



## 2020 Census Landscape

### California's Unprecedented Investment

- California is implementing the largest mobilization of partners in the State's history by investing an unprecedented \$187.2 million to educate and activate the hardest-to-count Californians to participate in the 2020 Census.
- California has launched the California For All – Census 2020 Campaign, a statewide effort to coordinate the State's outreach and communication strategies to achieve a complete and accurate count of all Californians.
- Working through more than 120 contractors including local governments, Tribal Governments, K-12 schools, County Offices of Education, community-based organizations regionally and statewide, and media, the State is funding work that will complement what is being done nationally by the U.S. Census Bureau.

### Unprecedented effort to confront unprecedented challenges

- A complete and accurate count of California's population is historically difficult, but even more so in 2020.
- Heightened challenges include, but are not limited to:
  - The diversity of the population
  - Population and geographic size of the state
  - First digital census
  - Distrust in federal government

### Meeting the Challenge – California's Strategy

The Census Office has built its strategy to overcome these challenges on the following tactics:

#### Data-Based Approach

- Invested in a data-backed approach, including a California Hard-to-Count Index, research, focus groups and message testing
- Created 10 statewide regions to support local coordination efforts
- Provided communications tools and resources, including collateral and technical assistance
- Developed an online tool that captures California specific data and funding to be targeted with our approach

## **Community-Informed and Driven**

- Emphasized trusted messengers who are core to outreach and communications efforts
- Leveraged partnerships with nearly 50 state departments and agencies
- Hosted over 50 convenings/workshops with partners to gain greater insights into community viewpoints and needs
- Established innovative partnerships with various Native American and tribal groups to determine and meet the unique needs of their communities
- Planned over 2000 Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs) in the hardest-to-count communities
- Highlighted partner-produced messaging and collateral materials in 137 languages

## **Paid Media Campaign**

- Robust in language multimedia campaign integrating a multi-prong approach
- Launched an accessible and user-friendly website in 13 languages
- Utilized innovative digital tools like working with statewide and regional ambassadors to spread Census awareness through social media
- Created a portal for partners to download the State's campaign collateral materials and upload their own assets

## What Others Are Saying

**The Los Angeles Times: Editorial: A lot is riding on the 2020 census. We'd better get it right**

<https://www.latimes.com/opinion/story/2020-01-03/a-lot-is-riding-on-the-2020-census-so-we-better-get-it-right>

"To ensure a more accurate count, many states have crafted their own outreach and public information campaigns. California will [spend \\$187 million](#), by far the most of about two dozen blue states ...the stakes are sufficiently high for California to justify the expense.

**The San Francisco Chronicle: Editorial: California gets stark warning about 2020 census**

<https://www.sfchronicle.com/opinion/editorials/article/Editorial-California-gets-stark-warning-about-14943832.php>

"The state [has committed \\$187 million](#) for verification and outreach — and with good reason. A serious undercount could result in California losing more than one congressional seat, and untold millions if not billions of federal dollars... But an immediate priority is to make sure that those who are here are counted in 2020."

**The Press Democrat: PD Editorial: California needs a complete count in 2020 census**

<https://www.pressdemocrat.com/opinion/10558904-181/pd-editorial-california-needs-a>

"Many other states aren't making such an investment in civic participation. That gives California a leg up in the decennial count.... California is especially focused on areas it has deemed 'hard to count' based on demographic information and past census results."