The State of the 2020 Census

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NALEO Educational Fund
NALEO Educational Fund was established in 1981, NALEO is the nation’s leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.
By the end of this presentation you will:

• Learn what the census is.

• Learn why it is important and what’s at stake?

• Learn about some specific data points for CA and Los Angeles.

• Learn what are some challenges and recent developments for the 2020 Census.

• Learn what you can do to ensure there is an accurate count of our communities here in Los Angeles.
What is the Census?

- A census is an official survey or count of the population of a country that is carried out in order to find out how many people live there.
“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. 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.”

XIV Amendment

“Representatives shall be apportioned among the several States according to their respective numbers, counting the whole number of persons in each State ...”
What Census data are used for is what’s most important:

**POWER**
and

**MONEY**

| Census data are used for apportionment of Congressional seats, and redistricting at all levels of government. | Census data are indispensable for monitoring and enforcement of a broad range of civil rights policies. | Census data guide the allocation of more than $800 billion in federal government resources to states, localities and families every year. |
Apportionment of U.S. House of Representatives
Based on the 2010 Census (435 seats)

CHANGE FROM 2000 - 2010

- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- State losing 1 seat in the House
- State losing 2 seats in the House
- No change
Community Benefits from Census Data

Our future prosperity and well-being depend upon the quality of the information collected by the Census Bureau about our population and infrastructure. Census data guides a wide range of decisions made in the public and private sectors that affect the lives of all Americans.

- New schools
- New Hospitals
- Child Care Centers
- Special Education Grants (IDEA)
- Head Start/Early Head Start
- Foster Care Assistance Programs
- Nat’l School Lunch Programs
- Business (workforce/consumer base)
Census data and the allocation of federal funds

More than $800 billion in FY 2016 federal funding was distributed on the basis of Census-guided data.

### Top 11 Census-guided federal programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicaid</td>
<td>$361.2</td>
</tr>
<tr>
<td>Federal Direct Student Loans</td>
<td>$93.5</td>
</tr>
<tr>
<td>Supplemental Nutritional Assistance Program</td>
<td>$66.4</td>
</tr>
<tr>
<td>Medicare Supplemental Medical Insurance (Part B)</td>
<td>$66.1</td>
</tr>
<tr>
<td>Highway Planning and Construction</td>
<td>$40.3</td>
</tr>
<tr>
<td>Federal Pell Grant Program</td>
<td>$26.0</td>
</tr>
<tr>
<td>Section 8 Housing Choice Vouchers</td>
<td>$19.4</td>
</tr>
<tr>
<td>Temporary Assistance for Needy Families</td>
<td>$17.1</td>
</tr>
<tr>
<td>Very Low to Moderate Income Housing Loans</td>
<td>$16.9</td>
</tr>
<tr>
<td>Title I Grants to Local Education Agencies</td>
<td>$14.4</td>
</tr>
<tr>
<td>State Children’s Health Insurance Program</td>
<td>$13.8</td>
</tr>
</tbody>
</table>

Source: Andrew Reamer, *Counting For Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*, George Washington University, 2019
## Census-Guided Federal Funds Annually Allocated to Selected States

<table>
<thead>
<tr>
<th>State</th>
<th>Amount (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>$115.1</td>
</tr>
<tr>
<td>New York</td>
<td>$73.3</td>
</tr>
<tr>
<td>Texas</td>
<td>$59.4</td>
</tr>
<tr>
<td>Florida</td>
<td>$44.2</td>
</tr>
<tr>
<td>Illinois</td>
<td>$34.3</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$23.8</td>
</tr>
<tr>
<td>Georgia</td>
<td>$23.8</td>
</tr>
<tr>
<td>New Jersey</td>
<td>$22.7</td>
</tr>
<tr>
<td>Arizona</td>
<td>$20.6</td>
</tr>
<tr>
<td>Washington</td>
<td>$16.7</td>
</tr>
<tr>
<td>Colorado</td>
<td>$13.1</td>
</tr>
<tr>
<td>New Mexico</td>
<td>$7.8</td>
</tr>
<tr>
<td>Nevada</td>
<td>$6.2</td>
</tr>
</tbody>
</table>
The Census has never been accurate, while the count has improved over time, certain populations are “undercounted” including:

- African Americans, Latinos and American Indians
- Households with low incomes
- Immigrants and individuals with low English-language proficiency
- Renters
- Residents who live in non-traditional housing
- Rural residents
- Highly mobile residents, such as farmworkers
- Very young children aged 0-4
Very young children are most likely to be excluded from the Census count

Census 2010 missed an estimated 1 million very young children (age 0-4).

- In California, approximately 210,000 young children (age 0-4) were undercounted.

- In Los Angeles County, 74,000 young children (age 0-4) were undercounted.

Source: Child Trends Hispanic Institute and NALEO Educational Fund, *The Invisible Ones: How Latino Children are Left out of our Nation’s Census Count*. 
**POPULATION:**
About 10 million people

**44% HARD TO COUNT:**
Experts rank L.A. County as the Hardest to Count county in the entire U.S.

**UNDERCOUNT COST IN 2000:**
L.A. County missed out in $650 Million over 10 years

**L.A. City:**
- Has about 220 languages
- Over 70% are renters
The cost of an undercount

PER PERSON
It is estimated that every uncounted person costs CA about $2,000

LET’S DO MATH:
1 Million people x $2,000
= $2 Billion

FOR 10 YEARS:
$2 Billion x 10
= $20 Billion
2020 Census

Proposed Changes and New Approaches

- Bureau was mandated to conduct the 2020 Census at a lower cost per household than 2010. Its plans have fallen short.

- Bureau is making final tests to changes and new approaches which all have important implications:
  - Internet response as primary response option (first ever digital census)
  - Reduction in number of local census offices, field staff, field “presence”
  - Last-minute addition of untested question on citizenship
  - Redesign of questions on Hispanic origin and race

-
This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.

The Census must count every person living in the United States on April 1, 2010. 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.

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

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 who did not include in Question 1? Mark ✓ all that apply.

- Children, such as a newborn baby or a foster child
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby-sitter
- People staying temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ✓ ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loan
- 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 may call if we don’t understand an answer.

Area Code + Number =

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1’s name? Print name below.

Last Name

First Name

6. What is Person 1’s sex? Mark ✓ ONE box.

- Male ☐
- Female ☒

7. What is Person 1’s age and what is Person 1’s date of birth? Please report babies as age 0 when the child is less than 1 year old.

Age on April 1, 2010

Month ☐

Day ☐

Year ☒

NOTE: Please answer BOTH Questions 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin? No, ☐

- Yes, ☒

- Mexican, Mexican American, Chicano ☒
- Puerto Rican ☒
- Cuban ☒
- Other Spanish origin — Print your name for example, Mexican American, Mexican-origin, Mexican, and so on.

9. What is Person 1’s race? Mark ✓ one or more boxes.

- White ☒
- Black, African American, or Negro ☐
- American Indian or Alaska Native — Print names of tribes or populations.
- Asian Indian ☒
- Japanese ☒
- Chinese ☒
- Filipino ☒
- Other Asian — Print race for example, Mongoloid, Thai, Pakistani, Cambodian, and so on.
- Some other race — Print race ☒

10. Does Person 1 sometimes live or stay somewhere else? Mark ✓ all that apply.

- No ☐
- Yes ☒

- In college housing ☒
- In the military ☒
- At a seasonal or second residence ☒
- For child custody ☒
- In jail or prison ☒
- In a nursing home ☒
- For another reason ☒

- If more people were counted in Question 1, continue with Person 2.
Administration’s Last Minute Addition of Citizenship Question Put Census 2020 at Serious Risk

- On March 26, 2018, the Secretary of Commerce agreed to a Department of Justice request, and added the citizenship question to the 2020 Census questionnaire at the last minute.

- Census Bureau submitted Census 2020 questionnaire to Congress with this question.

Is this person a citizen of the United States?

- [ ] Yes, born in the United States
- [ ] Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
- [ ] Yes, born abroad of U.S. citizen parent or parents
- [ ] Yes, U.S. citizen by naturalization – Print year of naturalization
- [ ] No, not a U.S. citizen
When was the last time citizenship question was asked of all Americans

- The Census has never asked about the citizenship of the entire U.S population.

- The last time the Census Bureau did anything similar was in 1950, prior to the enactment of the Voting Rights Act of 1965.

- In the 1950 form sent to every household in the nation, the Bureau asked for the citizenship status of foreign-born residents, a small subset of the population.
Current state of the citizenship question

Judges in the New York and Maryland cases issued orders to permanently block:

• Addition of the citizenship question or any effort to ask about citizenship on 2020 Census

• Any delay in the printing of Census questionnaires after June 30.

On June 27th, 2019 in a 5-4 decision, the U.S. Supreme Court temporarily halted the addition of the question.
What made the citizenship question case so concerning?

• Question raised concerns in all households – native- and foreign-born– about the confidentiality of information provided to the government and how it will be used.

• Census officials estimated that 6.5 million residents would not have responded to the questionnaire and lower response rates would have driven up cost of the Census by increasing expenses for non-response follow up operations.

• In a survey conducted by NALEO Educational Fund, 78 percent of Latinos stated that the inclusion of a citizenship question would make people afraid to participate in Census 2020.
What the 2020 Census Questionnaire will Ask

• Number of people living or staying in the house, apartment, or mobile home on April 1, 2020
• Whether the residence is a house, apartment, or mobile home
• Telephone number (*You will only be contacted if needed for official Census Bureau business*).
• Sex
• Age
• Date of Birth
• Hispanic Origin
• Race
What the 2020 Census Questionnaire will NOT Ask

- Citizenship Status
- Immigration Status
- Social Security Number
- Permits or licensing of any converted units on property
- Use of public benefits
- Criminal background or convictions
- Bank account or payment information
Strong Confidentiality Protections
Safeguard Disclosure and Misuse of Census Data

Under Title 13 of U.S. Code:

• Census data can only be used for statistical purposes; personal information cannot be used against respondents in court or by a government agency.

• Personal census information cannot be disclosed for 72 years (includes names, addresses, Social Security numbers and telephone numbers).

• Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.
  • Sworn staff are subject to a $250,000 fine and/or up to five years in prison for wrongful disclosure of information.

Policymakers and advocates are working to ensure full Administration compliance with these critical protections.
Key Census 2020 Dates

2020

January
The first enumeration begins in remote areas of Alaska, before the spring thaw.

March 12 – April 30
Self Response phase of Census 2020 (*internet, mail, and phone; four waves of staggered mail*).

April 1, 2020
National Census Day

May – July 2020
Non-response follow-up operation (*to households that did not self-respond*).

December 31
Census Bureau delivers final apportionment count to White House
The ¡Hágase Contar! Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The campaign is focused on regions with significant Hard-To-Count (HTC) communities. Nationally, the ¡Hágase Contar! Census 2020 campaign will provide partners with a number of resources, including:

- “Train-the-trainer” curriculum & training opportunities;
- State of the Census 2020 briefings;
- Campaign material and promotional information;
- Public awareness events and informational panels;
- Digital and traditional media efforts;
- National bilingual hotline – 877-EL-CENSO (877-352-3676);
- Informational Website: hagasecontar.org
The ¡Házme Contar! Campaign, is a sub-campaign focused on achieving a full count of very young children (ages 0-5).

The ¡Házme Contar! campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community on the importance of counting all children in the household – including young children.

The ¡Házme Contar! campaign will feature a number of resources, including:

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;
- Template resolutions for school boards; and
- Earned media opportunities and digital media efforts.
WHAT CAN YOU DO?

• Help build awareness by informing your family, friends, and neighbors on the importance of this census.

• Get involved in local efforts in your community to ensure everyone is counted in Los Angeles County.

• Stay connected with NALEO Educational Fund and our efforts.

• Help people fill out their census forms on-line.

• Help refer people from your neighborhoods to the Census Bureau to work as enumerators.
CENSUS JOBS
The Census Bureau will be hiring thousands of people.

Visit www.census.gov/about/regions/los-angeles/jobs/all.html

Los Angeles Region

California Employment Opportunities

For job inquiries contact Los Angeles Regional Office
Recruiting at 1-800-992-3529 or at
Los.Angeles.Jobs@census.gov

Clerk (Regional Census Center)
August 01, 2018
Closing Date: August 14, 2018
Duty Station: Los Angeles, California – Los Angeles Regional
Census Center

Field Supervisor
July 31, 2018
Closing Date: August 10, 2018
Duty Station: Santa Clara County, California

Partnership Specialist
July 30, 2018
Closing Date: August 13, 2018
Duty Station: California counties: Alameda, Santa Clara

Partnership Specialist (Spanish)
Thank you.

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www.hagasecontar.org
www.naleo.org