

Get Out the Count: Strategies for Optimizing 2020 Census Participation Among Older People

In this time of great uncertainty, one thing is certain: Everyone counts. The 2020 Census will determine resources and funding for hospitals and public health institutions that serve our communities, and a complete count is more critical than ever.

You can respond to the census online, over the phone, or by mail, all without having to meet a census worker. Our toolkit provided you with many strategies for targeting your outreach and motivating your audience to complete the 2020 Census. Now it is up to all of us to facilitate completion among the older adults we work with and care for, albeit with some minor adjustments.

Below you will find our first installment of 2020 Census updates.

The Good News

- All households have now received an invitation to respond.
- In the first week of the 2020 Census, New York City's self-response rate was 10.5%, compared to the 6% response rate during the first week of the 2010 Census.
- As of today, 26.2% of the U.S. population and 22.3% of the New York State population has responded to the 2020 Census.
- Social distancing does not affect census self-response – in fact, with most people staying home it has never been easier to fill out the census online or by phone.

Status of Census Operations

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
Self-Response Phase (online, phone, mail)	March 12–July 31	Extended	March 12–August 14
Update Leave	March 15–April 17	Delayed	March 29–May 1
Update Enumerate	March 16–April 30	Suspended and extended	March 16–May 14
Mobile Questionnaire Assistance	March 30–July 31	Delayed	April 13–August 14
Early Nonresponse Followup (NRFU)	April 9–July 31	Delayed	May 7–August 14
Nonresponse Followup (NRFU) and NRFU Reinterview	May 13–July 31	Delayed	May 28–August 14
Group Quarters Enumeration	April 2–June 5	Delayed	April 16–June 19
Service-Based Enumeration	March 30–April 1	Delayed	April 29–May 1
Census counts people experiencing homelessness outdoors	April 1	Delayed	May 1
Enumeration of Transitory Locations	April 9–May 4	Delayed	April 23–May 18
Deliver apportionment counts to the President	By December 31	On schedule	By December 31
Deliver redistricting counts to states	By April 1, 2021	On schedule	By April 1, 2021

How Does This Affect Older Adult Census Participation?

Group Quarters Enumeration

The Census Bureau works with administrators at group quarters such as skilled nursing facilities to count residents. The Census Bureau is encouraging administrators of group housing to choose a way to count their residents that requires less in-person contact. These methods include eResponse, paper listing, or self-enumeration by the facility.

If you are a group quarters administrator and requested an in-person visit, the Census Bureau will be contacting you and asking you to consider another form of enumeration to minimize in-person contact with census staff.

For more information on this enumeration process, go [here](#).

Service Based Enumeration

The Census Bureau works with service providers at shelters, soup kitchens and mobile food vans to count the populations they serve.

For more information on this enumeration process, go [here](#).

Mobile Questionnaire Assistance

The Bureau will be offering assistance at events and locations in hard-to-count areas through its Mobile Questionnaire Assistance program. The new start date for this program is April 13th.

In-person Census Enumeration

The new start date for census workers to begin in-person enumeration is May 28th. The Bureau will follow guidance from public health authorities if they need to restrict in-person operations in certain localities.

Messaging:

There are two key messages to convey right now:

1. Filling out the census is critical to ensuring that our hospitals and public health institutions receive the necessary funding to serve our communities, especially in times of crisis.
2. It's easy to respond on your own, whether online, over the phone or by mail—all without having to meet a census worker.

Sample Tweet:

We're all doing our part with social distancing. This year's census is online so you can stay safe and at home. Complete your #2020Census. #GetCountedNYC.

Sample Facebook/Instagram Post:

We're all doing our part by practicing social distancing. The good news is that you don't have to interact with ANYONE to complete your #2020Census. Use your CENSUS ID, and visit my2020Census.gov or call 1-844-330-2020 and complete your Census today.

Remember:

The census is only 10 questions, takes 10 minutes, and will shape NYC's future for the next 10 years.

[Fill out the 2020 Census now!](#)