

# The Road to 2020

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

# 2020 Census



# Challenges to Counting Everyone in the Right Place

- Reasons why we miss people
  - We don't have an address
  - We can't 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

## Key Dates

- 
- 2017**
- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
  - Publish final 2020 residence criteria and situations
- 2018**
- Question wording to Congress—March 31, 2018
  - 2018 End-to-End Census Test
  - Regional Census Centers opening
- 2019**
- Opening Field Offices
  - Complete Count Committees established
- 2020**
- Advertising—begins in early 2020
  - Begin self response
  - Census Day**—April 1, 2020
  - Nonresponse Followup—early April–late July
  - Apportionment counts to the President—December 31, 2020
- 2021**
- Redistricting counts to the States—March 31, 2021

# 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 a localized Census message
  - Hire locally

# Los Angeles Regional Census Center (LARCC)

- LARCC is on schedule to open early April, 2018 in Los Angeles.





# Wave 1 Area Census Offices (ACOs)

- Seven early Area Census Offices to open January 2019 (Wave One)
  - ✓ Bakersfield, CA (covers Central Valley and Nevada)
  - ✓ Oakland, CA (Bay Area and Northern Coast)
  - ✓ Riverside, CA (San Diego, Orange County, and Inland Empire)
  - ✓ Van Nuys, CA (Los Angeles County)
  - ✓ Anchorage, AK (Alaska)
  - ✓ Seattle, WA (Washington)
  - ✓ Salem, OR (Oregon, Washington and Hawaii)

# Wave 2 ACOs

- Wave 2 ACOs scheduled to open July 2019
- Number of Wave 2 ACOs by State:
  - California – 26
  - Idaho – 1
  - Hawaii - 1
  - Nevada - 2
  - Oregon - 2
  - Washington - 4

# Recruiting & Staffing Numbers of ACO Positions

- Summer 2018
  - ✓ Partnership Specialists
  - ✓ 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)
- Spring 2019
  - ✓ Wave 2 ACO Management (approx. 10 per ACO)
- Fall 2019
  - ✓ Non-Response Follow-Up field staff (approx. 500 per ACO)

# Community Partnership and Engagement Program (CPEP)

**Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

# Complete Count Committees

- 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.
- Committee members are experts in the following areas:
  - Government
  - Media
  - Workforce development
  - Business
  - \*Education
  - \*Community Organizations
  - \*Faith-Based Community
  - \*Other, Based on needs

# Establishing Key Partnerships

- **Community-Based Organizations**
- **Non-Profits**
- **Social Service Providers**
- **Foundations**
- **Businesses**
- **Media, including ethnic in-language**
- **Faith-Based Organizations**
- **Health Organizations**
- **National Organizations**

# Hard to Count Populations

- Renters
- Children under 5 years of age
- Persons age 65 and over
- Foreign-Born / Immigrant
- Linguistically isolated
- Homeless
- Migrant Workers
- Asian
- American Indian and Alaska Native
- Black or African American
- Hispanic or Latino
- Native Hawaiian and Other Pacific Islanders
- Low-Income / Poverty
- Rural Population

# Key Places to Be Involved

- Local Update of Census Addresses (LUCA)
- Recruiting
  - [www.census.gov/2020jobs](http://www.census.gov/2020jobs)
  - [www.usajobs.gov](http://www.usajobs.gov)
  - 1-800-992-3529 (Recruiting hotline)
- Outreach and Promotion