

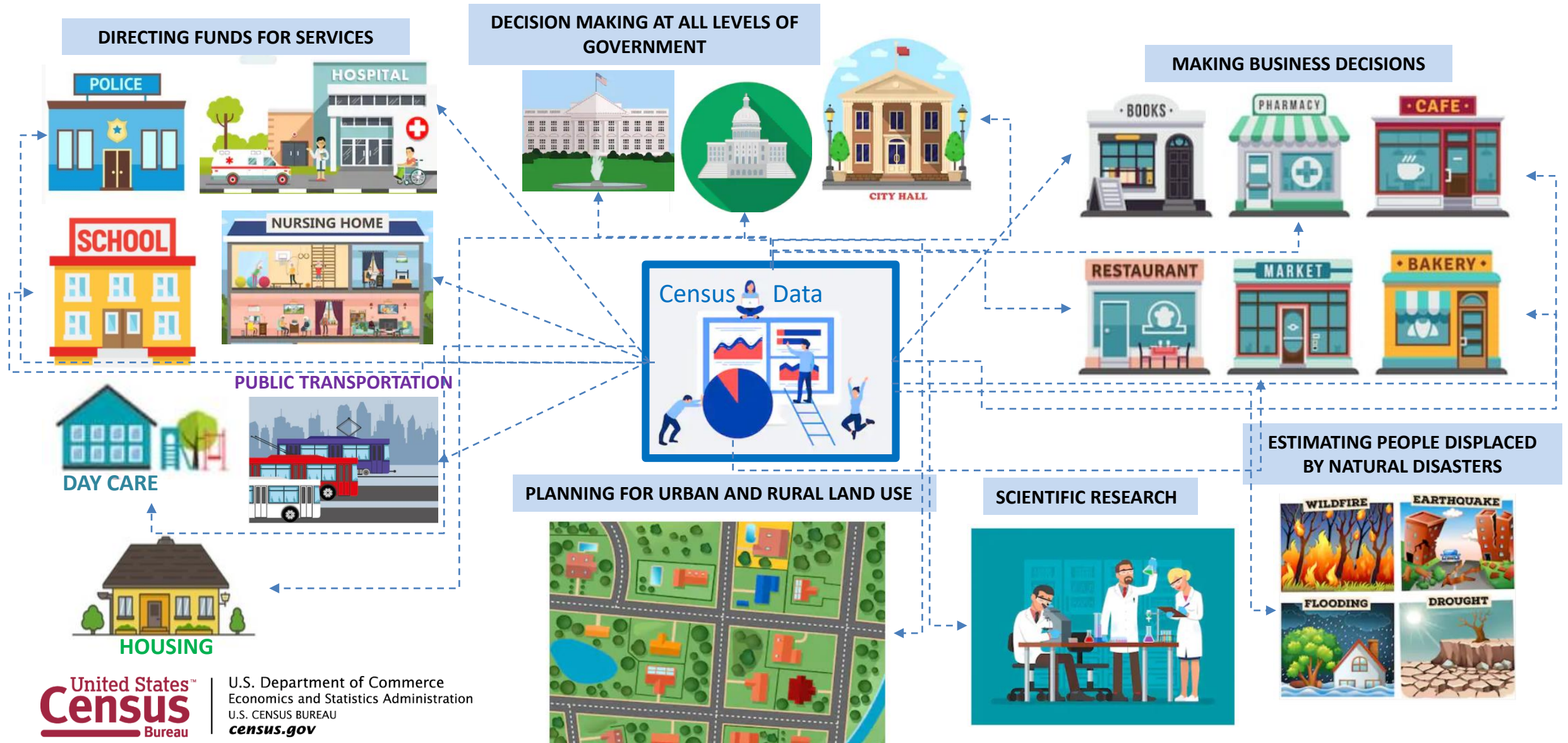
Partnering for a Successful 2020 Census

Complete Count Committee Kick Off



Partnership Coordinator, Northern California
U.S. Census Bureau
Los Angeles Regional Census Center

How Census Data Is Used



2020 Census

- **Decennial Census Purpose:**
 - To conduct a census of population and housing and disseminate the results to the President, the States, and the American People
- **Primary Uses of Decennial Census Data:**
 - Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:
 - *Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ... 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.*
 - Draw congressional and state legislative districts, school districts and voting precincts
 - Enforce voting rights and civil rights legislation
 - Distribute federal dollars to states
 - Inform federal, tribal, state, and local government planning decisions
 - Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
 - Provide population benchmark for nearly every other United States survey

Your Answers are Protected by Title 13 of the US Code

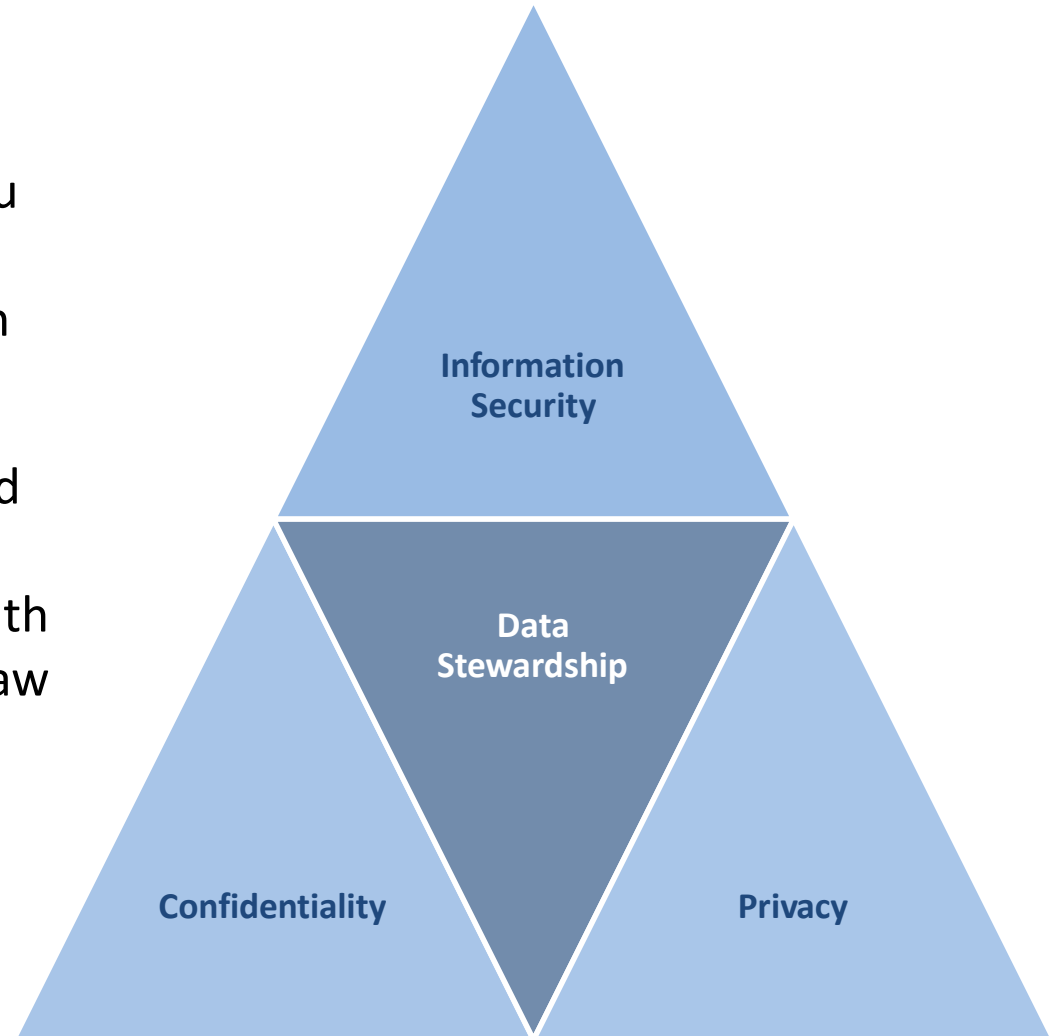
- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information with other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000.

Census Data Stewardship

Our Culture Values Data Security

Data Stewardship is the formal process the Census Bureau uses to care for respondent information — from the beginning, when a respondent answers, to the end, when the statistical data products are released.

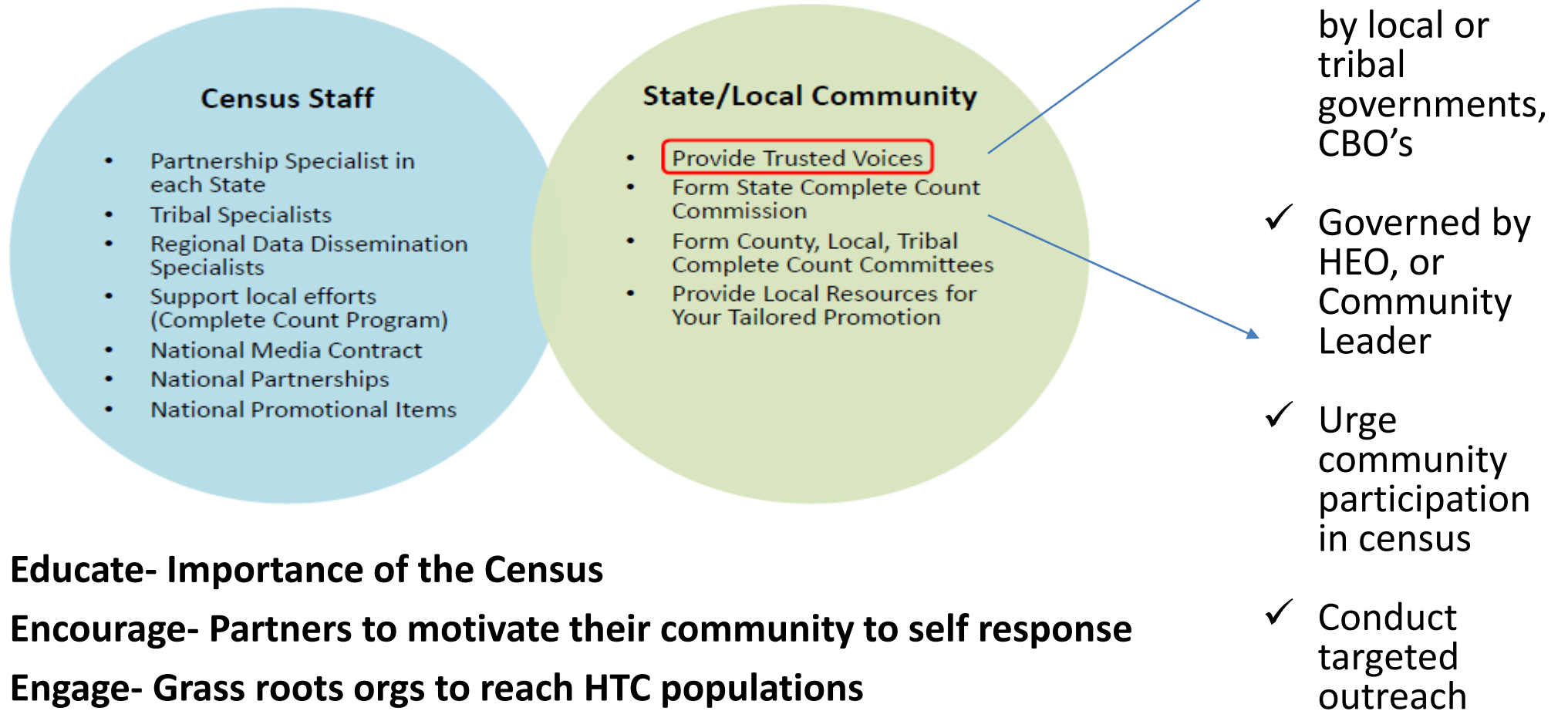
Data Stewardship is a comprehensive framework designed to protect information over the course of the information lifecycle, from collection to dissemination, and it starts with creating a culture of confidentiality that is based on the law and designed to maintain public trust.



What's New for 2020 Census

- Plans to hire 1,501 partnership specialists at the local level, up from 800 partnership specialists hired during the 2010 Census. (about 310 in LARCC 7 State region)
- 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.

COMMUNITY ENGAGEMENT AND PARTNERSHIP PROGRAM



Who are the Hard-to-Count

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

Note: Not an exhaustive list.

2020 Census Partnership Elements

- State Complete Count Commissions
- Complete Count Committees
 - Counties and Municipalities
- American Indian and Alaska Native (AIAN) Program
 - Tribal Government's Liaison Program
 - Tribal Complete Count Committees (TCCCs)
 - Urban Organizations
- Community/Non-Profit/Social-Service Organizations
- Faith-Based Community Outreach
- Higher Education (Census on Campus)
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Leveraging Trusted Voices
- Mobile Response Program
- Foreign Born and Immigrant Program
- Thank You Campaign



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

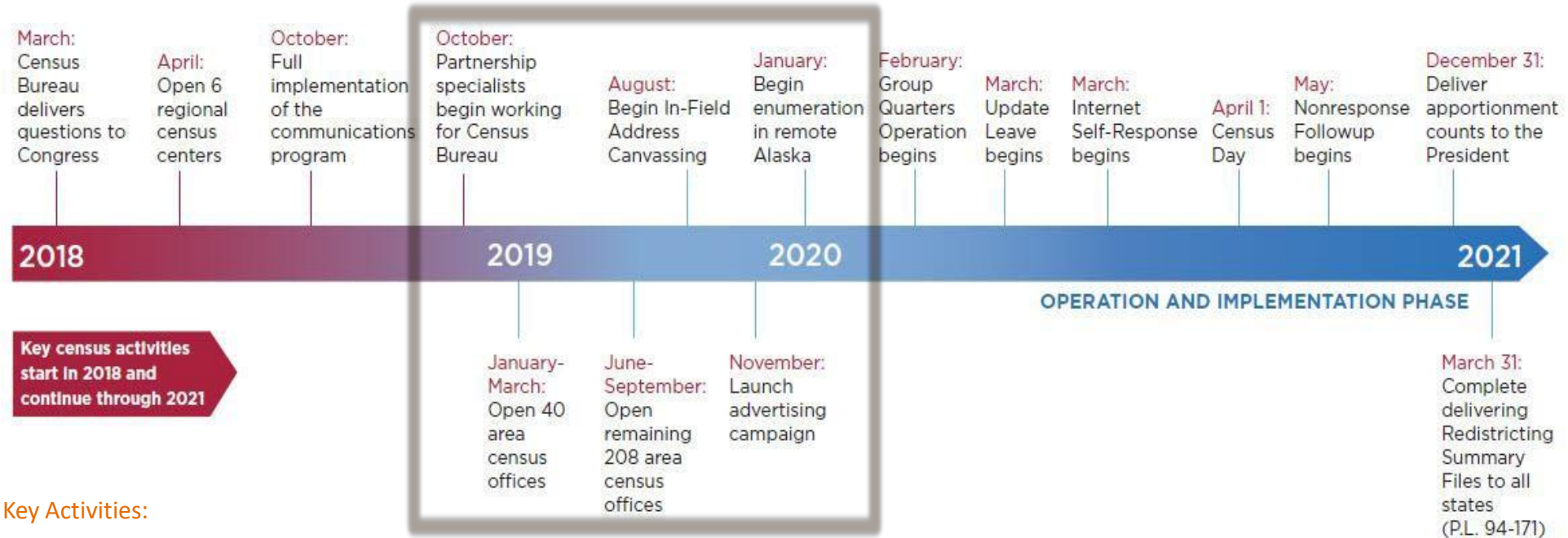
2020 Census Language Program

Language List: All Non-English Languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

2020 Census

Where Are We Now



Key Activities:

- **2018 End-to-End Census Test:** Census Day for the test was April 1. The Self-Response and Nonresponse Followup phases ended on July 31. The Group Quarters operation started on July 30 and will end on August 24.
- **Area Census Office Leasing:** Lease awards have been granted to all 40 Wave 1 ACOs and 70 of the 208 Wave 2 ACOs. Wave 1 offices are scheduled to open in January 2019 and Wave 2 offices are scheduled to open between June and September 2019.
- **Communications Program Planning:** As the research is being completed this Summer, we are working with our contracting team to begin development for the media plans, messaging, and creative treatments.
- **Partnership Program -- Increasing from 1,000 to 1,500 Partnership Specialists:** We are in the process of adding an additional 70 Partnership Specialists this summer and our goal by June of 2019 is to ramp up to approximately 1,500 Partnership Specialists.
- **Complete Count Committees:** 39 states or state-equivalents have formed 2020 Census Complete Count Committees, and an additional 11 are considering forming committees. Complete Count Committees comprise a broad spectrum of government and community leaders that develop and implement a 2020 Census awareness campaign based on their knowledge of the local community to encourage a response.

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 ACO Locations Bay Area

Concord, CA
Pleasanton
San Francisco
San Mateo
Santa Rosa
San Jose
Sunnyvale

Wave 2 Offices by State

California – 26
– Hawaii - 1
– Idaho – 1
– Nevada - 2
– Oregon - 2
– Washington - 4

Recruiting and Staffing Numbers for Area Census Office (ACO)

- Fall 2018
 - ✓ Wave 1 ACO Management, (approx. 10 per ACO)
 - ✓ 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)
- Fall 2018/Winter 2019
 - ✓ Partnership Specialists
- Recruiting Information for All Positions
 - www.2020census/jobs
 - www.usajobs.gov
 - **1-855-JOB-2020**



2020 Census Jobs available in Alameda and Contra Costa Counties

One application qualifies you for any of the following positions:

Position		Pay rate
Office Clerks		\$20.00 per hour
Office Operations Supervisors		\$26.00 per hour
Census Field Supervisors		\$27.50 per hour
Enumerators (Census Takers)		\$25.00 per hour
Recruiting Assistants		\$27.50 per hour



- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

Basic Requirements

- 18 years of age or older
- Valid Social Security number
- U.S. Citizen
- Valid email address
- Must apply online

Apply today!

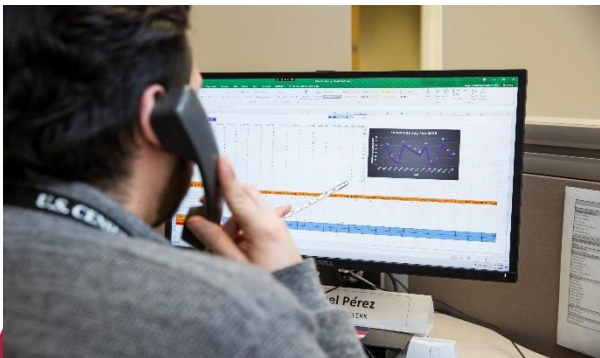
2020census.gov/jobs

Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

1-855-JOB-2020 (1-855-562-2020)

The U.S. Census Bureau is an Equal Opportunity Employer



Force
Administration

Census Job Site

2020 Census Jobs



Earn extra income while helping your community.

The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.

[APPLY NOW](#)

Job Details

We are hiring for a variety of temporary jobs, including census takers, recruiting assistants, office staff, and supervisory staff. To be eligible, you must be at least 18 years old, have a valid Social Security number, and be a U.S. citizen.

[Review job qualifications](#) >

How to Apply

Candidates must complete an online job application. The application includes assessment questions about your education, work, and other experience.

[Learn more about the application process](#) >

Locations

Positions for the 2020 Census are located throughout the United States and Puerto Rico. Explore our interactive map to find the pay rates in your county or municipio.

[Check pay rates in your area](#) >

Next Steps

- Decide to engage and educate your community about the importance of the 2020 Census
- Identify trusted voices, best messages and partner with local Census Staff to work towards a full and accurate count of your communities
- Apply for Census Jobs and help us to recruit a diverse staff for the Area Census Office.

Census 2020 Links

2020 Census

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

Census Job Site

<https://2020census.gov/jobs>

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>

Contact Information

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Los Angeles California, 90013

Partnership- 213-314-6275

Los.Angeles.rcc.partnership@2020census.gov

General- 213-314-6500

Lia Bolden, Partnership

elaine.lia.bolden@2020census.gov

510-935-9886

Recruiting Information for All
Positions

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