



California Complete Count – Census 2020 Equality California Institute Lesbian, Gay, Bisexual, Transgender, & Queer

Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) population is remarkably diverse, and their experiences are shaped by many factors, including race, age, socioeconomic status, and education level. However, the 2020 Census will not collect data on sexual orientation or the gender identity of respondents. Research from the Williams Institute of UCLA suggests that broader demographic factors — where sexual orientation or gender identify intersects with race, poverty, and age — play an important role in the LGBTQ vulnerability in different regions of California. Without an accurate count of this population, many public and private programs and services may not effectively reach vulnerable LGBTQ individuals and their families.

Equality California Institute (EQCAI) is well-versed in identifying the most hard-to-reach members of the LGBTQ community, whether due to location, cultural stigma associated with being LGBTQ, membership of another HTC population, or a lack of resources. EQCAI has the largest communications capacity of any LGBTQ organization in the state and can respond quickly and effectively to change.

EQCAI is implementing a comprehensive and culturally competent communications campaign aimed at improving the self-response rate of the hard-to-count LGBTQ community. With the shelter-in-place, they have increased their outreach through digital means and phone banking. They are working with their coalition partners that serve particularly hard-to-reach subsets of the LGBTQ community.

- Statewide: Health Access
- Region 1: Stonewall Alliance of Chico, Gender Health Center, Sacramento LGBT Community Center
- Region 2: Positive Images of LGBTQ+ Support, LGBTQ Connection
- Region 3: LGBT Asylum Project, Our Family Coalition
- Region 4: LGBTQ Collaborative for Well-Being in Stanislaus County
- Region 5: The Diversity Center
- Region 6: The Center for Sexuality and Gender Diversity, Dolores Huerta Foundation, Fresno Reel Pride, The Source LGBT+ Center
- Region 7: Rainbow Pride Youth Alliance
- Region 8: API Equality Los Angeles, San Gabriel Valley LGBTQ Center, Latino Equality Alliance
- Region 10: TransFamily Support Services, San Diego LGBT Pride

WEBSITE

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

FUNDING ALLOCATION

\$671,000

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