


ROAD TO 2020 CENSUS

*“King 2020, The Beloved Community:
The Fierce Urgency of Now.”*

Dr. Martin Luther King, Jr.



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

Educate. Engage. Encourage.

WHY IS THE CENSUS IMPORTANT?

IT'S... IN THE CONSTITUTION

The first census was in 1790. The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living in it. Our goal is to *count everybody once, only once, and in the right place.*

Article 1, Section 2 of the U.S. 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

IT'S... ABOUT POWER, MONEY, IDENTITY

Power

- Congressional representation
- Reapportionment & redistricting

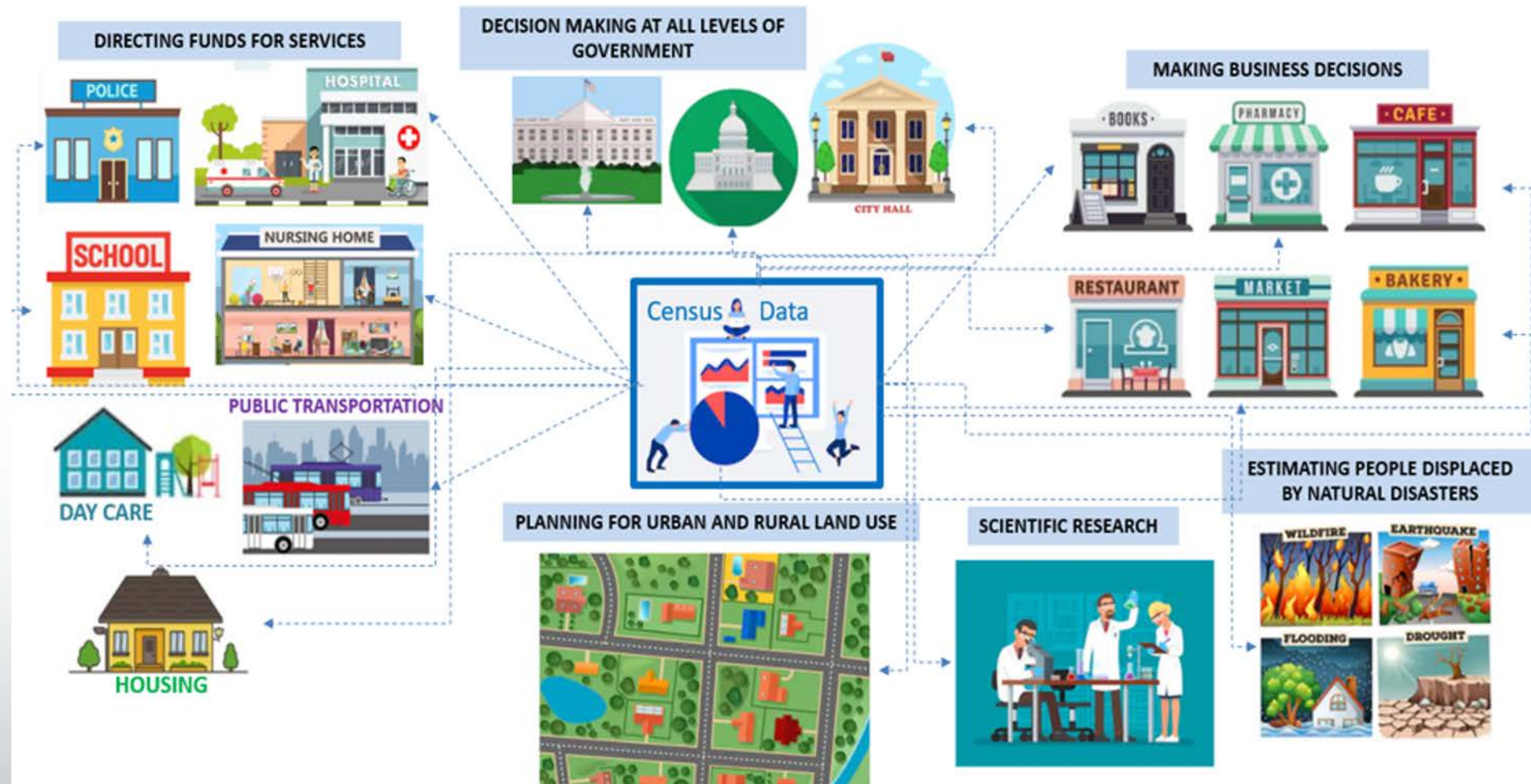
Money

- Billions of dollars distributed annually
- Funding distributed based on population

Identity

- Capture Racial Ancestry
- Locally Targeted Programs and Services

MONEY: DISTRIBUTION OF FUNDS



2015 Federal Funds Distribution

Table 2: Largest Programs Using Census Bureau Data to Distribute Funds

CFDA number ¹	Program Name	Federal Executive Department or Agency ²	Fiscal Year 2015 Funds	
93.778	Medical Assistance Program	HHS	\$311,805,244,413	
10.551	Supplemental Nutrition Assistance Program	USDA	\$71,035,786,000	*
93.774 (part)	Medicare Part B Physicians Fee Schedule Services	HHS	\$70,300,000,000	**
20.205	Highway Planning and Construction	DOT	\$38,479,013,855	
84.063	Federal Pell Grant Program	ED	\$29,916,694,438	
10.555	National School Lunch Program	USDA	\$18,915,944,292	
93.558	Temporary Assistance for Needy Families	HHS	\$17,225,738,021	
14.871	Section 8 Housing Choice Voucher	HUD	\$15,761,488,440	*
84.010	Title 1 Grants to Local Educational Agencies	ED	\$14,253,154,251	
84.027	Special Education Grants to States	ED	\$11,382,885,850	
93.600	Head Start	HHS	\$8,538,887,781	

Engage. *“The Beloved Community”*

REACH HARD TO COUNT POPULATIONS

Communities of Color	Children under 5	Tribal members
LGBTQ+	Undocumented immigrants	People with disabilities
People experiencing homelessness	People who do not speak English fluently	People distrustful of the government
Senior Citizens	Veterans	Rural Communities
Renters	Adults between 18-24	

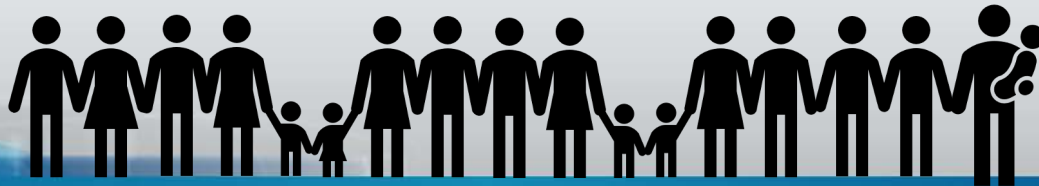
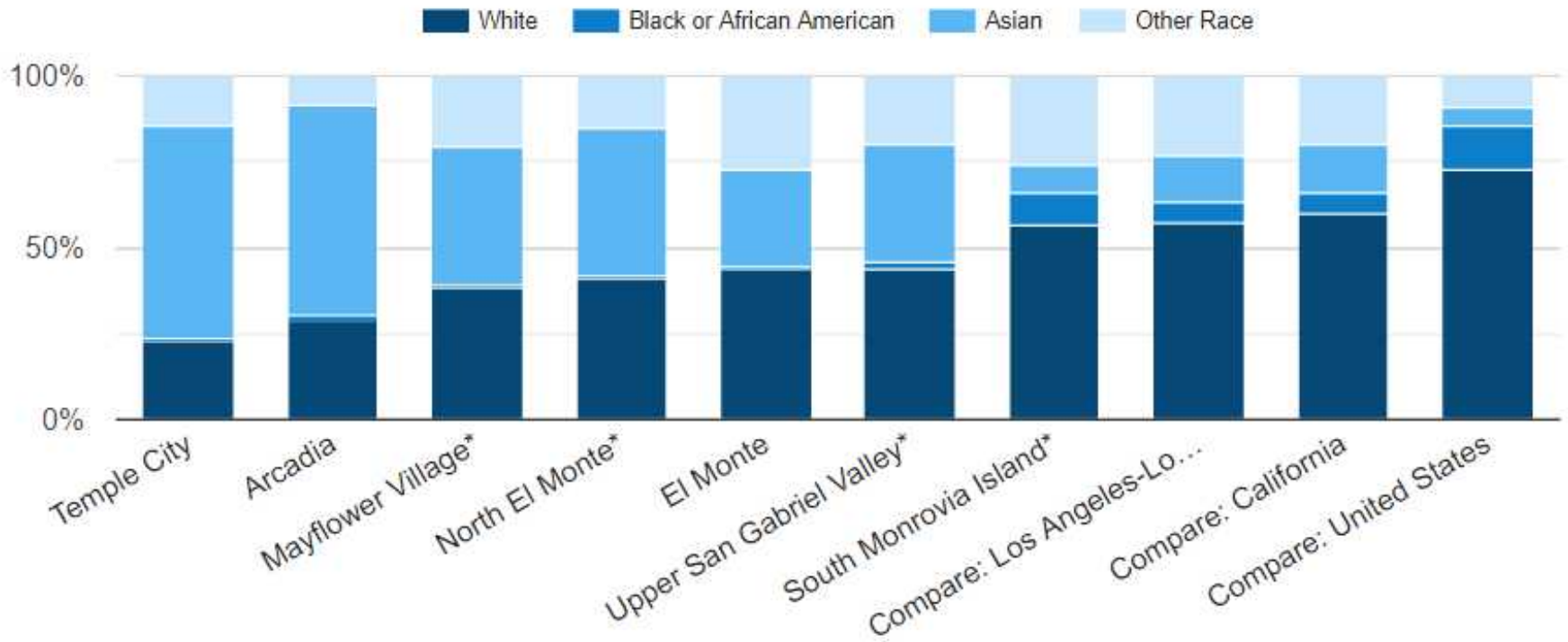
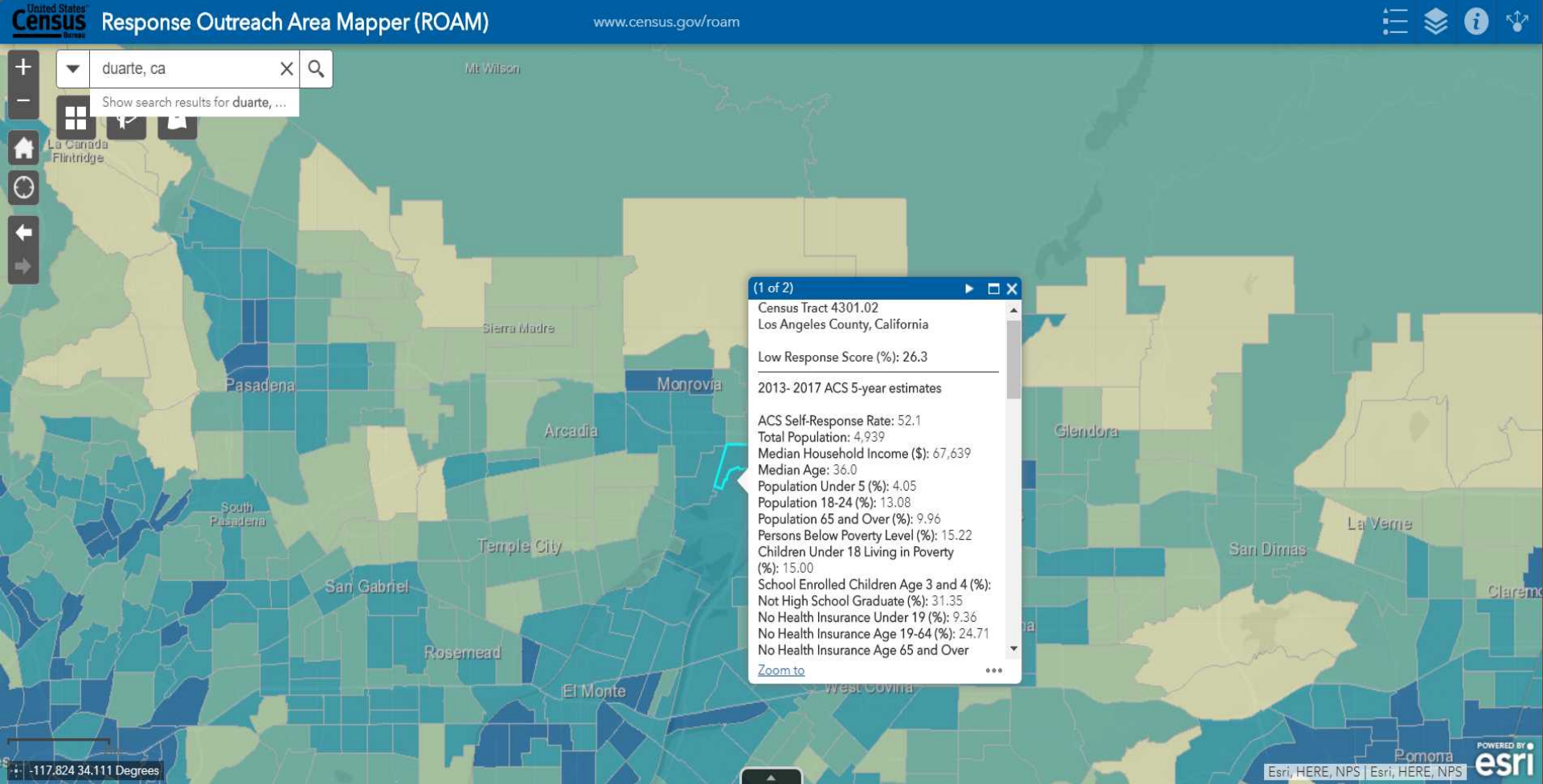


Figure 9: Upper San Gabriel Valley, CA and Area Racial Makeup



DATA DRIVEN APPROACH



www.census.gov/roam

HOW WILL THE CENSUS INVITE RESPONSE?

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

CENSUS DAY
April 1, 2020

2020 CENSUS IS EASIER THAN EVER

New ways to SELF-RESPOND

STARTING MARCH 12

- **INTERNET***



- **PHONE***



- **PAPER FORM***



Or traditional in person interview

**13 languages including English will be supported*

YOUR DATA IS CONFIDENTIAL

- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share a respondents personal information with other government agencies
- All Census Employees swear to a lifetime oath to protect respondent information
- Penalties for wrongful disclosure - Up to 5 years imprisonment and or a fine of \$250,000

LANGUAGES

SUPPORTING LINGUISTICALLY DIVERSE POPULATIONS

Available in Spanish

- Enumerator Instruments (hand held)
- Paper questionnaire and other mailings
- Field enumeration materials

Internet option and Census Questionnaire Assistance (CQAs) will be available in 12 non-English languages

Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese

Items available in 59 non-English languages

- Language glossary
- Language identification card

“THE FIERCE URGENCY OF NOW.”

“We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there "is" such a thing as being too late. This is no time for apathy or complacency. This is a time for vigorous and positive action.”

— **Martin Luther King Jr.**