New Ability to Self Respond
Starting March 23, 2020

• Internet
• Phone
• Paper Form

Or traditional in-person interview
Key Data Collection Dates

- Now – 2019
- April 2018
- Early 2019
- Aug – Oct 2019
- Mid-2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020

- In-Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open
- Address Canvassing – select areas
- Area Census Offices Open
- Group Quarters Start
- Self Response Starts
- CENSUS DAY
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President
COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM

Census Staff
- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community
- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion
State Complete Count Program

Complete Count Commission (Governor or Designee)

- Community Organizations
- Business
- Education (K-12)
- Higher Education
- Media Communication
- Faith Based
Local Complete Count Committee

- MEDIA COMM
- BUSINESS
- COMMUNITY ORG
- EX-OFFENDER
- FAITH BASED
- EDUCATION (K-12)
- HOMELESS
- VETERANS
- GROUP QUARTERS
- IMMIGRANT
- RECRUITING
- MAYOR COUNTY CHAIR
LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign
STATISTICS IN SCHOOLS

Classrooms Powered by Census Data

Learning About College Degrees and Lifetime Earnings

Exploring 19th-Century Child Labor Laws in the United States
MEDIA AND ADVERTISING

Facebook: facebook.com/uscensusbureau
Twitter: twitter.com/uscensusbureau
YouTube: youtube.com/user/uscensusbureau
Instagram: instagram.com/uscensusbureau
Pinterest: pinterest.com/uscensusbureau

More information on the 2020 Census:
http://www.census.gov/2020Census
Low Response Score (LRS) by 2014 Census Tract

Popularized in 2014, the LRS provides an estimate of how likely a given tract is to return a response. Scores range from 0 to 1, with higher values indicating a higher likelihood of non-response.

- **30.0 to 57.8**
- **24.5 to 29.9**
- **20.0 to 24.4**
- **15.5 to 19.9**
- **15.0 to 19.4**
- **0.0 to 15.4**
- **-1**

For more information, visit:

https://storymaps.geo.census.gov/arcgis/apps/webappviewer/index.html?id=76944f3553744500bb9b90288574e0ca