

Subject: Fwd: 2020 Census Update
Date: Saturday, March 28, 2020 at 10:24:44 AM Central Daylight Time
From: De Los Reyes, Oralia
To: Guerrero, Russell, Melgoza, Dan I
CC: Martinez, Jacob Aidan I, Varner, Richard S
Attachments: Outlook-a0iobdjp.png

Can we send a reminder on social media and update the webpage with the update.

Thank you,

Oralia

Begin forwarded message:

From: "Richard Castanon (CENSUS/DN FED)" <richard.castanon@2020census.gov>
Date: March 27, 2020 at 12:46:08 PM CDT
Subject: 2020 Census Update

****THIS EMAIL IS FROM AN EXTERNAL SENDER OUTSIDE OF THE ALAMO COLLEGES.
Be cautious before clicking links or opening attachments from unknown sources. Do not
provide personal or confidential information.****

Dear 2020 Census Partners:

First and foremost, I hope you all are healthy and safe along with your loved ones. This world-wide pandemic reminds me of the power of community, unison and commitment when we as humans are threatened and tested in this scale. But I believe, as in the words of Howard Zinn, *Small acts, when multiplied by millions of people, can transform the world* and I am confident that with all of our actions, we'll put this pandemic behind us, make our communities, stronger and more united to be prepared for future challenges.

Yet, **2020 Census IS STILL going strong**, despite living and working in these "social-distancing" times during this historic COVID-19 pandemic.

As you'll see below, census invitation letters and reminder letters are still being sent out thanks to our courageous U.S. Postal Service, which means we can now respond from the safety of our homes. If access to the internet or a computer is an issue, remind them they can do it on their own smart cell phones or by calling a landline number. It's never been easier to do it!

For those of you who have completed it, thank you very much; but now you know how easy it is. Please keep promoting it and encouraging co-workers, friends and family to do theirs. There's even a Facebook post [from Facebook](#) allowing everybody to repost or share that they've done their census.

National Census Day on April 1st is next week on Wednesday. As you'll also see below, response rates are increasing but it's only the beginning. Our "Motivation" phase officially starts on April 1st and that's when we'll need your help even more promoting it.

Below please find some of the most important updates of this week:

2020 Census Reminder Letters are in the Mail

Here's [what to look for in the mail](#) this week: The first invitations arrived at an estimated 140 million households between March 12-20. Every household that hasn't already responded will receive additional reminder letters in the mail between Monday, March 16 and Tuesday, March 24.

2020 Census Response Map

The response rate map went live on Friday. 15.2% : <https://2020census.gov/en/response-rates.html>

...And there's already news about it:

<https://www.ksat.com/news/local/2020/03/26/coronavirus-have-you-stuck-at-home-fill-out-your-2020-census/>

Click on the right side filters to select "Total", then "Texas", then your "County."

Below is a list of your counties with the percentage of households that have self-responded to the 2020 Census as of March 25, 2020:

Atascosa:	14.50%		Guadalupe:	26.70%
Bexar:	24.50%		Hays:	20.60%
Blanco:	14.80%		Karnes:	12.60%
Comal:	27.90%		Kendall:	26.30%
Frio:	13.60%		Kerr:	26.40%
Gillespie:	22.40%		Medina:	17.50%
Gonzales:	17.50%		Wilson:	23.60%

Also, to get an idea how many people are in your counties as of July 2019, the Census Bureau yesterday released population estimates. Six out of the 10 counties with the largest population gains were in Texas. I'm sure you have a pretty good idea but you can find out by how much [here](#) and how much your county gained or lost population. Whatever the estimate is, that's about how many folks we need to count in your counties!

2020 Census Operational Updates

The U.S. Census Bureau continues to carefully monitor the coronavirus (COVID-19) situation and follow the guidance of federal, state, and local health authorities.

We are [adjusting some operations](#) with two key principles in mind: protecting the health and safety of our staff and the public, and fulfilling our statutory requirement to deliver the 2020 Census counts to the President on schedule. You can download a summary of the new date adjustments [here](#).

July 31st deadline postponed two weeks

The U.S. Census Bureau is delaying the deadline for counting everyone in the U.S. by two weeks from July 31st to August 14, 2020 because of COVID-19. You can find this in our new Updated 2020 Census timeline and operations:

[Fact Sheet: 2020 Census Operational Adjustments Due to COVID-19 \(Long Version\)](#)

[Fact Sheet: 2020 Census Operational Adjustments Due to COVID-19 \(Short Version\)](#)

2020 Census Infogram

Included in this email as an attachment is an internal document we received about some of the info above. It's a one-pager you can share with your constituents, employees, students, friends and family.

Promote 2020 Census Self Response

Respond to the 2020 Census as soon as you receive your invitation — and when you're finished, make sure your friends, families, and social networks know about the importance of responding.

Share this on social media or forward it to a friend.

Share This

How You Can Safely Promote 2020 Census Response

- Remind family, friends, coworkers, staff, partners to respond online or by phone. They can respond without or without a Census ID (see more info about census IDs below).
- They can also call (844) 330-2020 to speak with a live Census employee who can help them fill out their questionnaire over the phone.
- Post a blog or video message from your leadership encouraging census response.
- Send notices to your employees and email lists to encourage response. Leverage collaboration platforms, employee resource groups, text messages, and customer bills and receipts.
- Host a webinar or teleconference to share census information and answer questions.
- Write letters to the editor or op-eds on why census participation is important, particularly to support challenges like the coronavirus (COVID-19).
- Provide free advertising opportunities to promote the 2020 Census.
- Monitor, fact check, and correct census misinformation on social media. If you see false information about the 2020 Census, forward it to rumors@census.gov.
- Share, tweet, or run our PSAs on air or post them on your website. Sharing this PSA by actress/singer Stephanie Mills whose son had down syndrome and he is on the PSA with her <https://www.youtube.com/watch?v=gaGSIXKY1BY&feature=youtu.be>

Census Response ID

I have received a few calls asking how to respond online when for some reason, you do not have readily available the census ID that comes in your invitation letter. No worries. You can still respond. Here's a link to a new PDF that I just received specifically about this. You can also find it on our 2020census.gov page, under Partners, then under Outreach Materials:

https://2020census.gov/content/dam/2020census/materials/partners/2020-01/Responding_Without_Census_ID_FAQ.pdf

College Students

A new video for college students as well as college and university Administrators was released this week. Very short but full of answers. You can watch it here:

https://www.youtube.com/watch?v=B4Ee8oI_LxY

Here's more info on College and Universities enumeration:

[Census Bureau Statement on Modifying 2020 Census Operations to Make Sure College Students are Counted](#)

[COVID-19 and the 2020 Census: Where Should College Students Be Counted?](#)

[2020 Census Official Residence Criteria and Residence Situations](#)

2020 Census Faith Communities Weekend of Action

This weekend, **March 27-29**, is the **2020 Census Faith Communities Weekend of Action**. Faith leaders have a strong connection to the communities they serve, including hard-to-count populations, and can make a real difference in achieving a complete 2020 Census count.

Find out how [here](#).

Media Resources

The National Assoc. of Latino & Elected Officials (NALEO) has published a quite useful Media Tool kit, with very good social media outreach strategies, tactics and tools. Check it out [here](#).

Online Scams

We want to remind you to remain vigilant, as phishing attempts are on the rise. Recently, we have seen a spike in coronavirus-related scams.

What You Should Be Looking Out For:

Scammers impersonating organizations such as the World Health Organization (WHO) and providing purported tips, safety measures, and updates on the outbreak. They are leveraging:

- Emails
- SMS messages
- Phone calls

Note: According to the WHO, the organization will never ask users to log in to verify safety information, send unsolicited email attachments, visit a link outside of [www\[.\]who\[.\]int](http://www.who.int), or request donations related to emergency response plans.

Source: [World Health Organization Cybersecurity Statement](#)

How To Stay Healthy in the Virtual world:

1. Do NOT open any links or attachments from unknown and suspicious senders who claim to be providing you purported tips, safety measures, and updates on the outbreak.
2. Forward such messages to spam@census.gov.

Thank you for being vigilant and forwarding any suspicious messages you receive to spam@census.gov.

Please continue sending them for our cybersecurity team to review and take the appropriate action.

Your awareness and vigilance are critical in keeping our data and systems safe and secure.

To report other types of cybersecurity incidents, contact the Census Service Desk at 301-763-3333 or 877-343-2010.

NOTE: We are currently updating all existing instructions to reflect that spam@census.gov is the new address for reporting suspicious messages. (Formerly, we asked for suspicious messages to be sent to boc.cirt@census.gov.)

In Case You Missed It

For Immediate Distribution

March 25, 2020

Governor Abbott Announces Federal Grant for Senior Citizen Meals

AUSTIN - Governor Greg Abbott today announced that Texas has received a \$16.2 million grant from the Department of Health and Human Services' (HHS) Administration for Community Living (ACL) to help communities provide meals for older adults.

The grant was part of a \$250 million dollar outlay authorized by the Families First

The grant was part of a \$250 million dollar outlay authorized by the Families First Coronavirus Response Act, signed into law by President Trump on March 18, 2020. Originally created by the Older Americans Act (OAA) of 1965, these programs provide meals to more than 2.4 million older adults nationwide each year, both through home delivery and in places like community centers.

“This grant is especially timely given the disproportionately high toll that COVID-19 has been taking on seniors around the world,” said Governor Abbott. “As social distancing measures increasingly and appropriately limit people’s social mobility, it is imperative that alternate means for feeding our state’s elderly like Meals on Wheels receive additional resources to handle the growing need.”

Texas will receive its proportional grant, \$16,205,796, second only to California (\$25 million) and Florida (\$18 million) this week for further distribution to local meal providers.

Older adults who need assistance can contact the Eldercare Locator to find services available in their community. The Eldercare Locator can be reached at 1-800-677-1116 or <https://eldercare.acl.gov/>.

For more information about the Texas response to COVID-19, please visit <https://texas.gov/#covid19/>.

For more information about the Older Americans Act nutrition programs, please visit <https://ACL.gov>.

Thank you all again for your support and again, please know I am still here to assist you with anything regarding the 2020 Census.

Sincerely,

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