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HOW TO HOST A CENSUS KIOSK

For the first time, residents will have the option of completing the 2020 Census online or over the phone. This means that any location with internet access or phone service can be a site to complete the Census questionnaire. These sites will be critical for people without a regular and reliable connection to the internet.

To ensure all New Jersey residents have access to the Census, the 2020 Census NJ nonprofit coalition and the New Jersey Department of State – Complete Count Commission are calling on local communities to step up to host Census kiosks during March to June 2020.

I. Basic Considerations

a. What You Need for a Census Kiosk

A Census kiosk only needs a few key items to be successful:

- **A safe location trusted by community members**, such as a library, health care facility, religious institution, business or store, government office or community center.
- **Devices (desktop computers, laptops, or tablets)** that are available to members of the public from March to June 2020 to complete the Census questionnaire. Kiosk sites should regularly run antivirus software to ensure that data submissions remain confidential.
- **Reliable access to the internet (at a speed of 5 mbps or higher)**, whether wireless or wired. The homepage should be set to the website 2020census.gov and all devices should have the newest version of a modern web browser such as Chrome, Firefox, or Internet Explorer.
- **Materials or staff/volunteers with basic Census information** who can help make sure that people know how to fill out the Census. It is strongly suggested that training be provided through toolkits, presentations and/or online videos for volunteers or staff on answering basic questions about the Census.

b. Where to Place Them

A kiosk can be any place where people congregate.

Potential sites include (but are not limited to):

- Libraries
- Schools
- Recreation centers
- Senior centers
- Businesses (such as barbershops, salons, laundromats, restaurants, etc.)
- Houses of worship

- Soup kitchens or food pantries
- Government offices such as WIC, health clinics, post offices, etc.
- Child care centers
- LGBTQ+ centers
- Job assistance offices
- Health care providers (especially waiting rooms)
- County One-Stops
- Community service organizations
- Affordable housing communities
- Other community hubs or centers

These kiosks should be targeted in hard-to-count communities and/or communities with low levels of internet access. A group can use either the [Census ROAM mapping tool](#) or the [Census Hard-to-Count Maps](#) to identify the hardest-to-count areas. Both are easy to use tools, but support to answer questions about them is available.

II. How To Set It Up

a. Timeline

January 2020:

- Let your local Complete Count Committee know that you are planning to host a kiosk and ask them to publicize with their partners. Visit the [Bureau's listing of CCC's to find your local contact person](#).
- Determine your staffing requirements for your kiosk. Even if you have paid staff available to manage the kiosk you will need volunteers to efficiently staff it.
 - Work with your local complete count committee to help recruit volunteers.
- Determine how many people you hope to attract to your kiosk, based on your service area and previous events
- Determine how many computers/tablets you can have available at once. Although the Census takes roughly 10 minutes to complete per household, that time may differ for different families. Once there's a wait, many families may opt not to participate or come back another time.
- Check your Internet connection speed. The website runs best with a connection 5 mbps or higher.
- Start to plan Census Action Days that focus on residents filling out their Census forms at kiosks.

February 2020:

- Inform your local Complete Count Committee about the status and hours of your kiosk and ask them to publicize it with their partners.
- Host community events about Census or include Census messaging in existing events to build interest and spread publicity about the upcoming Census.

March 1-March 15:

- Complete plans for Census Action Days and events to fill out the Census form
- Inform residents about what they'll need to know in order to fill out the Census for everyone in their household:
 - Name, age, birthdate
 - Gender
 - Race/ethnicity

- Whether they rent or own their home
- Relationship to person filling out survey
- Spread the word about your Census Action Days and the hours of your kiosk to community members

March 16-April 7:

- Host your Census Action Days, inviting community members and service populations to attend to fill out the Census questionnaire at a kiosk.

April-June 2020:

- Maintain regular hours for your kiosk for walk-ins

b. What Volunteers/Staff Need to Know

- Basic brief training is all that is needed to operate a Census kiosk. Volunteers/staff should know how to:
- Direct people to the Census questionnaire at 2020census.gov
- Answer basic Census [Frequently Asked Questions](#) including common household living situations
- Assist with technology skills such as using the website, typing, etc. If the site is inactive for 15 minutes or more, it will reset and go back to the main questionnaire page.
- Provide access to Census language guides as needed:
<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/language-resources/language-guides.html>
- Explain why filling out the Census is important for community programs
- Address confidentiality/security concerns: <https://2020census.gov/en/data-protection.html>
- Have access to all Census phone numbers for all 13 languages:
 - English, Spanish, simplified Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese

Ideally, staff or volunteers will have received training on additional information about the Census. You can find out about additional training opportunities by signing up for Census updates at <https://www.nj.gov/state/census-sign-up.shtml>

Staff may assist individuals in completing the census, however, they should make it clear that they do not represent the Census Bureau. For more information on staffing guidelines, please read [the Census Bureau guidelines for partners here](#).

c. Registering Your Census Kiosk

There is no formal requirement to register a kiosk. Certain groups may prefer not to publicly list a kiosk location.

However, to improve the publicity surrounding sites, groups that are willing to share information should let their local Complete Count Committee know.

d. Building Pipeline of Visitors

Promotion of your Census Kiosk is key. Make sure you publicize using posters, flyers, social media, etc., as well as local media such as daily or weekly newspapers, radio stations and local access television.

Partnering with other organizations can ensure that people know that they can come to your kiosk location to fill out the Census questionnaire.

Your promotion will be most effective if you work in conjunction with your local Complete Count Committee to publicize events and locations

e. Planning Your Census Action Day Events

The best way to ensure that your Census kiosk gets heavy usage is by planning Census Action Days that bring people together to fill out the Census.

Census kiosks that just sit passively may not get much attention, even with promotion and reasonably high foot traffic.

Some ideas on events that bring people together when Census completion could occur include:

- Library "Census Saturdays"
- Days of worship at churches, mosques, temples, or other houses of worship
- Community fairs
- School plays, assemblies, performance or presentation days
- School athletic events
- Special promotional days at food pantries, supermarkets, etc.
- Town hall meetings
- Voter registration or other civic engagement drives
- Existing community events at libraries or city offices

More resources:

- Longer more in-depth toolkit on kiosks from Next Century Cities: <https://nextcenturycities.org/census-kiosk-toolkit/>
- [Census Bureau FAQ document](#)
- [Census Bureau language guides to completing 2020 Census questionnaire](#)
- [Complete Count Committee listing on Bureau website](#)
- Census 2020 NJ website (including local action toolkits): Census2020nj.org