California Counts!

Every 10 years
Constitutionally mandated
Determines electoral districts
Guides federal funding

United States Census 2020

Why is the Census important to California?

The Census guides $71 billion in federal funds to California.

That’s $1,934 per person.

National average: $1,642

The Census guides 100% of federal funds for:

- Title I Grants to Local Educational Agencies
- Medical Assistance Program
- Economic Adjustment Assistance
- State Children’s Insurance Program
- Vocational Rehabilitation Grants to States
- Emergency Food Assistance Program
- Several other programs supporting: children, health, education, and poverty reduction

California is hard to count!

1.5 million people uncounted in California in 2010 Census

67% of Census tracts that are harder to count than national average

18% of the nation’s hardest-to-count Census tracts

Segments of the population that have typically been hard to count:

- Racial and ethnic minorities
- Non-fluent English speakers
- Low-income
- Homeless or in low-visibility housing
- Undocumented
- Young and mobile
- Children
- LGBT

1. Figures adjusted for inflation from 2008 to 2016.
2. Per capita amount multiplied by 2008 population.
3. Census Tracts are statistical subdivisions of counties or equivalent jurisdictions, each home to approximately 4,000 people and covering a contiguous area that varies in size based on population density.
4. Calculated based on the tracts’ “Low Response Score.”
Key **Census Funding** Recommendations

- **Support efforts to educate local governments** about the Local Update of Census Addresses Program (LUCA)* and build awareness of LUCA’s importance to an accurate count, and encourage both large and small municipalities to participate in and dedicate resources to the effort.

- **Help to foster private-public partnerships** and pilot programs coordinating community stakeholders on the LUCA* effort, as well as canvassing activities targeting California Census tracts with the highest rates of missing addresses.

- **Fund organizations that are monitoring the Census planning process** to ensure the agency’s procedures account for the needs and limitations of hard-to-count populations.

- **Support advocacy efforts to leverage public support for the Census** and ensure allocation of sufficient state funds to educate and engage city and local government, planning departments, and city managers about the urgency of a complete count.

- **Commission research** on your institution’s region(s) of interest, including identifying Census tracts with significant levels of poverty, minority or immigrant residents, ‘low-visibility’ or ‘unusual’ housing units, and other factors typically associated with address-related omissions and other undercount risk factors.

- **Support outreach, education, and direct engagement related to the Census in hard-to-count communities**, particularly where English fluency is less common, many residents are recent immigrants, and/or there are high levels of fear of certain government agencies.

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*LUCA is a program through which representatives of state and local governments review, correct, and update the Census address list, which guides outreach efforts. To learn more, please see our related infographic: “California Counts! Reducing Census 2020 Undercount.”

For lessons and best practices from the previous Census, review our report “California Counts! 2010 Census Campaign: A Network Approach to Funder Collaboration.”

For more information, including guidance on Census-related funding recommendations, contact Harmony Karp Hayes, director of operations, at harmony@gcir.org or Aryah Somers Landsberger, director of programs, at aryah@gcir.org.