



Census Hub

Best Practices and Guidelines

I. Census Hub Requirements

- a. Must register with the Complete Count Committee to be listed on the official Prince George's County Census Hub interactive map online.
- b. Must provide their own electronics (*computer, laptop, iPad, electronic tablets or phones*).
- c. Must establish an onsite point of contact, active number for residents to call ahead if hours of operation have not been identified and the address of the Census Hub location.
- d. Must maintain a count of all residents who receive assistance.
- e. Must share the U.S. Census Bureau call center number and online web address to access the Census form with users. *See contacts further below under Helpful Contacts and Important Links Section.*

II. Training and Resources

- a. Census Hub Ambassadors *are highly encouraged* to review the following videos and materials prior to opening for business:
 - i. [Preview of the 2020 Census Video Language Guide](#)
 - ii. [Sample Questionnaire](#)
 - iii. [2020 Census 101 Training Video](#) (Recorded and Used by Library System)
 - iv. Informational Invitation to Respond [Sample Only](#) – [Attached](#)

III. Census Hub Frequently Asked Questions (FAQ)

- a. **How many questions are on the Census form?**
9 questions.

- b. **How long does it take to complete the Census?**

Approximately 10 minutes, depending on household size.

- c. **Can I enter my data through the online portal, then come back later?**

No, users must complete their census form in one session, or the user will have to start over.

- d. **Can I go back and forth between pages in the online portal?**

Yes, however users must use the proper keys, "previous and next." The user should not use the forward and backward buttons as they might have to start over.

- e. **Do I need my Census respondent identification code to complete the online form?**

It is not required, however it is highly recommended that persons completing the form at a hub bring the response code. If the user code is not available, the user will still be able to complete the Census form. The user may select the link below the respondent ID code field that states, "*If you do not have a Census ID, click here.*"

- f. **How long will the online and by phone option be available to residents?**

The U.S. Census Bureau has extended the online and by phone option until the end of July 2020. [Click here for more details.](#)

- g. **Is the Census online portal accessible to persons with disabilities?**

Yes, the online Census portal is accessible to people with a wide range of disabilities. [Click here for more details.](#)

- h. **Does the Census online portal give users the accessibility to select from the various languages?**

Yes, that option should be available as soon as you enter the website.

- i. **If I complete my Census form by phone, will I get a live individual over the phone?**

Yes.

- j. **Which households will receive an invitation to respond online and which will receive a paper form?** Bilingual Spanish and English mailings will be sent to 20 percent or more of the households in an area recognized as needing “Spanish Assistance”—defined as at least one person aged 15 or older who speaks Spanish and does not speak English “very well.” [Click here for more details.](#)
- k. **How will the U.S. Census Bureau determined where paper questionnaires in the first mailing will be sent?** Households will receive a paper questionnaire in the first mailing if the area is expected to have lower internet usage and thus would be more likely to benefit from an earlier paper questionnaire. [Click here for more details.](#)

IV. Social Media

- a. Social media will be a key tool for educating the community about the 2020 Census. Some recommended social media outlets: Facebook, Instagram, Twitter and Nextdoor (Hootsuite, Eventbrite, etc.)
- b. Do’s & Don’ts
 - i. Do
 1. Post consistently on social media 2-3 times per week
 2. Experiment with Facebook live for newsworthy moments
 3. Include calls to action whenever possible
 4. Use videos and photos to help tell a story
 5. Always engage your audience with hashtags #ProudToBeCounted #PGCensus2020
 6. Always share and tag photos to PGCensus2020 social media handles.
 7. Always share the PGCensus2020.org and 2020Census.gov websites for more information.
 - ii. Do not
 1. Write posts without captions
 2. Overwhelm your audience with too much content in a single post
 3. Post photos with low quality.

V. Census Materials & Signage

- a. Signage
 - i. Census Hubs *may* post signage in common areas of the building where your hub is located to help direct potential participants. If necessary, please obtain approval to post.
- b. Resources & Materials
 - i. What resources are available [online to download](#) to help promote the Census?
 1. Posters: both regional and Prince George’s County focused
 2. Palm cards and one-page fact sheets
 3. Frequently Asked Questions (FAQs)
 4. Coloring book PDFs and templates
 5. Yard Sign PDFs
 6. Outdoor Banner PDFs

VI. Important Dates to Remember

- a. March 12, 2020 – Census is available online or by phone
- b. Mid-Spring – Access to Census response data in real time
- c. April 1, 2020 – National Census Day
- d. May 2020 –July 2020 – U.S. Census Bureau Nonresponse door to door follow up period
- e. Mid-Summer – U.S. Census Bureau will wrap up the Census
- f. December 2020 – U.S. Census Bureau delivers population counts to the President

VII. Helpful Contact Information/ Important Links

- a. Call 301-763-4636, 800-923-8282 or ask.census.gov for customer service questions.
- b. Prince George’s County Census homepage for more information: PGCensus2020.org.
- c. For real time Prince George’s County response rates visit: Response Rate Maps.
- d. Online Link to Access the Census form: My2020Census.gov.
- e. To Obtain Raw File of U.S. Census Bureau PSA: 2020censuspsas@census.gov.
- f. Please be sure to read both the [How to Use SAG-AFTRA PSAs guidelines](#) and [How to Use Non-SAG-AFTRA PSAs](#) prior to using any of the PSAs.
- g. U.S. Census Bureau logo must be requested directly with the Bureau. Please email cao@census.gov for more for more information or visit [Promotional Materials Guidelines](#).
- h. Census 2020 Public Hub sites list coming soon.

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
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The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham
Director

Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].