The Separation of Roles

U.S. Census Bureau
The Census Bureau administers the Census questionnaire

California Complete Count - Census 2020
The Census Office will oversee California’s outreach program to educate, motivate, and activate the hardest to count Californians
Roles and Partnerships

- United States Census Bureau
- State of California
- California Legislature
- Local Government
  - Local Complete Count Committees
  - Formed at the local and community levels
  - Established by county and city governments, community leaders, and volunteers
  - Plan and execute local/regional outreach plans
- Tribal Government
- Regional ACBOs and Statewide CBOs
- Media

Challenges and Opportunities

- First Digital Census - Online Self Response
- Citizenship Question
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count & Low Responding
- Engaged Foundations & Local Jurisdictions
Role of the State

- Create and communicate the Statewide strategy for census outreach
- Identify gaps, develop necessary tools, disseminate best practices
- Coordinate the overall mobilization of funding

Budget - California Complete Count - Census 2020 Office

- California leaders have invested $100.3 million toward a statewide outreach and communication campaign.
- Governor Newsom’s 2019-20 proposed Budget includes an additional $54 million to bolster the State’s efforts.
- In total this is a proposed $154.3 million investment for the 2020 Census.
State Funding

2017 -2018
• $10M for LUCA and early planning and outreach

2018-19
• $90.3M committed in outreach and operations

2019
• $54M in Governor’s January Budget to further advance outreach and California-based post-Census survey
• $3.8M additional in May Revise to target HTC, enhance database, collection, and analysis
• $30M from Legislature for outreach, with $2M dedicated to schools and remaining for outreach partners

$187 Million for Three Fiscal Years

Phased Approach for 2020

Phase 1: Convene, Collaborate, Capacity Build FY 2017-18

Phase 2: January – December 2019 Educate & Motivate FY 2018-19
a) January – June 2019: (Educate)
b) July – December 2019: (Motivate)

Phase 3: January – March 11, 2020 Activate

Phase 4: March 12, 2020 – April 30, 2020 Self-Response “Be Counted”

Phase 5: May 1, 2020 – July 30, 2020 Non-Response Follow-Up “It’s not too late”

Media Campaign

- Est. 11 million hardest-to-count Californians
- 10 Regions
- 15 Vulnerable Populations
- 12 languages + English
- Multi-Phased & Evidence-Based Approach
- Collateral Materials

Reaching the Hardest to Count

- Latino children ages 0-5
- Farm-workers
- Veterans
- Homeless individuals
- African Americans
- Native Americans
- Middle Eastern North Africans (MENA)
- LGBTQ
- Limited or no broadband access
- Limited English proficiency
- Immigrants and Refugees
- Seniors/Older adults
- People with Disabilities
- Tribal Communities
Hard to Count Fact Sheets

- Senate Districts
- Assembly Districts
- Congressional Districts
- 58 Counties
- Cities/census areas with populations 50,000+

Census.ca.gov/htcfactsheets
Focused on the Hard-to-Count
California’s Interactive HTC Map

The interactive map shows California census tracts and block groups shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/HTC-map

Partner Portal

Who is the Partner Portal for?
The Partner Portal is for California Census – namely contracted partners!

The goal of the Partner Portal is for partners to have the ability to share and access information and materials with each other and work towards a complete count in California 2020.

How do I access the Partner Portal?
You will receive your login credentials soon!

If you have any issues accessing your login credentials, please email: communications@census.ca.gov

If you have any issues with website contact Taylor Stephens directly at: Taylor.Stephens@census.ca.gov

You will be able to:
- Download Materials
- View Campaign Updates
- Submit Your Ideas
- Upload Your Materials
Thank you for your time! Questions?

Social Media
@cacompletecount
#2020census and #cacensus