

## **ACTION ALERT!!**

### **SUPPORT**

## **Send a City Resolution to Recognize the Importance of the 2020 U.S. Census “Be Counted California”**

### **Background:**

California cities can play an active role in helping to make the 2020 U.S. Census fair and accurate, especially for historically undercounted populations: racial and ethnic minorities, young children and renters. The 2010 census undercounted 95,000 (or 0.26 percent of) California residents. Though the overall count was an improvement from the previous undercounts (2.74 percent in 1990 and 1.52 percent in 2000), the rate of undercounted populations remains consistently high, and that has many cities concerned about getting an accurate account in the upcoming census. One of the main implications of a miscount is the loss of annual federal and state funding for local government as well as philanthropic funding for social programs and services. In addition, one or more Congressional seats given to California could be lost.

Obtaining an accurate and complete count poses challenges due to several factors. The housing affordability crisis has forced more Californians to move into hard-to-count unconventional housing and overcrowded dwellings or to become homeless. For the first time, the Census is a digital census and more than 75 percent of California households will be receiving an invitation to complete their census form online, even though many households lack broadband or digital literacy.

The California Census Office is hosting a kick-off event on April 2, 2019 at the State Capitol in Sacramento to jump-start the public awareness of the 2020 Census and they have requested for the League to encourage its members to adopt a resolution recognizing the importance of the 2020 U.S. Census.

### **ACTION:**

Adopt a city proclamation or resolution supporting the 2020 U.S. Census.  
*Sample resolution attached.*

### **Quick Facts**

#### **Why is the 2020 Census important?**

- Every Californian counts
- It's about fair representation
- It's about fair share of funding
- It's your civic duty
- It's about redistricting
- You are the expert – your responses help
- Your data are confidential

#### **How is the Census data used?**

- To advocate more resources for community members.
- To ensure public safety and plan new schools and hospitals.
- To decide where to open companies and businesses, which create jobs.
- By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.

### **Tips for Building Complete Count Partnerships**

California has made a historic commitment to the 2020 Census by investing over \$100 million to help ensure a complete count. With more than \$70 million directly allocated for county, tribal and community based organizations, the state is taking special care to reach hard-to-count communities. And philanthropic organizations, such as the California Endowment and the Irvine Foundation, made a \$20 million commitment in 2017–18 to support local and regional census work by allocating funding and sustaining coordinated efforts like the Census Policy Advocacy Network. Aside from forming local census complete count committees, cities should consider partnering with federal and state agencies, tribal governments, counties and community-based organizations and tap into existing initiatives.

### **Resources to Help Identify Your Hard-to-Count Populations**

- [\*\*2020 Census Maps: California's Hard-to-Count Communities\*\*](#). The Public Policy Institute of California projects the likelihood of nonresponse rates for individual hard-to-count groups.
- [\*\*2010 Census Participation Rates\*\*](#). This U.S. Census Bureau map shows participation rates in the 2010 and 2000 censuses.
- [\*\*California Hard-to-Count Index Map\*\*](#). This map provides demographic information in addition to the Hard-to-Count Index.

For more information, visit [www.census.gov/2020resources](http://www.census.gov/2020resources) or <https://census.ca.gov/resources>.