



**Committee:** Directly to Council  
**Committee Review:** N/A  
**Staff:** Linda McMillan, Senior Legislative Analyst  
**Purpose:** Final action – vote expected  
**Keywords:** Census 2020; Renters Alliance

AGENDA ITEM #7.1  
December 10, 2019  
**Action**

## SUBJECT

Amendment to the FY20 Operating Budget, Resolution 19-128, Section G, FY20 Designation of Entities for Non-Competitive Contract Award Status: Montgomery County Renters Alliance, Inc. (Renters Alliance)

## EXPECTED ATTENDEES

Dale Tibbitts, Special Assistant to the County Executive  
Frank Demarais, Deputy Director, Department of Housing and Community Affairs

## COUNCIL DECISION POINTS & COMMITTEE RECOMMENDATION

- Action to authorize the Department of Housing and Community Affairs to enter into a new contract with the Renters Alliance with a maximum amount of \$70,000 to provide matching funds for a \$100,000 grant from the State of Maryland for education and outreach events in coordination with Montgomery County's strategic plan to ensure an accurate count. The contract will be funded through existing General Fund appropriation; no new appropriation is required.
- An amendment to a resolution can be introduced and acted upon at the same Council session and does not require the Council to waive its rules of procedure.
- No Committee review/recommendation. Council staff recommends approval.

## DESCRIPTION/ISSUE

Montgomery County is implementing a plan that includes education and outreach events, increased awareness through television, radio, and mailing, communication to households to motivate them to respond by Census Day, and reminders in support of door-to-door workers. The Renters Alliance has received a \$100,000 grant from the State of Maryland that requires a match. The Chief Administrative Officer is recommending \$70,000 of the match be provided through a non-competitive contract award. The following is the link to the County's Census website.

<https://montgomerycountymd.gov/census/>

## SUMMARY OF KEY DISCUSSION POINTS

- An accurate count in Census 2020 is critical for Montgomery County to receive its fair share of representation in Congress and the Maryland General Assembly, and its fair share of state and federal funding. Census Day is April 1, 2020.
- The County is working with non-profit organizations and volunteers to encourage everyone to respond to the Census.
- It is critical to reach traditionally hard to count populations and assure them that Census responses are confidential. The Census Bureau notes that there are populations that are: Hard to Locate, Hard to Contact, Hard to Persuade, and Hard to Interview. Hard to Count populations include; children age birth to 4, Black/African Americans, Latinos (especially young children), immigrants, LGBTQ persons, highly mobile people, and renters.
- The State of Maryland has directly awarded grants to Montgomery County Government, CASA de Maryland, Identity, Inc., Vietnamese American Services, and Renters Alliance to improve the accuracy of the Census 2020 count.

### **This report contains:**

Staff Report	© 1-3
Resolution to amend Section G	© 4-5
Memo from Chief Administrative Officer	© 6
Office of Community Partnership summary of State grantees Scopes of work	© 7-10
County press release announcing Complete County Committee For Montgomery County (February 2019)	© 11
State press release on grantees (April 2019)	© 12-13
Selected information from Census Bureau	© 14-22

**Alternative format requests for people with disabilities.** If you need assistance accessing this report you may [submit alternative format requests](#) to the ADA Compliance Manager. The ADA Compliance Manager can also be reached at 240-777-6197 (TTY 240-777-6196) or at [adacompliance@montgomerycountymd.gov](mailto:adacompliance@montgomerycountymd.gov)

## MEMORANDUM

December 5, 2019

TO: Councilmembers

FROM: Linda McMillan, Senior Legislative Analyst

SUBJECT: Non-Competitive Contract Award to Renters Alliance to Support Census Outreach (County funding of match to leverage State Grant)

The Chief Administrative Officer has requested the Council authorize a non-competitive contract award to the Renters Alliance of Montgomery County (Renters Alliance) to help match a State grant to provide education and outreach materials and event to help achieve an accurate county in Census 2020. The material and activities that will be provided will be coordinated with the County's Office of Community Partnerships, the Complete Count Committee, and the Renters Alliance is a partner in the County strategic plan.

### Summary of Information

Montgomery County and the State of Maryland are undertaking a strategic effort to ensure an accurate counting of residents through the 2020 Census. The Office of Community Partnerships is serving as the County's coordinating entity for about 20 partner organizations that are assisting with education, outreach, and the enumeration. Four of those partners have received grants from the State of Maryland: CASA de Maryland; Identity, Inc.; The Renters Alliance; and Vietnamese American Services, Inc. These grants require a one-to-one match through cash or in-kind donations. The County has confirmed that CASA, Identity, and Vietnamese American Services are able to provide the required match.

The Renters Alliance was awarded a \$100,000 State grant and can provide \$30,000 of the required match. The County Executive and Chief Administrative Officer are recommending the County provide \$70,000 to the Renters Alliance through a non-competitive contract award to provide the remainder of the required match and ensure use of the State funds. These funds will only be spent on Census activities.<sup>1</sup> The contract will be funded with existing DHCA General Fund appropriation. The events to be funded with the State grant are scheduled to start in

---

<sup>1</sup> Funds will be used for Census activities only. DHCA is moving forward with a solicitation for Tenant Advocacy Services per the direction of the Council during FY20 Budget worksessions.

January which is why the Council is being asked to approve this award at its December 10 session.

Information from the Office of Community Partnerships (© 7-10) describes the five phases for education and outreach:

**Education Phase: 2018 through December 2019**

This phase has revolved around Census awareness building activities. The County website provides substantial information <https://www.montgomerycountymd.gov/census/> Selected educational information from the website is attached at © 14-22.

**Awareness Phase: January through February 2020**

Increased marketing through television, radio, and print to increase awareness that residents will start to receive mailings starting mid-March. Full media bills for eight weeks leading up to April 1 (Census Day).

**Motivation Phase: March through May 2020**

Communication to encourage households to respond online by Census Day and key messaging to encourage those who have not responded by April 1 to do so.

**Reminder (Non-Response Follow Up): May 2020 through TBD**

Continue to remind people to respond and support Census workers as they go door-to-door to county households that have not responded.

**Thank You Phase: Starts July 2020**

All information that is distributed by the Renters Alliance and other partner non-profit organizations will carry the Montgomery County and State of Maryland Census logos and all material being pushed out by County partners will be reviewed and coordinated by the County, through the Office of Community Partnerships. The State and County funds will be used to reach Hard-to-Count populations.<sup>2</sup>

---

<sup>2</sup> The County website links to Census information on hard-to-count populations and what extra effort is needed for an accurate count.

**Why are hard-to-count populations undercounted?**

According to Dr. William O'Hare, there are multiple reasons why individuals are undercounted. These include: home address not included in census address roster, a fear of government and privacy, language issues, complex household relationships, and highly mobile populations with multiple addresses (e.g. renters)

**What was the Census 2010 undercount?**

The census undercount varies by race/ethnicity, age, housing tenure, immigrant status, and for urban and rural communities. To provide some context, U.S. Census Bureau reported the following undercounts in Census 2010:

- Children (ages 0 to 4), -4.6%
- More than 4 per 100 children, ages 0 to 4
- Black/African American, -2.1%

## **Renters Alliance Scope of Work**

Information on the Scopes of Work for CASA, Identity, and Vietnamese American Services is attached at © 4-7.

The Renters Alliance will conduct the following activities:

- Create and distribute brochures, posters and other Census information materials in coordination and in consultation with Montgomery County's Complete Count efforts through targeted events, information tables, electronic mail, hand distribution, advertising and other electronic promotions. DHCA and Office of Community Partnerships approval will be obtained prior to issuing or posting.
- Conduct formal and informal meetings to share Census information, and present information to renters about the Census to key individuals and groups.
- Host renter-targeted information public events to promote the Census and address renter concerns and questions about Census participation.
- Provide a location, schedule, conduct outreach and host two workshops in low-county track communities on the Census targeting at least 50 Montgomery County renters for a minimum of two hours long, and coordinate with DHCA and the County's Complete Count Committee, and provide Census information at the workshop.
- Conduct Census information events at 20 rental housing properties with at least 200-500 units identified by DHCA as properties location in low-county tracks. Community meeting attendance is expected to be between 25 to 50 residents. Properties may be substituted or added at the discretion of DHCA.
- Attend several meetings of existing tenant associations to provide Census materials and promote Census participation.
- Identify at least one tenant at each property willing to assist Census outreach efforts at each identified property.

Translation of materials must be provided as required or requested. DHCA will administer this contract; however, the Office of Community Partnership will receive monthly updates from all grant recipients and will report to the State every three months.

- 
- More than 2 per 100 Black/African-American individuals
  - Black/African American men (ages 30-49), -10.1%
  - More than 10 per 100 Black/African-American men (ages 30-49)
  - Renters, -1.1%
  - More than 1 per 100 renters

Resolution No: \_\_\_\_\_  
Introduced: \_\_\_\_\_  
Adopted: \_\_\_\_\_

COUNTY COUNCIL  
FOR MONTGOMERY COUNTY, MARYLAND

---

By: County Council

---

SUBJECT: Amendment to Fiscal Year 2020 Operating Budget  
Resolution 19-128, Section G, Fiscal Year 2020 Designation of Entities for  
Non-Competitive Contract Award Status: Montgomery County Renters Alliance,  
Inc.

Background

1. Section 11B-14 (a) (4) of the Montgomery County Code states that “a contract may be awarded without competition if the Chief Administrative Officer makes a written determination that the contract award serves a public purpose and proposed contractor has been identified in a grant or appropriation resolution approved by the Council.” The result of this action is to amend the Fiscal Year (FY) 2020 Designation of Entities for Non-Competitive Contract Award Status resolution to include the entity listed below.
2. The Chief Administrative Officer has determined that funding for the contract with this entity serves a public purpose and that such an expense would be in the public interest.
3. The Department of Housing and Community Affairs (DHCA) will fund the contract with the entity listed below with existing appropriation in the General Fund for FY20.
4. DHCA will establish a new contract with Montgomery County Renters Alliance, Inc. in the amount of \$70,000 to provide matching funds for outreach targeting of a minimum of 20 apartment communities, organizing renter information events, advertising, and developing materials (electronic and print) specifically to urge renters to participate in the 2020 Census.

ACTION

The County Council for Montgomery County, Maryland, approves the following action:

The Council approves an amendment to the Designation of Entities for Non-Competitive Contract Award Status and thereby amends Resolution 19-128, Section G, FY 2020 Designation of Entities for Non-Competitive Contract Award Status. The Chief Administrative Officer has recommended this action and stated that establishing a contract with Montgomery County Renters Alliance, Inc. serves a public purpose and is in the public interest.

The FY 2020 Designation of Entities for Non-Competitive Contract Award Status resolution is amended to reflect:

The Department of Housing and Community Affairs will establish a new contract with Montgomery County Renters Alliance, Inc. in the amount of \$70,000 for the purpose of "Provide matching funds to outreach targeting of a minimum of 20 apartment communities, organizing renter information events, advertising, and developing materials (electronic and print) specifically to urge renters to participate in the 2020 Census."

This is a correct copy of Council action.

---

Selena Mendy Singleton, Esq.  
Clerk of the Council



OFFICE OF THE COUNTY EXECUTIVE

Marc Elrich  
*County Executive*

MEMORANDUM

Andrew W. Kleine  
*Chief Administrative Officer*

November 22, 2019

**TO:** Nancy Navarro, President, County Council

**FROM:** Andrew Kleine, Chief Administrative Officer *AWK*

**SUBJECT:** Decision Memorandum – Amendment to the Fiscal Year 2020 Operating Budget Resolution 19-128, Section G, Designation of Entities for Non-Competitive Contract Award Status

The Department of Housing and Community Affairs (DHCA) is requesting to amend the Fiscal Year (FY) 2020 Operating Budget Resolution 19-128, Section G, and the FY 2020 Designation of Entities for Non-Competitive Contract Award Status as described below.

DHCA will establish a new contract in the amount of \$70,000 to provide matching funds for Montgomery County Renters Alliance, Inc. The Renters Alliance was awarded a Maryland State grant to support County residents in multifamily housing properties to understand the U.S. Census process. The new contract is for the purpose of “Provide matching funds for outreach targeting of a minimum of 20 apartment communities, organizing renter information events, advertising, and developing materials (electronic and print) specifically to urge renters to participate in the 2020 Census.” The funds will allow the organization to increase effectiveness of a Maryland State grant of \$100,000.

I have determined that amending the FY 2020 Operating Budget, Designation of Entities for Non-Competitive Contract Award Status with this entity serves a public purpose and is in the public interest. Therefore, I recommend that the Council amend the Miscellaneous Provision in Section G of Resolution 19-128 for the FY 2020 Designation of Entities for Non-Competitive Award Status. This contract will be funded with existing appropriation in the General Fund for FY20.

AK:tjg

Attachment: Amendment to Section G, FY 2020 Designation of Entities for Non-Competitive Contract Award Status

c: Michael J. Coveyou, Acting Director, Department of Finance  
Fariba Kassiri, Deputy Chief Administrative Officer  
Avinash G. Shetty, Director, Office of Procurement  
Richard S. Madaleno, Director, Office of Management and Budget  
Roland Ikheloa, Chief of Staff to Council President  
Aseem Nigam, Director, Department of Housing and Community Affairs  
Tim Goetzinger, Chief of Finance and Administration, Department of Housing and Community Affairs



**Maryland 2020 Census State Grant  
Information on Grantees for Montgomery County Outreach  
December 3, 2019**

Background

The Maryland 2020 Census Grant Program was established and funded following the passage of Senate Bill 855. The Maryland Department of Planning is the lead agency and awarded a total of \$5 million dollars to local governments and nonprofits across the state to ensure a fair and accurate count of every Marylander with a special focus on “hard-to-count” communities. Recipients of the grants were required to show 1:1 matching funds through other in-kind or cash sources. Four entities were awarded Maryland State 2020 Census Grant Program matching funds to conduct 2020 Census outreach activities in Montgomery County: CASA (\$447,614), Identity (\$124,080), Montgomery County Government (\$581,700), Renters Alliance (\$100,000) and Vietnamese American Services (\$62,900).

The Office of Community Partnerships (OCP) is leading Montgomery County’s 2020 Census efforts and is coordinating census outreach activities across the county. To ensure the County’s efforts are consistent with regional and national strategies, OCP is working closely with the Census Bureau and is a part of regional collaborations through the Council of Governments and the Maryland State Census Complete Count Committee. OCP will brief the council at later date on 2020 Census outreach strategies and activities at a later date (to be determined).

Below is information on census outreach activities and matching information, as outlined in their state grant, for CASA, Identity and Vietnamese American Services.

Timeline of 2020 Census

The Census Bureau has outlined 5 Phases of education and outreach for partners. The key messages in all of these phases is the 2020 Census is imminent and that it is easy, important and safe to participate.

- Education Phase: 2018 – December 2019: this phase will center around providing educational material to build immediate awareness.
- Awareness Phase: January – February 2020: there will be increase in marketing campaigns on tv, radio, print to increase awareness that census mailings will be received in households starting mid-March. There will be a full media blitz in the 8 weeks leading up to and immediately after Census Day (April 1, 2020).
- Motivation Phase: March – May 2020: households will receive invitations to respond to census online starting on March 12. Communications during this time will inspire and motivate everyone to participate online by Census Day, April 1, 2020. After April 2, key messaging is to encourage everyone who has not yet responded to self-respond online or via phone.
- Reminder/NRFU (Nonresponse Follow Up): May 2020 through TBD: objective of this phase will be to continue to remind people to respond to the 2020 Census, as well as support census workers as they go door-to-door to count households that have not yet responded.
- Thank You Phase: starts July 2020

## Montgomery County Organizations

### **CASA**

CASA is targeting Spanish speakers in high-density Latino neighborhoods within hard to count census tracts. Note that CASA received state funds to conduct census outreach across the state, not just in Montgomery County.

#### *Outreach Activities*

CASA is conducting census outreach in 4 phases.

- **Phase 1: Spokesperson Identification and Training:** CASA conducted several dozen house meetings with CASA members across the county to test messaging, collect a first round of pledges to complete the census, and identify local neighborhood leaders who could become "block captain" style hyper-local census champions from among our member leaders. The spokesperson training will happen after the holiday and CASA will also begin recording short video testimonials from these folks to integrate into a social media campaign.
- **Phase 2: Door to Door Outreach:** CASA will have folks out two or three days a week during December and January knocking on doors in the hardest to count census tracts with the highest Spanish speaking density to educate folks about the census and collect pledges to be counted.
- **Phase 3: Social Media and Follow-up:** this phase will overlap somewhat with Phase 2, and will include both social media videos, infographics, etc. as well as follow up text messages and phone calls to folks who have completed the digital pledge cards with additional information about the census
- **Phase 4: Census Assistance:** beginning in late March, all CASA centers will have computer workstations available for residents who need access to a computer or wifi in order to complete their census form. Front line staff will also be trained to answer questions and provide basic assistance in navigating the website. They will be trained to answer questions about how to complete the census by phone, request a paper form, and access the online form in a different language.

#### *Match*

CASA's match is 100% cash, through nine different sources, including \$50,000 from funds designated through an existing contract for tenant services with the Department of Housing and Community Affairs.

## **Identity**

Identity is prioritizing low-income Latinos, recent immigrants, and TransLatinx residents living in Montgomery County in five out of the ten top non-respondent communities of Montgomery County -- Germantown, Wheaton, Downtown Silver Spring, Montgomery Village and Long Branch. Identity completed a Census Survey Needs Assessment of 310 residents.

### *Outreach Activities*

- Summer 2019: Outreach Workers recruited and trained. Initial outreach materials developed and giveaways ordered. Soft launch of outreach at stores and community locations.
- September – December 2019: Outreach at each initial back-to-school parent workshop at ten schools in the target areas. Collection of community feedback from parent sessions. New materials developed. Outreach Workers begin outreach at Community Centers, Middlebrook Mobile Home Park, soccer games, LGBTQ events, and store locations. A “Census Awareness Week” takes place at each of the three High School Wellness Centers. Educational fliers developed and sent home to parents.
- January – February 2020: Facebook and other bilingual social media messaging launched. LGBTQ events and parent workshops continue.
- March 2020: Outreach Workers step up events at stores, community centers, specific neighborhoods and soccer games to promote self-response, as Census forms arrive at households.
- March – April 2020: Motivation of community to complete Census via all parent sessions and events. Computer access and bilingual instructional support made available to the community. Designated computer stations operating at three Identity sites for community use to complete Census. LGBTQ events and parent workshops continue.
- May 2020: Outreach Workers step up events at stores, community centers, and soccer games. Campaign continues at LGBTQ pageants. Door-to-door canvassing in targeted neighborhoods and at Mobile Home Park.

### *Match*

Identity is meeting their match through both in-kind and cash. \$32,750 in-kind will come from 775 hours in outreach and graphic design work provided by volunteers. \$90,821 in cash will come from DHHS grant funds designated for parent and youth leadership development.

### **Vietnamese American Services (VAS)**

VAS is targeting Vietnamese Americans and is conducting census outreach in 4 phases.

#### *Outreach Activities*

- Phase 1: September – October: recruit, train staff and volunteers, produce census materials, mass media campaign, mailings, census information tables at events
- Phase 2: October – December (overlap with phase 1): outreach to small business owners, distribute flyers, home visits to seniors and individuals with disabilities, integrate census outreach with ACA information
- Phase 3: January – March 2020: implement 2<sup>nd</sup> mass media campaign through Facebook ads, website, and mass mailings to home addresses, outreach at Lunar New Year events, 2<sup>nd</sup> print ad campaign
- Phase 4: April – June 2020: outreach to small businesses, mailings, census outreach at Vietnamese community centers and grocery stores

#### *Match*

VAS' match is 100% in-kind through volunteer hours, staff time, office rent, and marketing expenses.

# Elrich and Navarro Announce the 2020 Census Complete Count Committee for Montgomery County Get Ready to Get Counted

---

**For Immediate Release: Wednesday, February 13, 2019**

It's time to get counted! County Executive Marc Elrich and Council President and 2020 Census Complete Count Committee Chair Nancy Navarro signed a joint proclamation, Feb. 13, launching the United States 2020 Census outreach activities in Montgomery County and the activation of the Complete Count Committee of Montgomery.

"We want every person who resides in Montgomery County to be counted," said Elrich. "We had one of the highest return rates in 2010; and we want to do even better in 2020. We need an accurate count for all of our diverse population of more than 1 million people in the 2020 Census to make sure Montgomery County receives its fair share of representation in Congress and the Maryland General Assembly and its fair share of federal and state funding. Not having everyone counted can result in a loss of millions of dollars of funds for vital County programs and services."

Census Day is April 1, 2020; and Montgomery County's theme for the 2020 integrated partnership and communications campaign is, "Everyone Counts in Montgomery."

"We want to use this opportunity to really drive home that 'Everyone Counts in Montgomery.' Our County is home to a diverse population with a growing aging community; and in order for us to receive our fair share of funding and representation, we need to communicate to everyone the importance of the 2020 Census," said Navarro. "Essential services that all the people who live, work, and play here rely on are determined, in part, from census data. However, we are faced with a unique challenge with the 2020 Census: Adding a citizenship question would deter millions of immigrants across the U.S. from participating. This is why I spearheaded a Council resolution in 2018 to oppose the addition of a citizenship question. I was very pleased to see that the proposed citizenship question was blocked by a Federal judge back in January, and I sincerely hope the decision is upheld."

Montgomery County Government will work with its partners to develop fliers and marketing materials in different languages. The County will also leverage festivals, host a kickoff event in late spring, and work with faith communities and congregations to plan events to promote participation in the 2020 Census.

The Census Bureau's primary mission is conducting the U.S. Census every 10 years, which allocates the seats of the U.S. House of Representatives to the states based on their population. The bureau's various censuses and surveys help allocate federal funds each year; and it helps states and local jurisdictions make informed decisions such as where to build and maintain schools, hospitals, transportation infrastructure, and public safety departments.

For more information about the United States 2020 Census, visit [www.census.gov](http://www.census.gov). For more information on the County's Census 2020 efforts, contact Diane Vu at 240-777-8320 or via email at [diane.vu@montgomerycountymd.gov](mailto:diane.vu@montgomerycountymd.gov).

###

Release ID: 19-054

Media Contact: Lorna Virgili 240-277-8072

**Press Release**

**FOR IMMEDIATE RELEASE**

Contact

David Buck

(410) 767-4395 (o)

(443) 463-7139 (c)

**36 Recipients to Receive Nearly \$4.1 Million for Census Outreach**

***Funds to Support Local Government and Nonprofit Organizations' Efforts Towards a Full and Accurate Count in the 2020 Decennial Census***

(April 1, 2019) Baltimore, MD – The 2020 Census Grant Program Panel today announced that 36 Maryland government and nonprofit organizations will receive funding as part of a census outreach program. The \$4.09 million in awards will support efforts to ensure every Marylander completes their census form.

"We are funding proposals that support efforts to reach some of the most challenging segments of our population to increase census responses, and provide a full and accurate portrait of every community throughout Maryland," said Planning Secretary Rob McCord. "Counting each person helps every one of us in Maryland."

Recipients of the grants include local governments and nonprofits that applied for a portion of the matching funds.

The Census Grant Panel awarded grants to eligible applicants that demonstrated the capacity to conduct outreach activities throughout Maryland to:

- Ensure a fair, accurate, and inclusive count for Maryland, and
- Increase the response rate of hard-to-count communities and populations in Maryland.

"Our entire panel of volunteers was gratified to see so many local nonprofits and governments embrace the challenge of getting every single Marylander counted in 2020," said Grant Panel Chairman Steven Jost. "This is an unprecedented commitment from our bipartisan state leadership. We're especially grateful for the expert advice and professional oversight of the grant program from the staff at the Department of Planning."

The list of 2020 Census Grant Program recipients is below.

<b>Recipient</b>	<b>Matching Grant Amount</b>
Action in Maturity, Inc.	\$25,000
Anne Arundel County	\$45,000
Baltimore City Department of Planning	\$250,000
Baltimore County	\$250,000
Baltimore Office of Promotion and the Arts, Inc.	\$139,500

Banner Neighborhoods	\$26,740
Carroll County	\$40,000
CASA de Maryland, Inc.	\$447,614
Catholic Charities Esperanza	\$65,050
Centro De Apoyo Familiar	\$250,000
Chinese American Parent Association of Howard County	\$50,000
City of College Park	\$34,385
City of Greenbelt	\$15,000
City of Seat Pleasant	\$18,636
Frederick County	\$80,000
Global Outreach Leaders	\$109,200
Green and Healthy Homes Initiative	\$125,000
Harford County	\$133,310
Howard County	\$150,240
Howard County Chinese School	\$80,000
Identity, Inc.	\$123,080
Montgomery County	\$581,700
Montgomery County Renters Alliance	\$100,000
Moving Youth Toward Hope, Inc.	\$52,000
No Boundaries Coalition	\$76,086
Northern Gateway	\$25,000
Prince George's County	\$244,208
Resident Services, Inc.	\$163,182
Southwest Partnerships	\$30,000
Town of Forest Heights	\$59,000
Unified Efforts, Inc.	\$7,500
United Way of Central Maryland	\$110,000
Vietnamese American Service, Inc.	\$62,900
Washington County Commission on Aging	\$15,000
Women's Home Preservation Fund	\$89,990
Young Invincibles	\$25,000
<b>Total</b>	<b>\$4,098,321</b>

# EVERYONE COUNTS



IN MONTGOMERY COUNTY

[www.montgomerycountymd.gov/census](http://www.montgomerycountymd.gov/census)



## What is the Census?

Every 10 years, the federal government conducts a population count of everyone in the United States.

## Why is the Census important?

- Every year, the federal government allocates more \$675 Billion in funding based on census data.
- Every Marylander not counted costs the state approximately **\$18,250** over 10 years.
- Census data is used to plan schools, new homes and businesses and improve neighborhoods.

**\$18,250  
OVER  
TEN YEARS**



## Who needs to respond to the Census and is my information secure?

The census counts every household and person living in the U.S., this includes both citizens and non-citizens.

### The U.S. Census Bureau must keep all information confidential.

- All census information is private and protected by law in Title 13 of the U.S. Code.
- Data is collected for statistical purposes only and personal data is never disclosed.

## How can I get help completing the census or getting it in my language?

In March, residents will receive an invitation to complete the 2020 Census in the mail. On the invitation there will be a number to call for assistance to complete the form or to request language guides and language glossaries in 59 non-English languages.



# United States Census 2020



**Choose the way that you will be counted – Online, by phone or by mail.**

## When will the Census happen?



April 1, 2020: Census Day is observed nationwide. Everyone is invited to participate by completing the census on this day!

## For more info visit:

[www.montgomerycountymd.gov/census](http://www.montgomerycountymd.gov/census) or [www.2020census.gov](http://www.2020census.gov)

## Get involved:

- Become a **Census taker!**  
Apply Online!  
[www.2020census.gov/jobs](http://www.2020census.gov/jobs)
- Sign up to become a 2020 **Census ambassador** or **volunteer** by visiting [www.montgomerycountymd.gov/census](http://www.montgomerycountymd.gov/census).
- **Host a Census Party!**  
Invite over 10 of your friends or neighbors and encourage them to complete the Census online on April 1, 2020.





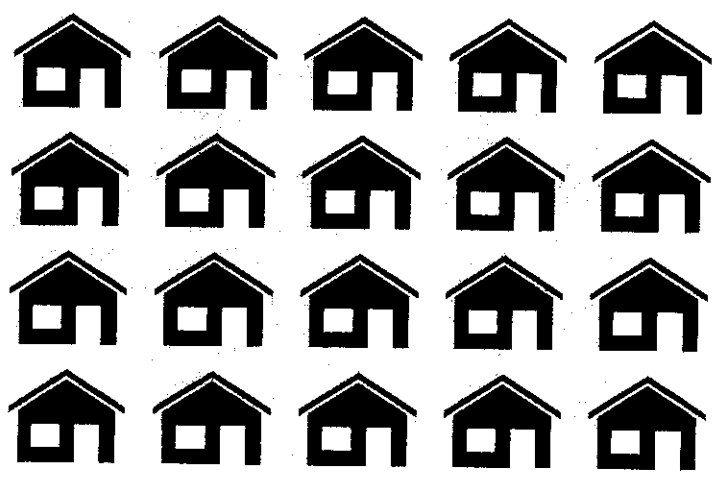
# How the 2020 Census will invite everyone to respond





Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

# How the 2020 Census will invite everyone to respond



## What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

### Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

### Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

### We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

# 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.*

United States  
**Census**  
Bureau

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

4 5 6  
7

### 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



August 201





## 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

2017

- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
- Publish final 2020 residence criteria and situations

2018

- Question wording to Congress—March 31, 2018
- 2018 End-to-End Census Test
- Regional Census Centers opening

2019

- Opening Field Offices
- Complete Count Committees established

2020

- Advertising—begins in early 2020
- Begin self response
- Census Day**—April 1, 2020
- Nonresponse Followup—early April–late July
- Apportionment counts to the President—December 31, 2020

2021

- Redistricting counts to the States—March 31, 2021

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

To get involved in your community, contact us!

[Empty rounded rectangular box for contact information]

# The 2020 Census and Confidentiality

*Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.*

## Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



## Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

## By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



## The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

### **There are no exceptions.**

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

### **It's your choice: you can respond securely online, by mail, or by phone.**

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

### **Your online responses are safe from hacking and other cyberthreats.**

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

### **We are committed to confidentiality.**

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at [www.census.gov/privacy](http://www.census.gov/privacy).

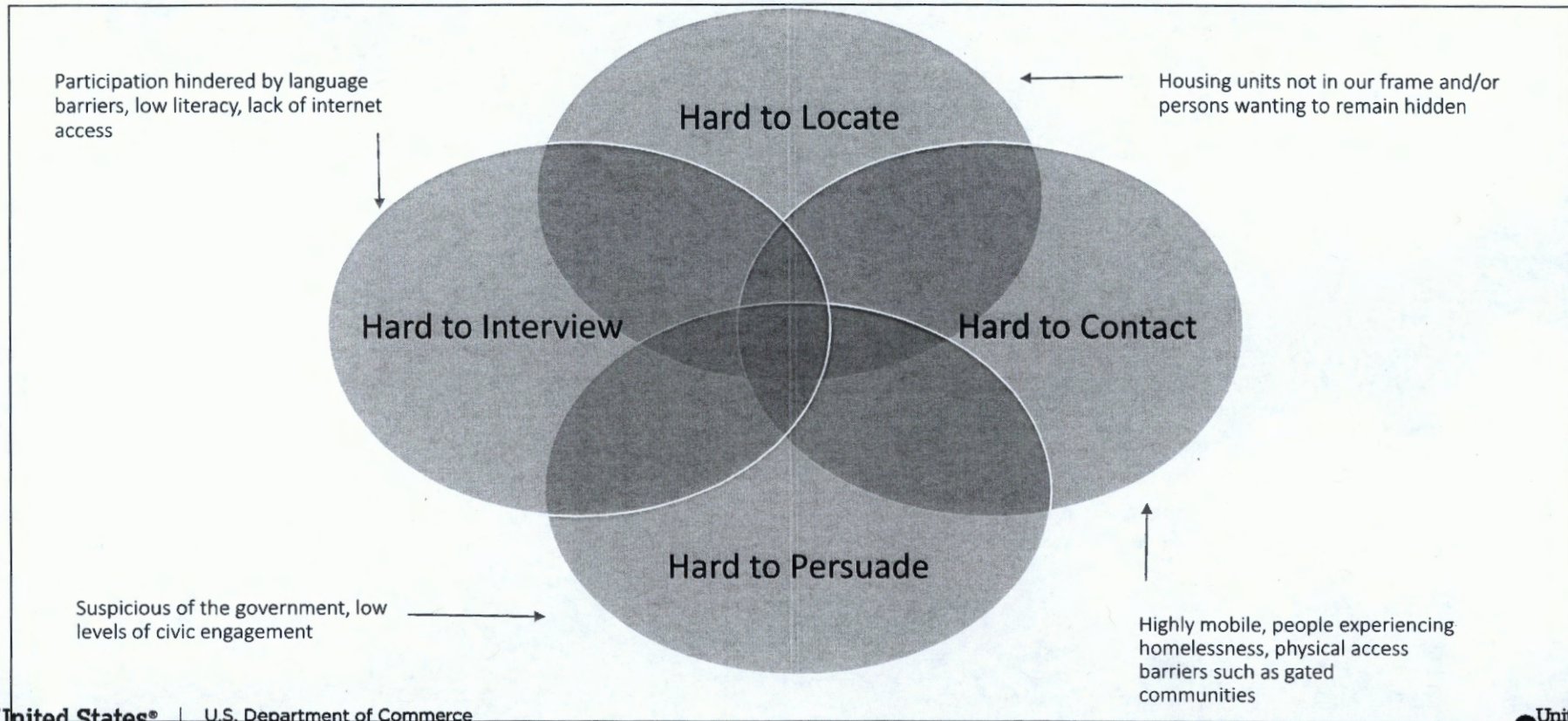


### **Laws protecting personal census information have withstood challenges.**

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

# 2020 Census: Counting Everyone Once, Only Once, and in the Right Place

## A Framework for Hard-to-Count Populations<sup>1</sup>



18

## 2020 Census: Counting Everyone Once, Only Once, and in the Right Place

### A Look at the Hard-to-Count Populations\*

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

\*Not an Exhaustive List

