

2020 Census: It's Time for the Count!

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U.S. Census Bureau-Denver Region*

Presented to
Vitalyst Health Foundation
Nonprofit Census Solutions
Workshop
February 3, 2020

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Why We Do a Census?

Article 1, Section 2 of the US Constitution

The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.

The Decennial Census

Conduct a census of population and housing
Disseminate results to the President, the states
and the American People

Uses of Census data:

- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Distribute** federal dollars to states
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

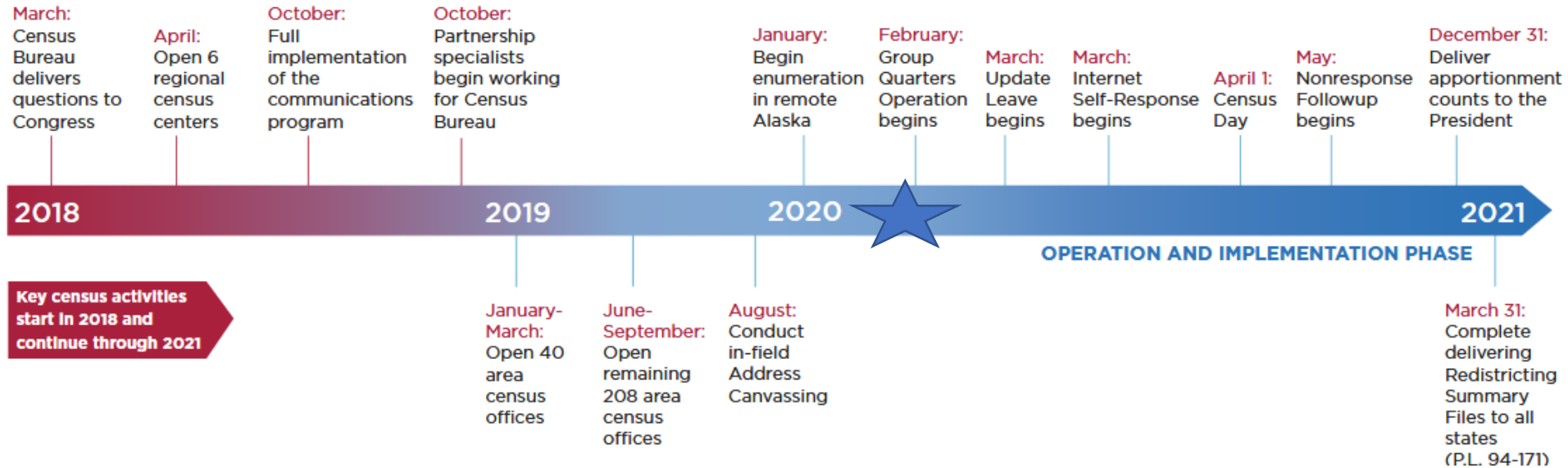
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Road to the 2020 Census

2020 Census Operational Timeline



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Ways to Respond



By April 1, 2020, every home will receive an invitation to participate in the 2020 Census .

- Online
- By phone
- By mail


How the 2020 Census will invite everyone to respond




Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

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Confidentiality Is Key

When you respond to the census, your answers are kept anonymous. They are used only to produce statistics.

The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. The law ensures that your private information is never published and that your answers cannot be used against you by any government agency or court.



DID YOU KNOW...

By law, the Census Bureau cannot release any identifiable information about you, your home, or your business, even to law enforcement agencies. That's protected under Title 13 of the U.S. Code.



The law is clear—no personal information can be shared.

Language program

Fragen?

Ερωτήσεις?

ຄໍາຖາມ?

प्रश्नहरू?

Àwọn ibéèrè?

Въпроси?

שאלות?

Pytania?

Հարցերի?

प्रश्न?

Kérdések

ప్రశ్నలు?

问题?

Pertanyaan?

ਪ੍ਰਸ਼ਨ?

問題?

Sorular?

Domande?

Language program

प्रश्न?

سؤال?

Întrebări?

Otázky?

Питања?

ᐱᐱᐱᐱᐱ?

Mga tanong?

질문?

Запитання?

Klausimai?

الأسئلة؟

Вопросы?

ചോദ്യങ്ങൾ?

Pitanja?

Pyetje?

ප්‍රශ්න?

ਪ੍ਰਸ਼ਨ?

Vragen?

Ajupju?

ᐱᐱᐱᐱᐱ?

سوالات؟

សំណួរ?

ຄໍາຖາມ?

Explore the Form

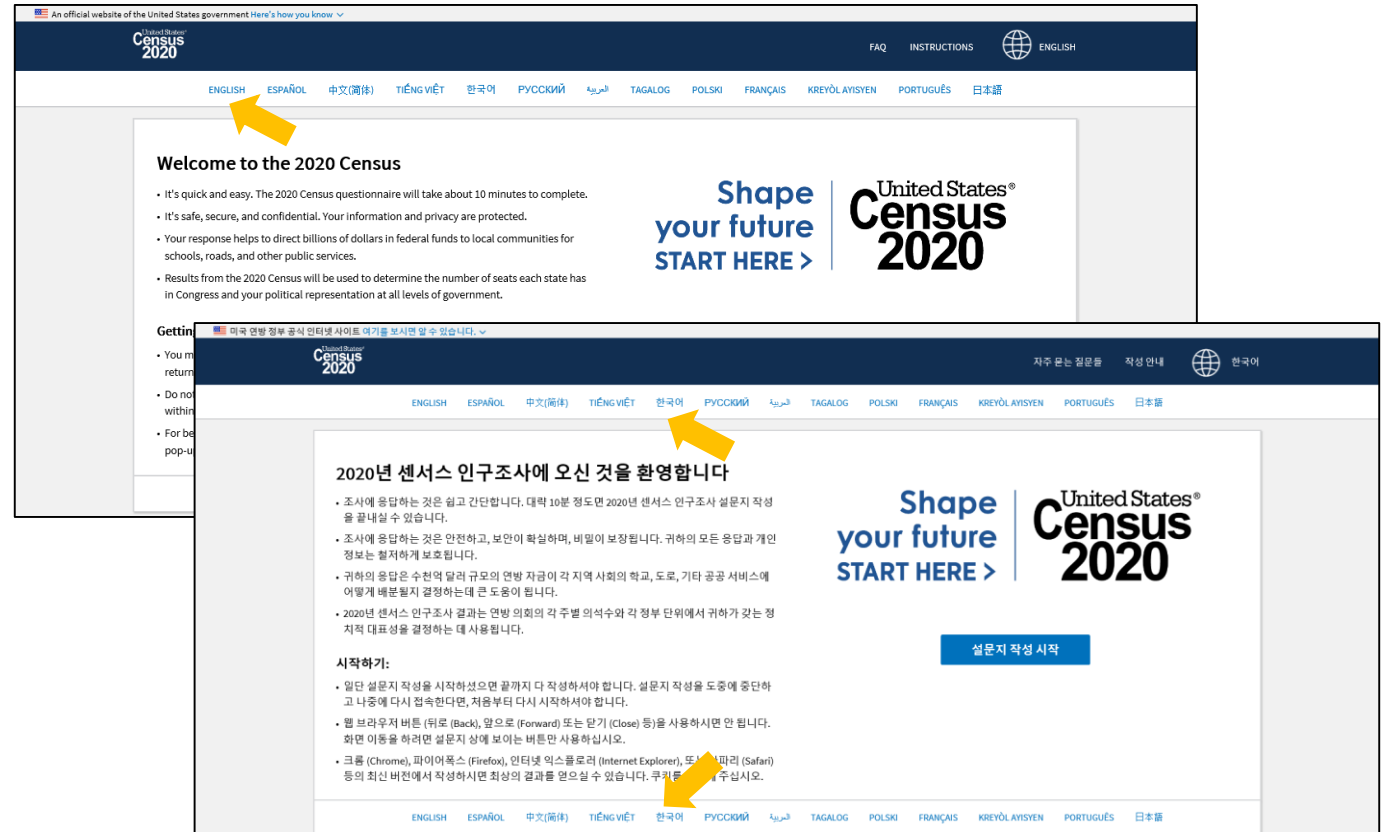
- <https://2020census.gov/en/about-questions.html>
- What Happens to Your Answers?
- Your personal information is kept *confidential*. The Census Bureau is bound by federal law to protect your information, and your data is used only for statistical purposes.
- Your responses are compiled with information from other homes to produce statistics, which never identify your home or any person in your home. Learn more about [how we protect your information](#).

2020 Census Language Program Overview

Internet Self-Response	Census Questionnaire Assistance	Language Guides (Video and Print) Language Glossaries Language Identification Card	Paper Questionnaire & Mailing Materials																																																												
<p>12 Non-English Languages</p> <p>Respondents will be able to toggle between the languages within the instrument.</p> <p>Spanish Chinese Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</p>	<p>12 Non-English Languages</p> <p>There is a separate phone number for each language. This information is included in the mailing materials.</p> <p>Spanish Chinese (Mandarin and Cantonese) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</p>	<p>59 Non-English Languages</p> <p>Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). <i>Language listed below are in order of need (top to bottom, left to right).</i></p> <table border="0"> <tr> <td>Spanish</td> <td>Italian</td> <td>Khmer</td> <td>Tamil</td> <td>Croatian</td> </tr> <tr> <td>Chinese</td> <td>Farsi</td> <td>Nepali</td> <td>Navajo</td> <td>Bulgarian</td> </tr> <tr> <td>Vietnamese</td> <td>German</td> <td>Urdu</td> <td>Hungarian</td> <td>Twi</td> </tr> <tr> <td>Korean</td> <td>Armenian</td> <td>Romanian</td> <td>Hebrew</td> <td>Lithuanian</td> </tr> <tr> <td>Russian</td> <td>Hindi</td> <td>Telugu</td> <td>Malayalam</td> <td>Yoruba</td> </tr> <tr> <td>Arabic</td> <td>Ukrainian</td> <td>Burmese</td> <td>Swahili</td> <td>Czech</td> </tr> <tr> <td>Tagalog</td> <td>Bengali</td> <td>Punjabi</td> <td>Yiddish</td> <td>Igbo</td> </tr> <tr> <td>Polish</td> <td>Greek</td> <td>Lao</td> <td>Indonesian</td> <td>Marathi</td> </tr> <tr> <td>French</td> <td>Amharic</td> <td>Hmong</td> <td>Serbian</td> <td>Sinhala</td> </tr> <tr> <td>Haitian Creole</td> <td>Somali</td> <td>Albanian</td> <td>Tigrinya</td> <td>Slovak</td> </tr> <tr> <td>Portuguese</td> <td>Thai</td> <td>Turkish</td> <td>Ilocano</td> <td>American</td> </tr> <tr> <td>Japanese</td> <td>Gujarati</td> <td>Bosnian</td> <td>Dutch</td> <td>Sign Language</td> </tr> </table>	Spanish	Italian	Khmer	Tamil	Croatian	Chinese	Farsi	Nepali	Navajo	Bulgarian	Vietnamese	German	Urdu	Hungarian	Twi	Korean	Armenian	Romanian	Hebrew	Lithuanian	Russian	Hindi	Telugu	Malayalam	Yoruba	Arabic	Ukrainian	Burmese	Swahili	Czech	Tagalog	Bengali	Punjabi	Yiddish	Igbo	Polish	Greek	Lao	Indonesian	Marathi	French	Amharic	Hmong	Serbian	Sinhala	Haitian Creole	Somali	Albanian	Tigrinya	Slovak	Portuguese	Thai	Turkish	Ilocano	American	Japanese	Gujarati	Bosnian	Dutch	Sign Language	<p>Spanish</p> <p>Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts.</p> <p>Mailings will include instructions on responding via Internet or phone in 12 non-English languages.</p> <p>During Nonresponse Followup enumerators use:</p> <ul style="list-style-type: none"> • A bilingual handheld instrument (English/Spanish) • Bilingual materials (English/Spanish) • Instructions to respond online or by phone in 12 non-English languages • Language Identification Card
Spanish	Italian	Khmer	Tamil	Croatian																																																											
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Internet Self-Response

The internet questionnaire will allow respondents to toggle between English and 12 non-English languages using a dropdown language menu at the top of each screen, and individual links at the top and bottom of each screen.



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Census Questionnaire Assistance

- **Census Questionnaire Assistance will allow respondents to provide their responses in English and 12 non-English languages.**
- **Each supported language will have a dedicated phone number.**
- **Respondents will also be able to ask questions about the 2020 Census and receive assistance in the supported languages.**

Bilingual Mail Packages

- We will continue to send bilingual English and Spanish mail packages to Spanish tracts.
- Households in Spanish tracts—those in which at least 20 percent of the occupied housing units have at least one adult who speaks Spanish and does not speak English “very well” —will receive all mailing materials in an English/Spanish bilingual format.
- Households in all other tracts will receive English materials that include a sentence in Spanish directing respondents to respond online or call a dedicated Spanish phone number.

Bilingual Letters and Questionnaires

Flip style questionnaire



United States Census 2020
U.S. Census Bureau
Washington, DC 20230-0011
Office of the Director

March 12, 2020

Dear Resident:

This is your invitation to respond to the 2020 Census. We need your help to understand the nation's needs and to ensure that the 2020 Census counts every person, every place. This information will help us plan for the future.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for school, health, and other public services.
- Help your community prepare to meet transportation and emergency needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]. Your Census ID is: [url removed].

The Census Bureau is using the internet to securely collect your information. It is confidential. We will need to send you a separate questionnaire if you do not respond online. If you need help completing your questionnaire, please call toll-free 1-800-488-8999.

Thank you for your prompt response.

Sincerely,
Steven D. Dillingham
Director

Enclosures

U.S. Census Bureau
Washington, DC 20230-0011
Office of the Director

12 de marzo de 2020

Estimado residente de esta vivienda:

Esta es su invitación para responder al Censo del 2020. Necesitamos su ayuda para contar a todas las personas en los Estados Unidos al proveer información básica sobre todos los adultos, niños y bebés que viven o se quedan en esta dirección.

Los resultados del Censo del 2020 se usarán para:

- Destinar miles de millones de dólares de fondos federales a las comunidades locales para escuelas, centros de salud y otros servicios públicos.
- Ayudar a su comunidad a prepararse para satisfacer necesidades relacionadas con el transporte y la preparación para emergencias.
- Determinar el número de escaños que tiene cada estado en el Cámara de Representantes de los EE. UU., así como su representación política a todos los niveles del gobierno.

Responda antes del 1 de abril en [url removed]. Su identificación del Censo es: [url removed].

La Oficina del Censo está usando internet para recopilar su información de manera segura. Responder por internet nos ayuda a conservar recursos naturales, a ahorrar dinero de los contribuyentes y a procesar los datos de manera más eficiente. Si usted no puede completar el cuestionario del Censo del 2020 por internet, dentro de unas semanas le enviaremos un cuestionario impreso para que lo complete y lo envíe de vuelta por correo.

El censo es tan importante que la ley requiere que usted responda, y sus respuestas se mantienen completamente confidenciales. Si usted no responde, tendremos que enviar a un entrevistador de la Oficina del Censo para que recopile sus respuestas en persona. Si necesita ayuda para completar el cuestionario del Censo del 2020, llame gratis al [number removed].

Gracias de antemano por su rápida respuesta.

Atentamente,
Steven D. Dillingham
Director

Documentos adjuntos

census.gov

United States Census 2020
U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. CENSUS BUREAU

This is the official questionnaire for this address. It is quick and easy to respond, and your answers are protected by law.

Para completar el cuestionario en español, dele la vuelta y complete el lado verde.

United States Census 2020
U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. CENSUS BUREAU

Esto es el cuestionario oficial para esta dirección. Es rápido y fácil de responder, y sus respuestas están protegidas por la ley.

To complete the English questionnaire, flip this over and complete the blue side.

PARA USO ÚNICO EN ESPAÑOL

Start here OR go online at [url removed] to complete your 2020 Census. Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines:

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.
- Count by group or someone at the house.
- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc. on April 1, 2020.
- Leave those people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?
Number of people = [] [] [] [] [] [] [] []

2. Were there any additional people that you did not include in Question 1?
 Children, related or unrelated, grandchildren, or foster children
 Relatives, such as adult children
 Nonrelatives, such as roommates
 People staying here temporarily
 No additional people

3. Is this house, apartment, or mobile home:
 Owned by you or someone at the house?
 Rented by you or someone at the house?
 Rented?
 Occupied without payment of rent?

4. What is your telephone number? We will only contact you if needed.
Telephone Number [] [] [] [] [] [] [] []

Comience aquí O visite por internet [url removed] para completar su cuestionario del Censo del 2020. Use un bolígrafo de tinta azul o negra.

Antes de contestar la Pregunta 1, cuente a las personas que viven en esta casa, apartamento o casa móvil usando nuestras instrucciones:

- Cuente a todas las personas, incluyendo a bebés, que viven y duermen aquí la mayor parte del tiempo.
- Si nadie vive y duerme en esta dirección la mayor parte del tiempo, visite por internet [url removed] o llame al número que aparece en la página 8.

El censo también tiene que incluir a las personas sin un lugar permanente donde vivir, por lo tanto:

- Si alguien que no tenga un lugar permanente donde vivir se está quedando aquí el 1 de abril de 2020, cuente a esa persona.
- La Oficina del Censo también lleva a cabo recuentos en instituciones y otros lugares, por lo tanto:
- No cuente a alguien que vive lejos de aquí por estar en la universidad o en las Fuerzas Armadas.
- No cuente a alguien que está en un hogar de ancianos o nursing home, cárcel, prisión, centro de detención, etc. el 1 de abril de 2020.
- No incluya a estas personas en su cuestionario, aunque vuelvan a vivir aquí después de salir de la universidad, hogar de ancianos o institución, etc. de otra manera, tal vez serán contados dos veces.

1. ¿Cuántas personas estaban viviendo o quedándose en esta casa, apartamento o casa móvil el 1 de abril de 2020?
Número de personas = [] [] [] [] [] [] [] []

2. ¿Había personas adicionales quedándose aquí el 1 de abril de 2020 que usted no incluyó en la Pregunta 1?
Marque X, todas las que correspondan.

- Niños, empujados o no, tales como bebés recién nacidos, niños o hijos nacidos fuera
- Padres, tales como hijos adultos, primos o parientes políticos
- Personas que no son parientes, tales como compañeros de casa o cuñados, o personas que viven en el hogar
- Personas que se quedan aquí temporalmente
- No hay personas adicionales

3. ¿Es esta casa, apartamento o casa móvil — Marque X UNA OTRAS.
 Propiedad suya o de alguien en este hogar con una hipoteca o crédito hipotecario? ¿Es un hogar que pertenece con la propiedad compartida?
- Propiedad suya o de alguien en este hogar libre y sin deuda (con una hipoteca o crédito hipotecario)?
- Alquilado/a o rentado/a?
- Ocupado/a sin pago de alquiler o renta?

4. ¿Cuál es su número de teléfono?
Nos comunicaremos con usted así si es necesario para asegurar oficialmente al la Oficina del Censo.

Número de teléfono [] [] [] [] [] [] [] []

United States Census 2020
U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. CENSUS BUREAU

This is the official questionnaire for this address. It is quick and easy to respond, and your answers are protected by law.

Para completar el cuestionario en español, dele la vuelta a completo el lado verde.

Start here OR go online at [url removed] to complete your 2020 Census questionnaire. Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines:

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.
- Count by group or someone at the house.
- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc. on April 1, 2020.
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1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?
Number of people = [] [] [] [] [] [] [] []

2. Were there any additional people that you did not include in Question 1?
 Children, related or unrelated, grandchildren, or foster children
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 Occupied without payment of rent?

4. What is your telephone number? We will only contact you if needed.
Telephone Number [] [] [] [] [] [] [] []

Self-Response Resources

- Video Language Guide
- (59 non-English languages)
- Paper Language Guide
- (59 non-English languages)

Video Language Guide

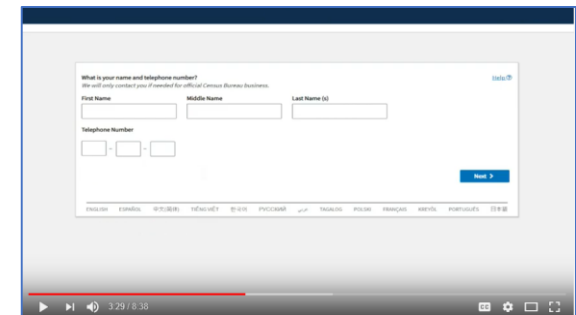
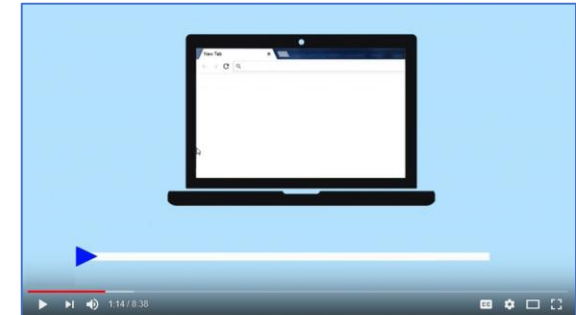
Video language guides, narrated in 59 non-English languages, will assist respondents responding online.

Each video is about 8 minutes and includes basic information about the 2020 Census.

Video language guides will be available online to stream or download.

Total Run Time: about 8 minutes

- Part 1: Introduction to the 2020 Census (1 minute)
- Part 2: Quick Tour (1 minute)
- Part 3: Translated Guide (6 minutes)



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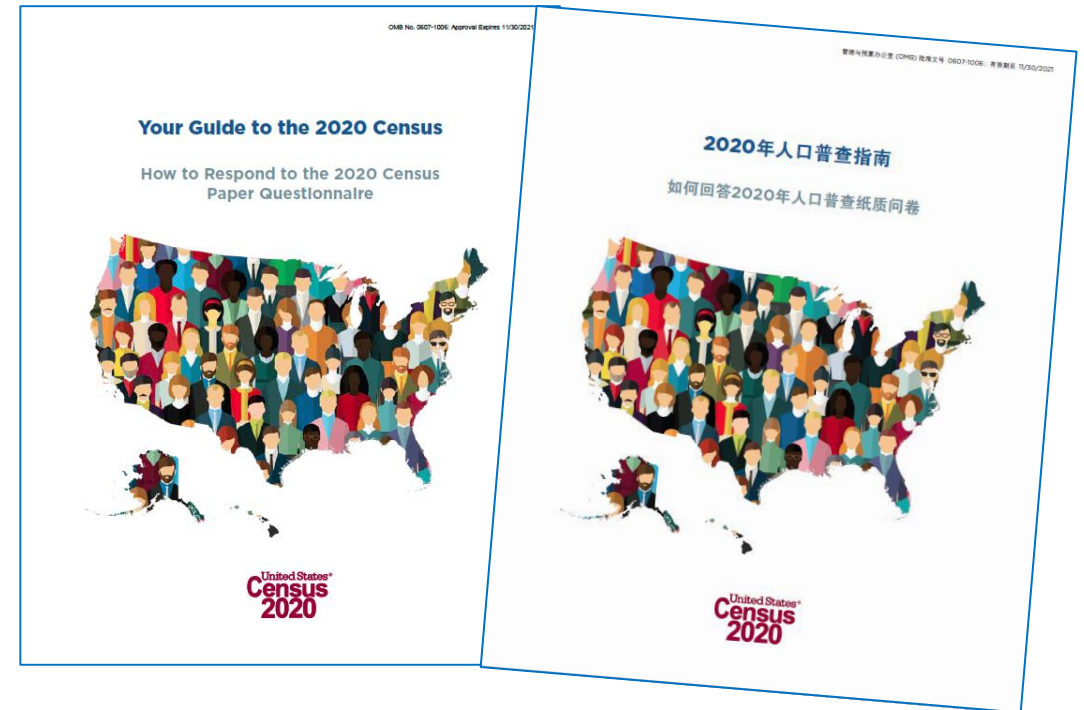
Print Language Guide

Print language guides, written in 59 non-English languages, will assist respondents filling out the paper questionnaire.

Guides will also be available in large print and braille.

Each guide is 8 pages and includes basic information about the 2020 Census and translation of the questions and response categories.

Print language guides will be available online and through FLD Partnerships.



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Nonresponse Followup

- Enumeration Instrument (English/Spanish)
- Language Identification Card
 - (59 non-English languages)
- Language Glossaries
 - (59 non-English languages)

Language Identification Card

When an enumerator encounters a language barrier at the door, they will be able to show the Language Identification Card which features a brief statement in 59 non-English languages.

Enumerators use the Language Identification Card to help identify the language spoken by a household.

I work for the U.S. Census Bureau. Is someone here now who speaks English and can help us? If not, someone may contact you who speaks _____.

The image displays a grid of Language Identification Cards in various languages. A callout box highlights the English text: "I work for the U.S. Census Bureau. Is someone here now who speaks English and can help us? If not, someone may contact you who speaks _____." The cards include:

- Bahasa Indonesia (Indonesian 36)
- Italiano (Italian 37)
- Español (Spanish 02)
- 普通话 / 广东话 (Chinese simplified)
- Tiếng Việt (Vietnamese 05)
- 한국어 (Korean 05)
- Русский (Russian 07)
- العربية (Arabic 08)
- Tagalog (Tagalog 09)
- Polski (Polish 10)
- Français (French 11)
- Kreyòl Ayisyen (Haitian creole 12)
- Português (Portuguese 13)
- 日本語 (Japanese 14)
- አማርኛ (Amharic 17)
- Հայերեն (Armenian 18)
- বাংলা (Bengali 19)
- Босански / Bosanski (Bosnian 20)
- Български (Bulgarian 21)
- မြန်မာဘာသာ (Burmese 22)
- 普通话 / 廣東話 (Chinese traditional)
- Хрватски (Croatian 23)
- Čeština (Czech 24)
- Српски (Serbian 47)
- Nederlands (Dutch 25)
- Deutsch (German 27)
- Ελληνικά (Greek 28)
- සුඛසිරි (Sinhala 29)
- עברית (Hebrew 30)
- हिंदी (Hindi 31)
- မြန်မာစာ (Hmong 32)
- Magyar (Hungarian 33)
- Ígbo (Igbo 34)
- Ilokano (Ilocano 35)

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training



2020census.gov/jobs

For more information or help applying, please call 1-855-338-2020
Federal Register Notice: 2020-02-04 (02/04/20)
EEO is the Law: www.eeoc.gov/eeoc/civilrights/2012/05/01/eo12958.htm

WE CAN BE CENSUS TAKERS

APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

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- ✓ Weekly pay
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For more information or help applying, please call 1-855-338-2020

Federal Register Notice: 2020-02-04 (02/04/20)
www.gpo.gov/fdsys/pkg/2020-02-04/fr-2020-02-04.html

The U.S. Census Bureau is an Equal Opportunity Employer.

I CAN BE A CENSUS TAKER

APPLY ONLINE!
2020census.gov/jobs

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Federal Register Notice: 2020-02-04 (02/04/20)
www.gpo.gov/fdsys/pkg/2020-02-04/fr-2020-02-04.html

The U.S. Census Bureau is an Equal Opportunity Employer.

SOMOS ABUELOS, Y SOMOS CENSISTAS

¡ÚNASE AL CENSO DEL 2020!
COMPLETE LA SOLICITUD POR INTERNET
2020census.gov/jobs

Los trabajos del Censo del 2020 ofrecerán:

- ✓ Buen salario
- ✓ Horarios flexibles
- ✓ Paga semanal
- ✓ Capacitación pagada

Para más información o ayuda con completar la solicitud, por favor llame al 1-855-338-2020

Para la versión en español de esta información, visite www.census.gov/2020census/jobs o www2.census.gov/2020census/jobs

La oficina del Censo de Puerto Rico es una agencia de oportunidad de empleo.

SOY MAMÁ, Y SOY CENSISTA

¡ÚNASE AL CENSO DEL 2020!
COMPLETE LA SOLICITUD POR INTERNET
2020census.gov/jobs

Los trabajos del Censo del 2020 ofrecerán:

- ✓ Buen salario
- ✓ Horarios flexibles
- ✓ Paga semanal
- ✓ Capacitación pagada

Para más información o ayuda con completar la solicitud, por favor llame al 1-855-338-2020

Para la versión en español de esta información, visite www.census.gov/2020census/jobs o www2.census.gov/2020census/jobs

La oficina del Censo de Puerto Rico es una agencia de oportunidad de empleo.

[Access the 2020 Census Jobs Site](https://2020census.gov/jobs)

TANF and HUD WAIVER

- To encourage more people to work for the 2020 Census, the Department of Health and Human Services is encouraging states and tribes to disregard income earned as temporary census employees for recipients of Temporary Assistance for Needy Families (TANF). In addition, the U.S. Department of Housing and Urban Development has also agreed to exclude temporary income from the US Census Bureau in determining a family's annual income.

How Can Arizona Partners Be Involved?

- Connect with Local Census staff in your area
- Invite Partnership Specialist to a Community Event
- Encourage and help clients to complete the census
- Tell customers, congregants and community partners about Census Jobs & Income Waivers
- Host Mobile Questionnaire Sites
- Hang Posters
- Post on Social Media
- Do PSAs that can be played in your organizations and on websites

(apply by February 28,2020)

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2020

Count EVERYONE...

- Once
- Only Once
- In the Right Place

ONLY **58** DAYS UNTIL CENSUS DAY!

APRIL 1, 2020

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