



California Complete Count – Census 2020 United Ways of California Low / No Broadband Access

For the first time, the federal decennial Census will rely heavily on the internet to collect questionnaire responses. However, the California Emerging Technology Fund (CETF) estimates that twelve percent of California's households, or 1.38 million households, do not have home Internet. This will expose the digital divide that exists particularly among those who are low income, elderly, or live in rural areas. According to the Pew Research Center, roughly one in four Hispanic and Black adults depend only on smartphones for internet access. People with disabilities are also less likely to have home Internet or own a computer or a smartphone. According to CETF, Native American tribal lands are some of the most technologically unserved areas in the state.

California Census partners, including rural and urban counties, are identifying solutions to provide online access to the Census questionnaire and information on responding by phone or in paper form.

United Ways of California serves Californians in all 58 counties. Through their services, they are leveraging their network to convey critical messages about the importance of the Census. They are focusing outreach in geographic areas with low or no access to broadband where broadband options and infrastructure are available, by mobilizing their statewide local networks of United Ways. They are using an interactive and automated text message system to connect educate people about the Census, as well as share information on low cost Internet services.

United Ways of California are designing culturally competent, cohesive messaging disbursed through a variety of media. They are creating collateral materials translated in twelve languages (Spanish, Mandarin, Tagalog, Vietnamese, Korean, Farsi, Armenian, Russian, Arabic, Khmer, Hmong, and Laotian), and distributing through local networks.

WEBSITE

broadband.unitedwaysca.org

FUNDING ALLOCATION

United Ways of California – \$448,950

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