

# U.S. Census Bureau

Measuring America: People, Places, and Our Economy

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# Agenda

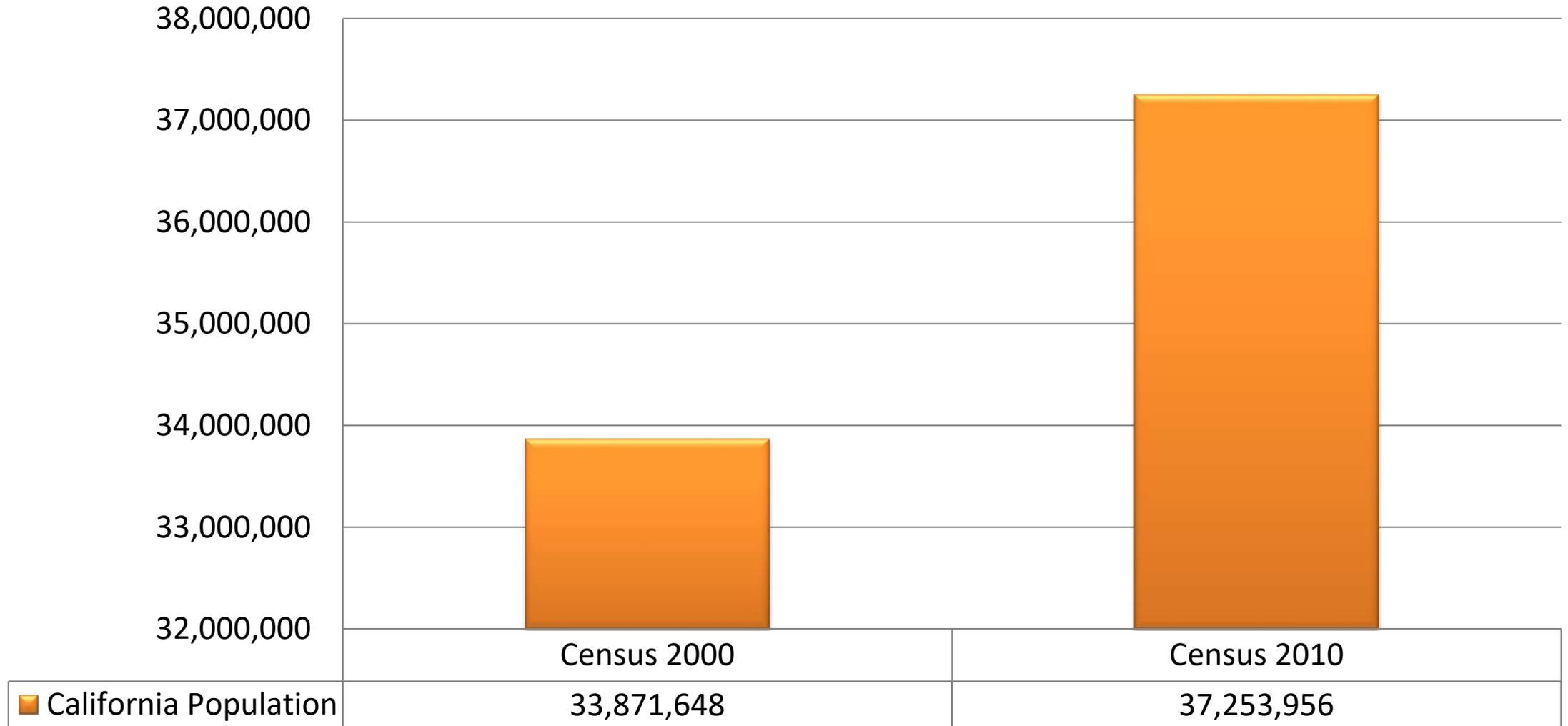
- 2020 Census
  - Why We Do a Census
  - Historical Data
- How to Increase Participation
  - Outreach Efforts
  - What You Can Do
- Resources and Contact Information

# Decennial Census

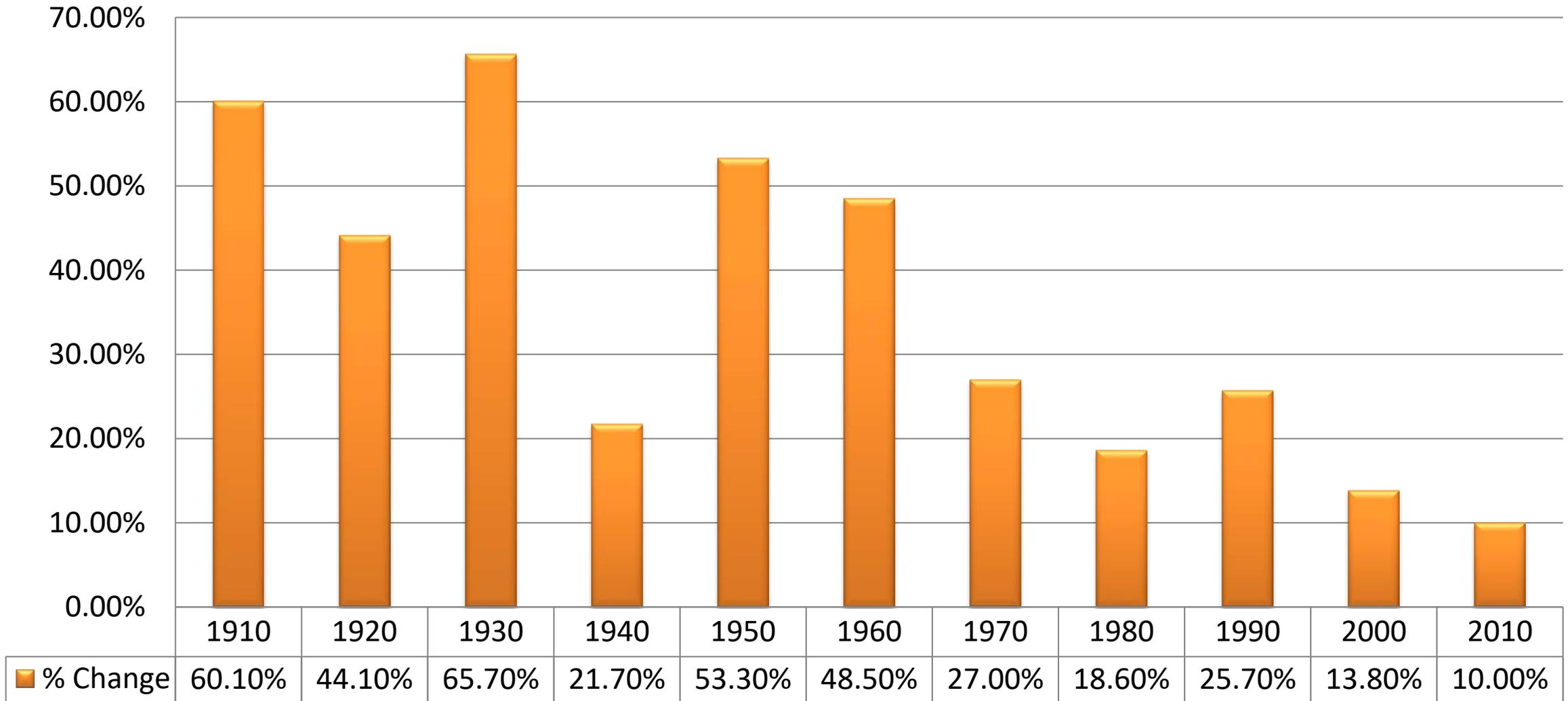
- Constitutional Mandate
  - *Article 1, Section 2*
  - 23 Censuses since 1790
- Congressional Reapportionment
- Redistricting
- Data is used to distribute federal funds



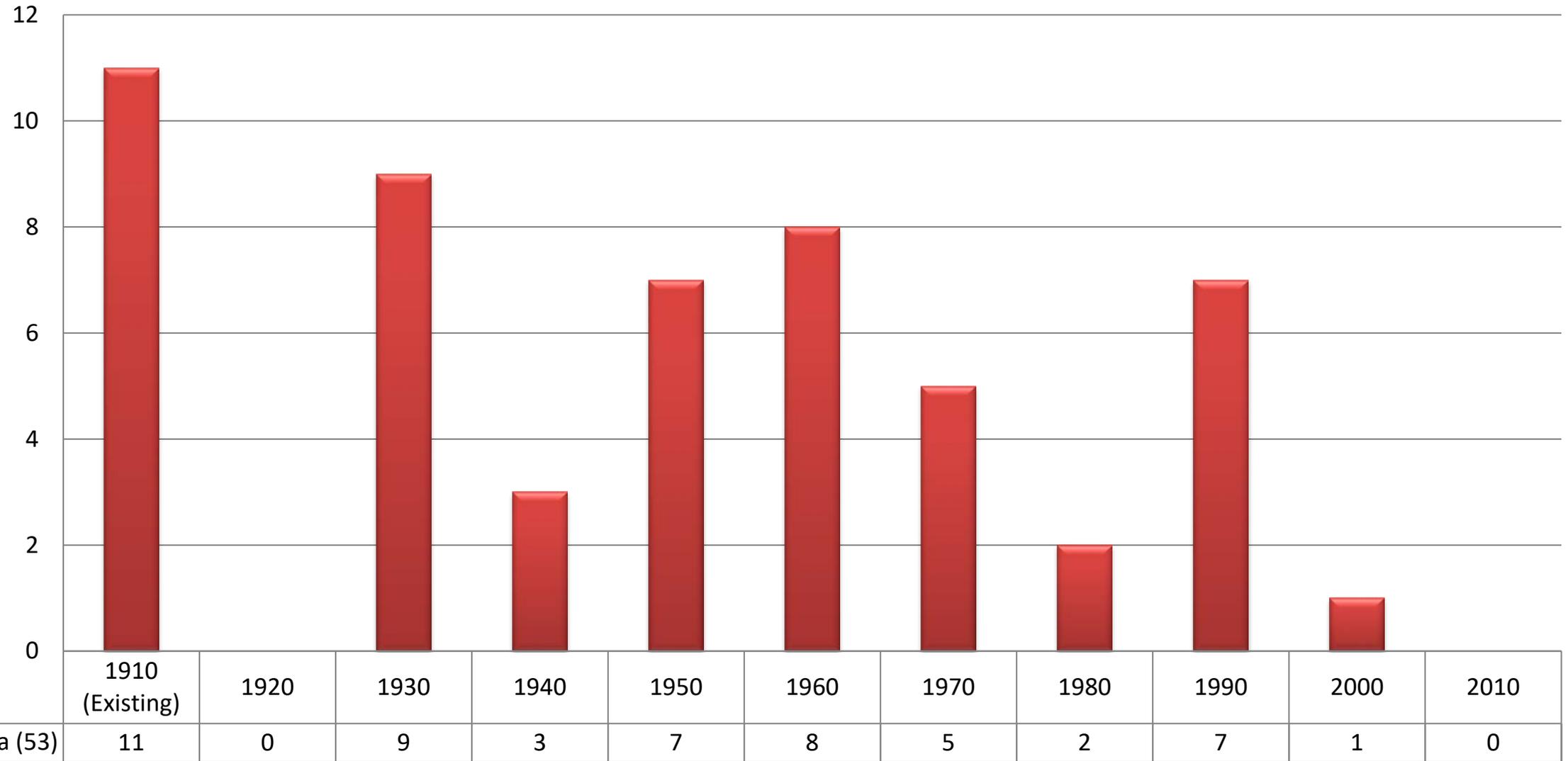
# California Population Growth



# California Resident Population Percent Change



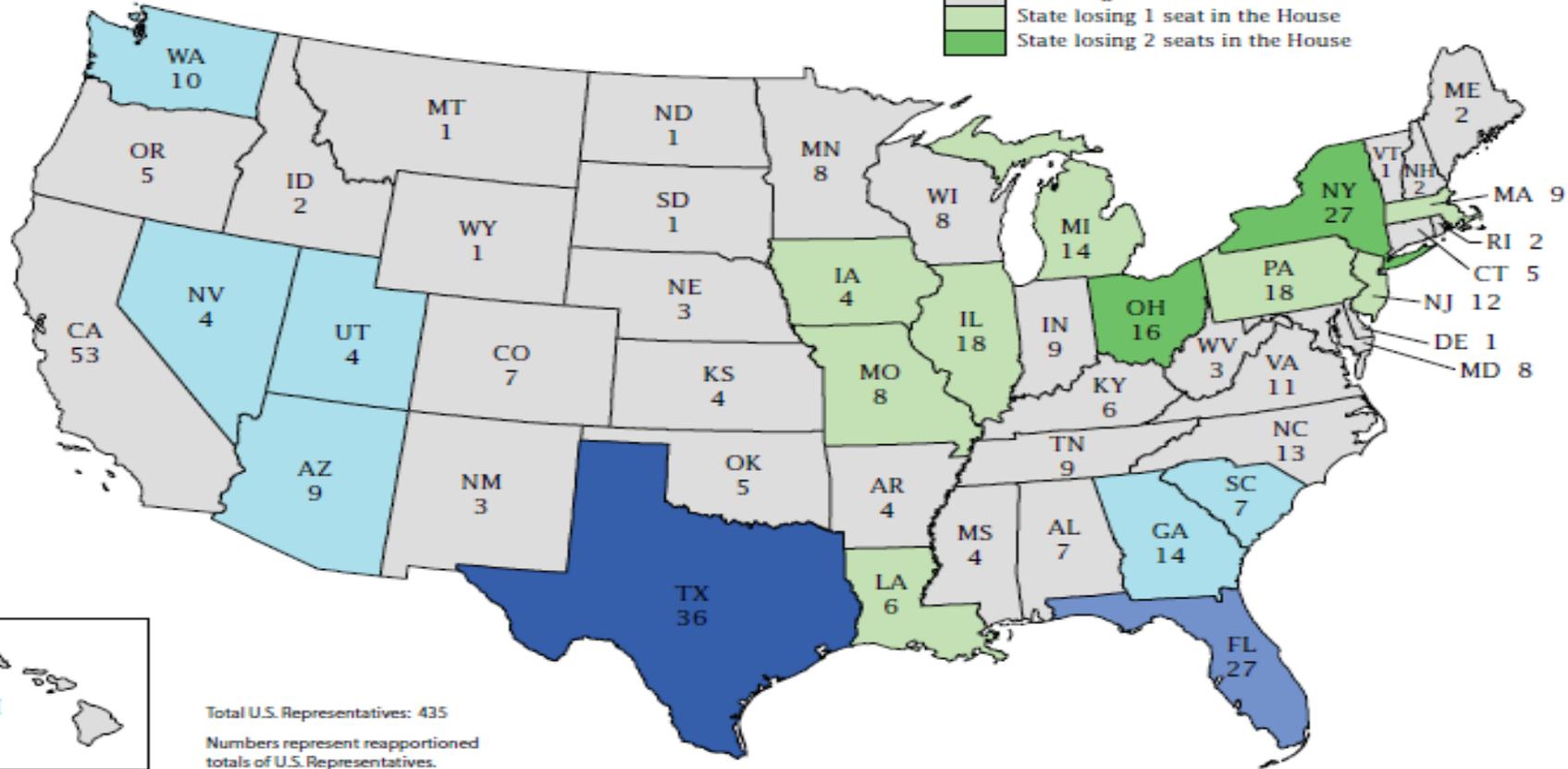
# California Congressional Apportionment



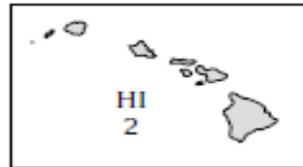
# Apportionment of the U.S. House of Representatives Based on the 2010 Census



- Change from 2000 to 2010
- State gaining 4 seats in the House
  - State gaining 2 seats in the House
  - State gaining 1 seat in the House
  - No change
  - State losing 1 seat in the House
  - State losing 2 seats in the House



Total U.S. Representatives: 435  
Numbers represent reapportioned totals of U.S. Representatives.



U.S. Department of Commerce

USCENSUSBUREAU  
Helping You Make Informed Decisions

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# Census Bureau Objectives

- Enroll community partners to increase decennial participation 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

# Current Partnership Efforts to Increase Self Response

- Using self-response data to target low-responding census tracts
- Calling/Emailing Partners in Low Responding Census Tracts
- Virtual Presentations & Meetings
- Promoting Census Video Challenge
- 2020 Census Caravan Weekend (June 19-June 21<sup>st</sup>)
- Engaging Complete Count Committees
- Distributing Census information through free meal programs (schools, programs for seniors, churches, etc.)

# Ways You Can Promote Self-Response

- Answer the Census and Encourage your Networks to also Respond
  - My2020census.gov
  - 1-844-330-2020
  - For more information, visit **2020census.gov/partners**
- Connect with your local Partnership Specialist
  - If you are not already connected, send an email with your name, name of organization, city and state to **[Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov)**

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# Data Dissemination and Training: census.gov/academy



View by Topic



Data Tools



Geography



Data Science & Visualization



Population Characteristics



Business & Economy



Housing

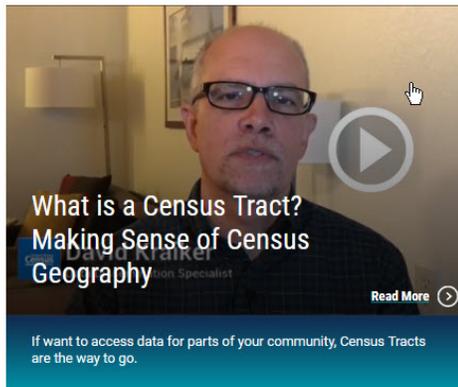
# Data Dissemination and Training: [census.gov/academy](https://census.gov/academy)

## Census Academy

Data Gems  
Webinars  
Courses - Coming Soon!



### Data Gems



VIDEO | OCTOBER 11, 2018  
**How to Access Data for a Neighborhood or Service Area**  
By using Census Tracts, you can select the boundaries of your area, and access demographic, socioeconomic, and housing statistics about your community.

VIDEO | SEPTEMBER 21, 2018  
**How to Extract Data from the Census API**  
Learn how to use the Census API to explore or learn more about America's changing population and economy.

VIDEO | SEPTEMBER 21, 2018  
**Visualizing Characteristics Using the Census Engagement Navigator**  
Learn how to use this interactive visualization to quickly understand what areas of the country had high or low return rates in the 2010 census.

[VIEW ALL DATA GEMS](#)

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- **Interact with our instructors via webinars.**  
Learn about our data releases and tools while attending these live virtual classes.

### Contact us:

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