



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



For more information about the Census Policy Advocacy Network, please contact CPAN@AdvanceProj.org or visit AdvancementProjectCA.org/CPAN

EVERYONE WINS WHEN **EVERYONE IS COUNTED**



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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