Census 2020

Getting a full and accurate count of Los Angeles



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.





Power of the Census



POWER

Congressional representation, reapportionment and redistricting



MONEY

\$883 BILLION are distributed nationally each year



CALIFORNIA

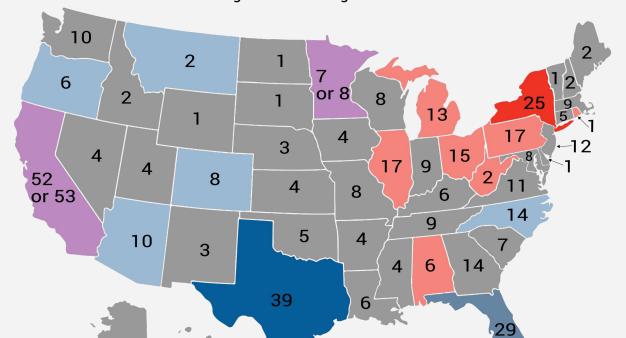
Over \$115 BILLION each year for schools, healthcare, housing, transportation, etc.

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



Census Projections for 2020 Congressional Reapportionment

Net Change in Total Congressional Seats



Gain 1 seat

None

None or lose 1 seat

Lose 1 seat

Lose 2 seats

Source: Election Data Services

BRENNAN

FOR JUSTICE

CENTER

Gain 3 seats

Gain 2 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!



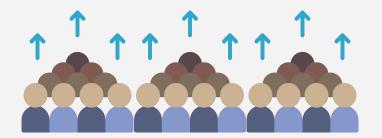
LA is the Hardest-to-Count County



10.3 million

residents in LA County
That's about 1/4 of California.

(2018 estimate)



1/3

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

57%

belong to a <u>historically undercounted</u> 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?









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?











Mail / Paper Form

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

Available in English and Spanish only

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

How do we get counted?





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.



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: XXXX.XXXX.gov

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 questionnairs. please call bill-free 1–844. 303–2020.

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 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 invitacií n para responder al **Censo del 2020**. Necesitamos su ayuda para contar a todas las personas en los Estados Unidos al proveer intromacií n búbica sobre todos los adultos, nièos y bebãs que viven o se quedan en esta direccií n.

Los resultados del Censo del 2020 se usarún para

- Destinar miles de millones de di lares 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 preparació n para emergencias.
- Determinar el nômero de escasos que tiene cada estado en la Cúmara de Representantes de los EE: UU., asç como su representació n polícica a todos los níveles del oculierro.

Responda antes del 1 de abril en:

Su Identificacií n del Censo es:

La Oficina del Censo estil usando internet para recopilar su informacií n 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 mibs 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 envey 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 necesità ayuda para completar el cuestionario del Censo del 2020, llame gratis al 1-844-486-2019.

Gracias de antemano por su rúpida respuesta.

Documentos adjuntos

census, gov census.

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.

Draft of the Paper Form

CA CENSUS 2020

BE COUNTED LOS ANGELES

Economics and Statistics Administration U.S. CENSUS BUREAU This is the official questionnaire for this address. It is quick and easy to respond, and your answers are protected by law. USE ONLY Start here OR go online at [url removed] to complete your 2020 Census questionnaire. Use a blue or black pen. 2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1? Mark X all that apply Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines. Children, related or unrelated, such as newborn babies, grandchildren, or foster children . Count all people, including bables, who live and sleep here most of the time. Relatives, such as adult children, cousins, or in-laws . If no one lives and sleeps at this address most of the time, go Nonrelatives, such as roommates or live-in babysitters online at full removed or call the number on page 8. People staying here temporarily The census must also include people without a permanent place to live, so: No additional people . If someone who does not have a permanent place to live is 3. Is this house, apartment, or mobile home - Mark X ONE box. staving here on April 1, 2020, count that person. Owned by you or someone in this household with a mortgage or loan? Include home equity loans. The Census Bureau also conducts counts in institutions and other places, so: Owned by you or someone in this household free and clear (without a mortgage or loan)? . Do not count anyone living away from here, either at college or in the Armed Forces. . Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020. Occupied without payment of rent? . Leave these people off your questionnaire, even if they will 4. What is your telephone number? return to live here after they leave college, the nursing home. We will only contact you if needed for official Census Bureau the military, jail, etc. Otherwise, they may be counted twice. business. Telephone Number 1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020? Number of people =

Person 1	
5. Please provide information for each person living here. If there is someone living here who pays the rent or owns thir residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1. What is Person 1's name? Print name below. First Namo MI	9. What is Person 1's race? Mark (2) one or more boxes AND print origins. White - Print, for example, German, Hish, English, Italian, Labandson, Egyptian, etc.;
Last Name(s)	Stack or African Am Print, for example, African American, Jernalcan, Haltan, Higerian, Efficiolan, Somal, etc. 2 American Indian or Alaska Native- Print hame of enrolled or
6. What is Person 1's sex? Mark 📝 ONE box. Male Female	principal Irbab(s), for example, Nalvajo [*] (Nalion, Bischfeet Tribe, Mayan, Azrice, Nalevo Villegir di Bischrib Pupulat Traditional Government, Nome Eskylto Continuinty, etc. 2
7. What is Person 1's age and what is Person 1's date of birth? For boties less than 1 year old, do not write the age in months. White 0 as the age. Age on April 1,2020 Month Day Year of birth years NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origin and Question 9 about race. For this census, Hispanic	Chicrosis Victorames Native Hamilian Filipino Korean Samoan Usen Indian Japanese Chamoro Char Asian - Charmoro Other Asian - Print for example, Pr
origin and Question 9 about race. For this pensus, hispanic origins are not races. 8. Is Person 1 of Hispanic, Latino, or Spanish origin?	Some other race Print race or origin, ;;
Yes, Meyloah, Mesijain Am., Chicano Year, Pulent, Pidan Yes, Cullen Yes, Inother Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatematur, Spaniard, Ecculdorian, etc. 2	
	→ If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.

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.





If someone visits your home, <u>verify their identity</u> 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.

Census 2020

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.

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.

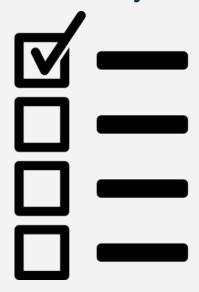
Note: Part of Group Quarters Operations



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

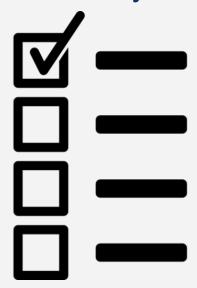




About how much money does California receive every

year based on the census count?

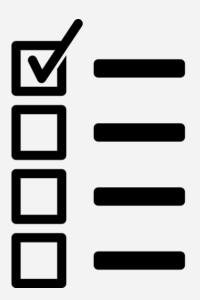
- A. \$900 million
- B. \$1.5 billion
- C. \$20 billion
- D. \$115 billion





Who needs to be counted?

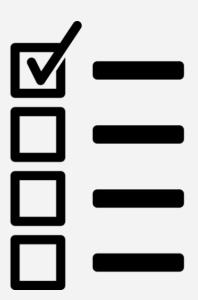
- A. Everyone
- B. Adults 18-65 years old
- C. Citizens
- D. City of LA Residents





Who needs to be counted?

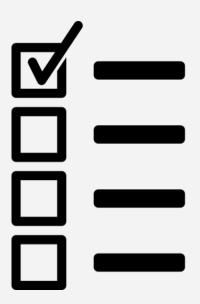
A. Everyone! Regardless of age, sex, ethnicity, citizenship or immigration status, everyone needs to be counted.





How can I get counted?

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





How can I get counted?

A. Internet

B. Phone

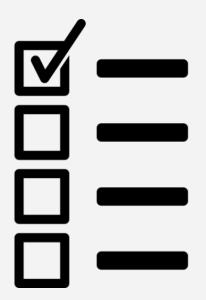
C. Paper/Mail

D. Census Taker knocking on my door

E. All of the above

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

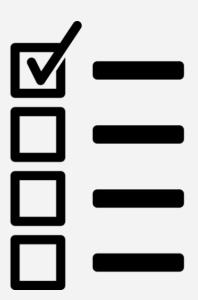
Only if you don't self-respond at all, or did not answer all questions.





The Census will NOT ask you about...

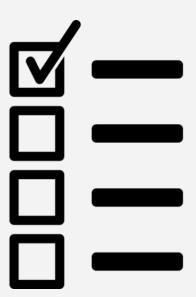
- A. Your home address
- B. Your name
- C. Your social security number
- D. Your age





The Census will NOT ask you about...

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



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

WE CAN ALL HELP!









Recruit more Census Goodwill Ambassadors (CGA)

SPREAD
THE WORD!

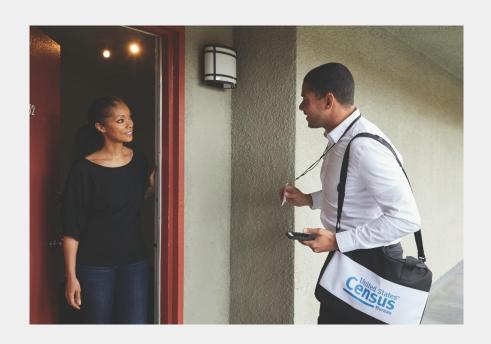


Talk about what you have learned about Census 2020 with your family, friends, coworkers, and anyone else who will listen!

Spread the message by word-of-mouth and by posting Census 2020 content on your social media pages! Go to **census.lacity.org** 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

