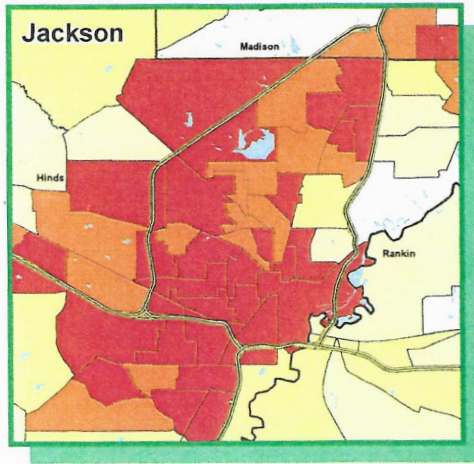
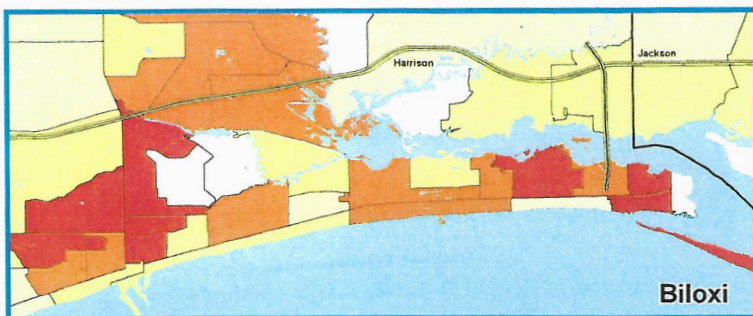
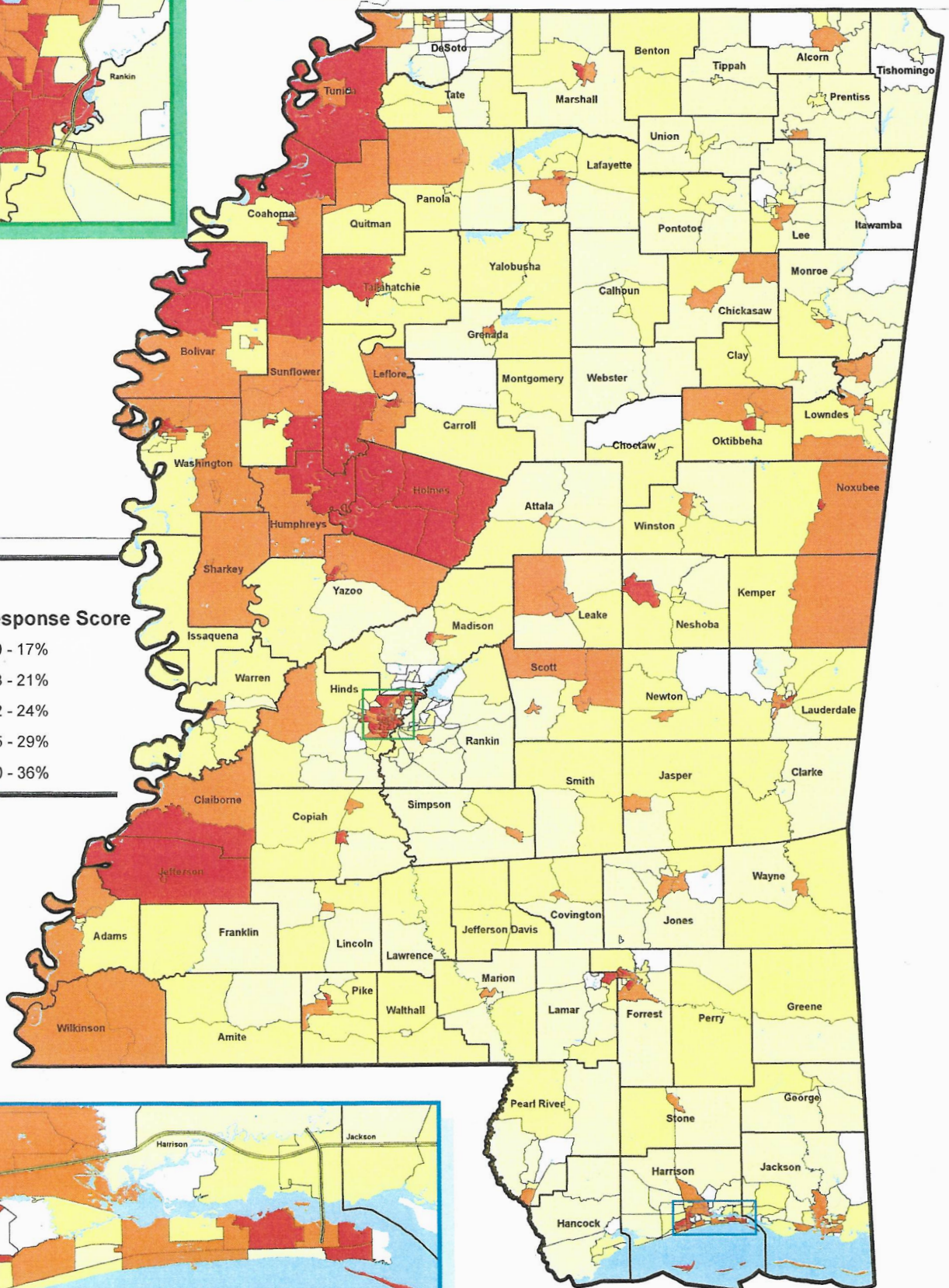
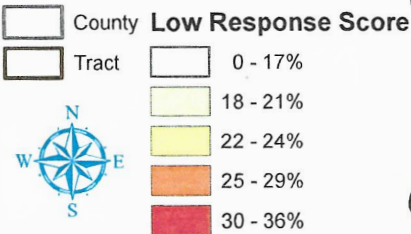


# Mississippi - Census Low Response Score\* By Census Tract

\*The Census Low Response Score (LRS) is a continuous score that predicts whether a tract will produce a low response rate. The score for a tract is inversely related to the mail return rate from the 2010 Census for that tract. Therefore, the people living in tracts with a lower LRS are more likely to respond to 2020 Census than those with a higher LRS.



## Legend





# THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

## Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial  
Census-derived Statistics (Fiscal Year 2015)

### Mississippi

Total Program Obligations: \$6,143,852,125

Per Capita: \$2,053 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$2,748,751,949
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$916,551,543
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$593,355,282
20.205	Highway Planning and Construction	DOT	Grants	States	\$495,457,237
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$226,177,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$199,449,831
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$189,402,568
10.555	National School Lunch Program	USDA	Grants	States	\$169,323,740
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$153,589,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$118,407,033
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$106,615,134
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$82,965,010
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$71,216,716
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$27,028,082
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$23,402,000
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$22,160,000

## 2020 Census Key Dates

### Community Involvement - Offices - Data Collection Operations

January 2018 through September 2019	Engage & Educate Local Leaders, Partners & Communities
April 2019 through January 2020	Promote Participation in the Census Locally
January 2019 & February 2019	Early Area Census Offices Open (these offices run the Address Canvass Operation)
June 2019 through August 2019	Area Census Offices Open (ACOs)
August 2019 through October 2019	Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)
March 2020 through June 2020	Call To Action for Residents to Respond (starting March 23)
February 2020 through June 2020	Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)
Mid-March 2020	Residents Invited to Respond
<b>Individual Housing Units (HUs) Invited by either:</b> <div> <div> <u>Mail</u> (to USPS Mailable Addresses)                         <ol style="list-style-type: none"> <li>Letter Mailed</li> <li>Reminder Postcard</li> <li>Then Paper Questionnaire</li> </ol> </div> <div>or</div> <div> <u>Hand Delivery</u> (to Rural/PO Box, non-USPS HU delivery)                         <ol style="list-style-type: none"> <li>List Housing Units (operation is called Update Leave)</li> <li>Leave Questionnaire (Spanish in certain areas) &amp; Letter w/other Response Options (internet &amp; phone)</li> </ol> </div> </div>	
<b>Options to Self-Respond</b> (all residents will have these 3 options & decide what is best for them) <div> <div>Internet</div> <div>Telephone</div> <div>Paper</div> </div>	
March 23, 2020	
APRIL 1, 2020	Self-Response Begins & Continues through July 2020 Census Day – Reference Date = where you live on April 1
Mid-April 2020	Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)
May 2020 through July 2020	Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)
Late August 2020 through September 2020	Area Census Offices Close
August 2020 through December 2020	Quality Evaluation (re-contact of select HUs)
December 31, 2020	Deliver Counts to the President



# Apply Online Today!

## 2020census.gov/jobs

### 1-855-JOB-2020

### (1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASCII

[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.

The U.S. Census Bureau is an Equal Opportunity Employer.



**Join the 2020 Census Team!**



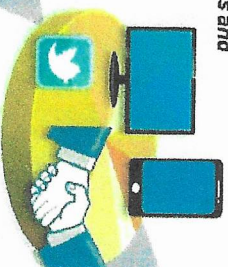
# Design for 2020 Census

The 2020 Census: A New Design for the 21<sup>st</sup> 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.



## Establish Where to Count

*Identify all addresses where people could live*

IN-FIELD

IN-OFFICE

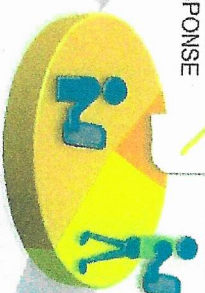


Conduct a 100% review and update of the nation's address list  
Minimize field work with in-office updating  
Use multiple data sources to identify areas with address changes  
Get local government input



TELEPHONE AND PAPER SELF-RESPONSE

NONRESPONSE FOLLOWUP



INTERNET SELF-RESPONSE

## 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

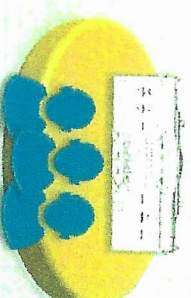
Use the most cost-effective strategy to contact and count nonrespondents  
Knock on doors only when necessary  
Streamline in-field census-taking

## Release Census Results

*Process and Provide Census Data*

Deliver apportionment counts to the President by December 31, 2020

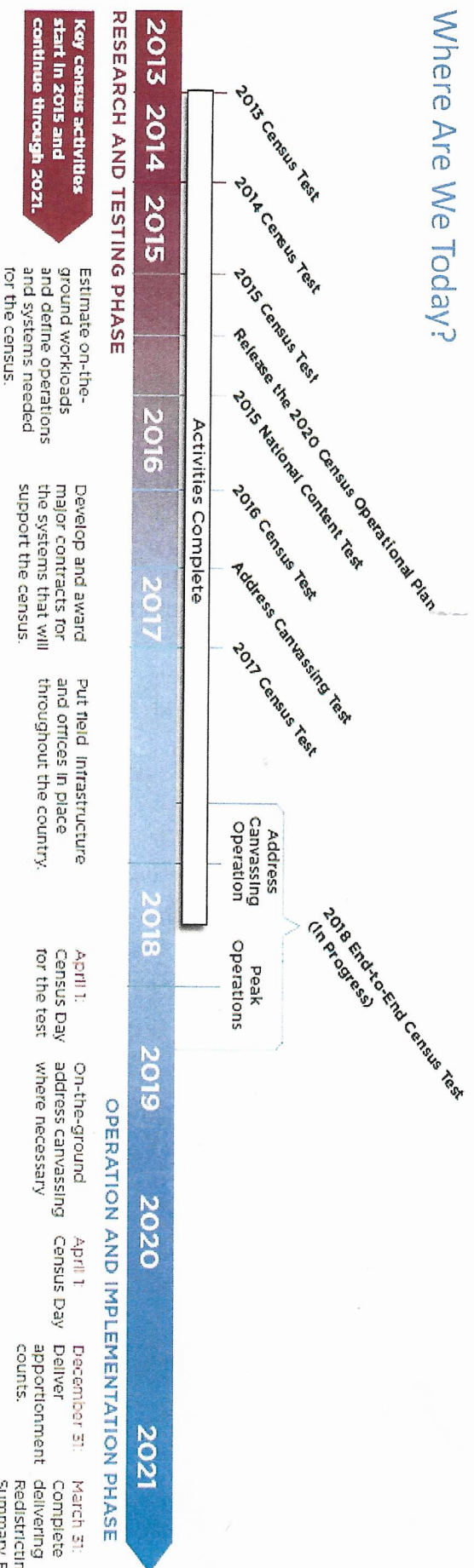
Release counts for redistricting by April 1, 2021  
Make it easier for the public to get data





# 2020 Census

Where Are We Today?



- **Key Activities:**
- Making Key Decisions: Continuously make timely decisions based on research and evidence
- Awarding Key Contracts: Continue to award key contracts for the 2020 Census
- Planning and Execution of the 2018 End-to-End Census Test: Focuses on the overall integration of systems and operational procedures for 24 of the 35 operations of the 2020 Census
- Area Census Office Delineation:
  - Identified number of and initial locations for early offices and initiated leasing and logistics processes
  - GSA initiated action on 40 early ACOs on July 13, 2017

- 2020 Census Life Cycle Cost Estimate:
  - Completed in December 2017
  - Delivered to Congress in January 2018
- Revised Life Cycle Cost Estimate: \$15.6 Billion
- Self-Response portion of 2018 End-to-End Census Test began on March 16, 2018, including:
  - Internet Self-Response
  - Mailed Materials Delivered
  - Census Questionnaire Assistance
- Delivery of Questions to Congress: Title 13 requires Census Bureau to deliver questions to Congress by March 31, 2018
- Operational Readiness:
  - Field Infrastructure planning underway for: Space, Decennial Logistics Management, Training, Recruiting, and Onboarding
  - Systems testing underway



# Data Protection and Privacy Program

## Data Stewardship

### Keeping Your Data Safe

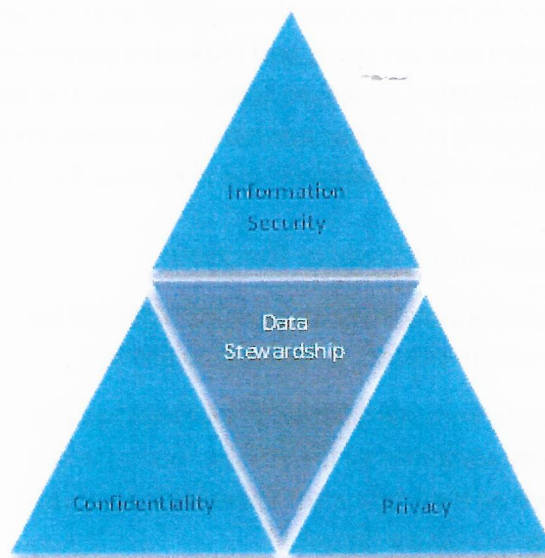
When you trust us with your information, our goal — and legal duty — is to keep it safe.

Our mission is to serve as the nation's leading provider of quality data about its people and economy. We couldn't produce this information without you.

We call our approach to maintaining your trust "Data Stewardship."

Being responsible stewards of your data is not only required by law, it's embedded in our culture.

Our Data Stewardship program includes ongoing training, accountability and the lifetime oath each of us swears to keep your information confidential. Our Data Stewardship Executive Policy Committee oversees these activities, setting the rules and policies all staff must follow.



### The Law Protects Your Information

By law, your information is confidential. Your answers cannot be used against you by any government agency or court. The law is found in Title 13 of the U.S. Code. Anyone who violates this law faces severe penalties.



## Our Privacy Principles Guide Our Work

Our privacy principles guide our actions so that we respect your privacy and protect your confidentiality. The principles are--necessity, openness, respect and confidentiality. See how these principles drive decisions throughout the survey lifecycle.

## We Use Cutting-Edge Safeguards to Protect Your Identity

We do not identify individuals in the data we publish. We only publish statistics. Our policies and statistical safeguards help us ensure the confidentiality of your information. Our Disclosure Review Board verifies that any data product we release meets our confidentiality standards.

## Secure Technology

Our IT systems are designed to defend against and contain cyberthreats. From the beginning of the data collection process through the final storage of information, we protect your data following industry best practices and federal requirements. We use data encryption and two forms of authentication to secure system access. The security of our systems is a top priority, and we continually refine our approach to address emerging threats and position ourselves to identify, prevent, detect, respond to and recover from possible cyberthreats

## Decennial Census Records

Decennial census records are confidential for 72 years to protect respondents' privacy.

Records from the 1950 to 2010 Censuses can only be obtained by the person named in the record or their heir after submitting form BC- 600 or BC-600sp (Spanish).

Individual census records from 1790 to 1940 are maintained by the National Archives and Records Administration, not the U.S. Census Bureau.

Publications related to the census data collected from 1790 to 2010 are available at <https://www.census.gov/prod/www/decennial.html>.

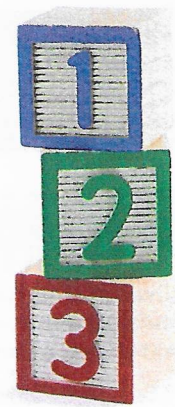
Visit the National Archives Web site to access 1940 Census records  
<http://1940census.archives.gov>.

# Counting Young Children in the 2020 Census

*Counting everyone once, only once, and in the right place*

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.



## Common situations where young children aren't counted

## How you can help?



The **child splits time between two homes.**

The child lives or stays with **another family or with another relative such as a grandparent.**

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.



The child lives in a **lower income household.**

- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.



The child lives in a household with **young parents or a young, single mom.**

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a **newborn.**

- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1.
- **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.



## Common situations where young children aren't counted

## How you can help?



The child lives in a household that is **large, multigenerational, or includes extended or multiple families**.

- Remind the person filling out the form to count all children, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.
- Spread the word that the census **counts all people living or staying** at an address, not just the person or family who owns or rents the property.



The child lives in a household that **rents or recently moved**.

- Encourage renters and recent movers to complete their census forms **online or over the phone**, right away. That way they don't need to worry about paper forms getting lost in the move.
- **Focus efforts** on multiunit buildings that are likely to have renters.



The child lives in a household where they're **not supposed to be**, for one reason or another.

- Please explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children because the **Census Bureau does not share information** so it can't be used against them.
- Emphasize the Census Bureau's legal commitment to keep census **responses confidential**.
- Explain that the Census Bureau **will never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.



The child lives in a **non-English or limited-English speaking** household.

- **Conduct outreach** and create resources in non-English languages that highlight the importance of counting young children.
- **Encourage non-English speakers to self-respond** to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English.



The child lives in a household of **recent immigrants or foreign-born adults**.

- Work with community members to conduct outreach in neighborhoods with recent immigrants. **Focus efforts** on the **community's gathering places** like local grocery stores, places of worship, and small restaurants.
- Emphasize the **Census Bureau's legal commitment** to keep census responses confidential. Explain that the Census Bureau will never share information with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.



# The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

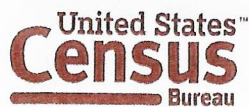
The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

*The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.*



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

## Foundation of a Successful Census



### Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



### Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response



### Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



### Release Census Results

- 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 access data







## Become a 2020 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Assure people that it is important—and safe—to respond to the census.
- Ensure accurate census data, which guide funding decisions for your community and affect your community's representation in Congress.
- Spread the word about temporary census jobs in your community.



## Get Involved: What Can You Do Now?

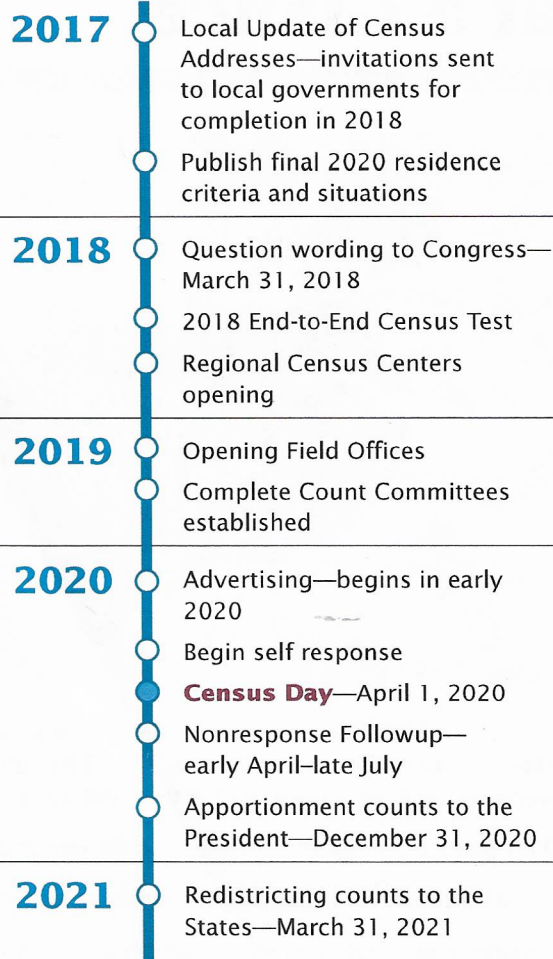
- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.
- Help recruit census workers when jobs become available.



## You can make a difference

As an influential community, business, or organization leader, you can raise awareness and encourage participation.

## Key Dates



For more information, go to  
[census.gov](https://census.gov).

To get involved in your community, contact us!

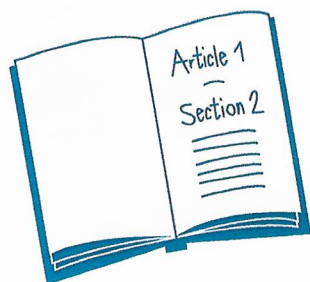
[atlanta.rcc.partnership@census.gov](mailto:atlanta.rcc.partnership@census.gov)

# CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

## Everyone counts.

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

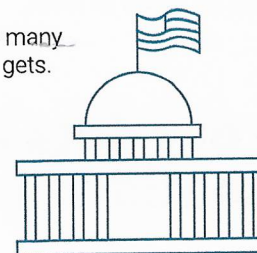


## It's in the Constitution.

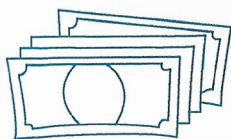
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

## It's about fair representation.

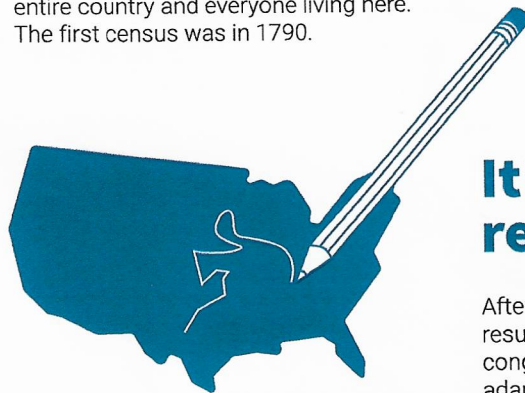
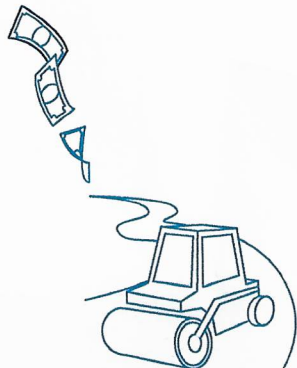
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



## It means \$675 billion.



Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



## 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.

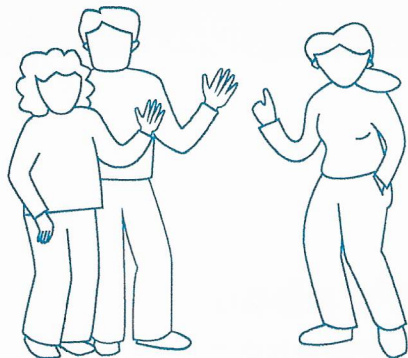
## Taking part is your civic duty.

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

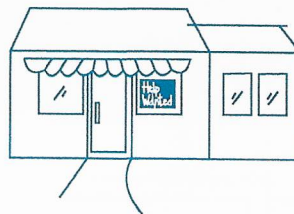




## Census data are being used all around you.

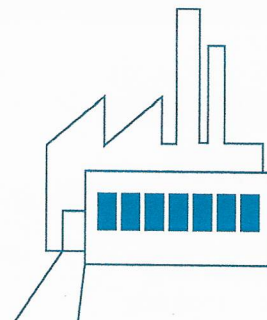
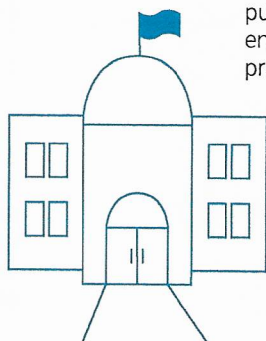


Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.

Local governments use the census for public safety and emergency preparedness.



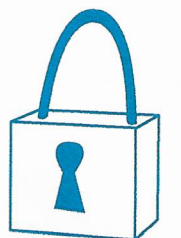
Real estate developers use the census to build new homes and revitalize old neighborhoods.



## Your data are confidential.

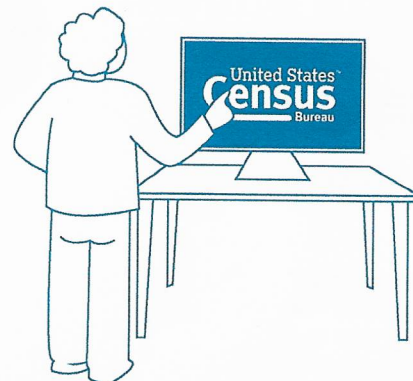
Federal law protects your census responses. Your answers can only be used to produce statistics.

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.



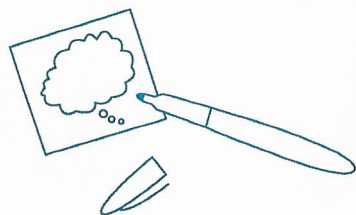
## 2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



## You can help.

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



**United States**  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

FIND OUT HOW TO HELP AT  
[CENSUS.GOV/PARTNERS](https://www.census.gov/partners)



# PREPARING FOR THE 2020 CENSUS

## ENUMERATION OF PEOPLE EXPERIENCING HOMELESSNESS

People experiencing homelessness, whether in emergency and transitional shelters or non-sheltered locations, will be enumerated as part of the 2020 Census. In 2010, they were enumerated during the Service-Based Enumeration (SBE) operation. The SBE was conducted at service locations and targeted non-sheltered outdoor locations to provide an opportunity for people experiencing homelessness to be included in the census. These service locations include emergency and transitional shelters, soup kitchens, and regularly scheduled mobile food vans. The Census Bureau will partner with service providers to determine where we must count people experiencing homelessness.

### HOW YOU CAN HELP

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Websites.
- Help recruit census workers when jobs become available.



For more information, call the Atlanta Regional Office.

### WHY DO WE TAKE A CENSUS?

The U.S. Constitution (Article 1, Section 2) mandates a headcount every 10 years, of everyone residing in: the 50 states, Puerto Rico, and the Island Areas of the United States. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The U.S. began conducting a census of population and housing in 1790. The Constitution mandates an apportionment of representatives among the states for the House of Representatives every 10 years. Apportionment is the process of dividing the 435 seats in the U.S. House of Representatives among the 50 states. By law, the U.S. Census Bureau must deliver a report of population counts to the president of the United States within 9 months of Census Day (on or before December 31, 2020).

Over \$675 billion/year is distributed to state and local governments using Census numbers (Over \$4 trillion over the decade).

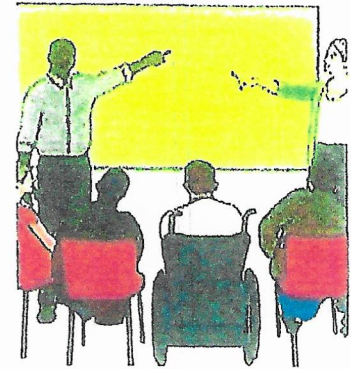
ARTICLE I, SECTION 2.  
"REPRESENTATIVES AND DIRECT TAXES  
SHALL BE APPORTIONED AMONG THE  
SEVERAL STATES WHICH MAY BE  
INCLUDED WITHIN THIS UNION,  
ACCORDING TO THEIR RESPECTIVE  
NUMBERS . . ."



## Education Phase

Now to December 2019

- CCC Chair & Subcommittee chairs educate respective members on the mission of the CCC.  
The message to each member is that census is a civic activity that affects people of all ages, races, cultures and ethnicities, regardless of citizenship.
- Hold regular meetings to report on tasks, other activities, including subcommittee reports.
- Proceed with census awareness-building activities.
- Evaluate the effectiveness of CCC activities.
- Saturate the community with at least one census awareness-building activity each month.



## Awareness Phase

January 2019 to February 2020

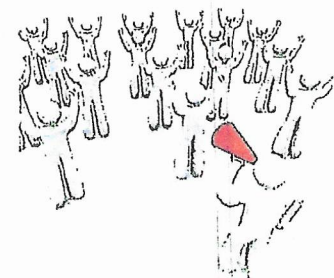
- Government and community leaders participate in activities highlighting the message that the 2020 Census is easy, important and safe.
- Hold regular CCC and subcommittee meetings.
- Review task lists and subcommittee plans.
- Finalize plans for activities to encourage residents to complete and respond to the census.
- Finalize plans for activities for motivating residents who do not participate to cooperate with census takers during non-response follow-up.



## Motivation Phase

March 2020 to May 2020

- Review and Update plans to increase activities aimed at encouraging households to respond
- Implement Census Day Activities.



# 2020 Census Complete Count Committee Timeline

Census  
2020

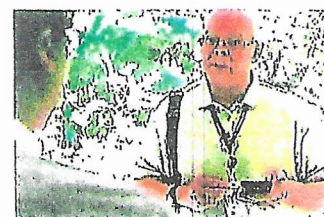
U.S. Department of Commerce  
Economic and Statistics Administration  
U.S. Census Bureau  
census.gov

- Encourage households to respond quickly and accurately to the census.
- Ensure that the committee is using the right activities in the right place and adjust as needed.
- Review and Modify plans as needed
- Send a news release highlighting the 2020 Census Activity Schedule.
- Prepare to implement activities in areas of low response. The Census Bureau plans to provide response rate numbers starting April 2020. Response rates may be used to determine where more outreach is needed.

## Reminder Phase

May - July 2020

- Encourage every household that did not respond that they can still respond online or by phone or wait for the census takers to knock at their doors.
- Continue to meet and review the response rates and implement your plans to encourage cooperation.
- Encourage the community to cooperate in the Nonresponse Follow-up (NRFU) phase when Census workers knock on their doors.



## Thank You Phase

August- December  
2020

- Prepare a summary report of committee activities and member feedback.
- Share the report with the Census Bureau.
- Celebrate the success of the 2020 Census and recognize the efforts of CCC members.
- Thank your community for the support and response.

