Census Goodwill Ambassador
Training

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

Phone

Mail / Paper Form
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.
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.
Confidential and Secure

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 proposed bill would create 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.

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.

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.

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

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
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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
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A. Internet
B. Phone
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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
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A. Your home address
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C. Your social security number
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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.
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!

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.
WE CAN ALL HELP!

Host your own Community Event about Census 2020!

If you need help finding a location to host your community event for 25 people or more, contact us at Mayor.LA_census2020@lacity.org
Register your community event!

The first 300 CGAs will receive a $100 volunteer appreciation gift! And the first 20 organizations will receive 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](bit.ly/censusevents)
Register your community event!

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
CGA Event Registration Form

Register your event at bit.ly/censusevents
CGA Event Registration Form

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/censusevent
At your community event

At your event:
1. Use the information you learned at the training and that is in your handbook about the importance of the 2020 Census to educate and engage your community!
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
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 to find a social media toolkit, ways to get involved, and more shareable information!
Jobs with the US Census Bureau

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