

# cpan

Census Policy Advocacy Network

**EVERYONE WINS WHEN EVERYONE IS COUNTED**

**The Census Policy Advocacy Network (CPAN)** is a collaborative effort among multiple statewide organizations in California to help shape policy concerning the American Community Survey and 2020 Census. The network's goal is to educate policymakers and community leaders about the [government investment and sound policies needed to obtain the most accurate data possible about the nation's population](#). The outcome we seek is a fair and accurate census in 2020, which is indispensable to the monitoring and implementation of civil rights policies; fair and representative reapportionment and redistricting; and the allocation of over \$600 billion annually in federal funding for states and local communities.

## 2019 POLICY PRIORITIES

Ensure sufficient funding is allocated to support outreach by community-based organizations (CBOs).

Ensure the 2020 Census is a priority for the new Governor and legislators.

Ensure counties provide resources for CBOs in the form of subcontracts.

## PREVIOUS WINS!

Successfully advocated for robust investments in 2020 Census planning and outreach, leading to the historic allocation of \$90.3 million.

Took action against the addition of a citizenship question and helped gather more than 250,000 signatures in collaboration with national partners.

## CPAN PARTNERS BELIEVE EVERY CALIFORNIAN COUNTS



**CHILDREN NOW**



Partnership for the Advancement of New Americans



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CPAN's analysis of U.S. Census Bureau data revealed that a minimum of **16.2 million Californians** qualify as hard-to-count.

**To reach these residents, the State needs to invest at least \$120 million to support intensive outreach by community-based organizations.**  
The legislature should fund CBO census outreach by an additional \$93.4 million.

## AN OVERVIEW OF THE STATE'S INVESTMENT IN THE 2020 CENSUS TO DATE

### 2017

Governor Jerry Brown and the State Legislature approve \$7 million for the Local Update of Census Addresses Program and \$3 million for census outreach planning.



**10 MILLION TOTAL  
FOR LUCA & CENSUS  
PLANNING IN 2017**

### 2018

Over 100 organizations sign on to a letter calling for additional investments in 2020 Census planning and outreach, leading to a historic investment of \$90.3 million.

**\$90.3M**

**FOR PLANNING & OUTREACH IN 2018**

In November 2018, the California Complete Count Office announces its funding allocations, dedicating **\$27 million** for community-based organization (CBO) outreach.

### HOWEVER

**ONLY \$27 MILLION FOR  
COMMUNITY BASED  
ORGANIZATIONS**

(Source: CA Complete Count Office)

### 2019

Governor Gavin Newsom proposes an additional \$50 million for 2020 Census outreach. The California Complete Count Office proposes to augment funding for regional administrative CBO contracts by \$10 million for a total of **\$32.9 million** and statewide CBO contracts by \$5.9 million for a total of **\$10 million**.

**JANUARY 10, 2019:  
GOVERNOR NEWSOM  
PROPOSES AN ADDITIONAL  
\$50 MILLION TOTAL FOR THE  
2020 CENSUS**

**California will need a more robust investment than proposed to execute a comprehensive, coordinated outreach strategy.**

**2018 ALLOCATION +  
2019 PROPOSED AMOUNT  
FOR CBO OUTREACH =  
~\$42 MILLION FOR CBOs**

**CBO OUTREACH WILL COST  
AT LEAST \$120.4 MILLION**

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EVERYONE WINS WHEN **EVERYONE IS COUNTED**



# BLACK CALIFORNIANS COUNT!



According to 2016 Census Bureau estimates, there are over **2.5 million Black residents in California.**<sup>1</sup>

## UNIQUE CHALLENGES

### GENTRIFICATION & DISPLACEMENT

Due to soaring housing prices and suppressed wages, Black communities have been plagued by gentrification, which has often led to displacement of their communities. For instance, according to Colorlines' Gentrification Report, the ratio of Black residents in Oakland neighborhoods fell by nearly 40 percent between 1990 and 2011.<sup>2</sup> Moreover, Black homeownership in North Oakland dropped from nearly 40% in 1990 to 25% in 2011.<sup>3</sup>

The effects have been devastating. First, gentrification and displacement has caused rampant homelessness. Black Americans are seven times more likely to be homeless than their White counterparts. Black Californians from South LA are experiencing homelessness at some of the highest rates in the LA region.

In the City of LA, the Black population is 9%, yet Blacks are more than 47% of those experiencing homelessness. 20% of all homeless individuals in the City of LA live in South LA.<sup>5</sup> While Black people are already considered a hard-to-count community, homelessness on top of being Black makes them even harder to count (Homeless people often lack a mailing address and access to the internet, which further complicates access to the new census questionnaire.) Second, because of gentrification, Black populations are being pushed out of traditional Black American neighborhoods, in cities like Oakland and Los Angeles, and into new geographical areas—such as East Contra Costa County and the Inland Empire—that lack the infrastructure (e.g., social services, community-based organizations, telecommunications, transportation, job opportunities, etc.) that might typically support an accurate count.

### MASS INCARCERATION

While Black residents represent 6.5% of California's population, they represent 29% of the State's prison population.<sup>6</sup> Moreover, Black men are nine times more likely to be incarcerated than their Asian and White counterparts, respectively. As such, a focus on the count of close-quarter populations will be necessary to accurately count California's Black population.

# FACTORS TO CONSIDER

## IMMIGRANT FEAR

With over 150,000 Black immigrants, California is home to the largest Black immigrant community in the nation. However, an accurate California count will be challenged by national rhetoric and statements that have stoked fear among immigrant communities. According to a Congressional Hispanic Caucus letter to the U.S. Commerce Secretary on January 16, 2018, “new qualitative research from the Census Bureau confirms that survey respondents and focus group participants are expressing an ‘unprecedented’ level of concern regarding the confidentiality of the data they provide to the Bureau and whether that data will be improperly shared with other government agencies, especially immigration officials.” This “concern” may impact response rates of California’s large African immigrant population, particularly if federal policies and rhetoric continue to trend in the current direction.

## DISTRUST OF GOVERNMENT

While levels of trust in government continue to decline among all populations, Black trust is at an all-time low. According to the Pew Research Center’s National Election Studies poll, the percentage of Black people who trust the government in Washington always or most of the time is at 15% compared to 23% for Latinos/Hispanics and 17% for Whites.<sup>7</sup> Moreover, trust in government has been lowest among Black people compared to their counterparts in every year since 1958 except 1979, 1980, 1993, 1996 and 2010–2015. Factors contributing to such distrust include slavery, Jim Crow laws, employment and housing discrimination, state violence towards Blacks, and mass incarceration.

# RECOMMENDATIONS

## TRUSTED MESSENGERS

The importance of partnering with trusted messengers in reaching the Black community cannot be underscored enough. For instance, according to a study conducted by Nonprofit Vote, Black voters contacted by nonprofits were 31% more likely to vote during the 2014 midterm elections.<sup>9</sup>

Nonprofit Vote Executive Director Brian Miller said “[n]onprofits are trusted messengers with deep roots in communities overlooked by others.” As mentioned above, the Black community is made up of all types of demographics: including Christians, Muslims, agnostic, atheists, etc.; men, women, transgender, gender non-conforming; heterosexual, homosexual, bisexual, etc.; never, currently, and formerly incarcerated; homeowners, renters, and homeless; and U.S. born and foreign born, among many other demographic categories. Different strategies and tactics will need to be developed to educate and engage each demographic within the larger Black community.

**Different strategies and tactics will need to be developed to educate and engage each demographic within the larger Black community.**

## ENDNOTES

1 <https://www.census.gov/quickfacts/fact/table/CA#viewtop>

2 <https://www.colorlines.com/articles/gentrification-report-Black-and-latino-displacement-remaking-bay-area>

3 Id.

4 [https://www.huffingtonpost.com/2012/03/06/Black-families-homeless\\_n\\_1324290.html](https://www.huffingtonpost.com/2012/03/06/Black-families-homeless_n_1324290.html)

5 LA County Homeless Service Authority 2018 Ad Hoc Committee Report on Black People Experiencing Homelessness

6 <http://www.ppic.org/publication/californiaschanging-prison-population/>

7 <http://www.people-press.org/2017/05/03/public-trust-in-government-1958-2017/>

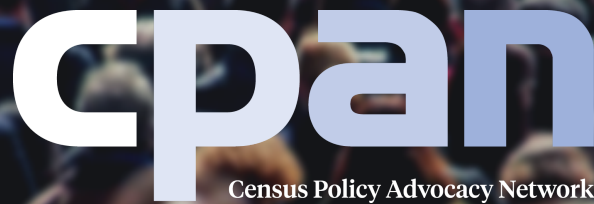
8 Id.

9 [associationsnow.com/2015/12/nonprofits-rocked-vote-2014/](http://associationsnow.com/2015/12/nonprofits-rocked-vote-2014/)

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## AMERICAN INDIANS & ALASKA NATIVES COUNT!



### UNDERSTANDING THE AMERICAN INDIAN & ALASKA NATIVE COMMUNITY IN CALIFORNIA

**California has the largest count (723,225 individuals) and percentage (14%) of those who identify as American Indian/Alaska Native (AIAN) alone or in combination with another race compared to the rest of the nation.<sup>1</sup>**

There are 109 federally-recognized Indian tribes in California and 78 entities petitioning for recognition. Tribes in California currently have nearly 100 separate reservations or Rancherias. Additionally, California has the largest urban concentrations of AIANs in the country.<sup>2</sup> In California, 89 percent of American Indians and Alaska Natives live in urban areas. Los Angeles County has the largest American Indian and Alaska Native population (156,325 individuals) in the nation.<sup>3</sup> **Yet, there is significant census undercounting of AIANs throughout the country.** According to the 2010 census, there was a census net undercount of AIAN alone or in combination on reservations of -4.88, the highest undercount of any population in the country.

Undercounts, in previous censuses, have harmed funding for key tribal programs. Accurate census counts are critical to ensuring that tribes and urban AIAN communities are allocated the appropriate amount of funds for health, housing, and other crucial programs. AIANs also need accurate census data to plan appropriately for how to effectively use their limited resources.

## FACTORS TO CONSIDER

### DISTRUST OF GOVERNMENT

American Indians/Alaska Natives have faced a long history of colonization and significant discrimination—and thus are likely to distrust the government. Despite an inherent trust obligation to provide health care, education, and other services in exchange for land and natural resources, the first treaties were broken dating back to the 1800s. Subsequent government policies such as the Indian Removal Act, the Dawes Act, and the Assimilation, Termination, and Relocation eras undermined tribal sovereignty and paved a path for economic insecurity, profound trauma, and poor health. Continued federal attempts to undermine tribal environmental and land rights persist today, adding to further mistrust of government.

# FACTORS TO CONSIDER (CONTINUED)

## DISBURSED GEOGRAPHICAL COMMUNITY

Unlike other racial/ethnic groups, AIANs do not have racial/ethnic enclaves in urban or suburban areas. This was due to the Federal Relocation Act, which strategically placed AIAN families away from one another so as not to form a Native neighborhood. The lack of geographic concentration is a barrier to enumeration for this community. It is impossible to serve a large proportion of the AIAN community with traditional outreach methods in a few centralized places, and the small numbers in any particular location make it difficult and costly to design culturally-appropriate and effective outreach strategies to meet their needs.

## ADDITIONAL HARD-TO-COUNT FACTORS

- Poor maps of Rancherias and reservations as well as individuals living in unconventional housing units (living in RV parks; seemingly abandoned buildings) pose challenges to enumeration.
- There are very different issues in rural as compared to urban populations for these groups. In rural areas, issues are similar to other small, remote locations in general. In urban areas, issues are similar to other urban poor.
- AIANs are particularly difficult to match to administrative records.
- AIANs experience a digital divide. Overall, according to census data, 58.2% of American Indians use the internet, which is low compared to the average White household. Some remote locations have little internet access. Cell phone coverage may be equally poor in some areas as well.
- For those tribes that still rely on subsistence living (ex: Yurok and salmon fishing) it is often difficult to get accurate counts because they are carrying out subsistence activities and/or living in fish camps versus traditional housing.
- AIANs experience high rates of homelessness, transient/mobile living, multi-family households, temporary households, and are living in “group quarters” (e.g. incarcerated, hospitalized, etc.).

## SPECIAL CONSIDERATIONS & RECOMMENDATIONS

- Work closely with AIAN community leaders and AIAN community-based organizations. Outreach strategies should include both traditional media (print, radio, television), social media, and digital media.
- Establish Questionnaire Assistance Centers at local Indian Health Service clinics or AIAN community-based organizations.
- Engage with tribal governments and provide Census 2020 technical assistance.
- Hire enumerators from local reservations, Rancherias and/or urban communities who know their community and best practices to reach/engage communities members.
- Ensure enumerators understand that citizens of state-recognized tribes can and should self-identify as AIAN.
- Provide media and outreach materials that are culturally relevant. AIAN are diverse and require different outreach materials and strategies based on geographical location.
- Appropriately fund all recognized tribal governments in California to conduct census outreach within their communities, both on and off the reservation/rancheria.

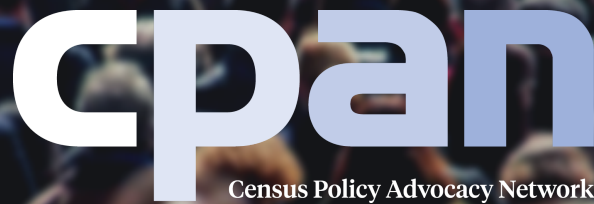
## ENDNOTES

- 1 <https://www.census.gov/prod/cen2010/briefs/c2010br-10.pdf>
- 2 <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>
- 3 [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC\\_00\\_SF4\\_PCT002&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_00_SF4_PCT002&prodType=table)

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## CALIFORNIANS WITH DISABILITIES COUNT!



**According to the American Community Survey 5-Year Estimates spanning 2013 to 2017, there are currently 4,088,523 Californians with disabilities.<sup>1</sup>**

Californians with Disabilities make up 10.6% of California's population. The Centers for Disease Control and Prevention (CDC) reports that people with disabilities make up 22% of the US population.<sup>2</sup> Individuals with Disabilities fall into nearly all of California's "hard to reach" populations, including Black/African Americans, Young Children, Muslim Americans, LGBTQ Americans, Native Hawaiians/Pacific Islanders, American Indians/Alaskan Natives, Latinx Individuals, Asian Americans<sup>3</sup>, Immigrants, and Californians Experiencing Homelessness.

## UNIQUE BARRIERS TO PARTICIPATION<sup>3</sup>

Field research conducted in the Los Angeles and Inland Empire area in Fall of 2018 indicated that the number one reason people with disabilities do not participate in the census is that they have never been asked.

Other survey participants stated that they were unsure of the census' impact on their life, that they were uncomfortable sharing personal information, that they had trouble completing forms, and that they worried that information would be used against them (for example, to deny or reduce benefits).

Disability may also affect individuals' ability to access survey information. For example, people with sensory disabilities may need content to be screen reader friendly or translated into American Sign Language. Similarly, people with learning or intellectual disabilities may need content to be put into plain language.



# SPECIAL CONSIDERATIONS & RECOMMENDATIONS<sup>4</sup>

Efforts to boost census participation among individuals with disabilities should center on trust and on connecting census participation with its outcomes. Primarily, community groups and organizations with an established connection to the disability community should spearhead census participation outreach and assistance. Trusted groups can host outreach events and informational sessions that are responsive to the specific concerns of the individuals they know and serve, and can ensure that these events are conducted with any necessary physical accommodations, assistive technology, and/or translation or interpretation. Highlighting the availability of accommodations can help to establish that outreach is being conducted in a thoughtful manner.

Furthermore, groups and organizations conducting outreach should emphasize the connection between census participation and funding for numerous housing, employment, education, and health care programs and services that individuals with disabilities may benefit from. For example, special education, vocational rehabilitation, community mental health services, disabled veteran outreach, and pro bono legal services for individuals with disabilities are just a few of the areas whose funding is contingent on census participation.

By establishing this connection, trusted messengers can help to establish the narrative that census participation is a way for individuals with disabilities to empower themselves, their families, and their communities by amplifying their voices and demanding recognition on a state and federal level.

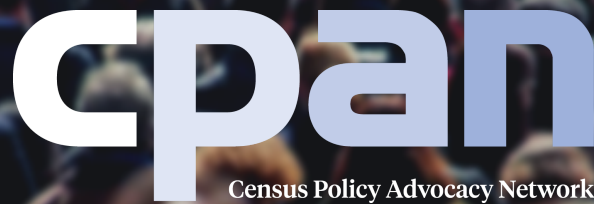


## ENDNOTES

- 1 [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?\\_af=ACS\\_17\\_5YR\\_S1810&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?_af=ACS_17_5YR_S1810&prodType=table)
- 2 <https://www.cdc.gov/media/releases/2018/p0816-disability.html>
- 3 Disability Rights California and Disability Rights Education Fund, 2020 Census Disability Toolkit.
- 4 <https://www2.census.gov/programs-surveys/decennial/2020/program-management/working-papers/Uses-of-Census-Bureau-Data-in-Federal-Funds-Distribution.pdf>

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## LGBTQ CALIFORNIANS COUNT!



### **IT'S HARD TO OVERSTATE HOW MUCH IS AT STAKE FOR THE LGBTQ COMMUNITY IN THE 2020 U.S. CENSUS.**

Despite rising acceptance of LGBTQ people and increasing LGBTQ self-identification — particularly among millennial voting-aged Americans (ages 18-34) — accurate reporting of the LGBTQ community continues to lag in comparison to non-LGBTQ populations, in large part due to antiquated polling methods of LGBTQ people and cultural and physical barriers prevalent within the community.

The Census does not collect information on one's sexual orientation or gender identity, and the Census's identification of LGBTQ households has relied solely on those who report having a "same-sex partner."

Such a process fails to capture statistical data on LGBTQ people in the following household situations:

- Single-occupant households
- Multi-occupant households that involve roommate(s) that are not a same-sex partner
- Households that contain members who identify as transgender, gender non-conforming, or bisexual and reside with a different sex partner

Census data directly affects issues of democracy (such as formation of Congressional districts and allocation of representative seats) as well as the distribution of federal funding for social services (including Medicaid, Section 8 housing vouchers and the Supplemental Nutrition Assistance Program). Thus, with over 300 federal programs and \$800 billion in funds being annually allocated based on the U.S. Census, the ongoing undercount of the LGBTQ community, coupled with the intersectional characteristics (detailed below), has limited the resources made available to the LGBTQ community and has led to drastic underrepresentation on the national level. Therefore, careful planning and sensitive inclusion of the LGBTQ community is essential for the protection and ongoing future of the LGBTQ community.

# FACTORS TO CONSIDER

## LGBTQ PEOPLE EXIST WITHIN ALL POPULATIONS

The U.S. Census Bureau and the California Complete Count Office have designated the LGBTQ community as a “Hard-to-Count” population for the 2020 Census. Additionally, LGBTQ people are more likely to be among other populations that both agencies consider “Hard-to-Count,” such as racial and ethnic minorities, persons with limited English proficiency, immigrants either documented or undocumented, lower income persons, persons experiencing homelessness or housing instability and youth.

- Non-white racial minorities in the U.S. are becoming more likely to identify as LGBTQ+, comprising nearly 40% of all LGBT-identified adults. An increase of 7% since 2012. (Gallup)<sup>1</sup>
- An estimated 904,000 LGBT-identifying immigrants reside in the U.S. today, with approximately 30% of them undocumented. (Williams Institute)<sup>2</sup>
- For both women and men, the percentage of gay/bisexual adults who have an income at or below poverty level substantially exceeds rates for heterosexual adults. And, for those who live alone, LGBT people again prove to be more vulnerable to poverty with one in five LGBT people reporting an income at or below poverty level. (Williams Institute)<sup>3</sup>
- Despite LGBTQ+ persons comprising only 3-5% of the U.S. population, nearly 40% of all homeless youth identify as LGBTQ+. (Task Force)<sup>4</sup>

## SPECIAL CONSIDERATIONS & RECOMMENDATIONS

In consideration of the 2020 U.S. Census, it will be fundamental to engage, educate and encourage participation among the growing LGBTQ population of California, especially the growing sect of LGBTQ-identifying youth and young adults, on the local and national importance of the U.S. Census.

Recommendations for achieving this goal:

- Coordinating both in-person and digital communication programs for LGBTQ community partners throughout the state
- Establishing Census Action Kiosks at LGBTQ community centers and training census outreach workers to reflect the diversity of the population they serve
- Partnering with community-based organizations and LGBTQ-specific employment resources to engage hard-to-count populations that overlay with the LGBTQ community

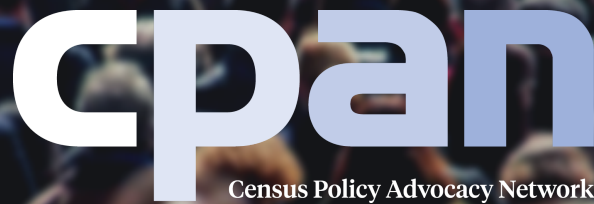
## ENDNOTES

- 1 <https://news.gallup.com/poll/201731/lgbt-identification-rises.aspx>
- 2 <https://williamsinstitute.law.ucla.edu/research/immigration/infographic-the-lgbt-undocumented/>
- 3 <https://williamsinstitute.law.ucla.edu/wp-content/uploads/LGB-Poverty-Update-Jun-2013.pdf>
- 4 <http://www.thetaskforce.org/visualizing-youth-homelessness/>

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## YOUNG CHILDREN COUNT!



**Young children tend to live in homes that are disproportionately more complex, including children of color, children living in low income and immigrant households and many other characteristics that are considered “hard to count” by the U.S. Census Bureau.<sup>1</sup>**

It is estimated that:

### **2.2 million children under age five were undercounted in the 2010 Census<sup>2</sup>**

The populations of children who benefit from vital social programs, healthcare investments and education opportunities are those most at risk for being undercounted.

California is home to 13% of the nation’s child population which reflects a total of over 9.1 million children—with over 3 million of that total population between the ages of zero to five.<sup>3</sup> In California, the most populous and diverse state in the country and the sixth largest economy in the world, 62% of babies are born into low-income families each year.<sup>4</sup> The state also has arguably the most diverse child population in the nation, including nearly half of all children living in immigrant families and the highest number of Dual Language Learners/English Language Learners in the country.<sup>5</sup> Given the state’s demographics, if families with children and those with young children in particular are under-counted, this would disadvantage the state’s ability to apply for the appropriate funding needed to serve this high-need population. Federal dollars comprise a vital source of funding for programs and services aimed at young children and families in particular, including food and nutrition program, support services and therapies for children with developmental delays, child care and home visiting programs.

Additionally, some states with a lesser proportion of hard-to-count populations have at times, over-counted<sup>6</sup> their child population, skewing resources away from states like California that may benefit from them the most.

Finally, local government, agencies, and social service providers use census data to plan for local initiatives and services as well and an undercount would compound the miscalculation of need versus available services.

# FEDERAL DOLLARS ARE CRUCIAL TO SERVICES FOR OUR YOUNGEST CALIFORNIANS

**Census data are used to assess and plan for federal investments that are vital to families with young children. Unlike funding for K-12 education, which is primarily funded through state budgets, services for young children and families rely heavily on federal dollars.**

**This includes funding for important programs such as:**

- Temporary Assistance for Needy Families
- Title I grants for education
- State's Children's Health Insurance Program (SCHIP)
- Special education
- Women, Infants, and Children
- Early Head Start and Head Start
- Title IV-E Foster Care
- Child Care & Development Block Grant
- Medicaid subsidies

**It will be vital for all outreach efforts focused on “hard to count” communities to consider extra consideration of the importance of reaching families with young children.**

Families may not understand that they should count every child, including infants when filling out the census. In prior years, the forms themselves only left space for a certain number of people and often people fill them out from oldest to youngest. Families living under additional stress (by definition having young children adds stress to a household), who live in complex living arrangements or are mobile (it is very common for younger families and those with younger children to rent and move more frequently) add additional challenges for this population.

**In addition, all materials, outreach messages, advertisements, and census staff training should address the importance of counting young children including infants.**

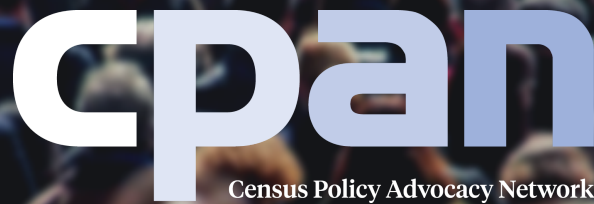
## ENDNOTES

- 1 <http://www.aecf.org/m/resourcedoc/aecf-WhyareYoungChildrenMissedInCensus-2009.pdf>
- 2 <http://civilrightsdocs.info/pdf/census/Fact-Sheet-Undercount-of-Young-Children.pdf>
- 3 <http://pub.childrennow.org/2016/california/>
- 4 [https://www.childrennow.org/files/2215/0402/7686/07\\_18\\_17-P3-Agenda-booklet.pdf](https://www.childrennow.org/files/2215/0402/7686/07_18_17-P3-Agenda-booklet.pdf)
- 5 <https://www.npr.org/sections/ed/2017/02/23/512451228/5-million-english-language-learners-avast-pool-of-talent-at-risk>
- 6 <ftp://ftp.census.gov/cac/nac/meetings/2016-11/2016-04-latino-children.pdf>

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## CALIFORNIANS EXPERIENCING HOMELESSNESS COUNT!



**Approximately 129,972 Californians are homeless every night, meaning they lack a stable, fixed residence. This includes 89,543 people in unsheltered locations and 12,396 unaccompanied youth under 18. They may live on the street, in cars, and in other places not intended for habitation.**

**African Americans are heavily overrepresented, comprising 40% of the national homeless population compared to 13% of the overall U.S. population**

## UNIQUE BARRIERS TO CENSUS PARTICIPATION

All persons who “usually reside” in a state must be counted in the census, even those who lack an ordinary residence.<sup>2</sup> But the residence-based procedures used to count the general population, e.g., mail and door-to-door follow-up, are largely ineffective when applied to people experiencing homelessness.<sup>3</sup>

Challenges to an accurate count of people experiencing homelessness in California include:

**Hard-to-find locations:** The criminalization of homelessness – local ordinances that restrict or prohibit sleeping or “camping” in public – creates substantial physical challenges to enumeration, as people seek inconspicuous locations to rest, away from residences and businesses.<sup>4</sup> Even in communities without such ordinances, many people experiencing homelessness prefer the privacy and safety of unexposed sites.

**Fear and distrust:** Location barriers are further exacerbated by the substantial fear and distrust many Californians experiencing homelessness feel toward government officials and the public. Contributing to this are harassment by police and business owners<sup>5</sup> and fear that sharing personal information might later facilitate arrest.<sup>6</sup> Unaccompanied youth under 18 may fear being returned to an abusive home or entering the foster care or juvenile justice systems.



# UNIQUE BARRIERS (CONTINUED)

**Internet Access:** Using the internet as the primary way to answer the 2020 Census is particularly challenging for people experiencing homelessness, as they are “far less likely to have internet access than the general population.”<sup>7</sup>

**Age:** Children under the age of 5 are missed at disproportionately high rates in the census. Of the 1.5 million people living in shelters nationally in 2015, over 152,000 were children under age 5.<sup>8</sup>

## RECOMMENDATIONS TO BOOST PARTICIPATION

**Substantially expand and refine the use of enumerators experiencing homelessness, who:**

1. Possess more accurate knowledge of where Californians experiencing homelessness live;
2. Can secure the trust of people who otherwise shy away from encounters with government officials; and
3. May approach their job with greater commitment and passion for ensuring every Californian experiencing homelessness is counted.<sup>9</sup>

Create robust lists of outdoor, service-based, and transitory locations that census-takers should visit. Local government agencies and service providers are good sources of information about heavily-frequented service locations, e.g., soup kitchens, and out-of-the-way places people seek shelter.

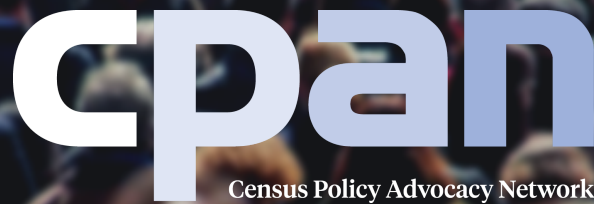
Build stronger partnerships with service providers and advocates who work with Californians experiencing homelessness. These trusted messengers can offer invaluable advice to census-takers, as well as legitimize the census and explain its importance in bringing resources to the community.

## ENDNOTES

- 1 U.S. Department of Housing and Urban Development, The 2018 Annual Homeless Assessment Report (AHAR) to Congress, Dec. 2018
- 2 U.S. Census Bureau, American Community Survey: Questions and Answers, Feb. 2010
- 3 Brendan Kearns, Down for the Count: Overcoming the Census Bureau's Neglect of the Homeless, National Coalition for the Homeless, 2012
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- 5 Ibid
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## MUSLIM AMERICANS COUNT!



**Pew Research Center estimates that there were about 3.45 million Muslims of all ages living in the U.S. in 2017, and that Muslims made up about 1.1 percent of the total U.S. population.<sup>1</sup> In California, Muslims make up 1 percent of the state population.<sup>2</sup> Shifts in the federal landscape are creating great concerns over protection of census data and accurate data counting.**

## UNIQUE BARRIERS TO CENSUS PARTICIPATION

While on the campaign trail, President Trump called for the “total and complete shutdown of Muslims entering the United States.”<sup>3</sup> On January 27, 2017 President Trump signed Executive Order 13769, titled “Protecting the Nation from Foreign Terrorist Entry into the United States,” also known as the Muslim ban.<sup>4</sup> Over the course of 2017, community advocates witnessed the administration’s increased attacks on immigrants, refugees, and minorities with the rescindment of the Deferred Action for Childhood Arrivals (DACA) program and the cancellation of Temporary Protected Status (TPS) for hundreds of thousands of individuals—the Muslim community included.

In 2017, the Council on American-Islamic Relations (CAIR) – California reported a 49% increase in reported discriminatory treatment during travel from 2015 to 2016. The number of immigration matters handled also increased significantly. CAIR-Los Angeles’ Immigrants’ Rights Center alone assisted in more than 400 immigration applications, with an increase of 58% in naturalization petitions from the previous year. The categories receiving the most incident reports for 2016 were immigration (38.8%), law enforcement interactions (17%), hate incidents or hate crime (14.7%) and employment discrimination (10.6%).<sup>5</sup>

**Because President Trump has kept true to his campaign promises, the California Muslim community is apprehensive about engaging in any activity that could be deemed as a registry, which includes the 2020 census. Creating culturally-competent outreach material and education on legal safeguards to personal information is crucial for a successful census.**

### **California's Demographics**

- 1 million Muslims reside in California (1%)
- 9.6 million Californians live in hard-to-count census tracts.
- 2.5 million children under age five live in hard-to-count census tracts, which ranks first among all states.
- We have the highest percentage of foreign-born residents (27%).

### **California Muslim Youth & Refugees**

- 69% of Muslim Youth Ages 11-18 feel safe in schools. This is a 14% decline since 2014.<sup>6</sup>
- 53% of Muslim students are bullied.<sup>7</sup>
- In fiscal year 2016, California resettled the most refugees (7,909).<sup>8</sup>
- The number of Muslim refugees entering the U.S. plummeted by 94% since President Trump came into office.<sup>9</sup>

**These issues are compounded by shifts in the federal landscape, including a rise in Islamophobia, highlighted in multiple Muslim Bans by Executive Orders and limiting Temporary Protected Status for Syrians who came to the U.S. before August 1, 2016.**

In 2018, CAIR-LA's office conducted focus groups of community leaders and surveys for community members from Orange County, Los Angeles County, and the Inland Empire. A total of 33 community leaders and over 1,400 community members participated. According to the survey "both focus groups and surveys examined perceptions, barriers, and potential outreach strategies around the 2020 Census with the diverse Muslim American communities of Southern California."

Of the participants 53% agreed that they do not trust the current administration. The focus groups also highlighted that Black Muslims were more positive overall towards the census, and strongly believe in participating as a way of building representative power for their communities.<sup>10</sup>

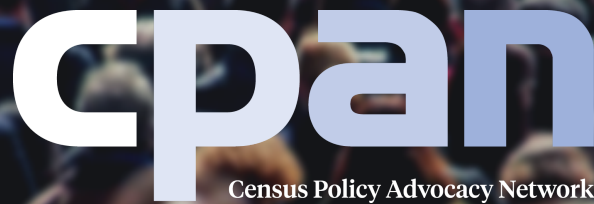
Given the ethnic, cultural, and linguistic diversity of the community trusted messengers are needed to ensure that Census 2020 messaging reaches the community.

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## NATIVE HAWAIIANS & PACIFIC ISLANDERS COUNT!



**Native Hawaiians and Pacific Islanders (NHPIs) have called California home since at least the early nineteenth century.**

The founding and development of inland cities like Sacramento and communities close to ports, such as those in San Francisco, the greater Los Angeles area, and San Diego, were and continue to be bolstered and culturally invigorated by NHPI communities. Today, California has one of the largest populations of NHPI in the United States, second only to Hawaii. The NHPI population grew 29% between 2000 and 2010,<sup>1</sup> and over 300,000 NHPI call California home. The NHPI population is expected to grow 61 percent between 2010 and 2060.<sup>3</sup>

### **Diversity Masked by Aggregation**

The racial category “NHPI” encompasses a diverse group, at least 20 distinct communities. While they share commonalities, they also carry their own distinct traditions and languages. The difficulty of addressing challenges faced by small populations like NHPI is further compounded when agencies and organizations rely on default labels—like the overly broad “Asian Pacific Islander” racial category—for collection and publication of data. Such labels mask significant disparities between NHPI and Asian Americans across key socioeconomic characteristics. Since 1997, the Office of Management and Budget (OMB)—the federal agency that provides standards for how race and ethnicity should be reported and collected—has required federal agencies to collect and report data on NHPI as a separate racial category.

In 2000, the Census Bureau began disaggregating NHPI data from Asian American data to comply with OMB 15, marking an important win for NHPI community leaders and advocates. However, many state and federal agencies continue the practice of aggregating Asian and Pacific Islander, resulting in ongoing invisibility. As the population grows and becomes more diverse, it is critical that NHPI data be collected and available to the public as distinct ethnic and racial groups separate from Asian Americans.

# URGENT NEED FOR DATA

NHPIs face continued barriers in reaching equity in education or social services. NHPI youth face significant educational challenges, similar to other communities of color that are underrepresented in higher education. Data show that NHPI high school students statewide graduate at lower rates and are more likely to drop out. Among NHPI recent high school graduates, many are not prepared for higher education. About 35% of NHPI public school graduates in 2012–2013 completed the course work required for UC or CSU entrance.<sup>4</sup>

Additionally, NHPIs have one of the highest mortality rates statewide, yet many lack access to affordable and culturally-appropriate care. Many NHPI, particularly Fijian, Tongan, and Samoans, are limited English proficient. Culturally and linguistically appropriate outreach, education, and preventive services are key to ensuring the health and wellness of NHPI communities.

Pacific Islander (PI) immigrant communities face diverse and distinct immigration challenges that can affect their ability to access critical services. Many PIs come from islands that have unique political relationships with the U.S. due to colonization and militarization of their home islands. Complex relationships translate into a variety of statuses for PI immigrants (citizens, nationals, immigrants, or migrants). Nineteen-point-five percent NHPI are foreign-born—about one in 5 NHPI. Fijian (78%) and Tongan American (43%) populations are proportionally more foreign-born than average (27%).<sup>5</sup>

Across all issue areas, advocates have highlighted the need to identify, and target, the unique characteristics of this community, in order to understand and address these and many other issue areas. Census data have implications across all these issue areas for an entire decade, and accurate data are key to informing policy efforts to support advocacy for the NHPI community.

## SPECIAL CONSIDERATIONS & RECOMMENDATIONS

As we prepare strategies for the 2020 Census, we call attention to the need for the State to develop culturally- and linguistically-relevant materials produced by and for NHPI communities, especially since the U.S. Census Bureau is not planning to provide any Pacific Islander language support.

Outreach to NHPI communities must be informed by trusted messengers, which will vary based on ethnic group and age. For example, in the Samoan community, religious leaders will play a critical role for outreach. Also, with a much younger population (about one in three NHPI are under age 18), successful outreach strategies will need to include developing social media content. Because the majority of NHPIs do not live in low response census tracts, contracts focused on population based outreach will be crucial to reaching California's NHPIs.

**Who is considered “Native Hawaiian and Pacific Islander?”** This is sometimes divided into the more well-known categories like Polynesian, Melanesian, Micronesian. Note the list below is not exhaustive.

Chamorro   Chuukese   Fijian   i-Kiribati   Kosraean   Mariana Islander   Marshallese   Native Hawaiian  
Ni-Vauatu   Palauan   Papa New Guinean   Pohnpeian   Saipanese   Samoan   Solomon Islander  
Tahitian   Tokelauan   Tongan   Yapese

## ENDNOTES

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## RURAL IMMIGRANT & MIGRANT FARMWORKER COMMUNITIES COUNT!



*Photos from California Rural Legal Assistance Foundation 2017 Annual Report*

**Rural immigrant and migrant farmworker communities are vital to the success of California. Immigrant and migrant farmworkers work in the agricultural industry in rural areas.**

California's rural communities are growing at a faster rate than the rest of the state. Central Valley rural communities are changing and growing at a faster rate than the rest of the state. The most significant change is occurring in the San Joaquin Valley, where Latinos have emerged as majorities in several counties (Fresno, Kings, Madera, Merced and Tulare).<sup>1</sup>

The Latino families in the San Joaquin Valley are young and with mixed status families. Latino families in rural California are less healthy, poorer, and face higher levels of unemployment and lower levels of education.<sup>2</sup>

Rural communities are identified as hard to count areas. Immigrant and migrant farmworkers are identified by the U.S. Census Bureau as hard to count populations. Farmworkers are at a high risk of being undercounted due to linguistic and cultural barriers, concentrated poverty, living in sub-standard housing, and limited access to internet connectivity. Hard to count farmworkers often don't know how to participate or understand the importance of the census.

Language access coupled with internet connectivity prohibit high response levels. The current political climate has resulted in widespread fear among immigrant & migrant farmworkers<sup>3</sup> due to fear of retaliation, discrimination, profiling, and the mistrust of government in general.

High levels of concern exist about giving personal information to the federal government. The fear will continue into the 2020 Census count and suppress participation. Many farmworkers are indigenous to Mexico, where about 1/3 of farmworkers speak a language other than Spanish. The three most common indigenous languages are Mixtecto, Triqui, and Zapoteco.<sup>4</sup>



# BARRIERS TO PARTICIPATION

An undercount of California's rural immigrant and migrant farmworkers in the 2020 Census will have tremendous consequences for the State. In addition to addressing the linguistic and cultural barriers to census participation in rural communities, California should address the rising issues of mistrust in the confidentiality of Census responses. Achieving a fair, accurate count will require the State to invest resources in outreach to isolated and large geographic areas that include many mixed-status immigrant families and families affected by poverty. If the citizenship question is indeed added to the Census questionnaire form, residents need to be educated on their legal options for self-response and the current confidentiality protections codified by federal and state law.

Reliance on the internet as the preferred and primary response method will impede participation in the hardest to count rural areas. This will have an impact because of the digital divide and linguistic challenges of large Mexican and Indigenous populations. To mitigate this, the State will need to ensure residents in these communities know of all methods to respond.

California will need to invest more in community-based outreach to ensure a fair and accurate count of our rural communities.

## SPECIAL CONSIDERATIONS & RECOMMENDATIONS<sup>1</sup>

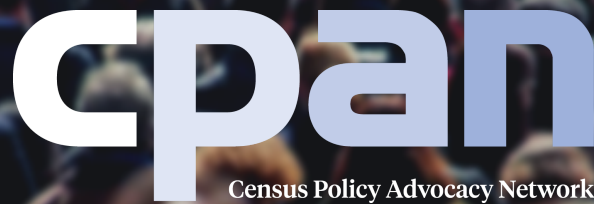
- California should support articulated outreach and education strategies that are linguistically and culturally appropriate for rural immigrant & migrant communities focused on improving self-response, and to implement innovative strategies to address undercount causes during nonresponse follow-up.
- Residents need support to help them navigate the positive and negative risks of census participation.
- Community-based organizations as trusted messengers will need to have more than adequate resources to supplement and address cultural and linguistic issues beyond simply providing translation of information.
- Train community-based organizations, state and local governments, media and other messengers informing respondents about the implications of misrepresenting their citizenship status and legal consequences for undocumented and legal residents.
- Census promotion also needs to focus on the safety of responding to enumerators as well as the desirability of self-response.
- California should support the Language Access Plan as a vehicle for social justice and integration to address linguistic and cultural barriers for indigenous languages and ensure resources.
- California should work with community-based organizations and trusted messengers to plan post 2020 research to gain accurate measure of responses and evaluate the patterns of differential undercount in rural areas and hard to count diverse immigrant migrant populations.

## ENDNOTES

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## ASIAN AMERICANS COUNT!



**Over 6 million Asian Americans live in California.<sup>1</sup>  
19% of which live in hard-to-count census tracts.<sup>2</sup>**

### **Unique Challenges for Hard-To-Count Asian Americans**

The Asian American population grew 34% statewide between 2000 and 2010, a rate over three times faster than California's total population.<sup>3</sup> A fair, accurate count of one of California's fastest-growing populations will be crucial for the redistricting process immediately following the 2020 Census.

More than 2.7 million Asian Americans in California are immigrants, most of which are Chinese, Filipino, Vietnamese, and Indian American. The Center for Migration Studies estimates that, of the nearly 2.6 million undocumented immigrants living in California, over 460,000 are Asian American.<sup>4</sup>

According to a 2016 poll conducted by Asian Americans Advancing Justice – Los Angeles, 29% of Asian Americans in Los Angeles County follow Asian news sources.<sup>5</sup> A third of Asian Americans in the state are considered limited English proficient, a rate higher than all other racial groups, while half of all Vietnamese Americans in the state are limited English proficient.<sup>6</sup>

Although a 2016 Pew Research Center survey finds that 95% of English-speaking Asian Americans use the internet,<sup>7</sup> Asian American ethnic groups have among the highest rates of limited English proficiency and such surveys leave out these particular groups. This potential language and digital divide needs to be addressed, especially if the primary response option for the 2020 Census will be through the internet.

# DISPELLING THE MODEL MINORITY MYTH

Model minority myths often characterize Asian Americans as monolithically successful, but disaggregated data on Asian American ethnic groups often reveal a much different story that make Asian Americans harder to count. Although Asian Americans (26%) have lower than average (36%) rates of low-income status statewide, data disaggregated by ethnic groups show a different story—over half of Hmong and Cambodian Americans have low-income status.<sup>8</sup> Additionally, although Asian Americans as an aggregated group are more likely than average to hold high school and college degrees, disaggregated data shows that over a third of Cambodian, Laotian, and Hmong American adults age 25 years and older statewide do not hold high school degrees, a rate similar to Latinos.<sup>9</sup>

## SPECIAL CONSIDERATIONS & RECOMMENDATIONS

According to a recent Census Bureau report, among all racial groups, the Asian American community is least likely to complete the census. The survey also found that Asian Americans had the lowest levels of familiarity with the census, were most concerned their responses would not be kept confidential, and were least likely to feel that census participation mattered to them.<sup>10</sup>

Overcoming these challenges will be made more difficult because of the Census Bureau's shift to an online response format. In addition, the paper format that will be offered will not be available in any Asian language. This will have a negative impact on low-income, limited English proficient Asian Americans who lack digital access and/or literacy – in essence, undercounting the hardest to count within an already hard-to-count community.

To achieve an accurate count of Asian Americans, outreach efforts need to reflect the complexity and diversity of the community. A one-size-fits-all approach will not work. Translate materials into many different Asian languages. Utilize ethnic media to promote the benefits of an accurate count. Conduct targeted outreach through trusted messengers within each ethnic group and region who can deliver tested talking points that will resonate and inspire action. Reinforce the strict confidentiality provisions of the census to assuage community concerns about their responses.

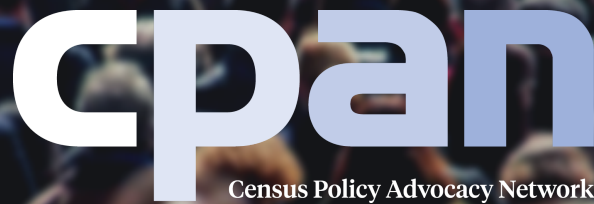
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## LATINOS COUNT!



### **California cannot achieve a full count of its population in Census 2020 without a fair and accurate count of its Latinos.**

Latinos are the state's largest population group and comprise 39% of all Californians.

However, the Census Bureau's proposed changes for 2020, together with evolving political and policy developments, create unprecedented challenges for the 2020 Census.

For instance, funding will be lower than 2010, yet many Latinos are considered "hard-to-count" (HTC). These include immigrants, young children, residents with low English-language proficiency, rural residents, and highly mobile people like farmworkers. About a third of Latinos (34%) live in HTC tracts.

The Bureau's emphasis on the internet as the main response mode also disfavors Latinos. Many lack broadband access at home, especially compared to Whites.

Latinos are very concerned about the confidentiality of information they give the Census Bureau, fearing that the current administration may use it to harm their families and communities. The federal government has intensified these worries by seeking to add a question on U.S. citizenship.

There are other sources of distrust. More than a third (35%) of California's Latinos are foreign-born, and far more live in mixed-status families who may not believe their information will remain confidential. Concerns of about cyber-security may make some avoid online forms.

# BARRIERS TO PARTICIPATION

Fears about confidentiality have already negatively affected census operations. In a memo, the Bureau called them “troubling,” noting their “implications for data quality and nonresponse.”

California also needs to improve the undercount of very young Latino children (under age 5). In 2010 the net undercount rate of Latino children was 7.1%, compared to 4.3% for non-Latinos. California had the most such uncounted Latino children: 113,000, or 29% of the total.

## RECOMMENDATIONS

California must work with community and faith-based organizations, local governments, and the private sector to conduct robust outreach throughout its Latino community. The state should:

**Identify effective promotion.** It should fund and help coordinate research to find the messages and trusted messengers that will engage Latinos in the 2020 Census.

**Consider increasing funds for community-based outreach** and for establishing Questionnaire Assistance Centers.

**Make online access more available.** It should set up sites where people can complete census forms online, such as libraries and school computer labs.

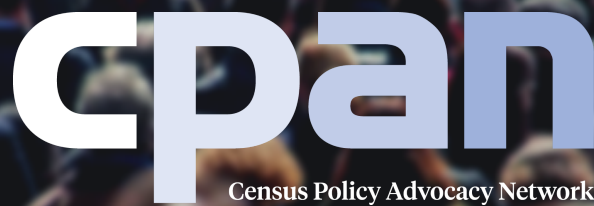
**Energetically encourage participation.** The state should work closely with local organizations. Approaches should reach both English and Spanish-dominant Latinos, and use traditional media (print, broadcast and radio) as well as social and digital.



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## REFUGEES COUNT!



**Until 2017, the United States led the world in refugee resettlement.<sup>1</sup> California has historically resettled more refugees than any other state, welcoming nearly a quarter of all new arrivals since 1975.<sup>2</sup>**

As of the end of 2017, California had welcomed a total of 738,101 new refugee arrivals since 1975.<sup>3</sup> In addition, between 2008 and early 2018, California resettled an additional 12,304 Afghan and Syrian refugees granted Special Immigrant Visas (SIVs) due to their work for the U.S. government in Afghanistan and Iraq.<sup>4</sup> This data reflects new arrivals through formal government resettlement agencies and does not include the tens of thousands of additional refugees who have made California their home after initially resettling in another state.

Refugee newcomers face issues similar to those experienced by many immigrants: language barriers, high housing costs, low incomes, and inadequate access to education opportunities, jobs, and healthcare. They live in urban and rural areas across the state, and will face similar barriers to Census participation as other hard-to-count communities. But refugees face an additional set of unique challenges to participation that requires strategic, culturally sensitive, in-language outreach, education, and technical assistance.



# BARRIERS TO PARTICIPATION

**Distrust of government:** In addition to cultural differences that result in a distrust of government, refugees are arriving after experiencing significant trauma in their countries of origin and often during their long journey to this country. Their instinct may be to distrust a government questionnaire seeking personal information about them and their families.

**Hidden homelessness:** Refugees often have more children and extended family to house and support through reunification efforts. California's affordable housing crisis makes finding affordable and appropriate housing a significant challenge identified by refugee families.<sup>5</sup> They are often forced to live in overcrowded situations, and many times in violation of leases, which may deter them from accurately representing the number of people in their household.

**Fear:** Many refugee populations are experiencing heightened government surveillance and harassment in the wake of the Trump administration's policies and rhetoric against refugee communities, including the repeated Muslim bans. These targeted threats pose a direct and significant barrier to Census participation.

## RECOMMENDATIONS

**Translation and interpretation services:** California's diverse refugee population represents more than 50 different languages and dialects. Because Census information will not be offered in most of these languages, there is a need for significant investment in local translation and interpretation services for CBO's and local governments.

**Trusted messengers:** Support is needed to ensure there are in-language, trusted community messengers. They will be critical to educating the community on the importance of participation and its direct impact on quality of life issues like affordable housing that are of importance to refugee newcomers. These trusted messengers can be trained by community based organizations and service providers, but special consideration should also be given to ensuring they are hired as enumerators and included in Census staffing.

**Trusted spaces:** Partnerships with and support for community based organizations and health and human services providers is critical to ensuring that questionnaire assistance will be provided in language and in trusted, safe spaces.

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