



**Board of County Commissioners**  
**February 12, 2019**

# United States Census 2020

## Discussion Outline

- Census Overview
- Local Complete Count Committee
- Outreach Goals
- BCC Participation



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## Census Past

### *Orange County Census*

- 1990 Population = 677,491
- 2000 Population = 896,344
- 2010 Population = 1,043,500
- 2017 Estimate = 1,348,975



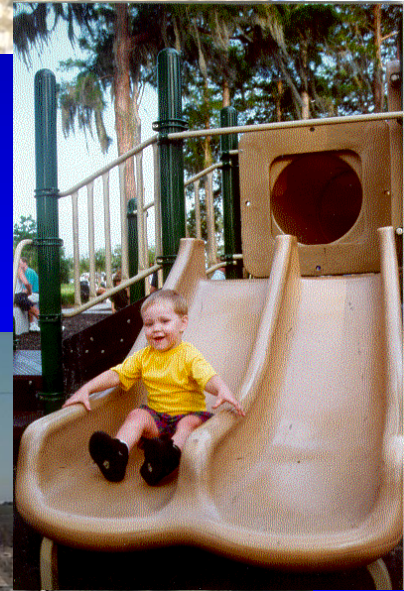


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## Census 2020

### *Impact on Orange County*

- **Federal and state funding for services and programs**
- **Impacts funding of roads, schools, parks, housing**
- **Used by businesses, churches, and nonprofits to determine service areas**
- **Political representation**

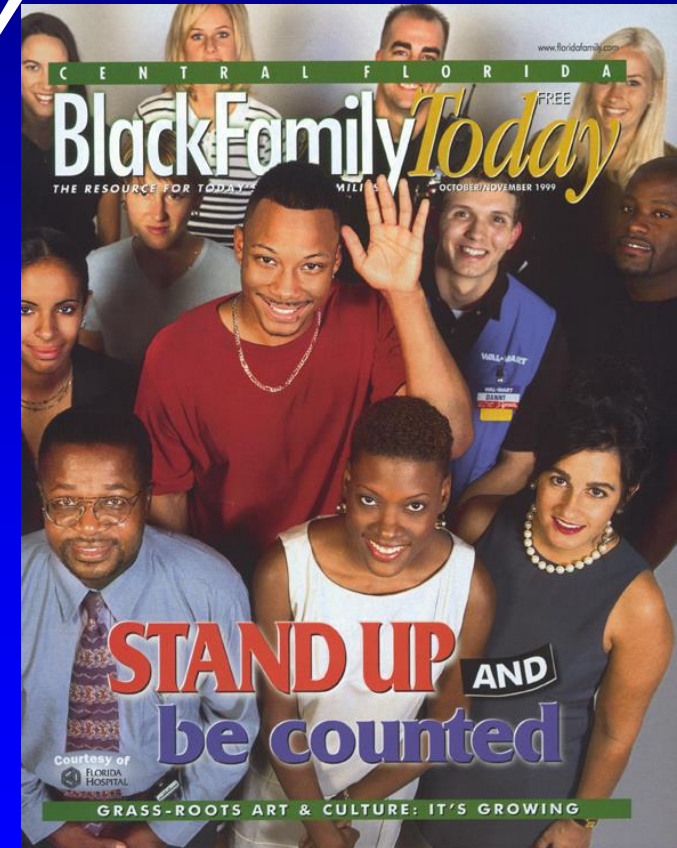


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## Census 2020

### *Concerns for Orange County*

- **Increased urban population**
- **Improved housing unit count**
- **Changes in immigrant status**
- **Shifts in ethnic populations**
- **Changes in labor force**
- **Improved count of homeless**



## *Local Data Preparation:*

- **Boundary and Annexation Survey (BAS)**
- **Local Update of Census Addresses (LUCA)**
- **Participant Statistical Areas Program (PSAP)**



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### *Complete Count Committee*

- June 2019- July 2020
- Informal Committee - grassroots
- Fluid participation
- Diverse citizen representation



## *Complete Count Committee*

- Local Census Bureau Office/Partnership Program
- Members receive census training
- Marketing and Outreach
- Identifies historically undercounted tracts and populations



## Complete Count Committee

- Mobilizes community organizations
- Monitors progress of returns by census tract or block group
- Promotes census job opportunities



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***Complete Count Committee Structure***



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### *Outreach Goals*

- Overall response rate of 70%
- No tracts with <40%
- Participation in ethnic areas up by 5%
- Various municipal goals



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***BCC Participation***

- Recruit members
- Spread the word
- Provide funding





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