

The Census Bureau's Mobile Questionnaire Assistance (MQA) program is being modified to reflect the current environment.

There will be a soft launch of MQA the week of July 6 and then MQA operation will run July 13 -September 18. This program will also add to its portfolio of activities to include direct outreach efforts within the lowest responding neighborhoods throughout the nation. All Census Bureau staff involved in MQA will follow local guidelines with respect to PPE and social distancing. The goal is to engage respondents at high traffic areas (grocery stores, pharmacies, farmer's markets, faith-based, food banks, DMV and COVID testing sites).

June 30, 2020 – With about 4 in 10 households having yet to respond to the 2020 Census, the U.S. Census Bureau today announced it is on track to conduct multiple follow-up activities aimed at ensuring a complete and accurate count. Census Bureau staff will conduct the following operations over the next several months:

Coverage Improvement: The Census Bureau began making [follow-up calls](#) to some households that have already completed the 2020 Census. The goal is to make sure *everyone* in a household was counted, and to validate information provided when they completed the census questionnaire. Census call center agents began making calls on April 22. If the household does not answer a call, agents will leave a voicemail with a 12-digit ID as a reference number. This effort is set to continue through the end of the response phase on October 31.

Nonresponse Follow-up: The Census Bureau routinely “soft launches” operations to ensure systems, operations and field plans work as they should. Starting in mid-July, census takers from six area census offices (one per Census Bureau region) will begin the operation of interviewing households that have yet to respond to the 2020 Census. The six area census offices will be announced by the beginning of July. Additional area census offices may be announced for a second wave soft launch to occur later in July. Aside from area census offices that are part of a soft launch, the remaining area census offices will begin the Nonresponse Followup on August 11 and conclude no later than October 31. All census takers will be trained on social distancing protocols. They will be issued personal protective equipment (PPE) and follow local guidelines for their use.

Nonresponse Follow-up Reinterview: These reinterviews are meant to confirm every census taker followed our training and did their jobs correctly. The reinterview will be conducted by a different census taker than the one who originally visited the household. The Nonresponse Follow-up Reinterview operation is scheduled to run from August 12 to October 31.

Post-Enumeration Survey: After a household has already completed the 2020 Census, census takers will visit a select number of households as part of the Post-Enumeration Survey. The Census Bureau conducts this survey to measure the coverage of housing units and people residing in housing units in the 2020 Census. To that end, census takers will gather the following information:

- Current residents of the housing unit.
- People living in the household who may or may not have been there April 1 (Census Day).
- People who moved out of the household between April 1 and the time of the interview.

The information collected for each person includes name, sex, age, date of birth, race, relationship to householder, and Hispanic origin. The interviewer also collects information about alternate addresses to establish where people lived on Census Day, according to census residence rules. Post-Enumeration Survey interviews are set to take place September 23 to December 22.

The Census Bureau urges the small percentage of households that are contacted during the Nonresponse Follow-up Reinterview and Post-Enumeration Survey operations to take a few minutes with the census taker to help ensure the quality of the 2020 Census.

All census takers have official ID badges that include their name, photograph, a U.S. Department of Commerce watermark, and an expiration date.

The Census Bureau conducts all operations with two key principles in mind: (1) protecting the health and safety of our staff and the public, and (2) fulfilling our statutory requirement to deliver the 2020 Census counts to the president on schedule. We are working closely with national, state and local health authorities to ensure all of their guidance is incorporated into our operations.

Thanks again for your time and assistance.

Regards,

Nathiefa Hamilton

Partnership Specialist
Philadelphia Regional Census Center

U.S. Census Bureau

Mobile: 484-934-8939

Email: Nathiefa.Hamilton@2020census.gov

Web: <https://www.2020census.gov/partners.html>

