Road to the 2020 Census
Engaging our Communities

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

Helen Lim
Partnership Specialist
U.S. Census Bureau
Why We Do a Census?
It’s in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

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._
It’s about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.
Apportionment of the U.S. House of Representatives
Based on the 2010 Census

Change from 2000 to 2010:
- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House

Total U.S. Representatives: 435
Numbers represent reapportioned totals of U.S. Representatives.
It’s about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.
It means $675 billion.

Census data determine how more than $675 billion are spent, supporting your state, county and community’s vital programs.
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
- Decision Making at all Levels of Government
- Making Business Decisions
- Planning for Urban and Rural Land Use
- Scientific Research
- Estimating People Displaced by Natural Disasters
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
Supporting Linguistically Diverse Populations
Language Access

Available in Spanish
- Enumerator Instruments (hand held)
- Paper questionnaire and other mailings
- Field enumeration materials

12 non English languages
- Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Internet option/online questionnaire
- Census Questionnaire Assistance (CQAs)

Items available in 59 non-English languages
- Language glossary
- Language identification card
- Language Guides/Print and Video

Additional efforts from the Census Bureau
- Partner with grass roots organizations to localize the Census message
- Hire locally
Focus on Hard to Count Populations

- Veterans
- Homeless
- Children under 5
- Senior Citizens
- People with disabilities
- Renters
- Foreign Born/Immigrant Population

- Farm workers/Migrant Workers
- Native Hawaiian and Other Pacific Islander
- Refugees
- Limited English Proficiency
New Abilities to Self Respond

Internet  Phone  Paper Form  In-person

*12 languages plus English will be supported (Internet & Phone)
How the 2020 Census will invite everyone to respond

- **95%** of households will receive their census invitation in the mail.

- **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

- **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don’t live in households, such as students living in university housing or people experiencing homelessness.
Census 2020 Mailing Strategy

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.

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
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<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>
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<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
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<td><strong>If you haven’t responded yet:</strong></td>
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<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
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<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
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<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
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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
Contact Information

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