# Census Operations: Key Dates 2020

- *March 12*  
Census Bureau sends letters to households for self-response  
  
Bureau conducts Update Leave
- *March 30 - April 1*  
Service-Based Enumeration (Count of the Homeless)
- *April 1: Census Day!*
- *April 9 - May 4*  
Early Non-Response Follow-Up Begins
- *May 13*  
Non-Response Follow-Up begins
- *Late July*  
Non-Response Follow Up ends





# It's easy to fill out the Census 2020 Questionnaire

\*Available on [census.gov](https://census.gov)

\*Quick 10 minutes

\*About 10 questions

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

**3. Is this house, apartment, or mobile home — Mark ☒ ONE box.**

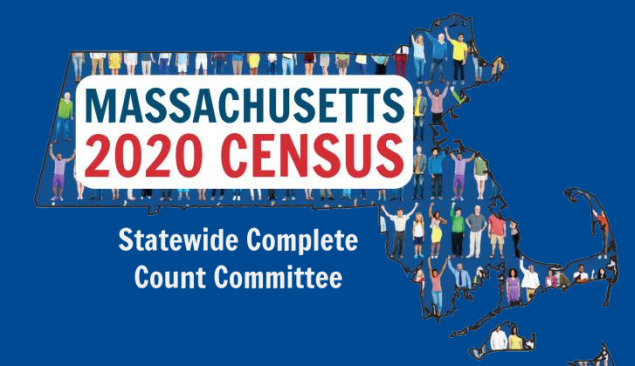
- ☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

**4. What is your telephone number?**  
*We will only contact you if needed for official Census Bureau business.*

Telephone Number

-    -

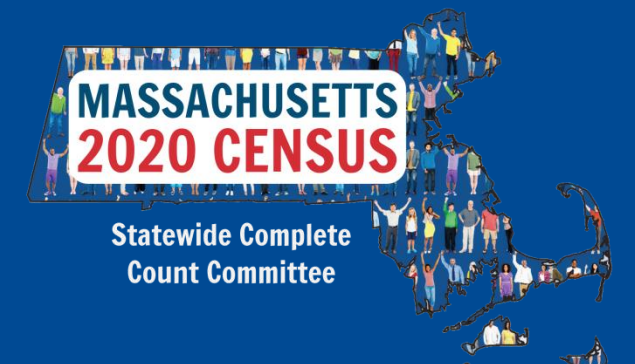
[Form number removed]





# Questions on the 2020 Census

- How many people were living in this house, apartment, or mobile home on April 1, 2020?
- Does this person usually live or stay elsewhere?
- Is this house, apartment, or mobile home -- (owned, rented, occupied without payment of rent)?
- What is your phone number?
- For each resident: What is their
  - Name
  - Age
  - Sex
  - Race
  - Ethnicity
  - Relationship



# How to Respond?

\*guides and glossaries in 60 non-English languages  
Toll Free numbers available starting March 9th in 12 non english languages to complete the census on the phone.

**2020census.gov**



Online



phone



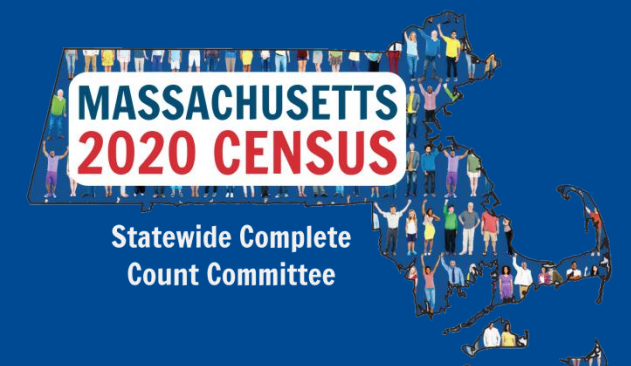
by mail



Census Bureau will begin sending out field staff (called enumerators) – Mid-May

12 Non-English Languages

English & Spanish



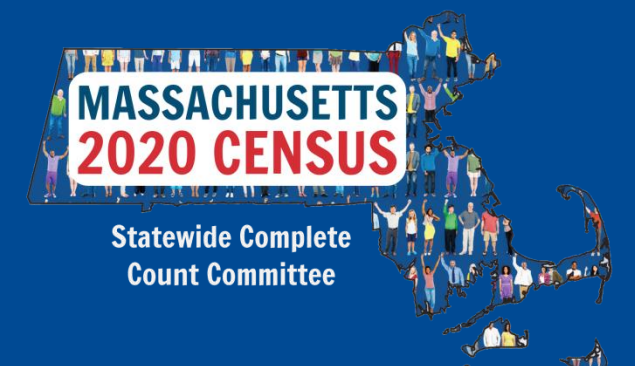
If you  
Respond



Census Bureau field staff

**WILL NOT**

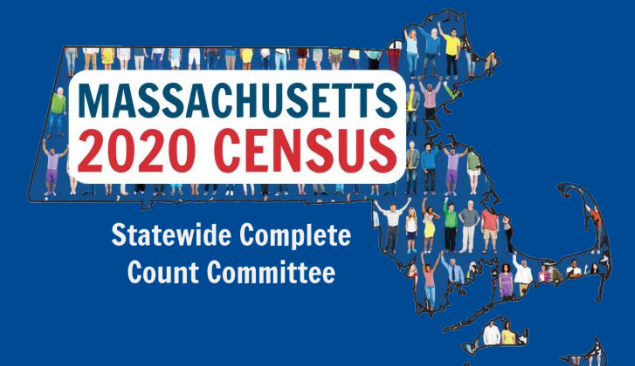
come to your Residence!!



Guides in  
60 languages + Braille  
+ Large Print  
Toll Free numbers available starting  
March 9th in 12 non english languages  
to complete the census on the phone.

Find all 60 translated guides: [www.census.gov](http://www.census.gov)

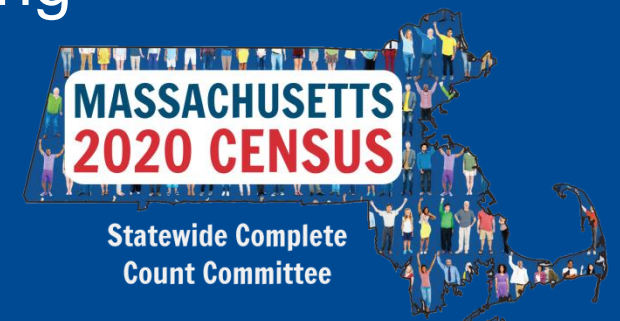
Search for the term: language guides



# Safe and Confidential

- Title 13 of the U.S. Code
  - This law protects the confidentiality of individual responses to the Census.
  - Private information (ex: names, addresses, phone numbers) is not published until 72 years after collection.
  - Your census responses cannot be used against you in any court of law or by law enforcement. No agency can access your individual responses.
  - Census staff take a lifetime oath and if violated the penalty is up to \$250,000 and/or up to 5 years in prison.
    - This hasn't happened since its implementation in 1954.
- <https://www.census.gov/data.html>

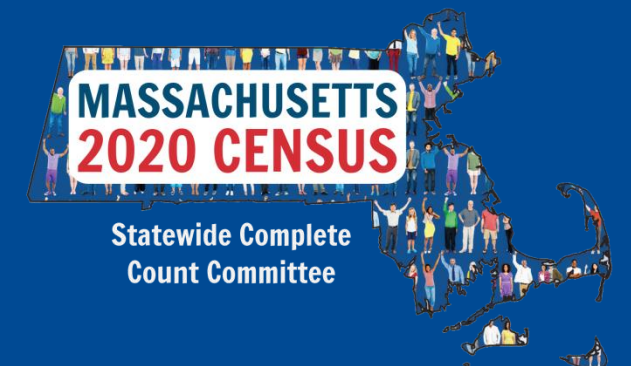
You can visit this website to see how data is depersonalized and aggregated, protecting your data at all costs.





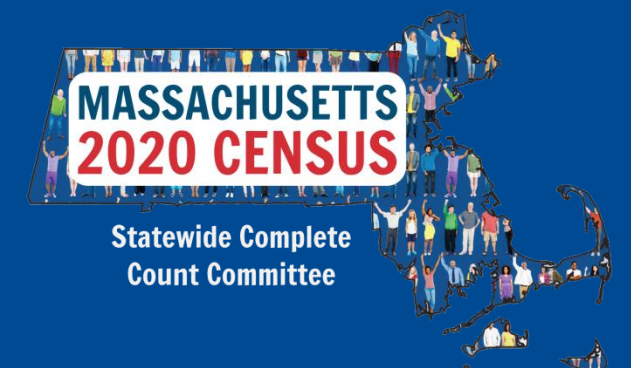
# Identifying Census Bureau Staff

- ID Badge (name, photo, Department of Commerce watermark, and expiration date)
- Carry a bag with the Census Bureau logo or a laptop
- Provide you a letter on Census Bureau letterhead
- 9AM – 9PM
- Upon request, provide their supervisor's phone number
- Check on
  - Online: “Census Bureau Staff Search”
  - Call: Census Bureau Regional Office at 1-800-991-2520



# The 2020 Census will never ask for:

- Your Social Security number
- Money or donations
- Anything on behalf of a political party
- Your bank or credit card numbers



## Historically Undercounted Groups (under 20% return rate) include:

- People of color (especially men, ages (18–49)
- Low income households (renters), urban & rural
- Young children (ages 0–4), especially Black & Latinx children
- Limited English Proficiency and Foreign-Born Households
- Single, female-headed households
- Mobile Young Adults

## Perennial Challenges



# Unique Challenges in 2020

- First digital census and disparities in access to broadband
- Fear among immigrant communities
- Lack of public facing Census offices
- No stationary Questionnaire Assistant Centers



# What can we do?

## ***Share the message***

with friends, groups and communities via social media, set up computers labs, and educate importance of responding to the

## ***Inform residents***

on what the survey letter and online form will look like, and how to avoid scams. Use pledge cards, bilingual materials, and posters.

## ***Coordinate with partners***

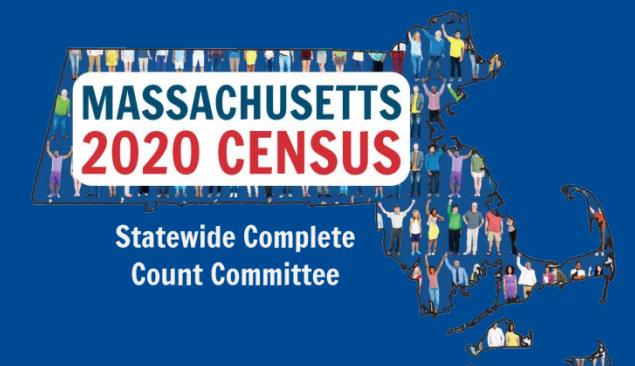
Secretary of the Commonwealth; Statewide and local Complete Count Committees; libraries; service providers, advocacy, faith, and community groups.

## ***Develop and implement***

### ***strategies***

to raise awareness, engage stakeholders and trusted voices, and encourage collaboration.

to ensure our community gets its fair share of resources and representation for the next decade





# Events and Outreach

- Senior Center Logo Contest
- Public Service Announcements being produced
- Informational Tables
  - Weymouth Market
  - Food Pantry
  - Polling stations
  - Houses of Worship
  - Weymouth Libraries and WPS Art Project about counting your family
  - Youth and Family Services-“Sticker Shock” events at various locations
  - Irish Heritage Day Parade
  - Civic Associations
  - Social Media



# Complete Count Committee

- Elizabeth Foster-Nolan- League of Women Voters of Massachusetts
- Kathy Deree- Town Clerk
- Karen Johnston- Director of Elder Services
- Kathy Collins-Director of Youth and Family Services
- Garret Walsh-GIS Information Management
- Stacey Wilson-Weymouth Public Library
- Melanie Curtin-Assistant Director for Curriculum and instruction / ELL Support
- Tom Nowell-Systems Administrator/MUNIS Application Manager