2020 Census Overview
Community Volunteer Training

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U.S. Census Bureau
Los Angeles Regional Census Center
Census Day is April 1 2020

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

191 DAYS TO GO!
Why We Do a Census

It is in the Constitution Article 1, Section 2 of the U.S. Constitution

Every 10 years…
The census counts every person living in the United State, once and only once and in the right place

- Apportionment
- Redistricting
- Distribution of Funds

- Inclusive Event
- Civic Engagement
- Democracy
U.S. House of Representatives

435 Total Representatives | 10 Representatives in Washington

2010 Official Results

<table>
<thead>
<tr>
<th>GAINED</th>
<th>LOST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona +1</td>
<td>Illinois -1</td>
</tr>
<tr>
<td>Florida +2</td>
<td>Iowa -1</td>
</tr>
<tr>
<td>Georgia +1</td>
<td>Louisiana -1</td>
</tr>
<tr>
<td>Nevada +1</td>
<td>Massachusetts -1</td>
</tr>
<tr>
<td>South Carolina +1</td>
<td>Michigan -1</td>
</tr>
<tr>
<td>Texas +4</td>
<td>Missouri -1</td>
</tr>
<tr>
<td>Utah +1</td>
<td>New Jersey -1</td>
</tr>
<tr>
<td>Washington +1</td>
<td>New York -2</td>
</tr>
<tr>
<td></td>
<td>Ohio -2</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania -1</td>
</tr>
</tbody>
</table>
**Funding**

More than $675 billion dollars into our community each year…

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid</td>
<td>$7,062,048,000</td>
</tr>
<tr>
<td>Medicare</td>
<td>$1,125,500,538</td>
</tr>
<tr>
<td>Children Health</td>
<td>$215,289,000</td>
</tr>
<tr>
<td>SNAP</td>
<td>$1,452,893,518</td>
</tr>
</tbody>
</table>

Guided by Data Derived from the 2010 Census (Fiscal Year 2016) Report by the George Washington University.
Funding

What’s New for 2020

1. Easier to Respond
   • Internet
   • Toll-free Number
   • Paper
   **New Ability to Self Respond**
   **Starting March 23, 2020**

2. Technology
   (field workers will use mobile devices)
What Do We Ask?

1. Address (Rent/Own)
2. Phone Number
3. Count of Each Person At That Address
4. Name
5. Gender
6. Age and Date of Birth
7. Race
8. Hispanic, Latino or Spanish Origin
9. Whether Someone Lives Somewhere Else
10. Relationship
Start here OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark [x] all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark [x] ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number

[Space for number]
What does “residence” mean and how do I count the “residents” in my house?

The Residence Criteria are used to determine where people are counted during the 2020 Census.

- Residence is defined as the place where people live and sleep most of the time.
- People in certain types of group facilities on Census Day are counted at the group facility.
- People who do not have a usual residence, or who cannot determine a usual residence, are counted where they are on Census Day.
- People away from their usual residence, e.g., on vacation, business trip, working elsewhere without usual residence – are counted where they live and sleep most of the time.
The Census will be conducted during 2020 in an environment that is more challenging than ever before.

Distrust of government
Digital Divide
Presidential Primaries
Citizenship question
Fear of retribution
Larger population
Limited Resources
Recruitment

Achieving An Accurate 2020 Census Is Challenging On Many Levels

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

Shape your future
START HERE
Focus on Hard to Count Populations

- Veterans
- Refugees
- Homeless
- Children under 5
- Senior Citizens
- People with disabilities
- LGBTQ
- Renters
- Farmworkers/Migrant Workers
- Limited English Proficiency
- Foreign Born/Immigrant Population
Private and Confidential

- Only aggregate data reported
- Prohibited by law from releasing personal information to any person or organization
  *(US Code, Title 13)*

- Life-time oath by all Census Bureau employees

- Records are confidential for 72 years by law
  *(Title 44, U.S. Code)*

- Penalties for wrongful disclosure: up to 5 years imprisonment and/or a fine of $250,000
### Languages

<table>
<thead>
<tr>
<th>Internet Self-Response</th>
<th>Paper Form</th>
<th>Questionnaire Help</th>
<th>Enumerator(s), Mailed Items</th>
<th>Language Card and Guides</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>English</td>
<td>13 languages</td>
<td>English Spanish</td>
<td>59 languages</td>
</tr>
<tr>
<td>Spanish</td>
<td>Spanish</td>
<td></td>
<td></td>
<td>Plus ASL</td>
</tr>
<tr>
<td>Chinese (Simp.)</td>
<td></td>
<td></td>
<td></td>
<td>Plus Braille</td>
</tr>
<tr>
<td>Vietnamese</td>
<td></td>
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<td>Plus Large Print</td>
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<tr>
<td>Korean</td>
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<tr>
<td>Russian</td>
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<tr>
<td>Arabic</td>
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<tr>
<td>Tagalog</td>
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<tr>
<td>Polish</td>
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<tr>
<td>French</td>
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<tr>
<td>Haitian Creole</td>
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<tr>
<td>Portuguese</td>
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<tr>
<td>Japanese</td>
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</tbody>
</table>
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
Census Credentials for Address Canvassers

Address canvassers are visiting neighborhoods to confirm the location of houses, apartments, shelters, Attempt to knock on every door in the neighborhood they are canvassing.

- All Address Canvassers will have:
- Census Phone and Laptop with a Watermark
- Wearing a Badge with Photo ID and Name
- Census Bag with a Large Logo

- https://www.youtube.com/watch?v=tOSl4sc3Ts4#action=share
<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>
What we will send in the mail

<table>
<thead>
<tr>
<th>On or Between</th>
<th>You will 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>
## Important Dates for 2020 Census

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>Mailing 1 sent to homes</td>
</tr>
<tr>
<td>March 16–24</td>
<td>Mailing 2 sent to those who do not respond</td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>Mailing 3 (reminder postcard) sent to those who do not respond</td>
</tr>
<tr>
<td>March</td>
<td>Counting begins in locations such as recreational vehicle parks, campgrounds, marinas, hotels</td>
</tr>
<tr>
<td>March</td>
<td>Counting begins for those living in group quarters such as dormitories, nursing homes and homeless shelters</td>
</tr>
<tr>
<td>April 1</td>
<td>Census Day</td>
</tr>
<tr>
<td>Early April–July</td>
<td>Nonresponse follow-up</td>
</tr>
<tr>
<td>April 8–16</td>
<td>Mailing 4, letter and paper questionnaire sent to those who have not yet responded</td>
</tr>
<tr>
<td>April 20–27</td>
<td>Mailing 5, “It’s not too late!” postcard</td>
</tr>
<tr>
<td>Early May</td>
<td>U.S. Census Bureau will send its representatives, called enumerators, to households that have not yet responded</td>
</tr>
<tr>
<td>End of July</td>
<td>Census count ends</td>
</tr>
<tr>
<td>Dec. 31</td>
<td>Census Bureau transmits state population totals and congressional apportionment to the president</td>
</tr>
</tbody>
</table>
Complete Count Committees

Volunteer committees established by state, local or tribal governments

Include community leaders and organizations

Increase awareness and motivate residents to respond to the census
Washington CCCs

- State of Washington
- Clark County/City of Vancouver
- Clallam County
- Cowlitz-Wahkiakum Counties
- East King County
- Grays Harbor County
- King County
- Lewis County
- Pierce County

- Seattle Homeless Coalition
- Seattle Small Business District
- South King County
- Snohomish County
- Spokane County
- Thurston County
- Yakima County
- Seattle Task Force
- Filipino American Group
Working Together

- **Educate** people about the 2020 Census and foster cooperation with enumerators.

- **Encourage** people to self-respond.

- **Engage** organizations to reach out to hard-to-count groups and those who aren’t motivated to respond to the national campaign.
Partnership – What you can do

- Help to generate your communities’ readiness for the 2020 Census
- Work to mobilize your community and form or join a Complete Count Committees
- Invite Partnership Specialists to present at your network meetings
- Promote the Census: existing communication channels, social media, newsletters, outreach events
- Help us to recruit a diverse staff for Census Jobs
Recruiting Information for All Positions

www.census.gov/2020jobs
www.usajobs.gov
1-800-992-3529 (Recruiting Hotline)

Access the 2020 Census Jobs Site
Contact Information for Local Complete Count Committees

King County Regional Committee
Heidi Park
Census External Partnerships Program Manager
Office of King County Executive Dow Constantine
Office: 206-263-4152
hpark@kingcounty.gov

Seattle Taskforce
Elsa Batres-Boni
Census Strategic Advisor
City of Seattle Department of Neighborhoods
Office: 206-256-6198
Elsa.Batres-Boni@seattle.gov
Contact Information

Francesca Ty Abellera
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US Census Bureau CPEP
Francesca.ty.m.abellera@2020census.gov
(206) 979-8126

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