NORTH DAKOTA COMMUNITY AND FAITH-BASED CENSUS SUBCOMMITTEE TOOLKIT
2020 Census: Get Counted! It's safe, simple and confidential!

PURPOSE: The purpose of this toolkit is to be used as an addendum to other materials that are being created by Super Studios and materials offered by the U.S. Census Bureau. The official Census Bureau Outreach Toolkit can be found [here](#). Members of the Community and Faith-Based Census Subcommittee can use the toolkit how they deem necessary to help ensure that the people we serve can be accurately counted.

INTRODUCTION: The census is important because it counts every person living in the United States. Data collected in the Census provides a statistical base for computation of Federal government distribution of program funds. These programs benefit U.S. residents and address issues of poverty, Medicare/Medicaid, home and school food assistance, education funding, home energy assistance, etc. **The census is a way to have your voice heard, to make a difference**. On April 1, 2020, the United States will conduct its constitutionally mandated decennial (10 year) census to determine the current population of the United States.
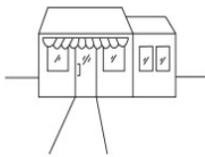
Businesses use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.
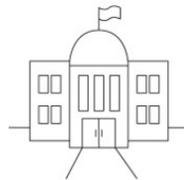
Local government officials use the census to ensure public safety and plan new schools and hospitals.

Real estate developers and city planners use the census to plan new homes and improve neighborhoods.

Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

Everyone gains from participating in the census! If you drive on public roads, have children attending school or anything that uses public services or infrastructure, you have a stake in the outcome of this census. **Every person needs to be counted if they reside in the state.** That includes citizens and non-citizens; those here legally or not.

HARD-TO-COUNT POPULATIONS: One of the major challenges of any U.S. census is ensuring that everyone gets counted. Sometimes individuals are excluded or "undercounted" from the census. These individuals, sometimes referred to as hard-to-count populations, include American Indians, federal military, college students, snow birds, individuals of color, immigrants, homeless, frontier counties, Bakken region oilfield workers and people experiencing poverty. Mapping of hard-to-count populations can be found [here](#).

TAKE ACTION: WHAT NONPROFITS AND FAITH-BASED ORGANIZATIONS CAN DO: Nonprofits and Faith-Based organizations are encouraged to engage and help ensure a fair, accurate and complete count, particularly in hard-to-count areas in North Dakota. Take action and spread the word about the Census!

- *Promote the importance of responding to Census 2020 to your stakeholders, including clients, volunteers, donors, board members and staff, through your regular communication channels, including print, web and social media.*

- *Work with city, county and tribal leaders to create and engage in local Complete Count Committees*

- *Identify and partner with organizations and community stakeholders that are already connected to hard-to-count communities and have built strong relationships and trust.*

3 WAYS TO COMPLETE THE CENSUS: By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. The 2020 Census marks the first time you'll have the option to respond online. You can even respond on your mobile device! You will have three options for responding:

1. Online.
2. By Phone.
3. By Mail.

CENSUS TIMELINE:
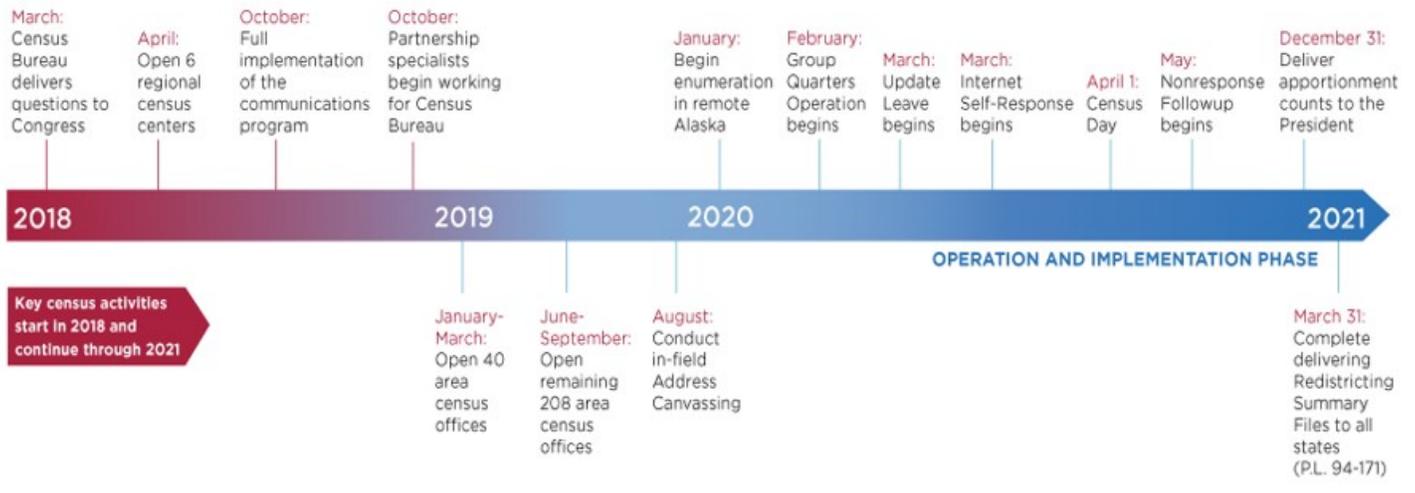
CENSUS KEY DATES:

March 12 – 20	Invitations sent to respond online
March 16 - April 3	Reminder letters and postcards sent
April 1	Census Day
April 8-16	Reminder letters sent with paper questionnaire
April 20-27	Final postcard sent before in-person follow-up
May 4-July 24	Non-Response follow-up visit

ADDITIONAL CENSUS RESOURCES:

- Hard to Count Interactive Map
- 2020 Census in North Dakota
- U.S. Census Outreach Materials
- Great Plains Housing Authority Materials (Jamestown/Stutsman County)
- Community Action Partnership of North Dakota
- North Dakota Association of Nonprofit Organizations
- Census Jobs
- Complete Count Committees in North Dakota
- North Dakota Census Task Force Committee
- Census Language Resources

2020 CENSUS IN NORTH DAKOTA: It is easy to understand the importance of the census when you look at the financial figures. In fiscal year 2015, $1.45 billion in federal funds were allocated to programs in North Dakota based upon resident count from Census 2010 and subsequent annual population estimates. These programs include: Medicaid, highway construction, Head Start, Foster Care, SNAP, Low Income Energy Assistance, Special Education and other programs. That means approximately $1,910 in federal funds per resident was spent that year. Of all the statistics we live with, the census count is one of the longest-lasting as the census occurs only once every 10 years.

WHAT IS THE FINANCIAL IMPACT IF NORTH DAKOTANS ARE NOT COUNTED?

Opportunity Costs to the State

RESIDENT	HOUSING UNIT (2.32)	STATE (if off 0.1%)
$1,900/yr	$4,431/yr	$1.5 million/yr
$19,000/10 yrs	$44,312/10 yrs	$15 million/10 yrs
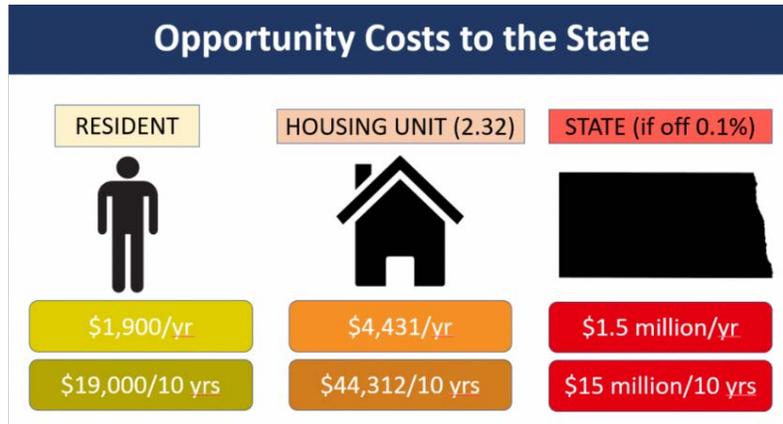
WHAT ARE THE 2020 CENSUS QUESTIONS?

1. How many people are living or staying at your home on April 1, 2020. *This will help count the entire U.S. population and ensure that we count people according to where they live on Census Day.*

2. Whether the home is owned or rented. *This will help produce statistics about homeownership and renting. The rates of homeownership serve as one indicator of the nation's economy. They also help in administering housing programs and informing planning decisions.*

3. About the sex of each person in your home. *This establishes statistics about males and females, which can be used in planning and funding government programs. This data can also be used to enforce laws,* regulations, and policies against discrimination.

4. About the age of each person in your home. *The U.S. Census Bureau creates statistics to better understand the size and characteristics of different age groups. Agencies use this data to plan and fund government programs that support specific age groups, including children and older adults.*

5. About the race of each person in your home. *The U.S. Census Bureau creates statistics about race and to provide other statistics by racial groups. This data helps federal agencies monitor compliance with anti-discrimination provisions, such as those in the Voting Rights Act and the Civil Rights Act.*

6. About whether a person in your home is of Hispanic, Latino, or Spanish origin. *These responses help create statistics about this ethnic group. This is needed by federal agencies to monitor compliance with anti-discrimination provisions, such as those in the Voting Rights Act and the Civil Rights Act.*

7. About the relationship of each person in your home. *This allows the Census Bureau to create estimates about families, households, and other groups. Relationship data is used in planning and funding government programs that support families, including people raising children alone.*

THE CENSUS BUREAU WILL NEVER ASK YOU FOR:

1. Your Social Security number.
2. Money or donations.
3. Anything on behalf of a political party.
4. Your bank or credit card account numbers.

If someone claiming to be from the Census Bureau contacts you via email or phone and asks you for one of these things, it's a scam, and you should not cooperate. For more information, visit Avoiding Frauds and Scams.

COMMON QUESTIONS AND ANSWERS ABOUT THE CENSUS:

1. Do they come to my house? *If you do not complete the Census form by the end of the April, a Census staff member will visit your home to conduct the Census in-person. They will not enter your home. You will get a letter in the mail, with instructions on how and when to complete the Census in March. Completing the decennial Census before the end of April does not mean a Census employee won't come to your home for verification of other Census surveys, although it does make it less likely.*

2. Can I help someone fill out their Census form? *Yes! You CAN help a person get online and pull up the proper form. You can sit with a person and read the form over with them prior to their completing it. You CANNOT fill out the form for them. A family member can help them fill out the form online or on paper. You can help them call the Census hotline for them to provide their information over the phone, or you can arrange for a Census Bureau staff member to help them in-person.*

3. Do I participate if I am not a citizen? *Yes! The U.S. Constitution says that the Census should count every person, whether citizen or note. Federal money and creation of districts are both based on total size of population, not just citizens. There are a number of safeguards in place to protect the privacy of data shared, including citizenship status.*

4. Is it safe for me to provide my information? *Yes! Under the law, Census data can only be used for statistical purposes. Personal Census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers, and citizenship status). Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.*

5. Can I simply ignore Census forms, or enter false information? *No. Currently, individuals who refuse to answer census forms, or who willfully provide false information, may face a fine (see 13 U.S.C. § 221(a) and (b), and 18 U.S.C. § 3571). In either case, you may also receive either a phone call or a visit from a Census Bureau representative.*

6. 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 business and improve neighborhoods.
   - Determine how many seats your state is allocated in the House of Representatives.