



Census Goodwill Ambassador (CGA) Volunteer Handbook

Version 4

Countywide Outreach Complete Count Committee



census.lacity.org

This Handbook is made possible by the City of Los Angeles who is co-leading the countywide effort to inform, educate, and engage all residents about the upcoming 2020 Census.

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For additional information, please visit census.lacity.org



Welcome Message

Dear Census Goodwill Ambassador:

Greetings! On behalf of the Countywide Outreach Complete Count Committee, I would like to thank you for taking the time to serve as a Census Goodwill Ambassador (CGA). The Census is a vital part of our democracy. Required by the U.S. Constitution, the Census seeks to count every person living in the country--once, only once and in the right place. It determines how nearly \$883 billion dollars annually in federal funds are distributed to state, local and tribal governments and assures equitable political representation at all levels of government. And because the Census is conducted only once each decade, its impacts are long lasting.

Your participation in this program will help ensure that local governments like Los Angeles receive their fair share of federal funding for critical social safety net programs in health, education, housing, and transportation. All programs that benefit our communities and will promote a stronger more vibrant Los Angeles.

We understand and appreciate that you know your community best and we are committed to providing the training and resources you need to become an effective CGA. This Handbook is equipped with sample talking points and other resources so that you can provide others with the information and tools they need to participate in the 2020 Census.

Your participation will help ensure that we achieve a full, fair and accurate count in the City of Los Angeles. Once again, thank you for your dedication and contribution to the Census 2020 Countywide outreach and education effort.

Sincerely,

Maria de la Luz Garcia
Co-Lead, Countywide Outreach CCC
Director, Census 2020 Initiative
City of Los Angeles
Mayor's Office of Budget and Innovation
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CGA Program Description

Census Goodwill Ambassador (CGA) Program

Promote democracy and equity by becoming a Census Goodwill Ambassador today!

1. Census Goodwill Ambassador (CGA) Program overview

The Census Goodwill Ambassador program is the City of Los Angeles' effort to recruit and train volunteers from the community and government agencies to assist with education and outreach for the 2020 Census. The CGAs will be the face and voice of Census 2020 on-the-ground in their communities. By raising awareness, addressing questions and concerns, and encouraging their community members to participate, CGAs are critical to ensuring a full and accurate count. We recognize that Angelenos know each other best and we are committed to providing the training and resources our community members need to become effective Census Goodwill Ambassadors.

2. Train-the-Trainer Model

The CGA program employs a train-the-trainer model. In other words, in addition to preparing yourself to engage with and encourage residents to participate in the 2020 Census by providing you with accurate and up-to-date information, this training will also prepare you to conduct your own trainings, if you would like to organize your own group of volunteers.

3. Who can become a CGA?

Anyone in Los Angeles who has time they can spare for their community should become a Census Goodwill Ambassador*. It is helpful if you are connected to the people in your neighborhood so you can help us tailor our messaging to fit your community. For example, we want to show Angelenos how Census data funds our local schools, social and health services, and infrastructure, but we need CGAs on-the-ground and in the community to know how to most effectively customize this messaging.

**You must be 18 years old to participate in most CGA Program activities, with some exceptions made for special initiatives.*

3. Do I need to attend training?

Yes. All CGAs must first attend an orientation training before engaging in outreach. For more information on upcoming training dates and locations, please visit bit.ly/Census2020volunteer.

4. Will the City cover any costs I incur as a result of organizing an event?

No, the City will not cover costs, but we will provide training and digital assets, such as flyers, handouts, and presentations.



Talking Points

These talking points and related information are intended to provide Census Goodwill Ambassadors with the resources you need to be informed when conducting outreach in the community. We recommend these talking points be used to inform one-on-one engagements, as conversation prompts, to guide a presentation, and in any other way you believe will strengthen your outreach.

- 1. The Census plays an essential role in American democracy and the results in 2020 will shape the future of our community and our voice in Congress.**
 - The Census is our nationwide headcount that is required by the Constitution to take place every ten years.
 - In order for government, community based organizations, and business to meet our needs, everyone needs to be counted to reflect who and where we are.
 - The 2020 count will determine how over \$883 billion of federal funding is distributed every year, as well as the apportionment of congressional seats and redistricting at all levels of government.

- 2. The Census determines money and power, and California has a lot to gain and a lot to lose.**
 - California currently receives about \$115 billion per year that is decided by the Census, for education, healthcare, housing and other social safety net programs.
 - Census data is also used to determine *where* schools, roads, hospitals, child care centers, senior centers, and other services should be built.
 - The Census is used to apportion the 435 seats in the House of Representatives between all 50 states, and for redistricting at all levels of government.

- 3. There are many challenges to an accurate 2020 Census count.**
 - Internet will be the primary response option for the first time ever.
 - The U.S. Census Bureau has been mandated by Congress to conduct the 2020 Census at a lower cost than in 2010, which means less resources, fewer field staff, and fewer outreach efforts.
 - Changes to federal immigration policies and the failed attempt to add a citizenship question has heightened fear and anxiety among many communities.

- 4. The County of Los Angeles is considered the hardest-to-count in the nation.**
 - About one-third of us live in areas that are likely to be very hard-to-count according to the U.S. Census Bureau.

- 5. Your information will be confidential, secure, and anonymous.**



- Under the law, the information you provide cannot be shared or used against you.
- Title 13 of the US Code states that the U.S. Census Bureau cannot release any identifiable information with any government agency, official, or court of law for any reason. The law states that the information collected may only be used for statistical purposes.
- All data submitted online is encrypted to protect personal privacy, and the U.S. Census Bureau's cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data is received, it is no longer online. From the moment the U.S. Census Bureau collects responses, their legal obligation is to keep them safe.
- All U.S. Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

6. Avoid Scams

In person: Official Census Takers (known as enumerators) will only visit households that did not fill out their census surveys on time (May-July 2020). If someone knocks on your door before this time period and claims to be a Census Taker, do not engage with them.

If you are visited by an enumerator from the Census Bureau, they are required to:

- Present an ID Badge with their photograph, the Department of Commerce watermark, and an expiration date;
- Provide their supervisor's contact information and/or the regional office phone number for verification, if requested;
- Provide a letter from the Director of the Census Bureau on U.S. Census Bureau letterhead;
- Enumerators may also be carrying a laptop and/or bag with a Census Bureau logo.

If you are still unsure about a potential scam, call the [Los Angeles Regional Census Office](#) at (818) 267-1700 or (800) 992-3530 to verify if someone is a legitimate Census Bureau employee. You can also verify that their name is on the [Census Bureau Staff Search website](#) <https://www.census.gov/cqi-bin/main/email.cqi>.

7. There will not be a citizenship question on the 2020 Census.

The Supreme Court ruled not to include the citizenship question for the 2020 Census, and the Trump Administration has backed down from trying to add the citizenship question in 2020.

8. Counting People Experiencing Homelessness

There are several ways the U.S. Census Bureau counts people experiencing homelessness.

- Service Based Enumeration, March 30 - April 1, 2020
 - The U.S. Census Bureau counts people at places where they receive services (including shelters and soup kitchens) and at outdoor locations like encampments.
- Transit locations, April 9 - May 4, 2020



- The U.S. Census Bureau counts people in transitory locations (such as motels), who are not consistently staying somewhere else.
- Probe Question: there will also be a question on the survey that asks respondents to include anyone staying in their home temporarily.

9. The City and County of Los Angeles, as well as hundreds of local organizations and engaged residents are working hard to ensure an accurate count.

The Countywide Outreach Complete Count Committee (CCC) is co-led by the City and County of Los Angeles. The CCC is intended to work in collaboration with diverse stakeholders and government agencies from various sectors to ensure a full, fair, and accurate count countywide, and to avoid duplicative outreach efforts and maximize limited resources.

- Census Action Kiosks (CAK) - CAKs will be physical locations open to the public where individuals can comfortably and securely access information, fill out the 2020 Census and receive assistance.
- Census Goodwill Ambassadors Program - The City will train and deploy volunteers from the community and government agencies to assist with education and outreach.
- County Low Response Score (LRS) Mapping tool allows users to identify hard-to-count populations in LA County.
- Coordination with the State of California and U.S. Census Bureau
- Los Angeles Regional Census Table (LARCT) - The LARCT is a gathering space for community based organizations to share knowledge and resources. It is operated by Advancement Project CA, with the support of the California Community Foundation.

10. We can all help ensure that every Angeleno is counted.

- Make sure you and everyone in your household is counted.
- Become a Census Goodwill Ambassador (CGA) - Get trained by the City to be a Census Goodwill Ambassador, prepared to provide information to your community.
- Host a Census Action Kiosk (CAK) at your organization, agency, or company.
- Spread the word about Census 2020!



Conversation Prompts

1. **What is the Census? What role does it play in American democracy?**
2. **There are many challenges to an accurate 2020 Census count. What can we do to address these challenges?**
 - Internet will be the primary response option for the first time ever.
 - Have you heard of Census Action Kiosks (CAKs)? How else can we bridge the digital divide? Who in our community might need help getting access to and/or navigating the internet?
 - The U.S. Census Bureau has been mandated by Congress to conduct the 2020 Census at a lower cost than in 2010, which means less resources, fewer field staff, and fewer outreach efforts.
 - How can we fill that gap and conduct outreach in our community?
 - Changes to federal immigration policies and the failed attempt to add of a citizenship question has heightened fear and anxiety among many communities.
 - How can we ensure everyone knows there will not be a citizenship question? How else can we reduce fear in our community? How can we make our neighbors aware of the laws protecting the confidentiality of our information? How can we make the direct benefits to our community clear?
3. **The County of Los Angeles is considered the hardest-to-count in the nation. How can we help the rest of the county get counted?**
 - About one-third of us live in areas that are likely to be very hard-to-count according to the U.S. Census Bureau.
 - What networks do we have that reach beyond our neighborhood? Who do we know in other areas of the county?
4. **The City and County of Los Angeles, as well as hundreds of local organizations and engaged residents are working hard to ensure an accurate count.**
 - Census Action Kiosks (CAK) - CAKs will be physical locations open to the public where they can comfortably and securely access information, fill out the 2020 Census and receive assistance.
 - Is there an organization, business, government building, or other public facility in our community that could host a CAK? Where do we and our neighbors frequent?
 - Census Goodwill Ambassadors Program - The CCC will train and deploy volunteers from the community and government agencies to assist with education and outreach.
 - Who else can become a CGA? What groups do we know of in our community that could activate a base of volunteers?
 - County Low Response Score (LRS) Mapping tool



- Which areas in our neighborhood have the lowest response scores? How can we make sure to reach out to those families and ensure they are counted?
- Coordination with the State of California and US Census Bureau
- Los Angeles Regional Census Table (LARCT) - The LARCT is a gathering space for community based organizations to share knowledge and resources.
 - Which community based organizations does our community trust? If they're not already engaged in the LARCT, how can we encourage them to do so?

5. We can all help to ensure that every Angeleno is counted. What can you do?

- I. Who will fill out the survey for your household?
 - II. Who can you talk to in your family, office, community, or elsewhere to raise awareness about the 2020 Census?
 - III. Who do you know that can spend some of their spare time to become a Census Goodwill Ambassador and lead our community's effort to be fully counted? Can you?
 - IV. Which social media platforms do you use, and can you use them to post Census-related content?
-



Talking Points for Presentations

The Census plays an essential role in American democracy and the results in 2020 will shape the future of our community and our voice in Congress.

The Census is our nationwide headcount that is required by the Constitution to take place every ten years. In order for government, community based organizations, and businesses to meet our needs, everyone needs to be counted to reflect who and where we are.

The Census data collected enables the federal government to determine how to divide up money and power. The 2020 count will determine how over \$883 billion of federal funding is distributed every year, as well as the apportionment of congressional seats and redistricting at all levels of government. An accurate Census count means our communities gets the resources and representation we need and deserve. It also serves as the framework businesses use when they decide where to put new locations and what products to bring to your community.

Power: Getting counted is the first step to ensuring that your voice is being represented in government.

- The Census is used to apportion the 435 seats in the House of Representatives between all 50 states, and for redistricting at all levels of government.
- The County of Los Angeles has 19 of the 53 seats (or about 1/3rd) in the US House of Representatives that are held by California.
- After the 2010 Census, California missed an opportunity to gain a seat in congress for the first time since obtaining statehood in 1850 by approximately 13,000 people. In 2020, California is expected to either stay the same or lose a seat.
- If our state does not get counted accurately, California could lose a seat. We need to ensure all residents are counted so we do not lose representation in Congress.

Money: We have a lot to gain and a lot to lose.

- California currently receives about \$115 billion per year that is decided by the Census, for education, healthcare, housing and other social safety net programs. After the 2000 Census count, the undercount in Los Angeles County caused a loss of an estimated \$650 million in federal funding between 2002 and 2012.
- It is estimated that the County of Los Angeles receives approximately \$7 billion every year.
- Programs and services funded include:
 - Medi-Cal
 - SNAP (food stamps)
 - Title 1 grants
 - Special Education grants
 - Foster care
 - Community health clinics
 - Head Start programs
 - Section 8 and other housing assistance
 - Highways, bridges, roads, and infrastructure projects
 - + many more



- Census data is also used to determine *where* schools, roads, hospitals, child care centers, senior centers, and other services should be built.

There are many challenges to an accurate 2020 Census count nationwide.

- Internet will be the primary response option for the first time ever.
 - This change causes concerns particularly for communities that are less likely to have access to the internet or be digitally literate.
- The U.S. Census Bureau has been mandated by Congress to conduct the 2020 Census at a lower cost than in 2010, which means less resources, fewer field staff, and fewer outreach efforts.
 - Underfunding has also forced the U.S. Census Bureau to cancel some of their planned field tests of previously unused innovations and to delay advertising campaigns.
- Changes to federal immigration policies and the failed attempt to add a citizenship question has heightened fear and anxiety among many communities.

The County of Los Angeles is considered the hardest-to-count in the nation.

Los Angeles County is home to about 10.3 million people, or about one-fourth of California’s population. The population size, complex diversity, sprawling geographic setting, historical trends, and other unique local demographic characteristics make Los Angeles one of the most difficult places in the country to get an accurate count.

- About one-third of us live in areas that are likely to be very hard to count according to the U.S. Census Bureau.
- 57% of residents in the County of Los Angeles belong to a historically undercounted demographic.
- There is an overall lack of understanding and information about what the Census is, how the data is used, and how it will impact our communities.
- There are pockets of low internet access all over the county, particularly in the central and southern parts of the city of Los Angeles, and in the northeastern corner of the county.
 - According to a study conducted by USC on Internet Connectivity, only 53% of South Los Angeles households have internet access.
- Linguistic isolation is another challenge, particularly for the communities that speak one of the languages that *will not* have comprehensive language assistance, including Armenian, Farsi, Hindi, Thai and Khmer.
 - The U.S. Census Bureau’s internet self-response tool will be available in 12 non-English languages: Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portugese and Japanese.
- About 17% of LA County residents are noncitizens and they may be less likely to respond to the 2020 Census due to the failed attempt to add a citizenship question and concerns about deportation and privacy.

Your information will be confidential, secure, and anonymous.

Under the law, the information you provide cannot be shared or used against you.



- Title 13 of the U.S. Code makes it illegal for the U.S. Census Bureau to use the information for anything but statistical purposes. The U.S. Census Bureau CANNOT share any of the identifiable information you report with any other government agency or official, outside entity, or court of law for any reason.
- U.S. Census Bureau staff who have access to personal information are sworn for life to protect confidentiality and are subject to a \$250,000 fine and/or up to 5 years in federal prison for wrongful disclosure of information.

Avoid Scams

During the Census count, everyone should stay vigilant to avoid scams designed to steal an individual's valuable personal information. Here are some tips to guard against Census-related identity theft:

In person: Official Census Takers (known as enumerators) will only visit households that did not fill out their census surveys on time (May-July 2020). If someone knocks on your door before this time period and claims to be a Census Taker, do not engage with them.

If you are visited by an enumerator from the Census Bureau because you have not filled out your survey, they are required to:

- Present an ID Badge with their photograph, the Department of Commerce watermark, and an expiration date;
- Provide their supervisor's contact information and/or the regional office phone number for verification, if requested;
- Provide a letter from the Director of the Census Bureau on U.S. Census Bureau letterhead;
- Enumerators may also be carrying a laptop and/or bag with a Census Bureau logo.

If you are still unsure, call the [Los Angeles Regional Census Office](#) at (818) 267-1700 or (800) 992-3530 to verify if someone is a legitimate Census Bureau employee. You can also verify that their name is on the [Census Bureau Staff Search website](#).

Online: Phishing is when a hacker pretends to be an entity you trust in order to get your private information (username, password, and social security number). For the first time, the 2020 Census will be online and scammers will try to take advantage of this. It's important to know that the U.S. Census Bureau will never send you an email, unless you sign up or subscribe to receive their emails. If you get an email, do not reply, click on any links, or open any attachments. Forward the email to the Census Bureau at ois.fraud.reporting@census.gov and delete the message. When filling out the questionnaire, make sure you are at the correct, secure Census website.

In the mail: In addition to doing a mandatory count of all people living in the United States every 10 years, the U.S. Census Bureau conducts hundreds of other surveys each year. If you receive mail from the U.S. Census Bureau, the return address should be from Jeffersonville, Indiana. If you're unsure about the validity of a letter or form, call the [Los Angeles Regional Census Office](#) at (818) 267-1700 or toll-free at 1-(800) 992-3530, or email



Los.Angeles.Regional.Office@census.gov.

Over the phone: If you receive a call, you should verify that the person on the line is a legitimate Census employee by requesting their name so you can verify them on the [Census Bureau Staff Search website https://www.census.gov/cgi-bin/main/email.cgi](https://www.census.gov/cgi-bin/main/email.cgi)

There will not be a citizenship question on the 2020 Census.

The Supreme Court ruled not to include the citizenship question for the 2020 Census, and the Trump Administration has backed down from trying to add the citizenship question in 2020.

Counting People Experiencing Homelessness

There are several ways the U.S. Census Bureau counts people experiencing homelessness.

- Service Based Enumeration, March 30 - April 1, 2020
 - The U.S. Census Bureau counts people at places where they receive services (including shelters and soup kitchens) and at outdoor locations like encampments.
- Transit locations, April 9 - May 4, 2020
 - The U.S. Census Bureau counts people in transitory locations (such as motels), who are not consistently staying somewhere else.
- Probe Question: there will also be a question on the survey that asks respondents to include anyone staying in their home temporarily.

How and when to get counted

Self-response options

- Online
 - On your own internet-ready computer, smartphone, or tablet.
 - At your nearest Census Action Kiosk (CAK)
- Mail
 - The paper forms will still be provided eventually. For 80% of American households, they will receive 3 notices in the mail reminding them to respond online, before they receive the paper questionnaire on the 4th mailing. The remaining 20% will receive the paper form on the first mailing.
- Over the phone, by calling the U.S. Census Bureau.
- March 2020: Invitations are mailed out asking households to respond to the new online census. Reminder letters go out towards the end of the month.
- April 2020: Reminder postcards go to households that haven't responded online. You may receive a reminder letter and paper questionnaire if you have not responded by their fourth reminder.
- May 2020: Census takers will visit households that have not responded.

If you fail to self-respond by May 13, 2020, a U.S. Census Bureau enumerator will knock on your door and ask you to fill out the questionnaire in person.



The City and County of Los Angeles, as well as hundreds of local organizations and engaged residents are working hard to ensure an accurate count.

For the first time, the City and County of Los Angeles are partnering and collaborating in their Census outreach efforts. Key strategies include:

- The Countywide Outreach Complete Count Committee (CCC) is co-led by the City and County, and includes subcommittees including stakeholders and Census Action Kiosks (CAK).
 - The CCC is intended to work in collaboration with diverse stakeholders and government agencies from various sectors to ensure a full, fair, and accurate count countywide, and to avoid duplicative outreach efforts and maximize limited resources.
 - Focusing on hard-to-count populations, the CCC will develop an “on the ground” and “on the air” 2020 Census outreach campaign for all County residents.
- Identify hard-to-count populations
 - County Low Response Score (LRS) Mapping tool
 - The County has developed a mapping application to identify which areas are least likely to respond, based on the U.S. Census Bureau’s Planning Database that identifies socioeconomic and demographic characteristic profiles of these areas. Identifying where the hard-to-count populations are will help to inform where we conduct our outreach and education efforts.
- Census Action Kiosks (CAK)
 - CAKs will be physical locations, spread across the county, with regular hours open to the public where they can comfortably and securely access information, fill out the 2020 Census and receive assistance if they need it. A CAK can be a desktop computer, laptop, or tablet and may or may not be staffed.
 - Any City or County department, local or State government, school, community organization, faith-based organization, or business can host a CAK. The host must already come equipped with computers for public use and be largely frequented by the public. Examples of ideal CAK locations are libraries, schools, clinics, community organizations or worksorce centers.
- Census Goodwill Ambassadors Program
 - The CCC will recruit, train and deploy volunteers from the community and government agencies to assist with education and outreach for the 2020 Census. The CGAs will be the face and voice of Census 2020 on-the-ground in their communities.
- Foster and support outreach
 - The City and County are fostering and supporting outreach by collaborating and partnering with other government agencies, local community based organizations, educational institutions, philanthropy, and other stakeholders to



bolster their Census 2020 efforts.

- The CCC is coordinating with the work being done by the State and U.S. Census Bureau to exchange relevant updates, avoid duplication of efforts, and collaborate on projects.
- Los Angeles Regional Census Table (LARCT)
 - The LARCT is a gathering space for community based organizations and other nonprofit organizations who are laying the groundwork for a collaborative campaign to share knowledge and resources. It is operated by Advancement Project CA, with the support of the California Community Foundation.
 - The LARCT also serves as the Stakeholder Subcommittee of the Countywide Outreach CCC. Organizations that are a part of the LARCT can also use this space to coordinate efforts with each other and government agencies to avoid duplication and ensure maximum coverage of the county.

We can all help ensure that every Angeleno is counted.

Make sure you and everyone in your household is counted.

- When the 2020 Census begins, remember to respond to the questionnaire and count everyone living in your household.

Become a Census Goodwill Ambassador (CGA)

- Get trained by the City to be an official Census Goodwill Ambassador, prepared to answer questions and provide information to your neighbors and members of your community. You will also receive materials, resources and updates to help you effectively communicate the importance of responding to the 2020 Census. Your responsibilities as a CGA will depend on your availability and desired involvement. Some activities you can participate in as a CGA:

1. Host an event for your neighborhood
2. Host an event at a CAK
3. Volunteer at City events
4. Post/Repost social media content
5. Recruit more ambassadors

- Learn more at <http://bit.ly/Census2020volunteer>

Host a CAK

- If your organization, company, or agency has an internet-enabled device at a physical location that is frequented by the public, consider hosting a Census Action Kiosk. CAKs will increase access to the internet and provide informational resources to those who might not otherwise have it.

Spread the word!

- Talk about what you have learned about Census 2020 with your family, friends, coworkers, and/or anyone else who will listen! Many people either do not know what the Census is or they are unsure why they should participate.



Messaging Research

Please review the following Census 2020 messaging testing results (presented by the Funders' Committee For Civic Participation's Funders Census Initiative). Various organizations conducted get-out-the-count messaging research to identify messages that resonate with historically hard-to-count communities.

[Click here](https://funderscommittee.org/resource/recording-slides-fci-briefing-series-census-2020-messaging-testing-results/), or go to the following URL: <https://funderscommittee.org/resource/recording-slides-fci-briefing-series-census-2020-messaging-testing-results/>

Messaging testing results from organizations such as:

- [Color of Change](#)
 - [NALEO Educational Fund](#)
 - [Asian Americans Advancing Justice](#)
 - [U.S. Census Bureau](#)
 - [National Congress of American Indians](#)
 - [Arab American Institute & American-Arab Anti Discrimination Committee](#)
 - [San Joaquin Valley Health Fund](#)
-

Recruitment Poster (on the following page)

Use this poster at your events or share via social media to recruit more Census Goodwill Ambassadors.





BE COUNTED
LOS ANGELES ✓

Join us and ensure that everyone in Los Angeles counts in 2020!

Become a Census Goodwill Ambassador!



Help your community gain the funding and representation it deserves for the next 10 years!

Learn about upcoming training sessions and more at bit.ly/Census2020volunteer

The City of Los Angeles will provide reasonable accommodation(s) to ensure equal access to its programs, services, and facilities for people with disabilities. To make a request contact the Department on Disability at DOD.Contact@lacity.org or (213) 202-5668, five or more working days in advance.



Be Informed. Be Involved. Be Counted.

census.lacity.org
#2020Census



Definitions

This section defines words and terms that are used in the handbook, and/or any additional materials, appendices, or content.

Census Action Kiosk (CAK): physical locations with regular office hours open to the public where they can comfortably and securely access information or fill out the 2020 Census. There should be at least one (1) computer with internet access available for public use that is programmed to engage with the 2020 Census website. A Kiosk can be a desktop computer, laptop or tablet and may or may not be staffed.

Census block group: A statistical subdivision of a census tract, generally defined to contain between 600 and 3,000 people and 240 and 1,200 housing units, and the smallest geographic unit for which the U.S. Census Bureau tabulates sample data. A sub-division of a census tract (or, prior to 2000, a block numbering area), a block group is a cluster of blocks having the same first digit of their four-digit identifying number within a census tract.

Census tract: A small, relatively permanent statistical subdivision of a county delineated by a local committee of census data users for the purpose of presenting data. Census tracts nest within counties, and their boundaries normally follow visible features, but may follow legal geography boundaries and other non-visible features in some instances. Census tracts ideally contain about 4,000 people and 1,600 housing units.

Countywide Outreach Complete Count Committee (CCC): Lead by the City and County of Los Angeles, the CCC convenes diverse stakeholders and government agencies from various sectors to ensure a full, fair, and accurate count Countywide, and avoid duplication of outreach efforts and maximize limited resources.

Hard-to-Count: Indicates a group is less likely to respond to the Census. Populations that are hard to locate, hard to interview, hard to contact, and hard to persuade. Populations may be considered hard to locate if their housing units are not known by the U.S. Census Bureau and/or if the persons want to remain hidden. Populations may be considered hard to interview if their participation could be hindered by language barriers, low literacy, and/or lack of internet access. Populations may be considered hard to contact if they're highly mobile, people experiencing homelessness, and/or have physical access barriers such as gated communities. Populations may be considered hard to persuade if they're suspicious of the government and exhibit low levels of civic engagement.

Hard-to-Survey: Similar to "Hard-to-Count". See Hard-to-Count definition.

Linguistic isolation: Used by the U.S. Census Bureau for limited English speaking households.



Non-Response Follow Up (NRFU): An operation whose objective is to obtain complete survey information from housing units for which the U.S. Census Bureau did not receive a completed questionnaire by mail. In the ACS telephone and personal visit methods are used for non-response follow-up.

Reapportionment: After each Decennial Census the population count of the United States and overseas military and civilian dependents is used to calculate the number of representatives beyond the one per state to which each state is entitled. With 435 members of Congress, this effort disperses the remaining 385 representatives based on the method of equal proportions. The method of equal proportions is applied to the population totals for states (and overseas military) and does not include the Commonwealth of Puerto Rico, the Island Areas, or the District of Columbia. By law, the redistribution of Congress is required no later than December 31, following the collection of the Census or in years ending in 0.

Redistricting: The process of revising any geographic area that elects representatives based on census population distribution. Areas that use census data for redistricting include, but are not limited to, the U.S. Congress, state legislative bodies, a county or city council, or a school board.

Title 13 (U.S. Code): The law under which the U.S. Census Bureau operates and that guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting the census in Puerto Rico and the Island Areas.



Additional Online Resources

[County of Los Angeles](#)

<https://census.lacounty.gov/>

“The mission of the Los Angeles County Complete Count Committees (CCCs) is to promote and facilitate a complete and accurate 2020 Census count of residents Countywide focusing on education and outreach to the County’s Hard-to-Survey (HTS) populations.”

Resources include:

- Low Response Score (LRS) Mapping Application (<http://rpgis.isd.lacounty.gov/LRS/>)
- Census Profiles by Supervisorial District
- Countywide Census Block Group Database

[California Census Office](#)

<https://census.ca.gov/>

“Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.”

Resources include:

- Funding information
- California Hard-To-Count interactive map
- California Complete Count Committee information

[NALEO Educational Fund](#)

<http://www.naleo.org/census2020>

“NALEO Educational Fund is a preeminent national leader in advocacy to ensure that the Census provides the most accurate portrayal possible of the Latino community and the entire population.”

Resources include:

- Video: “How the U.S. Census works” in English and Spanish
- Census 101 Handout in English and Spanish
- State-specific fact sheets

[Census Counts](#)

<https://censuscounts.org/>

“Census Counts is a collaborative campaign involving more than 15 national organizations and dozens of community partners in more than 30 states working together to make sure that the 2020 Census is fair and accurate—so that our communities do not miss out on the political power they deserve and the resources their communities have earned.”

Resources include:

- Webinars
- Technology FAQs
- Events



Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds

<https://qwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

To better understand the fiscal impacts of the upcoming 2020 Census on states and local areas, the Counting for Dollars Project aims to identify each federal program that geographically distributed financial assistance based, in whole or part, on data derived from the Decennial Census, and ascertain the connection between Decennial Census accuracy and the equitable distribution of funds to states and local areas.”

Resources include:

- Studies of how much funding each state receives, and for which programs, based on census data
 - Presentations
 - Citizenship Question, Federal Court Expert reports from Andrew Reamer
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For more information on the Census Goodwill Ambassadors program, please contact the Mayor’s Office, Census 2020 Initiative:

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