

What's at Stake in the 2020 Census?

And what California Local
Governments Can Do About It



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Presenters

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Claremont McKenna College

- Quintilia Ávila, MPA
 - Regional Program Manager, Southern California Lead
California Complete Count, Census 2020

Agenda

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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

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- 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.

April 1, 2020	Census Day
December 2020	Apportionment Numbers released
March 2021	Detailed Census Data released

WINNERS AND LOSERS: THE 2020 CENSUS AND CALIFORNIA'S 2021 REDISTRICTING



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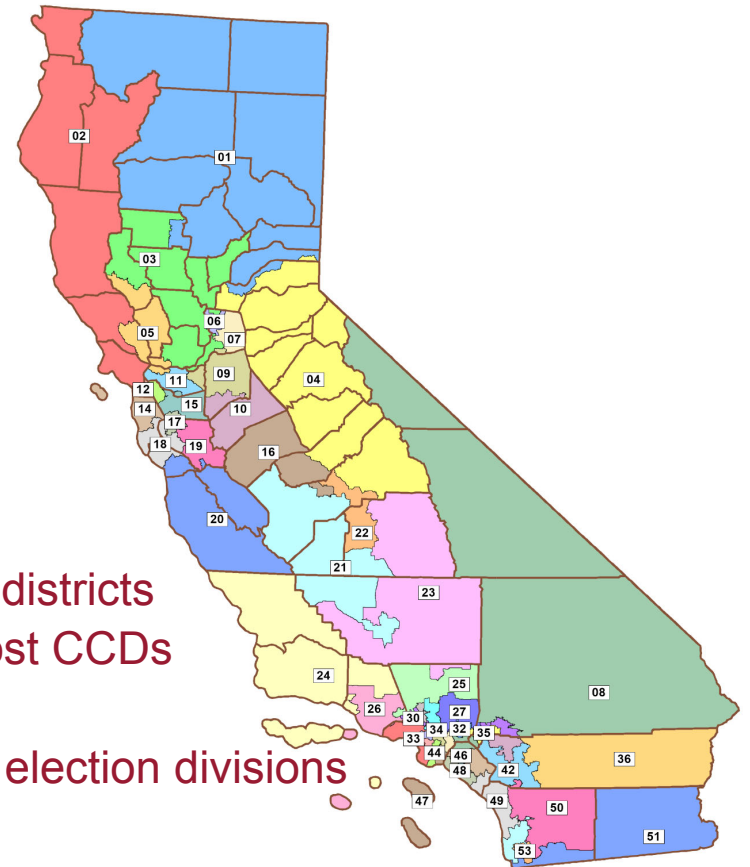


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Political Representation

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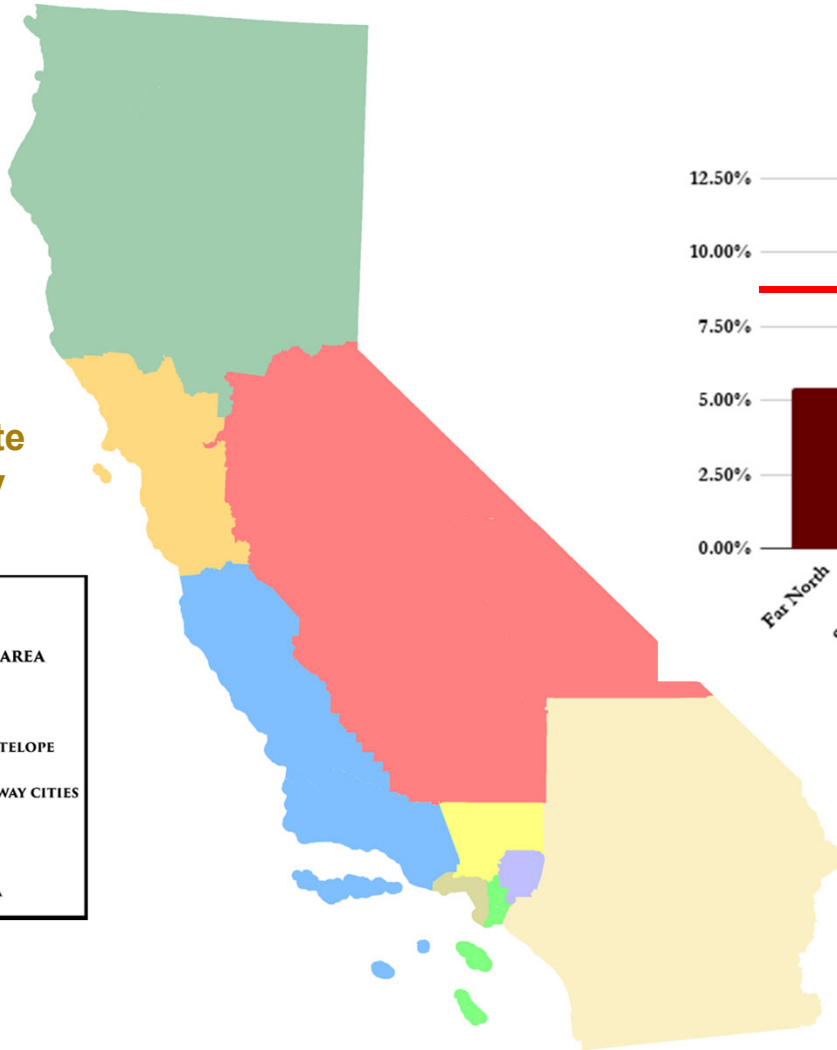
- Districts updated after every Census:
 - 53 (or 52*) Congressional Districts
 - 40 State Senate Districts
 - 80 State Assembly Districts
 - 4 State Board of Equalization Districts
 - County Supervisorial Districts in all 58 counties
 - County Boards of Education in all 58 counties
 - City Council Districts 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



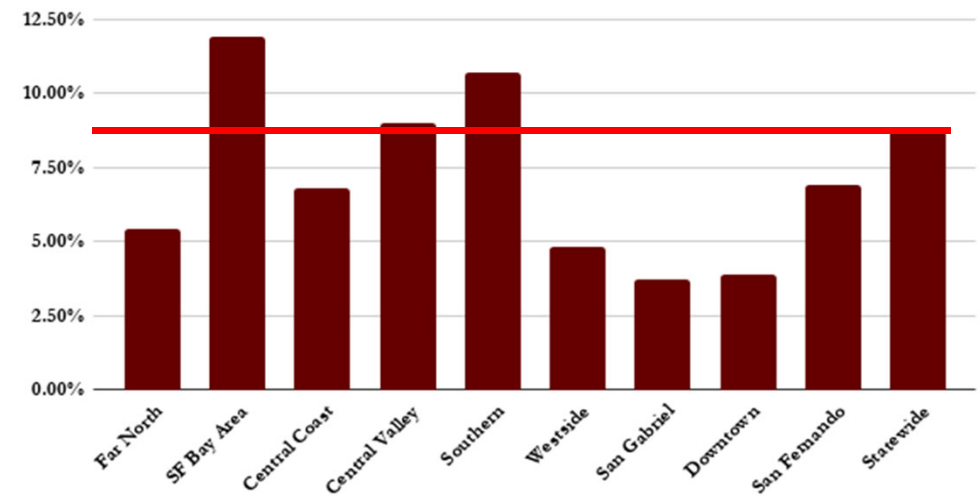
Representation Shifts

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Rose Institute Analysis by Region

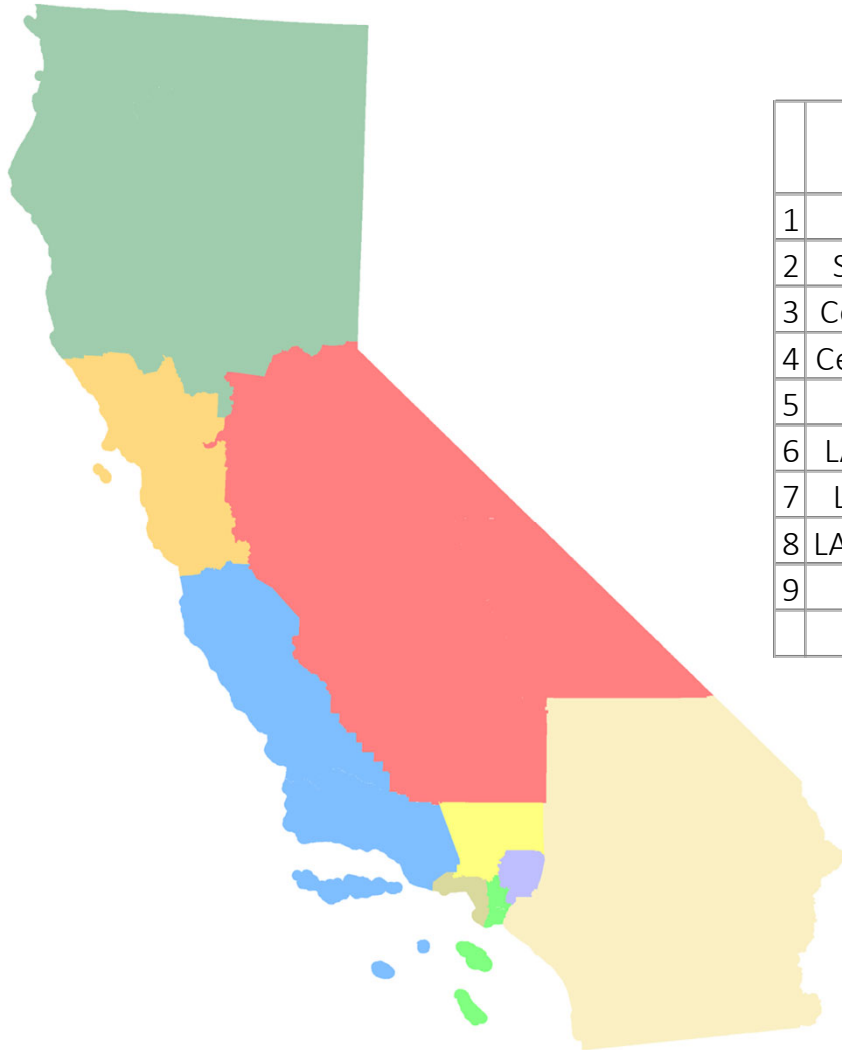


Average Growth Rate



Gain / Loss by Region

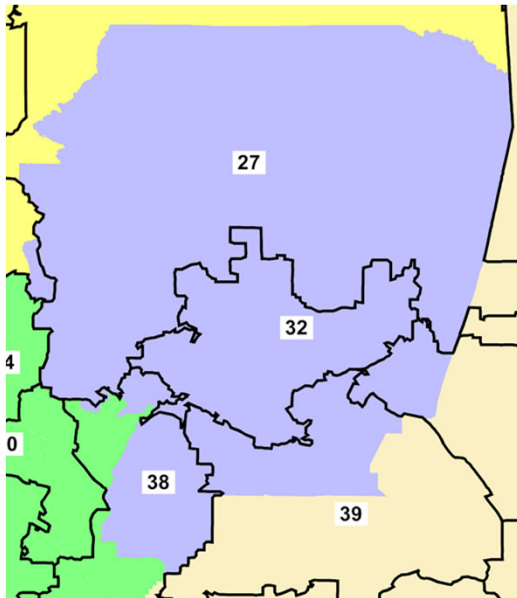
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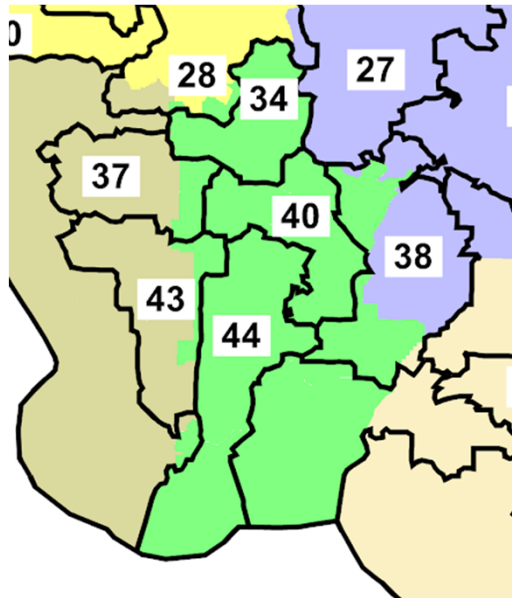
	Region	2020 Projection	Growth Rate	Change in CDs (53 to 52)	Change in ADs
1	Far North	1,862,884	5.4%	-0.1	-0.1
2	SF Bay Area	8,297,312	11.9%	0.1	0.5
3	Central Coast	2,123,147	6.8%	-0.1	-0.1
4	Central Valley	6,282,883	9.0%	-0.1	0.0
5	Southern	11,628,727	10.7%	0.0	0.4
6	LA West Side	1,969,960	4.8%	-0.1	-0.1
7	LA Gateway	3,387,783	3.9%	-0.3	-0.3
8	LA San Gabriel	2,166,733	4.6%	-0.2	-0.2
9	LA Valleys	2,786,844	6.9%	-0.1	-0.1
	California	40,506,274	8.7%	-1	0

Congressional Seat Loss

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San Gabriel
Congressional Districts



Downtown/Gateway
Congressional Districts

- Congressional districts 27, 32, 38, and 40 at risk
- Likely a Democratic seat

Regional Options in Redistricting

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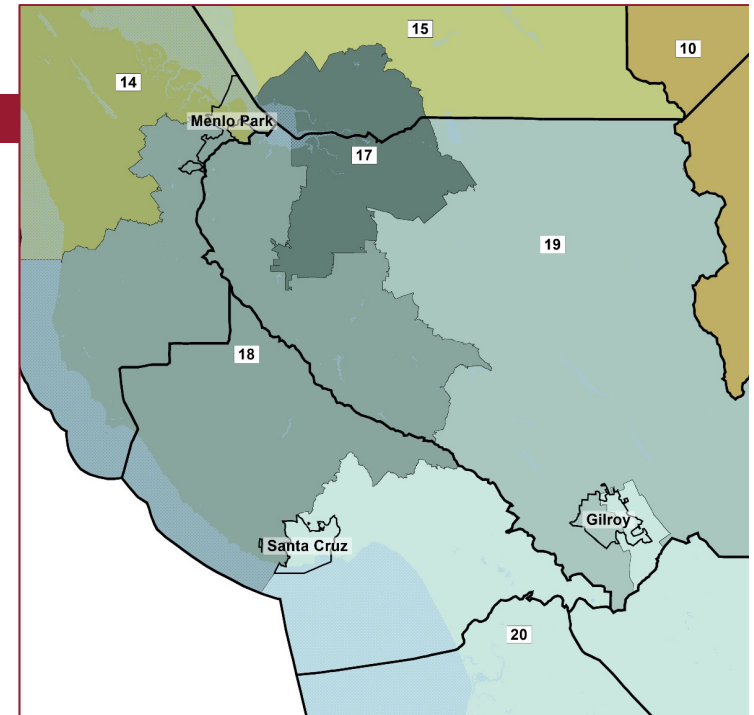
If your region is expected to lose representation:

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

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- 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



BE COUNTED, CALIFORNIA!

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



March 16-23	USCB Mailing #1 sent to homes
March 20-27	USCB Mailing #2 sent to non-respondents
March 30-April 6	USCB Mailing #3 – a postcard – sent to non-respondents
March	USCB Service-based enumeration begins (for transitory locations like RV parks and campgrounds, tent cities, marinas, hotels)
March	USCB Group quarters enumeration begins (for those living in group quarters like dorms, nursing homes, etc. and for the homeless)
April 1	Census Day!
Early April-Late July	USCB Non-response follow-up (NRFU)
April 12-19	USCB Mailing #4 – letter & paper questionnaire sent to those who have not yet responded
April 23-30	USCB Mailing #5 – It's not too late! postcard

2020 Census Bureau Timeline & Milestones

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



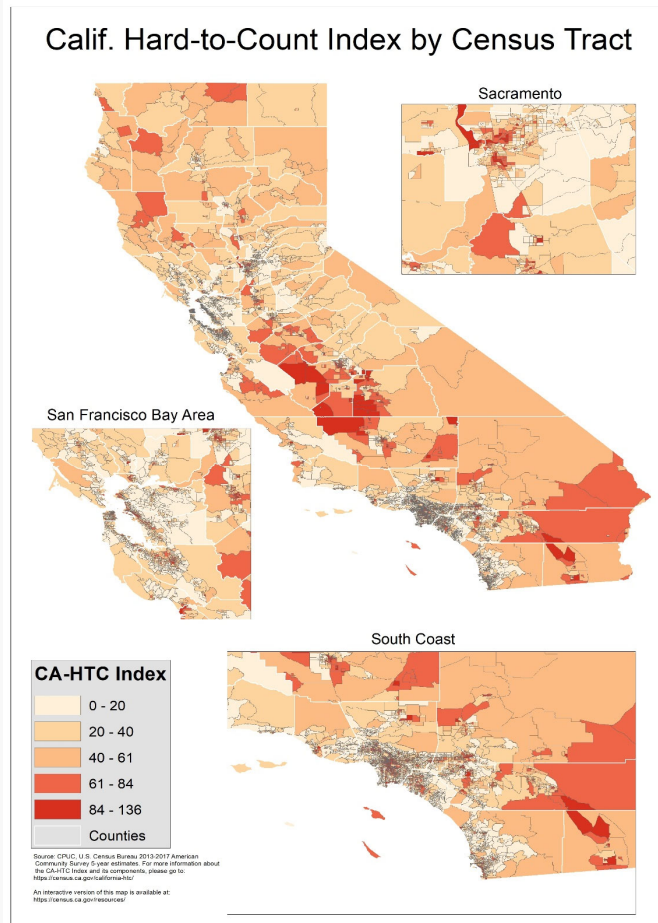
California's Hard-to-Reach/ Hard-to-Count



- 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 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

Phase 3: Deploy. Count. Assess. FY 2019-20

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 grass roots 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.

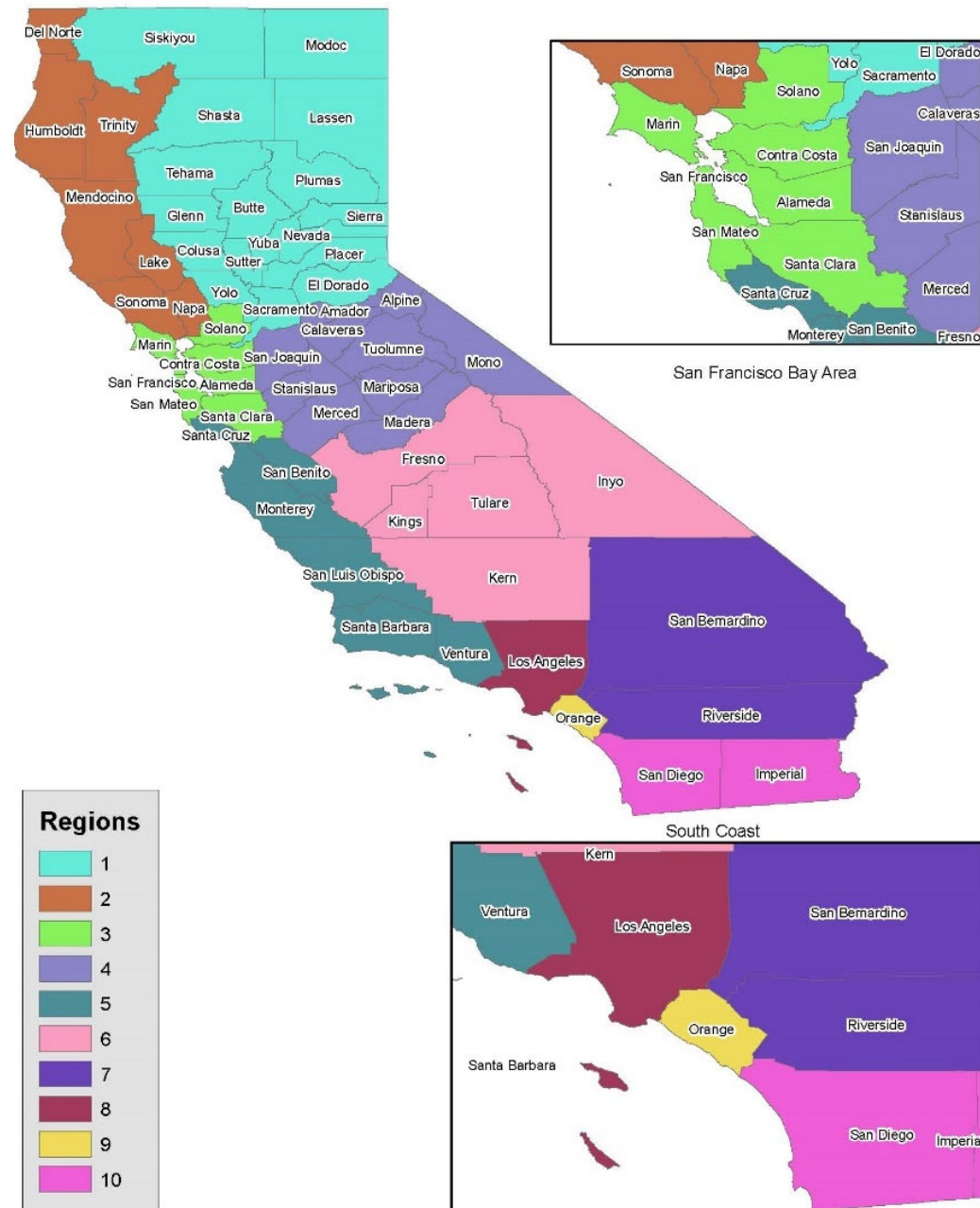
A photograph of the California State Capitol building, featuring its iconic white dome and classical architecture, surrounded by palm trees and a well-manicured lawn under a blue sky with scattered clouds.

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

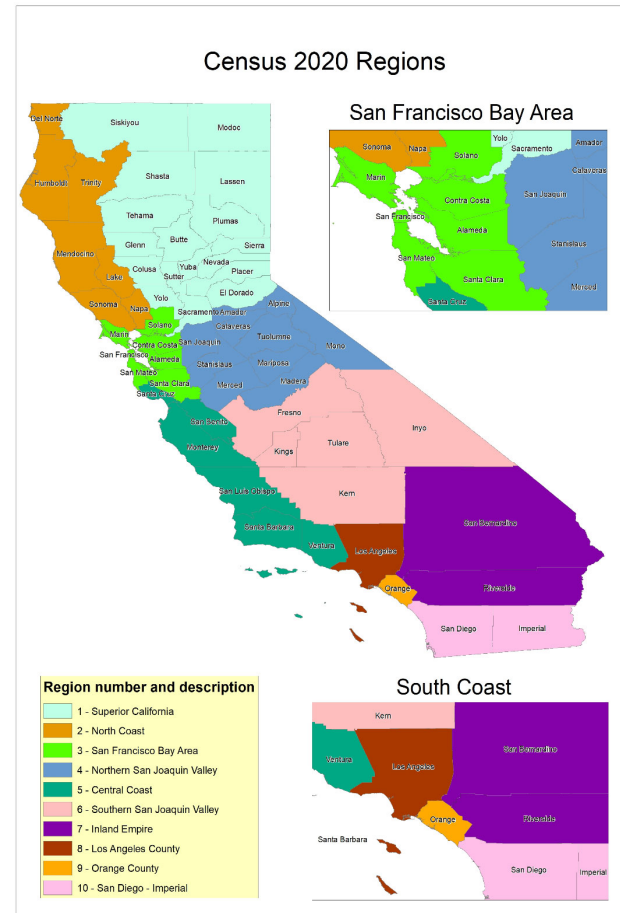


Regional ACBO Awards

Notification of Contract Awards

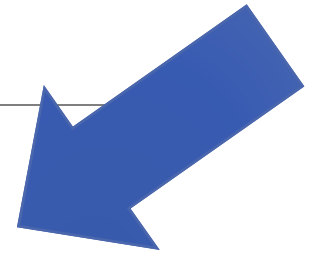
Regions:

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



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Visit our Website: [Census.ca.gov](https://census.ca.gov)



Looking Ahead



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Timelines

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Census	
Complete Count Organization and Outreach	Underway Now!
Major Push	February / March 2020
Census Day	April 1, 2020
Final Push	April 2020

Redistricting	
Commission Application	June 10 – August 9, 2019
Commission Selection Initial Review	August – October, 2019
Commission Selection Final Review and Selection	November 2019 – Fall 2020
Redistricting Data Released	March 2021
Redistricting	April – August 2021

Learning Opportunities

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- 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

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- 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