



# KANSAS COUNTS

Kansas Counts is a statewide effort aimed at increasing engagement, awareness, and participation in the 2020 Census.



[www.KansasCounts.org](http://www.KansasCounts.org)



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## PRESS RELEASE – FOR IMMEDIATE RELEASE

### Accessing the 2020 Census

The once-a-decade decennial Census is around the corner, formally beginning in early March 2020. The census aims to count every person in the U.S. on April 1, 2020. The census has many benefits for you and your community. For example, the census provides an accurate determination of how many representatives each state should have as well as congressional district boundaries. Census data is used as the basis for distributing more than \$675 billion nationwide in federal funds to state and local communities; Kansas receives approximately \$6 billion in funding from census-derived data. Many industries use census data for informing business and policy decisions. So with all of these important benefits, why would anyone not participate in the 2020 Census? One large reason is a challenge of accessibility and time, that is why making the 2020 Census accessible for everyone is a core goal for the U.S. Census Bureau this time around.

First, an invitation to participate in the Census will be sent out to every residence in mid-March 2020. This will be a letter invitation that will ask you to go online if that is how you wish to complete the 10-question census form. However, there will be information regarding how to respond via mail, online, or phone. This gives everyone the opportunity to respond online before the formal response collection begins in April. Furthermore, you will receive a reminder letter mid-to-late March 2020 prompting you to complete the Census.

Second, the Census is offering more options to respond than ever before. You may respond online, which follows a web accessibility guidelines design and has an American Sign Language video available. Additionally, you may answer in English or 12 additional languages.<sup>i</sup> If you do not wish to respond online, you may respond by phone by calling 844-467-2020. Again, you may do so in English or in 12 additional languages. The last way to respond is through a paper questionnaire which will be mailed out mid-April to every household that has not responded to the census yet. This questionnaire will have braille and large print versions available online to assist with completing the Census.<sup>ii</sup>

After each of the three previously listed methods have been deployed in mid-March and April, in-person collection will begin. Census takers will visit all households having not yet responded and there will be census takers who are available to communicate in American Sign Language and additional languages.<sup>iii</sup> If you have further concerns or believe there are components of accessibility not addressed, you are encouraged to visit [www.2020census.gov](http://www.2020census.gov).

Statistically, 95% of households will receive their census invitation in the mail. Almost 5% will receive their census invitation when a census taker drops it off (these are often homes with a PO Box or areas recently affected by natural disasters). Less than one percent of the population will be counted “in person” by a census taker instead of being invited to respond on their own (this generally occurs in very remote areas).<sup>iv</sup>

To find out more about the 2020 Census and what is at stake for Kansas, visit [www.KansasCounts.org](http://www.KansasCounts.org) or follow Kansas Counts on Facebook, Twitter or Instagram.

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- <sup>i</sup> <https://www.census.gov/library/fact-sheets/2019/dec/2020-census-accessible.html>
  - <sup>ii</sup> <https://www.census.gov/library/fact-sheets/2019/dec/2020-census-accessible.html>
  - <sup>iii</sup> <https://www.census.gov/library/fact-sheets/2019/dec/2020-census-accessible.html>
  - <sup>iv</sup> <https://www.census.gov/library/fact-sheets/2019/dec/2020-invites-everyone.html>