

January 2021

Florida

2021 Census Best Practices Showcase



U.S. Census Bureau Atlanta Region
George Grandy Jr. - Regional Director



FANM's 2020 Census Outreach Efforts

Editor's Note: Family Action Network Movement (FANM), a social services agency and advocacy organization located at the heart of Little Haiti in Miami-Dade, expanded its outreach in other parts of Florida as a significant contributor in the 2020 Census. Communications Coordinator Victoria Villamil recounts the organization's work. The U.S. Census Bureau thanks FANM for being a valued partner.

Family Action Network Movement (FANM) primarily serves low-to-moderate income families and residents, mainly Haitians, Haitian Americans, Latinos, and other minority and immigrant groups.

FANM was actively engaged in census outreach. FANM had a team of 70 canvassers in Broward, Miami, Orlando, Tampa, and West Palm Beach who made over 100,000 calls and knocked on over 175,000 doors. FANM was strongly committed to registering an unprecedented number of residents and implemented a new software system to contact more residents than ever before. FANM canvassers have texted and called residents in addition to going into neighborhoods to help people fill out their forms.

In September, FANM led a Census March throughout the streets of Little Haiti. FANM also held multiple food distribution events during the pandemic and simultaneously did census outreach during these events. They had informative flyers and signs in English, Haitian Creole, and Spanish. In May 2020, FANM partnered with New Florida Majority and other ally groups for a Census Telephone TownHall event.

Our group of dedicated volunteers took to the streets to inform locals about completing the census. They spoke to residents by going door to door canvassing. Canvassers approach residents in parking lots, on sidewalks, and inside pharmacies. They also left informative flyers on the windows of cars for those residents they were not able to reach in person. They spoke to residents about all the issues directly affecting their community such as the need for better infrastructure and adequate hospitals and schools.

In addition, FANM educated its own staff on civic issues. FANM staff participated in a course where they were able to discuss how government works and ask questions. FANM staff were also trained how to use TruTalk and TruText to reach residents effectively. They were taught how to best talk to residents and encourage them to take the Census so Floridians could receive their fair share of federal benefits. Each member of the FANM staff took two hours out of their work schedules every day in September to urge residents to take the census before the October deadline.

FANM also launched a social media campaign aimed at reassuring residents that completing the census was safe and easy. FANM staff posted frequently on various social media channels such as Instagram, Twitter, and Facebook. FANM also participated in other social media campaigns such as FIRM Action's Census De Mayo.

FANM's website is www.fanm.org | Follow us on Facebook, Twitter, and Instagram @fanmorg





Jacksonville Makes Sure that Duval Counts in 2020 Census

Editor's Note: Dawn Lockhart, Director of Strategic Partnerships, shares the work that the City of Jacksonville did for the 2020 Census. The City of Jacksonville led the local county-wide 2020 Census outreach & media campaign efforts in partnership with over 115 strategic partner organizations and more than 750 community ambassadors. The U.S. Census Bureau Atlanta Region thanks the City for being a great partner.

Mayor Lenny Curry and his administration launched the Duval Counts Complete Count Committee and developed a community-wide partnerships and media strategy to ensure an accurate count in Duval County. The City of Jacksonville coordinated with existing and new strategic partners to leverage their natural communication and partnership routes to deliver the 2020 Census message and to create momentum and engagement for self-response. To strategically target efforts, the City completed an in-depth analysis of the 2010 Census response rates and Low Response Scores as well as analyzed and reported out 2020 Census self-response data regularly to stakeholders.

The City engaged with over 115 strategic partner organizations within 17 key industries across the public, private, and philanthropic sectors through approximately 105 community meetings/presentations. The City's strategic partners established creative and effective initiatives, such as the Early Learning Coalition of Duval who distributed materials to approximately 16,000 families/providers and launched an "I COUNT" campaign that provided incentives to families/providers.

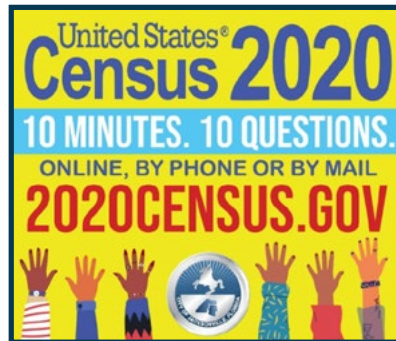
The City established a community ambassadors' network of local leaders who serve as trusted voices to share the 2020 Census message. It developed the Duval Counts Community Ambassador Newsletter to provide ambassadors with a virtual toolkit to educate and motivate their communities, 19 including sample media content. Overall, the City sent 15 email newsletters to over 750 community ambassadors.

Florida

The City of Jacksonville appropriated \$150,000 for a paid localized media campaign to encourage residents to complete the Census, specifically focusing on the hard to count. It also utilized existing media resources and partnerships to share the 2020 Census message with the community at no cost, including hosting a Kick-Off Press Conference led by Mayor Curry with presentations by city officials and local leaders.

In response to COVID-19, the City pivoted its efforts and leveraged the City's COVID-19 response to reach community members in new ways. It placed localized yard signs at testing sites, distributed notifications through its JaxReady Emergency Preparedness system, shared materials through its COVID-19 programs, and Mayor Curry included messaging in frequent press conferences.

The City of Jacksonville generated broader community engagement during the 2020 Census to create an increase of 4.5 percent in self-response from 2010. Duval County also moved up in rank to Number 11 out of 67 Florida counties from Number 22 in 2010. By investing in this strategy, the City of Jacksonville created an effective, sustainable system for executing a cross-sector, county-wide campaign providing a solid foundation for future Census efforts.





Farmworkers who live at their worksite were educated on why getting counted is important and Covid-19 to reduce exposure and minimize infections. These families pledged to complete their Census for 2020. All received PPE bags on May 27, 2020



Above: Community Charla at FWA (Farmworker Association of Florida) when we co-hosted to inform community members of the importance of getting counted. During these charlas, we developed key messaging and planned outreach activities together.

MUJER Uses Partnerships to Reach Immigrant, Farmworker Groups

Editor's Note: Saul Aleman Alfaro, Census Outreach Coordinator for MUJER, reflects on the organization's outreach to immigrants and farmworkers, a key hard-to-count segment in Florida. He shares MUJER's 2020 Census story. We honor MUJER for its work during the 2020 Census.

In October 2019, MUJER embarked on a mission to engage and count the most at-risk populations of South Florida for the 2020 Census. We decided that our target population would be low-income immigrant communities. To conduct outreach effectively, we hosted various table discussions with 50 immigrant families at MUJER, We-Count, and the Florida Farmworker Association. Through these discussions, we were able to develop messaging to engage and inform our community members.

Due to COVID-19, our outreach strategy needed to shift online, and we decided to revamp our MUJER social media pages. We reached a weekly audience of over 3,000 people and overall reached over 14,000 through our social media posts, bilingual live online webinars, and social media blitz activities. During our online webinars, we would co-host with Erick Zuniga, an ICU Registered Nurse combatting COVID-19 on the frontlines. Erick would extend his knowledge with MUJER's audiences to promote best hygiene practices and we would also have a segment to assist people with completing their Census online.

During the last three months of our project, we continued our outreach activities with door-to-door canvassing. We canvassed in Naranja, Leisure City, and Homestead at sites we initially visited in October and November 2019. We are proud to share that our Census tract areas were counted with a participation rate of over 85 percent! It was wonderful to see that community members were involved and participated, even in the middle of a pandemic.

Finally, in September, we worked with Centro Campesino, the U.S. Census Bureau, and the Mexican American Council to conduct two Census Clinics at the Redland Flea Market. Through our two clinics, we were able to directly assist more than 100 families with completing their Census. To add to our achievements, the owners of the Redland Flea Market welcome MUJER for future outreach activities aimed at immigrant families. We at MUJER challenged ourselves and became more active, more effective, and more involved during this project and amid a pandemic. We were featured on Univision, the Miami Foundation, and by the Coca Cola foundation for our efforts and work.

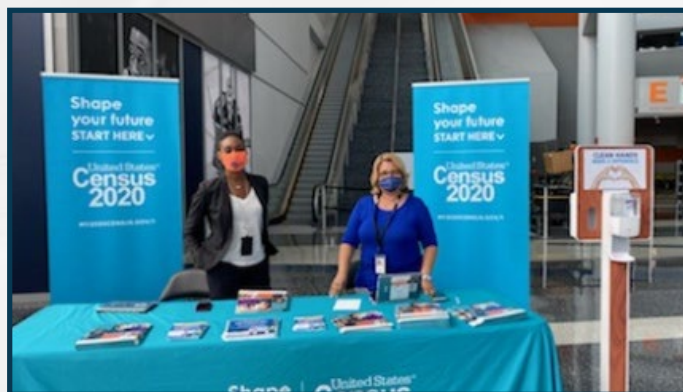


Above: MUJER volunteers and Centro Campesino providing direct services to immigrant families at the Redland Flea Market.

Picture of Cristina Aldana (Left) and myself (to her Right) during our outreach efforts over the weekend. These two community members, Samuel and Mariela, were directly assisted and completed their 2020 Census! Facebook Live Video with Cristina Aldana: <https://www.facebook.com/mujerfla/videos/899509573833971/>



Above: Diego, Damaris, and Saul pose outside of the MUJER Serenity House before outreach activities to get people surveyed and counted.



Orlando Launches a Comprehensive Plan to Reach Residents

Editors Note: Reginald McGill, constituent relations officer with the city of Orlando, presents a high-level view of the tactics used to reach residents in the 2020 Census. We congratulate the city for its hard work and for being a great Census partner.

The City of Orlando 2020 Census best practices would include but are not limited to our team-work approach. We worked for two years preparing for and working on the Census 2020. Mayor (Buddy Dyer) was so committed to this effort with great support from our city commissioners.

Mayor Dyer selected a diverse complete count committee that really represented and reflected our city. Additionally, the Census team that was assigned to us made all the difference. The line of communication was most effective. We received up to date information on our ever-changing time frames and changes.

Our city departments played a very important role such as Planning Department, Communication and Neighborhood Relations Department, Community Affairs, Multicultural Affairs, Family, Parks and Recreations, the Mayor's Office and City Commissioners, Executive and CAO Offices, as well as Fire and Police, just to name a few.

We coordinated activities and events in each of our six city commission districts. We had town hall meetings, health and information forums, family, and community gatherings.

Mayor Dyer hosted a community conversation with our Urban League and their National President Marc H. Morial at City Hall. There was a round table of elected and community leaders talking about ways to have a successful count.

We provided printed information in different languages, which reflects our diverse city. We used billboards to communicate our message. We used multi-media such as radio and TV. We provided promotional materials spreading the word about our work. We use trusted voice that respected in our city to use as our spoke persons. We supported telecalls.

Our faith-based community played a major role in assisting us to get our message out to our citizens. We worked with Orange County in planning several events. We did work with some of our fellow cities to increase our numbers. We realize that some of citizens work in one city and live in yet another city as well as in unincorporated Orange County.



This year has been so difficult due to the pandemic. We have worked with other elected officials on the federal and state level. We experienced great success with a number of food distribution efforts. Our efforts with Orange County Public Schools as well as University of Central Florida and Valencia College were most effective.

We partnered with the Orange County Supervisor of Elections office and the Orlando Magic to increase our numbers. Several our businesses and non-profits combined their efforts to assist with increasing our count.

Our efforts will have a significant impact on how federal dollars will spent in our city for the next ten years. We are most grateful for all the hard work from our citizens to make a positive outcome with our 2020 Census count.

We Honor
MLK
MARTIN LUTHER KING, JR.
DAY

"Commit yourself to the noble struggle for equal rights. You will make a greater person of yourself, a greater nation of your country, and a finer world to live in."

Martin Luther King, Jr. Federal Holiday and Day of Service: **January 18, 2021**

From The White House, Proclamation on Martin Luther King, Jr., Federal Holiday, 2020: "On August 28, 1963, nearly a quarter of a million people gathered in the August heat on the National Mall in Washington, D.C., to hear the Reverend Dr. Martin Luther King, Jr., speak. People traveled to our Nation's Capital from places as far away as Atlanta and Los Angeles to witness one of the defining moments in American history.

On the steps of the Lincoln Memorial, Dr. King articulated the founding dream of America, the vision of our Founders for all Americans to live as 'an heir of the legacy of dignity and worth.' Today, we pause to honor the incredible life and accomplishments of Dr. King, who helped shape the Civil Rights Movement, gave hope to millions experiencing discrimination, and whose enduring memory inspires us to pursue a more just and equal society."

[Click to view larger](#)

Key Stats:

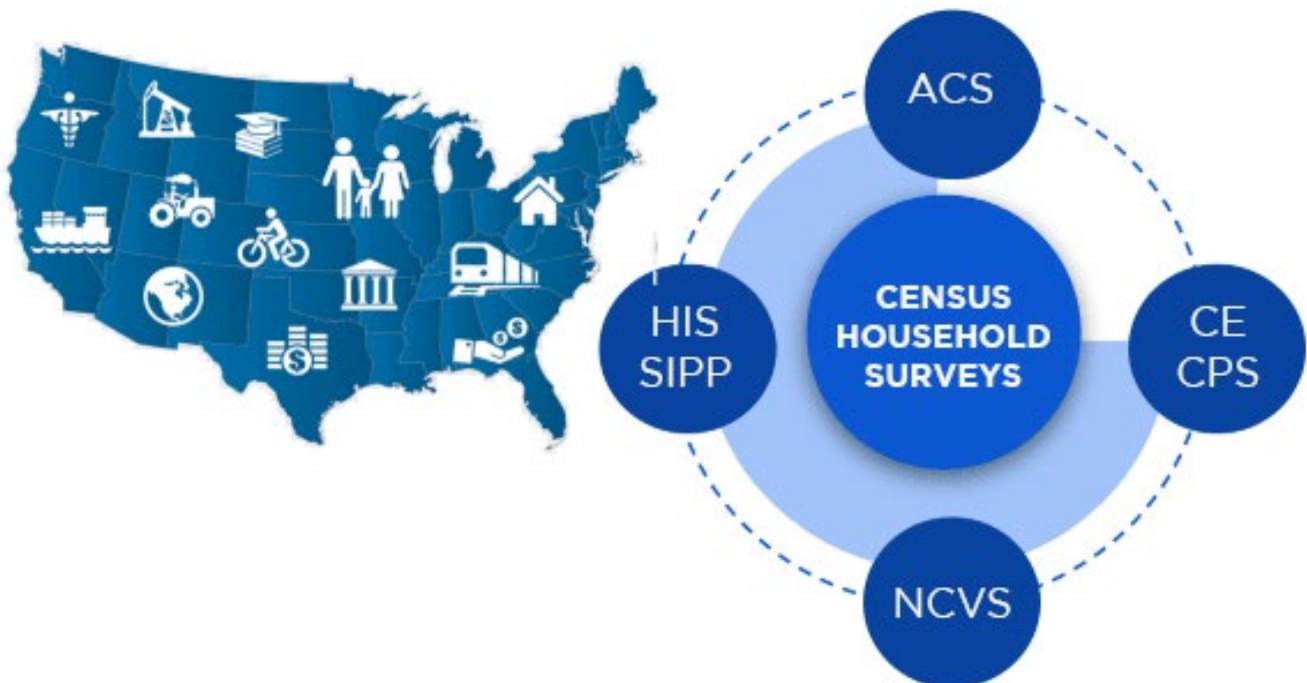
Here are two infographics that highlight African American statistics. We first released the "Martin Luther King, Jr. Day" infographic to honor the 50th Anniversary of the "I Have a Dream" speech and the March on Washington for Jobs and Freedom on August 28, 1963.

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2020

The Turning Point

Although the data collection period is completed for the 2020 Census, the work of the United States Census Bureau continues. As the nation's premier statistical agency, the Census Bureau conducts demographic surveys for several Federal agencies. The next few pages are an overview of details about current surveys and programs. You will be surprised to find out that you know more about these surveys than you realize.



Current Surveys



Are You in the Census and in a Current Survey?

Many Americans think that the U.S. Census Bureau's only mission is to conduct the once every 10-year census. But did you know we conduct surveys every month involving thousands of households and businesses throughout the country? Whether you get a flu shot at a local clinic, participate in an after-school program, or draw unemployment benefits, there's a good chance that data collected throughout the decade by the Census Bureau were used in the planning of these services.

Our on-going surveys, called "current surveys", collect data that are used to continuously monitor and assess social and economic trends and conditions that affect our society. Information from these surveys supply in-depth and current information on characteristics of the American people such as labor force participation, income, crime victimization, incarceration rates, and measures of health.

Didn't I already answer the census?

You may have answered the census, a count of everyone living in the United States conducted every 10 years, as mandated by the U.S. Constitution. However, your address-not you personally-has also been chosen to be part of a randomly selected sample for one of the current surveys conducted by the Census Bureau.

Why can't you use my census answers for this survey?

The current surveys conducted by the Census Bureau include many questions not asked on the census, and the two serve very different purposes. Sharing responses across surveys is prohibited-the law protects you and your information. All Census Bureau employees, including temporary employees, are required to take an oath for life to protect personally identifiable information about individuals or businesses gathered by the agency. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to 5 years, or both.

Why is my response important?

Current surveys help measure present and emerging trends at the national and state levels. By responding, you help businesses, policy makers, and community planners identify and provide needed services to your neighborhood.

What if I have more questions?

Visit our website for more information on participating in a current survey or the census at <https://www.census.gov/programs-surveys/surveyhelp.html>

What Current **Surveys** Are Being Conducted?

The American Community Survey (ACS)

- Launched in every county in the nation in 2005
The American Community Survey (ACS) is an ongoing survey that provides vital information on a yearly basis about our nation and its people. Through the ACS, we know more about jobs and occupations, educational attainment, veterans, whether people own or rent their homes, and other topics.

ACS data is beneficial in several ways and can be used by a variety of individuals, entities, agencies, and organizations, such as:

- Grant writers use it to develop strong “needs statements” in proposals
- Public officials use it to understand the past and plan for the future
- States and municipalities use it to develop sustainability plans and reports
- Congressional representatives use it to better understand their districts and the characteristics of its constituents
- Educators use it to teach statistics to high school students, secure grants, and better understand all segments of their school community
- Emergency managers use it to develop emergency preparedness strategies, justifications for additional personnel and equipment, and manage procedures during hurricanes, wildfires, floods, and other natural and manmade disasters

The graphic to the left displays the subject areas covered on the ACS and the data tables*

American Community Survey Questionnaire Subjects

ACS Data are available in all of these subjects

Demographic Characteristics

- Age
- Sex
- Hispanic Origin
- Race
- Relationship to Householder

Economic Characteristics

- Income
- Food Stamps Benefit
- Labor Force Status
- Industry, Occupation, and Class of Worker
- Place of Work and Journey to Work
- Work Status Last Year
- Vehicles Available
- Health Insurance Coverage*

Social Characteristics

- Marital Status & Marital History*
- Fertility
- Grandparents as Caregivers
- Ancestry
- Place of Birth, Citizenship, & Year of Entry
- Language Spoken at Home
- Educational Attainment & School Enrollment
- Residence One Year Ago
- Veteran Status, Period of
- Military Service, & VA Service
- Connected Disability Rating*
- Disability

Housing Characteristics

- Year Structure Built
- Units In Structure
- Year Moved Into Unit
- Rooms
- Bedrooms
- Kitchen Facilities
- Plumbing Facilities
- House Heating Fuel
- Telephone Service Available
- Farm Residence

Financial Characteristics

- Tenure (Owner/Renter)
- Housing Value
- Rent
- Selected Monthly Owner Costs

Census Survey: 101

The Consumer Expenditure Survey (CE)

The Consumer Expenditure Survey (CE) program provides data on expenditures, income, and demographic characteristics of consumers in the United States. Also, it is a national survey conducted by the U.S. Census Bureau on behalf of the Bureau of Labor Statistics. The survey collects the data needed for the calculation of the Consumer Price Index (CPI), our nation's most important measure of inflation. The Bureau of Labor Statistics has been conducting this survey since 1980.

There are two separate surveys in the Consumer Expenditure Survey: Quarterly Interview survey and the Diary survey. You may be selected for one or the other, not both.

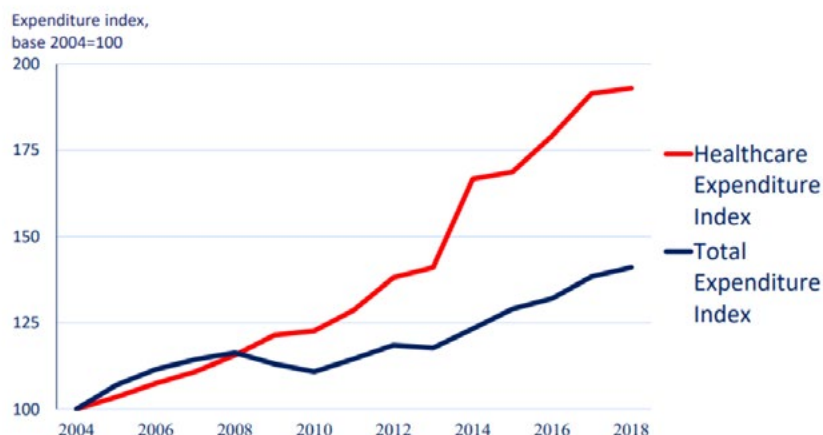
- The Quarterly Interview survey asks household respondents questions about the costs of large purchases such as cars or appliances and regular expenditures such as rent, mortgage, insurance, or utilities
- The Diary survey asks household respondents to keep two 1-week diaries for recording all purchases. The purpose of the Diary survey is to capture small everyday purchases such as food, meals, personal care products, and gasoline

CE data is very important to you...here's why and how

- Data from this survey is used in the calculation of the CPI, which measures inflation; that is, increases in costs for products or services
- The CPI is used to provide cost-of-living adjustments (COLA) to millions of American workers and retirees. The CPI is used to adjust income eligibility levels for government programs and government assistance

Economic Analysis

Index of healthcare spending and total spending, 2004-2018



Census Survey: 101

The Current Population Survey (CPS)

The Current Population Survey (CPS) is one of the oldest, largest, and most well-recognized surveys in the United States, since 1942. It is immensely important, providing up-to-date figures on people who have jobs, those who want jobs and those who are not in the market for jobs. The Census Bureau collects the information, and the U.S. Department of Labor publishes the results. The survey results include several high-profile economic statistics, including the nation's unemployment rate that you read or hear about monthly in the news.

DYK: On the first Friday of every month, the Department of Labor releases the unemployment rate and the jobs report. This report is widely publicized on all media platforms. These data are generated from CPS. Also, the nation's official poverty thresholds are generated from CPS media platforms. These data are generated from CPS.

Size of family unit	Weighted average thresholds	Related children under 18 years								
		None	One	Two	Three	Four	Five	Six	Seven	Eight or more
One person (unrelated individual):	13,011									
Under age 65.....	13,300	13,300								
Aged 65 and older.....	12,261	12,261								
Two people:	16,521									
Householder under age 65.....	17,196	17,120	17,622							
Householder aged 65 and older.....	15,468	15,453	17,555							
Three people.....	20,335	19,998	20,578	20,598						
Four people.....	26,172	26,370	26,801	25,926	26,017					
Five people.....	31,021	31,800	32,263	31,275	30,510	30,044				
Six people.....	35,129	36,576	36,721	35,965	35,239	34,161	33,522			
Seven people.....	40,016	42,085	42,348	41,442	40,811	39,635	38,262	36,757		
Eight people.....	44,461	47,069	47,485	46,630	45,881	44,818	43,470	42,066	41,709	
Nine people or more.....	52,875	56,621	56,895	56,139	55,503	54,460	53,025	51,727	51,406	49,426

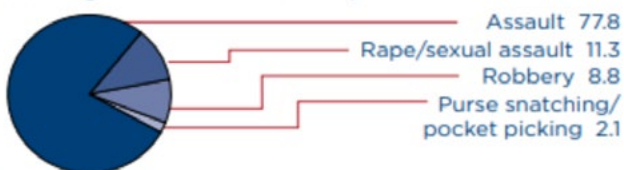
Source: U.S. Census Bureau.

National Crime Victimization Survey (NCVS)

The National Crime Victimization Survey (NCVS) obtains accurate and current measures on the amount and kinds of crimes committed in the United States. This survey is used to assess the impact of crime on society, and it is the primary source of information on criminal victimization involving people age 12 or older. The Census Bureau conducts the NCVS for the U.S. Bureau of Justice Statistics, which is part of the U.S. Department of Justice. Periodically, the survey includes additional topics such as crime in schools, contacts with law enforcement, and identity theft.

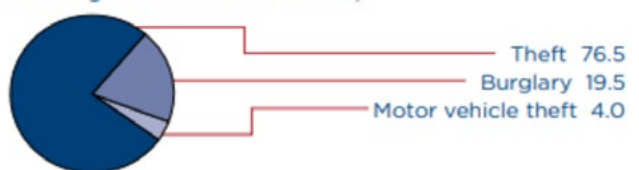
Personal Crimes

(Percentage of total victimizations)



Property Crimes

(Percentage of total victimizations)



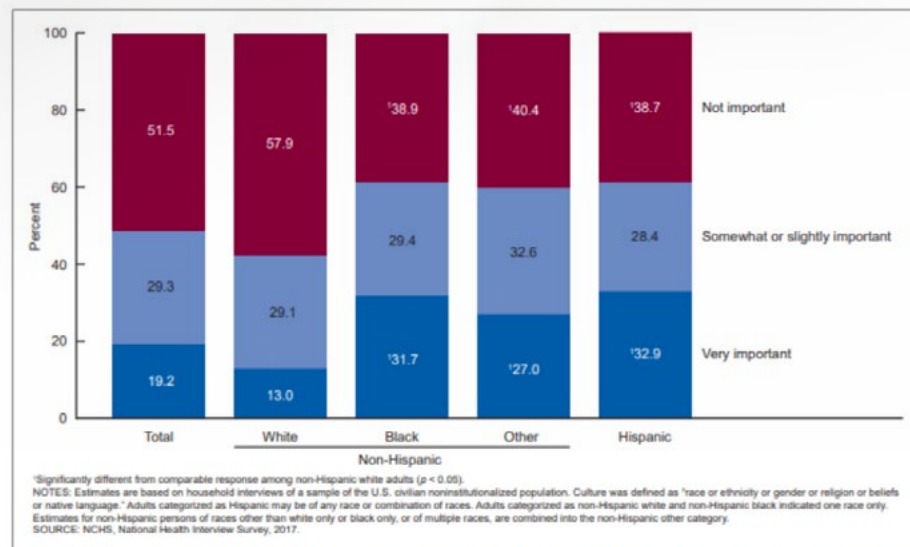
Source: Bureau of Justice Statistics, National Crime Victimization Survey, 2018.

Census Survey: 101

National Health Interview Survey (NHIS)

The National Health Interview Survey (NHIS) is the principal source of information on the health of the civilian noninstitutionalized population of the United States and is one of the major data collection programs of the National Center for Health Statistics (NCHS), which is part of the Centers for Disease Control and Prevention (CDC).

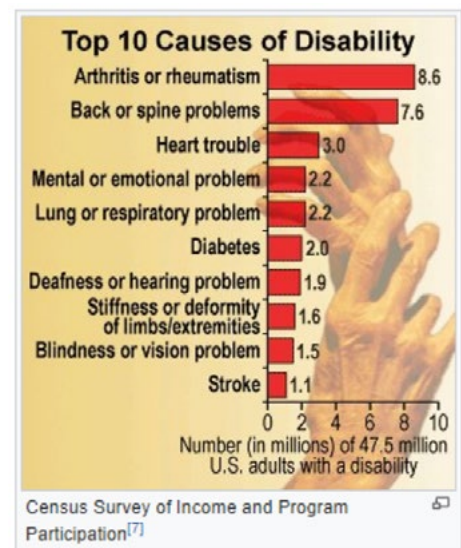
The U.S. Census Bureau, under a contractual agreement, is the data collection agent for the National Health Interview Survey. NHIS data are collected continuously throughout the year by Census interviewers.

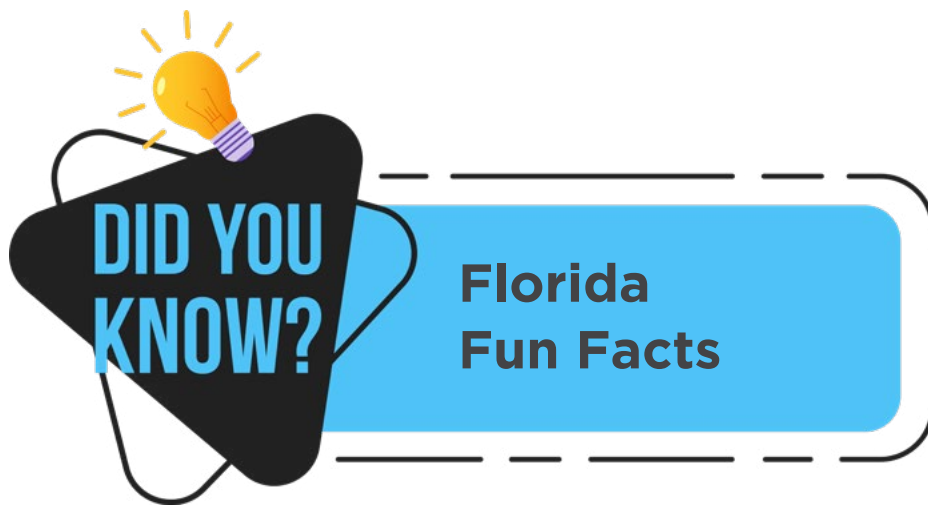


Survey of Income and Program Participation (SIPP)

The Survey of Income and Program Participation (SIPP) collects information on income received from a variety of sources, on general demographic characteristics, and on other data related to government program participation and eligibility.

SIPP serves to collect source and amount data related to various types of income, labor force participation, social program participation and eligibility, and general demographic characteristics to measure the effectiveness of existing federal, state, and local programs. SIPP also serves to estimate future costs and coverage for government programs and to provide improved statistics on the distribution of income and measures of economic well-being in the country.





History

- Date of Statehood: **March 3, 1845**
- Population 1850: **87,445**
- Population 1900: **528,542**
- Population 1950: **2,771,305**
- Population 2000: **15,982,378**
- Population 2010: **18,801,310**



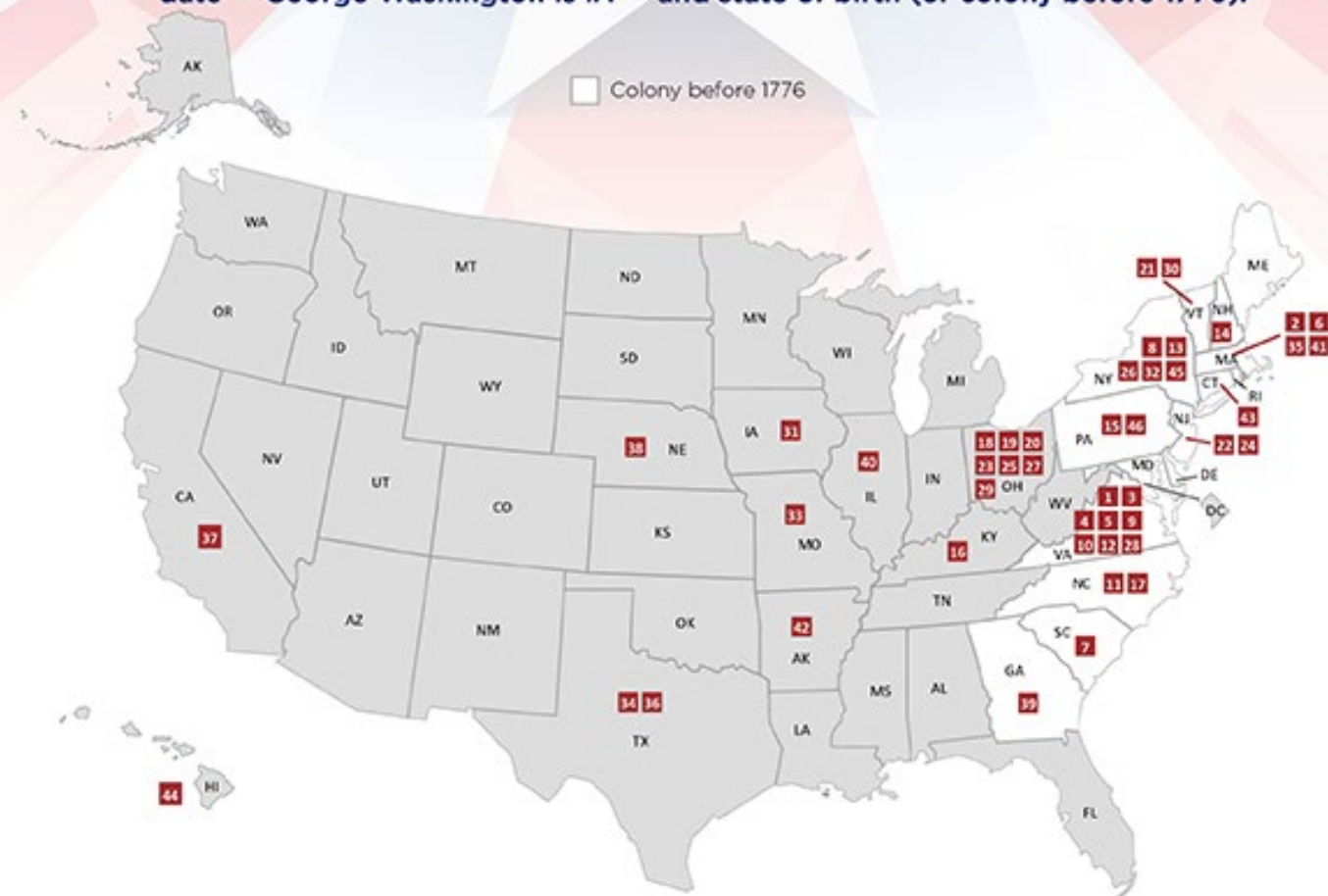
I never knew that!

- Nickname: **Sunshine State**
- Flower: **Orange Blossom**
- Tree: **Sabal Palm**
- Bird: **Mockingbird**
- Animal: **Florida Panther**
- Drink: **Orange Juice**
- Reptile: **American Alligator**
- Song: **The Swanee River**

Inauguration Day 2021

46 U.S. Presidents from 21 States

Each president is mapped by their order number by first inauguration date — George Washington is #1 — and state of birth (or colony before 1776).



INAUGURATION # PRESIDENT

April 30, 1789	1	George Washington
March 4, 1797	2	John Adams
March 4, 1801	3	Thomas Jefferson
March 4, 1809	4	James Monroe
March 4, 1817	5	James Monroe
March 4, 1825	6	John Quincy Adams
March 4, 1829	7	Andrew Jackson
March 4, 1837	8	Martin Van Buren
March 4, 1841	9	William Henry Harrison
April 4, 1841	10	John Tyler
March 4, 1845	11	James K. Polk
March 4, 1849	12	Zachary Taylor
July 9, 1850	13	Millard Fillmore
March 4, 1853	14	Franklin Pierce
March 4, 1857	15	James Buchanan
March 4, 1861	16	Abraham Lincoln
April 15, 1865	17	Andrew Johnson
March 4, 1869	18	Ulysses S. Grant
March 4, 1877	19	Rutherford B. Hayes
March 4, 1881	20	James Garfield
September 19, 1881	21	Chester A. Arthur
March 4, 1885	22	Grover Cleveland
March 4, 1889	23	Benjamin Harrison
March 4, 1893	24	Grover Cleveland

INAUGURATION # PRESIDENT

March 4, 1897	25	William McKinley
September 14, 1901	26	Theodore Roosevelt
March 4, 1909	27	William Howard Taft
March 4, 1913	28	Woodrow Wilson
March 4, 1921	29	Warren G. Harding
August 2, 1923	30	Calvin Coolidge
March 4, 1929	31	Herbert Hoover
March 4, 1933	32	Franklin D. Roosevelt
April 12, 1945	33	Harry S. Truman
January 20, 1953	34	Dwight D. Eisenhower
January 20, 1961	35	John F. Kennedy
November 22, 1963	36	Lyndon B. Johnson
January 20, 1969	37	Richard M. Nixon
August 9, 1974	38	Gerald R. Ford
January 20, 1977	39	James Carter
January 20, 1981	40	Ronald Reagan
January 20, 1989	41	George H. W. Bush
January 20, 1993	42	William J. Clinton
January 20, 2001	43	George W. Bush
January 20, 2009	44	Barack Obama
January 20, 2017	45	Donald J. Trump
January 20, 2021	46	Joseph R. Biden

Attention Mayors, City and County Governments, & Planners

Boundary and Annexation Survey (BAS)

What is the Boundary and Annexation Survey?

The Boundary and Annexation Survey (BAS) is the primary way that local, county, and tribal governments ensure that their legal boundaries—and consequently, their official population counts—are correctly recorded with the federal government. Every year, governments use the BAS to update their legal boundaries and official names.

In the BAS, governments report official name changes, (dis)incorporations, and (de)annexations. Governments can also update boundaries, features, and landmarks for:

- Cities, towns, boroughs, and villages (incorporated places)
- Townships and towns (minor civil divisions)
- Counties (or county equivalents)
- Consolidated cities
- Roads and other applicable linear features



How does the BAS benefit you?

Legal boundaries determine your government's population count every year in the American Community Survey and the Population Estimates Program. Many government agencies and other groups use population counts to determine the allocation of funds. Responding to the BAS ensures that your local government has the best data available for its decision-making processes, and that it receives all of the funds for which it is entitled.

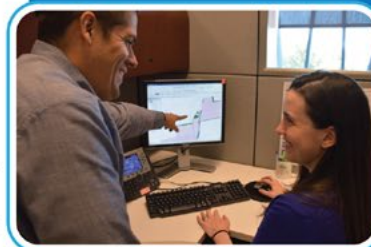
In addition, our boundary records are publicly available and used by many other federal agencies, researchers, and the public. Because the U.S. Census Bureau is responsible for tracking America's legal boundaries and population data, geographic updates that you provide to us ripple out in numerous important ways.

Accurate boundary records directly affect the quality of life in your community.



Find forms, information, and materials about the BAS online at www.census.gov/programs-surveys/bas.html.

Contact us at geo.bas@census.gov or 1-800-972-5651.



Connect With Us



Responding to the BAS is easy.

The Census Bureau provides multiple free, user-friendly methods for responding to the BAS.

Paper option

BAS participants can request free paper maps from the BAS Web site.

Basic digital option

The Geographic Update Partnership Software (GUPS) is a free, customized Geographic Information Systems (GIS) tool that will be available during the BAS. It was specifically developed for people who do not have geographic training or are not experienced GIS users.

Advanced digital option

Experienced GIS users can update boundaries in their own GIS. The Census Bureau provides free GIS files in shapefile format on its Web site, along with digital update guidelines. Governments can update those shapefiles in their GIS and use them to respond to the BAS.



To make responding to the BAS as easy as possible, we've created a YouTube channel with videos to walk you through the survey.

Visit www.census.gov/programs-surveys/bas/library/videos.html

To see the existing boundaries that we have on file for your community, visit the Census Bureau's online map application at

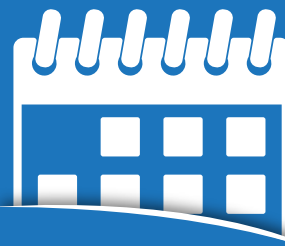
https://tigerweb.geo.census.gov/tigerwebmain/TIGERweb_main.html.



Will the Census Bureau contact my government for the BAS program?

Every year, the Census Bureau will send the BAS to key contacts for every government affected by the survey:

- The government's highest-elected official, such as the mayor or county executive.
- A GIS staff, planner, clerk, or other contact that the government instructs us to contact.
- The relevant state-level official.



BAS Schedule

December: The Census Bureau e-mails annual response information to BAS contacts with instructions for participation.

March 1 (first deadline): Legal boundary updates (not including nonlegal boundary corrections) sent by this date are included in the next Population Estimates Program and American Community Survey shapefiles and population estimates.

May 31 (final deadline): Boundary updates sent by this date will appear in the next year's BAS shapefiles.

Profile America

This Day In History



Did you know you can learn what happened today in U.S. history by visiting the [census.gov](https://www.census.gov)? Profile America, a public service provided by the U.S. Census Bureau, features audio vignettes from key events, observances or commemorations for that day to highlight information collected by the Census Bureau.

These features can be used to assist in writing feature stories, compiling research or for learning more about the history of the nation.

Check out historical events that occurred for each day in the month of January below:

[Audio | January 01, 2021](#)

[Cigarette ADs Banned](#)

[Audio | January 02, 2021](#)

[Financial Wellness Month](#)

[Audio | January 03, 2021](#)

[Drinking Straws](#)

[Audio | January 04, 2021](#)

[Ellis Island Opens](#)

[Audio | January 05, 2021](#)

[Minimum Wage](#)

[Audio | January 06, 2021](#)

[Judged on Character](#)

[Audio | January 07, 2021](#)

[First U.S. Bank](#)

[Audio | January 08, 2021](#)

[The Eyes Have It](#)

[Audio | January 09, 2021](#)

[National Static Electricity Day](#)

[Audio | January 10, 2021](#)

[Crossing the Rubicon](#)

[Audio | January 11, 2021](#)

[First Woman Doctor](#)

[Audio | January 12, 2021](#)

[National Pharmacist Day](#)

[Audio | January 13, 2021](#)

[First Radio Broadcast](#)

[Audio | January 14, 2021](#)

[Hot Tea Month](#)

[Audio | January 15, 2021](#)

[Solar Power](#)

[Audio | January 16, 2021](#)

[Prohibition](#)

[Audio | January 17, 2021](#)

[Enter the Anglos](#)

[Audio | January 18, 2021](#)

[Martin Luther King Jr. Birthday](#)

[Audio | January 19, 2021](#)

[X-Ray Machine](#)

[Audio | January 20, 2021](#)

[Cease Fire in Revolution](#)

[Audio | January 21, 2021](#)

[Canning Process](#)

[Audio | January 22, 2021](#)

[Oatmeal Month](#)

[Audio | January 23, 2021](#)

[National Certified Registered Nurse Anesthetist Week](#)

[Audio | January 24, 2021](#)

[Canned Beer](#)

[Audio | January 25, 2021](#)

[Federal Income Tax Repealed](#)

[Audio | January 26, 2021](#)

[National Spouses Day](#)

[Audio | January 27, 2021](#)

[First State Chartered University](#)

[Audio | January 28, 2021](#)

[Unemployment Insurance](#)

[Audio | January 29, 2021](#)

[Fire Hazard](#)

[Audio | January 30, 2021](#)

[Beetlemania](#)

[Audio | January 31, 2021](#)

[Tale of the Tape](#)

January 2021

2021 Census Best Practices Showcase



U.S. Census Bureau Atlanta Region
George Grandy Jr. - Regional Director
Reginald Bigham - Deputy Regional Director
Harry Rodriguez - Assistant Regional Census Manager

Atlanta Media Team
Marilyn Stephens - Media Partnership Coordinator
Andrea Robinson - Media Partnership Specialist
Lindy Studds - Media Partnership Specialist
Will Powell - Media Partnership Specialist
Lim Marshall - Visual Information Specialist