

How the 2020 Census will invite everyone to respond





Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

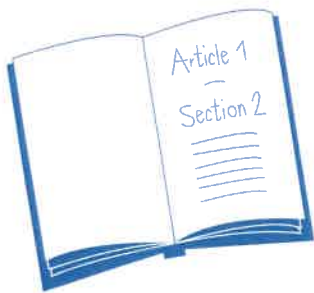
- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.

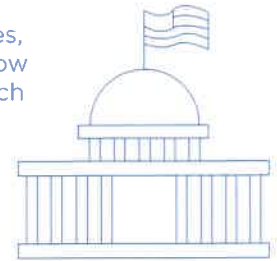


It's in the constitution.

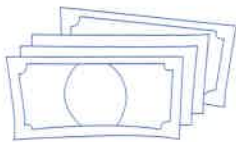
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

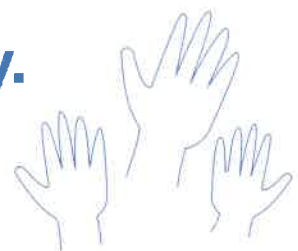


It's about redistricting.

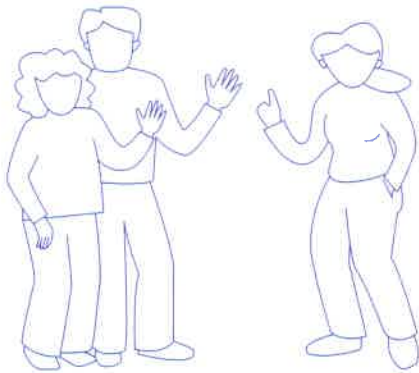
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

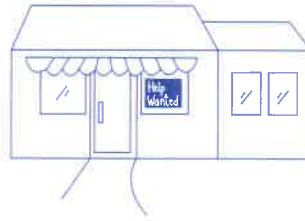
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



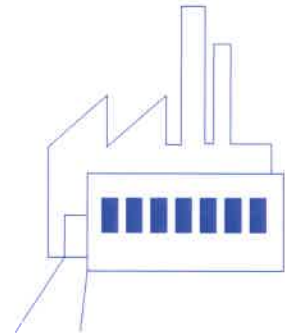
Census data are being used all around you.



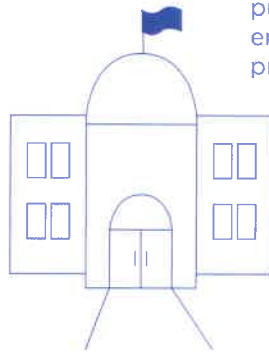
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your privacy is protected.

It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.



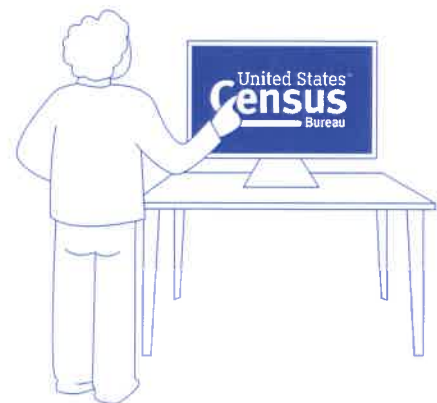
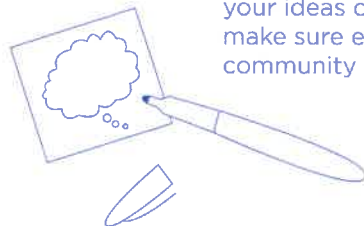
2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.





THE CENSUS HELPS FEED OUR CHILDREN

The Census influences how much money Ohio gets from the federal government to feed our children in need.

An accurate Census count can help ensure that no child in Ohio goes hungry.

SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN (WIC)

The amount of money that Ohio receives from the federal government for WIC is determined by the number of eligible Ohioans measured by the Census

100%

Ohio's WIC program is 100% federally funded



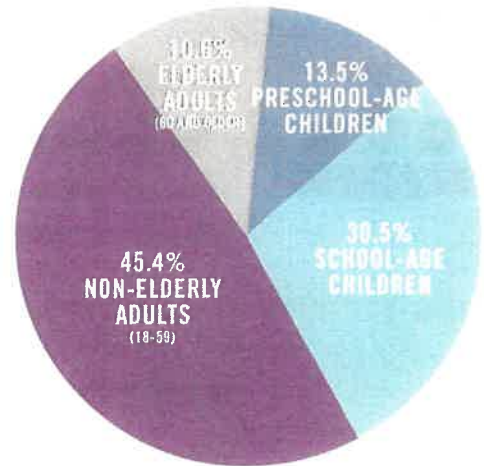
In FY 2016, Ohio WIC served a monthly average of 234,719 women, infants, and children

- Women: 55,306
- Infants: 73,934
- Children: 105,480



In 2016, Ohio received a federal grant of \$158,432,731 for food and nutrition services, and an additional \$58,476,845 for infant formula and infant foods rebates

SNAP PARTICIPANTS BY AGE



Source: Children's Defense Fund-Ohio based on United States Department of Agriculture, "Characteristics of Supplemental Nutrition Assistance Program Households: Fiscal Year 2015"

FEEDING OHIO'S STUDENTS

The Census is a primary source of data that is used to determine federal funding for the following programs



CHILD AND ADULT CARE FOOD PROGRAM (CACFP)



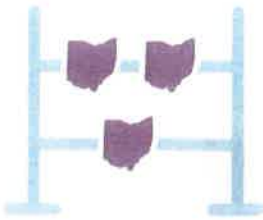
NATIONAL SCHOOL LUNCH PROGRAM (NSLP)



SUMMER FOOD SERVICE PROGRAM (SFS)



NSLP'S SEAMLESS SUMMER OPTION (SSO)



Children's Defense Fund - Ohio

LOCAL UPDATES COUNT

The list of addresses that the Census Bureau uses to determine its count could be missing important information.

The Local Update of Census Addresses Operation (LUCA) is the only opportunity for tribal, state, and local governments to review and comment on the Census Bureau's residential address list.

LUCA gives local governments the chance to ensure all of their citizens are included in the 2020 Census.



BY SIGNING UP, LOCAL GOVERNMENTS CAN...

- Help ensure an accurate 2020 Census count
- Ensure local governments receive the federal funding they deserve
- Help communities prepare for future needs

WHAT'S THE TIMELINE?



December 15, 2017	Sign up to participate
February 2018	Prepare local address files
February 2018	Ensure address files capture your true community
February 2018 (released by)	Update local addresses in GUPS software/LUCA process
120 days after receiving LUCA file	File submission to US Census
April 1, 2020	Census Day



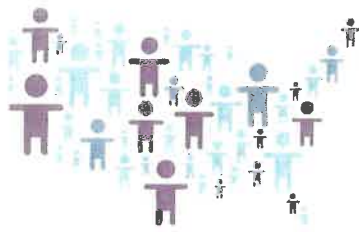
TRAINING OPPORTUNITIES FOR LOCAL GOVERNMENTS WILL BE AVAILABLE

Call for more information: (844) 433-0169

<https://www.census.gov/geo/partnerships/luca.html>



Children's Defense Fund
OHIO



Children's Defense Fund - Ohio

WILL YOUR CHILDREN COUNT?



CHILDREN COULD BE LEFT OUT IN THE 2020 CENSUS: WILL YOUR CHILDREN COUNT?



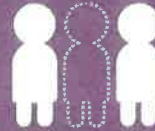
The Census Bureau has been undercounting young children (under 5 years old) for decades

2.2
MILLION

The 2010 Census missed over 2.2 million young children (4.6% of all young children in the nation)

2X

Young Black and Hispanic children were missed twice as often in the 2010 Census as White children



WHY ARE SO MANY CHILDREN MISSED?

Nationwide, millions of young children live in circumstances that make them hard-to-count for the Census Bureau:

- Poverty Stricken Neighborhoods
- Large Complex Households
- Nontraditional Modern Family Structures

100,000

OVER 100,000 OF OHIO'S YOUNG CHILDREN COULD GO UNCOUNTED!



Ohio has the 10th highest number of young children living in hard-to-count census tracts



106, 217 (15%) of Ohio's young children live in hard-to-count census tracts:

73% of Cleveland's young children are at risk

52% of Columbus's young children are at risk

46% of Cincinnati's young children are at risk

38% of Toledo's young children are at risk



THE COST OF UNDERCOUNTING YOUNG CHILDREN IN OUR COMMUNITIES?



Federal Funding for Head Start, WIC, and SNAP in Ohio is determined by the Census - an undercount could decrease our federal funding and shortchange our communities



Our communities are denied a full voice in policy decision-making



Our communities are deprived equal representation and access to vital public and private resources





Children's Defense Fund-Ohio

THE CENSUS MATTERS FOR OHIO COMMUNITIES

WHAT DOES THE CENSUS DECIDE?



- The number of representatives that Ohio can send to the US House of Representatives
- The amount of federal funding that the state and local governments receive from the federal government
- Level of need for community services

HOW IS OHIO'S FEDERAL ASSISTANCE DISTRIBUTED BASED ON THE CENSUS?



The Census influences how over \$21 billion of federal funding is distributed in Ohio.

The 16 largest programs impacted by the census are:

- \$11 Billion Medicaid
- \$2.5 B Supplemental Nutrition Assistance Program (SNAP)
- \$2 B Medicare Part B
- \$1.4 B Highway Planning and Construction
- \$565 M Title I Grants to Local Education Agencies
- \$557 M Section 8 Housing Choice Vouchers
- \$459 M Section 8 Housing Assistance Payments Program (Project-based)
- \$431 M Special Education Grants (IDEA)
- \$350 M National School Lunch Program
- \$342 M State Children's Health Insurance Program (SCHIP)
- \$323 M Head Start and Early Head Start
- \$204 M Foster Care (Title IV-E)
- \$164 M Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- \$148 M Low Income Home Energy Assistance (LIHEAP)
- \$130 M Child Care and Development Fund
- \$122 M Health Center Programs (Community, migrant, homeless, public housing)

58-75%

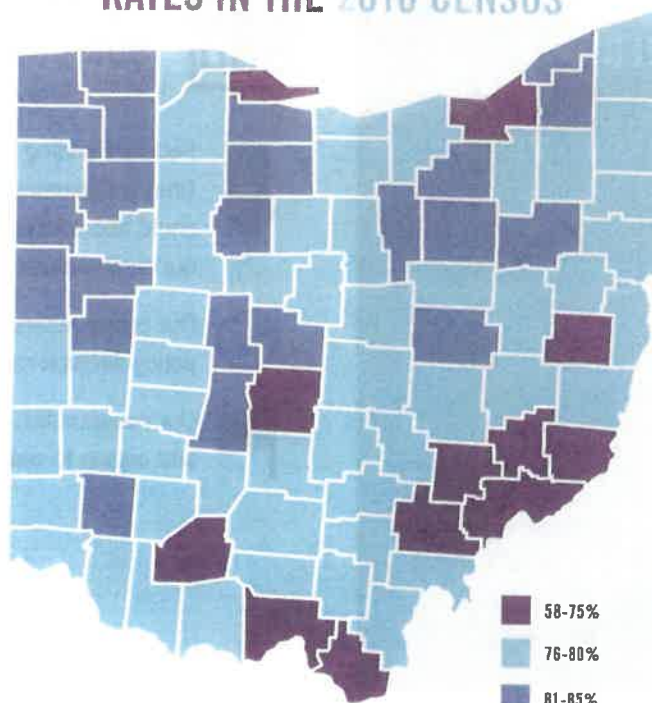
1. Athens
2. Cuyahoga
3. Franklin
4. Harrison
5. Highland
6. Lawrence
7. Monroe
8. Morgan
9. Noble
10. Ottawa
11. Scioto
12. Washington

76-80%

1. Adams
2. Allen
3. Ashtabula
4. Belmont
5. Brown
6. Butler
7. Carroll
8. Champaign

9. Clark
10. Clermont
11. Clinton
12. Columbiana
13. Crawford
14. Darke
15. Erie
16. Fairfield
17. Fayette
18. Gallia
19. Greene
20. Guernsey
21. Hamilton
22. Hancock
23. Hardin
24. Hocking
25. Holmes
26. Huron
27. Jackson
28. Jefferson
29. Knox
30. Licking
31. Logan
32. Lorain
33. Lucas

OHIO COUNTY PARTICIPATION RATES IN THE 2010 CENSUS



34. Mahoning
35. Marion
36. Meigs
37. Miami
38. Montgomery
39. Morrow
40. Muskingum
41. Paulding
42. Perry
43. Pickaway
44. Pike
45. Portage
46. Preble
47. Richland
48. Ross
49. Summit
50. Trumbull
51. Tuscarawas
52. Vinton
53. Wood
4. Defiance
5. Delaware
6. Fulton
7. Geauga
8. Henry
9. Lake
10. Madison
11. Medina
12. Mercer
13. Putnam
14. Sandusky
15. Seneca
16. Shelby
17. Stark
18. Union
19. Van Wert
20. Warren
21. Wayne
22. Williams
23. Wyandot

81-85%

1. Ashland
2. Auglaize
3. Coshocton



THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Ohio

Total Program Obligations: \$21,061,701,904

Per Capita: \$1,814 (see note on proper use)

<u>CFDA #</u>	<u>Program Name</u>	<u>Dept.</u>	<u>Type</u>	<u>Recipients</u>	<u>Obligations</u>
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$11,293,446,726
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$2,528,834,777
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$2,020,677,877
20.205	Highway Planning and Construction	DOT	Grants	States	\$1,416,887,011
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$565,975,174
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$557,615,000
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$459,769,266
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$431,610,949
10.555	National School Lunch Program	USDA	Grants	States	\$350,526,378
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$342,771,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$323,728,675
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$204,805,000
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$164,339,180
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$148,307,625
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$130,180,000
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$122,227,266

How census data is used

- 1 Decision making at all levels of government.
- 2 Drawing federal, state, and local legislative districts.
- 3 Attracting new businesses to state and local areas.
- 4 Distributing over \$675 billion annually in federal funds and even more in state funds.
- 5 Forecasting future transportation needs for all segments of the population.
- 6 Planning for hospitals, nursing homes, clinics, and the location of other health services.
- 7 Forecasting future housing needs for all segments of the population.
- 8 Directing funds for services for people in poverty.
- 9 Designing public safety strategies.
- 10 Development of rural areas.
- 11 Analyzing local trends.
- 12 Estimating the number of people displaced by natural disasters.
- 13 Developing assistance programs for American Indians and Alaska Natives.
- 14 Creating maps to speed emergency services to households in need of assistance.
- 15 Delivering goods and services to local markets.
- 16 Designing facilities for people with disabilities, the elderly, or children.
- 17 Planning future government services.
- 18 Planning investments and evaluating financial risk.
- 19 Publishing economic and statistical reports about the United States and its people.
- 20 Facilitating scientific research.
- 21 Developing "intelligent" maps for government and business.
- 22 Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- 23 Distributing medical research.
- 24 Reapportioning seats in the House of Representatives.
- 25 Planning and researching for media as backup for news stories.
- 26 Drawing school district boundaries.
- 27 Planning budgets for government at all levels.
- 28 Spotting trends in the economic well-being of the nation.
- 29 Planning for public transportation services.
- 30 Planning health and educational services for people with disabilities.
- 31 Establishing fair market rents and enforcing fair lending practices.
- 32 Directing services to children and adults with limited English-language proficiency.
- 33 Planning urban land use.
- 34 Planning outreach strategies.
- 35 Understanding labor supply.
- 36 Assessing the potential for spread of communicable diseases.
- 37 Making business decisions.
- 38 Understanding consumer needs.
- 39 Planning for faith-based organizations.
- 40 Locating factory sites and distribution centers.
- 41 Distributing catalogs and developing direct mail pieces.
- 42 Setting a standard for creating both public and private sector surveys.
- 43 Evaluating programs in different geographic areas.
- 44 Providing genealogical research.
- 45 Planning for school projects.
- 46 Developing adult education programs.
- 47 Researching historical subject areas.
- 48 Determining areas eligible for housing assistance and rehabilitation loans.

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.