


Road to 2020

Roberto Garcia

Partnership Specialist - U.S. Census Bureau

2020 Census



Count everyone
once, only once,
and in the right place.

Why Do a Census

- **Article 1, Section 2 of the US Constitution**

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.

- **Key Purpose is Apportioning the US House of Representatives**

Why does the 2020 Census matter?

Power

- Congressional representation
- Reapportionment & redistricting

Money

- \$675 Billion distributed annually
- Funding based on population

People

- Over \$76 Billion each year to the State
- \$2,000 approx. per Californian counted*

Federal Funding

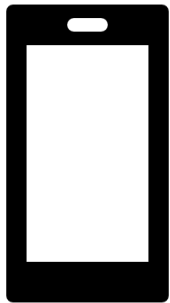
Census data informs how **\$76 billion** is distributed annually among local, state, and tribal governments for programs like:

Program	Amount
Medicaid	\$44,240,036,248
Supplemental Nutrition Assistance	\$7,528,039,778
Schools (Title 1 Grants, National Lunch School Program, Head Start/Early Start)	\$4,274,492,934
Housing Choice Vouchers	\$3,40,189,000
Highway Planning and Construction	\$3,212,534,538
Senior & Foster Care Centers	\$1,286,852,000

Goals for 2020 Census

- Maintain Data Quality
- Areas of Innovation
 - Accurate Address List
 - Easier Ways to Respond
 - Better Use of Information
 - Efficient Field Operations

March 23, 2020



Internet



Phone



Paper Form



In-person

**13 languages including English will be supported*

Impact to Escondido



Impact to Escondido

73%

Escondido Census Mail Participation Rate in 2010

42,000 Escondido Folk

Requiring follow-up by Census enumerator in 2010

Impact to Escondido

1,600

Estimated net undercount in 2020 based on 2010 Census

\$ 1,950*

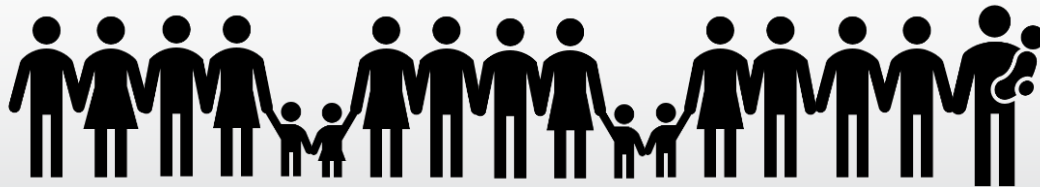
Potential per person Federal funds available

\$ 2.3 Million

Amount of Money **Escondido** stands to gain or lose over the next decade

Impact to Escondido

- 5 hard to count census tracts with a population of 28,000
- Participation rate is lower than 70%

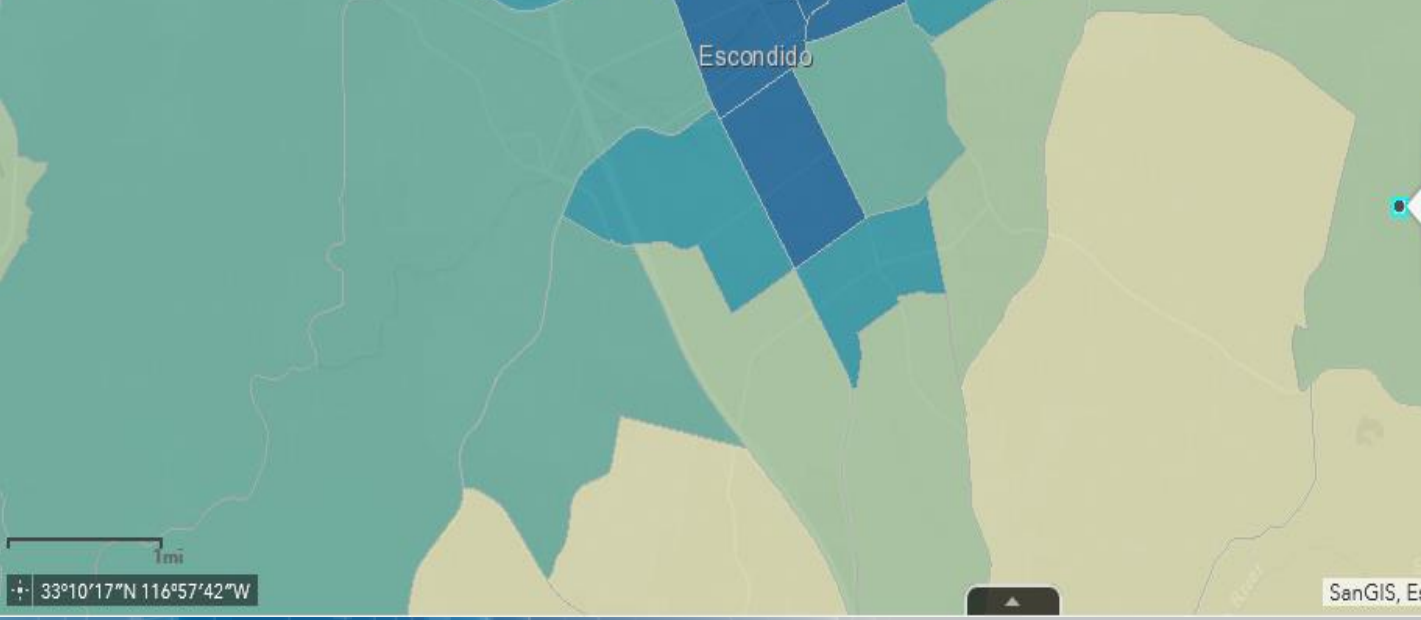


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Show search results for 15305...



San Marcos



33°10'17"N 116°57'42"W

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15305 Rockwood Rd, Escondido, California,
Census Tract 207.09
 San Diego County, California

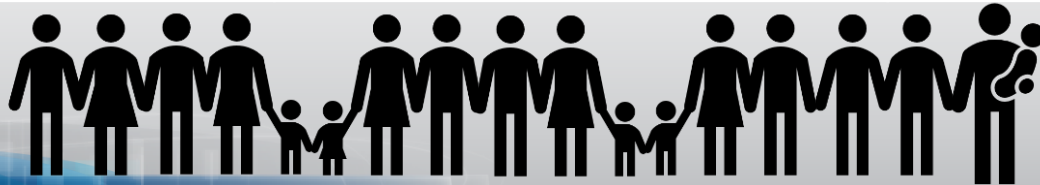
Low Response Score (%): 16.7

2012-2016 ACS 5-year estimates

- Total Population:** 8,036
- Median Household Income (\$):** 90,179
- Population Under 5 (%):** 8.90
- Population 18-24 (%):** 8.15
- Population 65 and Over (%):** 11.88
- Below Poverty Level (%):** 4.82
- Not High School Graduate (%):** 9.81
- Non-Hispanic, Black (%):** 3.40
- Non-Hispanic, White (%):** 54.63
- Hispanic (%):** 24.42
- American Indian or Alaska Native (%):** 0.20
- Asian (%):** 12.47

Hard-to-Count Populations

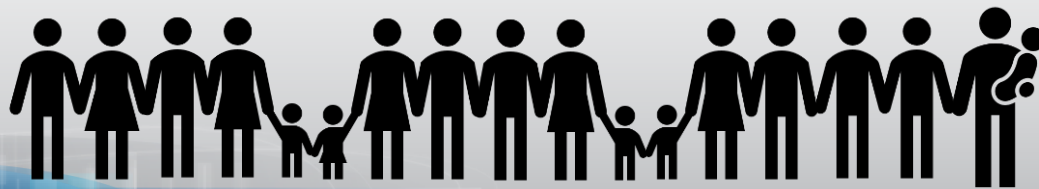
Communities of Color	Children under 5	Persons who do not speak English fluently
LGBTQ+	Undocumented Immigrants	People with disabilities
People experiencing homelessness	Tribal members	Rural Communities



**How can we work
together to ensure
a complete count
in 2020?**

You can help

- Identify community organizations in your city that work directly with hard-to-count populations
- Incorporate census education efforts into existing community engagements
- Leverage existing infrastructure and resources
- Initiate a resolution to support the Census effort



We are Hiring

2020 Census Jobs

www.census.gov/fieldjobs

www.usajobs.gov

www.2020census.gov/jobs

1-888-658-5564 (RCC recruiting hotline)

Community Partnership and Engagement Program

Enroll community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

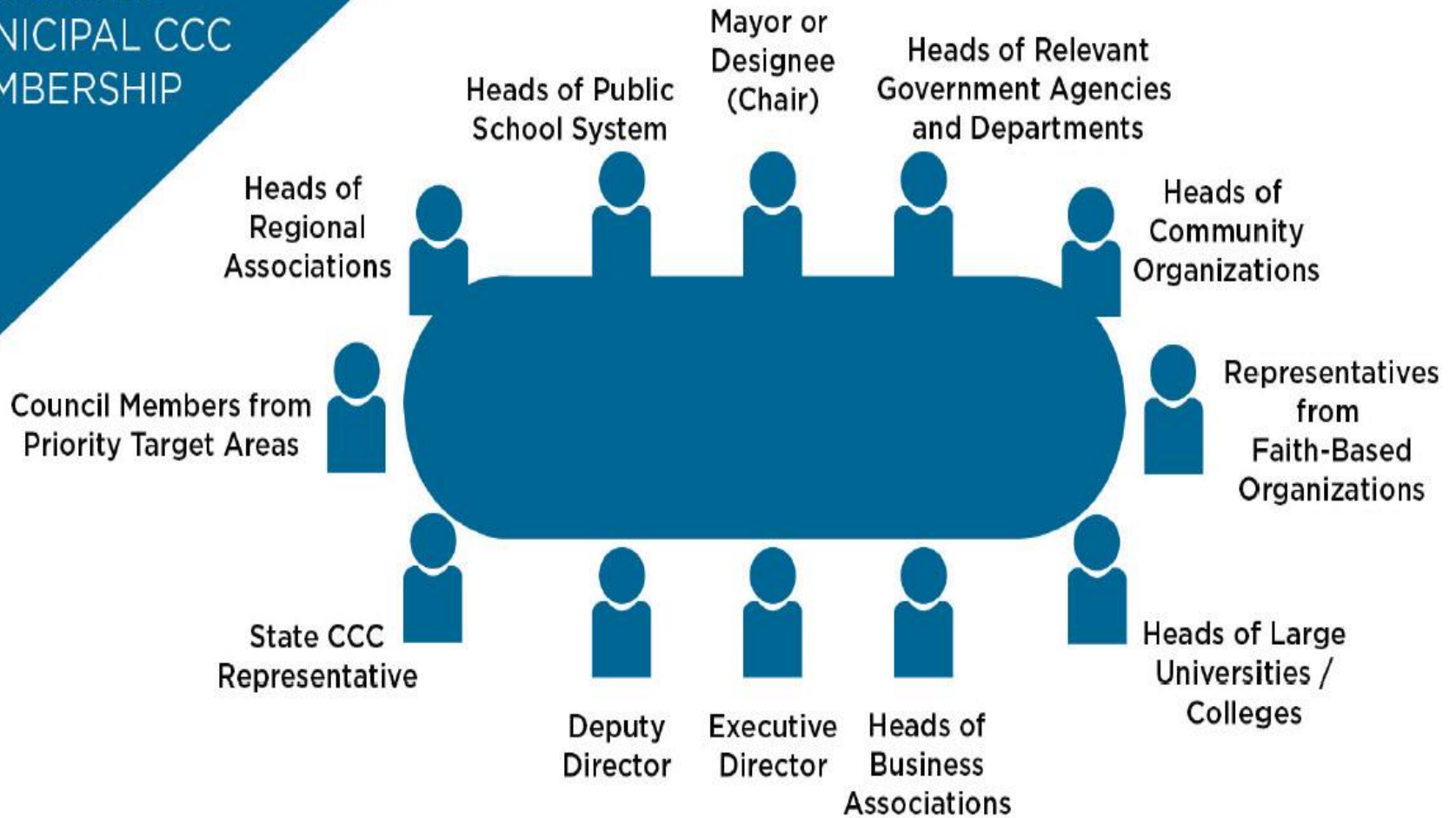
- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

Complete Count Committees

- Tribal, state and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents.
- Committee members in CCs are:
 - Trusted Messengers
 - Leaders in respective industry
 - Partners between community and government

Suggested CCC Membership

SUGGESTED MUNICIPAL CCC MEMBERSHIP



**Partnership Specialist is advisor and Census liaison to Municipal CCC's*

Timeline – Key Communications

- The 2020 Census Phases
 - Education Phase – 2018-2019
 - Awareness Phase – April 2019
 - Motivation Phase – March – May 2020
 - Reminder Phase – May – July 2020
 - Thank You Phase – Starts July 2020
- Local governments and community leaders throughout Escondido participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

Questions ?

Contact

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References

Hard to Count Tracts:

<https://www.census.gov/roam>

Participation Rate:

<https://www.census.gov/censusexplorer/2010ratemap.html?#>

Population:

<https://www.sandag.org/>

Congressional districts undercount:

Each of California's congressional districts contains at least one census tract where more than 29% of residents are likely to be undercounted, according to the analysis.

<http://www.govtech.com/data/Millions-of-Californians-Might-Go-Uncounted-in-2020-Census.html>