

California Complete Count Office Census 2020 - Program Funding Overview			
Programmatic Area	Original Funding Allocations	New Funding Allocations	Difference
Local Update of Census Address*	\$ 7,000,000	\$ 5,705,000	\$ (1,295,000)
Outreach			
County/Tribal Government	\$ 27,000,000	\$ 27,000,000	\$ -
Regional ACBO	\$ 22,950,000	\$ 32,950,000	\$ 10,000,000
Statewide CBO	\$ 4,050,000	\$ 10,000,000	\$ 5,950,000
State Programmatic Costs	\$ 6,000,000	\$ 6,000,000	\$ -
Education Outreach			
Census Education (K-12)	\$ 250,000	\$ 250,000	\$ -
County Education Departments (Title I & Title III Schools)	\$ 750,000	\$ 1,750,000	\$ 1,000,000
Higher Education	\$ 50,000	\$ 50,000	\$ -
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -
Sector Outreach (Non-Education)			
Healthcare	\$ -	\$ 500,000	\$ 500,000
Other Sectors	\$ 800,000	\$ 1,300,000	\$ 500,000
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -
State Agency Outreach	\$ 500,000	\$ 500,000	\$ -
Media Campaign			
Public and Media Relations Contracts	\$ 16,100,000	\$ 46,100,000	\$ 30,000,000
State Programmatic Costs	\$ 1,400,000	\$ 1,400,000	\$ -
California Complete Count Committee	\$ -	\$ -	\$ -
Contingencies and Emergencies	\$ 1,000,000	\$ 1,000,000	\$ -
California Housing and Population Sample Enumeration	\$ -	\$ 5,295,000	\$ 5,295,000
Administration**	\$ 12,050,000	\$ 14,100,000	\$ 2,050,000
Total:	\$ 100,300,000	\$ 154,300,000	\$ 54,000,000

*Reflects the final programmatic cost. Program was originally funded at \$7 million. \$1.295 million of the unspent funding has now been moved to the California Housing and Population Sample Enumeration program.

**Reflects initial organization and planning funding provided through the Governor's Office of Planning and Research.

Local Update of Census Addresses Incentive Program

The LUCA program is the first step toward ensuring an accurate and complete count of all Californians. LUCA, which is operated by the U.S. Census Bureau (Census Bureau), aims to update the Bureau's Master Address File (MAF) to ensure there is an accurate address list from which to conduct the physical enumeration. The Census Bureau provides the opportunity for all governments to update the MAF to reflect changes in housing types, new construction, unconventional housing, and to provide any address corrections. To encourage full participation in this program, the Census Office, through the California Department of Finance's Demographic and Research Unit (DRU), provided incentive funding to local governments for the work they completed and provided to the Census Bureau.

While a final decision on the acceptance of newly added addresses is still pending at the Census Bureau, and local governments may appeal any decisions to not include newly added or corrected addresses, the State incentive portion of this program has now ended. The State awarded approximately \$5.4 million in LUCA funds to 373 local jurisdictions (see Exhibit A). These local governments reported 1.5 million additions and 390,000 deletions to the Census Bureau's MAF, yielding net address additions of 1.1