

M E M O R A N D U M

DATE: September 02, 2020

TO: Job Center Directors, Supplemental Nutrition Assistance Program (SNAP) Center Directors, and Regional Managers

FROM: James K. Whelan, Executive Deputy Commissioner
Office of Policy, Procedures, and Training

SUBJECT: The 2020 Census

The purpose of this memo is to remind staff that the 2020 United States Census ends on **September 30, 2020**. Until that date, staff must ask the following questions during interviews with applicants/participants, including Customer Service window visits:

Have you filled out the 2020 Census? (If the response is “no”, continue with the below script)

It’s very easy to complete the census. Just go to my2020census.gov or call 844-330-2020. It takes just a few minutes. The census ends on September 30, so time is running out.

The census is a count of every single person in the nation, regardless of immigration or citizenship status, or what type of home you live in, and it only happens once every 10 years.

If we don’t fill out the census, we will lose billions of dollars for our schools, hospitals, health clinics, public transit, affordable housing that the federal government spends every single year. We will also lose representation in Congress and in Albany, which means fewer people fighting for New York City when we need it the most.

*You can simply go online to [my 2020census.gov](https://my2020census.gov), type in your address – you don’t need a code – and answer 10 simple questions in under 10 minutes. You can also call 844-330-2020 if you prefer. Assistance is available in 13 total languages. **[Repeat this information to ensure individual has the information on how to complete the census]***

It is critical that all New Yorkers respond now before it is too late. Everyone must be counted in the census, no matter where you are from. And remember – your information cannot be shared with anyone – not with immigration, not with the police; not even with your landlord.

For in-person interactions at open locations, staff must provide the Census 2020 Flyer (**Attachment A**). These flyers are being sent to locations by the Office of Communications and Marketing.

Staff may also refer to the [Census 101 FAQ](#) (**Attachment B**) for general census information.

REMINDER: Temporary income from the census remains exempt from Cash Assistance and SNAP budgeting.

Each week, the office of the HRA Administrator, will compile the number of interactions with applicants/participants from all relevant HRA programs and send them to City Hall using the new HRA Census Report (**HRA-163**).

Effective Immediately

Attachments:

Attachment A	2020 Census Flyer
Attachment B	Census 101 FAQ
HRA-163	HRA Census Report

NEW YORK CITY NEEDS YOU TO GET COUNTED!



What is the census?

The census counts **every person** living in the United States.



It only happens **every ten years**.



The census determines:



Hundreds of billions in federal funds for public education, healthcare, affordable housing, infrastructure, and more.



The number of seats New York has in Congress.



How we make important decisions about local policy, emergency services, transportation, healthcare, and more, based on accurate data.

THE CENSUS IMPACTS OUR FAIR SHARE OF HUNDREDS OF BILLIONS FOR:



The Children's Health Insurance Program (CHIP), education and afterschool programs, including for children with special needs and those in low-income households.



Adult education, job training programs, including priority services for veterans, foreign-born, disabled, and justice-involved New Yorkers.



Senior center upgrades and programming, including meals.



Affordable housing assistance (Section 8), maintenance, repairs and improvements.

That's why we need all New Yorkers to get counted.

When you respond to the census, you shape the future of our communities.

In 2010, only **62%** of New Yorkers self-responded to the census, way below the **76%** national average



If more New Yorkers respond in 2020, we would see more money for our schools, for healthcare, and for the programs and services we rely on every day.



What does the census ask?

- ✓ How many people are living or staying at your home
- ✓ Their sex, age, race, and ethnicity
- ✓ Whether your home is owned or rented
- ✓ Your home address



The 2020 Census does **NOT** ask about:

- ✗ Immigration or citizenship status
- ✗ Income
- ✗ Social Security Number

Your information is safe!

- 🔒 All responses are confidential, protected by law, and cannot be used against you in any way.
- 🔒 By law, the Census Bureau cannot share any personal information with other government agencies, including law enforcement.



Penalties for breaking this law include up to five years in prison and \$250,000 in fines.

How is New York City preparing for the census?

In 2019, the de Blasio Administration launched **NYC Census 2020**, a first-of-its-kind census organizing initiative to ensure a complete and accurate count of all New Yorkers in the 2020 Census. This program features:

- ➔ The NYC Complete Count Fund, alongside the City Council and the City University of New York, invested \$19 million in census education and mobilization through the community-based organizations that New Yorkers know and trust
- ➔ Agency partnerships that will tap into the power of the City's 350,000-strong workforce and the city's major institutions, including libraries, hospitals, and faith-based, cultural, and higher educational institutions
- ➔ A city-led "Get Out the Count" field and marketing campaign. Volunteer in your neighborhood: nyc.gov/census

When does the census start?

MARCH 12, 2020

my2020census.gov



For the first time, you will be able to complete the census online, by mail, or by phone, in multiple languages.



Check your mailbox for information from the Census Bureau on how to fill out the form.



Every NYC public library branch and many trusted community-based organizations will also provide assistance in filling out the form.



Learn more:
nyc.gov/census

Census 101

EXPAND ALL

COLLAPSE ALL

What questions does the 2020 Census ask?

The 2020 Census asks how many people are living or staying at each address. For each person, we ask about name, sex, age, date of birth, relationship, Hispanic origin, and race. We also will ask whether the housing unit, such as the house, apartment, or mobile home, is owned or rented, and for contact information in case additional information is needed. There is no citizenship question on the 2020 Census.

Learn more about the [questions asked](#).

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How are the American Community Survey (ACS) and 2020 Census different?

The 2020 Census counts each person in the U.S., where they live on April 1. The decennial census happens every ten years ending in zero.

Unlike the decennial census, the American Community Survey is an ongoing survey that only collects information from selected addresses. The American Community Survey asks questions that are not on the census. This includes education, employment, and transportation, and provides communities with up-to-date data every year.

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Should I complete both the 2020 Census and the American Community Survey?

Yes. Please respond to both the 2020 Census and the American Community Survey. For help with the American Community Survey, call [800-354-7271](tel:800-354-7271) or visit <https://www.census.gov/programs-surveys/acs> -.

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How is census data used?

By law, the U.S. Census Bureau can use your responses only to produce statistics. 2020 Census results will help in directing billions of dollars in federal funds to communities for schools, roads, and other public services. Results from the 2020 Census will also help to determine the number of seats that each state has in Congress.

Learn more about [why your answers matter](#).

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What happens to my responses?

We take our responsibility to protect your information very seriously. The Federal Cybersecurity Enhancement Act of 2015 ensures sure that your data is protected from cybersecurity risks. The Census Bureau is not permitted to publicly release your responses in a way that could identify you or your household. By law, the Census Bureau can use your responses only to produce statistics. If you respond online, all web data submissions are encrypted in order to protect your privacy. If you respond using a paper questionnaire, your completed questionnaire will be destroyed after processing.

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Will my information be disclosed to other agencies?

No. Your information is completely confidential and protected by law and cannot be shared with any other government agencies, including law enforcement or immigration officials. Federal law (U.S. Code Title 13, Section 9) protects your privacy and keeps your answers safe and secure. By law, the U.S. Census Bureau can use your responses only to produce statistics.

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How do I know whether someone works for the U.S. Census Bureau?

All Census Bureau workers carry official government badges and should identify themselves immediately when they come to your home. There is useful information on our website to help respondents better understand what census takers ask and don't ask for when conducting their work. You can also call your local regional office for verification. Find regional offices' phone numbers on our [Regional Census Center page](#).

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Is the census legal?

Yes. Article I, Section 2, of the U.S. constitution requires that this population and housing count occur every 10 years. We are conducting the 2020 Census under the authority of U.S. Code Title 13, sections 141, 193, and 221. This collection of information has been approved by the Office of Management and Budget.

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Why did I see an ad for the 2020 Census?

To increase awareness and educate the public about the importance of the census, the Census Bureau is advertising across television, radio, print, digital, and other channels. This advertising is used to encourage people to respond to the 2020 Census in a cost-effective way. You can find more information about the Census Bureau's media plan on [News and Events](#).

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What is redistricting?

The 2020 Census asks questions that collect information necessary for redistricting. Redistricting is the redrawing of boundaries for the areas that are used to determine where people elect their representatives to the U.S. House of Representatives, state legislature, county or city council, school board, and so forth. Law (Public Law 94-171) requires that the redistricting data be delivered to state officials within one year of Census Day or no later than April 1, 2021.

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How is my online response protected?

The Census Bureau is bound by law to protect your answers and keep them strictly confidential. All online responses are encrypted to protect your privacy. To learn more, please visit [How the Census Bureau Protects Your Data](#).

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Should non-U.S. citizens respond to the 2020 Census?

Yes. Everyone living in the United States and its five territories (Puerto Rico, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands) is required by law to be counted in the census—whether they are citizens or not.

Citizens of foreign countries who are living in the United States during the 2020 Census, including members of the diplomatic community, should be counted at the U.S. residence where they live and sleep most of time. If they are not sure about where they usually live, count them where they are staying on April 1, 2020.

Citizens of foreign countries who are temporarily visiting the United States on vacation or business on April 1, 2020, should not be counted.

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What if I know this person's race but not their origin?

When answering "What is this person's race?", you are asked to select one or more boxes and enter detailed origins in the fields below each checkbox.

If you check a box, but leave the origin fields blank, a message will appear at the top of the screen and the blank field will be highlighted in red.

If you do not know this person's origin, click next again to continue completing your response.

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Will filling out the 2020 Census impact whether you receive a stimulus check?

No, your answers cannot be used to impact your eligibility for any government benefits, including any potential stimulus package. The Census Bureau is bound by Title 13 of the U.S. Code to keep your information confidential, and the answers you provide are used only to produce statistics. Learn more about [How We Protect Your Data](#).

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What do we do if more than one person at our address responded?

If more than one person in your household responded to the Census, you do not need to do anything. When we receive multiple responses for an address, we have procedures in place to prevent people from being counted twice. If we have any questions about your response, a Census Bureau worker may contact you.

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Is the 2020 Census related to Puerto Rico becoming a state?

No, Puerto Rico can only become a state through congressional or legislative action.

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Is the census form available in different languages?

Yes. You can respond online in English and in 12 additional languages: [Spanish](#), [Chinese \(Simplified\)](#), [Vietnamese](#), [Korean](#), [Russian](#), [Arabic](#), [Tagalog](#), [Polish](#), [French](#), [Haitian Creole](#), [Portuguese](#), and [Japanese](#).

The online questionnaire conforms with the latest web accessibility guidelines. There is also a video in [American Sign Language](#) to guide you through responding online.

We also make help available by phone in those same languages. 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 paper form can be completed in English or Spanish.

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When can I complete the census?

Once you receive your invitation. Households received an invitation to respond to the 2020 Census between March 12-20. There are additional reminders to respond that were mailed throughout the month. You can respond online, by phone, or by mail. If a household does not respond to the 2020 Census, a census taker will follow up in person to collect their response.

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What is apportionment?

Apportionment is the process of determining the number of representatives in Congress. Each state's representation in the U. S. House of Representatives is based on the decennial census. The U.S. Constitution (Article 1, Section 2) established that the apportionment of the House of Representatives would be determined using a national census once every 10 years. The U.S. Census Bureau must deliver the apportionment results to the President and Congress by December 31, 2020.

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Additional FAQs by Category

[**Address and Residence Help**](#)[**Calls, Visits, and Mail**](#)[**Census 101**](#)[**Help Responding Online**](#)[**Help with the Paper Form**](#)[**Operational Adjustments**](#)[**Scams**](#)[**Who You Should Count**](#)

HRA CENSUS REPORT - Week of 08/17/2021

	Program Area	Address	Census Promotion Activity	Number of Individuals Engaged	Staff Member Reporting	Phone Number
Weekly Total				0		

SAMPLE