Census 2020
Getting a Full and Accurate Count of Los Angeles

Power of the Census

POWER
Congressional representation, reapportionment and redistricting

MONEY
Approximately $883 BILLION are distributed nationally each year

CALIFORNIA
Over $115 BILLION each year for schools, healthcare, housing, transportation, etc.

Source: Andrew Reamer, Research Professor, George Washington Institute of Public Policy
If California is not counted accurately, our state could lose a seat in the House of Representatives.

California missed an opportunity to gain a seat in Congress after the 2010 Census by only an estimated 13,000 people who did not get counted.

Billions in Funding for LA

LA County receives about $7 BILLION every year based on Census data.

Funding for critical programs such as:
- Medicaid
- SNAP
- Foster Care
- Education Programs
- Child Welfare Programs
- Section 8 Housing
- Job Training
- Transportation Projects
- Older Adult Programs
- and many more!
LA is the Hardest-to-Count County

10.3 million residents in LA County
That’s about ¼ of California.
(2018 estimate)

1/3 live in areas that are likely to be very hard-to-count

57%
belong to a historically undercounted population, including our African American, Latino, and Native American communities

Barriers to Overcome

Lack of Understanding/Information

Internet Access
Challenge for communities with little to no internet access and who are more likely to have digital literacy issues.

Distrust
Fear and anxiety surrounding the proposed citizenship question.
Concerns over data security and confidentiality.

Language Access
About 54% of Los Angeles speaks a language other than English at home.
The City will provide information in Spanish, Korean, Chinese, Thai, Armenian, Tagalog, Vietnamese, Farsi, Japanese, Russian, Arabic, Khmer.
Counting people experiencing homelessness

**Service Based Enumeration (SBE) 3 Days: March 30 - April 1, 2020**

The U.S. Census Bureau counts people at places where they receive services through in-person interviews using a paper questionnaire, such as:

- Shelters with sleeping facilities
- Shelters for children
- Soup kitchens and regularly-scheduled mobile food vans
- Targeted outdoor locations

**Transitory Locations  April 9 - May 4, 2020**

The U.S. Census Bureau counts people in transitory locations who do not have a stable home elsewhere, including:

- Hotels
- Motels
- Campgrounds
Counting people experiencing homelessness

Group Quarters Advance Contact  
February 2020

Before Service Based Enumeration (SBE) begins the U.S. Census Bureau staff will contact administrators at service-based locations to collect information, including:

- Verifying the address and contact information
- Estimated number of people to be counted
- Best date and time to conduct the count (during SBE March 30 - April 1, 2020)
- Legal and security constraints or issues and confidentiality procedures
- If applicable, service providers can also submit information via an e-response portal - more information to come from the Census Bureau

Counting people experiencing homelessness

Probe question  

There will also be a question on the survey that asks respondents to include anyone staying in their home temporarily.

“Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?”
No Citizenship Question

The citizenship question will not be on the 2020 Census. The Trump Administration has backed down from trying to add the citizenship question to the 2020 Census.

LA City and County joined the CA lawsuit that ruled against the addition of the question.

Reminder of Protections

Title 13 of the U.S. Code is the law protecting the confidentiality of your information. Violators will face up to 5 years in prison and/or a fine of up to $250,000.

The Freedom to Count Act (AB1563 - Santiago and Gonzalez)
This proposed bill would create new crimes against impersonating a Census Taker and other ways of interfering with someone's right to participate in the census.

Continuing to monitor actions and operations of the Census Bureau. The coalition of lawyers who successfully fought against the citizenship question (including LA City) will fight to hold them accountable.
Avoid scams

**Online**

The U.S. Census Bureau will **not send you an email for Census 2020**.

If you receive an email, **DO NOT** reply, click any links, or open any attachments.

The U.S. Census Bureau will **NEVER ask**:
- Your social security number
- Your bank account or credit card
- Money or donations of any kind

And they will never contact you on behalf of a political party.

**At home**

If someone visits your home, verify their identity by checking that they have:
- A valid ID badge, with their photograph, a Department of Commerce watermark, and an expiration date.
- A Census Bureau phone or laptop, and a bag that has the Census Bureau logo.

If you cannot verify their identity, **DO NOT** give them any of your information.

If you want to verify that someone is a legitimate Census Bureau employee, you can look up their name at: [https://www.census.gov/cgi-bin/main/email.cgi](https://www.census.gov/cgi-bin/main/email.cgi)

If you have more questions or need to report a scam, call the U.S. Census Bureau at **(818) 267-1700** or **(800) 992-3530**.

**WE CAN ALL HELP!**

**Count everyone living in your household.**

**Recruit Census Goodwill Ambassadors (CGA)**

**SPREAD THE WORD!**

Talk about what you have learned about Census 2020 with your family, friends, coworkers, and anyone else who will listen!

Spread the message by word-of-mouth and by posting Census 2020 content on your social media pages! Go to [census.lacity.org](https://census.lacity.org) to find a social media toolkit, ways to get involved, and more shareable information!
Jobs with the US Census Bureau

Interested in working for the US Census Bureau for Census 2020?

Apply and learn more about jobs in LA at: 
https://www.census.gov/about/regions/los-angeles/jobs/all.html

Thank you!