



California Complete Count – Census 2020 California Calls African Americans

California has the fifth largest Black population in the United States. Yet, African Americans and Black immigrants are among the highest groups at risk of not achieving a full and accurate count in California. According to the U.S. Census Bureau, there are close to 3 million Black residents living in California and over 1.4 million are traditionally considered to be hard-to-count. Since 1980, Black populations have had below-average participation in the census and have been under-counted.

The 2010 Census undercounted the African American population by more than 800,000. Approximately 7 percent of young African American children were not counted in 2010—roughly twice the rate for young non-Hispanic White children. African American men have been historically undercounted in greater numbers than men of other racial or ethnic groups. These factors combined with a growing distrust of government and limited access to the internet, particularly among seniors, require tailored outreach strategies to ensure a full count in the 2020 Census.

The [California Black Census and Redistricting Hub](#), a network of over thirty Black-led and Black-serving organizations across the state, focuses on maximizing participation in the upcoming census and redistricting process. The Hub uses a mix of training, strategic communications, data and grassroots organizing to conduct targeted outreach campaigns. A steering committee of institutional thought partners – the Core Partners – guides the Hub's strategic and operational direction and includes California Calls, Advancement Project California, Black PAC, PICO California, and the African Methodist Episcopal Church-Social Action Commission. Coalition members operate at the statewide, regional, and local levels. The full list of organizations is available on the Hub's website. They offer significant reach and influence within their communities and work with key hard-to-count communities such as youth, parents, renters, refugees, immigrants, or people who are impacted by poverty, homelessness, or incarceration.

In response to the COVID-19 reality, the network overhauled their strategy to focus on capturing HTC homebound Blacks who are relying on internet, radio, and TV. They are also pioneering new and emerging outreach technologies and tools to reach communities creatively through phone and digital organizing. The strategy included setting clear metrics to measure progress, fundraising, and technical assistance.

WEBSITE

<https://www.myblackcounts.org/>

FUNDING ALLOCATION

\$822,600

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