

# Census Goodwill Ambassador Training



[census.lacity.org](https://census.lacity.org)



# What is Census 2020?



The census is a mandated count by the federal government taken every ten years of EVERY person living in the United States, regardless of age, sex, ethnicity, citizenship or immigration status.

Census 2020 is our one chance to determine how our collective money and political power will be distributed until 2030.



**Shape  
your future  
START HERE >**

United States®  
**Census  
2020**

# Power of the Census



## POWER

Congressional representation, reapportionment and redistricting



## MONEY

Approximately **\$883 BILLION** are distributed nationally each year



## CALIFORNIA

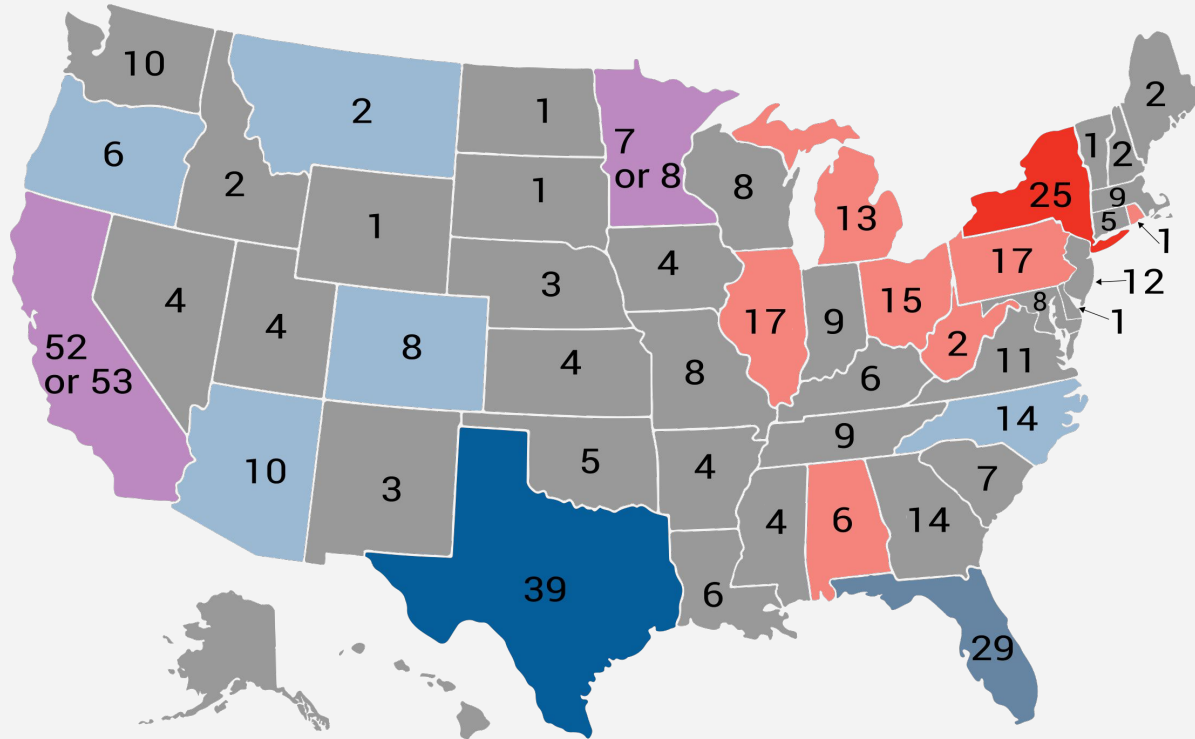
Over **\$115 BILLION** each year for schools, healthcare, housing, transportation, etc.

Source: Andrew Reamer, Research Professor, George Washington Institute of Public Policy



# Census Projections for 2020 Congressional Reapportionment

Net Change in Total Congressional Seats



If California is *not* counted accurately, **our state could lose a seat** in the House of Representatives.

California missed an opportunity to gain a seat in Congress after the 2010 Census by only an estimated 13,000 people who did not get counted.

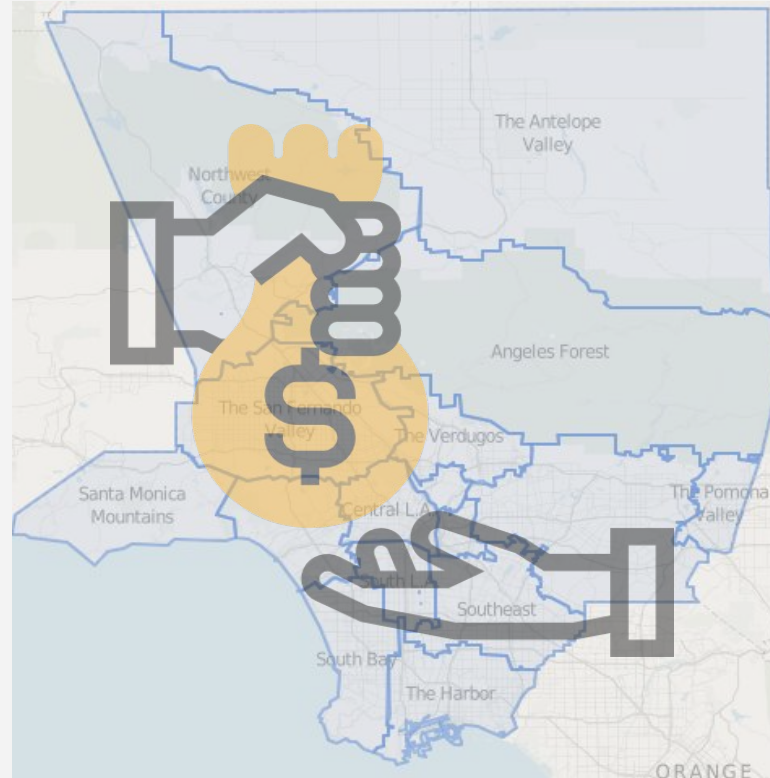
# Billions in Funding for LA



LA County receives about **\$7 BILLION** every year based on Census data.

Funding for critical programs such as:

- Medicaid
- SNAP
- Foster Care
- Education Programs
- Child Welfare Programs
- Section 8 Housing
- Job Training
- Transportation Projects
- Older Adult Programs
- and many more!

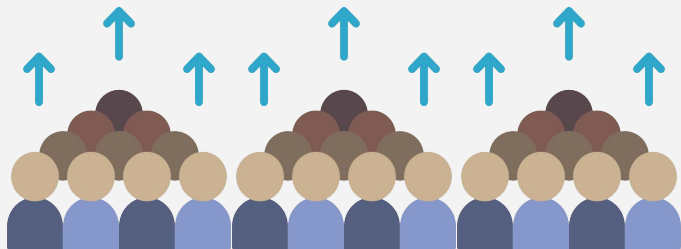


# LA is the Hardest-to-Count County



**10.3  
million**

residents in LA County  
That's about  $\frac{1}{4}$  of California.  
*(2018 estimate)*



**1/3**

live in areas that are likely to be  
very hard-to-count

**57%**

belong to a historically undercounted  
population, including our African American,  
Latino, and Native American communities

# Barriers to Overcome

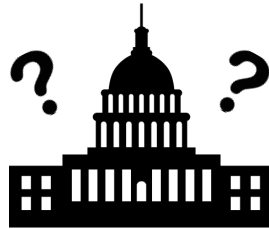
## Lack of Understanding/Information

### Internet Access



Challenge for communities with little to no **internet access** and who are more likely to have **digital literacy issues**.

### Distrust



**Fear and anxiety** surrounding the proposed citizenship question.

Concerns over data **security and confidentiality**.

### Language Access



About **54%** of Los Angeles speaks a language other than English at home.

The City will provide information in Spanish, Korean, Chinese, Thai, Armenian, Tagalog, Vietnamese, Farsi, Japanese, Russian, Arabic, Khmer

# How do we get counted?



**Internet**



**Phone**



**Mail / Paper Form\***

Self-Response period

**March 2020 - July 2020**

Census Day

**April 1, 2020**

Non-Response follow-up period

**May 2020 – July 2020**

**Census Takers will knock on door**

*\*You may only receive a paper form if you don't self-respond on the internet or by phone.*



# How do we get counted?



## Internet

Available in English, Spanish, Chinese\*, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese



## Phone

*\*Internet option will have Chinese (simplified), the Phone option will have Mandarin and Cantonese.*




## Mail / Paper Form


Available in English and Spanish only

# How do we get counted?



## Invitation to Respond

In March 2020, you will receive a letter in the mail that will look similar to these examples,  inviting you to respond and explaining how to respond to the Census. This will be followed by several reminder letters.

 United States Census 2020

**U.S. Census Bureau**  
Washington, DC 20233-0001  
Office of the Director

March 12, 2020

A Message from the Director, U.S. Census Bureau

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1st at: <b>XXXX.XXXX.gov</b>	Your Census ID is:
--	--------------------

The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.


The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free 1-844-330-2020.

Thank you in advance for your prompt response.

Enclosures

**Mensaje importante:** Para completar su cuestionario del Censo del 2020, visite **xxxx.xxxx.gov** o llame gratis al 1-844-468-2020.

census.gov

 United States Census 2020

**U.S. Census Bureau**  
Washington, DC 20233-0001  
Office of the Director

12 de marzo de 2020

Mensaje del Director de la Oficina del Censo de los EE. UU.

Estimado residente de esta vivienda:

Esta es su invitación para responder al **Censo del 2020**. Necesitamos su ayuda para contar a todas las personas en los Estados Unidos al proporcionar información básica sobre todos los adultos, niños y bebés que viven o se quedan en esta dirección.

Los resultados del Censo del 2020 se usarán para:

- Destinar miles de millones de dólares de fondos federales a las comunidades locales para escuelas, carreteras y otros servicios públicos.
- Ayudar a su comunidad a prepararse para satisfacer necesidades relacionadas con el transporte y la preparación para emergencias.
- Determinar el número de escaños que tiene cada estado en la Cámara de Representantes de los EE. UU., así como su representación política a todos los niveles del gobierno.

Responda antes del 1 de abril en: <b>XXXX.XXXX.gov</b>	Su identificación del Censo es:
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La Oficina del Censo está usando internet para recopilar su información de manera segura. Responder por internet nos ayuda a conservar recursos naturales, a ahorrar dinero de los contribuyentes y a procesar los datos de manera más eficiente. Si usted no puede completar el cuestionario del Censo 2020 por internet, dentro de unas semanas le enviaremos un cuestionario impreso para que lo complete y lo envíe de vuelta por correo.

El censo es tan importante que la ley requiere que usted responda, y sus respuestas se mantienen completamente confidenciales. Si usted no responde, tendremos que enviar a un entrevistador de la Oficina del Censo para que recopile sus respuestas en persona. Si necesita ayuda para completar el cuestionario del Censo del 2020, llame gratis al 1-844-468-2020.

Gracias de antemano por su rápida respuesta.

Documentos adjuntos

census.gov

# What do they ask?



- The number of people living or staying in your household on April 1, 2020
- First and last name, age, birth date, race, ethnicity, sex, and relationship to the person responding, for each person (count everyone who lives in the household, including non-family members)
- Whether you rent or own your house, apartment, or mobile home
- A telephone number

## **How long will it take?**

The Census Bureau estimates that the questionnaire **takes 10 minutes to complete** on average.



# No Citizenship Question



The citizenship question **will not** be on the 2020 Census.

The Trump Administration has backed down from trying to add the citizenship question to the 2020 Census.

LA City and County joined the CA lawsuit that ruled against the addition of the question.

# Confidential and Secure



Your personal information  
**CANNOT BE SHARED** and  
**CANNOT BE USED AGAINST YOU**  
in any way, by anyone or any government  
agency or court of law, for any reason.

Title 13 of the U.S. Code  
guarantees your information will be  
kept **confidential** and cannot be  
used against you in any way.

The Federal Cybersecurity  
Enhancement Act of 2015 keeps  
your data **secure** and protected  
from cybersecurity threats.

# Reminder of Protections



**Title 13** of the U.S. Code is the law protecting the confidentiality of your information. Violators will face up to 5 years in prison and/or a fine of up to \$250,000.

## **The Freedom to Count Act** **(AB1563 - Santiago and Gonzalez)**

This proposed bill would create new crimes against impersonating a Census Taker and other ways of interfering with someone's right to participate in the census.

**Continuing to monitor** actions and operations of the Census Bureau. The coalition of lawyers who successfully fought against the citizenship question (including LA City) will fight to hold them accountable.

# Avoid scams



## Online

The U.S. Census Bureau **will not send you an email for Census 2020.**

If you receive an email, **DO NOT** reply, click any links, or open any attachments.

The U.S. Census Bureau **will NEVER ask:**

- Your social security number
- Your bank account or credit card
- Money or donations of any kind

And they will never contact you on behalf of a political party.



## At home

If someone visits your home, **verify their identity** by checking that they have:

- a valid ID badge, with their photograph, a Department of Commerce watermark, and an expiration date.
- a Census Bureau phone or laptop, and a bag that has the Census Bureau logo.

**If you cannot verify their identity, DO NOT give them any of your information.**

If you want to verify that someone is a legitimate Census Bureau employee, you can look up their name at: **<https://www.census.gov/cgi-bin/main/email.cgi>**

If you have more questions or need to report a scam, call the U.S. Census Bureau at **(818) 267-1700** or **(800) 992-3530**.

United States<sup>®</sup>  
**Census  
2020**



# Counting people experiencing homelessness



## Service Based Enumeration

**March 30 - April 1, 2020**

The U.S. Census Bureau counts people at places where they receive services (including shelters and soup kitchens) and at outdoor locations like encampments.

## Transitory Locations

**April 9 - May 4, 2020**

The U.S. Census Bureau counts people in transitory locations (such as motels), who are not consistently staying somewhere else.

## Probe question

There will also be a question on the survey that asks respondents to include anyone staying in their home temporarily.

Note: Part of Group Quarters Operations

# REVIEW



About **how much money** does California receive every year based on the census count?

- A. \$900 million
- B. \$1.5 billion
- C. \$20 billion
- D. \$115 billion

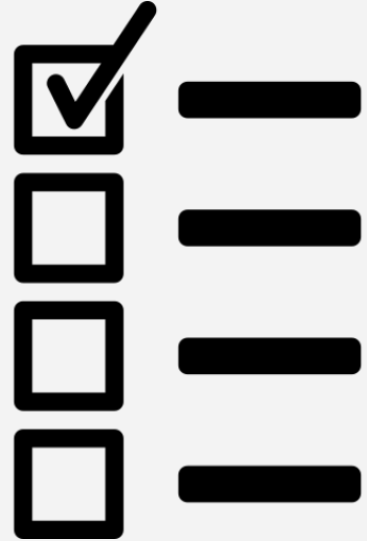
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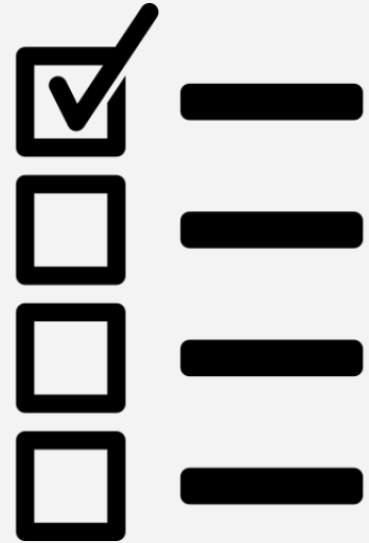


# REVIEW



Who needs to be counted?

- A. Everyone
- B. Adults 18-65 years old
- C. Citizens
- D. City of LA Residents

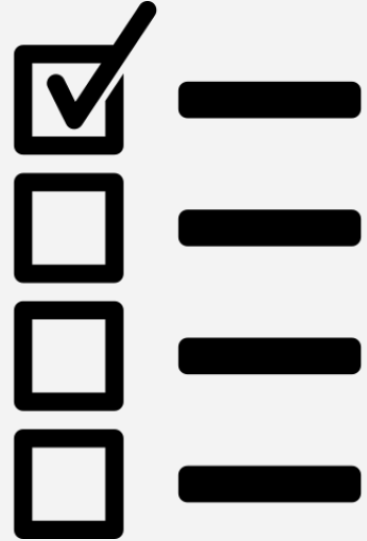


# REVIEW



Who needs to be counted?

**A. Everyone! Regardless of age, sex, ethnicity, citizenship or immigration status, everyone needs to be counted.**

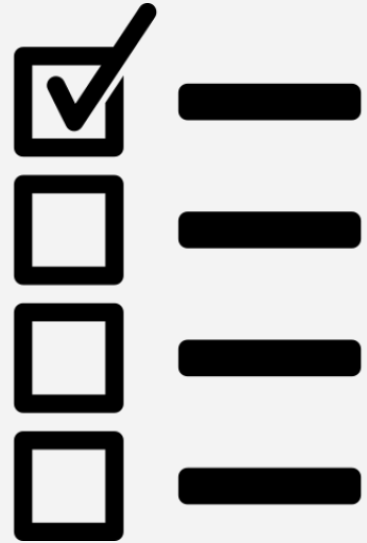


# REVIEW



How can I get counted?

- A. Internet
- B. Phone
- C. Paper/Mail
- D. Census Taker knocking on my door
- E. All of the above



# REVIEW

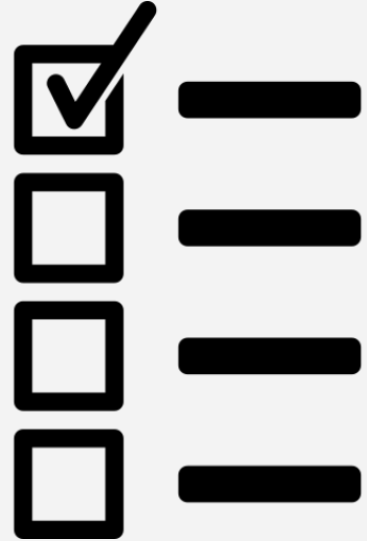


How can I get counted?

- A. Internet
- B. Phone
- C. Paper/Mail
- D. Census Taker knocking on my door
- E. All of the above**

Only if you don't self-respond on the internet or phone

Only if you don't self-respond at all, or did not answer all questions.

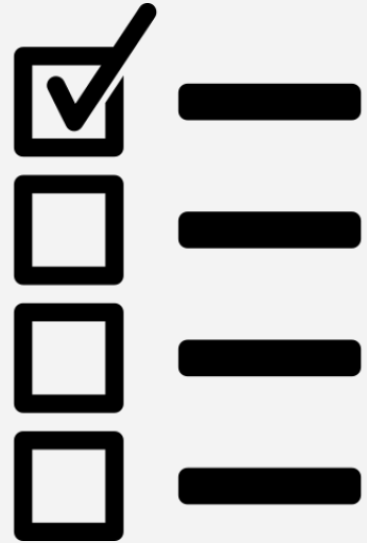


# REVIEW



The Census will NOT ask you about...

- A. Your home address
- B. Your name
- C. Your social security number
- D. Your age



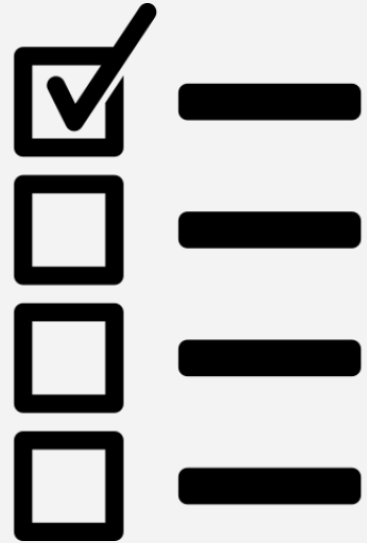


# REVIEW



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# Census Goodwill Ambassadors



The Census Goodwill Ambassador program is the City of Los Angeles' effort to recruit and train volunteers from the community to assist with education and outreach.

The CGAs will be the face and voice of Census 2020 on-the-ground in their communities.

# Census Action Kiosks (CAK)

Public spaces with at least one computer or tablet with internet access for residents to comfortably and securely fill out the Census questionnaire online.



Hundreds of locations from the City, County, Community Organizations, Schools, Businesses and others.

Some City of LA locations include:

- Libraries
- City Hall
- Recreation and Park Centers
- WorkSource/YouthSource Centers
- Department on Disability Office

# Tips for talking about Census 2020



- Connect the importance of an accurate Census count to specific ways it can impact their everyday lives.
  - Example: Talk about the programs at the school down the street that can benefit from an accurate Census count, such as Title 1, School Breakfast/Lunch, and Special Education.
- Emphasize that responding to the Census is **safe, easy, and secure.**

# Your turn!



Turn to a neighbor and spend 30 seconds explaining 1) what the Census is, and 2) why it is important that they get counted, then switch.



Tip: Try to connect the Census to their daily lives.

What programs and services might they use that benefit from accurate census counts? For example, education programs, Medicaid, roads and freeways, foster care, SNAP, Head Start, public housing, Temporary Assistance for Needy Families, etc.

# WE CAN ALL HELP!



## Host your own Community Event about Census 2020!



If you need help finding a location to host your community event for 25 people or more, contact us at [Mayor.LAcensus2020@lacity.org](mailto:Mayor.LAcensus2020@lacity.org)

# Register your community event!



**The first 300 CGAs will receive a \$100 volunteer appreciation gift!  
And the first 20 organizations will receive a \$500 mini-grant!**

## **REQUIREMENTS**

1. Attend a CGA training from the Mayor's Office
2. Sign the volunteer waiver
3. Show a photo ID at the training
4. Plan your community event and confirm a date, time and location
5. Register your event!

Register your event

[bit.ly/censusevents](https://bit.ly/censusevents)

# Register your community event!



## Additional requirements for organizations

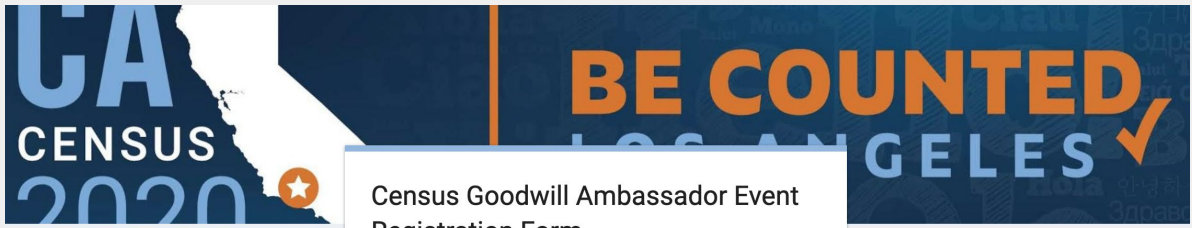
- Must be a 501(c)3 tax exempt organization
- Must submit the two forms you'll receive after you submit your application
  - 1) Conflict of Interest (COI) Form
  - 2) Form W-9

Register your event

[bit.ly/censusevents](https://bit.ly/censusevents)



# CGA Event Registration Form



### Census Goodwill Ambassador Event Registration Form

Thank you for volunteering to serve as a Census Goodwill Ambassador! Please fill out this form before you host your community event.

The first 300 CGAs will receive a \$100 volunteer appreciation gift! And the first 20 organizations will receive a \$500 volunteer appreciation gift!

Requirements:

- You must have attended a CGA training, signed the volunteer waiver, and show a photo ID.
- Your event can be an informal community gathering or a formal presentation, but you must use the information provided at the CGA Training about the 2020 Census.
- If you are working with other individual CGAs to host an event together, you must each turn in separate "Pledge to be counted" sheets. For example, if you are working with 2 other CGAs on an event, all 3 of you will each recruit 25 people to "Pledge to be counted" (the goal for each individual CGA).
- Completing this form does not guarantee you will receive the gift. Gifts will be given on a first come, first serve basis as there is a limited amount of funds available. If you receive a Gift, you will still need to submit proof of your event. Once you submit this form, you will receive instructions on how to submit proof of your event.

If you have any questions, email us at [Mayor.LACensus2020@lacity.org](mailto:Mayor.LACensus2020@lacity.org)

**\* Required**

Register your event at  
[bit.ly/censusevents](https://bit.ly/censusevents)

**Applicant Name \***  
Your answer

**Applicant Email \***  
Your answer

**Applicant Phone Number \***  
Your answer

**Applicant Mailing Address \***  
Your answer

**Applicant Mailing Address City \***  
Your answer

**Applicant Mailing Address Zip Code \***  
Your answer

**How will you be participating in the Census Goodwill Ambassador program? \***

- As an individual Census Goodwill Ambassador: your goal is to get 25 or more people to pledge to be counted
- As a 501(c)3 tax exempt organization: your goal is to get 50 or more people to pledge to be counted

# CGA Event Registration Form



## You will then be asked to provide the following:

1. Brief description of your event
2. Event street address, city, and zip code  
Note: Event must take place in the City of LA
3. Event Date and Time
4. Do you want the event promoted on the City of LA's Census 2020 website?

Note: only if it is a public event

## Organizations will be asked to provide the following additional information:

1. Name of organization
2. Your job title
3. Has the organization already been funded for Census outreach work?
4. Is the event hosted by your organization?
5. Is this part of an existing event?

Register your event

[bit.ly/censusevents](https://bit.ly/censusevents)

# At your community event



## At your event:

1. Use the information you learned at the training and that is in your handbook about the importance of the 2020 Census to educate and engage your community!
2. Have everyone at your event sign the “Pledge to be Counted” form. (Make sure you can read everyone’s handwriting!)

Register your event

[bit.ly/censusevents](https://bit.ly/censusevents)

# Last step: Proof of Event



After your event, please submit the following:

1. Copy of the “Pledge to be Counted” form
2. Transfer the information people provided on the “Pledge to be Counted” form on a survey we will send you.
3. Photos of your event

You will receive instructions on how to complete the above items after you register your event.

Register your event

[bit.ly/censusevents](https://bit.ly/censusevents)

# WE CAN ALL HELP!



Count everyone living in your household.



Recruit more Census Goodwill Ambassadors (CGA)

**SPREAD THE WORD!**



Talk about what you have learned about Census 2020 with your family, friends, coworkers, and anyone else who will listen!

Spread the message by word-of-mouth and by posting Census 2020 content on your social media pages! Go to [census.lacity.org](https://census.lacity.org) to find a social media toolkit, ways to get involved, and more shareable information!

# Jobs with the US Census Bureau



Interested in working for the US Census Bureau for Census 2020?

Apply and learn more about jobs in LA at:

<https://www.census.gov/about/regions/los-angeles/jobs/all.html>

Thank you!

[census.lacity.org](https://census.lacity.org)



CA  
CENSUS  
2020

BE COUNTED  
LOS ANGELES