Partnering for a Successful 2020 Census
Jumpstart your Complete Count Committee

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Los Angeles Regional Census Center
Agenda

- 2020 Census Update
- Census Partnership and Engagement Program
- LARCC Staffing
- Jumpstarting your CCC
- Resources
Mission of the U.S. Census Bureau

What We Do

Our Mission

The Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy.

Our Authority

The Census Bureau operates under Title 13 and Title 26 of the U.S. Code.

Our Goal

Our goal is to provide the best mix of timeliness, relevancy, quality and cost for the data we collect and services we provide.
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.”

- Apportionment
- Redistricting
- Distribution of Funds
- Inclusive Event
- Civic Engagement
- Democracy
THE DECENNIAL CENSUS
The 2020 Census Environment

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

- Constrained fiscal environment
- Rapidly changing use of technology
- Information explosion
- Distrust in government
- Declining response rates
- Increasingly diverse population
- Informal, complex living arrangements
- A mobile population
- 2020 Census
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

- **Educate** - Importance of the Census
- **Encourage** - Partners to motivate their community to self response
- **Engage** - Grass roots orgs to reach HTC populations
CPEP Elements

- State Complete Count Commissions (SCCC’s)
- Complete Count Committee (CCC’s)
- American Indian and Alaska Native (AIAN) Program
- Community/Non-Profit/Social Service Orgs
- Faith-Based Community Outreach
- Higher Education (Census on Campus)
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Leveraging Trusted Voices
- Mobile Response Tables
What’s New for 2020 Census

Census Bureau plans to hire 1,500 partnership specialists at the local level, up from approximately 800 partnership specialists hired during the 2010 Census.

The most accessible survey in census history. The 2020 Census will feature an internet self-response option, making it easier for anyone, anywhere to respond at any time.

Leveraging digital and social media to tailor and direct messages, often times in multiple languages.

Overall, the Census Bureau will spend $480 million on marketing and advertising for the 2020 Census, up from $376 million in 2010.
How to Respond in the 2020 Census

- Internet – March 23, 2020
- Phone
- Paper Form

Or traditional in-person interview
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

- **Additional efforts from the Los Angeles Region**
  - Partner with grass roots organizations to localize the Census message
  - Hire locally
2020 Integrated Communications Contract
Preliminary Phases of 2020 Census Communication*

*All upcoming activities are contingent upon schedule approval and funding availability.
Integrated Partnership and Communications

Statistics in School

Key Considerations

- Use 2020 Census as hook to grow and engage SIS network and expand database
- Emphasis on expanding activities and materials
- Desire for early materials

Approach

- Shorter, more flexible activities
- Alignment with school curriculums
- Outreach to home-school educators
- 2020 Census page on SIS website
- Develop and distribute outreach materials (e.g., explanatory SIS toolkit)
- Develop new classroom materials:
- Phased approach to engagement
- Possible new features (e.g., “Mock Census” events)
What are Group Quarters?

A group quarters is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household type living arrangement. People living in group quarters are usually not related to each other. Examples are -

- Correctional Facilities for Adults
- Correctional Facilities for Juveniles
- Nursing/Skilled Nursing Facilities
- College/University Student Housing
- Group Homes for Adults Residential
- Treatment Centers Military Barracks
- Emergency and Transitional Shelters
- Soup Kitchens
- Regularly Scheduled Mobile Food Vans
- Targeted Non-Sheltered Outdoor Locations
The Los Angeles Regional Census Office

- 7 States- CA, AK, HI, NV, ID, OR, WA
- 228 Counties
Regional Wave 1 ACOs – January 2019

- Bakersfield, CA (covers Central Valley and Nevada)
- Oakland, CA (Bay Area and Northern Coast)
- Riverside, CA (San Diego, Orange County, and Inland Empire)
- Van Nuys, CA (Los Angeles County)

- Anchorage, AK (Alaska)
- Seattle, WA (Washington)
- Salem, OR (Oregon)
Wave 2 Area Census Offices – July 2019

- Wave 2 ACOs by State:
  - California – 26
  - Hawaii - 1
  - Idaho – 1
  - Nevada - 2
  - Oregon - 2
  - Washington - 4
Recruiting and Staffing Numbers for Area Census Office (ACO)

- **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)
- **Spring 2019**
  - Wave 2 ACO Management (approx. 10 per ACO)
- **Fall 2019**
  - Non-Response Follow-Up field staff (approx. 500 per ACO)

- **Summer/Fall 2018**
  - Partnership Specialists (310)

Recruiting Information for All Positions

- [www.census.gov/2020jobs](http://www.census.gov/2020jobs)
- [www.usajobs.gov](http://www.usajobs.gov)
- [1-800-992-3529 (Recruiting Hotline)](tel:1-800-992-3529)
# 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>
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<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>
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Jumpstart your Complete Count Committee
Training Session Objectives

• To review the purpose, CCC structures and timing of the Complete Count Committee Program for the 2020 Census

• To gain a sense of the timing to effectively launch and execute CCC activities

• Best Practices

• Next Steps
Purpose of the Complete Count Committee Program

- The mission of the Census Bureau’s CCC Program is to foster partnerships and collaboration with local governments, community and faith based organizations, educational Institutions, media and businesses in order to assist the US Census Bureau in our overall promotion of Census 2020 to the HTC communities in our region.
Focus on Hard to Count Populations

- Veterans
- Homeless
- Children under 5
- Senior Citizens
- People with disabilities
- Renters
- Native Hawaiian and Other Pacific Islander

- Farm workers
- Refugees
- Limited English Proficiency
- Others?
Why Volunteer to form or be a part of a CCC?

- You want to ensure a full and accurate count of your community
- You have ideas on how best to reach and engage the Hard to Count (residents or specific population group in your community)
- You are a trusted voice and or leader in your community or know who the gatekeepers are
Forming CCCs

- Volunteer committees established by local or tribal governments, CBO’s
- Governed by HEO, or Community Leader
- Urge community participation in census
- Conduct targeted outreach
Who should be included?

CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community.
Cross Section of Community

Local government
- Mayor/City Council members
- County Board members
- Township officials
- City/County clerks
- City/County GIS staff
- Library leaders
- Legislators

Education
- School board members
- PTA/PTO
- Superintendents/administrators
- Teachers/education associations
- Students/student government
- Vocational/technical educators
- Higher education professionals
- Adult education or literacy

Business/Labor
- Retailers
- CEOs/executives
- Human resources staff
- Community affairs staff
- Corporate foundations
- Chambers of Commerce
- Other business organizations
- Organized labor leadership
- Labor organizers

Media
- Newspapers
- Television
- Radio
- Social Media

Community
- Community-based organizations
- Religious groups/leaders
- Social service/health agencies
- Child-care providers
- Foundations
- Volunteer groups
- Civic groups/service organizations
- Job training groups
- Health care professionals
- Law enforcement
- Neighborhood associations
- Tenant groups
Involving a community’s business sector creates a unifying element that touches every household within the community.

Assists community Organizations in utilizing Census toolkit materials enables them to innovate.

Utilizing community orgs provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds.

Understanding where hard-to-count areas exist is important to direct subcommittee activities toward the correct populations and geographic areas.

Reaches U.S. households through schools and helps create a generation of future self-responders.

Works with university housing to obtain administrative records for group quarters, builds relationships with leadership to facilitate access.

The ex-offender population is sizeable and is often disenfranchised from the community and hard to track.

Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members.

Census can manage costs by leveraging the ability of local government to provide knowledge of the population, organizations., and institutions.

Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count.

In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans.

One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English.

Urban Libraries Council says libraries are the “most trusted government entity”, poised to be pivotal for civic engagement.

Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.

Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.

The rental population will exceed a third of the entire U.S. population by 2020.No matter the housing type, access is vital for an accurate count.

Over 22 million veterans living in the United States present a sizeable bloc distributed throughout the 50 states.Former military personnel can provide leadership and excellent recruiting assistance.
Responsibilities of CCC and Subcommittees

- Develop specific strategies to reach designated populations
- Organize around social, economic, language groups
- Communicate importance of Census to peer groups and stakeholder
- Advise Government officials
- Organize and implement census activities in your community
It is up to Leadership

- Staff approaches leadership for direction to consider appropriating funding for a County or City Complete Count Committee
- Directs staff to develop a plan and budget for implementation
- Staff or leadership determines structure of CCC
UNIFIED COMPLETE COUNT COMMITTEE

Census Bureau
--Partnership Staff
  --Outreach/ Promotion
CBO’s, FBO’s, AIAN, Higher Education, LGBTQ, Foreign Born, Leverage Trusted Messengers, Mobile Response Tables
Media Campaign
--Census Field Operations
-- Area Census Offices (ACOs)

State
Outreach/Promotion
--Using State Agencies to get the word out at the local level
  --Dept of Motor Vehicles
  --Employment Development Dept.
  --Dept of Aging etc...

City/County Complete Count Committees
--Implement outreach strategies to reach residents in your community.
Place census messages in utility bills, property tax bills and other correspondence Messaging- bus schedules, brochures, newsletters, Jurisdictional web site
Host Census Events
Why is it important to have an accurate count of California’s population?

Only once each decade, the United States (U.S.) Census Bureau attempts to count every resident in the United States. The next enumeration will be April 1, 2020, and will be the first to rely heavily on online responses. In addition, the primary and perpetual problem facing the U.S. Census Bureau is the undercount of certain population groups. Foreign-born residents, undocumented residents, non-white residents, renters, and children under five years old, especially those younger than one year old, comprise the most undercounted populations. California has more residents in each of these categories than any other state.
Determine Size of your CCC

- Depends on the size of your community
  - Big Cities – 50-60 members
  - Smaller Communities – 10-45 members
  - Small Towns – 3-5

- Grow the Complete Count Committees
  - Big Cities/Counties start small and grow
  - Two Sub groups - Small group plans and larger group assists with outreach
Types of Complete Count Committees

- Government-sponsored with a state, regional or local focus
- A small town in a rural area may have a small committee with only 3-5 members
- Community-sponsored CCC’s may be organized by a community group or a coalition of community groups
- A CCC may be assumed by or assigned to an existing committee or group; regional planning commission, city planning board, or a community committee
Action Steps for Complete Count Committees...

- Establish a CCC and appoint a chairperson
- Create a Committee structure for your CCC
- Issue a resolution and hold a press conference to announce the formation of your CCC
- Hold your first CCC meeting
- Develop action plan and meeting schedules in coordination with the 2020 Census activities
- Develop a budget and appropriate funding to cover projected activities
Components of Work Plan

- **Overview**
  - Summary of the goals and objectives of the CCC and description of the community

- **Committee Structure**
  - Identify the name of the CCC
  - Describe the structure of the committee
  - Develop strategies for reaching their objectives

- **Timeline**
  - Develop broad timetable of events and activities with dates

- **Reporting**
  - Include a report of subgroup activities to the committee
  - Modify future activities as needed based on feedback

- **Thank you**
  - Include strategies for thanking committee members, the community and others who provide support

- **Final Report**
  - Prepare a final evaluation of your activities and successes to help the Census Bureau guide future committees
Planning Your Work and Working Your Plan

- Identifying Hard-to-Count Areas and Populations
  - CCC work plan should utilize the local knowledge of members and data of the makeup of the community
  - Data tools can provide assistance to the committee to identify predicted areas of low response at the community level
Low Response Score (LRS)

- LRS = predicted level of Census self nonresponse at the tract level
- Values from 0-100
- For example,
  
  If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the Census
Planning Your Work and Working Your Plan

- Reach Out Area Mapper (ROAM)
  - Public mapping application that displays characteristics of hard-to-count areas from the PDB
  - 2010-2014 ACS 5-year estimates
  - Census tract level

https://www.census.gov/roam
Recap CCC Activities

• Hold CCC kickoff meetings with media briefings.
• Participate in Census rallies or parades.
• Coordinate Census unity forums (Youth)
• Hosting Interfaith breakfasts and weekend events.
• Encourage the use of Statistics in Schools classroom resources.
• Incorporate census information in newsletters, social media posts, podcasts, mailings, and websites.
• Help recruit census workers when jobs become available.
Timeline - Key Communications Phases

The 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

Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.
January – March 2020

• Add Census Message to all meetings, events, and correspondence

• Provide information on Federal funded programs benefiting the community

• Saturate public access areas with easy to read census information customized to your community – Marquees

• Elected officials encourage participation
April – July 2020

• Place public service announcements in local media encouraging cooperation with census workers

  May- July

• Thank You Campaign

• Prepare Final Report of community activities and provide copy to Census Bureau
Partnership Tools

✓ 2020 Census Public Web site
✓ Promotional Materials – electronic and print
✓ Customizable Materials
✓ Promotional Give-Away Items
✓ Response Outreach Area Mapper
✓ Complete Count Committee training & materials
Complete Count Committee Training

- Census Complete Count Committee site
- Complete Count Committee (CCC) Training Manual
- CCC operations guide
- CCC Action Plan Template
- CCC Tri-fold Pamphlet
- ROAM Tool
Next Steps

- Decide 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/events
- Apply for Census Jobs and Help us to recruit a diverse staff for the ACO’s
Census 2020 Links

2020 Census
https://www.census.gov/programs-surveys/decennial-census/2020-census.html

Census Complete Count Committee site
https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

Response Outreach Area Mapper: ROAM
https://www.census.gov/roam

Newsroom
https://www.census.gov/newsroom.html

California Counts
https://census.ca.gov/
Contact Information

Los Angeles Regional Census Center
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Los Angeles California, 90013
Partnership- 213-314-6275
Los.Angeles.rcc.partnership@2020census.gov
General- 213-314-6500

- Recruiting Information for All Positions
  - [www.census.gov/2020jobs](http://www.census.gov/2020jobs)
  - [www.usajobs.gov](http://www.usajobs.gov)
  - 1-800-992-3529 (Recruiting Hotline)