



California Complete Count – Census 2020 California Native Vote Project Native American/Alaska Native & Tribal Communities

California is home to the largest percentage of Census respondents who identify as Native American or Alaska Native. Yet, the US Census Bureau estimates that Native Americans / Alaska Natives living on reservations or in Native villages were undercounted by nearly five percent. This is more than double the undercount rate of the next closest population group. To ensure an accurate count, the Census Office has woven outreach to Native American and Tribal populations throughout its funding efforts.

The California Native Vote Project (CNVP) is one of two statewide organizations contracted by the State of California to conduct statewide census outreach and education to ensure a fair and accurate count of Native Americans for Census 2020.

Through in-person, face-to-face grassroots outreach, CNVP has built a membership base of 4,000 Native Americans in California with whom the project communicates directly via phone, email, social media and in-person contacts. CNVP has an extensive statewide network of more than 50 Native organizations and leaders — including from Hard-to-Count census tracts — that work collaboratively on census outreach plans in their home communities. The California Native Vote Project (CNVP) conducts outreach as a trusted messenger in Los Angeles, which is home to largest community of urban Indians in the state, as well as in San Bernardino, Riverside, and Humboldt counties.

With its large network, CNVP hired community outreach workers to canvass Native Americans about the Census. In the wake of the COVID-19 outbreak, CNVP has been forced to shift their face-to-face events and activities to new digital activities. Their outreach workers are now phone and text banking on behalf of tribes and tribal organizations, as well as partnering with the LA Unified School District to make calls to 2,000 self-identified Native American / Alaskan Natives to encourage completion of the Census. They increased their social media presence, including hosting a Census Jeopardy Party and census messages from the Native American basketball star, Shoni Schimmel. They work closely with [Native People Count California](#) for media outreach.

WEBSITE

<https://canativevote.org/>

FUNDING ALLOCATION

\$499,000

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