

# Road to the 2020 Census Engaging our Communities



U.S. Census Bureau  
Los Angeles Regional Census Center

## Why We Do a Census

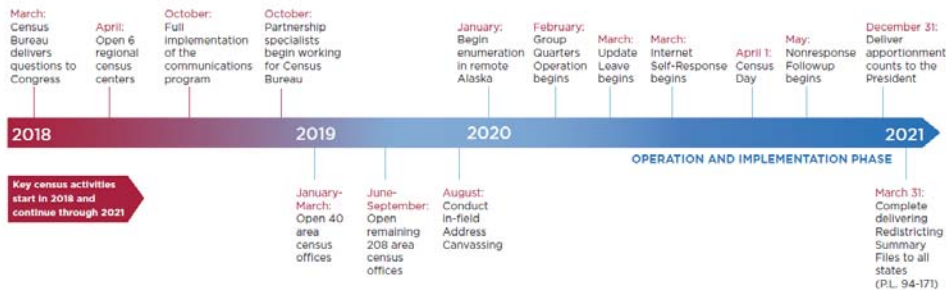
- Article 1, Section 2 of the U.S. Constitution  
*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*
- Key Purpose is Apportioning the U.S. House of Representatives

## Your Answers are Protected by Title 13 of the US Code

- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information with other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000.

## Road to the 2020 Census

### 2020 Census Operational Timeline



## Key Data Collection Dates

Timeline	Operation	Activity
August 2019	Address Canvassing (AC)	Update the address frame and identify locations where people live, or could live for selected areas.
March 2020	Update/Leave (UL)	Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.
March 2020	Service Based Enumeration (SBE)	Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).
March 2020	Group Quarters Enumeration (GQE)	Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories).
March 23rd	Self-Response	Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.
April 1st	Census Day	Census Day
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.
May 2020	Non-Response Follow-up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.

## 2020 Census



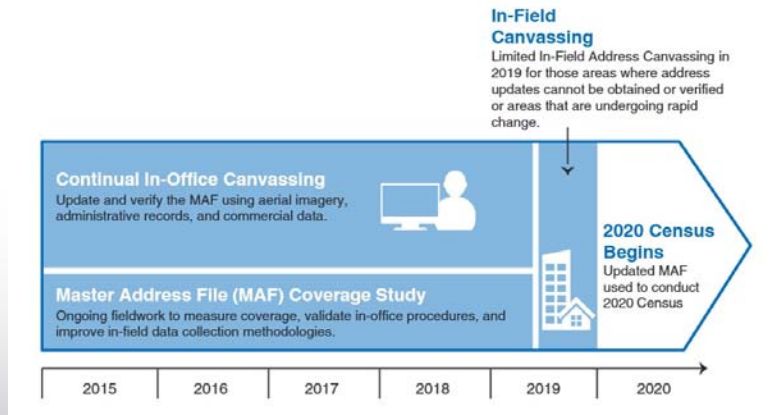
## Challenges to Counting Everyone in the Right Place

- Reasons why we miss people
  - We do not have an address
  - We can not get a response
  - We get a partial response

## Overcoming Challenges of Counting Everyone in the Right Place

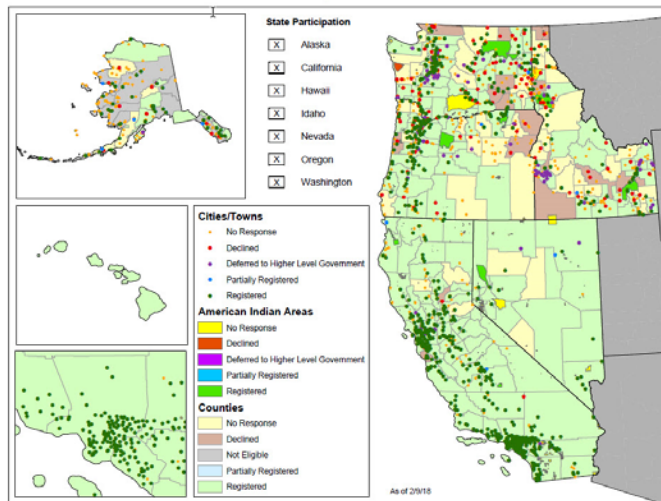
- Efficiency in Building an Address List
- Easier Ways to Respond
- Better Use of Information We Already Have
- More Efficient Field Operations

# Efficiency in Building an Address List



# Update on LUCA

2020 Census - Participation Status in LUCA



# Easier Ways to Respond Starting March 23, 2020

- Internet
- Phone
- Paper Form



*Or traditional in-person interview*

## Easier Ways to Respond

Motivate  
people to respond  
and assure that  
data are secure



Micro-  
Targeted  
Advertising



Tailored  
Contact  
Strategy



Partnership  
Program



Notices  
Encouraging  
Self-Response

Make it easy to  
respond from  
any location at  
any time



Multiple Modes and  
Devices



Preassigned ID  
Not Required\*



Online Forms in  
Multiple Languages

\* Validate all Internet respondent addresses and prevent fraudulent submissions.

## Languages - Supporting Linguistically Diverse Populations

- Available in Spanish
  - Enumerator Instruments (hand held)
  - Paper questionnaire and other mailings
  - Field enumeration materials
- Internet option and Census Questionnaire Assistance (CQAs) will be available in 12 non English languages
  - Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Items available in 59 non-English languages
  - Language glossary
  - Language identification card
- Additional efforts from the Los Angeles Region
  - Partner with grass roots organizations to create localize the Census message
  - Hire locally

## Better Use of Information We Already Have

- Improve the quality of the address list
- Increase effectiveness of advertising
- Validate respondent submissions
- Reduce & streamline workload for in-field activities

## More Efficient Field Operations

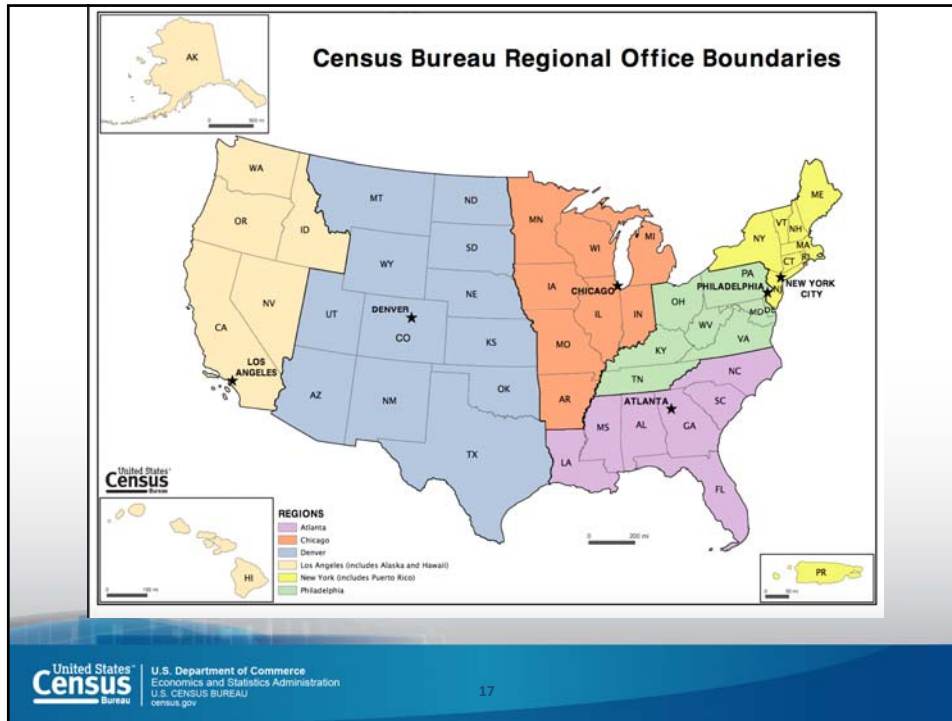
- Increased Use of Technology
  - Optimized field assignments
  - Automated recruiting, training, and payroll
- Increased Management and Staff Productivity
  - More visibility of case status
  - Redesigned QC operations
  - Improved communication

## Los Angeles Regional Census Center (LARCC)

- LARCC is opened in May 2018 in Los Angeles.







## Recruiting & Staffing Numbers of ACO Positions

- Summer 2018
  - ✓ Wave 1 ACO Management (approx. 10 per ACO)
- Fall 2018
  - ✓ ACO office staff, Recruiting Assistants (approx. 30 per ACO)
- Spring 2019
  - ✓ Address Canvassing field staff (approx. 300 per ACO)
- Summer 2019
  - ✓ Wave 2 ACO Management (approx. 10 per ACO)
- Fall 2019
  - ✓ Non-Response Follow-Up field staff (approx. 500 per ACO)

## Recruiting Information

- Online application
- Competitive pay rates
- Qualifications
  - ✓ U.S. Citizen
  - ✓ Pass a background check
  - ✓ Veteran's Preference
  - ✓ Supervisory and/or management experience for management positions
- Preliminary recruiting effort begins May 2018

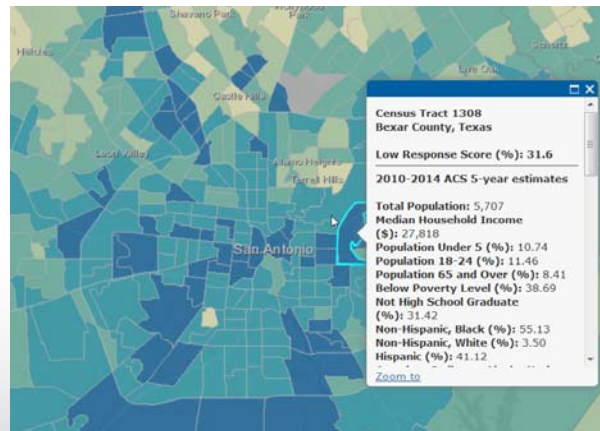
## Recruiting

- Recruiting Information for All Positions
  - [www.census.gov/fieldjobs](http://www.census.gov/fieldjobs)
  - [www.usajobs.gov](http://www.usajobs.gov)
  - 1-888-658-5564 (RCC recruiting hotline)

# Census Partnership and Engagement Program (CPEP)

- Goals
  - ✓ Improve public cooperation
  - ✓ Leverage existing networks and “trusted voices”
  - ✓ Focus on communities who are less likely to respond
  - ✓ Formation of Complete Count Committees (CCC)
  - ✓ Support operational efforts

# Data Driven Approach



[www.census.gov/roam](http://www.census.gov/roam)

## Complete Count Committees (CCC)

- Background and Structure of Complete Count Committees (CCCs)
- Tribal, state and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their constituents.

## Complete Count Committee (CCC)

- Organizations work with their partners to form CCCs. The goal is to promote the 2020 Census to their constituents.
  - State and Local Government Organizations
  - Community-Based Organizations
  - Non-Profits
  - Social Service Providers
  - Foundations
  - Businesses
  - Media, including ethnic in-language
  - Faith-Based Organizations
  - Health Organizations

## Local Partnership Strategies

- State Complete Count Commissions
- Complete Count Committees
- American Indian and Alaska Native Program
- Community/Non-Profits/Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign

## Next Steps

- Help to generate your communities readiness for the 2020 Census
- Work to mobilize your community and form Complete Count Committees
- Invite Census Staff to your network meetings
- Apply for Census Jobs and Help us to recruit a diverse staff for the ACO's

**Thank you!**

## **Contact Information**

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