



Ensuring an Accurate Count of Californians in Census 2020

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ARTICLE I, SECTION 2

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

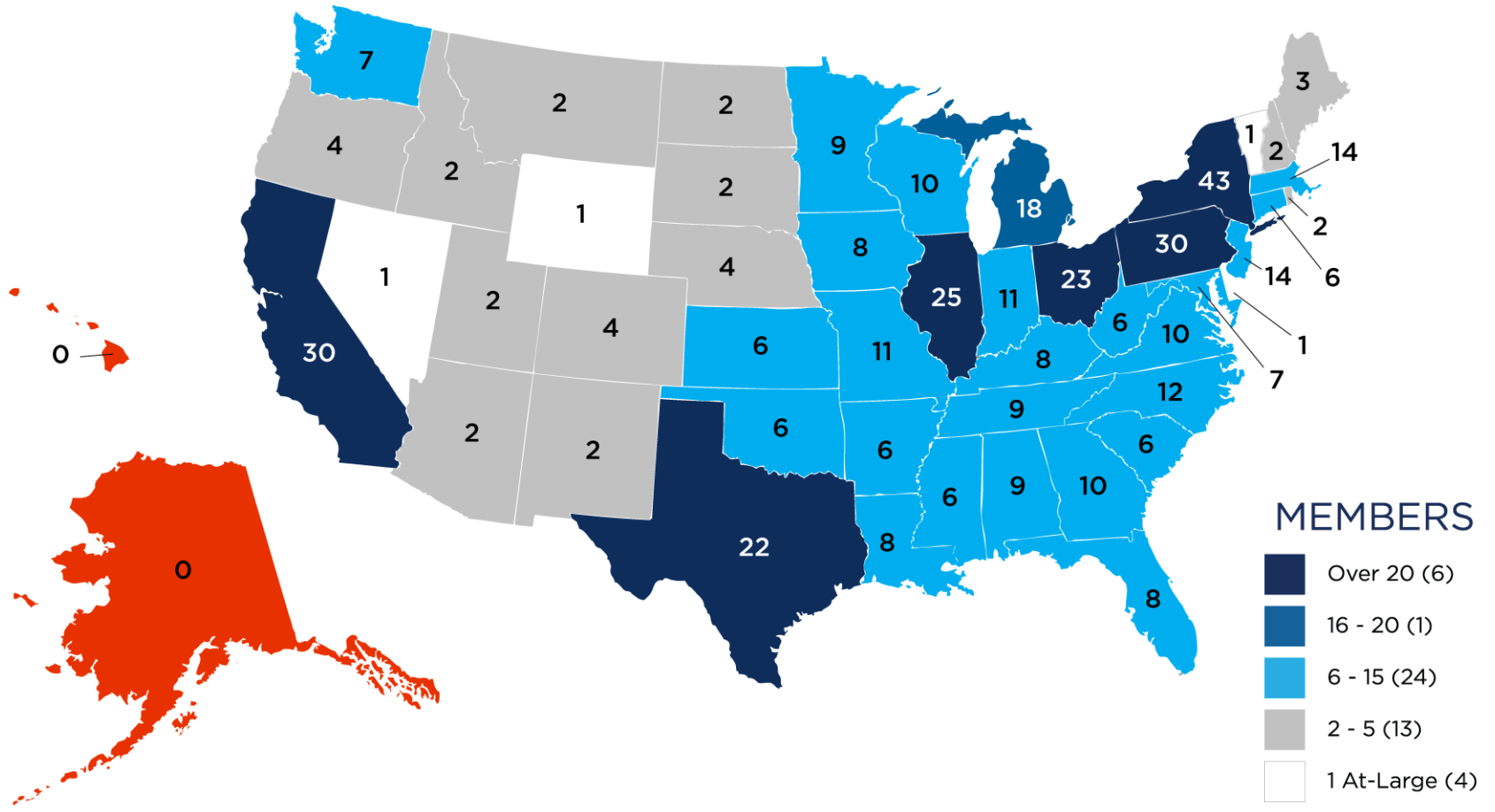


XIV Amendment

“Representatives shall be apportioned among the several States according to their respective numbers, counting the whole number of persons in each State, excluding Indians not taxed.”

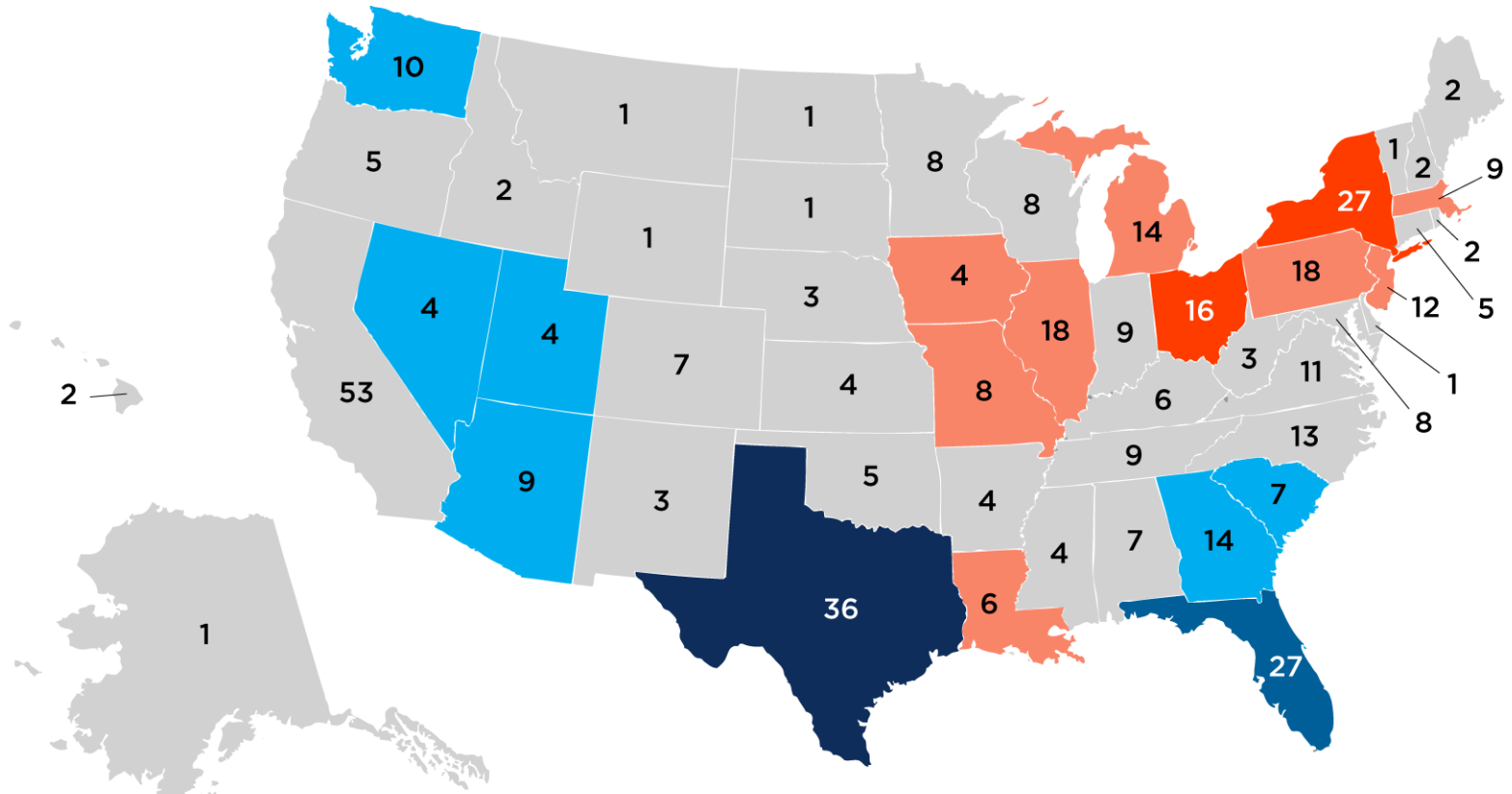
Members of U.S. House by State 1952 - 1960

Based upon Apportionment Population for April 1, 1950 Census
The house was temporarily increased to 437 with the admissions of AK and HI

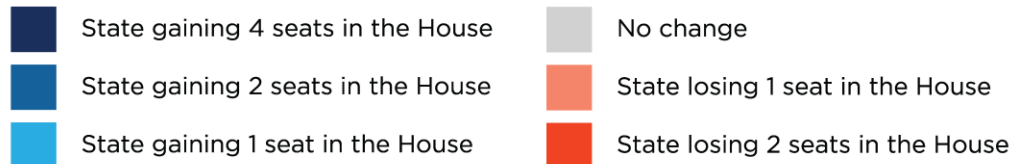


Apportionment of U.S. House of Representatives

Based on the 2010 Census



CHANGE FROM 2000 - 2010



Census Data and the Fair Allocation of Federal Funds

Nearly \$590 billion in FY 2015 federal funding was distributed on the basis of Census-guided data.

Top 11 Census-Guided Federal Programs

Program	Amount (in billions)
Medicaid	\$312.0
Supplemental Nutritional Assistance Program	\$69.5
Medicare Part B – Physicians Fee Schedule Services	\$64.2
Highway Planning and Construction	\$38.3
Section 8 Housing Choice Vouchers	\$19.1
Title I Grants to Local Education Agencies	\$13.9
National School Lunch Program	\$11.6
Special Education Grants (IDEA)	\$11.2
State Children’s Health Insurance Program	\$11.1
Section 8 Housing Assistance Payments Program	\$9.2
Head Start/Early Head Start	\$8.3

Source: Andrew Reamer, *Counting For Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*, initial analysis, George Washington University, June 2017

Census-Guided Federal Funds Annually Allocated to Selected States

State	Amount (in billions)
California	\$76.7
New York	\$53.2
Texas	\$43.3
Florida	\$29.3
Illinois	\$19.7
New Jersey	\$17.6
North Carolina	\$16.3
Georgia	\$13.7
Washington	\$13.7
Arizona	\$13.5
Colorado	\$8.1
New Mexico	\$6.2
Nevada	\$4.7

2020 Census

Proposed Changes and New Approaches

- Bureau was mandated to conduct the 2020 Census at a lower cost per household than 2010. Its plans have fallen short.
- Bureau is making final tests to changes and new approaches which all have important implications for the Latino community:



Internet response as primary response option



Reduction in number of local census offices, field staff, field “presence”



Use of administrative records and other third-party data for address canvassing and non-response followup (NRFU)



Redesign of questions on Hispanic origin and race

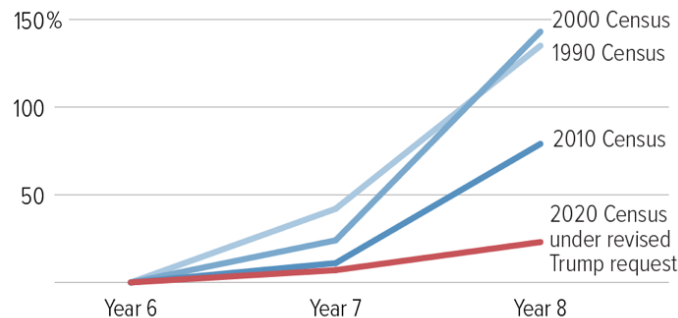
Census Administration and Legislative Issues

- The Census Bureau has been without a permanent Director since July 1. The Administration must nominate a new Director who is an established, nonpartisan leader with the expertise to lead the Bureau – and to win the trust of policymakers, staff, and the public.
- The GAO has designated Census 2020 as a “high risk” activity, citing new enumeration approaches and uncertain IT systems.
- Department of Justice has made a last-minute request to add an untested citizenship question on the 2020 Census questionnaire.
- Erosion of public trust regarding the privacy of information given to the Census Bureau, including via the internet, and increased fear among immigrants in contact with the government.
- Administration’s decision to hire only U.S. citizens as Census employees.

Inadequate Census Funding Puts Fair and Accurate 2020 Count at Risk

- Congress has underfunded the Bureau for the past two years and is level-funding it through Continuing Resolutions (CR). Commerce Secretary Wilbur Ross requested an additional \$187 million in FY 2018 funding for Census 2020, based on estimates that the Census will cost \$3.3 billion more than previously projected.
- The February 2018 CR provided \$182 million above level-funding for the Census Bureau in FY 2018, but that amount is still inadequate.

Change in Census Bureau budget relative to year 6 of each decade



Note: All years are fiscal years. Figures show discretionary budget authority in each year of the decade relative to that in the sixth year, not adjusted for inflation.

Source: CBPP based on Office of Management and Budget, enacted appropriations, and October 12, 2017 testimony by Commerce Secretary Ross.

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- The President's FY 2019 budget request includes \$3.8 billion for the Bureau; it is unclear whether this request will enable the ramp-up needed for a sound Census 2020.

Preparing for Census 2020

Join our Get-Out-the-Count (GOTC) Campaign

Text **CENSUS** to **97779** to opt-in and subscribe to our SMS/Census Get Out the Count Campaign (standard messaging rates apply).

Send an email to **censusGOTC@naleo.org** with "**Subscribe**" in the subject line to join our Census GOTC email list. We will connect you with your regional contact to join local or regional efforts.

How Civic Engagement Groups Can Prepare for Census 2020

- Review outreach and messaging approaches to determine which strategies can be adapted to Census 2020
- Identify potential partners and build/strengthen relationships with likely “trusted messengers”
- Assess feasibility of working with state and local “Complete Count Committees”
- Advocate with federal policymakers to provide the Census Bureau with the ramp-up in funding needed for a sound Census 2020
- Assess capacity to carry out potential “Get-Out-the-Count” activities:
 - Prepare and disseminate informational materials
 - Provide questionnaire assistance
 - Conduct community forums
 - Work with traditional and social media on messaging campaign





Thank you.

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