U.S. Census Bureau

Measuring America: People, Places, and Our Economy

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U.S. Census Bureau
Agenda

• 2020 Census
  – Why We Do a Census
  – Historical Data
• How to Increase Participation
  – Outreach Efforts
  – What You Can Do
• Resources and Contact Information
Decennial Census

- Constitutional Mandate
  - *Article 1, Section 2*
  - 23 Censuses since 1790
- Congressional Reapportionment
- Redistricting
- Data is used to distribute federal funds
California Population Growth

<table>
<thead>
<tr>
<th></th>
<th>Census 2000</th>
<th>Census 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Population</td>
<td>33,871,648</td>
<td>37,253,956</td>
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</table>
California Resident Population Percent Change

<table>
<thead>
<tr>
<th>Year</th>
<th>% Change</th>
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<tbody>
<tr>
<td>1910</td>
<td>60.10%</td>
</tr>
<tr>
<td>1920</td>
<td>44.10%</td>
</tr>
<tr>
<td>1930</td>
<td>65.70%</td>
</tr>
<tr>
<td>1940</td>
<td>21.70%</td>
</tr>
<tr>
<td>1950</td>
<td>53.30%</td>
</tr>
<tr>
<td>1960</td>
<td>48.50%</td>
</tr>
<tr>
<td>1970</td>
<td>27.00%</td>
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<tr>
<td>1980</td>
<td>18.60%</td>
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<tr>
<td>1990</td>
<td>25.70%</td>
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<tr>
<td>2000</td>
<td>13.80%</td>
</tr>
<tr>
<td>2010</td>
<td>10.00%</td>
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California Congressional Apportionment

<table>
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</thead>
<tbody>
<tr>
<td>California (53)</td>
<td>11</td>
<td>0</td>
<td>9</td>
<td>3</td>
<td>7</td>
<td>8</td>
<td>5</td>
<td>2</td>
<td>7</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
Overview

• 2020 Census
  – Why We Do a Census
  – Historical Data

• How to Increase Participation
  – Outreach Efforts
  – What You Can Do

• Resources and Contact Information
Census Bureau Objectives

- Enroll community partners to increase decennial participation 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
Current Partnership Efforts to Increase Self Response

- Using self-response data to target low-responding census tracts
- Calling/Emailing Partners in Low Responding Census Tracts
- Virtual Presentations & Meetings
- Promoting Census Video Challenge
- 2020 Census Caravan Weekend (June 19-June 21<sup>st</sup>)
- Engaging Complete Count Committees
- Distributing Census information through free meal programs (schools, programs for seniors, churches, etc.)
Ways You Can Promote Self-Response

• Answer the Census and Encourage your Networks to also Respond
  – My2020census.gov
  – 1-844-330-2020
  – For more information, visit 2020census.gov/partners

• Connect with your local Partnership Specialist
  – If you are not already connected, send an email with your name, name of organization, city and state to Los.Angeles.rcc.partnership@2020census.gov
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Data Dissemination and Training: census.gov/academy

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    You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.
  • Interact with our instructors via webinars.
    Learn about our data releases and tools while attending these live virtual classes.

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