ABOUT THE CENSUS

Once each decade, the U.S. Census Bureau attempts to count every person in the United States. The next enumeration will begin April 1, 2020, and will be the first to rely heavily on online responses.

The primary challenge facing the U.S. Census Bureau is the undercount of certain population groups. That challenge is amplified in California, where more residents are considered traditionally hard to count. Those include foreign-born residents, renters, individuals living in homes without a broadband subscription, people living close to or below the poverty line, and children younger than five years old.

A complete and accurate count of California’s population, in which every person is counted once and in the right place, is essential. Census data determines the number of seats each state has in the U.S. House of Representatives and the distribution of billions of dollars in federal funds to state and local governments.

ABOUT CALIFORNIA COMPLETE COUNT – CENSUS 2020

That is why California has launched a statewide effort to ensure an accurate and complete count of Californians in the 2020 Census. The California Complete Count – Census 2020 office is coordinating the State’s outreach and communication strategy, which focuses on the hardest-to-count residents. Collaborating with local governments, Tribal Governments, community-based organizations and media, the State is funding efforts that will complement work being done nationally by the U.S. Census Bureau.

California leaders have invested $187.2 million toward a statewide outreach and communication campaign.

**MISSION**

Ensure that Californians get their fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

**KEY U.S. CENSUS BUREAU DATES IN 2020**

- **Internet Self-Response:**
  - March 12-20: Invitations will be mailed to complete the 2020 census questionnaire online
  - March 16-24: Reminder letters will be mailed
  - March 26-April 3: Reminder postcard will be mailed

- **Hard-Copy Responses:**
  - April 8-16: Another reminder and hard copy questionnaire will be mailed

- **Final Reminder Before In Person Follow-Up:**
  - April 20-27: Final postcards will be mailed before an in-person follow-up
CURRENT FUNDING – $187.2 million

After administrative costs, the Local Update of Census Addresses (LUCA) Incentive Program, and California Housing and Population Sample Enumeration (CHPSE), a proposed $132.2 million would remain for outreach and communications, as detailed below:

OUTREACH – $84.7 million

- County – $26.68 million
- Tribal Outreach – $3.12 million
  - $316,500 for Tribal Government Contracts
  - $800,000 for Statewide Community-Based Organizations Contracts
  - $2 million for media campaign and additional community-based contracts
- Regional Administrative Community-Based Organizations – $32.95 million
  - $22.95 million for regional contracts
  - $10 million for Non-Response Follow Up (NRFU) Augmentations/Contingencies
- Statewide Community-Based Organizations Contracts – $9.2 million
  - $4,050,000 for statewide CBOs
  - $5,150,000 for new awards
- Education – $4.05 million
  - $3,750,000 County Offices of Education Contracts
  - $250,000 Census Education Curriculum K-12
  - $50,000 Higher Education
- Sector – $1.8 million
  - $1.3 million for Sector outreach
  - $500,000 for Healthcare
- State Agency Outreach – $500,000
- Statewide Programmatic Costs – $6.4 million

COMMUNICATION – $47.5 million

- $46.1 million for Outreach and Public Relations Campaign Contract
- $1.4 million in state programmatic costs

TO BE ALLOCATED – $28 million