

California Census Office Funding by the Numbers

California leaders have invested \$100.3 million in California Complete Count – Census 2020 and proposed an additional \$54 million.

- 2017 Budget Act - \$10 million
 - \$7 million for the Local Update of Census Addresses (LUCA) Incentive Program
 - \$3 million to start-up the Census Office
- 2018 Budget Act - \$90.3 million for a statewide outreach and communication strategy
- 2019 Proposed Governor's Budget - \$54 million
 - \$50 million to bolster outreach and communications
 - \$4 million for the California Housing and Population Sample Enumeration (CHPSE)

In total, this is a proposed \$154.3 million investment for 2020 efforts. After administrative costs, the LUCA Incentive Program, and CHPSE, a proposed \$129.2 million would remain for outreach and communications.

- **Outreach** (\$80.7 million)
 - **County/Tribal Government = \$27 million**
 - \$26,683,500 for County Contracts
 - \$316,500 for Tribal Funding Agreements
 - **Regional Administrative Community-Based Organizations = \$32.95 million**
 - \$22.95 million for *regional* ACBOs
 - **Proposed***: \$10 million for Non-Response Follow Up work
 - **Statewide Community Based Organizations = \$10 million**
 - \$4,050,000 for *statewide* CBOs
 - **Proposed***: \$5,950,000 for new awards
 - **Education = \$2.05 million**
 - \$1.05 million for K-12 schools and higher education
 - **Proposed***: \$1 million for Title 1 schools and Title III students
 - **Sector = \$1.8 million**
 - \$800,000 for sector outreach
 - **Proposed***: \$1 million for health care and other sectors
 - **State Agency Outreach = \$500,000**
 - **Statewide Programmatic Costs = \$6.4 million**
- **Communication – Outreach and Public Relations Campaign** (\$47.5 million)
 - \$16.1 million for strategic multilingual and culturally appropriate messaging
 - \$1.4 million in State Programmatic Costs
 - **Proposed***: \$30 million for expanded campaign
- **Contingencies and Emergencies** (\$1 million)

*This is part of the proposed funding to be approved.



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California Complete Count Office Census 2020 - Program Funding Overview			
Programmatic Area	Original Funding Allocations	New Funding Allocations	Difference
Local Update of Census Address*	\$ 7,000,000	\$ 5,705,000	\$ (1,295,000)
Outreach			
County/Tribal Government	\$ 27,000,000	\$ 27,000,000	\$ -
Regional ACBO	\$ 22,950,000	\$ 32,950,000	\$ 10,000,000
Statewide CBO	\$ 4,050,000	\$ 10,000,000	\$ 5,950,000
State Programmatic Costs	\$ 6,000,000	\$ 6,000,000	\$ -
Education Outreach			
Census Education (K-12)	\$ 250,000	\$ 250,000	\$ -
County Education Departments (Title I & Title III Schools)	\$ 750,000	\$ 1,750,000	\$ 1,000,000
Higher Education	\$ 50,000	\$ 50,000	\$ -
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -
Sector Outreach (Non-Education)			
Healthcare	\$ -	\$ 500,000	\$ 500,000
Other Sectors	\$ 800,000	\$ 1,300,000	\$ 500,000
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -
State Agency Outreach	\$ 500,000	\$ 500,000	\$ -
Media Campaign			
Public and Media Relations Contracts	\$ 16,100,000	\$ 46,100,000	\$ 30,000,000
State Programmatic Costs	\$ 1,400,000	\$ 1,400,000	\$ -
California Complete Count Committee	\$ -	\$ -	\$ -
Contingencies and Emergencies	\$ 1,000,000	\$ 1,000,000	\$ -
California Housing and Population Sample Enumeration	\$ -	\$ 5,295,000	\$ 5,295,000
Administration**	\$ 12,050,000	\$ 14,100,000	\$ 2,050,000
Total:	\$ 100,300,000	\$ 154,300,000	\$ 54,000,000

*Reflects the final programmatic cost. Program was originally funded at \$7 million. \$1.295 million of the unspent funding has now been moved to the California Housing and Population Sample Enumeration program.

**Reflects initial organization and planning funding provided through the Governor's Office of Planning and Research.

