

YES!
TO CENSUS 2020

**ACTIVATION
TRAINER MANUAL**





YES! TO CENSUS 2020 TRAINING MANUAL

I.	Introduction.....	3
	On Our Way to Census 2020	
	Census 101	
	How the Census Benefits Your Community	
	What Should I Know About Census 2020?	
	Ways to Respond to the Census	
	Helping Your Community	
	Countdown to Census 2020	
II.	National vs. Local Campaign.....	8
	"Shape Your Future" – Start Here	
	Yes! To Census 2020	
	Local Campaign Goal and Vision	
	Census Engagement is Not One-Size-Fits-All	
	Shared Audience Message Articulation	
III.	Community Engagement Training.....	14
	Activations and Training Objectives	
	Your Role	
	Yes! to Census 2020 Sample Messages	
	Census Advocates / Activators	
	Contacts	
	Schedule of Training Sessions	
	Event Materials	
	Collateral and Toolkits	
	Activation Playbook	
	Additional Resources	
	FAQ	

1

INTRODUCTION



ON OUR WAY TO CENSUS 2020...

Thank you for supporting Census 2020. Partners, like you, are critical to the success of a complete and accurate count in 2020. Your assistance is essential in informing members of your community about Census 2020 and spreading awareness.

Understanding the importance of this initiative, the City of Houston and Harris County have committed resources to ensure the undercount is minimized.

Do you know why Census 2020 matters? Do you know how participating can help your community?

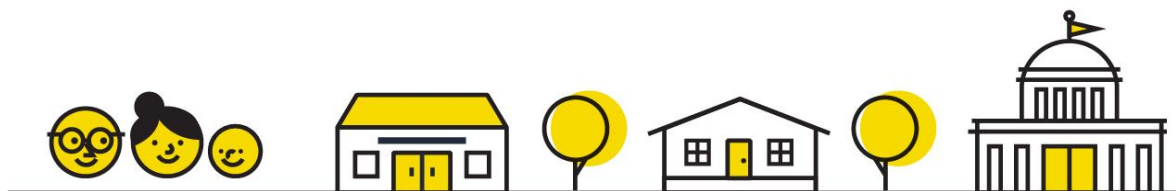
CENSUS 101

What is a census and why is it important?

The decennial census was first taken in 1790. As mandated by the Constitution, America comes together once a decade to count every resident in the United States, creating national awareness of the importance of the census and its valuable statistics. It counts our population and households, providing the basis for reapportioning congressional seats, redistricting and distributing more than \$675 billion in federal funds annually to support states, counties and communities' vital programs — impacting housing, education, transportation, employment.

HOW THE CENSUS BENEFITS YOUR COMMUNITY

Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Your community benefits the most when the census counts everyone. People in your community use census data in all kinds of ways, such as these:



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

Businesses use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.

Real estate developers and city planners use the census to plan new homes and improve neighborhoods.


Local government officials use the census to ensure public safety and plan new schools and hospitals.

The next census is coming in April of 2020. Counting an increasingly diverse and growing population is a massive undertaking. It requires years of planning and the support of thousands of people.

Ultimately, the success of the census depends on everyone's participation. The Census Bureau depends on cross-sector collaborations with organizations and individuals to get people to participate.


The Census 2020 is important for you and your community, and you can help!

WHAT SHOULD I KNOW ABOUT CENSUS 2020?



IT'S ABOUT FAIR REPRESENTATION.

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



TAKING PART IS YOUR CIVIC DUTY.

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



YOU CAN HELP.

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



IT'S ABOUT REDISTRICTING.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



EVERYONE COUNTS.

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



YOUR DATA ARE CONFIDENTIAL.

Federal law protects your census responses. Your answers can only be used to produce statistics. By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



WAYS TO RESPOND TO THE CENSUS

By April 1, 2020, every home will receive an invitation to participate in Census 2020. Respondents will have four options for completion:

1. **Online** – From March 12 through July 31
2. **By phone** – From March 12 through July 31
3. **By mail** – From April 1 through July 31
4. **In person** – After no response is received via any of first 3 options

Census 2020 marks the first time the option to respond online will be made available. We encourage everyone to respond online, if possible, as it provides the Census Bureau the quickest information, with the most effective use of resources. Respondents can even complete the census on their mobile device.

By May of 2020, the Census Bureau will begin visiting homes that haven't responded to Census 2020 via the ways listed above, to ensure everyone is counted.

HELPING YOUR COMMUNITY

In an ever-changing environment, you are the trusted voices that help address our most pressing challenges, such as:

- **Constrained fiscal environment** – Budget deficits place significant pressure on funding available for the research, testing, design and development work required for successful innovation.
- **Rapidly changing use of technology** – Stakeholders expect the decennial census to use technology innovation, yet the rapid pace of change makes it a challenge to plan for and adequately test the use of these technologies before they become obsolete.
- **Declining response rates** – Response rates for Census Bureau surveys, and for surveys and censuses in general, have declined as citizens are overloaded with requests for information and become increasingly concerned about sharing information.
- **Increasingly diverse population** – The demographic and cultural make-up of the United States continues to increase in complexity, resulting in a growing number of households and individuals who do not speak English as their native language, who have a wide variety of cultural traditions and mores, and who may have varying levels of comfort with government involvement.
- **A mobile population** – The United States continues to be a highly mobile nation — population moves and continued growth in the use of mobile technology can also complicate enumeration. Societal, demographic and technological trends can result in a population that is harder and more expensive to enumerate, as it becomes more challenging to locate individuals and solicit their participation through traditional methods.



COUNTDOWN TO CENSUS 2020

The countdown to Census 2020 has begun! We are now planning awareness, education and outreach efforts leading up to the census to support a complete and accurate count. This planning timeline can serve as a resource as you begin.

NOW

Planning

Start getting involved.

- Be in the know — make a difference in under five minutes.
- Start a conversation — begin your outreach effort.
- Catalyze change — connect with others to amplify impact.

Education

Make sure that people know what the census is and how census data are used.

Start using census data in your own organization.

Learn about the barriers to participation.

Promotion

Get out in your community and make sure that people know why it's important to take the census and who should be taking it.

Dispel myths and allay fears.

Activation

Encourage your community to take the census!

Make sure they know when to expect the survey, how to fill it out, and how to make sure they are counted.

Provide language assistance, answer FAQs, and motivate!

2020

2

NATIONAL VS LOCAL CAMPAIGN





NATIONAL CENSUS 2020 CAMPAIGN:

Shape your future. START HERE.

This is the U.S. Census Bureau's national campaign and tagline. They chose this after their extensive communication research showed that the impact the census has on future generations is a major motivator across different groups to fill out Census 2020.



Standard Census 2020 Logo

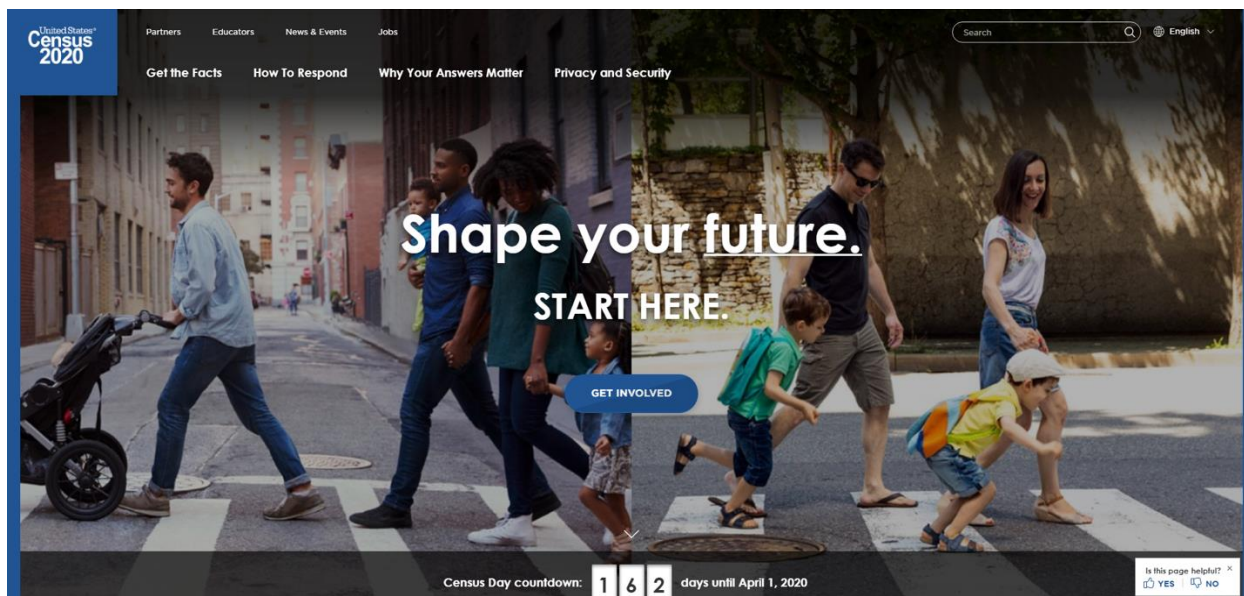


AIAN Census 2020 Logo



Puerto Rico Census 2020 Logo

The study's survey reached a nationally representative sample of 50,000 households in early 2018, with nearly 17,500 responses (about a 35.0 percent response rate), to determine who intends to respond to the census and what attitudes, barriers and motivators exist about Census 2020. This is considered a well above average sample size and response rate than the industry standard for communications campaign research. This foundational research demonstrated what types of messages will reach all populations, including segments of the population that are historically Hard to Count, and which types of messages may motivate individuals to respond to Census 2020.



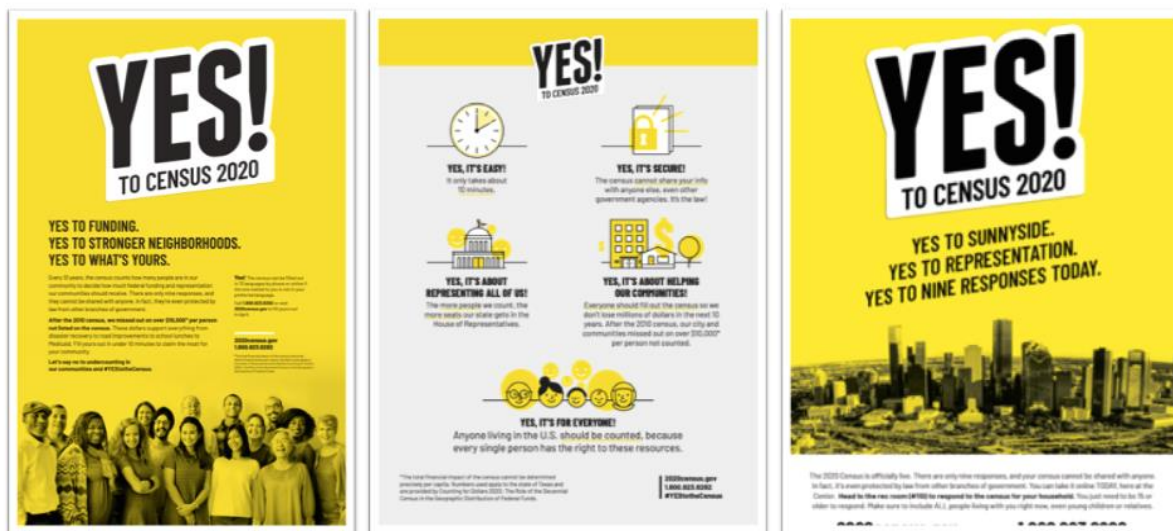


LOCAL CENSUS 2020 CAMPAIGN:

YES! TO CENSUS 2020

The **YES! TO CENSUS 2020** campaign is a local initiative for the City of Houston and Harris County that aligns with the U.S. Census Bureau campaign, while authentically engaging local communities. We needed a rallying cry that could give the people of Houston an opportunity to talk about what the census can do for their families, friends and neighbors. To create that energy, we designed an inclusive and positive campaign that welcomes all people to the same message — that we can take ownership of our communities by responding to the census.

Through this campaign, we’re working together to reshape the perspective of the larger Houston community, driving away the fear that holds people back from taking part in potentially improving their communities. By focusing on voices — those of the public and the trusted voices that each community segment looks to for guidance — we’re building a multitude of voices willing to say **YES! TO CENSUS 2020**.



The **campaign design and message** provide repetition, recognition, enthusiasm and capacity for the personal “why.” The sub headlines that complete the “YES! TO” statements can change, depending on the audience and context. Each statement should describe either a benefit of the census or a reason why someone should commit to responding.



LOCAL GOAL AND VISION

The vision is to achieve the maximum outreach and response possible by proactively targeting all populations, including the Hard to Count. The key objectives of the outreach efforts are to:

- Improve response rate with the introduction of digital response
- Surpass the national average
- Improve overall accuracy to reduce undercount of Hard to Count (HTC) populations
African American • Chinese • Persons with certain disabilities • Hindi-speakers • Hispanic • LGBTQ+ • Non-Hispanic White • Urdu-speakers • Vietnamese
- Raise support from community leaders and the public

Just like the national campaign, we performed research locally to determine what the specific barriers are for the above listed HTC populations. After listening to all possible barriers to participation, we were pleased to see how, through strategic messaging and explaining what the census entails, we could address HTC participants' fears and concerns. The great majority of them not only saw their barriers being resolved but became enthusiastic about getting HTC Houston residents like themselves to be willing to participate in Census 2020.



10 THINGS TO KNOW ABOUT THE 2020 CENSUS

1. It happens every 10 years.
2. It only takes 5-10 minutes to fill out depending on the size of your household.
3. The census can be filled out in 13 common languages by phone or online at 2020census.gov, with guides available for 54 more.
4. You can take the census for you and your household if you are at least 15 years of age.
5. The census is used to determine how much funding and representation should be distributed to communities.
6. The census funds important programs like Medicaid, Medicare and SNAP.
7. Census dollars support disaster recovery, road improvements, school lunches and more.
8. The census can be filled out online, by phone or by mail.
9. **After the 2010 census, we missed out on over \$10,000* per person not listed on the census.** Everyone should fill out Census 2020 so we don't lose millions of dollars in the next 10 years!
10. Your responses cannot be shared with anyone. In fact, they're even protected by law from other branches of government.

CENSUS ENGAGEMENT IS NOT ONE-SIZE-FITS-ALL

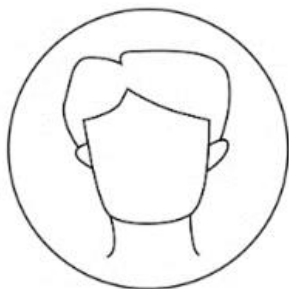
There are a variety of reasons people don't participate in the census and tailoring the outreach strategy can make our work much more effective. To help us do this, we put together a guide identifying the most common barriers to participation and providing research-driven outreach approaches to address them.



"I don't think the census has any impact on my life"



"I don't trust the government with my information"



"I have trouble completing the census forms"



"I don't have time to fill out the census"

SHARED AUDIENCE MESSAGE ARTICULATION

- The four essential quadrants identified as containers of motivators that release tensions are "Important", "Urgent", "Safe", "Easy."
- The two tonalities identified are: "Rational" and "Emotional"
- All of them are articulated in ways that contribute to facilitate participation

+ EMOTIONAL TONALITY

IMPORTANT

Educate on importance/benefits to them and their community.
Relevance tailored to audience by place on Maslow's hierarchy.

+ RATIONAL TONALITY

URGENT

Impact for the next 10 years or until 2030. Do not scare, but present as a closing window of opportunity to make an impact on the benefits that matter to them.

SAFE

It's your Constitutional right. Everyone is invited to participate. By law, your information can't be shared with other government agencies to impact benefits.

EASY

Under 10 minutes. 9 responses. Easy ways to respond: online, phone, mail, in person, in-language response options.

Given that each of the HTC audiences has unique needs, the *Yes! to Census 2020* campaign is adapted for each of them in order to address language and cultural nuances, based on insights uncovered during the research/focus group stage.

The transcreation process, which includes developing specific materials (like brochures, social media content, and fliers) with audiences in mind, will address:

- Language
- Cultural differences
- Spectrum of risk
- Socioeconomic standing

3

COMMUNITY ENGAGEMENT TRAINING





ACTIVATIONS AND TRAINING OBJECTIVES

The **YES! TO CENSUS 2020** campaign was built to fuel the activation of many community organizations and leaders to provide reassurance and facts about Census 2020 to residents in the City of Houston and Harris County, persuading them to see the benefit and participate in the census. The activations and trainings aim to:

- Empower individuals who are trusted and familiar voices in communities to spread the message in a way that meets people where they are and is reflective of Houston.
- Share how individuals can utilize campaign tools and messages and adapt them based on their unique needs and audiences.
- Encourage more people and businesses to talk about YES! TO CENSUS 2020 campaign with their friends, families and communities.
- Provide specific outreach materials focused on nine key audiences as outlined by the City of Houston and Harris County.

To make these activations easy for Advocates, we've developed this training program and Playbook to ensure effective activations on behalf of YES! TO CENSUS 2020.

YOUR ROLE

As a trusted voice in the community, your role is to educate Census Activators about the census, their role during events, and what is expected of them.

The hands-on experience of the YES! TO CENSUS 2020 booth means that Activators are passionate and knowledgeable about the census. The selection criteria outlined below will aid in the effective running of the booth, successful promotion of the survey, and fun for Activators who are fit for the task.

Selection Criteria

Census Advocates are:

- Outgoing, friendly and fun
- Passionate about the census
- Knowledgeable about the importance of the census and the campaign to help build awareness
- Comfortable interacting with diverse populations to educate and encourage individuals to participate and complete the census
- Excited to promote the census to help improve the response rate

Information to be Provided to Census Activators

- U.S. Census Bureau Questionnaire

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark all that apply.

Children, related or unrelated, such as newborn babies, grandchildren, or foster children

Relatives, such as adult children, cousins, or in-laws

Nonrelatives, such as roommates or live-in babysitters

People staying here temporarily

No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

Owned by you or someone in this household with a mortgage or loan? Include home equity loans.

Owned by you or someone in this household free and clear (without a mortgage or loan)?

Rented?

Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number
 - -

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI

Last Name(s)

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 years

Print numbers in boxes.
Month Day Year of birth

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race?
Mark one or more boxes AND print origins.

White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow (Inupiat Traditional Government, Nome Eskimo Community, etc.

Chinese Vietnamese Native Hawaiian

Filipino Korean Samoan

Asian Indian Japanese Chamorro

Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.

Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc.

Some other race — Print race or origin.



YES! TO CENSUS SAMPLE MESSAGES

In order to mitigate fears, apprehension and skepticism about the census in our identified HTC communities, your Census Activators need to communicate that it is:

- **IMPORTANT:** It is their opportunity to secure funding for what matters to them and their community. Because we can't say exactly which programs will be funded in specific communities, it's important that we incorporate qualifying and open-ended phrases, such as "programs like Medicaid" or "could help your family."
 - The census funds over 130 programs that could help your family and community right now.
 - The census funds important programs like Medicaid, Medicare, SNAP, housing and public safety.
 - Census data support disaster recovery, road improvements, school lunches and more.
- **URGENT:** Its impact will be felt for the next 10 years, and their next opportunity to affect change will be in 2030. Don't scare, but present as a closing window of opportunity to make an impact on the benefits that matter to them.
 - The census counts how many people are in our community to decide how much federal funding and representation our communities should receive for the next 10 years.
- **SAFE:** It's their constitutional right and everyone is invited to participate. By law, their responses to the nine census questions are secure and cannot be shared with other government agencies to impact benefits. It's especially important for communities to know that the census is protected by law from other branches of government like the FBI and ICE. However, we want to be sure to create a sense of positivity with our messaging, and even the name "FBI" or "ICE" will instill fear in communities. For that reason, we're referring to these as "other branches of government" and informally during outreach we can communicate that the census is protected from those institutions.
 - Your responses cannot be shared with anyone. In fact, they're even protected by law from other branches of government.

(This statement must be tailored to the specific HTC communities that Census Activators will be addressing, given that different audiences have different fears/apprehensions. More information on this in the next section.)
- **EASY:** Many people consider responding to the census to be time-consuming and overwhelming. It only takes around 5–10 minutes for nine total responses. Please be sure to include that it depends on the size of your household, as some families are larger than others.
 - The census only takes 5–10 minutes to fill out, depending on the size of your household.
 - Depending on the size of your household, the census is only nine responses.
 - The census can be filled out in 13 common languages by phone or online at 2020census.gov, with guides available for 54 more languages.



In addition to these four critical messages, there are also some practical messages you can utilize:

Funding and Representation

Ideally, all messaging to the public should be written at a seventh-grade level to create the most possibility that all readers can understand the material. In select cases, particularly where factual government information is required, an asterisk must be implemented with further explanation of our research to be fully transparent with the community. You can select any of these phrases to incorporate into your message, depending on your needs.

- **Long:** The census counts how many people are in our community to decide what portion of billions of dollars in federal funding should go back into our communities, and to determine the number of seats each state has in the U.S. House of Representatives.
- **Short:** The census counts how many people are in our community to decide how much federal funding and representation our communities should receive.
- After the 2010 census, we missed out on over \$10,000* per person not listed on the census. Everyone should fill out Census 2020 so we don't lose millions of dollars in the next 10 years!

*(*The total financial impact of the census cannot be determined precisely per capita. Numbers used apply to the State of Texas and are provided by Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds. (Note: Always include the asterisk. It can be small but needs to be there.)*

General Description of Census:

In pulling all these things together, we have our general description for campaign materials below.

Every 10 years, the census counts how many people are in our community to decide how much federal funding and representation our communities should receive. These funds support everything from school lunches and better streets, to over 130 other programs that could help your community right now.

The census can be filled out in 13 languages by phone or online at 2020census.gov, with guides available for 54 other languages. It only takes 10 minutes and your responses are protected by law, even from other branches of government. Respond to the census in April by phone, mail or online. Say #YESstotheCensus

Each segment faces different fears and apprehensions when participating in the Census. In addition to mitigating fears about responding, your Census Activators will also be responsible for communicating the benefits of participating to each segment. The following sections contain the key messages broken out per segment, developed from extensive research and focus groups conducted throughout 2019. Please refer to the shared message articulation on page 13 to guide you on how to deliver the message to each segment. The message was constructed in a modular fashion to ensure it can effectively resonate with people and families of different socioeconomic backgrounds, understanding that their needs are different and, thus, how we approach the subject.

- **Hispanic**

- For those who are focused on meeting their own and their families' basic needs, such as shelter and food:
 1. Open your interaction by mitigating their fears of responding: "By law, information you provide in the census cannot be made available to other government agencies and will not impact your immigration status. Responses will not be used to personally identify you, your household, or your business."
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 3. Continue your conversation by addressing their basic needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for basic programs, such as school lunches and supplemental nutrition assistance.
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
- For those whose basic needs are met, but perhaps are focused on their family's health and environment:
 1. Open your interaction by addressing their family's well-being, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for programs such as Medicaid, Medicare, and improving hospitals.
 2. Follow up by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
 3. Continue your conversation by mitigating their fears of responding: "By law, information you provide in the census cannot be made available to other government agencies and will not impact your immigration status. Responses will not be used to personally identify you, your household, or your business."
 4. Close out the message by seeding the urgency to respond now, as the next Census will only take place in 10 years.

- **Hispanic (continued)**

- For those whose basic personal needs are met, and family's well-being is secure:
 1. Open your interaction by addressing their social needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to improve their schools, community centers, and infrastructure.
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 3. Continue your conversation by mitigating their fears of responding: "By law, information you provide in the census cannot be made available to other government agencies and will not impact your immigration status. Responses will not be used to personally identify you, your household, or your business."
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.

- **African American**

- For those who are focused on meeting their own and their families' basic needs, such as shelter and food:
 1. Open your interaction by mitigating their fears of responding: "Information you provide in your census responses cannot be used to take away benefits you already have."
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 3. Continue your conversation by addressing their basic needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for basic programs, such as school lunches and supplemental nutrition assistance.
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
- For those whose basic needs are met, but perhaps are focused on their family's health and environment:
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 2. Follow up by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
 3. Continue your conversation by mitigating their fears of responding: "Information you provide in your census responses cannot be used to take away benefits you already have."
 4. Close out the message by seeding the urgency to respond now, as the next Census will only take place in 10 years.

- **African American (continued)**
 - For those whose basic personal needs are met, and family's well-being is secure:
 1. Open your interaction by addressing their social needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to improve their schools, community centers, and infrastructure.
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 3. Continue your conversation by mitigating their fears of responding: "Information you provide in your census responses cannot be used to take away benefits you already have."
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
- **Chinese**
 - For those who are focused on meeting their own and their families' basic needs, such as shelter and food:
 1. Open your interaction by mitigating their fears of responding: "Information you provide in your census responses will not be made public and will not be used to personally identify you, your household, or your business."
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 3. Continue your conversation by addressing their basic needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for basic programs, such as school lunches and supplemental nutrition assistance.
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
 - For those whose basic needs are met, but perhaps are focused on their family's health and environment:
 1. Open your interaction by addressing their family's well-being, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for programs such as Medicaid, Medicare, and improving hospitals.
 2. Follow up by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
 3. Continue your conversation by mitigating their fears of responding: "Information you provide in your census responses will not be made public and will not be used to personally identify you, your household, or your business."
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 - For those whose basic personal needs are met, and family's well-being is secure:
 1. Open your interaction by addressing their social needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to improve their schools, community centers, and infrastructure.
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.



- **Chinese (continued)**
 3. Continue your conversation by mitigating their fears of responding: "Information you provide in your census responses will not be made public and will not be used to personally identify you, your household, or your business."
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
- **Vietnamese**
 - For those who are focused on meeting their own and their families' basic needs, such as shelter and food:
 1. Open your interaction by mitigating their fears of responding: "The Census removes individuals' names and personal identifiers when macro statistics are produced. You pay federal taxes every year. If you do not respond to Census 2020, those tax dollars could go to another city for the next 10 years."
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 3. Continue your conversation by addressing their basic needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for basic programs, such as school lunches and supplemental nutrition assistance.
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
 - For those whose basic needs are met, but perhaps are focused on their family's health and environment:
 1. Open your interaction by addressing their family's well-being, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for programs such as Medicaid, Medicare, and improving hospitals.
 2. Follow up by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
 3. Continue your conversation by mitigating their fears of responding: "The Census removes individuals' names and personal identifiers when macro statistics are produced. You pay federal taxes every year. If you do not respond to Census 2020, those tax dollars could go to another city for the next 10 years."
 4. Close out the message by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 - For those whose basic personal needs are met, and family's well-being is secure:
 1. Open your interaction by addressing their social needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to improve their schools, community centers, and infrastructure.
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.

- **Vietnamese (continued)**
 3. Continue your conversation by mitigating their fears of responding: "The Census removes individuals' names and personal identifiers when macro statistics are produced. You pay federal taxes every year. If you do not respond to Census 2020, those tax dollars could go to another city for the next 10 years."
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
- **Non-Hispanic White**
 - For those who are focused on meeting their own and their families' basic needs, such as shelter and food:
 1. Open your interaction by mitigating their fears of responding: "There are many layers of security that will prevent threats of information leaks and hacks. Your personal information is secure and will not be shared. Like voting in general and local government elections, completing the Census is another way to exercise your constitutional right as an American citizen."
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 3. Continue your conversation by addressing their basic needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for basic programs, such as school lunches and supplemental nutrition assistance.
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
 - For those whose basic needs are met, but perhaps are focused on their family's health and environment:
 1. Open your interaction by addressing their family's well-being, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to their community for programs such as Medicaid, Medicare, and improving hospitals.
 2. Follow up by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
 3. Continue your conversation by mitigating their fears of responding: "There are many layers of security that will prevent threats of information leaks and hacks. Your personal information is secure and will not be shared. Like voting in general and local government elections, completing the Census is another way to exercise your constitutional right as an American citizen."
 4. Close out the message by seeding the urgency to respond now, as the next Census will only take place in 10 years.
 - For those whose basic personal needs are met, and family's well-being is secure:
 1. Open your interaction by addressing their social needs, and informing them that, by responding to the Census, they will ensure appropriate federal funding is distributed to improve their schools, community centers, and infrastructure.
 2. Follow up by seeding the urgency to respond now, as the next Census will only take place in 10 years.



- **Non-Hispanic White (continued)**
 3. Continue your conversation by mitigating their fears of responding: "There are many layers of security that will prevent threats of information leaks and hacks. Your personal information is secure and will not be shared. Like voting in general and local government elections, completing the Census is another way to exercise your constitutional right as an American citizen."
 4. Close out the message by reassuring them of the ease to participate, and that it will take only 10 minutes of their time.
- **Hindi Speakers**
 - *[To be included once final Research Report from focus groups is delivered].*
- **Urdu Speakers**
 - *[To be included once final Research Report from focus groups is delivered].*
- **LGBTQ+**
 - *[To be included once final Research Report from focus groups is delivered].*
- **Persons with disabilities**
 - *[To be included once final Research Report from focus groups is delivered].*



CENSUS ACTIVATORS/VOLUNTEERS

Census Activators are representatives of your organizations and communities at events, so proper training is important to set expectations and ensure proper execution of the Playbook and Census Advocator Training Manual.

Key Points & General Procedures

- **Attitude:** A professional and positive attitude is always crucial to the success of this initiative. This applies to your interactions with the public, local staff and co-workers. It is very important to remain friendly, professional and courteous always.
- **Punctuality:** You should arrive at the event site ON TIME EVERY TIME. Your call time will be clearly outlined in each event agenda. This will give you enough time to properly prepare and rectify any problems you may encounter. Please report any difficulties in getting to an event directly to your event lead. Under no circumstances will tardiness be tolerated. It is your responsibility to complete a full day's activities; you are not to leave early!
- **Customer Service:** First impressions are lasting – and you are the first person the eventgoer sees when onsite. Always smile and greet everyone who visits the booth, throughout the entire event. If you approach eventgoers in a relaxed, comforting way, you will generate excitement that will extend to other passersby.
- **Census Activators:** All volunteers should take breaks at separate times and avoid taking breaks during high-traffic times.
- **Teamwork:** We all intend to work together to bring about a fantastic event. That means the volunteers can count on the organization team to do anything it takes to make this work. If you need help, don't hesitate to reach out. We all succeed together.
- **Event Issues:** Contact your organization lead to discuss any and all issues.

CONTACTS

If at any point you have questions about the trainings or contents of the Manual, the booth or other activation materials please contact:

Ana Fernandez and Paula Mendoza
Possible Missions
ana@possiblemissions.com; paula@possiblemissions.com



EVENT ACTIVATION

To reach as many people as possible in the City of Houston and Harris County, we will leverage events around the community to set up a booth and provide information about the Census. You will have at your disposal and available to check out the following materials:

- Tent
- Table
- Chairs
- Table Cover
- Tent Covers
- iPads
- iPad Stands
- WiFi Hot Spot
- Printouts

[Mock-up of booth set-up will be added to this training manual when available.]

Event materials will be stored at **8410 Lantern Point Dr., Houston, TX 77054**.

Please send your request to check out materials to Janeen Spates, Janeen.Spates@csd.hctx.net.

To reach as many people as possible in the City of Houston and Harris County, we will leverage events around the community to set up a booth and provide information about the Census. You will have at your disposal and available to check out the following materials:

ADDITIONAL RESOURCES

- More online information about the Census can be found here: 2020census.gov (website is available in both English and Spanish)
- U.S. Census Bureau information line: 1.800.923.8282
- U.S. Census Bureau Social Channels
 - <https://www.facebook.com/uscensusbureau>
 - <https://twitter.com/uscensusbureau>
 - <https://www.linkedin.com/company/us-census-bureau>
 - <https://www.youtube.com/user/uscensusbureau>
 - <https://www.instagram.com/uscensusbureau/>



FREQUENTLY ASKED QUESTIONS

1. Why aren't local Census 2020 materials being printed in all languages?

- The City of Houston and Harris County have transcreated materials in the three most commonly used languages in our region: Spanish, Vietnamese and Chinese.
- Language guides in more than 54 languages are forthcoming and available on the national census website located at <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>.
- Language guides will also be available in braille and large print.

2. Will residents whose status is unclear be able to participate in the census?

Yes. The census is an accounting of those residing in the City of Houston or Harris County on census day.

3. Will the Census Bureau 2020 survey include any questions about citizenship or immigration status?

No, the Supreme Court ruled against the inclusion of a citizenship question.

4. Is the Census 2020 questionnaire only available online?

No, the census will also be available by traditional mail, phone and, in person.

5. How will Census 2020 answers be used?

- All information provided in a Census Bureau survey is used exclusively to create accurate, relevant statistics about the nation's people, places and economy. These statistics help inform elected officials about communities and businesses across the United States.
- Individual businesses or persons cannot be identified in statistics or reports published by the Census Bureau.

6. How will information be protected and kept safe?

Any and all information provided in answer to a Census Bureau survey is strictly confidential. The census does not share your information with anyone, including other federal agencies, and does not publish any information about individual households or businesses. Rather, the data collected is only used to create statistics. The Census Bureau has legal, procedural, technological and statistical safeguards to ensure your information will not be disclosed to anyone.