



CALIFORNIA COMPLETE COUNT – CENSUS 2020

BE COUNTED, CALIFORNIA!

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

FUNDING BY THE NUMBERS

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), and technical adjustments, a proposed \$155.3 million would remain for outreach and communications, as detailed below:

OUTREACH – \$90.58 million

- County – \$32.09 million
- Tribal Outreach – \$2.91 million
 - \$1,239,423 for Tribal Government Contracts
 - \$986,169 for Statewide Community-Based Organizations Contracts
 - \$682,399 for media campaign and additional community-based contracts
- Regional Administrative Community-Based Organizations – \$31.53 million
 - \$31,528,525 for regional contracts
- Statewide Community-Based Organizations Contracts – \$7.5 million
 - \$7,502,100 for statewide CBOs
- Education – \$7.33 million
 - \$5,423,468 County Offices of Education Contracts
 - \$422,062 Census Education Curriculum K-12
 - \$1,481,795 Higher Education
- Sector – \$1.82 million
 - \$1,817,650 for Sector outreach
- State Agency Outreach – \$1,000,000
- Statewide Programmatic Costs – \$6.4 million

COMMUNICATION – \$47.5 million

- \$46,100,000 for Outreach and Public Relations Campaign Contract
- \$1,400,000 in state programmatic costs

NON-RESPONSE FOLLOW UP (NRFU) – \$10.0 million

CONTINGENCY & OTHER OPERATIONAL EXPENDITURES - \$7.2 million