Overview of 2020 Census Non-English Language Support

Jennifer Kim
U.S. Census Bureau
The Decennial Census

Purpose:
To conduct a census of population and housing and disseminate the results to the President, the States, and the American People

Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

*Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...*

*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.*

Primary Uses of Decennial Census Data:
- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than $675 billion federal dollars annually to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
The Decennial Census
The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
2020 Census
A Complete and Accurate Count of the Population and Housing

ESTABLISH WHERE TO COUNT

MOTIVATE PEOPLE TO RESPOND

SELF-RESPONSE

GROUP QUARTERS

TABULATE DATA AND RELEASE CENSUS RESULTS

NONRESPONSE FOLLOWUP
Generate the largest possible self-response, reducing the number of households requiring follow-up

Motivate People to Respond

Tailored Contact Strategy

Assure Respondents that their Data are Confidential and Secure

Make it Easy to Respond from Any Location at Any Time

Pre-Assigned ID Not Required*

Online Forms in Multiple Languages

Validates respondent addresses for those without a Census ID and prevent fraudulent submissions

Partnership Program

Micro-Targeted Advertising

Notices Encouraging Self-Response

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

census.gov
## Background

### 2010 Census Non-English Support

<table>
<thead>
<tr>
<th>Material</th>
<th>Non-English Language(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper Mailing &amp; Bilingual Questionnaires</td>
<td>Spanish</td>
</tr>
<tr>
<td>Telephone Assistance</td>
<td>Spanish, Chinese, Korean, Vietnamese, Russian</td>
</tr>
<tr>
<td>Fulfillment &amp; Be Counted Questionnaires</td>
<td></td>
</tr>
<tr>
<td>Field Materials</td>
<td>Spanish</td>
</tr>
<tr>
<td>Language Guides and Videos</td>
<td>59 Non-English Languages</td>
</tr>
<tr>
<td>Language Identification Card</td>
<td>50 Non-English Languages</td>
</tr>
</tbody>
</table>
## Background

### Preparations for 2020 Census

<table>
<thead>
<tr>
<th>Key Recommendations from 2010</th>
<th>Implementation</th>
<th>Key Players for 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Translation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Create a centralized translation area</td>
<td>• Establishment of Decennial Translation Branch</td>
<td>Census Bureau</td>
</tr>
<tr>
<td>• Hire in-house translation experts</td>
<td>• Adherence to industry standards for translation and terminology research</td>
<td></td>
</tr>
<tr>
<td>• Better integrate with communications</td>
<td></td>
<td>• Content, Language and Data Products Branch</td>
</tr>
<tr>
<td><strong>Research</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Conduct more extensive cognitive testing</td>
<td>• Usability and cognitive testing</td>
<td>Decennial Translations Branch</td>
</tr>
<tr>
<td>• Monitoring of language trends</td>
<td>• Field testing: 2014—2018</td>
<td>Language and Cross-Cultural Research Group</td>
</tr>
<tr>
<td>• Field testing: 2014—2018</td>
<td></td>
<td>Survey Analytics and Measures Branch</td>
</tr>
<tr>
<td><strong>Input</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Engage the National Advisory Committee (NAC)</td>
<td>• NAC Language Working Group</td>
<td>Education and Social Stratification Branch</td>
</tr>
<tr>
<td>• Federal and industry experts</td>
<td></td>
<td>Contractor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Prisma International (translation)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• RTI International (pre-testing)</td>
</tr>
</tbody>
</table>
# 2020 Census Non-English Support Changes

## Data Collection Instruments and Materials

<table>
<thead>
<tr>
<th>Instrument</th>
<th>2020 Non-English Support</th>
<th>2010 Non-English Support</th>
</tr>
</thead>
</table>
| Internet Self-Response      | • 12 Non-English Languages
|                             |Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
|                             |• Selection Criteria: 60,000 or more housing units                                         | • Not in Scope
|                             |                                                                                         | Questionnaires in 5 non-English languages, available via phone request or pickup        |
|                             |                                                                                         | Selection Criteria: 100,000 or more housing units                                      |
| Census Questionnaire Assistance | • 12 Non-English Languages
|                             |Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
|                             |• Selection Criteria: 60,000 or more housing units                                         | • 5 Non-English Languages
|                             |                                                                                         | • Selection Criteria: 100,000 or more housing units                                    |
| Enumerated Instrument       | • Spanish                                                                                | • Not in scope                                                                          |
# 2020 Census Non-English Support Changes

## Data Collection Instruments and Materials (cont’d)

<table>
<thead>
<tr>
<th>Material</th>
<th>2020 Non-English Support</th>
<th>2010 Non-English Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language Glossary</td>
<td>• 59 Non-English Languages</td>
<td>• Not in scope</td>
</tr>
<tr>
<td>Language Identification Card</td>
<td>• 59 Non-English Languages</td>
<td>• 50 Non-English Languages</td>
</tr>
<tr>
<td>Language Guides (Video and Print)</td>
<td>• 59 Non-English Languages</td>
<td>• 59 Non-English Languages</td>
</tr>
<tr>
<td></td>
<td>• Video shells and print templates for additional languages</td>
<td>• Shells/templates not in scope</td>
</tr>
<tr>
<td>Bilingual Paper Questionnaire</td>
<td>• Spanish</td>
<td>• Spanish</td>
</tr>
<tr>
<td>Bilingual Mailing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Field Enumeration Materials</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2020 Census Non-English Support
Language Determination

- ACS Language Data (2016 5-year estimates)
  - Languages spoken for all households

- Limited-English-Speaking Household Language Data
  - Languages spoken among households where there is no one 14 years or older who speaks English only or speaks English “very well”
  - Cutoff at 2,000+ and 60,000+ limited-English-speaking households

- Validate Languages
  - Verified with regional and state level data
  - Assessed translation feasibility
  - Added American Sign Language

- 2020 Census Language List
## 2020 Census Non-English Support
### Non-English Languages for Internet Self-Response, Census Questionnaire Assistance

<table>
<thead>
<tr>
<th>Language</th>
<th>Limited-English-Speaking Households (MOE)</th>
<th>Cumulative Percent of Total Limited-English-Speaking Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>3,186,101 (12,273)</td>
<td>60.3</td>
</tr>
<tr>
<td>Chinese</td>
<td>447,785 (3,571)</td>
<td>68.8</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>174,439 (2,844)</td>
<td>72.1</td>
</tr>
<tr>
<td>Korean</td>
<td>166,917 (2,619)</td>
<td>75.2</td>
</tr>
<tr>
<td>Russian</td>
<td>145,174 (2,497)</td>
<td>78.0</td>
</tr>
<tr>
<td>Arabic</td>
<td>89,739 (2,255)</td>
<td>79.7</td>
</tr>
<tr>
<td>Tagalog</td>
<td>69,772 (1,664)</td>
<td>81.0</td>
</tr>
<tr>
<td>Polish</td>
<td>65,603 (1,665)</td>
<td>82.3</td>
</tr>
<tr>
<td>French</td>
<td>64,108 (1,620)</td>
<td>83.5</td>
</tr>
<tr>
<td>Haitian Creole</td>
<td>63,220 (1,918)</td>
<td>84.7</td>
</tr>
<tr>
<td>Portuguese</td>
<td>62,881 (2,063)</td>
<td>85.9</td>
</tr>
<tr>
<td>Japanese</td>
<td>59,586 (1,682)</td>
<td>87.0</td>
</tr>
</tbody>
</table>
2020 Census Non-English Support
Development of Non-English Internet Instrument

- **Translate**
  - Translation
  - Review
  - Quality Assurance

- **Develop**
  - Programming
  - Formatting
  - Functionality

  - Pre-Testing: Cognitive and Usability Testing with Focus Groups

- **Pretest**
  - Adjudication
  - Final Translation Updates
  - Quality Assurance

- **Update**
  - Instrument Updates
  - Usability and User Acceptance Testing

- **Finalize**
### 2020 Census Non-English Support

**All Non-English Languages (order: top to bottom, left to right)**

<table>
<thead>
<tr>
<th>Language</th>
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<th>Language</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>Italian</td>
<td>Khmer</td>
<td>Tamil</td>
<td>Croatian</td>
</tr>
<tr>
<td>Chinese</td>
<td>Farsi</td>
<td>Nepali</td>
<td>Navajo</td>
<td>Bulgarian</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>German</td>
<td>Urdu</td>
<td>Hungarian</td>
<td>Twi</td>
</tr>
<tr>
<td>Korean</td>
<td>Armenian</td>
<td>Romanian</td>
<td>Hebrew</td>
<td>Lithuanian</td>
</tr>
<tr>
<td>Russian</td>
<td>Hindi</td>
<td>Telugu</td>
<td>Malayalam</td>
<td>Yoruba</td>
</tr>
<tr>
<td>Arabic</td>
<td>Ukrainian</td>
<td>Burmese</td>
<td>Swahili</td>
<td>Czech</td>
</tr>
<tr>
<td>Tagalog</td>
<td>Bengali</td>
<td>Punjabi</td>
<td>Yiddish</td>
<td>Igbo</td>
</tr>
<tr>
<td>Polish</td>
<td>Greek</td>
<td>Lao</td>
<td>Indonesian</td>
<td>Marathi</td>
</tr>
<tr>
<td>French</td>
<td>Amharic</td>
<td>Hmong</td>
<td>Serbian</td>
<td>Sinhala</td>
</tr>
<tr>
<td>Haitian Creole</td>
<td>Somali</td>
<td>Albanian</td>
<td>Tigrinya</td>
<td>Slovak</td>
</tr>
<tr>
<td>Portuguese</td>
<td>Thai</td>
<td>Turkish</td>
<td>Ilocano</td>
<td>American Sign Language</td>
</tr>
<tr>
<td>Japanese</td>
<td>Gujarati</td>
<td>Bosnian</td>
<td>Dutch</td>
<td></td>
</tr>
</tbody>
</table>
2020 Census Non-English Support

Summary of Support

- Language Guides (Video and Print)
- Language Glossaries
- Language Identification Card
- Internet Self Response
- Census Questionnaire Assistance
- Bilingual Mailing
- Field Enumeration

59 Non-English Languages

Templates of guides and glossaries for additional languages

12 Non-English Languages

Spanish

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
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More information on the 2020 Census: http://www.census.gov/2020Census

More information on the American Community Survey: http://www.census.gov/programs-surveys/acs/
State of California
Census 2020

California Complete Count Office
Clarissa Laguardia
Language and Communication Access Manager

Informational Webinar: Overview of 2020 Census Non-English Language Support
The Separation of Roles

U.S. Census Bureau
The Census Bureau administers the Census questionnaire.

California Complete Count – Census 2020
The Census Office will oversee outreach activities to educate, motivate, and activate the hardest to count Californians.
U.S. Census Bureau
Census 2020 Goal

Ensure that everyone is counted once, only once, and in the right place.

California Complete Count Mission

Ensure that Californians get their fair share of Federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.
Challenges and Barriers

- Recent arrivals
- Low educational attainment
- Languages of lesser diffusion
- Mixed status households
- Distrust in government
- Lack of understanding of the census
Hard to Count Under Language and Communication Access

**Limited English Proficient (LEP)**
- Ethnic and Linguistic Diversity
- Over 200 languages
- 27% are foreign born
- 44% of Californians speak a language other than English at home

**People with Disabilities**
- 22.3% of individuals 18 and older have a disability
California’s Statewide Hard-to-Count

- Latinos
- African Americans
- Asian Americans & Pacific Islanders
- Native Americans & Alaska Native
- Middle Eastern & Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/ Older Adults
- Children 0-5
- Households with Limited English Proficiency
Identifying California’s Hard-to-Count

Below are descriptions of the 14 variables that comprise the CA-HTC Index (with data source).

- Percent of households without broadband subscriptions
- Percent of households that are non-family
- Percent of occupied housing units that are renter-occupied
- Percent of total housing units that are vacant
- Percent crowded
- Percent of population that is foreign-born
- Percent of adults (25 or older) who are not high-school graduates
- Percent of population with income below 150 percent of poverty level
- Percent of households receiving public assistance income
- Percent of persons (ages 16 or older) unemployed
- Percent limited-English households
- Percent of persons who moved from outside county in past year
- Percent of population under 5
- Percent of total housing units with 3 or more units in a multi-unit structure
The interactive map shows California census tracts and block groups shaded by their shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/resources
Statewide Outreach and Rapid Deployment Mapping Portal (SwORD)

- SwORD will help foster data sharing, coordination, and collaboration among partners.
- Demo Video
Determining Language Support in California

- Various Data Sources
- State and Federal Law
- CA HTC Index
- National Advisory Committee Recommendations
- Stakeholder Feedback
Data Sources

- American Community Survey (ACS), 5-Year Estimates, including Public Use Microdata Sample
- California Secretary of State
- California Department of Education
- California Department of Health Care Services
California Complete Count

Phase 1

Phase 2

Phase 3
California Complete Count

- Counties
  - Subcontract
    - LACAP
- Regional ACBO
  - Subcontract
    - LACAP
- Statewide CBO
  - Subcontract
    - HTC
- Media
  - Ethnic Media
    - Website
California’s Outreach and Public Relations Campaign

- Website
- Translations
- Toolkits
- Resource materials
- Branding
Regions

- Counties
- ACBOs
- Regional Program Manager (RPM)
- Statewide CBOs
- Media Contract
Outreach Activities

Regional and Statewide Community Based Organizations

✓ Linguistic and communication capacity
✓ Experience in serving the HTC
✓ Partnerships and infrastructure
✓ Trusted messengers
Developing Print and Digital Materials

- Use U.S. Census Bureau’s vetted terminology for developing materials
  ✔ LAGs and Glossaries

- Contractors are required to create materials that are easy to digest and shareable:
  ✔ Infographics, gifs, social media graphics, fact sheets, and videos.
Language and Communication Access Standards (LACAS)

- Contractors are required to abide by standards and guidelines as specified in our LACAS.
- Targeted languages will be identified at the county level.
- A revised version of LACAS is expected to be released in mid to late April.
Sign Up for our Mailing List and Stay Connected!

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Follow us!
@cacompletecount

#2020census and #cacensus

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