

Code for America Brigade

Census 2020 Resource Guide

Introduction

This document is a quick reference guide to various links and resources to aid in the effort to get a complete count in Brigade cities during the 2020 Census.

Background and Context

A Civic Digital Strategy for the 2020 Census: Saving the Pillar of Our Democracy

Technologists, creatives, innovators and civic leaders are at the cornerstone of a successful 2020 Census.

About

The 2020 Census will be the first ever with an online response option, which presents new opportunities but also a range of new challenges — including the spreading of disinformation about how and why Census data are collected and used — impacting participation of the most vulnerable and hard-to-count communities.

The data from the decennial census is used to reapportion Congress (determine which states gain or lose seats in the House of Representatives) and votes in the Electoral College, to redraw congressional districts (allowing for [gerrymandering](#)) and to allocate over \$700 billion in federal funding flow to states and local governments for a host of services— such as health care, education, transportation, education, affordable housing and more.

Responding to the census will help ensure that our communities get our fair share of federal funds for programs like Medicaid, SNAP, Head Start, unemployment benefits, Section 8 housing vouchers, programs for seniors and veterans with disabilities, and school lunch programs. It also helps ensure that our communities have fair political representation, and enough money to build roads, hospitals, and schools.

Challenges

The deliberate spreading of false information to arouse fear is a tactic exponentially amplified by the use of technology and social media. The threat of online disinformation campaigns (reminiscent of the 2016 presidential cycle), researchers say, are already beginning through coordinated online efforts to undermine public trust, ultimately deterring people from participating. False narratives and fearmongering campaigns aim to spread fear and cause

confusion (especially among the most vulnerable and underserved communities) are an imminent threat to the pillar of the nation's democracy, the decennial census.

Why it's Important

In the *Data Economy*, where data infrastructure is as crucial as physical infrastructure — an accurate and complete Census helps businesses, community leaders and elected officials make informed decisions every day.

New challenges require new approaches to effectively communicate the importance of the 2020 Census and ensure that EVERYONE COUNTS. We need to leverage technology, digital tools and design effective communication strategies to support 'Get Out the Count' efforts across the nation. **It's on us. Get Started.**

Connect with your Complete Count Committees (CCC)

A CCC is comprised of a broad spectrum of state, local governments and community leaders from education, business, healthcare, academia and other community organizations. These are the trusted voices that develop and implement a local 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response. Brigades are called to join your local CCC!

[Brigade Census Liaison to Complete Count Committee List](#) (*Google Sheet*)

[Map of Complete Count Committees, US Census Bureau](#)

[The Basics: What are Complete Count Committee, US Census Bureau](#)

[Complete Count Committee Guide, US Census Bureau](#)

Toolkits for Projects/ Events ★

Run a sprint, host an event, facilitate a workshop

- [Census Solutions Workshop: A Census ideation/HCD workshop in-a-box, US Census Bureau](#)
- [For Developers: The Opportunity Project Toolkit, Census Open Innovation Labs](#)
- [For Designers: Creatives for the Count Toolkit \(beta\), Census Open Innovation Labs](#)

(website coming soon)

[Toolkit for State and Local Officials, US Census Bureau](#)

[2020 Census Congressional Toolkit, US Census Bureau](#)

Brigade Project Examples

[Library Kiosk Project, Code for San Jose](#)

[Please link to your Brigade projects here](#)

GitHub repositories

[JavaScript CitySDK, US Census Bureau](#)

[Add a repo here](#)

For Developers



[Join US Census Bureau Slack for Developers](#)

[Explore the Census Geocoder](#)

[Sing up for Developers Newsletter](#)

Mapping Tools

[Census Engagement Navigator, US Census Bureau](#)

[Response Outreach Area Mapper \(ROAM\), US Census Bureau](#)

[2020 Hard to Count Map, CUNY Mapping Service](#)

Informational Webinars

[CfA Brigades - NNIP Workshop Recording, CfA Network](#)

[Census and Data Security, AAJC](#)

[CensusOutreach for the 2020 Census, Community Connect Labs](#)

[2020 Census Operations webinar series, CensusCounts.org](#)

[Census Stakeholder Webinar, US Census Bureau](#)

2020 Census Language Resources

[Language Guides](#)

[Language Glossaries](#)

[Language Templates](#)

Audience Segmentation & Research Studies

The 2020 Census audience segments are groups of census tracts with similar predicted self-response behavior and similar demographic variables associated with self-response. These audience segments were determined by the U.S. Census Bureau for their distinctive patterns of media consumption and distribution of census mindsets. The eight 2020 Census audience segments in the U.S. range from highly likely to respond to the census to unlikely to respond. In-depth descriptions of each segment are available below.

[CBAMS \(Census Barrier, Attitudes and Motivators Study\) Survey](#)

[CBAMS \(Census Barrier, Attitudes and Motivators Study\) Focus Groups Report](#)

[2020 Census Audience Segment Descriptions](#) - to locate your area, county, state or census tract by audience segment, use the ROAM mapping tool.

[CBAMS Summary Findings Presentation](#)

Materials, Factsheets and Other Resources

[2020 Census Questionnaire \(Paper Form\)](#)- **SAMPLE COPY**. This is a sample of the paper questionnaire that will be used during the 2020 Census. This version excludes the online URL and contact information.

[Questions and Answers for Stakeholders Supporting the 2020 Census](#) *new!*

[2020 Census Press Kit](#)

[The 2020 Census Library](#)

[Promotional Materials and Guidelines, US Census Bureau](#)

[2020 Census informational handouts](#)

[2020 visual factsheets/ handouts](#)

[2020 Census timeline](#)

[Census at a Glance Factsheet/Timeline](#)

[Who counts on the census?](#)

[How the Census will invite everyone to respond](#)

[Questions asked on the Census](#)

[About Census Takers/Enumerators](#)

[Multimedia](#)

[Partner Materials](#)

[The Undercount of Young Children- Research Resources](#)

[Where you are counted matters- Residence Criteria](#)

Digital Divide + Digital Inclusion

[Computer and Internet Use Data/Reports](#)

[Deconstruction the Digital Divide](#)

[2018 FCC Broadband Deployment Report](#)

[Fraud Tip Sheet: How to spot Census scams, AARP \(English\) | \(Spanish\)](#)

National Campaigns Websites/Resources

[2020census.gov](#) (Official US Census Bureau campaign website)

[CensusCounts.org](#)

[countusin2020.org](#)

[Hagasecontar.org](#)

[Countthenation.org](#)

[Rockthevote.org](#)

[Census.narf.org](#) (NativesCount Campaign)

Stand up a campaign website for your city! Link it here.

2020 Census Operations + Updates

[Decennial Census Program Resources](#)

[Census Research, Operational Plans, and Oversight](#)

[2020 Census Official Operational Plan](#)

[Evaluations and Experiments](#)

Status Reports

[Monthly Status Reports](#)

[Program Management Reviews](#)

National Advisory Committee

[2020 Census Updates— May 2019](#)

[Systems Readiness— May 2019](#)

[Privacy & Confidentiality- May 2019](#)

Supplemental Reading + Independent Reports

- [Preparing for the Digital Census, *Digital Equity Laboratory*](#)
- [Potential Shifts in Political Power After the 2020 Census, *The Brennan Center*](#)
- [Whitewashing Representation: How Using Citizenship Data to Gerrymander Will Undermine Our Democracy, *Common Cause*](#)
- [The Hofeller Files](#)

Videos

