



**California Complete Count – Census 2020**  
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League of California Cities Conference  
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Long Beach, California



## The Separation of Roles

### U.S. Census Bureau

The Census Bureau administers the Census questionnaire

### California Complete Count – Census 2020

The Census Office will oversee California's outreach program to educate, motivate, and activate the hardest to count Californians



## Roles and Partnerships

- United States Census Bureau
- State of California
- California Legislature
- Local Government
  - Local Complete Count Committees
    - Formed at the local and community levels
    - Established by county and city governments, community leaders, and volunteers
    - Plan and execute local/regional outreach plans
- Tribal Government
- Regional ACBOs and Statewide CBOs
- Media

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## Challenges and Opportunities

- First Digital Census - Online Self Response
- Citizenship Question
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count & Low Responding
- Engaged Foundations & Local Jurisdictions

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## Role of the State

- Create and communicate the Statewide strategy for census outreach
- Identify gaps, develop necessary tools, disseminate best practices
- Coordinate the overall mobilization of funding



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## Budget - California Complete Count – Census 2020 Office

- California leaders have invested \$100.3 million toward a statewide outreach and communication campaign.
- Governor Newsom's 2019-20 proposed 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.



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## State Funding

2017 -2018

- **\$10M** for LUCA and early planning and outreach

2018-19

- **\$90.3M** committed in outreach and operations

2019

- **\$54M** in Governor's January Budget to further advance outreach and California-based post-Census survey
- **\$3.8M** additional in May Revise to target HTC, enhance database, collection, and analysis
- **\$30M** from Legislature for outreach, with **\$2M** dedicated to schools and remaining for outreach partners

**\$187 Million for Three Fiscal Years**

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## Phased Approach for 2020



Phase 1: Convene, Collaborate, Capacity Build FY 2017-18

Phase 2: January – December 2019 Educate & Motivate FY 2018-19

- a) January – June 2019 : (Educate)
- b) July – December 2019: (Motivate)

Phase 3: January – March 11, 2020 Activate

Phase 4: March 12, 2020 – April 30, 2020 Self-Response "Be Counted"

Phase 5: May 1, 2020 – July 30, 2020 Non-Response Follow-Up "It's not too late"

Phase 6: August 1, 2020 – June 30, 2021 Assess & Report

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# Media Campaign

Est. 11 million hardest-to-count Californians

10 Regions

15 Vulnerable Populations

12 languages + English

Multi-Phased & Evidence-Based Approach

Collateral Materials



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# Reaching the Hardest to Count



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# Hard to Count Fact Sheets

- Senate Districts
- Assembly Districts
- Congressional Districts
- 58 Counties
- Cities/census areas with populations 50,000+

[Census.ca.gov/htcfactsheets](https://census.ca.gov/htcfactsheets)



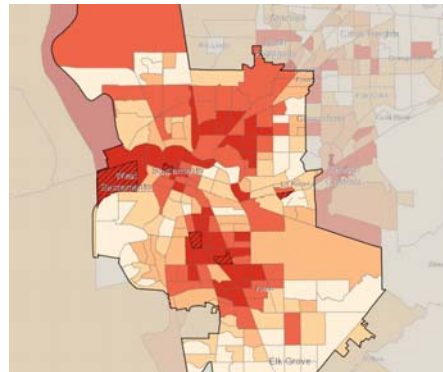
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# Hard to Count Fact Sheets

Hard-to-Count Characteristics	
The California Hard-to-Count (CA-HTC) Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. Census tracts with higher indexes are likely to be places that will pose significant challenges to enumerate in 2020.	
<b>Percent of Total Housing Units:</b>	
That are vacant (includes seasonal)	4.4%
With 3 or more units in a multi-unit structure	18.1%
<b>Percent of Occupied Housing Units (or Households):</b>	
That are renter-occupied	35.5%
That are overcrowded	2.5%
Without broadband Internet	14.8%
With limited-English speaking ability	7.3%
That are non-family	22.0%
Receiving public assistance income	3.5%
<b>Percent of population:</b>	
Under 5 years old	7.0%
That is foreign-born	26.2%
Who moved from outside county in past year	5.4%
With income below 150 percent of poverty level	22.3%
Age 16 or older that are unemployed	8.3%
Age 25 or older who are not high school graduates	21.4%



[Census.ca.gov/htcfactsheets](https://census.ca.gov/htcfactsheets)

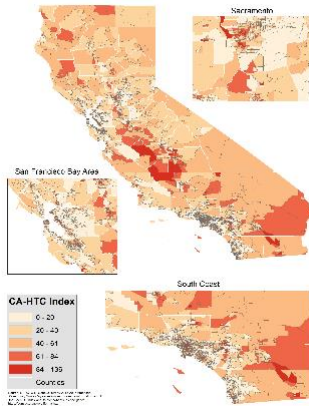
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# Focused on the Hard-to-Count California's Interactive HTC Map

Calif. Hard-to-Count Index by Census Tract



The interactive map shows California census tracts and block groups shaded by their shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

[census.ca.gov/HTC-map](https://census.ca.gov/HTC-map)



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## Partner Portal

### Who is the Partner Portal for?

The Partner Portal is for California Census – namely contracted partners!

The goal of the Partner Portal is for partners to have the ability to share and access information and materials with each other and work towards a complete count in California 2020.

### How do I access the Partner Portal?

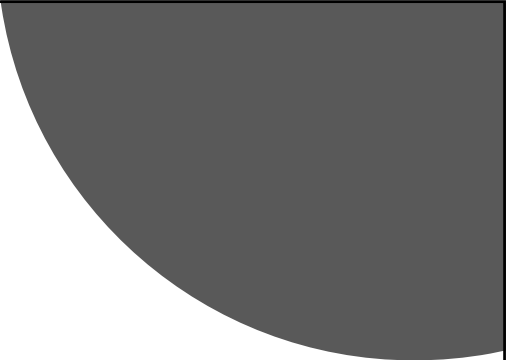
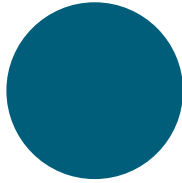
You will receive your login credentials soon!

If you have any issues accessing your login credentials, please email: [communications@census.ca.gov](mailto:communications@census.ca.gov)

If you have any issues with website contact Taylor Stephens directly at: [Taylor.Stephens@census.ca.gov](mailto:Taylor.Stephens@census.ca.gov)

You will be able to:

- Download Materials
- View Campaign Updates
- Submit Your Ideas
- Upload Your Materials



Thank you for your  
time! Questions?

Social Media  
@cacompletecount  
#2020census and #cacensus

