



CALIFORNIA COMPLETE COUNT

# Counting 2010 and Planning for 2020



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“The Census Final Report documents lessons learned and offers specific recommendations for the Census 2020 Effort.”

— 2010 California Complete Count Committee Staff

*The Honorable Edmund G. Brown, Jr.  
State Capitol, Suite 1173  
Sacramento, CA 95814*



#### DEAR GOVERNOR BROWN:

We are pleased to forward *California Complete Count: Counting 2010 and Planning for 2020, Final Report and Highlights* documents, submitted on behalf of the California Complete Count Committee and produced by the Center for Collaborative Policy at California State University, Sacramento. This *Highlights* document provides a high-level summary of the *Final Report*, which describes the efforts of the Committee, appointed in 2008 by then-Governor Schwarzenegger. The *Final Report* also identifies the many lessons learned and offers detailed recommendations for the Census 2020 effort, including an argument for a greater state investment in outreach than was applied to the 2010 efforts. Both the *Final Report* and this *Highlights* document are available at [www.californiacompletecount.org](http://www.californiacompletecount.org).

The California Complete Count Committee effort operated with a small budget of \$2 million, compared to \$24.7 million for the 2000 Census outreach, leaving the Committee to rely heavily on public-private partnerships to reach hard-to-count populations. The report finds that funding and staffing constraints contributed to the decline in California's Mail Participation Rate (MPR) from 2000 to 2010, even as MPRs increased elsewhere in the country. California was the only state of the five largest to experience a decline in its MPR. This reduction in mail participation implies an increase in undercounted populations because households that do not return the form by mail must be counted by the U.S. Census Bureau in person.

California is the largest and hardest to count state. Ten of the country's fifty hardest to count counties are in California – including Los Angeles, which is the single hardest to count county in the country. It is unclear exactly how many Californians were missed in the 2010 count, but the consequences are significant. Estimates based on the 2000 Census undercount assume that California lost over \$100 million per year for 10 years (between 2002 and 2012) in federal funding for only eight of the largest programs dependent on Census count data.

This report makes a strong argument that the return on investment to the state from Census outreach is high and that the state should commit more resources to the 2020 effort than were committed to the 2010 campaign.

Respectfully,

**BRIAN R. SALA, PH.D.**  
California Research Bureau  
California State Library

**DITAS KATAGUE**  
2010 Director  
California Complete Count Committee Staff



# Why the Census Is So Important for California



The U.S. Census population count is a fundamental part of our nation's identity and historical legacy. Everyone counts; they count equally, no matter where they live, where they came from, or how much money they have.

The count is used in allocating federal program funds to states, counties, and cities as well as reapportioning the U.S. House of Representatives and redistricting political jurisdictions at all levels of government. Achieving an accurate Census count

in California provides the state with its fair share of both federal funding and national representation.

This *Highlights* document provides a high-level summary of the *Final Report, California Complete Count: Counting 2010 and Planning for 2020*.

It outlines the 2010 outreach efforts and makes recommendations for the 2020 Census, including a call for adequate resources, particularly for outreach. Both the *Final Report* and this *Highlights* document are available at [www.californiacompletecount.org](http://www.californiacompletecount.org).

“Los Angeles missed out on an estimated \$650 million in federal funding between 2002 and 2012.”

— PriceWaterHouseCoopers

## Federal Funding Is at Stake

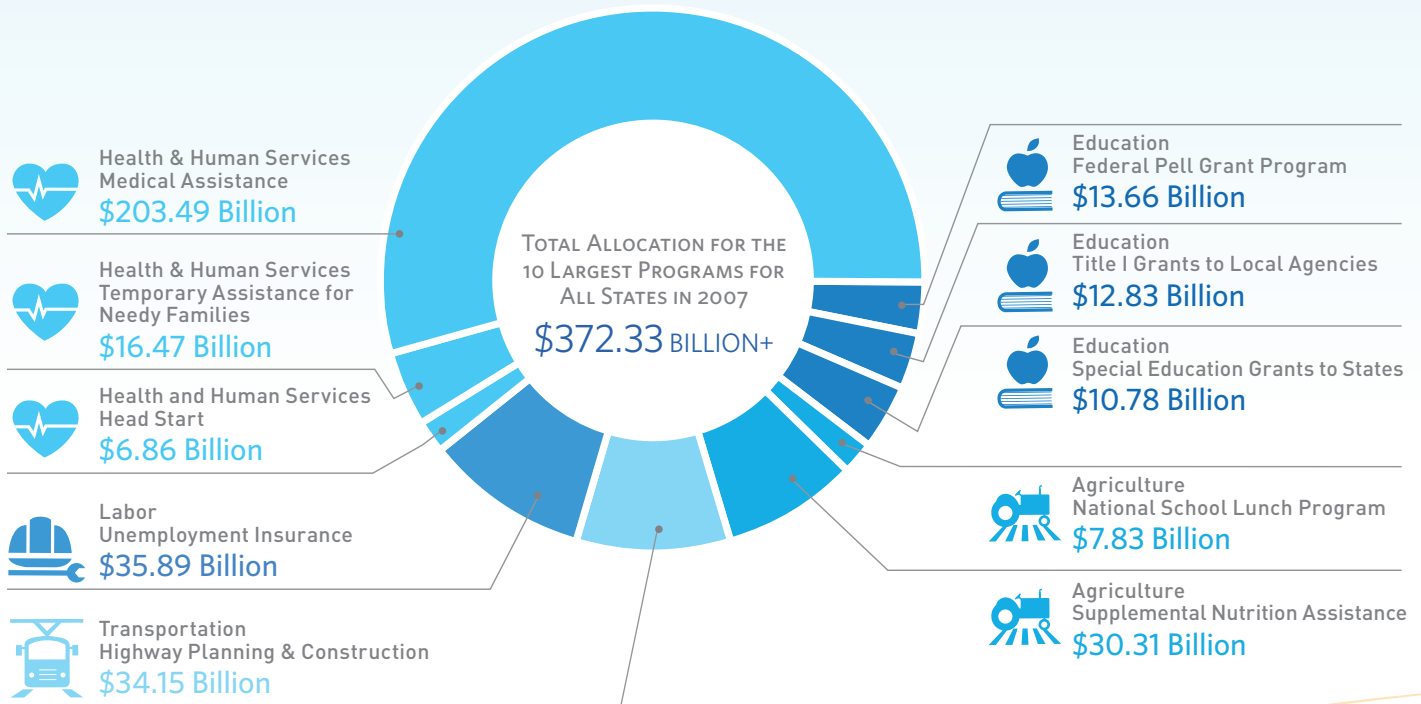
A significant amount of federal funds transferred to the states is determined based on population and/or income levels derived from the decennial Census. In 2007, the state received over \$41 billion in federal funding from the federal grant and assistance programs that allocated funds based on Census count data.<sup>1</sup> The formula used to allocate funding vary from program to program and, depending upon the program objective, may employ total population, the population in specific age categories in the funding decision, and/or income on a per-capita basis as defining criteria.

In 2010, the Census questionnaire was shortened to promote more participation, leaving off such questions as annual income, which is a determinate for many programs. Due to this change,

<sup>1</sup> The Brookings Institution. 2009. Federal and Domestic Assistance on the Basis of the Decennial Census, U.S. and States, FY 2007. Based on the Catalog of Federal Domestic Assistance.

### Graphic 1: The Ten Largest Federal Grant Programs That Allocate Funds Based on Census Count/Data

The following is based on a U.S. Census Bureau Report: "Uses of Population and Income Statistics in Federal Funds Distribution – With a Focus on Census Bureau Data" which examined 2007 U.S. Catalog of Federal Domestic Assistance data. The total allocation based on Census Count/Data for all states in 2007 was \$446.44 billion plus.



the amount of federal funds allocation based on the 2010 or 2020 Census count is unclear. Many programs may now rely on the annual American Communities Survey to provide data for annual income and use the decennial Census for population data.

#### WHAT DOES AN UNDERCOUNT COST?

According to PriceWaterHouseCoopers,<sup>2</sup> based on the estimated 2000 Census undercount, California lost an estimated \$1.5 billion on only eight federal programs that use the Census as the basis for allocation (these programs include Medicare, Child Care, Development Block Grants, Foster Care, Rehabilitation Services Basic Support, Social Services Block Grants, Adoption Assistance, and Vocational Educational Basic Grants). Los Angeles County took the largest loss nationally, missing out

on an estimated \$650 million in federal funding between 2002 and 2012. Since this PriceWaterHouseCoopers estimate only looked at eight federal programs, and many more programs use the Census for their allocations, the true loss in funding for California based on the 2000 undercount is much higher.

#### Representation Is at Stake

The Census also provides the population count for apportionment of the U.S. House of Representatives and the subsequent redistricting of state legislative bodies and local city and county elected entities. In 2010, California faced the possible loss of a Congressional seat based on U.S. Census Bureau's projected undercount. If California had lost a Congressional seat, it would have been the first time since becoming a state. Fortunately, based on the 2010 Census, California retained the size of its Congressional delegation.

<sup>2</sup> PriceWaterHouseCoopers. "Effect of Census 2000 Undercount on Federal Funding to States and Selected Counties, 2002-2012". Prepared for the U.S. Census Monitoring Board, Presidential Members. 2001."

# Challenges That California Faces When Counting Its Population

With each Census, California faces many challenges in accurately counting its population.



## CALIFORNIA IS HARD TO COUNT

The U.S. Census Bureau operates from Census tracts that are small, relatively permanent statistical subdivisions of a county. Census tracts usually have between 2,500 and 8,000 people, and when first delineated, they are designed to be homogeneous with respect to population characteristics, economic status, and living conditions. Census tracts do not cross county boundaries. The spatial size of Census tracts varies widely depending on population density. Census tract boundaries are delineated with the intention of being maintained over a long period of time so that statistical comparisons can be made from Census to Census.

The U.S. Census Bureau deems a Census tract hard-to-count (HTC) based on housing, demographic, and socioeconomic variables that are correlated with the nonresponse and undercounting from the previous Census year. A Census tract is then given a HTC score based on these variables, indicating the difficulty in terms of enumerating or counting.

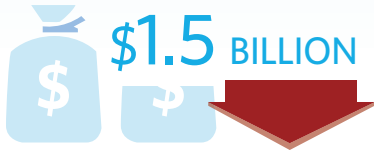
For the 2010 Census, the HTC analysis was done using the characteristics of the 2000 Census tracts. According to the California Department of Finance, California had a total of 7,049 Census tracts in the 2000 Census; the HTC score was calculated for 7,041 (the remaining tracts were either water tracts or tracts with no population). Of these tracts, 1,441 or 20.5 percent were HTC, meaning that 20.5 percent of California's populated area is considered a HTC Census tract. For the 2010 Census, California had 8,057 Census tracts, which will be the basis for the 2020 HTC calculation.

California has ten of the top 50 HTC counties in the nation. The HTC population in these ten counties totals an estimated 8.4 million people, the approximate population of New Jersey (the eleventh most populous state).<sup>3</sup> Los Angeles County, which is larger than 42 states, is considered the hardest-to-count county in the country.

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<sup>3</sup> Grantmakers Concerned with Immigrants and Refugees, Proposal to Support Statewide Census Coordination. May 2009.

## Graphic 2: Census Data at a Glance

ESTIMATED LOSS ON JUST  
8 FEDERAL PROGRAMS\*

\*Based on 2000 Census Data  
Reference: See footnote 2 on page 3.

HARDEST TO COUNT COUNTY  
IN THE NATION

**LOS ANGELES**




## ECONOMY

California faced two additional difficulties in 2010 – the economic downturn and the rise in immigrant fears of participating in the Census.

The mortgage crisis and high unemployment in 2010 added challenges to reaching HTC areas. For families facing foreclosure or unemployment, the Census seemed inconsequential. Moreover, as families lost their jobs and homes, they relocated, sometimes into temporary housing, sometimes outside of California, making counting California's population more challenging.

In addition to the nation's economic downturn, prior to the Census, California faced an unprecedented budget crisis. California's budget deficit limited the resources available for the 2010 Census effort. Facing pressures to make cuts, the state allocated only \$2 million for the effort. Adding to the difficulties, due to the state government hiring freeze, 2010 Census staff had to be borrowed from other state agencies.



## IMMIGRANT FEARS

According to the Grantmakers Concerned with Immigrants and Refugees report, California is home to 25 percent of the nation's undocumented immigrants. Undocumented immigrants are among the HTC populations in California. In 2010, the Latino Clergy Association advocated the Latino Census Boycott to create pressure for immigration reform by excluding the large number of undocumented residents living and working in the U.S. from the Census.

The April 2010 passage of Arizona's Senate Bill 1070, related to the enforcement of federal immigration laws, also contributed to undocumented residents' hesitancy to respond to the Census count. The Arizona law created fear among California's undocumented residents about interacting with government workers, including Census enumerators. This concern made it all the more important for the state and its partners to inform residents that Census participation was safe and confidential.

# Who Is The Hard-to-Count Population?

The U.S. Census Bureau has done considerable research to define populations who are least likely to return Census questionnaires.<sup>4</sup> Since 1940, scientific evaluations have confirmed that the Census misses higher proportions of racial and ethnic minorities, low-income households, and young children than other population segments.

The U.S. Census Bureau considers population density levels and population co-characteristics to determine if a Census tract is considered HTC. The higher percentage a tract has of

these characteristics, the harder the area is to count, and the less likely that those living in the area will return their Census questionnaires without specialized outreach or assistance.

HTC Californians disproportionately include the poor; thus, communities that depend most on federal grant programs (such as Title I schools) are often the same communities that are undercounted in the Census. For example, undercounting the community and its children can result in Title I schools receiving less funding. Undercounting the poor also distorts statistics on California's income levels for individuals and families.

<sup>4</sup> Funders Committee for Civic Participation, Funder Census Initiative. 2009.



## HOW THE U.S. CENSUS BUREAU DEFINES HARD TO COUNT

According to the U.S. Census Bureau, HTC tracts are based on the following:

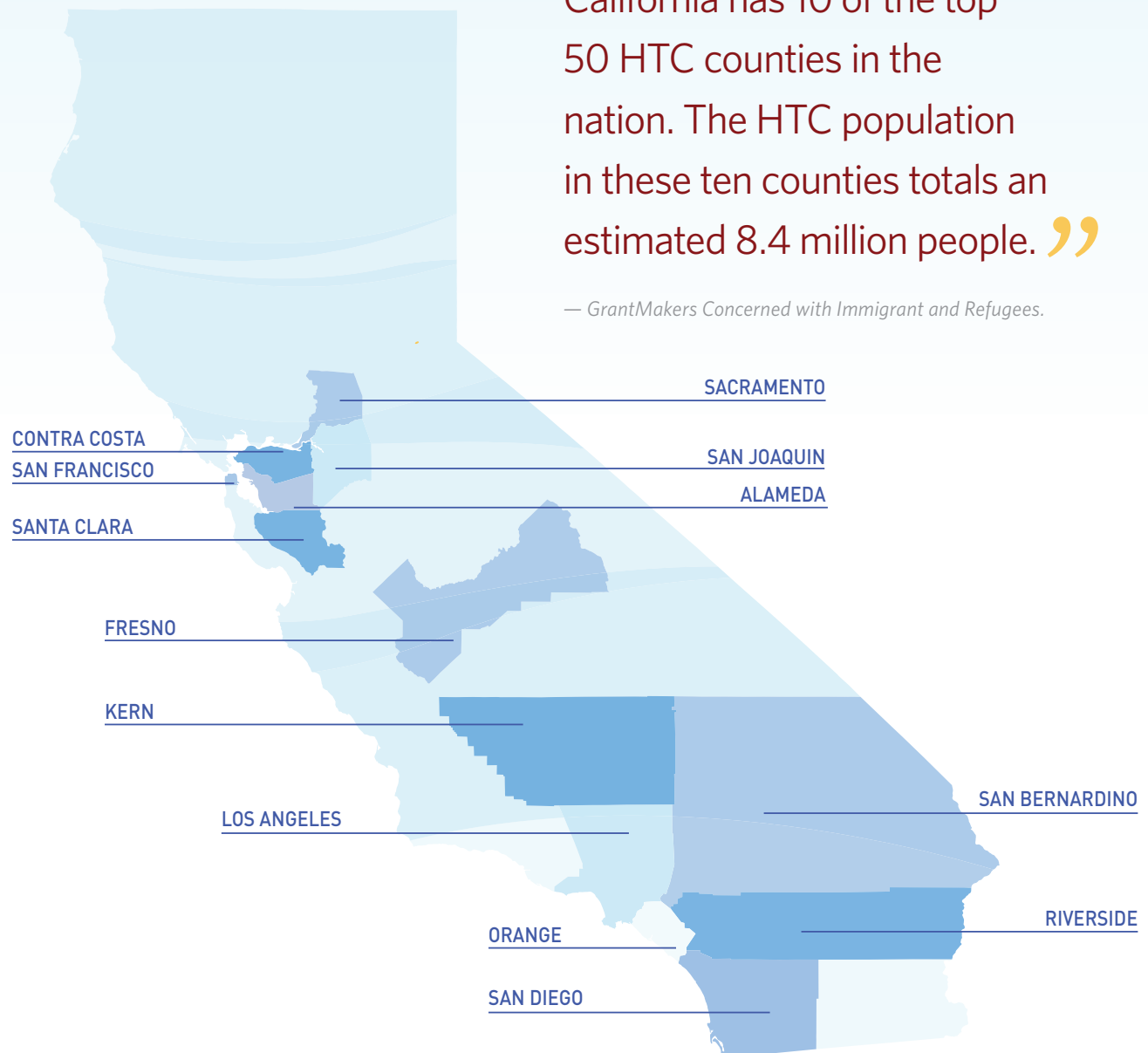
- Immigrants and the foreign born
- Linguistically isolated individuals (non-English speaking individuals over 14 years of age within households)
- Non two-parent households
- Non high school graduates
- Unemployed
- Number of vacant housing units in an area
- Specific ethnic and minority populations
- Renters and children
- Densely populated communities with multi-unit housing, public assistance characteristics
- American Indians living on tribal lands



Graphic 3: Map of 13 Hardest to Count Counties in California

“California has 10 of the top 50 HTC counties in the nation. The HTC population in these ten counties totals an estimated 8.4 million people.”

— GrantMakers Concerned with Immigrant and Refugees.



# The State's Focus and Role for the Census 2010 Effort

In 2000, California invested \$24.7 million for the state's Census outreach, allowing for a sizable outreach staff to supplement the U.S. Census Bureau's efforts. The state established a grassroots effort and directly funded community-based organizations (CBOs) in the HTC areas to promote returning the Census form. This effort had great success in raising California's Mail-back Response Rate (MRR) from 1990. The effort also established outreach best practices, which the state Census 2010 effort leveraged.

To build on the 2000 Census effort's success, Governor Schwarzenegger and the California Legislature earmarked \$2 million in funding for a similar 2010 Census Outreach effort, known as the California Complete Count. The Governor also appointed a diverse 52-member California Complete Count Committee (California CCC), comprised of community and state government leaders to provide leadership and input on the statewide outreach effort.

Since the funding for the 2010 Census outreach effort was significantly less, the 2010 effort was not able to fully duplicate the successful grassroots effort proven from 2000. The most noticeable cutback was staffing with only four full-time employees, which created significant limitations in the size and breadth of the 2010 outreach effort.

**In 2010, the state intentionally focused its resources to achieve three goals:**

## 1 CONVENE

With limited resources, it was important for the state to convene partners. Holding events, meetings, and other venues for partners to gather and share ideas was critical to leveraging resources and building partnerships.

“The most noticeable cutback was staffing with only four full-time employees.”

— Ditas Katague  
2010 California CCC Staff Director

## 2 COORDINATE

As an intergovernmental effort between the federal, state, and local governments, the state needed to coordinate the different levels of government as well as coordinate efforts with nonprofits, foundations, and private sector partners.

## 3 CAPACITY BUILDING

The Census needed to count every Californian; however, the state did not have the capacity to reach every Californian directly through outreach. The state focused resources on building partners' capacity to do their own direct outreach. Capacity-building strategies included developing materials and toolkits.



# The Strategic Outreach Approach for California's Diverse Population

While the 2010 Census effort was not able to fully duplicate the 2000 grassroots strategy, the 2010 California CCC and staff developed a multi-dimensional approach to leverage partnerships and resources to engage California's diverse population from many different angles. The following describes the five primary strategies used in the state's Census 2010 effort.

## Engage Trusted Messengers and Grass-tops Leaders

Trusted messengers are people the HTC consider credible and reliable. Usually, a trusted messenger is someone with whom the HTC identify. Trusted messengers have existing relationships with the HTC, and they understand the community and know what messages will resonate.

Grass-tops leaders have networks that can be leveraged; they are connected with the people in their communities. Grass-tops leaders can identify the community's trusted messengers to reach the HTC.

## Use Micro-Targeted Media

The 2000 Census campaign learned that local advertising is much more effective when the content is locally created. Local advertising's content should be familiar and remind people of their own story.

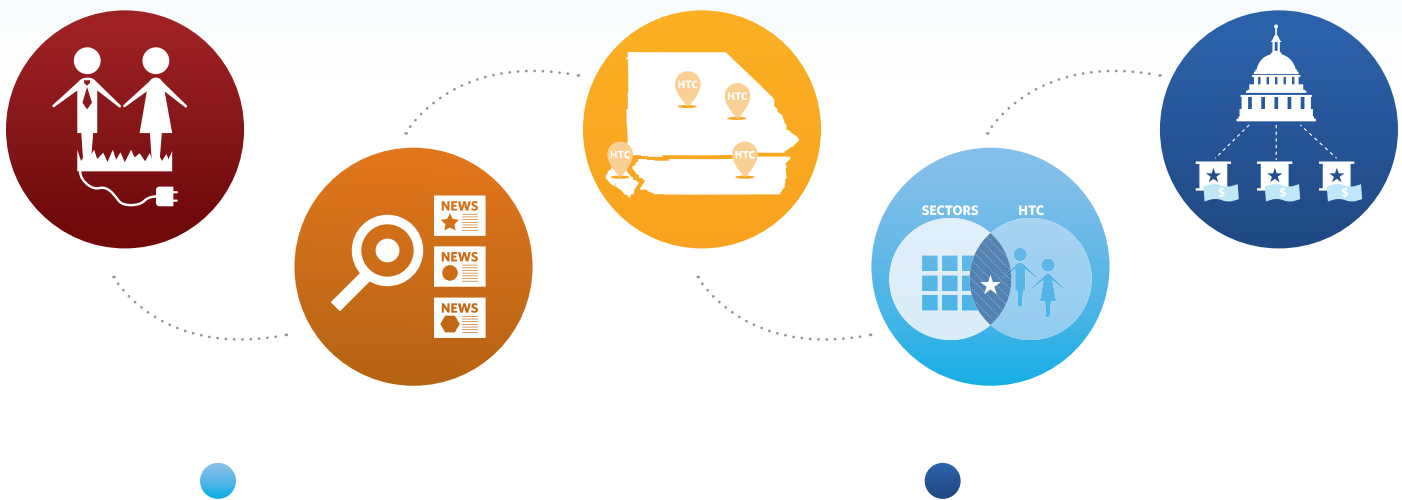
The 2000 campaign directly supplemented the U.S. Census Bureau's media strategy with local buys. Lacking funding, the 2010 effort advocated that the U.S. Census Bureau make local media buys. The Census Bureau allocated 51 percent of its national paid media campaign for local, in-language media buys. However, the content was for a generic national audience rather than a California-specific one. In California, even if content was developed in San Francisco, it may not resonate with audiences in Los Angeles or rural areas. California's 2010 effort had to address this gap by providing funding to local media outlets.

## Properly Place and Staff Local Assistance Centers

In 2000, the campaign directly funded community-based organizations (CBOs) to do outreach in HTC communities. One of the main ways this was achieved was through local Questionnaire Assistance Centers (QACs), which are physical spaces that provide a local venue to educate, motivate, and involve community members in the Census. QACs provide direct in-language assistance to community members. As funding was not available for the state to duplicate this effort in 2010, California successfully advocated that the U.S. Census Bureau take on this outreach component of running the QACs.



Graphic 4: Strategic Outreach Approach for the 2010 Census



### Focus on Sector Outreach

California organized much of its HTC outreach through a sector approach. This approach focused on sectors that intersect with target HTC populations. Where possible, California's 2010 Census effort coordinated with and leveraged the U.S. Census Bureau's outreach to sectors. California filled gaps rather than duplicated the Census Bureau's efforts.

The 2010 Census effort focused on: state agencies, local and regional government, elected officials, K-12 schools and higher education, private sector businesses, and foundations and nonprofits.

The 2010 effort was not able to focus on other important sectors due to resource limitations. However, these are important sectors to engage when targeting HTC populations: unions, corporations, early education programs (ages 0-5), faith-based organizations, disabled communities, and homeless communities.

### Allocate Funding to Local Governments for Direct Outreach

Based on the effectiveness of the 2000 grassroots outreach, the 2010 effort committed half of its \$2 million budget to directly fund county local outreach programs. The state funded the top 13 HTC counties, with each receiving a proportion of the funding based on the percentage of HTC populations in their counties. The 13 counties captured nearly 80 percent of California's HTC Census tracts.

In order to receive the funding, these counties entered into a contract with the state and agreed to work with CBOs to do on-the-ground outreach, and to supplement the U.S. Census Bureau's outreach strategies. For example, the counties were required to make local investments in HTC

outreach through ethnic media buys. Some counties found the contract process burdensome, as many counties have administrative limitations regarding entering into contracts with CBOs. In 2010, many counties were unable to contract with the smaller, on-the-ground CBOs, which often have the greatest impacts. The state did not have these limitations in 2000 when they contracted with CBOs directly.



# Census 2010 Results

On December 21, 2010, the U.S. Census Bureau announced the final population and apportionment counts for all the states. The U.S. population on April 1, 2010, was 308,745,538. California was the most populous state with 37,253,956 people.

## What the Participation Rate Means

The Mail Participation Rate (MPR) is the percentage of forms mailed back by households that receive them. The MPR was a new measurement developed for 2010, although the U.S. Census Bureau was able to go back and determine the MPR for the 2000 Census to allow for a comparison. With higher rates of vacant housing due to foreclosures in 2010, the U.S. Census Bureau excluded households whose forms were returned by the U.S. Postal Service as “undeliverable.” The previous measure used to convey the 2000 Census results was the Mail-back Response Rate (MRR), which included all questionnaires sent to physical addresses whether they were received or not.

The MPR includes all Census forms returned by mail until October 2010. The MPR does not include any information collected by door-to-door enumeration. For those who do not return their questionnaires by mail by the April 1 deadline, the Census Bureau enumerators are deployed as part of the Non-Response Follow Up (NRFU) to interview people and record their information. The information collected as part of the NRFU operations is never counted toward the MPR percent. However, the count collected by the door-to-door enumeration is added to the count collected by mail to make-up California’s total Census count or official population.

Of course not everyone is counted in the Census. Many people are missed completely in the count; they are known as the undercount. The U.S. Census Bureau considers the MPR to be the most accurate count because it is self-reported. When residents cannot be interviewed during door-to-door enumeration, U.S. Census Bureau staff have to make estimates on how many people live at the residence based on assumptions and averages. These estimates can contribute to the undercount.

## 2010 MPR

The 2010 national MPR was 74 percent, which is two percent higher than in 2000 (72 percent). For California in 2010, the MPR was 73 percent, ranking 28th among all states and the District of Columbia. This rate is three percentage points lower than California’s 2000 Census rate (76 percent). The results for Census 2010 show while the nation improved, California’s rate declined. Table 1 compares the 1990, 2000, and 2010 Census response rates.

Table 1: Census 1990, 2000, and 2010 at a Glance

Census Year	1990	2000	2010
CA MRR	65%	70%	N/A*
CA MPR	N/A *	76%	73%
Versus Previous Census	N/A	+5% (MRR)	-3% (MPR)
State Budget	N/A **	\$24M	\$2M
National MPR	N/A	72%	74%

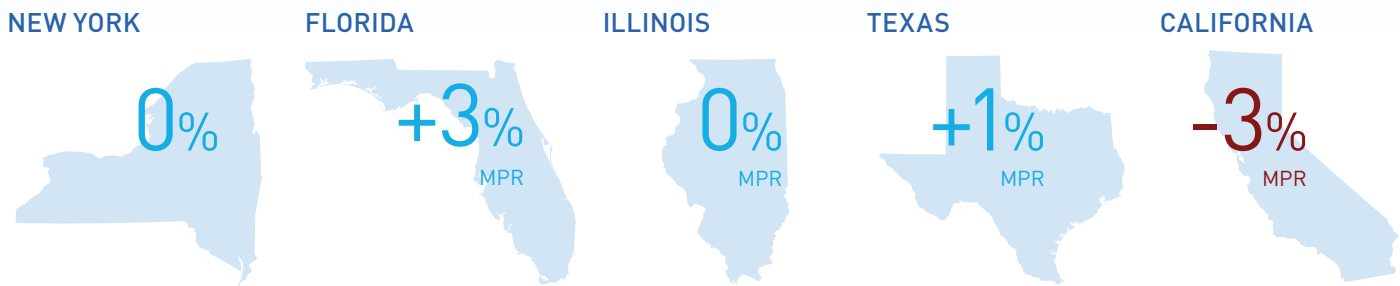
(Source: U.S. Census Bureau)

\* There is no MPR figure for the 1990 Census and no MRR figure for the 2010 Census.

\*\* There was no official state Census outreach effort in 1990; therefore, a budget figure is not available.

Graphic 5: Change in MPR Rates Between 2000 and 2010 (Details in Table 2)

(Source: U.S. Census Bureau)



### What the Loss in MPR Means

Although a loss of 3 percent in the MPR may seem small consider this: according to the Brookings Institution<sup>5</sup>, California's per capita census-based allocation in 2007 ranked 35th among all other states, with spending at \$1,145 per person. It is worth noting that this ranking came after California outpaced the nation in their Census 2000 count. Since the undercount affects the amount of census-based funding California receives from the federal government, this data raises two important questions. Had more Californians been counted in Census 2000 what would California's per capita allocation have been? More importantly, what will California's rank be after federal funding is adjusted based on the Census 2010 count, since in 2010 California was outpaced by the nation?

### How California Stacks Up Compared to Other Large States

Of the five largest states in the nation, only California lost MPR percentage points from 2000 to 2010. Many factors may have impacted this result, including the state's budget for the 2010 effort, the level at which counties employed proven best practices, the lack of media with culturally appropriate messaging, adequate time for outreach as well as the economy and immigrant fears.

Table 2: Comparing California to the Other Largest States

State	2000 MPR	2010 MPR	MPR Change
California	76%	73%	-3%
Texas	70%	71%	1%
New York	69%	69%	0%
Florida	71%	74%	3%
Illinois	76%	76%	0%

(Source: U.S. Census Bureau)

### The State Funded Counties Count in 2010

The 2010 participation rates in the state-funded HTC counties demonstrate the limitations of the Census 2010 state outreach effort. Due to limited resources and staff in 2010, the state was unable to duplicate the grassroots effort proven successful in 2000. The effects of this were felt at the county level. The state-funded county's participation rates fell in 2010 compared to in 2000 (Table 3), in all but one county, San Francisco, which was one of the only counties able to secure local funding for its outreach effort. San Francisco followed the best practices of the 2000 outreach effort, including grassroots CBO outreach, and had more time to mobilize its partners. The San Francisco example shows the importance that organized outreach plays in maintaining (if not improving) California's participation rate.

Table 3: The Hardest to Count Counties' MPRs ('00 and '10)

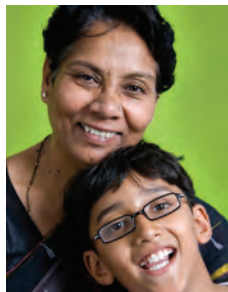
County	2000 MPR	2010 MPR	2010 vs. 2000
Alameda	76%	74%	-2%
Contra Costa	79%	76%	-3%
Fresno	75%	73%	-2%
Kern	73%	72%	-1%
Los Angeles	75%	73%	-2%
Orange	80%	75%	-5%
Riverside	73%	70%	-3%
Sacramento	77%	75%	-2%
San Bernardino	75%	71%	-4%
San Diego	78%	72%	-6%
San Francisco	72%	72%	0%
San Joaquin	76%	72%	-4%
Santa Clara	79%	77%	-2%

(Source: U.S. Census Bureau as of March 2012)

<sup>5</sup> The Brookings Institution. 2009. Federal and Domestic Assistance on the Basis of the Decennial Census, U.S. and States, FY 2007. Based on the Catalog of Federal Domestic Assistance.

# Outstanding Questions

Although the Census 2010 count is now completed, many unanswered questions remain. Finding answers will be critical for developing an effective outreach strategy for the 2020 Census.



**The most important question is what does the drop in California's MPR mean?**

**How many people were missed in California's count?**

**What does the undercount mean in terms of lost federal funding?**

**How close did California come to gaining an additional seat in the U.S. House of Representatives? If a larger percentage of the undercounted population had been counted, would California have gained a seat?**

The question of undercount will be officially answered by a government body. The U.S. Census Bureau determines the official accuracy of the Census through a post-enumeration survey called the Census Coverage Measurement (CCM). This survey estimates the accuracy based on undercount (persons missed or not counted) and over count (persons doubled or over counted).

A government body does not officially address the potential financial and representation impacts from the Census undercount. Typically, after the undercount estimates are

released, think tanks estimate the amount of federal funding that states with high undercounts, such as California, missed. As mentioned earlier, PriceWaterHouseCoopers provided one such report to Congress about the impacts of the 2000 Census undercount. There is no guarantee that anyone will answer the questions about the 2010 undercount's funding and representation impacts. Both California's undercount estimates and the estimates of financial and representation impacts due to the undercount will be vital information for the 2020 Census effort to analyze.



# Conclusion

The 2000 Census results demonstrate the value of a state-coordinated Census effort; the 2010 results demonstrate the need to invest state funding in outreach coordination.

The state made a sizable investment in 2000, which allowed California to build an effective outreach strategy. In 2000 the state faced a projected federal funding loss of \$5 billion, which motivated the Legislature and the Governor's Office to invest \$24.7 million in Census outreach. This investment resulted in an improved Census participation rate, which outpaced the national participation rate, allowing the state to collect more in federal funding. The return on a Census outreach investment is significant, as counting more people directly correlates to more federal funding for California.

The Census can substantially bolster the state's resources. It is not an obligation, but an opportunity. California has this opportunity every ten years to obtain more funding for the vital programs Californians depend on, and potentially to gain representation in Washington D.C.

To achieve these goals and to treat the Census as the opportunity that it is, the effort must be adequately funded, adequately staffed, and given an adequate amount of time to do the necessary work. These measures, combined with an effort that builds upon best practices from 2000 and the recommendations put forth from 2010, will result in a Census 2020 effort that is organized, competent, and effective.



# 10 Recommendations for Census 2020

The *Final Report, California Complete Count: Counting 2010 and Planning for 2020*, has additional recommendations. Go to: [www.californiacompletecount.org](http://www.californiacompletecount.org).

## California should do the following:

### MAKE CENSUS A PRIORITY



Make Census 2020 outreach a high priority and treat the Census as an opportunity.

The Census stakes are very high for California. The count is used in allocating federal program funds to states, counties, and cities as well as reapportioning of U.S. House of Representatives and redistricting political jurisdictions at all levels of government. Achieving an accurate Census count in California provides the state with its fair share of both federal funding and national representation.

### START EARLY



Provide adequate time for the Census outreach effort.

Outreach is two-way communication, supported by strong relationships and good planning. Building a successful outreach program takes time. The *California Complete Count: Counting 2010 and Planning for 2020* Report and *Highlights* documents include a detailed action timeline for Census 2020. Foundational work of this effort should begin before 2014.

### INVEST ADEQUATE FUNDING



Invest adequate funding for the Census outreach effort.

California's unique assets of size, density, and diversity present significant challenges for the state to achieve an accurate Census. The state has 20.5 percent of its population living in hard-to-count (HTC) counties. California has 10 of the top 50 HTC counties in the nation. Los Angeles County, which is larger than 42 states, is considered the hardest-to-count County in the country. California has an engaged and sophisticated grassroots network that should be mobilized and supported by the state to achieve a more accurate Census count in 2020.

### BUILD A DIVERSE STAFF



Dedicate a diverse, multi-talented, multilingual staff to the Census outreach effort.

In order to effectively reach California's diverse population, key staff should have outreach experience and reflect the linguistic and cultural diversity of the state. Staff should follow the detailed lessons learned and recommendations made in the *California Complete Count: Counting 2010 and Planning for 2020* Report. Key staff need to be hired at least four years prior to 2020 and should be on-the-ground in Los Angeles, San Diego, the San Francisco Bay Area, Sacramento, and Fresno to ensure HTC communities are included in the count.

## COLLABORATE WITH THE U.S. CENSUS BUREAU



Collaborate with the U.S. Census Bureau early in the process to continue building a strong relationship and advocate on California's behalf.

An important role of the state is to identify and fill gaps that may exist in the Census Bureau's outreach strategy. California's Census 2020 effort should also encourage a high level of coordination between the Census Bureau and California local communities.

## COORDINATE WITH PARTNERS



Coordinate with partners around the state and provide customized materials and messages to conduct their outreach.

California's Census 2020 staff should build a Strategic Outreach Plan focusing on the sectors that intersect most with the target HTC populations, including but not limited to:

- Regional and local government
- Elected officials
- Education including, K-12 schools, higher education, and early education programs (ages 0-5)
- Private sector businesses and corporations
- Foundations and nonprofits
- Unions
- Faith-based organizations
- Disabled communities
- Homeless communities



## ENGAGE STATE AGENCIES

Provide clear direction to state agencies and departments.

To create buy-in, direction should come from the Governor to establish expectations of state agencies and departments. The Census 2020 effort should be located in a large State agency capable of assisting with administrative and contracting tasks.

## SUPPORT HTC COMMUNITIES



Provide support to the State's HTC communities early in the process and directly at the local grassroots level.

This support includes engaging community leaders; properly placing and staffing local Questionnaire Assistance Centers; providing grants to counties and community organizations to create and implement their strategic outreach plans; and making ethnic media buys to promote the Census message. Ethnic media outreach is most effective when culturally relevant and reflective of the local market.

## CREATE DYNAMIC OUTREACH TOOLS



Ensure outreach materials and tools are flexible and reflect both emerging technologies and face-to-face options for reaching target audiences.

California's Census website should be in place early in the Census 2020 outreach effort, allowing partners to connect to the effort and share best practices and tools.

## CONSIDER OUTSTANDING QUESTIONS



Estimates of financial and representation impacts due to the 2010 undercount are not officially answered by the federal government.

The state should consider analyses done by third-party think tanks or academics on the impacts of 2010 as it will be vital information for the Census 2020 effort.

# Recommended Timeline for the 2020 Outreach Effort

The following timeline outlines high-level tasks for preparing for the 2020 Census Outreach Effort.

## PHASE 1: FOUNDATIONAL PLANNING AND BUILDING THE INFRASTRUCTURE

2013-14		<ul style="list-style-type: none"><li>• The California Research Bureau, or another entity chosen by the Governor, convenes the Census Advisory Committee, which includes to the extent possible the 2010 California Complete Count Committee Staff (Staff), partners, and state leaders, to review the results and findings of Census 2010 and begin the 2020 Strategic Outreach Plan.</li></ul>
2015	Mid	<ul style="list-style-type: none"><li>• The Advisory Committee recommends an adequate budget and project scope for the 2020 Census effort and provides guidance on Staff activities until the California Complete Count Committee (California CCC) is appointed.</li></ul>
2016	Early	<ul style="list-style-type: none"><li>• The Governor appoints the Staff including 2020 Director, Deputy Director, and Communications Director.</li></ul>
	Mid	<ul style="list-style-type: none"><li>• The Governor's Office and Legislature allocate the 2020 Census budget.</li></ul>
	Late	<ul style="list-style-type: none"><li>• Staff meets with the U.S. Census Bureau, and local and regional governments.</li><li>• Staff establishes the Census 2020 website to be the clearinghouse for toolkits, materials, and calendars.</li></ul>
2017	Early	<ul style="list-style-type: none"><li>• Staff engages potential corporate and business partners, foundations, and nonprofits, and K-12 school districts, higher education, and other important sector partners.</li><li>• Staff conducts a "Needs Assessment" by engaging local, on-the-ground partners in HTC counties.</li></ul>
	Mid	<ul style="list-style-type: none"><li>• The Governor's Office provides direction to state agencies on their involvement in Census 2020; a State Agency Working Group, comprised staff in charge of coordinating Census outreach for their state agency, is convened (and meets through June 2020).</li></ul>
	Late	<ul style="list-style-type: none"><li>• The Governor appoints the California CCC Members to provide guidance on outreach from a local, sector, or interest-based perspective. Staff will convene the California CCC meetings and consult with the Members on decisions (including those below).</li><li>• Staff obtains regional office space and hires regional staff leads.</li><li>• Staff prepares briefing materials for the 2018 Governor-elect.</li></ul>





## PHASE 2: ENGAGE STATEWIDE PARTNERS

### 2018

- Early
  - Staff holds the “Regional Readiness Assessment” with local community leaders to help them develop their outreach plans.
  - Staff holds the first California CCC meeting, inviting the U.S. Census Bureau to participate. (California CCC meets quarterly through summer 2020.)
  - Staff distributes funding to the HTC counties.
- Mid
  - Staff holds training for Assembly Budget Committee, Legislative Analyst’s Office, and Department of Finance.

### 2019

- Early
  - Staff holds workshops for local and state elected officials’ staff on providing Census outreach materials.
- Mid
  - Staff holds “Big Tent” regional events for local leaders to present their local outreach plans to their communities and the U.S. Census Bureau.

## PHASE 3: CRITICAL OUTREACH PERIOD

### 2020

- Early
  - Staff convenes statewide experts to analyze the 2010 MPR and discuss how to allocate remaining resources.
- Mid
  - Staff is retained through the Non-Response Follow-Up period.
- Late
  - Staff is retained to write final report to the Governor.

# Report Highlights

## CALIFORNIA AT A GLANCE

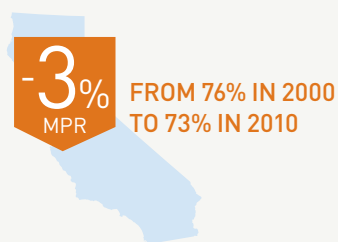
As of April 2010

**CALIFORNIA IS THE  
MOST POPULOUS  
STATE IN THE NATION**

CALIFORNIA'S TOTAL POPULATION

**37,253,956** MILLION

DECREASE IN CALIFORNIA'S MPR



CALIFORNIA'S INVESTMENT  
IN THE CENSUS OUTREACH

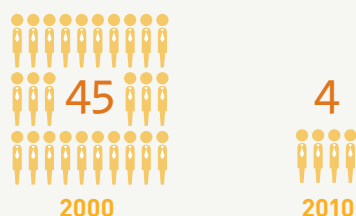
**\$24.7**  
MILLION

**\$2.0**  
MILLION

**2000**

**2010**

2000 vs. 2010 STAFF COMPARISON



## MPR AND NRFU PROCESS



1: FORMS MAILED BY APRIL 1



2: NON-RESPONSE FOLLOW-UP (NRFU)

Starting April 1, Census teams begin visiting households that do not return their form via mail to collect their information in person.



3: If the households do not open their doors to the Census teams they must estimate the number of residents.



4: MAIL PARTICIPATION RATE (MPR)  
FORMS MAILED THROUGH OCTOBER 1



5: TOTAL POPULATION  
COUNT = MPR + NRFU

## RECOMMENDATIONS FOR 2020



MAKE CENSUS  
A PRIORITY



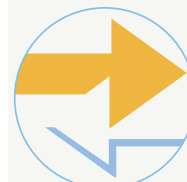
INVEST ADEQUATE  
FUNDING



START  
EARLY



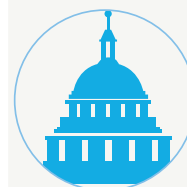
BUILD A DIVERSE  
STAFF



COLLABORATE  
WITH CENSUS  
BUREAU



COORDINATE  
WITH PARTNERS



ENGAGE STATE  
AGENCIES



SUPPORT HTC  
COMMUNITIES



CREATE DYNAMIC  
OUTREACH  
TOOLS



CONSIDER  
OUTSTANDING  
QUESTIONS

# Acknowledgements

# Thank You!

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\*This report recognizes individuals and their affiliations during the 2010 Census Outreach Effort; many individuals are no longer affiliated with their stated organizations or positions.

