

**CITY COUNCIL  
AGENDA REPORT**

**MEETING DATE:** 01/21/2020  
**AGENDA HEADING:** Regular Business

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**AGENDA DESCRIPTION:**

Consideration and possible action to receive and file a presentation on the 2020 Census.

**RECOMMENDED COUNCIL ACTION:**

(1) Receive and file a presentation on the 2020 Census.

**FISCAL IMPACT:** None

<b>Amount Budgeted:</b>	N/A
<b>Additional Appropriation:</b>	N/A
<b>Account Number(s):</b>	N/A

**ORIGINATED BY:** Jaehee Yoon, Associate Planner *JY*

**REVIEWED BY:** Terry Rodrigue, Interim Director of Community Development *TR*

**APPROVED BY:** Ara Mhrianian, AICP, Interim City Manager *AM*

**ATTACHED SUPPORTING DOCUMENTS:**

A. Presentation "Road to 2020 Census" (page A-1)

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**BACKGROUND AND DISCUSSION:**

By April 1, 2020, every household will receive an invitation to participate in the 2020 Census. The Los Angeles Regional Census Center of the U. S. Census Bureau is conducting outreach to provide the public with relevant information about the 2020 Census and to encourage participation. As part of this effort, representatives from the U.S. Census Bureau will be making an informational presentation (Attachment A) at this evening's meeting, which will highlight:

- The importance of participating in the census;
- Methods to participate in the census;
- Data protection; and,
- How to identify a census employee.

# ROAD TO 2020 CENSUS



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# SHAPE YOUR FUTURE



<https://www.youtube.com/watch?v=Eq-FMB4epyw&feature=youtu.be>

# The Constitution

## **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.”*

*The fact that it is in the constitution makes it central to a democratic form of government.*

# Why does the Census Matter?

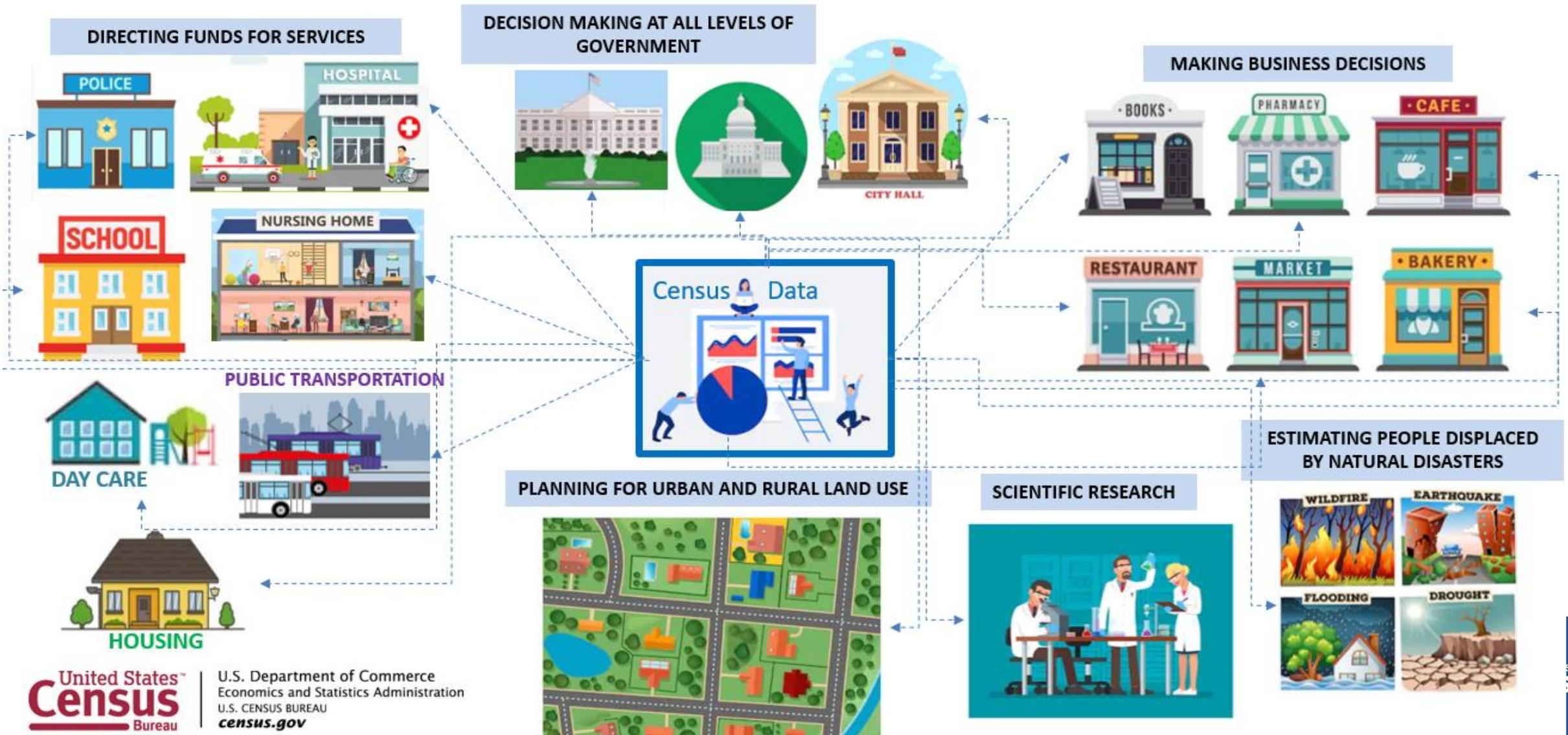
## Power

- 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

# Census Data is important



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

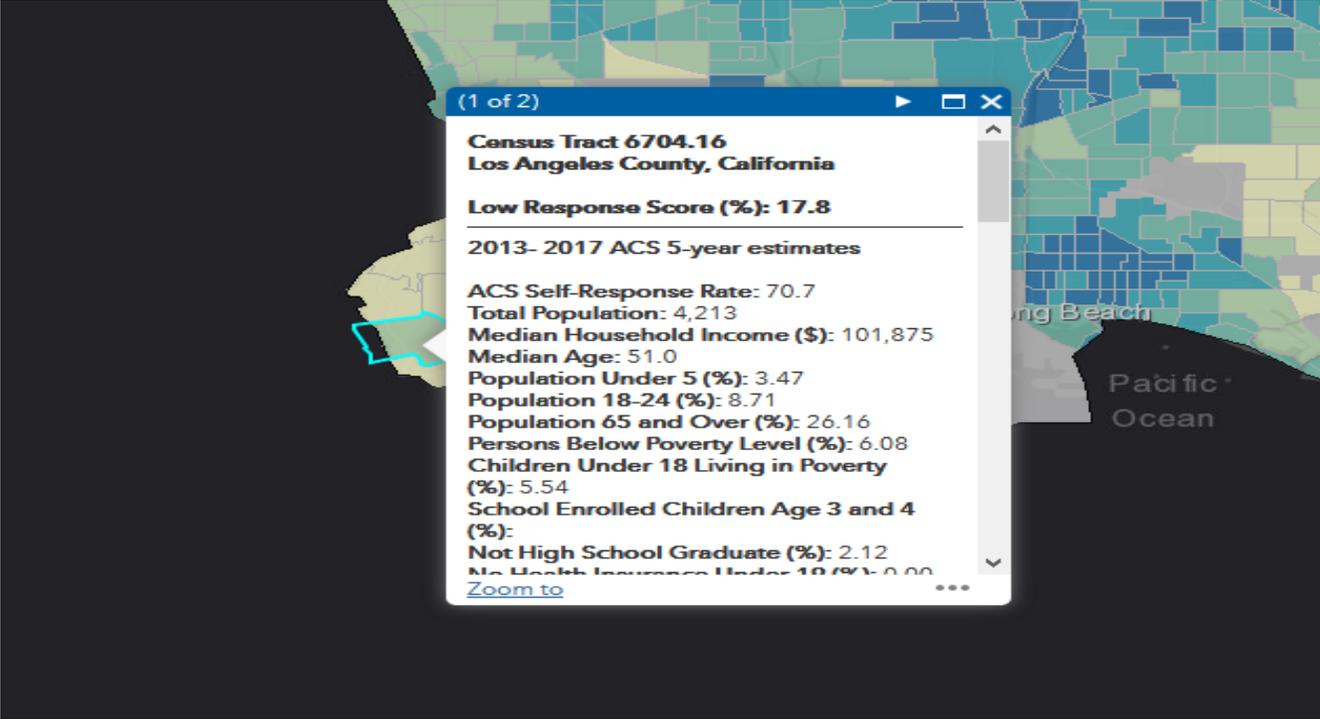
# Rancho Palos Verdes

All Topics ▾	Rancho Palos Verdes city, California ✕	Los Angeles County, California ✕	United States ✕
<b>i</b> Population estimates, July 1, 2018, (V2018)	41,928	10,105,518	327,167,434
<b>PEOPLE</b>			
<b>Population</b>			
<b>i</b> Population estimates, July 1, 2018, (V2018)	41,928	10,105,518	327,167,434
<b>i</b> Population estimates base, April 1, 2010, (V2018)	41,660	9,818,672	308,758,105
<b>i</b> Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	0.6%	2.9%	6.0%
<b>i</b> Population, Census, April 1, 2010	41,643	9,818,605	308,745,538

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# Rancho Palos Verdes



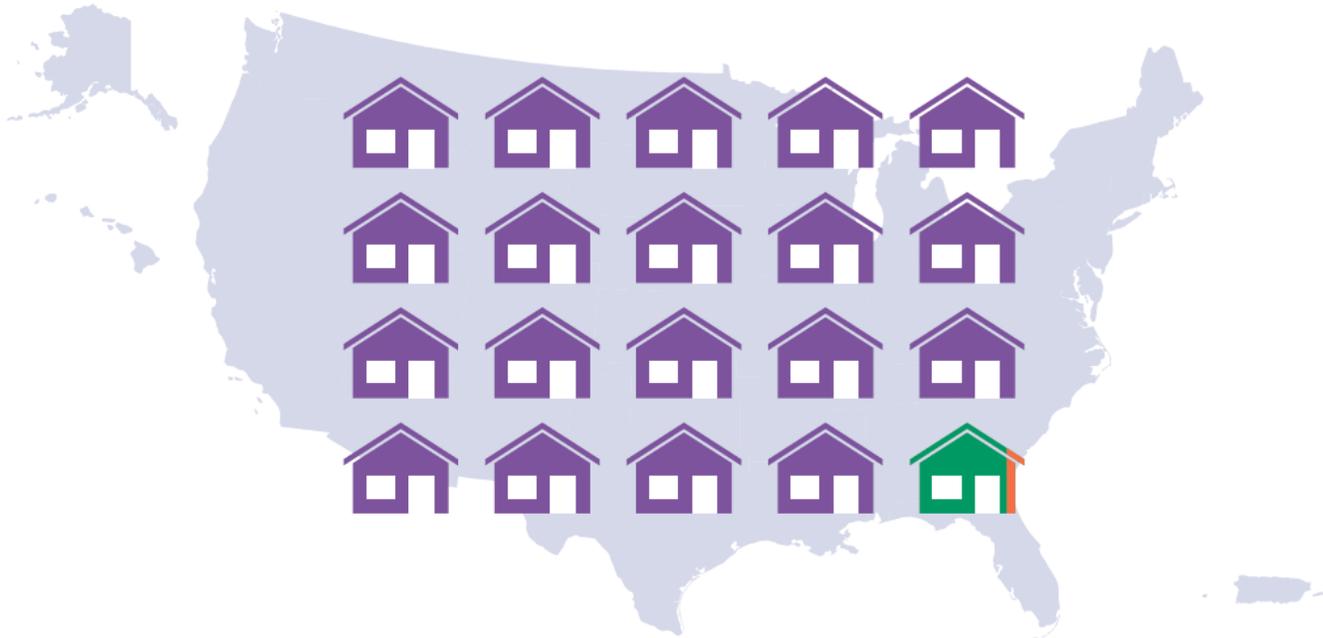
Source: [www.census.gov/roam](http://www.census.gov/roam)

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# How the 2020 Census will invite everyone to respond



 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

# Census 2020 Mailing Strategy

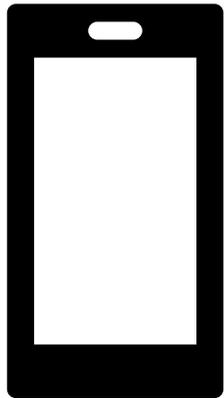
WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	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.



# New Abilities to Self Respond



Internet



Phone



Paper Form



In-person

*\*12 languages plus English will be supported (Internet & Phone)*

# Internet First & Internet Choice

## Internet First:

### Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

## Internet Choice:

### Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.



# Supporting Linguistically Diverse Populations Language Access

## Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA)

- 12 Non-English Languages for ISR\* and 13 Non-English Languages for CQA\*\*: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- \* *Chinese (Simplified)* for ISR;
- \*\* *Chinese (Mandarin and Cantonese)* for CQA
- Language Selection Criteria: 60,000 or more housing units

## Language Guides (Video and Print) Language Glossaries Language Identification Card

- 59 Non-English Languages
- Language Guides include American Sign Language, braille, large print

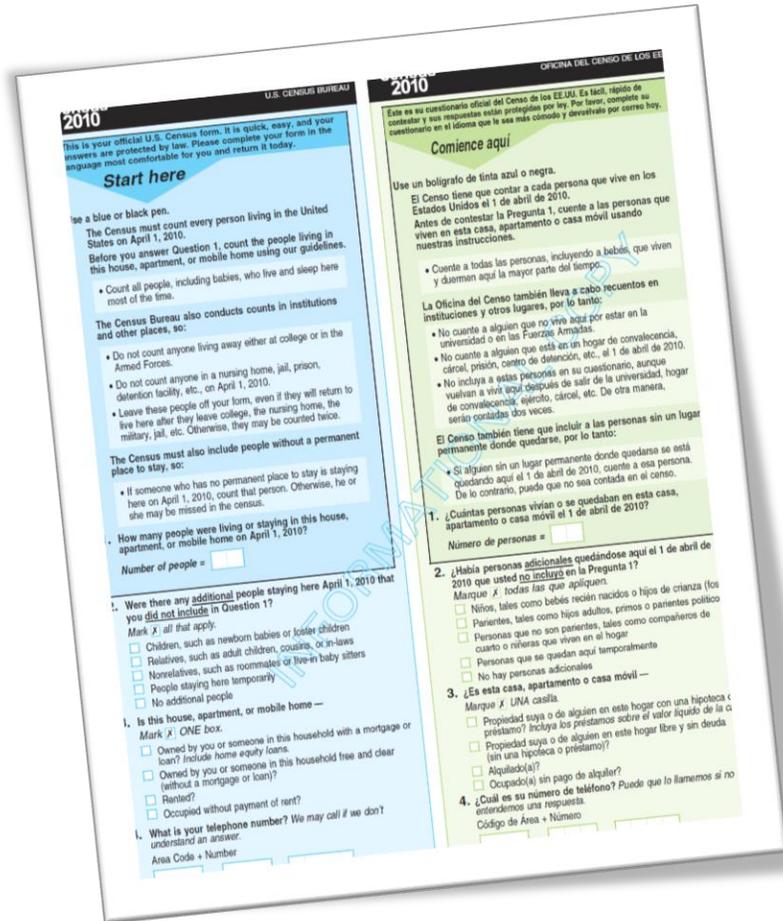
## Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials

- Spanish

## Communications and Partnership

- Advertising, Partnership and Promotional Materials in 12 Non-English Languages (minimum)
- Procedures and Materials to Support Partnership Specialists and Partners
- Support Materials for Regional Offices and Partnership Specialists

# English/Spanish Questionnaire



- Determined at the Census Tract Level
- Where 20% or more speak Spanish at home

And

- No member 14 years and older speaks English “very well”

## 2020 Census Language Program

### Language List: All Non-English Languages

Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	

# 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 a respondents 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**

# How To Identify A Census Employee

If you are visited by someone from the Census Bureau, here are some ways to verify the individual is a Census Bureau employee:

- The field representative will present an **ID badge** that includes:
  - their **name**,
  - their **photograph**,
  - a **Department of Commerce watermark**, and
  - an expiration **date**.
- A field representative will be carrying an official bag with the Census Bureau logo or a laptop for conducting the survey.
- The field representative will provide you with a letter from the Census Bureau on official letterhead stating why they are visiting your residence.
- Field representatives conduct their work between the hours of 9am and 9pm, local time.
- Upon request, the field representative will provide you with their supervisor's contact information and/or the phone number for your Census Bureau Regional Office. The Regional Office supervises the activities of all field representatives in your area.

# Statistical Safeguards

Before we publish any statistic, we apply safeguards that help prevent someone from being able to trace that statistic back to a specific respondent.

We call these safeguards “disclosure avoidance,” although these methods are also known as “statistical disclosure controls” or “statistical disclosure limitations.”

Although it might appear that a published table shows information about a specific individual, the Census Bureau has taken steps to disguise the original data in such a way that the results are still useful. These steps include using statistical methods such as “data swapping” and “noise injection.”



# Next Steps

- **Prepare your community to be counted in the 2020 Census**
- **Invite Partnership Specialists and census staff to present at your meetings.**
- **Remind your community to respond to the Census.**

# CENSUS 2020



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# Contact Information

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