What’s at Stake in the 2020 Census?

And what California Local Governments Can Do About It
Presenters

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  Claremont McKenna College

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- Regional Program Manager, Southern California Lead
  California Complete Count, Census 2020
Agenda

1. Big-Picture Timeline
2. What’s at Stake: Representation
   - Expected population-driven shifts in legislative and congressional representation (Rose Report)
3. What’s at Stake: Funding
   - Federal and state money distributed based on Census population counts
4. Challenges for a Complete Count
5. Opportunities (and funding) to Help
6. How to Learn More / Get Involved
7. Questions and Answers
The Census

Census occurs every 10 years, as required by Article I, Section 2 of the United States Constitution

The census count is used to allocate federal funding and for allocating election district boundaries.

<table>
<thead>
<tr>
<th>April 1, 2020</th>
<th>Census Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2020</td>
<td>Apportionment Numbers released</td>
</tr>
<tr>
<td>March 2021</td>
<td>Detailed Census Data released</td>
</tr>
</tbody>
</table>
Political Representation

Districts updated after every Census:

- 53 (or 52*) Congressional Districts
- 40 State Senate Districts
- 80 State Assembly Districts
- 4 State Board of Equalization Districts
- County Supervisorial Districts in all 58 counties
- County Boards of Education in all 58 counties
- City Council Districts in nearly 150 cities
- School Board Trustee Areas in over 200 school districts
- Community College District Trustee Areas in most CCDs
- Water District Divisions
- Hospital, Airport, Fire, and other Special District election divisions
Representation Shifts

Rose Institute Analysis by Region

MAP LEGEND
- THE FAR NORTH
- SAN FRANCISCO BAY AREA
- CENTRAL VALLEY
- CENTRAL COAST
- SAN FERNANDO AND ANTELOPE VALLEYS
- DOWNTOWN AND GATEWAY CITIES
- WEST SIDE
- SAN GABRIEL VALLEY
- SOUTHERN CALIFORNIA

Average Growth Rate

- Far North
- SF Bay Area
- Central Coast
- Central Valley
- Southern
- Westside
- San Gabriel
- Downtown
- San Fernando
- Angeles

[Map and bar chart showing representation shifts by region]
<table>
<thead>
<tr>
<th>Region</th>
<th>2020 Projection</th>
<th>Growth Rate</th>
<th>Change in CDs (53 to 52)</th>
<th>Change in ADs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far North</td>
<td>1,862,884</td>
<td>5.4%</td>
<td>-0.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>SF Bay Area</td>
<td>8,297,312</td>
<td>11.9%</td>
<td>0.1</td>
<td>0.5</td>
</tr>
<tr>
<td>Central Coast</td>
<td>2,123,147</td>
<td>6.8%</td>
<td>-0.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>Central Valley</td>
<td>6,282,883</td>
<td>9.0%</td>
<td>-0.1</td>
<td>0.0</td>
</tr>
<tr>
<td>Southern</td>
<td>11,628,727</td>
<td>10.7%</td>
<td>0.0</td>
<td>0.4</td>
</tr>
<tr>
<td>LA West Side</td>
<td>1,969,960</td>
<td>4.8%</td>
<td>-0.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>LA Gateway</td>
<td>3,387,783</td>
<td>3.9%</td>
<td>-0.3</td>
<td>-0.3</td>
</tr>
<tr>
<td>LA San Gabriel</td>
<td>2,166,733</td>
<td>4.6%</td>
<td>-0.2</td>
<td>-0.2</td>
</tr>
<tr>
<td>LA Valleys</td>
<td>2,786,844</td>
<td>6.9%</td>
<td>-0.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>California</td>
<td>40,506,274</td>
<td>8.7%</td>
<td>-1</td>
<td>0</td>
</tr>
</tbody>
</table>
Congressional Seat Loss

Congressional districts 27, 32, 38, and 40 at risk
Likely a Democratic seat
Regional Options in Redistricting

If your region is expected to lose representation:

1. Strengthen your starting position by having a more complete count than other regions
2. Take slivers of population from a neighboring region to bolster population your region’s districts
3. “Collapse” and move an entire district out of the region
4. Share a district with another region, to avoid losing it entirely
Redistricting Factors

Independent Redistricting Commission is in control
- Balanced partisanship
- Appointed by non-partisan application process
- Application process starts now: June through August

No consideration of incumbents, candidates, or parties is allowed

Commission’s focus is on Voting Rights Act and “communities of interest”
- In 2011, Santa Cruz “won” a unified city, but Gilroy and Menlo Park were split to make that happen

Local government push for representation must change to succeed in this new reality
Working with the Commission will be the focus of the next Rose webcast May 2nd
State of California
Census 2020
California Complete Count Office
Quntilia Ávila
Regional Program Manager-
Southern California Lead
Rose Institute of State and Local Government
April 18, 2019
Claremont McKenna College
U.S. Census Bureau
Census 2020 Goal

Ensure that everyone is counted once, only once, and in the right place.

California Complete Count Mission

Ensure that Californians get their fair share of Federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.
Challenges and Opportunities

- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count & Low Responding
- Engaged Foundations & Local Jurisdictions

Los Angeles #1 Hardest to Count in Nation!
What’s at Stake

POWER!
Congressional Representation, Reapportionment and Redistricting

MONEY!
Over $675 BILLION annually distributed to states
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>March 16-23</td>
<td>USCB Mailing #1 sent to homes</td>
</tr>
<tr>
<td>March 20-27</td>
<td>USCB Mailing #2 sent to non-respondents</td>
</tr>
<tr>
<td>March 30-Apil 6</td>
<td>USCB Mailing #3 – a postcard – sent to non-respondents</td>
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<tr>
<td>March</td>
<td>USCB Service-based enumeration begins (for transitory locations like RV parks and campsites, tent cities, marinas, hotels)</td>
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<tr>
<td>March</td>
<td>USCB Group quarters enumeration begins (for those living in group quarters like dorms, nursing homes, etc. and for the homeless)</td>
</tr>
<tr>
<td>April 1</td>
<td>Census Day!</td>
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<tr>
<td>Early April-Late July</td>
<td>USCB Non-response follow-up (NRFU)</td>
</tr>
<tr>
<td>April 12-19</td>
<td>USCB Mailing #4 – letter &amp; paper questionnaire sent to those who have not yet responded</td>
</tr>
<tr>
<td>April 23-30</td>
<td>USCB Mailing #5 – It’s not too late! postcard</td>
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The Separation of Roles

U.S. Census Bureau
The Census Bureau administers the Census questionnaire

California Complete Count – Census 2020
The Census Office will oversee California’s outreach program to educate, motivate, and activate the hardest to count Californians
Census 2020 Roles

- United States Census Bureau
- State of California
- California Legislature
- Local Government
  - Local Complete Count Committees
    - Formed at the local and community levels
    - Established by county and city governments, community leaders, and volunteers
    - Plan and execute local/regional outreach plans
- Tribal Government
- Regional ACBOs and Statewide CBOs
- Media
California’s Hard-to-Reach/ Hard-to-Count

- Latinos
- African Americans
- Asian Americans & Pacific Islanders
- Native Americans & Alaska Native
- Middle Eastern & Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- LGBTQ
- Areas with low broadband subscription rates or low/no access to broadband
- Homeless Individuals and Families/Nonconventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
- Households with Limited English Proficiency
Researching the Hard-to-Count

California’s Interactive HTC Map

The interactive map shows California census tracts and block groups shaded by their California Hard-to-Count Index, a metric that incorporates 14 variables correlated with an area being difficult to enumerate.

Pan the map to examine a community. Click on a tract to learn about an area. Zoom in to see block group-level data.

census.ca.gov/HTC-map
SwORD

- Statewide Outreach and Rapid Deployment (SwORD) mapping portal to foster data sharing, coordination and collaboration in a user-friendly format
- SwORD provides informed planning and decision-making data for the state and our partners (local and Tribal government, etc.)
- Interactive map of California’s Hard-to-Count Index at the Census tract and block group levels
- Several key features and maps were developed based on information from the Census Bureau, Esri, the Dept. of Finance-Demographic Research Unit and the California Public Utilities Commission
- Metrics reflect 14 socio-economic, demographic and housing variables that correlate with enumeration challenges
California Complete Count Overview

- Statewide Regional Readiness/Needs Assessment (Round 1 Convenings)
- Local Complete Count Committees
- Community & Faith Based Outreach – “Trusted Messengers”
- School Based Curriculum Pilots
- State Agency Working Group (SAWG)
- Media Campaign
- Statewide Implementation Plan Workshops (Round 2 Convenings)
Phased Approach for 2020

Phase 1: Convene, Collaborate, Capacity Build FY 2017-18

Phase 2: Educate. Motivate. Activate! FY 2018-19


Non-Response Follow Up, Results, Report, Wrap Up! July-Dec 2020
# Collaboration and Partnerships Across Sectors

- **Education**
  - Early Education 0-5
  - K-12
  - Higher Education
- **Health Services**
- **Labor/Unions**
- **Faith-Based**
- **Business/Corporate**

- **Technology & Innovation**
- **Entertainment**
- **Rural**
- **Chambers**
- **Government**
  - Cities
  - Counties
  - State
- **Media**
- **Nonprofits/CBOs**
Reaching Target Audiences Through “Trusted Messengers”

- The 2000 Complete Count Campaign was the first to engage in grassroots outreach through direct contacts with residents and communities - “Trusted Messengers”.
- With more time but fewer resources, the 2010 effort relied even more on “trusted messengers.”
- Trusted messengers are people the HTC consider credible and reliable sources.
- Trusted messengers have existing relationships with the HTC and they have earned credibility in the community.
- A trusted messenger understands their community and knows what messages will resonate.
State Funding

- $10M LUCA
- $90.3M committed in Budget Act of 2018
- $54M proposed in Governor’s January Budget
California’s Census 2020
10 Regions
Regional ACBO Awards

Notification of Contract Awards

Regions:

1. Sacramento Region Community Foundation
2. United Way of the Wine Country
3. United Way of the Bay Area
4. Faith in Action Network
5. Ventura County Community Foundation
6. Sierra Health Foundation: Center for Health Project Management
7. The Community Foundation
8. California Community Foundation
9. Charitable Ventures of Orange County
10. United Way of San Diego County
What You Can Do Right Now

- Designate a Census Coordinator/Lead
- Build Partnerships and Collaborate with Counties, Cities, Local Complete Count Committees, Local CBOs and Foundations
- Identify your Hard-to-Count Populations and Census Tracts
- Identify Existing Outreach Methods and Tools
- Connect with a State Regional Program Manager
Sign Up for our Mailing List to Receive News Releases

Visit our Website: Census.ca.gov
Looking Ahead
## Timelines

<table>
<thead>
<tr>
<th>Census</th>
<th>Redistricting</th>
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<tbody>
<tr>
<td>Complete Count Organization and Outreach</td>
<td>Commission Application</td>
</tr>
<tr>
<td>Major Push</td>
<td>Commission Selection Initial Review</td>
</tr>
<tr>
<td>Census Day</td>
<td>Commission Selection Final Review and Selection</td>
</tr>
<tr>
<td>Final Push</td>
<td>Redistricting Data Released</td>
</tr>
<tr>
<td></td>
<td>Redistricting</td>
</tr>
</tbody>
</table>

- Underway Now!
- February / March 2020
- April 1, 2020
- April 2020
- June 10 – August 9, 2019
- August – October, 2019
- November 2019 – Fall 2020
- March 2021
- April – August 2021
Learning Opportunities

California Complete County webinars and meetings
    □  census.ca.gov

Rose Institute Webinars
    □  Census overview and projections on April 18
    □  California Redistricting Commission on May 2
    □  CVRA on September 26
    □  Local redistricting on October 10

Registration:
    □  http://roseinstitute.org/redistricting/
Resources

Rose Institute
- RoseInstitute.org

The California Complete Count Committee
- census.ca.gov

US Census
- census.gov

California Citizen’s Redistricting Commission
- WeDrawTheLines.gov
- Auditor.ca.gov/bsa/crc

Public Policy Institute of California:
- PPIC.org