

The Road to the 2020 Census



Presented by Patricia Duff Tucker
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[2020CENSUS.GOV](https://2020census.gov)

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“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.**

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Easy, Safe, Important!

Why is the Census so important?

Why does the Census Matter?

Power

- Power in Representation
- Re-apportionment of Congressional Seats
- State Redistricting of legislative boundaries

Money

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

It's in the Constitution

It is in the Constitution 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.”

- **Apportionment**
- **Redistricting**
- **Distribution of Funds**
- **Inclusive Event**
- **Civic Engagement**
- **Democracy**

It's about fair representation

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

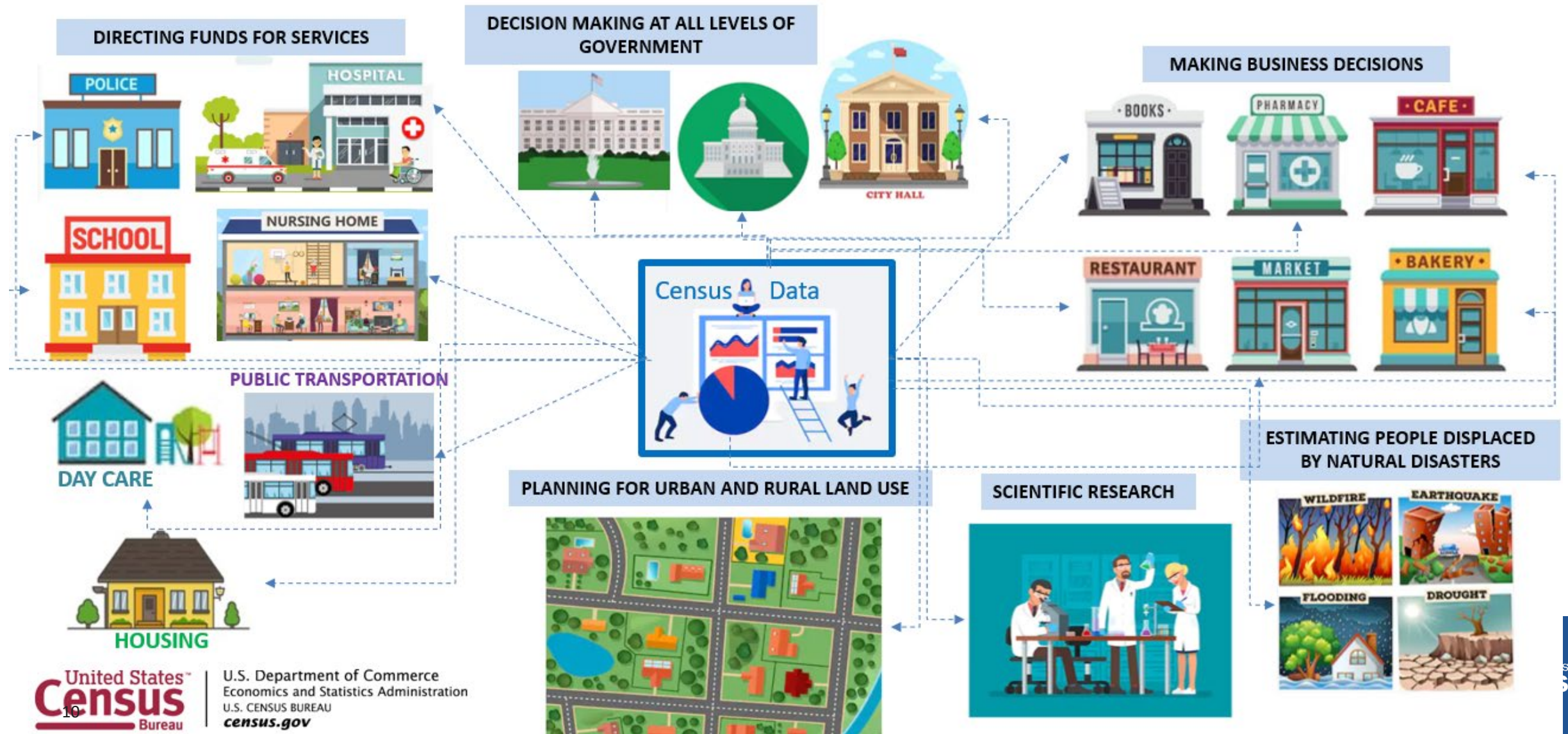
It's about redistricting

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

It means \$675 billion

Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.

Census Data is important



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	

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	



Is the Census safe?

Your Answers are Protected by Law

Title 13 of the U.S. Code

- The Census is Confidential and required by Law
- Results of the Census are reported in Statistical format only
- We do not share respondent personal information or responses with any 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

**10 minutes of your time will
impact your community for the
next 10 years**

See 2020 Census Live Response



Self-Response by Census Tract

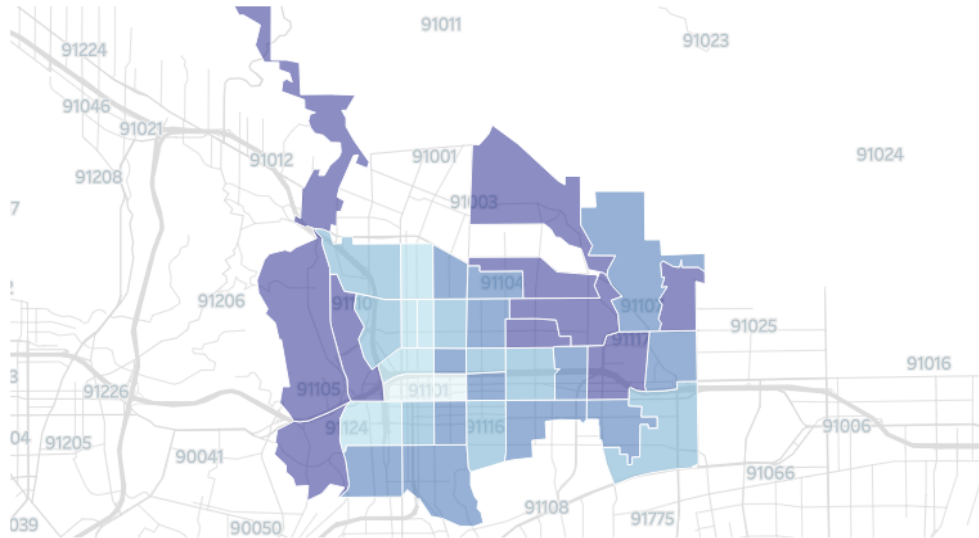
This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

Pasadena, California
Self-Response

68.5%

Tract 4600.01
Self-Response

72.9%



Select Mode
Total

Select State
California

Select City
Pasadena

Geographies

Return to State

County

City

Census Tract

Congressional District

Town and..

Tribal Area



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Self-Response by Census Tract

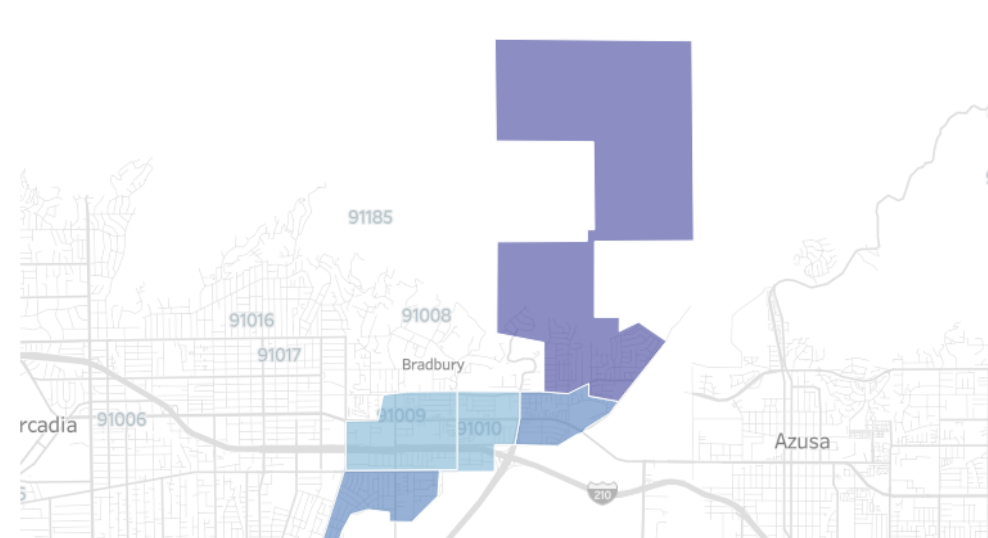
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Duarte, California
Self-Response

70.6%

Tract 4300.03
Self-Response

82.2%



Select Mode
Total

Select State
California

Select City
Duarte

Geographies

Return to State

County

City

Census Tract

Congressional District

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Pomona, California
Self-Response

62.9%

Tract 4017.06
Self-Response

67.5%



- Select Mode
- Total
- Select State
- California
- Select City
- Pomona
- Geographies
- Return to State
- County
- City
- Census Tract
- Congressional District
- Town and..
- Tribal Area



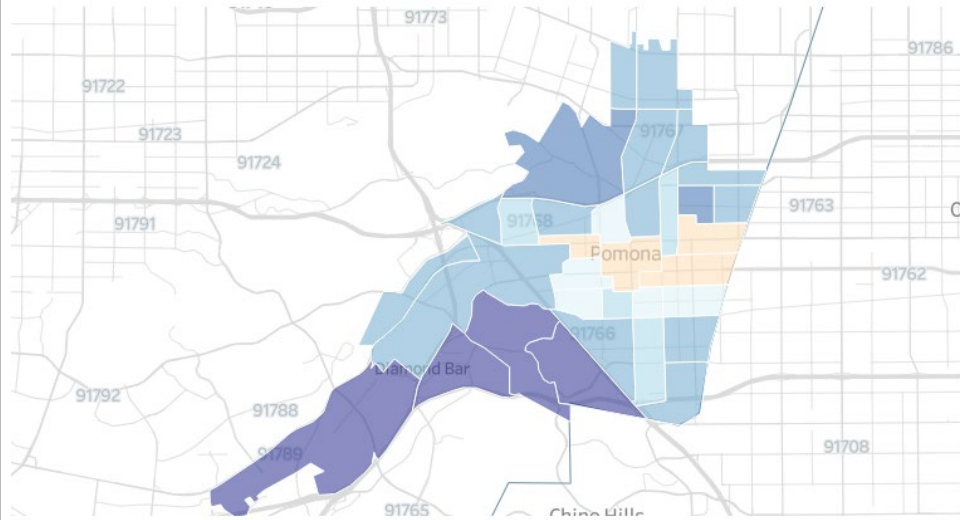
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Total 67.5%

Internet 59.6%

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South El Monte, California
Self-Response

62.0%

Tract 4335.06
Self-Response

51.0%



- Select Mode
- Total
- Select State
- California
- Select City
- South El Monte
- Geographies
- Return to State
- County
- City
- Census Tract
- Congressional District
- Town and..
- Tribal Area



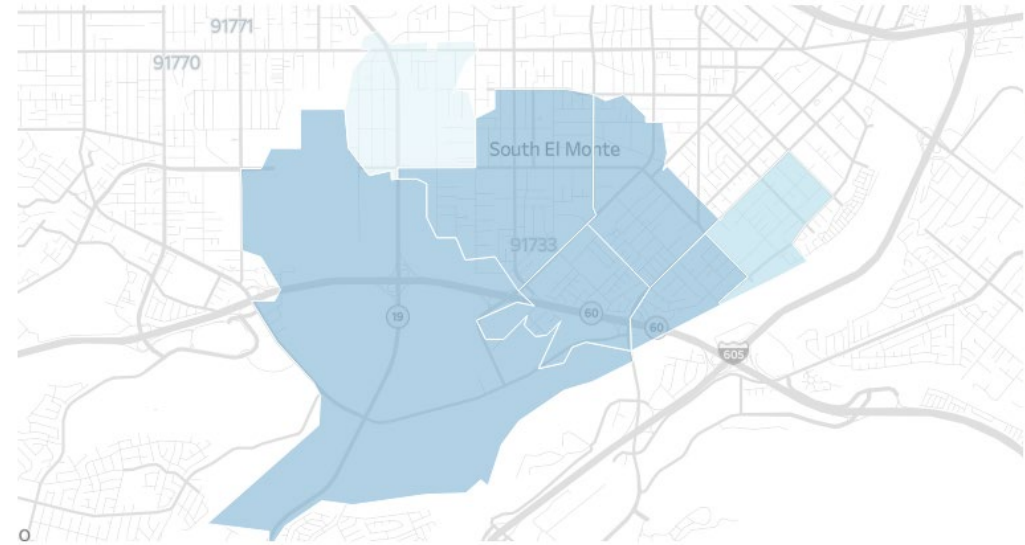
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Total 51.0%

Internet 36.6%

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Self-Response by Census Tract

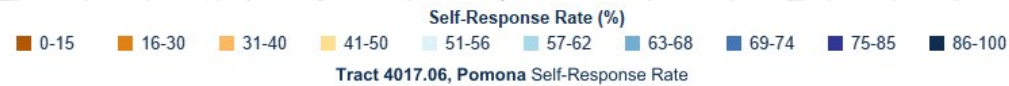
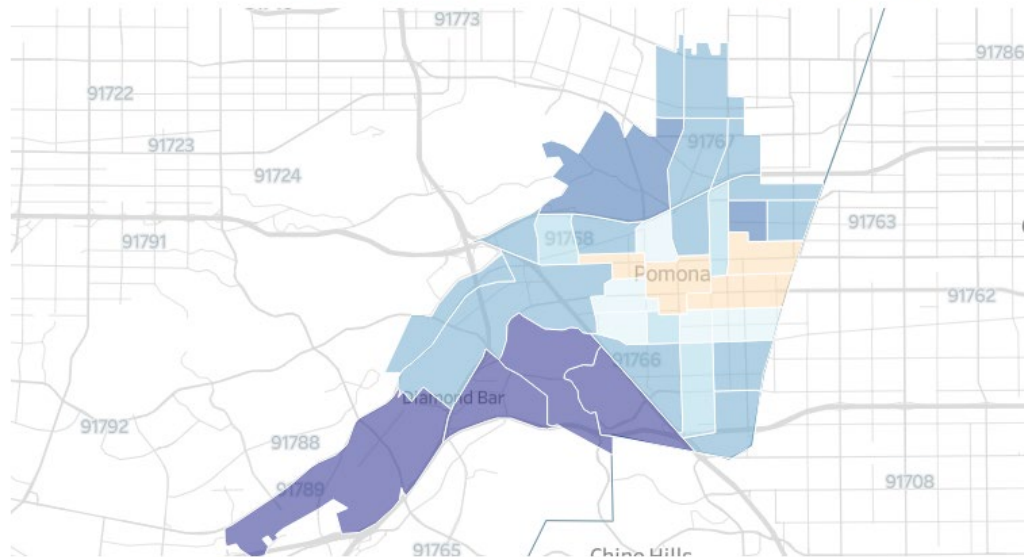
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Select Mode

Total

Select State

California

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Geographies

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Tract

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District

Town and..

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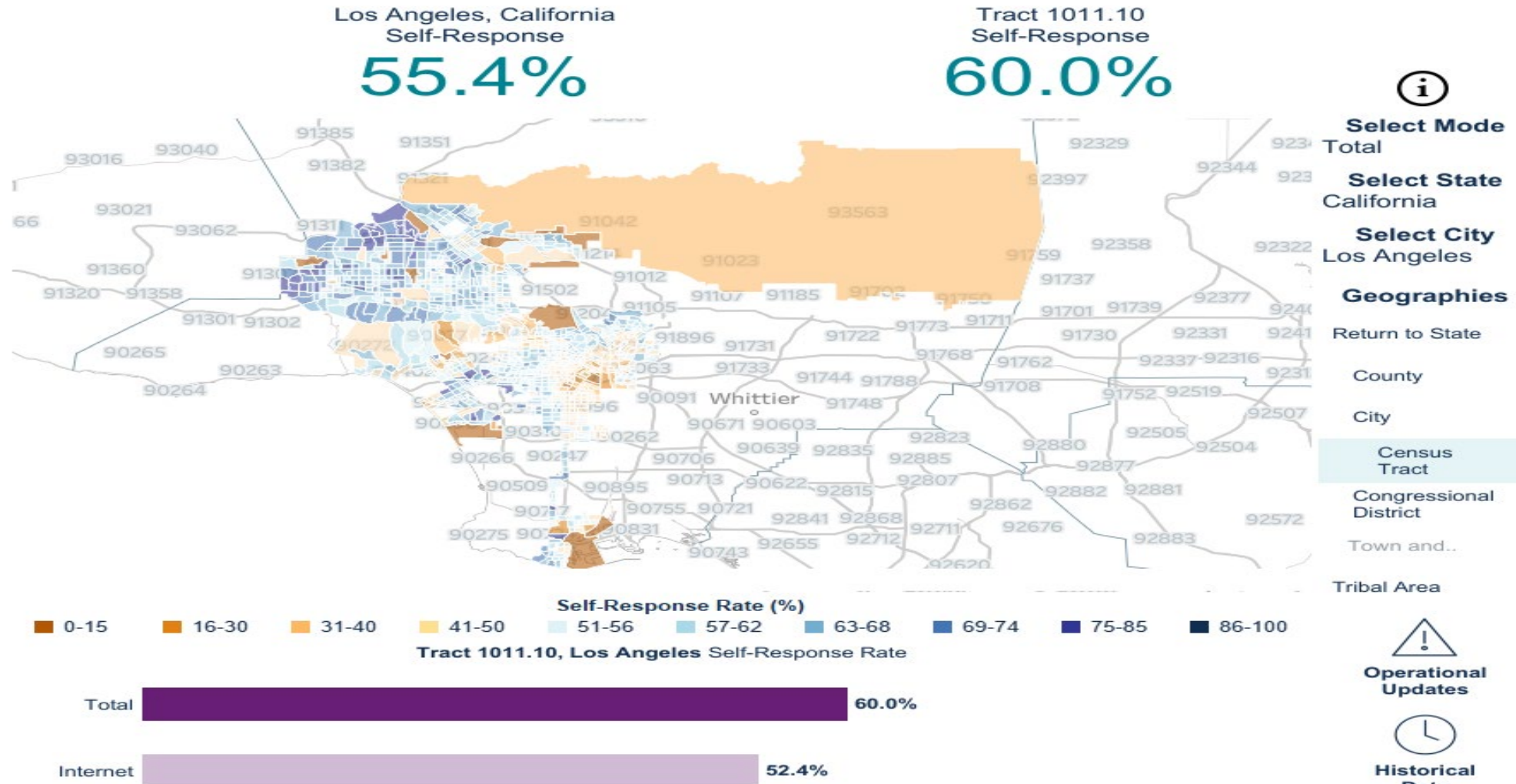
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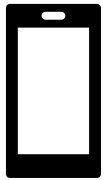
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How do I respond to the Census?

The 2020 Census is easier than ever!



Internet*



Phone*



Paper Form



In-person

my2020census.gov

(626)314-8635 (10am-5pm PDT)

Available in English, Spanish, Chinese & Korean

MQA: Mobile Questionnaire Assistance

U.S. Census Bureau staff are going into communities with the lowest 2020 Census response rates to encourage and assist people to complete their census questionnaire. MQA representatives will set up tables in open, public spaces and help people respond using their own mobile phones and tablets while wearing masks and practicing state and local social distancing protocols.

Locations for MQAs will include grocery stores and markets, food banks, laundromats, unemployment offices, back to school drives, places of worship, and libraries. If people need help responding in a language other than English, Census Bureau staff can provide phone numbers or assistance responding online in 12

other languages. Staff will also have guides available in 59 languages that walk people through how to respond to the English questionnaire online.

All staff will carry an ID badge with their name, photograph, a U.S. Department of Commerce watermark seal, and an expiration date. They will have an official Census Bureau-issued bag and tablet. In the interest of public health concerns because of the COVID-19 pandemic, Census Bureau staff will decide on a weekly basis whether MQA activities will take place in a low-response area in coordination with local partners and officials. MQA is scheduled through September 30th.

LOTERIA

COVID X CENSUS

AGOSTO 21

6:30-8:30 pm

GRATIS NOCHE DE FAMILIA

Regístrese hoy y únase a nosotros en un evento familiar lleno de juegos, premios, educación, y mucho más.



LA Partnership in Review: My Friend's Place

Erin Casey, Director of Programs, and Cameron Gibbons of My Friend's Place worked with Partnership Specialist Gregory Williamson and Pasadena Area Census Office representatives Barbara Zelinski and Leslie Salazar to host the first of a series of MQA events at their location in Los Angeles. Pictured left to right: Gregory Williamson, Eric Corona, Toni Cooper, and Barbara Zelinski.

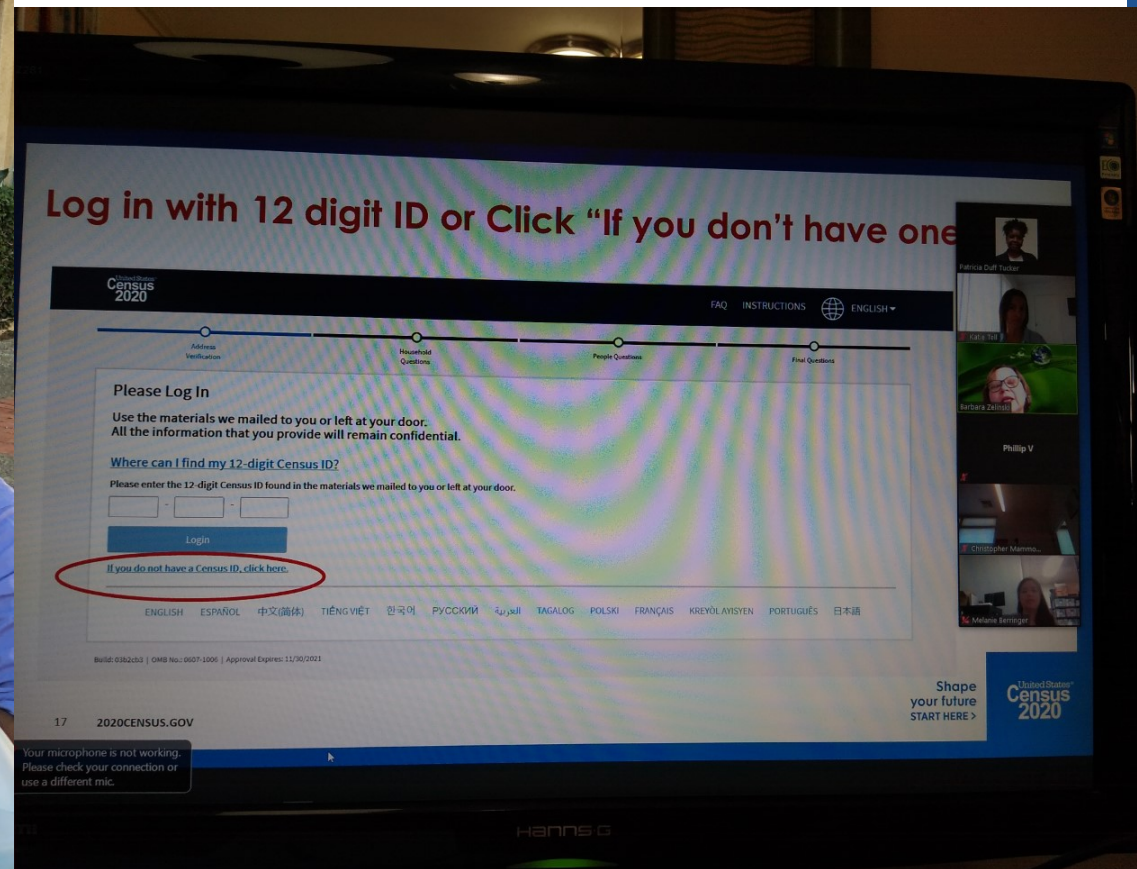
For more than 31 years, My Friend's Place has been assisting and inspiring homeless youth to build self-sufficient lives. From their early beginnings as a volunteer-based group, serving meals from the trunks of cars, to the dynamic resource center in operation today, My Friend's Place offers comprehensive services to nearly 1,400 youth experiencing homelessness between the ages of 12 and 25, and their children, each year, helping our homeless young people move toward wellness, stability and self-sufficiency. My Friend's Place is committed to ensuring a complete count and is partnering with the 2020 Census to provide Mobile Questionnaire Assistance opportunities for their clients.



POR FAVOR RSVP PARA PARTICIPAR
[HTTPS://TINYURL.COM/PLEA-LOTERIA](https://tinyurl.com/plea-loteria)

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Health Consortium of Greater SGV!



Contact Information

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