Road to the 2020 Census
Engaging our Communities

Count everyone once, only once, and in the right place.

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

<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>March: Census Bureau delivers questionnaires to Congress</td>
<td>April: Open 40 area census offices</td>
<td>July: Conduct face-to-face canvassing</td>
<td>March 1: Complete delivering Redistricting Summary Files to all States (PL 94.171)</td>
</tr>
<tr>
<td>April: Open 6 regional census centers</td>
<td>January: Begin field operations in Alaska</td>
<td>March: Complete field operations</td>
<td></td>
</tr>
</tbody>
</table>
## Key Data Collection Dates

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>Address Canvassing (AC)</td>
<td>Update the address frame and identify locations where people live, or could live for selected areas.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Update/Leave (UL)</td>
<td>Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.</td>
</tr>
<tr>
<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
<td>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).</td>
</tr>
<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GQE)</td>
<td>Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker’s dormitories.</td>
</tr>
<tr>
<td>March 23rd</td>
<td>Self-Response</td>
<td>Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.</td>
</tr>
<tr>
<td>April 1st</td>
<td>Census Day</td>
<td>Census Day</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up (NRFU)</td>
<td>Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.</td>
</tr>
<tr>
<td>May 2020</td>
<td>Non-Response Follow-up (NRFU)</td>
<td>Reach out to households who did not respond to the 2020 Census questionnaire.</td>
</tr>
</tbody>
</table>

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## 2020 Census

Count everyone once, only once, and in the right place.
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

In-Field Canvassing
Limited In-Field Address Canvassing in 2019 for those areas where address updates cannot be obtained or verified or areas that are undergoing rapid change.

Continual In-Office Canvassing
Update and verify the MAF using aerial imagery, administrative records, and commercial data.

Master Address File (MAF) Coverage Study
Ongoing fieldwork to measure coverage, validate in-office procedures, and improve in-field data collection methodologies.

2020 Census Begins
Updated MAF used to conduct 2020 Census

Update on LUCA

2020 Census - Participation Status in LUCA

Map showing participation status in LUCA across different states and regions.
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
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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