

# The Road to 2020

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## 2020 Census



## Update on LUCA

- Thank you, California!!!
- 82.7% participation rate for all counties and cities in the state!
- We are conducting in-person and webinar workshops through March to assist participants in preparing for the LUCA program. A current schedule of trainings can be accessed via the [LUCA website](#).

## Goals for the 2020 Census

- Maintain Quality
- Reduce Costs
- Four Areas of Innovation
  - Efficiency in Building an Address List
  - Easier Ways to Respond
  - Better Use of Information We Already Have
  - More Efficient Field Operations

## New Ability to Self Respond Starting March 23, 2020

- Internet
- Phone
- Paper Form



*Or traditional in-person interview*

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## Languages - Supporting California linguistically diverse population

- 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
- Additional efforts from the Los Angeles Region
  - Close coordination with local governments for LUCA completion
  - Early engagement with state and local partners (this is a group effort)
  - Partner with grass root organizations to create localize the Census message
  - Hire locally

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## Los Angeles Regional Census Center and Wave 1 Area Census Offices in California

- RCC on schedule to open April 2, 2018 in Los Angeles.
- Four early Area Census Offices to open January 2019 (Wave one)
  - ✓ Bakersfield (covers Central Valley and Nevada)
  - ✓ Oakland (Bay Area and Northern Coast)
  - ✓ Riverside (San Diego, Orange County, and Inland Empire)
  - ✓ Van Nuys (Los Angeles County)

## Wave 2 ACOs

- 26 Wave 2 ACOs scheduled to open July 2019
- Northern CA:
  - Chico, Concord, Merced, Pleasanton, Sacramento, San Francisco, San Jose, San Mateo, Santa Rosa, Stockton, Sunnyvale
- Southern CA:
  - El Cajon, Fullerton, Inglewood, Long Beach, Ontario, Palm Springs, Pasadena, San Bernardino, San Diego, Santa Ana, Santa Barbara, Santa Clarita, South Gate, Vista, West Covina

## Recruiting, Hiring, & Staffing, ACO positions

- Summer 2018
  - ✓ Wave 1 ACO Management (approx. 10 per ACO)
- Fall 2018
  - ✓ ACO office staff, Recruiting Assistants
- Spring 2019
  - ✓ Address Canvassing field staff
- Summer 2019
  - ✓ Wave 2 ACO Management (approx. 10 per ACO)
- Fall 2019
  - ✓ Non-Response Follow-Up field staff

## Recruiting

- Summer 2018
  - ✓ Partnership Specialists
- Recruiting Information for All Positions
  - [www.census.gov/2020jobs](http://www.census.gov/2020jobs)
  - [www.usajobs.gov](http://www.usajobs.gov)
  - 1-888-658-5564 (RCC recruiting hotline)

## Census Partnership and Engagement Program (CPEP)

- Last year, met with Tribes and local governments to promote LUCA, formation of Complete Count Committees and build contact lists
- Currently, visiting cities and Congressional Representative where ACOs will be located
- Goals
  - ✓ To assist Census in recruiting effort
  - ✓ Formation of Complete Count Committees

### Key Dates

<b>2017</b>	Local Update of Census Addresses—Invitations sent to local governments for completion in 2018
	Publish final 2020 residence criteria and situations
<b>2018</b>	Question wording to Congress—March 31, 2018
	2018 End-to-End Census Test
	Regional Census Centers opening
<b>2019</b>	Opening Field Offices
	Complete Count Committees established
<b>2020</b>	Advertising—begins in early 2020
	Begin self response
	<b>Census Day</b> —April 1, 2020
	Nonresponse Followup—early April–late July
	Apportionment counts to the President—December 31, 2020
<b>2021</b>	Redistricting counts to the States—March 31, 2021

# Contact Information

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