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## Power of the Census

**POWER**

Congressional representation, reapportionment and redistricting



**MONEY**

Approximately **\$883 BILLION** are distributed nationally each year



**CALIFORNIA**

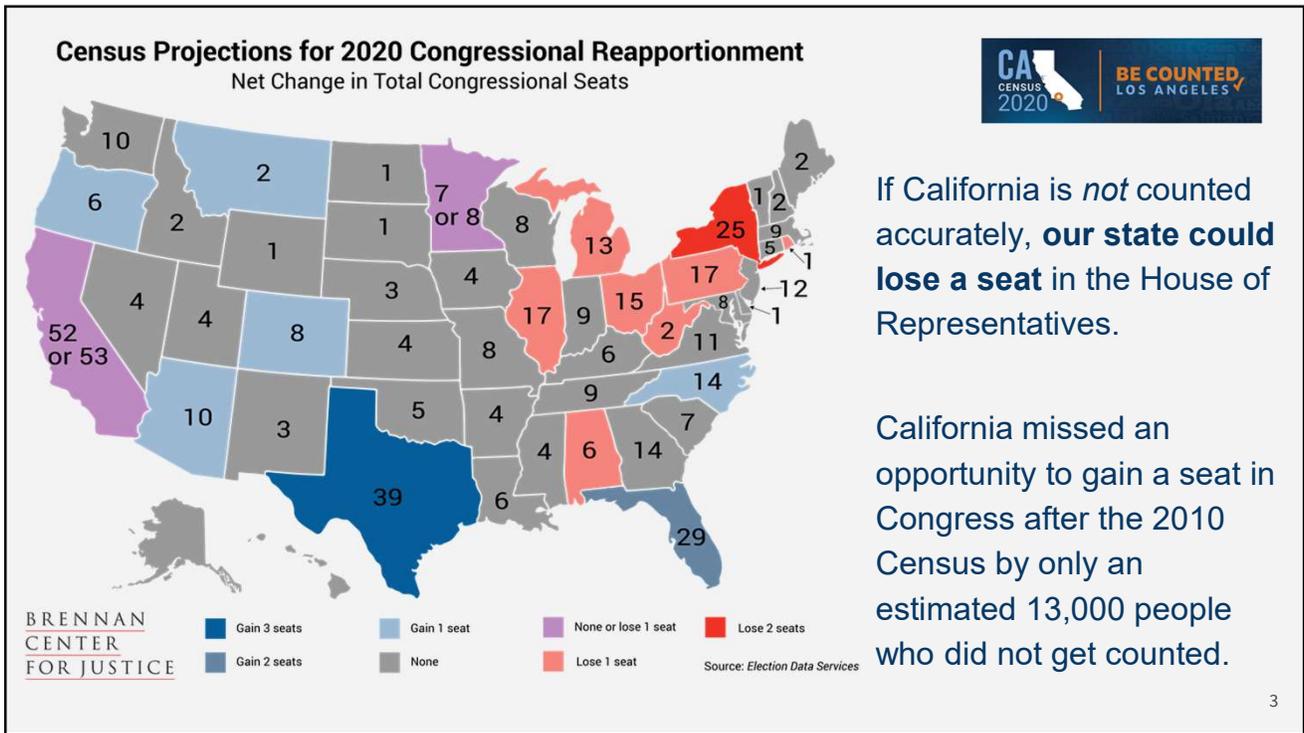
Over **\$115 BILLION** each year for schools, healthcare, housing, transportation, etc.

Source: Andrew Reamer, Research Professor, George Washington Institute of Public Policy





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## 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!

**CA CENSUS 2020** | **BE COUNTED LOS ANGELES**

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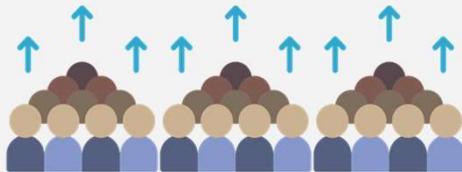
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# LA is the Hardest-to-Count County



# 10.3 million

residents in LA County  
That's about 1/4 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

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## 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

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## 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

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## Counting people experiencing homelessness



### 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

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## 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

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## 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?”*

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## 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.

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## 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.

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## Avoid scams



### Online



### At home




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.

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>

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.**



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## WE CAN ALL HELP!



### Count everyone living in your household.



### Recruit Census Goodwill Ambassadors (CGA)

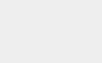





**SPREAD THE WORD!**

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!



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## 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>

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