

# California Counts!

Every 10 years  
Constitutionally mandated  
Determines electoral districts  
Guides federal funding

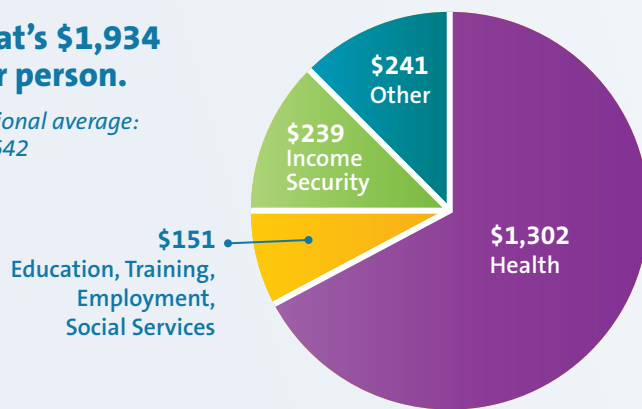
United States  
**Census**  
2020

## Why is the Census important to California?

The Census guides<sup>1</sup> **\$71 billion<sup>2</sup>**  
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!

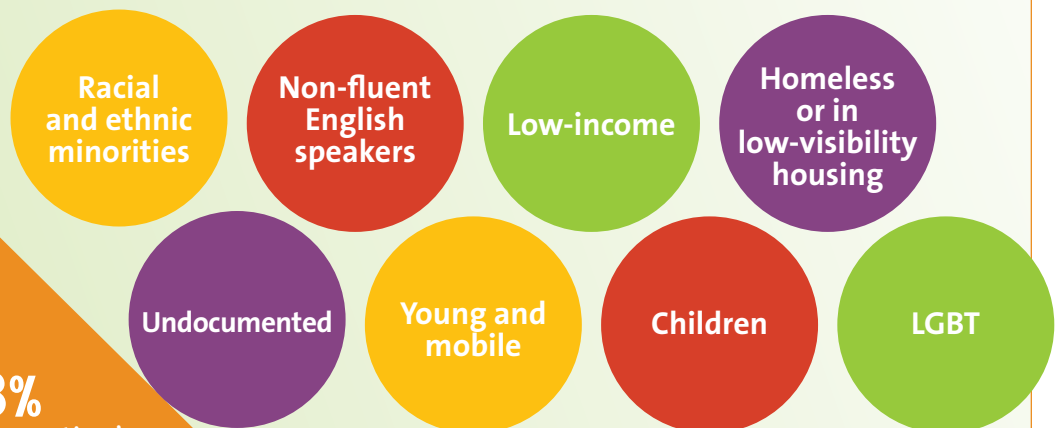
**1.5 million  
people  
uncounted**

in California in  
2010 Census

**67%**  
of Census tracts<sup>3</sup>  
that are  
**harder to count**  
than national  
average<sup>4</sup>

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

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



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.

\* 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](mailto:harmony@gcir.org) or Aryah Somers Landsberger, director of programs, at [aryah@gcir.org](mailto:aryah@gcir.org).