

CENSUS MESSAGING

Calvert County Census 2020 Complete Count Committee



The goal of Calvert County census outreach is to obtain a complete count of Calvert County residents in the 2020 Census by promoting self-response to the 2020 Census questionnaire.

The following messages are intended to assist Complete Count Committee members and partner organizations with creating and sharing census messages that will serve to educate, inform and motivate residents to complete the census questionnaire online, by phone or by mail.

Following are pre-written messages of varying lengths and detail, as well as key message points that can be combined and adapted to suit the channel and intended audience.

CONTENTS

PRE-WRITTEN MESSAGES 2

HEADLINES 2

SHORT MESSAGE (100 words) 2

MEDIUM MESSAGE (200 words) 2

LONG MESSAGE (300 words) 3

MESSAGE POINTS 4

I. ABOUT THE CENSUS 4

II. IMPACT 4

III. PRIVACY & SECURITY 5

IV. RESPONDING TO THE CENSUS 5

V. AVOIDING FRAUD & SCAMS 6

VI. QUESTIONNAIRE 6

For questions or assistance, please contact Sarah Ehman, public information program manager, Calvert County Department of Communications & Media Relations at sarah.ehman@calvertcountymd.gov or 410-535-2003.

PRE-WRITTEN MESSAGES

HEADLINES

- Be Counted
- Shape Your Future
 - Starting with the 2020 Census

SHORT MESSAGE (100 words)

The 2020 Census will count all residents, of every age, where they live and sleep most of the time on April 1, 2020. Your personal information is private, secure and protected by law, which makes participating in the census an easy, safe and important way to help provide vital resources for our community for the next 10 years. Most households will receive an invitation to be counted in mid-March. Respond online, by phone or by mail. Learn more at www.CalvertCountyMd.gov/Census.

MEDIUM MESSAGE (200 words)

The 2020 Census will count all residents, of every age, where they live and sleep most of the time on April 1, 2020. Your personal information is private, secure and protected by law, which makes participating in the census an easy, safe and important way to help provide vital resources for our community for the next decade.

For each adult, child and baby not counted, we miss out on about approximately \$18,250 per person in federal funding over the next 10 years. Ensuring that everyone is counted once, only once and in the right place is vital to planning for public health and safety, schools, transportation projects, funding public programs and ensuring equal representation in Congress.

The 2020 Census will ask how many people are living or staying at your home on April 1, 2020; whether the home is owned or rented; your telephone number; the sex, age and race of each person in your home; whether a person in your home is of Hispanic, Latino or Spanish origin; and the relationship of each person in your home.

Most households will receive an invitation to be counted in mid-March. Respond online, by phone or by mail. Learn more at www.CalvertCountyMd.gov/Census.

LONG MESSAGE (300 words)

The 2020 Census will count all residents, of every age, where they live and sleep most of the time on April 1, 2020. Responding to the census is easy, safe, and important to providing our children, families and neighbors with the resources they need and deserve for the next decade.

For each adult, child and baby not counted, we miss out on about approximately \$18,250 per person in federal funding over the next 10 years. Ensuring that everyone is counted once, only once and in the right place is vital to planning for public health and safety, schools, transportation projects, funding public programs, and ensuring equal representation in Congress.

Your personal data is private, secure and protected by law. The answers you provide are used only to produce statistics; you are kept anonymous. The U.S. Census Bureau and its employees are required by law to keep all personal information confidential, even from other government agencies – including law enforcement.

The 2020 Census will ask how many people are living or staying at your home on April 1, 2020; whether the home is owned or rented; your telephone number; the sex, age and race of each person in your home; whether a person in your home is of Hispanic, Latino or Spanish origin; and the relationship of each person in your home.

The Census Bureau will not send unsolicited emails or make unsolicited phone calls to request your participation in the 2020 Census and will NEVER ask for your Social Security number, money or donations, or your bank or credit card account numbers. The Census Bureau will not contact you on behalf of a political party.

Most households will receive an invitation to be counted in mid-March. Respond online, by phone or by mail. Learn more at www.CalvertCountyMd.gov/Census.

MESSAGE POINTS

I. ABOUT THE CENSUS

- The 2020 Census will count all residents, of every age, where they live and sleep most of the time on April 1, 2020.
- Responding to the census is easy, safe, and important to providing our children, families and neighbors with the resources they need and deserve for the next decade.
 - Completing your census form enables Calvert County to get the funding it needs to help our families, neighbors and communities live, work, play and grow.
- You can respond online, by phone or by mail.
- Calvert County is committed to ensuring every resident is counted in order to provide excellent public services and resources.
 - Discover events and resources for all residents to learn about and complete the census questionnaire at www.CalvertCountyMd.gov/Census.
- The goal of the census is to count everyone who lives in the United States. It is conducted every 10 years and is required by the U.S. Constitution.

II. IMPACT

- For each adult, child and baby not counted, we miss out on about approximately \$18,250 per person in federal funding over the next 10 years.
- Ensuring that everyone is counted once, only once and in the right place is vital to planning for public health and safety, schools, transportation projects, funding public programs, and ensuring equal representation in Congress.
 - Representation: Census data determines the number of legislators Maryland has in the U.S. House of Representatives and impacts local legislative districts.
 - Funding: Census data provides the basis for funding roads, schools, hospitals, SNAP/WIC, CHIP, Medicaid and many other critical programs and services.
 - Future: Census data assists local decision-making for school and transportation projects, as well as public health, public safety and emergency planning.

III. PRIVACY & SECURITY

- Personal data is private, secure and protected by law.
 - The answers you provide are used only to produce statistics. You are kept anonymous.
- The U.S. Census Bureau and its employees are required by law to keep all personal information confidential, even from other government agencies.
 - Your information will never be shared with law enforcement.
- The Census Bureau follows industry best practices and federal requirements to protect your data.

IV. RESPONDING TO THE CENSUS

- Responding to the census is fast, easy, safe and confidential.
- You can respond online, by phone or by mail.
- Most households will receive an invitation to be counted in mid-March.
- The Census Bureau will mail reminders through the end of April. After that, a Census Bureau representative will follow up with you in person.
 - The Census Bureau will not send unsolicited emails or make unsolicited phone calls to request your participation in the 2020 Census.
- Count everyone living under your roof as of April 1, 2020.
 - Include friends or family members who are living and sleeping there most of the time.
 - If someone is staying in your home on April 1 and has no usual home elsewhere, you should count them in your response.
 - Be sure to count roommates, young children, newborns and anyone who is renting a space in your home; these people are often missed in the census.

V. AVOIDING FRAUD & SCAMS

- The Census Bureau will not send unsolicited emails or make unsolicited phone calls to request your participation in the 2020 Census.
- The Census Bureau will NEVER ask for your Social Security number, money or donations, or your bank or credit card account numbers. The Census Bureau will not contact you on behalf of a political party.
 - If someone claiming to be from the Census Bureau contacts you via email or phone and asks you for one of these things, it's a scam, and you should not cooperate.
- If someone visits your home to collect a response for the 2020 Census, you can do the following to verify their identity:
 - Check to make sure that they have a valid ID badge, with their photograph, a U.S. Department of Commerce watermark and an expiration date.
 - If you still have questions about their identity, you can call 800-923-8282 to speak with a local Census Bureau representative.
- Reporting Suspected Fraud: If you suspect fraud, call 800-923-8282 to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, contact your local police department.

VI. QUESTIONNAIRE

- The 2020 Census will ask how many people are living or staying at your home on April 1, 2020; whether the home is owned or rented; your telephone number; the sex, age and race of each person in your home; whether a person in your home is of Hispanic, Latino or Spanish origin; and the relationship of each person in your home.
- The information you provide is used to create statistics. These statistics are used by governments, businesses, communities and nonprofits to make decisions, plan programs and create provisions.
 - Statistics never identify your home or any person in your home.
 - Your personal information is private, secure and protected by law.
- View a sample questionnaire and explore the form online at 2020census.gov/en/about-questions.html (English) or 2020census.gov/es/about-questions.html (Español).