

California Complete Count – Census 2020

Be Counted, California!



About Us

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. The next enumeration will be April 1, 2020 and will be the first to rely heavily on online responses.

An accurate count is one in which every person is counted once, only once, and in the right place.

The primary and perpetual challenge facing the U.S. Census Bureau is the undercount of certain population groups. That challenge is amplified in California, where more residents are considered traditionally hard to count. Those include foreign-born residents, renters, individuals living in homes without a broadband subscription, people living close to or below the poverty line, and children younger than five years old.

A complete and accurate count of California's population is essential. The data collected by the decennial Census determines the number of seats each state has in the U.S. House of Representatives and is used to distribute billions of dollars in federal funds to state and local governments.

That is why California has launched a statewide effort to ensure an accurate and complete count of Californians in the 2020 Census. The California Complete Count – Census 2020 office is coordinating the State's outreach and communication strategy, which focuses on the hardest-to-count residents. Working through local governments, Tribal Governments, community-based organizations and media, the state is funding work that will complement work being done nationally by the U.S. Census Bureau.

California leaders have invested \$100.3 million toward a statewide outreach and communication campaign. The 2019-20 proposed Governor's Budget includes an additional \$54 million to bolster the State's efforts. In total this is a proposed \$154.3 million investment for the 2020 Census.

California Complete Count – Census 2020 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.



CALIFORNIA COMPLETE COUNT – CENSUS 2020
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Census Office Funding by the Numbers

California leaders have invested \$100.3 million in California Complete Count – Census 2020 and proposed an additional \$54 million.

- 2017 Budget Act - \$10 million
 - \$7 million for the Local Update of Census Addresses (LUCA) Incentive Program
 - \$3 million to start-up the Census Office
- 2018 Budget Act - \$90.3 million for a statewide outreach and communication strategy
- 2019 Proposed Governor's Budget - \$54 million
 - \$50 million to bolster outreach and communications
 - \$4 million for the California Housing and Population Sample Enumeration (CHPSE)

In total, this is a proposed \$154.3 million investment for 2020 efforts. After administrative costs, the LUCA Incentive Program, and CHPSE, a proposed \$129.2 million would remain for outreach and communications.

- **Outreach** (\$80.7 million)
 - **County/Tribal Government = \$27 million**
 - \$26,683,500 for County Contracts
 - \$316,500 for Tribal Funding Agreements
 - **Regional Administrative Community-Based Organizations = \$32.95 million**
 - \$22.95 million for *regional* ACBOs
 - **Proposed***: \$10 million for Non-Response Follow Up work
 - **Statewide Community Based Organizations = \$10 million**
 - \$4,050,000 for *statewide* CBOs
 - **Proposed***: \$5,950,000 for new awards
 - **Education = \$2.05 million**
 - \$1.05 million for K-12 schools and higher education
 - **Proposed***: \$1 million for Title 1 schools and Title III students
 - **Sector = \$1.8 million**
 - \$800,000 for sector outreach
 - **Proposed***: \$1 million for health care and other sectors
 - **State Agency Outreach = \$500,000**
 - **Statewide Programmatic Costs = \$6.4 million**
- **Communication – Public and Media Relations Campaign** (\$47.5 million)
 - \$16.1 million for strategic multilingual and culturally appropriate messaging
 - \$1.4 million in State Programmatic Costs
 - **Proposed***: \$30 million for expanded campaign
- **Contingencies and Emergencies** (\$1 million)

*This is part of the proposed funding to be approved.



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