

CENSUS 101



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What is the Census?

- The U.S. Constitution requires an accurate count of every person living in the United States every 10 years. The next census is in 2020 and asks questions that provide a snapshot of the nation and will determine how more than **\$675 billion in federal funding** is distributed to states and communities each year.
- Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.
- For every Californian missed during the Census 2020 count, the State is expected to lose approximately \$1,000 per person, per year, for 10 years, in federal program funding.
- California leaders have invested a total of \$187 million to ensure an accurate count.

Why is the 2020 Census important?

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Every Californian counts: The Census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation: Every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's your civic duty: Completing the Census is mandatory and it's a way to participate in our democracy and say "My story counts!"



It's about redistricting: After each decade's Census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.



You are the expert – your responses help: Your ideas are the best way to make sure everyone in your community gets counted.



Your data are confidential: Federal law protects your Census responses. Your answers can only be used to produce statistics.

How is the Census data used?



To advocate more resources for community members.



To ensure public safety and plan new schools and hospitals.



To decide where to open companies and businesses, which create jobs.



By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.

How can you make a difference now?



Use social media to spread the message



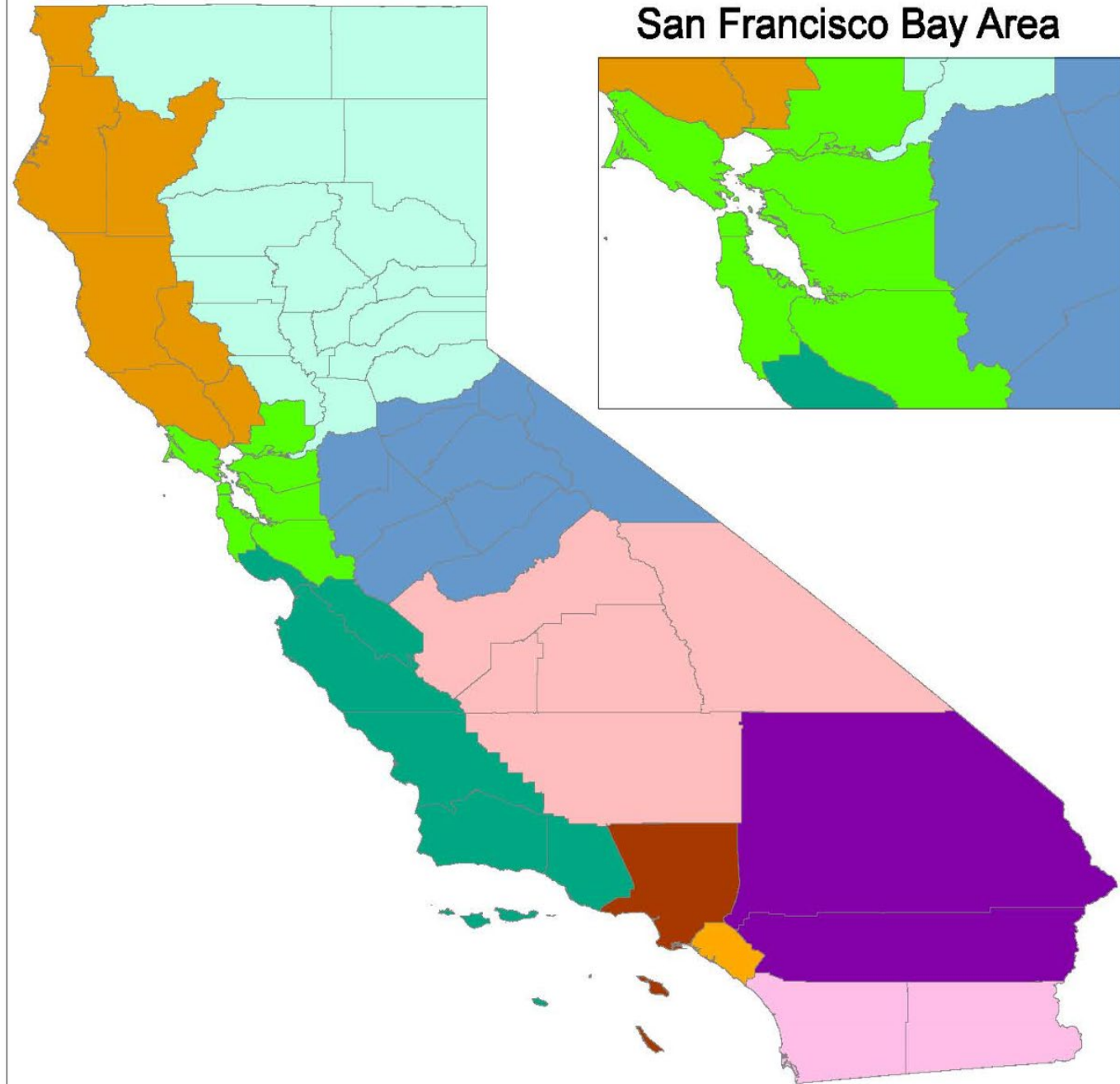
Incorporate messaging into community events and meetings

California Complete Count- State Census Office

Divided the state into **10** regions and assigned a state Census staffer to each region to collaborate and coordinate with unique hard-to-count communities there. This regional management structure is core to the outreach team's ability to establish and coordinate local relationships and effectively manage contracts.

- Held 24 Statewide Readiness Assessment Regional Convenings (2018) that brought together community-based organizations, advocacy groups, local governments and others.
- Launched the California Complete Count Committee, which meets quarterly to advise and inform state Census staff.
- Updated the state Legislature and Governor's Office with quarterly reports documenting progress of the state's campaign.
- Coordinated three tribal government consultations in Northern, Central and Southern California. Native American and Tribal populations have historically been difficult to count in the Census.
- Conducted county kick-off orientations to brief the counties on their contractual obligations and facilitate any questions.

California 2020 Census Regions



California Complete Count Committee (CCCC) members

- **Alex Padilla**, Chair, Secretary of State
- **Gita Amar**, Senior Director at PMK BNC
- **Tho Vinh Banh**, Supervising Attorney and Supervisor of Multicultural Affairs Outreach at Disability Rights California
- **Carolyn Coleman**, Executive Director at the League of California Cities
- **Kathleen Domingo**, Director for Office of Life, Justice and Peace at the Archdiocese of Los Angeles
- **Basim Elkarra**, Executive Director at the Sacramento Valley Chapter of the Council on American-Islamic Relations
- **Amy Fairweather**, Policy Director at Swords to Plowshares' Institute for Veteran Policy
- **Nicholas Hatten**, Executive Director at the San Joaquin Pride Center
- **Alma Hernandez**, Executive Director at Service Employees International Union California State Council
- **Lisa Hershey**, Executive Director at Housing California
- **John Joanino**, Senior Communications Associate at Advancement Project California
- **Loren Kaye**, Foundation President at the California Chamber of Commerce
- **Kate Kendell**, Executive Director at the National Center for Lesbian Rights
- **Jesus Martinez**, Executive Director at the Central Valley Immigrant Integration Collaborative
- **Gerald McIntyre**, Special Counsel at Justice in Aging, formerly the National Senior Citizens Law Center
- **Eloy Ortiz Oakley**, Chancellor of the California Community Colleges
- **Jennifer Rodriguez**, Executive Director at the Youth Law Center
- **Thomas Saenz**, President and General Counsel at MALDEF
- **Lee Salter**, Former President and Chief Executive Officer at the McConnell Foundation
- **Robert Smith**, Chairman of the Pala Band of Mission Indians
- **Regina Brown Wilson**, Executive Director at California Black Media
- **Christopher Wilson**, Associate Director at Alliance San Diego
- **Tom K. Wong**, Associate Professor at the University of California, San Diego

For additional information on CCCC membership, meetings, minutes, and materials, visit <https://census.ca.gov>.

What is the Secretary of State's Office doing for census outreach?

■ Digital/Online:

- Creating fact sheets for the top 25 hardest to count counties, which is posted on our website and social media platforms.
- Creating an easily accessible Census webpage on the Secretary of State's website, which includes helpful resources and a video PSA from the Secretary
- Disseminating information regarding the census to all SOS employees via our digital newsletter and reminders via agency emails

■ Physical Locations and Spaces:

- Promoting the census in high traffic locations of the agency, including the main lobby and the California Museum.
- Many community-based organizations have created content which you can display. If you would like help in connecting to a specific organization or would like to know who represents a particular area, the California Census team and the Secretary of State's office can assist.

What is the Secretary of State's Office doing for census outreach? (cont.)

■ Services and Programs

- Including census information and the Census Bill of Rights in the voter information guide, which is sent to over 13 million voters
- California State Archives will be publishing an online Google exhibit on the census

■ Outreach and Events

- Promoting the census during all speaking commitments the Secretary attends
- Attending California Complete Count Committee Hearings throughout the state
- Attending Census outreach events hosted by community organizations throughout the state when scheduling permits
- Creating outreach materials for college students and high schoolers, targeting a family's trusted messenger via longstanding partnerships.

Who can I contact for more
information?

How can I help?

- There are 3 easy ways you can help make sure your community completes the census and receives funding for important services.
 - *Fill out the census form online or on paper.*
 - *Ensure your family, friends, and coworkers fill out the census.*
 - *Educate your community about the census and why it is important to complete the census.*