GET THE FACTS

THE DECENNIAL CENSUS IS MANDATED BY THE U.S. CONSTITUTION IN ARTICLE 1, SECTION 2: THE U.S. HAS COUNTED ITS POPULATION EVERY 10 YEARS SINCE 1790.

• YOUR RESPONSE MATTERS
  • HEALTH CLINICS. FIRE DEPARTMENTS. SCHOOLS. EVEN ROADS AND HIGHWAYS. THE CENSUS CAN SHAPE MANY DIFFERENT ASPECTS OF YOUR COMMUNITY.

• YOUR PRIVACY MATTERS
  • EVERY CENSUS EMPLOYEE TAKES AN OATH TO PROTECT YOUR PERSONAL INFORMATION FOR LIFE.

• YOUR HELP MATTERS
  • GETTING A COMPLETE AND ACCURATE COUNT IN 2020 REQUIRES EVERYONE’S HELP. AND THERE ARE MANY WAYS FOR INDIVIDUALS, BUSINESSES, COMMUNITY ORGANIZATIONS, AND OTHERS TO PLAY A PART.
WHY YOUR RESPONSE MATTERS

• CRITICALLY IMPORTANT
  • THIS ONCE-A-DECADE CENSUS DATA HELPS BUSINESSES, RESEARCHERS, AND COMMUNITIES MAKE DECISIONS. THE DATA CAN HELP INFORM WHERE YOUR COMMUNITY NEEDS A NEW FIRE DEPARTMENT, MORE FUNDING FOR SCHOOL LUNCHES, OR NEW ROADS.

• REDISTRICTING
  • THE U.S. CONSTITUTION REQUIRES THAT ELECTORAL DISTRICTS BE PERIODICALLY ADJUSTED OR REDRAWN TO ACCOUNT FOR POPULATION SHIFTS. EACH DECADE, THE CENSUS REVEALS WHERE POPULATIONS HAVE RISEN OR FALLEN.

• BUSINESS DECISIONS
  • THE CENSUS ALSO COLLECTS DATA THAT IS VALUABLE FOR BUSINESSES, WHICH RELY ON CENSUS RESULTS TO HELP MAKE DECISIONS SUCH AS WHERE TO OPEN NEW STORES, WHERE TO EXPAND OPERATIONS, AND WHICH PRODUCTS AND SERVICES TO OFFER.

• THE CENSUS EQUALS MONEY FOR STATES, CITIES, AND COMMUNITIES
  • CENSUS DATA WILL DETERMINE HOW MORE THAN $675 BILLION IN FEDERAL FUNDS WILL BE DISTRIBUTED TO THE STATES EACH YEAR OF THE FOLLOWING DECADE.
PRIVACY AND SECURITY

• LEGAL DUTY TO PROTECT PRIVACY
  • UNDER TITLE 13, THE CENSUS BUREAU CANNOT RELEASE ANY IDENTIFIABLE INFORMATION ABOUT YOU, YOUR HOME, OR YOUR BUSINESS, EVEN TO LAW ENFORCEMENT AGENCIES. THE LAW ENSURES THAT YOUR PRIVATE DATA IS PROTECTED AND THAT YOUR ANSWERS CANNOT BE USED AGAINST YOU BY ANY GOVERNMENT AGENCY OR COURT.
  • THE ANSWERS YOU PROVIDE ARE USED ONLY TO PRODUCE STATISTICS. YOU ARE KEPT ANONYMOUS: THE CENSUS BUREAU IS NOT PERMITTED TO PUBLICLY RELEASE YOUR RESPONSES IN ANY WAY THAT COULD IDENTIFY YOU OR ANYONE ELSE IN YOUR HOME.

• DATA PROTECTION AND PRIVACY PROGRAM
  • THE CENSUS BUREAU HAS TAKEN SIGNIFICANT STEPS TO PROTECT ONLINE RESPONSES. ALL INFORMATION ENTERED ONLINE IS ENCRYPTED AS SOON AS THE RESPONDENT HITS “SUBMIT.”

• SECURE TECHNOLOGY
  • WORKING WITH INDUSTRY PARTNERS, WE HAVE DESIGNED OUR SYSTEMS WITH MANY LAYERS OF SECURITY TO DEFEND AGAINST AND NEUTRALIZE CYBER THREATS. WE ACTIVELY MONITOR ALL DIGITAL TRAFFIC AND CONTINUOUSLY INSPECT THE USE OF OUR IT SYSTEMS TO MAKE SURE PRIVATE INFORMATION STAYS SECURE.
HOW TO RESPOND

• BY APRIL 1, 2020, EVERY HOME WILL RECEIVE AN INVITATION TO PARTICIPATE IN THE 2020 CENSUS. YOU WILL HAVE THREE OPTIONS FOR RESPONDING:

  • ONLINE – DESKTOP, LAPTOP, TABLET, IPAD
  • BY PHONE - SMARTPHONE
  • BY MAIL

• THE 2020 CENSUS MARKS THE FIRST TIME YOU’LL HAVE THE OPTION TO RESPOND ONLINE. YOU CAN EVEN RESPOND ON YOUR MOBILE DEVICE.
According the GW Institute of Public Policy at George Washington University, in FY2016, Nevada received $6,219,293,623 in federal funding guided by data derived from the 2010 Census. Examples include:

- Medicaid
- Supplemental Nutrition Assistance Program
- Highway Planning and Construction
- National School Lunch Program
- Special Education Grants
- Business and Industry Loans
- Native American Employment & Training
LIBRARIES ARE UNIQUELY POSITIONED TO HELP ENSURE THAT COMMUNITIES ACROSS THE COUNTRY ARE ACCURATELY COUNTED. OUR INSTITUTIONS ARE TRUSTED AND WELCOMING HUBS OF PUBLIC LIFE, AND LIBRARIANS ARE RESPECTED MEMBERS OF THEIR COMMUNITIES. WE CAN PLAY AN IMPORTANT ROLE IN OUTREACH TO GROUPS OFTEN MISSED BY THE CENSUS—LIKE PEOPLE EXPERIENCING HOMELESSNESS, YOUNG PEOPLE AND CHILDREN, PEOPLE OF COLOR, PEOPLE WITH LOW INCOMES, RECENT IMMIGRANTS, AND THOSE WHO LIVE IN RURAL OR REMOTE AREAS. LIBRARIES ARE GREAT PLACES FOR PEOPLE TO FILL OUT THE CENSUS FORM ONLINE—ESPECIALLY THOSE WHO LACK INTERNET ACCESS AT HOME OR ON THEIR PHONES—and get accurate information about the Census.
<table>
<thead>
<tr>
<th>Date</th>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1, 2019</td>
<td>State Complete Count Committee</td>
<td>Governor Sisolak signed an Executive Order to establish the State Complete Count Committee and appointed Lt. Governor, Kate Marshall to chair the SCCC.</td>
</tr>
<tr>
<td></td>
<td>formation</td>
<td></td>
</tr>
<tr>
<td>August 2019-</td>
<td>Address Canvassing (AdCan)</td>
<td>Update the address frame and identify locations where people live or could live for selected areas.</td>
</tr>
<tr>
<td>October 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 2020</td>
<td>Update Leave (UL)</td>
<td>Update the address along with feature data, and leave a packet to encourage self response and a paper questionnaire.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
<td>Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, marinas, tent cities, carnivals or hotels.)</td>
</tr>
<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GQE)</td>
<td>Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker’s dormitories</td>
</tr>
<tr>
<td>March 12, 2020</td>
<td>Self-Response Starts</td>
<td>Respondents may begin responding to the Census questionnaire.</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td>Census Day</td>
<td>Census Day (&quot;Call to Action&quot;)</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up (NRFU)</td>
<td>Conducted in blocks surrounding colleges and universities where are likely to have moved out before regular NRFU begins.</td>
</tr>
<tr>
<td>May 2020- July 2020</td>
<td>Non-Response Follow-Up (NRFU)</td>
<td>Reach out to households who did not respond to the 2020 Census questionnaire.</td>
</tr>
<tr>
<td>December 31, 2020</td>
<td>Final Count Complete</td>
<td>Final count delivered to the President.</td>
</tr>
</tbody>
</table>
WHAT CAN NEVADA LIBRARIES DO AND HOW CAN LIBRARIES PREPARE?

- **PARTICIPATE IN COMPLETE COUNT COMMITTEES**
  - These volunteer committees are established by tribal, state, and local governments, as well as community leaders, to increase awareness and encourage residents to respond to the 2020 Census. The committees will also have information about any funding opportunities or promotional materials available to support Census outreach.

- **PREPARE FOR INCREASED USE OF LIBRARY COMPUTERS AND THE INTERNET**

- **HELP COMMUNITY MEMBERS APPLY FOR CENSUS JOBS**
  - The Census Bureau will hire about 500,000 temporary workers, including Census takers, office staff, and supervisory staff. The Census [Job Site](job-site) provides information about job opportunities, pay rates, and the online application.

- **FIGHT MISINFORMATION, DISINFORMATION, AND SCAMS**
  - Hosting programs and events is a great way to increase awareness and provide accurate information.

- **PROVIDE INFORMATION ABOUT PARTICIPATION IN THE 2020 CENSUS—PARTICULARLY AMONG HARD-TO-COUNT POPULATIONS**
  - The more people know about the Census, how the data are used, and how it impacts them and their communities, the more likely they are to participate.
FREQUENTLY ASKED QUESTIONS

• WHEN DOES THE 2020 CENSUS START?
  • THE ONLINE AND TELEPHONE RESPONSE OPTIONS WILL BE AVAILABLE STARTING ON MARCH 12, 2020. ALSO, THE ONLINE FORM WILL BE OPTIMIZED TO ALLOW PEOPLE TO RESPOND ON A SMARTPHONE OR TABLET.

• HOW LONG DOES IT TAKE TO FILL OUT THE FORM?
  • THE CENSUS BUREAU ESTIMATES THAT IT WILL TAKE ABOUT 10 MINUTES TO COMPLETE THE CENSUS QUESTIONNAIRE, DEPENDING ON THE NUMBER OF PEOPLE IN THE HOUSEHOLD.

• DO PEOPLE HAVE TO RESPOND ONLINE?
  • NO, HOUSEHOLDS HAVE THE OPTION TO RESPOND TO THE CENSUS QUESTIONNAIRE IN ONE OF THREE WAYS: ONLINE, BY TELEPHONE, OR USING A PAPER QUESTIONNAIRE.

• IN WHAT LANGUAGES WILL THE ONLINE FORM BE AVAILABLE?
  • THE ONLINE FORM WILL BE AVAILABLE IN ENGLISH AND 12 NON-ENGLISH LANGUAGES: ARABIC, CHINESE [SIMPLIFIED], FRENCH, HAITIAN CREOLE, JAPANESE, KOREAN, POLISH, PORTUGUESE, RUSSIAN, SPANISH, TAGALOG, AND VIETNAMESE.

• CAN PEOPLE RESPOND IF THEY HAVE MISPLACED OR NEVER RECEIVED THE UNIQUE ID MAILED OR HAND-DELIVERED TO THEIR ADDRESS?
  • YES, PEOPLE CAN RESPOND ONLINE OR BY TELEPHONE USING AN OPTION CALLED NON-ID RESPONSE, WHICH ALLOWS THEM TO COMPLETE THEIR CENSUS FORMS WITHOUT THE UNIQUE ID, AS LONG AS THEY PROVIDE A VALID HOME ADDRESS.

• CAN CENSUS RESPONSES BE SHARED WITH LAW ENFORCEMENT OR OTHER GOVERNMENT AGENCIES?
  • NO, TITLE 13 OF THE U.S. CODE PROTECTS THE CONFIDENTIALITY OF PERSONALLY IDENTIFIABLE INFORMATION PROVIDED IN CENSUS RESPONSES, INCLUDING CITIZENSHIP STATUS.
FREQUENTLY ASKED QUESTIONS

• IN WHAT WAYS WILL RESPONDING TO THE CENSUS BE ACCESSIBLE?
  • LANGUAGE GUIDES WILL BE AVAILABLE IN AMERICAN SIGN LANGUAGE, BRAILLE, AND LARGE PRINT. CENSUS QUESTIONNAIRE ASSISTANCE WILL ALSO BEAVAILABLE TO CALLERS USING A TELECOMMUNICATIONS DEVICE FOR THE DEAF (TDD).

• HOW CAN I INVITE THE CENSUS BUREAU TO GIVE A PRESENTATION AT MY LIBRARY?
  • CONTACT KIMBERLY BURGESS, PARTNERSHIP SPECIALIST, (775) 901-9563 FOR ASSISTANCE IN LOCATING A PARTNERSHIP SPECIALIST IN YOUR AREA.

• HOW CAN MY LIBRARY GET 2020 CENSUS PROMOTIONAL MATERIALS?
  • CONTACT KIMBERLY BURGESS, PARTNERSHIP SPECIALIST, (775) 901-9563. DOWNLOADABLE MATERIALS ARE ALSO AVAILABLE.

• ARE RESPONDENTS REQUIRED BY LAW TO COMPLETE THEIR CENSUS FORM? WHAT IF THEY WANT TO SKIP A QUESTION?
  • TITLE 13 OF THE U.S. CODE STATES THAT RESPONDENTS MAY BE FINED IF THEY DO NOT COMPLETE THEIR CENSUS FORM. SUBMITTING AN INCOMPLETE FORM WILL INCREASE THE LIKELIHOOD THAT AN ENUMERATOR WILL NEED TO FOLLOW-UP WITH A RESPONDENT IN PERSON.

• WHO SHOULD I CONTACT IF MY STAFF OR COMMUNITY MEMBERS HAVE QUESTIONS ABOUT COMPLETING THE FORM?
  • CENSUS ASSISTANCE HOTLINE - CENSUS BUREAU CUSTOMER SERVICE CENTER AT 1-800-923-8282

• WHAT INFORMATION WILL NOT BE REQUESTED? THE CENSUS BUREAU WILL NEVER ASK FOR:
  • SOCIAL SECURITY NUMBERS. • BANK OR CREDIT CARD ACCOUNT NUMBERS. • MONEY OR DONATIONS. • ANYTHING ON BEHALF OF A POLITICAL PARTY.

• FOR MORE FAQs, SEE: LIBRARIES’ GUIDE TO THE 2020 CENSUS, P. 11-12.
WHAT ARE YOUR QUESTIONS?
• CONTACTS
  • BETTS MARKLE, BMARKLE@ADMIN.NV.GOV – 775.684.3303
  • JOY HOLT, JHOLT@ADMIN.NV.GOV – 775.684.3366
  • KIMBERLY BURGESS, PARTNERSHIP SPECIALIST, 775.901.9563
  • ALISON BERREMAN, PARTNERSHIP SPECIALIST, 213.300.4253

• RESOURCES
  • NEVADA STATE LIBRARY, ARCHIVES AND PUBLIC RECORDS - NSLA.NV.GOV
  • AMERICAN LIBRARY ASSOCIATION - WWW.ALA.ORG/ADVOCACY/GOVINFO/CENSUS
  • U.S. CENSUS BUREAU - WWW.CENSUS.GOV/EN.HTML
  • NEVADA COMPLETE COUNT CHAIRPERSON – LT. GOVERNOR KATE MARSHALL HTTP://LTGOV.NV.GOV/CCC/CCC-MEETINGS/
• STATE DATA CENTER - HTTPS://NSLA.NV.GOV/STATE-DATA-CENTER


• COUNTING FOR DOLLARS 2020 - HTTPS://GWIPP.GWU.EDU/SITES/G/FILES/ZAXDZS2181/F/DOWNLOADS/IPP-1819-3%20COUNTINGFORDOLLARS_NV.PDF

• 5 MINUTE CHALLENGE: APPORTIONMENT MAP - HTTPS://WWW2.CENSUS.GOV/PROGRAMS-SURVEYS/SIS/RESOURCES/APPORTIONMENT-MAP-WARM-UP.PDF?

• 2020 CENSUS KEY FACTS FOR LIBRARIES - HTTP://WWW.ALA.ORG/ADVOCACY/SITES/ALA.ORG.ADVOCACY/FILES/CONTENT/ACTIONAREAS/V5%20-%20CENSUS%20TIP%20SHEETS.PDF