2020 Census
Get Ready for NRFU:

Know Your Rights, Be Counted
What is Non-Response Follow Up (NRFU)?

- **GOAL:** Get to 100%  
- Door knocking phase
  - If your household hasn’t filled out the census form yet, you may find a masked census worker outside your front door soon.
  - How soon? Blue areas on map. 
    - Nationwide - **August 11th**
  - **Households that self-respond will be removed in “real time” from caseload**
Identifying Enumerators

- Enumerators will work 9:00 AM to 9:00 PM local time, incl. weekends
- Ask to see a valid government ID badge. Check that it has:
  - Name and photo
  - U.S. Dept. of Commerce watermark
  - Expiration date
- Will carry items with Census Bureau logo:
  - Smartphone/laptop, bag, “official business” notice for car
- All field staff must wear a face mask and follow social distancing protocols
  - CB will provide them with PPE: face masks, hand sanitizer/wipes, gloves; and virtual training on COVID-19 health/safety protocols
- Enumerators will not enter homes
- Online directory or Regional Census Centers can confirm a census taker’s identity
Language Assistance

- Enumerators are hired from local communities
- All enumerators speak English
  - Bilingual enumerators where needed and available
- Enumerators will have “language cards” with messages in 59 non-English languages + ASL to determine if a household needs help in another language to complete an interview or self-respond
- If an enumerator doesn't speak the householder's language, the household can request a return visit from a census worker who does
Visits - what to expect

- If no answer when enumerator visits, “Notice of Visit” left at door, with info on how to self-respond online, by phone, or by mail.
- Enumerators will make up to 6 attempts to visit unresponsive households
  - After 1st unsuccessful visit, short “hold” period before 2nd attempt to allow time for self-response
  - Next visit put on “hold” for ~5 days
  - After 3rd unsuccessful visit, enumerators can ask reliable “proxy” for household info
    - proxy = landlord, caregiver, neighbor, etc
- Households can request mailing envelope for a paper form they already have, but not another paper questionnaire
Confidentiality

By law:

- Interviews are confidential
- Census workers take an oath to protect your personal info for life
- Answers can only be used to produce statistics
- Answers cannot be used against you in any way
- Answers cannot be shared with anyone, including your landlord, immigration agencies or law enforcement agencies
- There are no exceptions. The law requires the Census Bureau to keep everyone's info confidential
What to expect during the interview?

Interview is quick and easy.

- Questions about the household like name, age, race and sex, number of people who live there
- Enumerators will **not** ask for:
  - Immigration or citizenship status
  - Social security number
  - Money/donations
  - Credit card and bank information
  - Anything on behalf of a political party
Follow-up Calls or Visits

Once you’ve completed the census,

- Census Bureau may contact you via phone for a quality control check to review your responses or ask any follow-up questions to ensure no one was left out of the census or counted in more than one place
  - Phone number 844-809-7717
- A second enumerator may visit your household for quality check to ensure field workers are following training protocols
Recommendations

- Continue to highlight the importance of participating in the census
  - Messaging focus: community empowerment + benefits of local funding
- Emphasize what **will be** on the questionnaire and what won’t be on the questionnaire
- Avoid politicizing the census
  - most people don’t associate it with politics
  - would only increase fear, distrust and disinterest if people are reminded of Trump’s continued efforts to undermine the census
- Self-responding helps decrease the chances of an enumerator knocking on your door
  - deadline to self-respond: October 31st