Census Goodwill Ambassador Training
Round 2

census.lacity.org
Agenda

1. Census 2020 Overview; the Census and its importance
2. Quiz on Overview
3. Q+A on Overview
4. City of Los Angeles Census Outreach Programs
5. Practice talking about Census 2020
6. Plan your community event
   ○ Steps to receive a volunteer appreciation gift and/or mini-grant
7. Q+A on events
8. Turn in signed volunteer waiver and additional collect materials
What is Census 2020?

The census is a mandated count by the federal government taken every ten years of EVERY person living in the United States, regardless of age, sex, ethnicity, citizenship or immigration status.

Census 2020 is our one chance to determine how our collective money and political power will be distributed until 2030.
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
If California is not counted accurately, our state could lose a seat in the House of Representatives.

California missed an opportunity to gain a seat in Congress after the 2010 Census by only an estimated 13,000 people who did not get counted.
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!
LA is the Hardest-to-Count County

10.3
million
residents in LA County
That’s about ¼ 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
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.
How do we get counted?

**Self-Response period**
March 2020 - July 2020

**Census Day**
April 1, 2020

**Non-Response follow-up period**
May 2020 – July 2020

*Census Takers will knock on door*

*You may only receive a paper form if you don’t self-respond on the internet or by phone.*
How do we get counted?

Internet

Phone

Mail / Paper Form

Available in English, Spanish, Chinese*, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese

Available in English and Spanish only

*Internet option will have Chinese (simplified), the Phone option will have Mandarin and Cantonese.
How do we get counted?

Invitation to Respond

In March 2020, you will receive a letter in the mail that will look similar to these examples, inviting you to respond and explaining how to respond to the Census. This will be followed by several reminder letters.
What do they ask?

- The number of people living or staying in your household on April 1, 2020
- First and last name, age, birth date, race, ethnicity, sex, and relationship to the person responding, for each person (count everyone who lives in the household, including non-family members)
- Whether you rent or own your house, apartment, or mobile home
- A telephone number

How long will it take?
The Census Bureau estimates that the questionnaire **takes 10 minutes to complete** on average.
Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines:

1. Count all people, including babies, who live and sleep here most of the time.

If someone stays away from the address more than half the time, go online at www.census.gov or call the number on page 8.

In addition, count people without a permanent place to live, such as those living on April 1, 2020, count that person.

The Census Bureau also counts persons in institutions and other places.

- Do not count anyone living away from home, 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.

2. Were there any additional people staying here on April 1, 2020, that you did not list in Question 1?

Mark all that apply.

- Children under 18, not related, such as foster children, boarders, lodgers, or tenant.
- Relatives, such as adult children, parents, brothers, or sisters.
- Nonrelatives, such as roommates or their boarders.
- People staying here temporarily.
- No additional people.

3. Is this house, apartment, or mobile home - Mark X CBE if:

- Owned by you, someone in this household with a mortgage or not? Include home equity loans.
- Owned by you, someone in this household with a mortgage or not? Include home equity loans.
- Occupied without payment of rent.
- Unoccupied.

4. What is your telephone number?

We will only contact you if needed for official Census Bureau verification.

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, but is not living here or live as a roommate, fill in the information for that person in the Person 1 section. If there is more than one person living here, list by listing any adult living here as Person 1.

What is Person 1’s name? Print name below

First Name

Last Name

6. What is Person 1’s sex?

Mark X ONE box.

- Male
- Female

7. What is Person 1’s age and what is Person 1’s date of birth? For babies born in 2020, do not write the age in months. Write it as the age.

Age on April 1, 2020

Month

Day

Year of birth

8. Is Person 1 an Hispanic, Latino, or Spanish origin?

Mark X ONE or MORE categories.

- Yes, Spanish origin
- Yes, Mexican, Spanish origin
- Yes, Cuban
- Yes, Other Hispanic/Latino or Spanish origin

9. What is Person 1’s race?

Mark X ONE or more boxes AND other categories.

- White
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Other race - Print, for example, Hawaiian, Cambodian, Karen, etc.
- Some other race - Print race or origin.

NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this example, Hispanic origins are not races.
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.
Your personal information **CANNOT BE SHARED** and **CANNOT BE USED AGAINST YOU** in any way, by anyone or any government agency or court of law, for any reason.

Title 13 of the U.S. Code guarantees your information will be kept **confidential** and cannot be used against you in any way.

**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 bill creates 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.
Avoid scams

**Online**

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.

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**At home**

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](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.
Counting 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.

Transitory 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.

Note: Part of Group Quarters Operations
About **how much money** does California receive every year based on the census count?

A. $900 million
B. $1.5 billion
C. $20 billion
D. $115 billion
About **how much money** does California receive every year based on the census count?

A. $900 million  
B. $1.5 billion  
C. $20 billion  
D. $115 billion
Who needs to be counted?

A. Everyone
B. Adults 18-65 years old
C. Citizens
D. City of LA Residents
Who needs to be counted?

A. Everyone! Regardless of age, sex, ethnicity, citizenship or immigration status, everyone needs to be counted.
How can I get counted?

A. Internet
B. Phone
C. Paper/Mail
D. Census Taker knocking on my door
E. All of the above
How can I get counted?

A. Internet
B. Phone
C. Paper/Mail
D. Census Taker knocking on my door
E. All of the above

Only if you don’t self-respond on the internet or phone

Only if you don’t self-respond at all, or did not answer all questions.
The Census will NOT ask you about...

A. Your home address
B. Your name
C. Your social security number
D. Your age
The Census will NOT ask you about...

A. Your home address
B. Your name
C. Your social security number
D. Your age
The Census Goodwill Ambassador program is the City of Los Angeles’ effort to recruit and train volunteers from the community to assist with education and outreach.

The CGAs will be the face and voice of Census 2020 on-the-ground in their communities.
Questionnaire Action Kiosks (QAK) & Questionnaire Assistance Centers (QACs)

Formerly called Census Action Kiosks (CAK)

Public spaces with at least one computer or tablet with internet access for residents to comfortably and securely fill out the Census questionnaire online.

Hundreds of locations from the City, County, Community Organizations, Schools, Businesses and others.

Some City of LA locations include:
- Libraries
- City Hall
- Recreation and Park Centers
- WorkSource/YouthSource Centers
- Department on Disability Office
Tips for talking about Census 2020

● Connect the importance of an accurate Census count to specific ways it can impact their everyday lives.
  ○ Example: Talk about the programs at the school down the street that can benefit from an accurate Census count, such as Title 1, School Breakfast/Lunch, and Special Education.

● Emphasize that responding to the Census is safe, easy, and secure.
Your turn! Role Play!

Turn to a neighbor and spend **30 seconds** explaining 1) what the Census is, and 2) why it is important that they get counted, then switch.

Tip: Try to connect the Census to their daily lives.

What programs and services might they use that benefit from accurate census counts? For example, education programs, Medicaid, roads and freeways, foster care, SNAP, Head Start, public housing, Temporary Assistance for Needy Families, etc.
Host your own Community Event about responding to Census 2020!

- Host an event between **March - July, 2020** (self-response period)
- **Encourage your community to respond** to the Census at your event (or after), and assist them if needed.
- **Explain and/or provide options for people to respond** (ie. internet, phone, mail).
- **Host an event at a QAK/QAC, if possible**, or let them know how to find their nearest QAK/QAC.

If you need help finding a QAK/QAC location to host your community event for 25 people or more, contact us at **Mayor.LACensus2020@lacity.org**
Host your own Community Event about responding to Census 2020!

If someone asks you to assist them with responding to the questionnaire:

- Ask them if they are unable to complete the questionnaire on their own. If they answer yes, direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs.

If they still request your assistance with online response, respond:

- “I am not a US Census Bureau employee and therefore the answers you provide me are not protected by law. Your response is only protected by the Census Bureau once your response is received. However, I am able to assist you with entering your responses. Let’s get started.”
- Provide assistance as needed based on community member circumstance. You should not collect or retain response information outside of the questionnaire and should not guide responses for the questionnaire.

*California Complete Count: QAC/QAK Guide for Contracted Outreach Partners 2.0 (Jan. 17, 2020), Page 27*
Steps to receive a gift and/or apply for a mini-grant!

The first 400 CGAs may receive a $100 volunteer appreciation gift!
And the first 100 organizations may apply for a $500 mini-grant!

REQUIREMENTS
1. Attend a CGA training from the Mayor’s Office
2. Sign the volunteer waiver
3. Show a photo ID at the training
4. Plan your community event and confirm a date, time and location
5. Register your event!

Register your event
bit.ly/censusevents
Census Goodwill Ambassador Event Registration Form

Thank you for volunteering to serve as a Census Goodwill Ambassador! Please fill out this form before you host your community event.

The first 25 CGAs will receive a $100 volunteer appreciation gift, and the first 20 CGAs will receive a $50 volunteer appreciation gift.

Requirements:
- You must have attended a CGA training, signed the volunteer waiver, and show a photo ID.
- Your event can be an informal community gathering or a formal presentation, but you must use the information provided at the CGA Training about the 2020 Census.
- If you are working with other individual CGAs to host an event together, you must each turn in separate “pledge to be counted” sheets. For example, if you are working with 2 other CGAs on an event, all 3 of you will each recruit 25 people to “pledge to be counted” (the goal for each individual CGA).
- Completing this form does not guarantee you will receive the gift. Gifts will be given on a first come, first serve basis as there is a limited amount of funds available. If you receive a gift, you will still need to submit proof of your event. Once you submit this form, you will receive instructions on how to submit proof of your event.

If you have any questions, email us at Me ravC A Census2020@ca.gov

* Required

Register your event at
bit.ly/censusevents
You will then be asked to provide the following:
1. Brief description of your event
2. Event street address, city, and zip code
   Note: Event must take place in the City of LA
3. Event Date and Time
4. Do you want the event promoted on the City of LA's Census 2020 website?
   Note: only if it is a public event

Organizations will be asked to provide the following additional information:
1. Name of organization
2. Your job title
3. Has the organization already been funded for Census outreach work?
4. Is the event hosted by your organization?
5. Is this part of an existing event?

Register your event
bit.ly/censusevents
Additional requirements for organizations

- Must be a 501(c)3 tax exempt organization
- Must submit the two forms you’ll receive after you submit your application
  - 1) Conflict of Interest (COI) Form
  - 2) Form W-9

Register your event

bit.ly/censusevents
1. Use the information you learned at the training and that is in your handbook about the importance of the 2020 Census to encourage your community to respond! Check out more handouts and materials at census.lacity.org

2. Have everyone at your event sign the “Pledge to be Counted” form. (Make sure you can read everyone’s handwriting)

Register your event

bit.ly/censusevents
Last step: Proof of Event

After your event, please submit the following:

1. Copy of the “Pledge to be Counted” form
2. Transfer the information people provided on the “Pledge to be Counted” form on a survey we will send you.
3. Photos of your event

You will receive instructions on how to complete the above items after you register your event.

Register your event

bit.ly/censusevents
WE CAN ALL HELP!

Count **everyone** living in your household.

Recruit more 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](http://census.lacity.org) to find a social media toolkit, ways to get involved, and more shareable information!
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
Thank you!
census.lacity.org