

Webinar Resources & Session Summary

Transitioning from Self-Response to Nonresponse Follow Up (NRFU) Outreach

On August 6th, the National League of Cities hosted a webinar and discussion reviewing details about the Non-Response Follow Up (NRFU) phase (a.k.a., the “door-knock” phase) that officially begins this month, and how to transition your outreach from self-response to NRFU. Last week’s [announcement from the Census Bureau](#) to shorten the data collection to September 30th was also discussed.

Two takeaways:

- Self-response is *still* the quickest, most accurate, and safest way to respond to the census. Skip the door knock and [self-respond online, by phone, or by mail](#).
- By August 11th, Census Bureau official enumerators will begin knocking on doors of households that have not yet self-responded. Below are tips on how to identify an official enumerator.

Thank you to [Census Counts](#), [Funders’ Committee for Civic Participation](#), and [Terri Ann Lowenthal](#) for allowing us to make use of their video clip (below).

We’ve collected supporting materials plus additional resources to support your efforts to achieve a fair and accurate 2020 Census.

From the Webinar:

CENSUS COUNTS WEBINAR (full video): [Preparing for the Census to Go Door-to-Door—Nonresponse Follow Up](#)

From Census Counts and featuring Terri Ann Lowenthal’s presentation beginning at approximately 10:06. Please note that at the time of this recording, the new census timeline had not yet been announced. The 2020 Census counting operation now ends September 30, 2020.

SLIDES: [Slides for the Preparing for the Census to Go Door-to-Door webinar](#)

From Census Counts and featuring Terri Ann Lowenthal’s slides starting at slide 5.

Here are some useful graphics to prepare your communities for enumerator visits:

How to Identify a Census Employee?

From the Census Bureau.

[How to Spot a Census Enumerator](#)

Special thanks to Selena Duvivier of the National Housing Trust. This graphic was shared during the webinar. *Please note: The link and phone provided for the Census Bureau in this graphic is regional.*

[How to Identify a Census Taker](#)

Graphics in English and Spanish from the Community Action Partnership.

[Notice of Visit Form](#)

This is a version of the form that Census Bureau Enumerators will leave at homes during NRFU when no one is home. Some information is blurred out to protect against misuse of the document. This was shared by the Census Bureau.

[Additional Resources](#)

**To register for Census Counts' listserv and its
States Count Action Network Calls (every other Monday at 5pm ET),
email info@censuscounts.org.**

Extremely useful biweekly calls for timely updates about census operations
and idea-sharing with other census organizers. The Cities Count program
strongly encourages joining these calls.

[Key Dates](#)

[Census Bureau Operations](#)

July 2020: Phased soft launches of the Non-Response Follow-Up operation at select Area Census Offices across the country.

August 11, 2020: Door-knocking operation fully launches nationwide (officially known as Non-Response Follow Up, NRFU).

September 22-24, 2020: Service Based Enumeration (SBE)

September 23-24, 2020: Count of People experiencing homelessness outdoors (TNSOL)

September 30, 2020: NRFU and Self-Response operations conclude. This ends the 2020 Census count.

Q&A

We've condensed and lightly edited the very active chat box conversation from the webinar session below.

Q: Will enumerator work be impacted by any potential re-instated restrictions and how might that be addressed?

A: Director Dillingham, in his most recent [statement](#), indicated that “staff will continue to follow federal, state and local guidance.”

Q: How are people getting responses at community events if enumerators are not present?

A: Organizers are encouraging people to respond on their personal smartphones at community events or sharing palm cards in multiple languages that directs people on how to respond online, by phone, or by mail. We also encourage you to reach out to your local Census Bureau Partnership Specialist (PS) to arrange participation by official Census Bureau enumerators working as part of the [Mobile Questionnaire Assistance](#) program available in some low response areas.

Q: How is a completed Census form counted if the survey does not have the correct ID?

A: It is [not required to have your unique ID in order to respond to the census](#). Without a doubt, non-ID responses are better than no response at all, so please encourage people to respond as soon as possible regardless of whether they still have the paper with their official unique ID. Responses that are submitted without an ID are sometimes verified by an enumerator who physically verifies the address used on the response, but who does not need to knock on the door to do this.

Q: What are the start and end dates for enumerators?

A: According to the Census Bureau's [operations](#) as of August 7th, “The Census Bureau began soft-launching NRFU on July 16, 2020, and it will soon be underway across the entire country. All area census offices will complete their work by September 30, 2020.”