

California Counts!

Every 10 years
Constitutionally mandated
Determines electoral districts
Guides federal funding

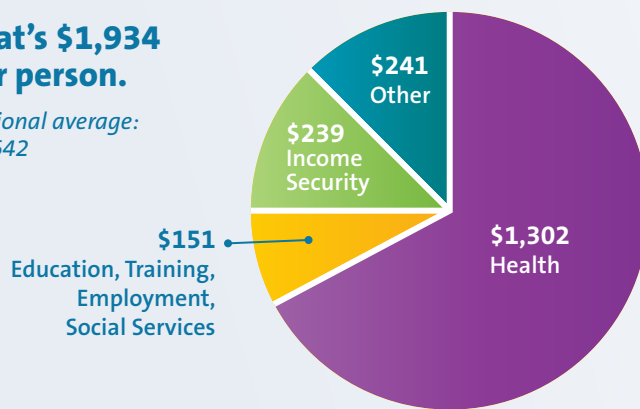
United States
Census
2020

Why is the Census important to California?

The Census guides¹ **\$71 billion²**
in federal funds to California.

**That's \$1,934
per person.**

National average:
\$1,642



The Census guides **100%** of federal funds for:

- Title I Grants to Local Educational Agencies
- Medical Assistance Program
- Economic Adjustment Assistance
- State Children's Insurance Program
- Vocational Rehabilitation Grants to States
- Emergency Food Assistance Program
- Several other programs supporting:
children, health, education, and poverty reduction

California is hard to count!

**1.5 million
people
uncounted**

in California in
2010 Census

67%
of Census tracts³
that are
harder to count
than national
average⁴

18%
of the nation's
hardest-to-count
Census tracts

Segments of the population that have typically been hard to count:

Racial
and ethnic
minorities

Non-fluent
English
speakers

Low-income

Homeless
or in
low-visibility
housing

Undocumented

Young and
mobile

Children

LGBT

¹ Figures adjusted for inflation from 2008 to 2016.

² Per capita amount multiplied by 2008 population.

³ Census Tracts are statistical subdivisions of counties or equivalent jurisdictions, each home to approximately 4,000 people and covering a contiguous area that varies in size based on population density.

⁴ Calculated based on the tracts' "Low Response Score."

Key Census Funding Recommendations

- **Support efforts to educate local governments** about the Local Update of Census Addresses Program (LUCA)* and build awareness of LUCA's importance to an accurate count, and encourage both large and small municipalities to participate in and dedicate resources to the effort.
- **Help to foster private-public partnerships** and pilot programs coordinating community stakeholders on the LUCA* effort, as well as canvassing activities targeting California Census tracts with the highest rates of missing addresses.
- **Fund organizations that are monitoring the Census planning process** to ensure the agency's procedures account for the needs and limitations of hard-to-count populations.
- **Support advocacy efforts to leverage public support for the Census** and ensure allocation of sufficient state funds to educate and engage city and local government, planning departments, and city managers about the urgency of a complete count.
- **Commission research** on your institution's region(s) of interest, including identifying Census tracts with significant levels of poverty, minority or immigrant residents, 'low-visibility' or 'unusual' housing units, and other factors typically associated with address-related omissions and other undercount risk factors.
- **Support outreach, education, and direct engagement related to the Census in hard-to-count communities**, particularly where English fluency is less common, many residents are recent immigrants, and/or there are high levels of fear of certain government agencies.

* LUCA is a program through which representatives of state and local governments review, correct, and update the Census address list, which guides outreach efforts. To learn more, please see our related infographic: "California Counts! Reducing Census 2020 Undercount."

For lessons and best practices from the previous Census, review our report "California Counts! 2010 Census Campaign: A Network Approach to Funder Collaboration."

For more information, including guidance on Census-related funding recommendations, contact Harmony Karp Hayes, director of operations, at harmony@gcir.org or Aryah Somers Landsberger, director of programs, at aryah@gcir.org.