Kimberly Smith
Tennessee Partnership Specialist
U.S. Census Bureau
Mission:
Serve as the leading source of the nation’s data. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.

The U.S. Census Bureau conducts more than 100 surveys of households and business across the nation each year including:

- Economic Census
- Decennial Census
- Census of Governments
- Statistics of US Businesses
- American Community Survey
The 2020 Census is important for you and your community.

The results help you understand how demographics—including income and education levels—and population size are changing in your area.

Complete Count Committees
* As a trusted voice, you have a critical role to play in reaching the communities you serve.
* By partnering with the Census Bureau, you serve as a 2020 Census ambassador.
  * Educate, Encourage, and Engage
Census Confidentiality

• Answers to Census questions are protected by current law (Title 13 of the U.S. Code, Section 9) and are strictly confidential
• It is illegal for the Census Bureau, or its employees, to share your personal information with any other government agency—not law enforcement, IRS, Welfare, FBI, Immigration, etc.
• *Differential Data in a Digital age.*
The 2020 Census
Count Everyone, Only Once, in the Right Place

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

- Conduct a nation-wide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation

Count the Population

- Collect data from all households, including group and unique living arrangements
- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

- Identify all addresses where people could live

Count Everyone Once In the Right Place

IN-FIELD

- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

IN-OFFICE

Release Census Results

- Process and Provide Census Data
- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data

United States Census Bureau
Economics and Statistics Administration
U.S. Census Bureau
census.gov
Key dates of the 2020 Census
Operational Timeline

- **Address Canvassing Starts**
  - August 2019
- **Group Quarters Starts**
  - Early 2020
- **CENSUS DAY**
  - April 1, 2020
- **Area Census Offices open**
  - August 2019
- **Self Response & Update Enumerate Starts**
  - March 12-26, 2020
- **NRFU**
  - May 2020
- **Census Bureau delivers apportionment counts to the President**
  - December 31, 2020
- **Redistricting counts are delivered to states**
  - April 2021
Questions?

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