

# California Counts 2020

Ensuring a Fair and Accurate Count in Our State

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# Advancement Project California

**Advancement Project is a next generation, multiracial civil rights organization.**

In California we champion the struggle for greater equity and opportunity for all, fostering upward mobility in communities most impacted by economic and racial injustice. We build alliances and trust, use data-driven policy solutions, create innovative tools, and work alongside communities to ignite social transformation!

**Educational Equity** – Expanding opportunity for marginalized students.

**Equity in Public Funds** – Empowering communities to shift funding and investments.

**Health Equity** – Striving to produce healthy built environments and communities.

**Political Voice** – Making governments more participatory and representative.



# Census Policy Advocacy Network



## CHILDREN NOW





# State-Level Policy Issues

# State Census Outreach Efforts at a Glance

Census Year	2000	2010
State Budget	\$24.7M	\$2.1M
Staff	55	4
Offices	5	1
Approach	Grassroots	Grasstops
CA MPR*	76%	73%

# 2018-19 Governor's Budget

\$40.3M

Total

\$12.5M

CBO  
Outreach

\$17.5M

Media



# CA Complete Count Committee

Leadership  
and guidance  
on strategy

Appointed by  
the governor

Should  
include  
members with  
experience  
working with  
HTC  
populations

# LUCA Program

Opportunity to help the Census Bureau update its Master Address File

Bureau began mailing materials in February 2018

State Incentive Program (\$7M)



# What You Can Do

- Budget
  - Connect with CPAN.
- CA Complete Count Committee
  - Monitor and engage in the process.
  - Encourage local jurisdictions to establish their own committees.
- LUCA Program
  - Check on receipt of materials.
  - Ensure jurisdictions are mindful of non-traditional housing.
  - Notify/remind jurisdictions about the incentive program.

# Thank You

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