BACKGROUND ON THE UNITED STATES 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.

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 work that will complement work being done nationally by the U.S. Census Bureau.

California leaders have invested $100.3 million toward a statewide outreach and communication campaign. The 2019–20 proposed Governor’s 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.

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.
CENSUS OFFICE FUNDING BY THE NUMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Funding</th>
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<tbody>
<tr>
<td><strong>Current Funding</strong></td>
<td>$100.3 million</td>
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<tr>
<td><strong>2019 Proposed Governor’s Budget</strong></td>
<td>$54 million</td>
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<tr>
<td><strong>Total</strong></td>
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Proposed investment for 2020 efforts. After administrative costs, the Local Update of Census Addresses (LUCA) Incentive Program, and California Housing and Population Sample Enumeration (CHPSE), a proposed $129.2 million would remain for outreach and communications, as detailed below:

**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*: An additional $1 million
- 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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