



TOWN COUNCIL – AGENDA REQUEST FORM

THIS FORM WILL BECOME PART OF THE BACKGROUND INFORMATION USED BY THE COUNCIL AND PUBLIC

Please submit Agenda Request Form, **including back up information**, 8 days prior to the requested meeting date. **Public Hearing requests must be submitted 20 days prior to requested meeting date to meet publication deadlines** (exceptions may be authorized by the Town Manager, Chairman/Vice Chair).

MEETING INFORMATION

Date Submitted: November 25, 2019
Submitted by: U.S. Census Bureau Partnership
Specialist Jim Spotts
Department:
Speakers: Jim Spotts

Date of Meeting: December 5, 2019

Time Required: 25 minutes
Background Info. Supplied: Yes: No:

CATEGORY OF BUSINESS (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Appointment:	<input checked="" type="checkbox"/>	Recognition/Resignation/Retirement:	<input type="checkbox"/>
Public Hearing:	<input type="checkbox"/>	Old Business:	<input type="checkbox"/>
New Business:	<input type="checkbox"/>	Consent Agenda:	<input type="checkbox"/>
Nonpublic:	<input type="checkbox"/>	Other:	<input type="checkbox"/>

TITLE OF ITEM

2020 Census Briefing

DESCRIPTION OF ITEM

The Town Council to receive a brief on the 2020 Census.

REFERENCE (IF KNOWN)

RSA:	Warrant Article:	_____
Charter Article:	Town Meeting:	_____
Other:	N/A	

EQUIPMENT REQUIRED (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Projector:	<input type="checkbox"/>	Grant Requirements:	<input type="checkbox"/>
Easel:	<input type="checkbox"/>	Joint Meeting:	<input type="checkbox"/>
Special Seating:	<input type="checkbox"/>	Other:	<input type="checkbox"/>
Laptop:	<input type="checkbox"/>	None:	<input type="checkbox"/>

CONTACT INFORMATION

Name:	Jim Spotts	Address	_____
Phone Number	603-738-5105	Email Address	james.p.spotts@2020census.gov

APPROVAL

Town Manager: Yes No: Chair/Vice Chair: Yes No:

Hold for Meeting Date: _____

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United States®
**Census
2020**

PS Name
Partnership Specialist
New York Regional Census Center

U.S. Census Bureau

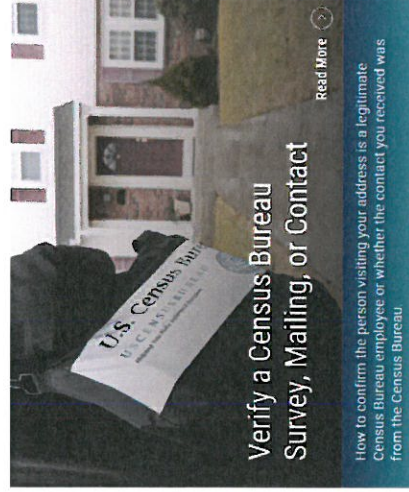
Largest statistical agency in the U.S.

Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau Surveys and Programs

- Demographic Programs
 - Decennial Census
 - American Community Survey
 - Current Population Survey
 - American Housing Survey
- Economic Programs
 - Economic Census (Years ending in 2 & 7)
 - Census of Governments (Years ending in 2 & 7)

Survey Awareness

- Are you in a Census Bureau Survey?
 - <https://census.gov/programs-surveys/surveyhelp.html>
- Address Canvassing – 2020 Census In Field Operation
 - Census Employees are working to update Census maps, using laptop computers in many communities across the country
 - August – October 2019
- Report Suspected Fraud to [1-800-923-8282](tel:1-800-923-8282)
 - You can also visit: <https://2020census.gov/en/avoiding-fraud.html>



How to verify a mailing is from the Census Bureau

If you receive a survey or a letter in the mail from the Census Bureau, the envelope contains certain information that will help you verify its legitimacy.

How to identify a Census Bureau field representative

If you are visited by someone from the Census Bureau, here are some ways to verify the individual is a Census Bureau employee.

How to identify a phone call from the Census Bureau

If your address was selected to be in a survey, we may call you to participate.

The 2020 Census

Count everyone once, only once and in the right place.

- Increasingly diverse and growing population
 - 330 million people
 - Over 140 million housing units
- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Representation and Funding

The Census is Safe, Easy, & Important!

2020 Census – It Is Important

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of **\$675 billion dollars in federal funding**
- Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, S-CHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes

Provides population benchmarks for nearly every other United States survey

2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a serious federal crime. **Violators are subject to severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.**

Cybersecurity—Your Data Are Safe and Secure



Cybersecurity Focus

- From the beginning when a respondent answers to the end when the data products are released, data are encrypted, safe, and secure.
- Follow industry best practices to protect our networks from external threats and secure data inside the network.
- Advanced ability to continually identify, protect, detect, respond, and recover from possible cyber threats.
- Continuously improve our security posture.

2020 Census – It Is Easy

- Four ways to respond in 2020
 - Online
 - Phone
 - Paper
 - Personal Visit by Census Employee
- Name, age, DOB, race and origin, Hispanic origin, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)

We will never ask for:

- Your full social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your full bank or credit card account numbers.

Language Support

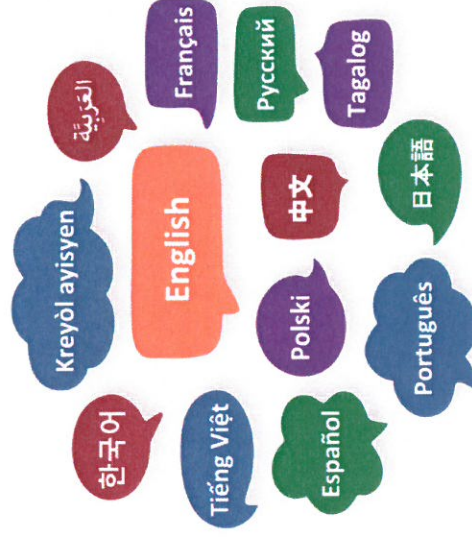
LANGUAGE SUPPORT ONLINE, BY PHONE, BY MAIL, AS WELL AS ADVERTISING

12 languages (in addition to English):

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

99%

English plus these 12 languages cover 99% of all U.S. households.



Overview of Non-English Language Support

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card	Paper Questionnaire & Mailing Materials																																																												
<p>12 Non-English Languages</p> <p>Respondents will be able to toggle between the languages within the instrument.</p> <p>Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</p>	<p>12 Non-English Languages</p> <p>There is a separate phone number for each language. This information is included in the mailing materials.</p> <p>Spanish Chinese (Mandarin and Cantonese) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</p>	<p>59 Non-English Languages</p> <p>Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i></p> <table border="0"> <tr> <td>Spanish</td> <td>Italian</td> <td>Khmer</td> <td>Tamil</td> <td>Croatian</td> </tr> <tr> <td>Chinese</td> <td>Farsi</td> <td>Nepali</td> <td>Navajo</td> <td>Bulgarian</td> </tr> <tr> <td>Vietnamese</td> <td>German</td> <td>Urdu</td> <td>Hungarian</td> <td>Twi</td> </tr> <tr> <td>Korean</td> <td>Armenian</td> <td>Romanian</td> <td>Hebrew</td> <td>Lithuanian</td> </tr> <tr> <td>Russian</td> <td>Hindi</td> <td>Telugu</td> <td>Malayalam</td> <td>Yoruba</td> </tr> <tr> <td>Arabic</td> <td>Ukrainian</td> <td>Burmese</td> <td>Swahili</td> <td>Czech</td> </tr> <tr> <td>Tagalog</td> <td>Bengali</td> <td>Punjabi</td> <td>Yiddish</td> <td>Igbo</td> </tr> <tr> <td>Polish</td> <td>Greek</td> <td>Lao</td> <td>Indonesian</td> <td>Marathi</td> </tr> <tr> <td>French</td> <td>Amharic</td> <td>Hmong</td> <td>Serbian</td> <td>Sinhala</td> </tr> <tr> <td>Haitian Creole</td> <td>Somali</td> <td>Albanian</td> <td>Tigrinya</td> <td>Slovak</td> </tr> <tr> <td>Portuguese</td> <td>Thai</td> <td>Turkish</td> <td>Ilocano</td> <td>American Sign Language</td> </tr> <tr> <td>Japanese</td> <td>Gujarati</td> <td>Bosnian</td> <td>Dutch</td> <td></td> </tr> </table>	Spanish	Italian	Khmer	Tamil	Croatian	Chinese	Farsi	Nepali	Navajo	Bulgarian	Vietnamese	German	Urdu	Hungarian	Twi	Korean	Armenian	Romanian	Hebrew	Lithuanian	Russian	Hindi	Telugu	Malayalam	Yoruba	Arabic	Ukrainian	Burmese	Swahili	Czech	Tagalog	Bengali	Punjabi	Yiddish	Igbo	Polish	Greek	Lao	Indonesian	Marathi	French	Amharic	Hmong	Serbian	Sinhala	Haitian Creole	Somali	Albanian	Tigrinya	Slovak	Portuguese	Thai	Turkish	Ilocano	American Sign Language	Japanese	Gujarati	Bosnian	Dutch		<p>Spanish</p> <p>Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts. Mailings will include instructions on responding via Internet or phone in 12 non-English languages.</p> <p>During Nonresponse Followup enumerators use:</p> <ul style="list-style-type: none"> • A bilingual handheld instrument (English/Spanish) • Bilingual materials (English/Spanish) • Instructions to respond online or by phone in 12 non-English languages • Language Identification Card
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How the 2020 Census will invite everyone to respond



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.

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

Every household that hasn't already responded will receive reminders and a paper questionnaire.



The Census is Safe, Easy, & Important!



Two ways you can help today as a trusted voice in the community.

- 1) Sharing the message that the Census is Safe, Easy, & Important
- 2) Promoting our 2020 Census Jobs!

<https://2020census.gov/jobs>

2020 Census Jobs

Earn extra income while helping your community.

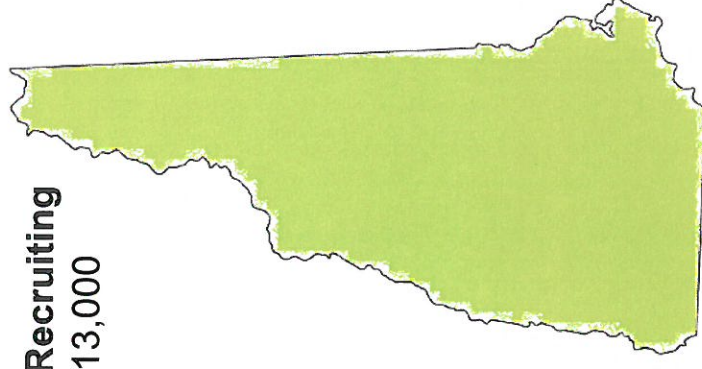
Positions

- Enumerators
- Recruiting Assistants
- Census Field Supervisors
- Office Operations Supervisor

Apply now at <https://2020census.gov/jobs>

There are a limited number of office manager positions remaining in our field offices. Interested applicants should apply through www.USAJobs.gov

2020 NH Recruiting
Goal: 13,000



Key Milestones for the 2020 Census

- August 2019 – New Statistics in Schools classroom activities available online
www.census.gov/schools
- January 2020 – Advertising campaign begins
- March 2020 – Group Quarters (GQ) Enumeration begins
 - Includes college dormitories, prisons, nursing homes, service-based locations (homeless shelters, soup kitchens, mobile food vans) and homeless count
- **Mid-March 2020** – Public can begin responding online at
www.2020census.gov
 - Replying by mail or phone will also be an option
- April 1, 2020 – Census Day
- Mid-May 2020 – July 2020 – Census takers go door to door
- December 31, 2020 – Tabulate Data and Release Census Results

Complete Count Committee

What is a Complete Count Committee?

A group of government and community leaders who come together to raise awareness about the 2020 Census and motivate their community members to respond.

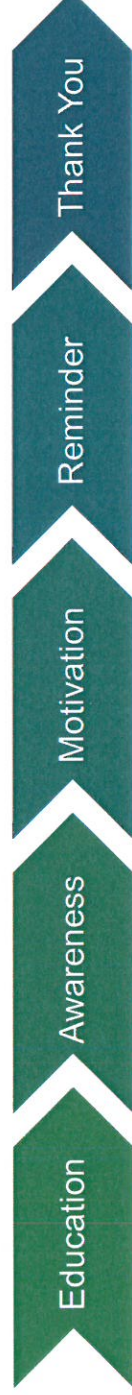
Who should be on the Complete Count Committee?

Elected leaders, school department, libraries, workforce development, immigrant organizations, faith-based leaders, senior services, community development and housing, community-based organizations, veterans services, higher education, business, media (not an exhaustive list).

How do we get started?

Appoint a chair; identify the individuals/groups to include; plan a kick-off meeting; form subcommittees to be dedicated to specific areas of need.

The 2020 Census Phases



Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

- Education Phase – 2018 - 2019
- Awareness Phase – January – February 2020
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

Next Steps

How WE support Partners

- Promotional Materials
 - Flyers (general and targeted)
 - Posters
 - In-language
 - Content
 - Sample message for email or blog
 - Drop in articles
 - Social media content and links
 - Graphics
- www.census.gov/partners/2020-materials
- Partnership presence
 - Connecting Partners with other partners

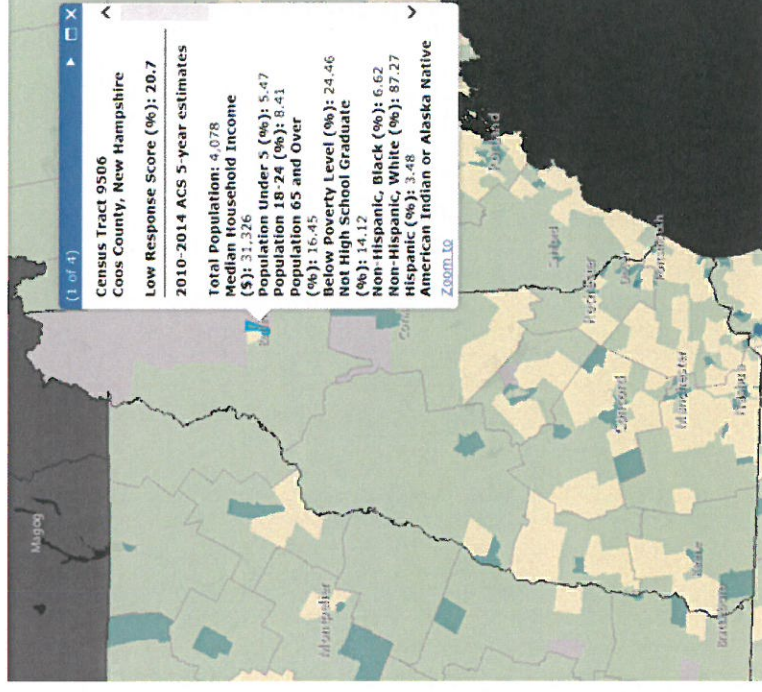
What YOU can do now!

- Share job recruitment information
 - Start the Census conversation
- Safe, Easy & Important**
- Become a partner
 - Start or join a Complete Count Committee (CCC)
 - Identify opportunities to include Census messaging, materials, or invite Census staff to your event

Response Outreach Area Mapper (ROAM)

www.census.gov/roam

- Developed to identify hard-to-survey areas
- Provides a demographic and socioeconomic characteristic profile using American Community Survey (ACS) estimates
- Low Response Score (LRS) is a metric to predict the percentage of households who will not self-respond to the Decennial Census
- Darker census tracts are harder to survey than lighter census tracts



Response Outreach Area Mapper (ROAM)

Manchester NH: Census Tract 15, Hillsborough County, NH

Low Response Score (%): 31.8

Total Population: 2,732

Median Household Income (\$): 31,141

Population Under 5 (%): 9.15

Below Poverty Level (%): 32.49

Not High School Graduate (%): 30.62

Non-Hispanic, Black (%): 10.51

Non-Hispanic, White (%): 53.26

Hispanic (%): 24.41

Foreign Born (%): 31.92

No One in Household Age 14+ Speaks English "Very Well" (%): 17.82

Population 5+ Who Speak English Less Than "Very Well" and Speak

Spanish (%): 12.13

Renter Occupied Housing Units (%): 91.82

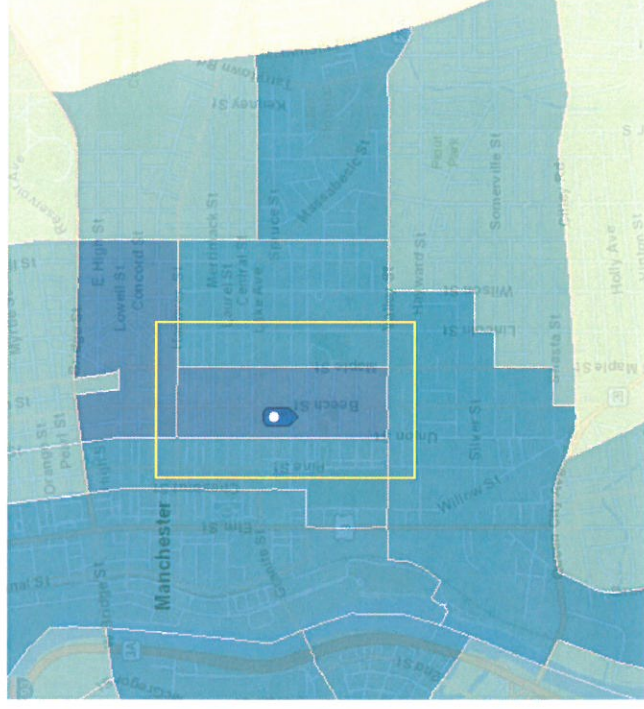
Family Occupied Housing Units with Related Children Under 6 (%): 43.97

Population 1+ Who Moved From Another Residence Within the Last Year

(%): 29.21

Vacant Housing Units (%): 19.90

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2020

Data Dissemination Program

- Free Resource to YOU
- Opportunities to teach the public how to access our data
 - Data Presentations
 - Data Access Workshops and Training Sessions
 - Webinars
 - Data and Survey Inquiries
- All tools and data available at www.census.gov
 - American FactFinder
 - Census Business Builder
 - My Congressional District
 - OnTheMap

Subscribe and learn more:
www.census.gov/academy



<https://www.youtube.com/watch?v=LXJz7ZfzAuM>

Connect With Us

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or



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twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau

Contact Us

Partnership Program

Phone: (212) 882-2130

Email: new.york.rcc.partnership@2020census.gov

Website: <https://www.census.gov/partners/2020.html>

Census Jobs

Field & Office Job Opportunities

Website: www.2020census.gov/jobs

Office Managerial Job Opportunities

Website: www.usajobs.gov

Website: www.census.gov/about/regions/new-york/jobs.html

Data Dissemination Program

Email: census.askdata@census.gov

Phone: 1-844-ASK-DATA

Website: www.census.gov/data/training-workshops.html