Census 2020 & Introduction to data.census.gov

Presented By Luz M. Castillo, Assistant Regional Census Manager
U.S. Census Bureau, Los Angeles Regional Census Center
Census Bureau Mission

To serve as the leading source of quality data about the nation’s people and economy.
It is in the Constitution 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.”

The fact that it is in the constitution makes it’s central to a democratic form of government.
Why does the Census Matter?

**Power**
- Power in Representation
- Re-apportionment of Congressional Seats
- State Redistricting of legislative boundaries

**Money**
- More than $675 Billion distributed annually
- Funding distributed based on population
Census Data is important

- Directing Funds for Services
- Making Business Decisions
- Decision Making at all Levels of Government
- Estimating People Displaced by Natural Disasters
- Planning for Urban and Rural Land Use
- Scientific Research
Your Answers are Protected by Law
Title 13 of the U.S. 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 or responses with any 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
### Statistical Data on census.gov — Quick Facts

<table>
<thead>
<tr>
<th>All Topics</th>
<th>Antioch city, California</th>
<th>Contra Costa County, California</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population estimates, July 1, 2018 (V2018)</strong></td>
<td>111,535</td>
<td>1,150,215</td>
</tr>
<tr>
<td>Population estimates base, April 1, 2010 (V2018)</td>
<td>102,745</td>
<td>1,049,204</td>
</tr>
<tr>
<td>Population, percent change - April 1, 2010 (estimates base) to July 1, 2018 (V2018)</td>
<td>8.8%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Population, Census, April 1, 2010</td>
<td>102,372</td>
<td>1,049,925</td>
</tr>
</tbody>
</table>

#### Age and Sex

<table>
<thead>
<tr>
<th>People under 5 years, percent</th>
<th>Antioch city</th>
<th>Contra Costa County</th>
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</thead>
<tbody>
<tr>
<td>Persons under 19 years, percent</td>
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<td></td>
</tr>
<tr>
<td>Persons 65 years and over, percent</td>
<td></td>
<td></td>
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<tr>
<td>Female persons, percent</td>
<td></td>
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</tr>
</tbody>
</table>

#### Race and Hispanic Origin

<table>
<thead>
<tr>
<th>White alone, percent</th>
<th>Antioch city</th>
<th>Contra Costa County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American alone, percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian and Alaska Native alone, percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian alone, percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander alone, percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two or More Races, percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino, percent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White alone, not Hispanic or Latino, percent</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2020 Census Timeline

**2018**
- March: Census Bureau delivers questions to Congress
- April: Open 40 area census offices

**2019**
- January-March: Open 40 area census offices
- June-September: Open remaining 208 area census offices

**2020**
- August: Begin In-Field Address Canvassing
- January: Begin enumeration in remote Alaska
- February: Group Quarters Operation begins
- March: Update Leave begins
- March: Internet Self-Response begins
- April 1: Census Day
- May: Nonresponse Followup begins
- December 31: Deliver apportionment counts to the President

**2021**
- March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

Key census activities start in 2018 and continue through 2021.
<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 12-20</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>
New Ability to Self Respond Starting March 12, 2020

*12 languages plus English will be supported (Internet & Phone)
<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

We understand you might miss our initial letter in the mail.

- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.
## Supporting Linguistically Diverse Populations

### Language Access

| Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA) | 12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese  
* Chinese (Simplified) for ISR;  
** Chinese (Mandarin and Cantonese) for CQA  
Language Selection Criteria: 60,000 or more housing units |
|---|---|
| Language Guides (Video and Print) Language Glossaries Language Identification Card | 59 Non-English Languages  
Language Guides include American Sign Language, braille, large print |
| Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials | Spanish |
| Communications and Partnership | Advertising, Partnership and Promotional Materials in 12 Non-English Languages (minimum)  
Procedures and Materials to Support Partnership Specialists and Partners  
Support Materials for Regional Offices and Partnership Specialists |
# 2020 Census Language Program

## Language List: All Non-English Languages

<table>
<thead>
<tr>
<th>Spanish</th>
<th>Italian</th>
<th>Khmer</th>
<th>Tamil</th>
<th>Croatian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>Farsi</td>
<td>Nepali</td>
<td>Navajo</td>
<td>Bulgarian</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>German</td>
<td>Urdu</td>
<td>Hungarian</td>
<td>Twi</td>
</tr>
<tr>
<td>Korean</td>
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<td>Romanian</td>
<td>Hebrew</td>
<td>Lithuanian</td>
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<tr>
<td>Russian</td>
<td>Hindi</td>
<td>Telugu</td>
<td>Malayalam</td>
<td>Yoruba</td>
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<tr>
<td>Arabic</td>
<td>Ukrainian</td>
<td>Burmese</td>
<td>Swahili</td>
<td>Czech</td>
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<tr>
<td>Tagalog</td>
<td>Bengali</td>
<td>Punjabi</td>
<td>Yiddish</td>
<td>Igbo</td>
</tr>
<tr>
<td>Polish</td>
<td>Greek</td>
<td>Lao</td>
<td>Indonesian</td>
<td>Marathi</td>
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<tr>
<td>French</td>
<td>Amharic</td>
<td>Hmong</td>
<td>Serbian</td>
<td>Sinhala</td>
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<td>Haitian Creole</td>
<td>Somali</td>
<td>Albanian</td>
<td>Tigrinya</td>
<td>Slovak</td>
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<td>Portuguese</td>
<td>Thai</td>
<td>Turkish</td>
<td>Ilocano</td>
<td>American Sign Language</td>
</tr>
<tr>
<td>Japanese</td>
<td>Gujarati</td>
<td>Bosnian</td>
<td>Dutch</td>
<td></td>
</tr>
</tbody>
</table>
COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM

Census Staff
- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

State/Local Community
- Provide Trusted Voices
- Form State Complete Count Commission
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion

2020 Census Phases
- **Education Phase** - 2018-2019
- **Awareness Phase** - April 2019
- **Motivation Phase** - March – May 2020
- **Reminder Phase** - May – July 2020
- **Thank You Phase** - Starts July 2020
How Partnership Specialists can Help

- Plan and conduct local outreach activities with all levels of potential partners and stakeholders
- Promote and Implement local Partnership agreements with local governments, agencies, commissions, community and faith-based organizations, educational Institutions and businesses
- Conduct Complete Count Committee training to local Governments and community groups
- Develop and present 2020 Census updates
- Conduct and Facilitate Meetings

- Participate in local engagement activities
- Identify and staff information tables at events, conferences and meetings
- Respond to 2020 Census and Census Bureau program inquiries
- Promote Census Jobs in your area
- Solicit trusted voices and community leaders
- Support Area Census office with operational requirements; Ex. Testing, training sites, Identifying Transitory Locations etc.
- Be the Census Face in your Community
Who are the Hard-to-Count

• Young children
• Highly mobile persons
• Racial and ethnic minorities
• Non-English speakers
• Low income persons
• Persons experiencing homelessness
• Undocumented immigrants
• Persons who distrust the government
• Persons with mental or physical disabilities
• Persons who do not live in traditional housing
• Veterans
• Senior Citizens
• Renters
• Farm workers/Migrant Workers
• Native Hawaiian and Other Pacific Islanders
• American Indian and Alaska Natives
Response Out Area Mapper (ROAM)
Public mapping application that displays characteristics of hard-to-count areas from the PDB 2012-2016 ACS 5-year estimates
Census tract level
https://www.census.gov/roam
2020 Census Jobs

Access the 2020 Census Jobs Site
2020 Census Jobs available in Alameda and Contra Costa Counties
One application qualifies you for any of the following positions:

<table>
<thead>
<tr>
<th>Position</th>
<th>Pay rate</th>
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<tbody>
<tr>
<td>Office Clerks</td>
<td>$20.00 per hour</td>
</tr>
<tr>
<td>Office Operations Supervisors</td>
<td>$26.00 per hour</td>
</tr>
<tr>
<td>Census Field Supervisors</td>
<td>$27.50 per hour</td>
</tr>
<tr>
<td>Enumerators (Census Takers)</td>
<td>$25.00 per hour</td>
</tr>
<tr>
<td>Recruiting Assistants</td>
<td>$27.50 per hour</td>
</tr>
</tbody>
</table>

✓ Excellent Pay  
✓ Flexible Hours  
✓ Paid Training  
✓ Temporary Positions

Basic Requirements
- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

Simple Application
33 Question Assessment
Plus 9 Supervisory questions if interested in Supervisory Positions

Apply today!
2020census.gov/jobs
Federal Relay Service: (800) 877-8339 TTY / ASCII
www.gsa.gov/fedrelay

1-855-JOB-2020 (1-855-562-2020)
The U.S. Census Bureau is an Equal Opportunity Employer
Next Steps

▪ Prepare your community to be counted in the 2020 Census
▪ Invite Partnership Specialists and census staff to present at your network meetings, events, festivals. Help us to engage your community
▪ Apply for Census Jobs and Help us to recruit a diverse staff for the ACO’s
2020 Census Data Products

Apportionment Data

- 2020 Census Apportionment Data for the President of the United States to provide to Congress by December 31, 2020.

- Apportionment Data Products Include:
  - Apportionment Population and Number of Representatives (for the 50 States).
  - Resident Population (for the 50 states, the District of Columbia, and Puerto Rico).
  - Federally Affiliated Overseas Population (for 50 states and the District of Columbia).

- The data and maps are published to the Census Bureau website after a press conference with the media.
2020 Census Data Products

Redistricting Data

- 2020 Census data products for use by the states to delineate congressional and state and local legislative redistricting as required by Public Law 94-171. Provided by April 1, 2021.

- 2010 Census P.L. 94-174 Redistricting Data Summary File Tables
  - Table P1 - Race
  - Table P2 - Hispanic or Latino, and not Hispanic or Latino by Race
  - Table P3 - Race for the Population 18 Years and Over
  - Table P4 - Hispanic or Latino, and not Hispanic or Latino by Race for the Population 18 Years and Over
  - Table H1 - Occupancy Status (Housing)
2020 Census Data Products

Other Data Products

- 2020 Census data for use by the public.
  - Demographic Profiles
  - Summary File 1 – showing population and housing characteristics
  - Summary File 2 – Population and Occupied Housing Unit Characteristics iterated by Race/Hispanic Origin/Alaskan Native tribe categories; summary files for congressional districts and state legislative districts reflecting the most recent boundary changes submitted to the Census Bureau; and an American Indian Alaska Native summary file.

- 2020 Census Data Products released through data.census.gov
New Enterprise Dissemination

✓ Streamline access to data
✓ Maintain the best of our current tools
✓ Reduce redundancies and operational costs
✓ Provide greater access to Census Bureau API
Vision – Integrate new platform with census.gov
Data in the New Platform: American Community Survey

<table>
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<td>✓</td>
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<td>Subject Tables</td>
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<tr>
<td>Supplemental Tables</td>
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<td>American Indian Alaska Native Tables (5-Year)</td>
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# Data in the New Platform: Decennial and Econ

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<tbody>
<tr>
<td>Decennial Census (Summary File 1, 113th &amp; 115th Congress Detailed Tables)</td>
<td>✅</td>
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<tr>
<td>Economic Census US Basic Data</td>
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</tr>
<tr>
<td>County Business Patterns</td>
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<td>Non-Employer Statistics</td>
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<td>✓</td>
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<tr>
<td>Survey of Business Owners (Company Summary &amp; Characteristics of Business Owners)</td>
<td>–</td>
<td>–</td>
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</tbody>
</table>

✓: Available now  

Blank cell: Coming soon
Upcoming Milestones

Spring 2019
• First data releases exclusively on new platform (Nonemployer and Public Sector)

Summer 2019
• End of new data releases on American FactFinder

Fall 2019
• Major releases 2018 ACS & 2017 Economic Census
Feedback on data.census.gov we recently implemented

“No easy way to change years or datasets when looking at a table.”

“Occasionally I had to wait five whole minutes for it to load. The system was often slow and froze.”

“If you hadn't said something about the tiny "t", I would have kept thinking that the only data loaded in EDDE were data for 2017 ACS 1-Year.”

“Seems to be no back buttons to change search variables, just browser buttons.”

“The table names are truncated and you have to do a lot of clicking to find the table you need.”

“There seems to be a lot of white space in the tables, limiting how much is visible when first navigating to the table.”

“Advanced Search: Find results with...is very confusing.”
data.census.gov
Single Search – Quick Wins for All Users

Use for quick wins to find things like:

- **Simple statistics**
  e.g. health insurance in California
- **Profile for a single geography**
  e.g. California profile
- **NAICS**
  531110
- **Table ID**
  B19001
- **Groups of tables**
  CP (Comparison Profiles)
Explore Census Data

The Census Bureau is the leading source of quality data about the nation’s people and economy.

- Health Insurance in California
- Health insurance in Los Angeles County, California
- Health insurance in Los Angeles city, California
- Health insurance in Orange County, California
- Health insurance in San Diego County, California

Tables

PUBLIC HEALTH INSURANCE COVERAGE BY TYPE AND SELECTED CHARACTERISTICS

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Coverage</th>
<th>Percent Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimate</td>
<td>Margin of Error</td>
<td>Estimate</td>
<td>Margin of Error</td>
</tr>
<tr>
<td>California</td>
<td>59,004,825</td>
<td>7,056,480</td>
<td>35,4%</td>
</tr>
</tbody>
</table>

PUBLIC HEALTH INSURANCE STATUS BY AGE

PUBLIC HEALTH INSURANCE BY WORK EXPERIENCE BY SEX

Maps

PUBLIC HEALTH INSURANCE COVERAGE BY TYPE AND SELECTED CHARACTERISTICS

PUBLIC HEALTH INSURANCE STATUS BY SEX BY AGE

PUBLIC HEALTH INSURANCE BY WORK EXPERIENCE BY SEX

Shape your future
START HERE >

2020CENSUS.GOV
Advanced Search – More Complex Searches

- **Survey/Program or Table Type**
  e.g. ACS 1-Year Detailed Tables

- **Geographies with complex names**
  e.g. Census Tract 100.01, Orange County, CA

- **Collections of geographies**
  e.g. All places in the United States

- **Cross tabulations**
  e.g. Health insurance by full/part-time by sex

- **Detailed pop groups**
  Race, Tribal, Hispanic Origin, Ancestry, and country of birth groups
Feedback on data.census.gov we are working on now

“After backing out and starting over, I received the message "Sorry, that table is too large to display.”

“Is it possible to have the column heading wrap in a cell rather than have to be 'stretched' out because it is on one line?”

“I get that many users don't want to bother with MOEs...but as a scientific bureau, we should have MOEs displayed as a default. They're very important for

“The geo selection feature in data.census.gov is very poorly designed as of right now!”

“When selecting geographies, the list also is somewhat in alphabetical order but also somewhat not. It is confusing.”

“I want the ability to select more geographies in bulk like “All census tracts in the US and PR”
Current Geo Filter Experience

- Long list
- No hierarchy
- Common summary levels buried
- Lazy loading (geographies pull up in sections from the API)
Plans to Improve the Geo Filter

Make it easier for users to:

• Select their desired geographic level
• Select geographies from long lists of results

*This is a wireframe only to show some of the user needs that we are working to meet. The exact build may differ and could come incrementally across multiple future releases.
Plans to Improve the Geo Filter

Make it easier for users to:

• Select their desired geographic level

*This is a wireframe only to show some of the user needs that we are working to meet. The exact build may differ and could come incrementally across multiple future releases.*
### Plans to Add More Checkboxes to Select All Geos in a List

#### Texas

- [ ] All counties in Texas
- [ ] Anderson County, Texas
- [ ] Andrews County, Texas -- Rural
- [ ] Andrews County, Texas -- Urban
- [ ] Angelina County, Texas

<table>
<thead>
<tr>
<th>Result Code</th>
<th>OK</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020CENSUS.GOV</td>
<td>42</td>
<td>United States</td>
</tr>
</tbody>
</table>
Our Development Depends on YOUR Feedback

Check out our preview platform at data.census.gov and provide comments at cedsci.feedback@census.gov.
Learn More – Release Notes and FAQs

Includes:
- Answers to common questions
- Chart of available data
- List of features and functionality
- Known Issues

Data.census.gov: Census Bureau’s New Data Dissemination Platform
Frequently Asked Questions and Release Notes
March 28, 2019

data.census.gov/assets/faqs-release-notes.pdf
Upcoming Webinars

data.census.gov Update
June 20th at 11am PST

Using the Census API with the ACS
June 26th at 11am PST

Census Academy Series
April-June (58 webinars)

census.gov/data/academy/webinars/upcoming.html
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