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What Your County Needs to Know about 2020 Census Collections and Outreach in Lieu of COVID 19

In that COVID 19 has impacted census operations, the following information has been prepared to inform your county of these changes and to provide suggested modifications to census outreach strategies.

Invitations to take the 2020 Census have been distributed and should have been delivered to county residents between March 12 and March 20. To date, 18.6 million people have taken the census online. A new tracking feature is available on the 2020 Census website that shows the response rate by county. Comparisons can also be made to response rates from the 2010 Census. The response tool is available at <https://2020census.gov/en/response-rates.html>.

Change in Census Operations Schedule:

The U.S. Census Bureau has suspended field operations for two weeks and will re-evaluate at that time to determine if field staff will be active on April 1, 2020. Non-response field operations have been delayed, as well as the counting of the homeless and group quarters. A complete overview of these changes can be found [here](#) and [here](#). Self response options (such as mailing in the paper form, responding by phone, and responding online) will be extended from July 31 to August 14 and are fully operational at this time.

There has been much concern about counting college students since universities have closed. Guidance on counting college students has been provided [here](#).

Marketing and Amended Outreach

The State Complete Count Committee's radio and television campaign will begin the week of March 23 in all media markets. In person meetings and door-to-door campaigns are discouraged at this time. Instead, it is recommended to utilize social media to encourage residents to take the census. Online marketing tools are available through census.georgia.gov and through <https://www.everyonecountsga.org/>. The census can be taken online at <https://my2020census.gov/>.

Suggested Social Media Outreach Activities:

- Promote the free downloadable census coloring pages to parents and teachers available [here](#)
- Ask faith leaders to remind their congregations about taking the census during online services



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- Tell residents about how to track census responses in their counties [here](#)
- Follow ACCG and the State's social media accounts for census information and updates

- Download census posters to post on social media through census.georgia.gov
- Create your own census posters to post on social media through census.georgia.gov
- Post videos available on everyonecountsga.org through county social media outlets and public access channels
- Challenge residents to post selfies when they have completed their census forms with the county's census hashtag i.e. #mycountycounts
- Distribute information about census scams to the public by tracking 2020 Census [trust and safety team](#) information
- Continue to reassure residents that the census is safe to take online

For additional information or specific questions about 2020 Census operations, contact the Atlanta Regional Office at:

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