The 2020 Census

Jeffrey Enos, Los Angeles Deputy Regional Director

May 23, 2019
2020 Census: a population count

**Easy**
Respond online, by phone, or by mail

**Safe**
Your information is protected by law

**Important**
Responses help determine community funding and congressional representation
Important Dates

Today! Hiring census workers
January 2020—paid campaign begins
March 2020—website goes live
April 1, 2020—Census Day
Mid-May through mid-August—census takers visit homes to help those who haven’t responded
December 2020—official counts delivered to the President

Reaching everyone

<table>
<thead>
<tr>
<th>Lead Agency</th>
<th>Audience</th>
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<tbody>
<tr>
<td>CULTURE ONE WORLD</td>
<td>U.S. Hispanic</td>
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<tr>
<td>c a r o l · b · w i l l i a m s</td>
<td>Black/African American</td>
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<td>🧸</td>
<td>American Indian/Alaskan Native (AIAN)</td>
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<td>Kālaimoku</td>
<td>Native Hawaiian/Pacific Islander (NHPI)</td>
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<td>TDW + C2</td>
<td>Asian American</td>
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<td>Y&amp;R</td>
<td>Diverse Mass</td>
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<td>Y&amp;R SJU</td>
<td>Puerto Rico</td>
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Reaching Everyone

**Advertising**  
Y&R and 6 subcontractors for different ethnic groups. In-language and in-culture testing of ads.

**Partner Organizations**  
Over 1,100 organizations in southern California, and growing.

**Partnership staff**  
44 dedicated staff for southern CA.  
Expected to add 117.

Engaging Content
Personalized experience

Get involved now!

Become a 2020 Census Partner
Help us recruit
Host a creative workshop
Create 2020 Census content

You can make a difference.
Thank you.

Get involved in your community today.

@uscensusbureau  |  #2020Census