

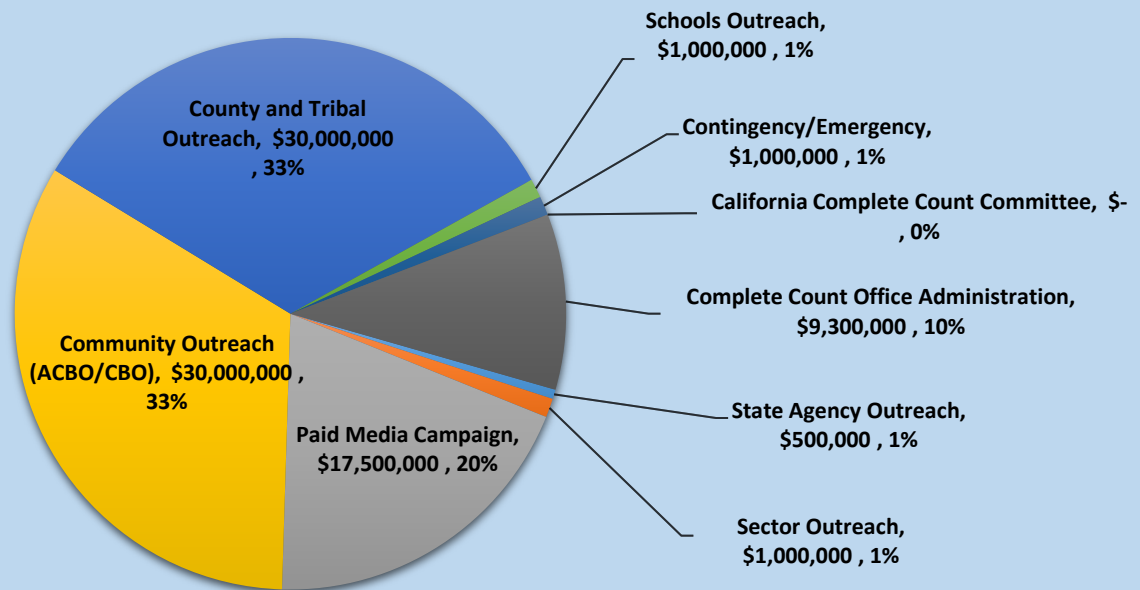
**California Complete Count Office
Census 2020 - Program Funding Overview**

Program	Funding	Percentage
State Agency Outreach	\$ 500,000	1%
Sector Outreach	\$ 1,000,000	1%
State Program Expenditures	\$ 200,000	
Sector Organizations Contracts	\$ 800,000	
Paid Media Campaign	\$ 17,500,000	19%
State Program Expenditures	\$ 1,400,000	
Media Contracts	\$ 16,100,000	
Community Outreach (ACBO/CBO)	\$ 30,000,000	33%
State Program Expenditures	\$ 3,000,000	
Regional Contracts	\$ 22,950,000	
Statewide Contracts	\$ 4,050,000	
County and Tribal Outreach	\$ 30,000,000	33%
State Program Expenditures	\$ 3,000,000	
County Contracts	\$ 26,683,500	
Tribal Grants	\$ 316,500	
Schools Outreach	\$ 1,000,000	1%
Contingency/Emergency	\$ 1,000,000	1%
California Complete Count Committee ¹	\$ -	0%
Complete Count Office Administration	\$ 9,300,000	10%
Total Program Costs²	\$ 90,300,000	100%

¹ Unused Portion of OPR's \$3 Million Appropriation Utilized to Fund Committee Efforts as Well as Administration Budget

² Does Not Include LUCA and OPR Appropriation Amounts

California Census 2020 Funding Allocation



County Contract Amounts	
County	Award Amount
Alameda County, California	\$ 843,249
Alpine County, California	\$ 25,000
Amador County, California	\$ 50,000
Butte County, California	\$ 133,958
Calaveras County, California	\$ 50,000
Colusa County, California	\$ 25,000
Contra Costa County, California	\$ 362,605
Del Norte County, California	\$ 50,000
El Dorado County, California	\$ 100,000
Fresno County, California	\$ 1,088,443
Glenn County, California	\$ 50,000
Humboldt County, California	\$ 100,000
Imperial County, California	\$ 284,435
Inyo County, California	\$ 25,000
Kern County, California	\$ 852,723
Kings County, California	\$ 121,055
Lake County, California	\$ 75,000
Lassen County, California	\$ 50,000
Los Angeles County, California	\$ 9,393,090
Madera County, California	\$ 133,610
Marin County, California	\$ 100,000
Mariposa County, California	\$ 25,000
Mendocino County, California	\$ 75,000
Merced County, California	\$ 289,390
Modoc County, California	\$ 25,000
Mono County, California	\$ 25,000
Monterey County, California	\$ 401,996
Napa County, California	\$ 100,000
Nevada County, California	\$ 75,000
Orange County, California	\$ 1,555,519
Placer County, California	\$ 100,000
Plumas County, California	\$ 25,000
Riverside County, California	\$ 1,210,891
Sacramento County, California	\$ 862,308
San Benito County, California	\$ 75,000
San Bernardino County, California	\$ 1,482,128
San Diego County, California	\$ 1,565,350
San Francisco County, California	\$ 546,212
San Joaquin County, California	\$ 474,168
San Luis Obispo County, California	\$ 100,000
San Mateo County, California	\$ 228,835
Santa Barbara County, California	\$ 354,319
Santa Clara County, California	\$ 963,854
Santa Cruz County, California	\$ 111,586
Shasta County, California	\$ 100,000
Sierra County, California	\$ 25,000
Siskiyou County, California	\$ 50,000
Solano County, California	\$ 145,572
Sonoma County, California	\$ 100,000
Stanislaus County, California	\$ 318,521
Sutter County, California	\$ 86,138
Tehama County, California	\$ 75,000
Trinity County, California	\$ 25,000
Tulare County, California	\$ 582,714
Tuolumne County, California	\$ 75,000
Ventura County, California	\$ 288,754
Yolo County, California	\$ 127,079
Yuba County, California	\$ 100,000
Totals:	\$ 26,683,500

Census 2020 Funding FAQs

The U.S. Census Bureau

The U.S. Census Bureau counts each resident of the country, where they live on April 1, every decade. The Constitution mandates the enumeration to determine how to apportion the House of Representatives among the states and to distribute billions of dollars in federal funds to local communities. More than 70 federal programs that benefit California, including education, health, and transportation, use Census numbers as part of their funding formulas.

California Complete Count

California Complete Count – Census 2020 is a statewide outreach and awareness campaign designed to ensure the federal government collects an accurate and complete count of all California residents in the upcoming U.S. Census 2020. California’s Census efforts are designed to supplement the U.S. Census Bureau’s outreach campaign and, through collaboration, avoid duplication of work.

California Census Funding

State leaders have made a significant commitment to California’s outreach and communication efforts in support of the U.S. Census 2020 by investing \$90.3 million toward strategies and activities that will help ensure an accurate and successful count of all Californians.

What is California Complete Count – Census 2020 funding approach?

- The Census 2020 funding approach is an aggressive strategy aimed at countering federal-related challenges and potential disinformation campaigns through a statewide community-engagement campaign in hard-to-count communities that rely on frequent impressions. This approach will enable effective outreach to ensure that every California resident participates in the U.S. Census 2020.
- State funds will be strategically allocated to counties, community-based organizations, Tribal Governments and media outreach and education

How much of the funding will go to local communities?

- More than two-thirds of the State’s program funding, approximately \$61 million, will be allocated to statewide and regional awareness campaigns through counties, Tribal Governments, community-based organizations, and school funding.

How will the state allocate the local community funding?

- One-third of the total funding, approximately \$30 million, will be allocated for local governments such as counties or Tribal Governments, along with associated programmatic costs.
Another third of the funding, approximately \$30 million, will be allocated for community-based organizations and associated state programmatic costs.

How will the state allocate media and communications funding?

- Twenty percent of the total funding, approximately \$17.5 million, will be allocated to media with a very strong emphasis on ethnic media.

Why will the funding be distributed in this way?

- The funding will be distributed to effectively maximize resources on the ground, which will allow for rapid response and collaboration. This approach allows the State to focus resources in hard-to-count communities, build a base of trusted messengers, break down language access barriers for non-English speakers, and facilitate culturally appropriate engagement within communities to ensure all Californians are counted.

Where can I download and view solicitations and funding documents (i.e. Request for Proposal (RFP), bid documents, etc.)?

- Solicitations and other related documents including requirements and key action dates are available at www.caleprocure.ca.gov. The Census Office recommends registering and subscribing to both CaleProcure and the Census webpage at www.census.ca.gov to receive notification of solicitation releases and other pertinent information announcing contracting opportunities to the public.
- In addition, documents describing the State's funding methodology, solicitation documents, and resources will be posted on the state census website: census.ca.gov.

Where can I view the hard-to-count (HTC) map of California?

- The map available at the following link shows California's hardest to count Census tracts and block groups based on the California Hard-to-Count Index Interactive Map:
census.ca.gov

Tribal Governments

How will Tribal Governments be awarded funding?

- Tribal Governments will be awarded state grants to conduct Census outreach activities in their geographical service areas.

How much funding will be available to Tribal Governments?

- The State has established the following funding tiers based on housing units (HU):
 - Less than 25 HU = \$0
 - 25 to 49 HU = \$1,000
 - 50 to 99 HU = \$2,500
 - 100 to 249 HU = \$5,000
 - 250 to 9,999 HU = \$10,000
 - More than 10,000 HU = \$50,000

What is the timeline for Tribal Government funding?

- Tribal grant funding letters will be distributed Nov. 30, 2018, and tribes will be given 60 days to accept their grant allocation.

The Tribal funding timeline is as follows:

- 11/30/18 – Tribal Grants Funding Letters distributed
- 2/1/19 – Deadline to request Tribal funding
- 12/30/20 – Deadline for Tribal Governments to submit their Final Reports

Are there restrictions for how the funds can be used?

- Funding must be utilized for Census outreach efforts within Tribal communities, and Tribal Governments will be required to provide outreach plans for state approval.

What happens if a Tribe does not receive a grant and how will Tribal members who live outside of a Tribe's service area be reached?

- The State will work with community-based organizations to reach Tribal populations outside of Tribal service areas, specifically targeting American Indian and Alaska Native individuals through statewide community-based organization outreach efforts.

Counties

How will county contracts be awarded?

- Individual counties must opt-in, provide a board resolution, establish a Local Complete Count Committee, and submit a plan for state approval to receive the allocated funding. No counties will be excluded from accessing a Census award contract.

How much funding will be available to counties?

- Allocations for most counties are based on the number of residents who live in California's hardest-to-count census tracts within their jurisdictions.
- For some counties, allocations reflect population-based minimums, ensuring that all corners of the state are reached and that all counties have an opportunity to conduct outreach within their geographical boundaries:
 - Less than 25,000 population = \$25,000
 - 25,000 to 49,999 population = \$50,000
 - 50,000 to 99,999 population = \$75,000
 - More than 100,000 population = \$100,000

What are the county requirements?

- An overview of participating county requirements is as follows:
 - Board Resolution
 - Strategic Plan
 - Regular monthly and quarterly meetings with the State Regional Program Manager (RPM) assigned to each county
 - Quarterly Reporting
 - Implementation Plan (Including non-response follow-up)
 - Final Report

What is the timeline for county funding?

- County funding letters will go out Nov. 9, 2018, and counties will be given 90 days to accept their award allocation.
- The county funding timeline is as follows:

- 11/9/18 – State sends letters to counties to opt in or out of state Census funding
- 2/9/19 – Deadline for counties to opt out or opt in with a board resolution
- 3/19 – Counties submit Strategic Plan
- 4/1/19 – Counties file first Quarterly Report
- 7/1/19 – Counties file second Quarterly Report
- 9/30/19 – Counties file Implementation Plan
- 2/15/20 – Counties file Nonresponse Follow Up (NRFU) Implementation Plan
- 12/30/20 – Counties file Final Report

How will counties receive funds?

- The State will enter into an agreement with each participating county, and funding to counties will be provided in progress increments based on deliverables defined in those agreements.:

Are counties mandated to participate?

- The State encourages all counties to participate in statewide outreach efforts, but they are not mandated to do so.

What happens to unclaimed county funds?

- Should a county choose not to participate, the State will reach out to a government entity with the administrative capacity and experience to conduct robust outreach in that county. Those entities could include large cities or regional councils of governments (COG). Should counties, cities or COGs choose not to participate, the State would then reach out to qualified community-based organizations.

Are there limitations on counties subcontracting their outreach services?

- There are no limitations. Counties may partner with cities, community-based organizations, or other counties.
Should counties partner, each county will have their own agreement and requirements.

How will counties coordinate with the State?

- Each county will be assigned to a state Regional Program Manager (RPM), who will coordinate state and county efforts.
Counties will be required to submit a strategic plan to the state, which will outline their collaboration efforts.

Cities

Why isn't the State allocating money directly to cities?

- In order to keep administrative costs at a minimum, maximize dollars distributed to local communities, and force collaboration and coordination between governmental entities, the State decided to use the counties as fiscal agents for pass-through money targeting hard-to-count populations residing within city limits.

Are counties required to share funding with the cities?

- The Strategic Plan that each funded county submits to the State is required to include a coordination plan that shall describe how the county will work with cities, nonprofits and other partners within their geographic jurisdiction.
- Cities are encouraged to form their own Local Complete Count Committee and collaborate with their county Local Complete Count Committee.

How do counties determine how much money to dedicate to cities?

- The State will make data available to counties on hard-to-count populations within their jurisdictions, both within cities and within unincorporated areas.
This data will assist counties in their efforts to share funding with their city partners.

How is the state ensuring that counties collaborate with their cities?

- Counties must document how they will collaborate and coordinate with cities before they can receive funding from the State. The State's Regional Program Managers will review counties' strategic and implementation plans, ensuring the plans include details of this collaboration and coordination between counties and cities.

Administrative Community-Based Organizations and Community-Based Organizations

How will administrative community-based organization (ACBO) and community-based organization (CBO) funding be awarded?

- State funding will be awarded primarily to ACBOs, which are large CBOs or foundations with the administrative capacity and experience to conduct robust outreach throughout an entire region.
- This funding will be distributed both regionally and statewide. Each of California's 10 regions will be eligible for funding amounts based on their hard-to-count populations. Funding will also be awarded to ACBOs that focus on specific populations statewide such as, but not limited to, the homeless, children younger than 5, African Americans and Asian Pacific Islanders.

What is the timeline for ACBO funding?

- Two separate ACBO Requests for Proposal (RFP), regional and statewide, will be released on Dec. 14, 2018, with proposals due Jan. 31, 2019.
- The ACBO funding timeline is as follows:
 - 12/14/18 – State releases regional and statewide ACBO RFP
 - 1/31/19 – Deadline for ACBOs to respond to RFP
 - 3/15/19 – State issues notification of awards for ACBOs
 - 5/15/19 – ACBOs file Strategic Plan
 - 7/1/19 – ACBOs file first Quarterly Report
 - 9/1/19 – ACBOs file second Quarterly Report
 - 10/30/19 – ACBOs file Implementation Plan
 - 2/15/20 – ACBOs file Nonresponse Follow Up Implementation Plan
 - 2/30/20 – ACBOs file Final Report

What are the regions in California?

- Region 1: Siskiyou, Modoc, Shasta, Lassen, Tehama, Plumas, Glenn, Butte, Sierra, Colusa, Yuba, Nevada, Placer, Yolo, El Dorado, Sacramento, Sutter
- Region 2: Del Norte, Humboldt, Trinity, Mendocino, Lake, Sonoma, Napa

- Region 3: Marin, Solano, Contra Costa, San Francisco, Alameda, San Mateo, Santa Clara
- Region 4: San Joaquin, Amador, Alpine, Calaveras, Stanislaus, Tuolumne, Mono, Mariposa, Merced, Madera
- Region 5: San Benito, Monterey, San Luis Obispo, Santa Barbara, Ventura, Santa Cruz
- Region 6: Fresno, Kings, Tulare, Inyo, Kern
- Region 7: San Bernardino, Riverside
- Region 8: Los Angeles
- Region 9: Orange
- Region 10: San Diego, Imperial

What factors informed development of the regions?

- The State established regions based on hard-to-count populations, geographic similarities, like-mindedness of counties, capacity of ACBOs and CBOs within the counties and state Census staff workload capabilities.

What populations will the ACBOs that receive statewide funding focus on?

- Latinos
- African Americans
- Asian Americans/Pacific Islanders
- Native Americans and Tribal
- Middle Eastern/Northern Africans
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- 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
- Technical Assistance for Statewide Outreach and Rapid Deployment (SwORD)

What are the ACBO requirements?

- In accordance with state contracting procedures, specific requirements will be released on the aforementioned dates.

Can CBOs partner to put together a proposal?

- Nothing precludes CBOs from partnering on a proposal for a single region or from applying for contracts to work in multiple regions. Each region would require a separate bid proposal.
CBOs that partner must have the capacity to cover all geographic areas within a region.

How do small CBOs that don't have capacity to cover an entire region apply for funding?

- Small CBOs that are trusted messengers within a certain community or populations should apply to the administrative community-based organizations in their region.

Paid Media

How will the State invest its paid media funding?

- The State will prioritize its spending on local ethnic media outlets that specialize in reaching hard-to-count populations. The state will also coordinate with the U.S. Census Bureau, funding a broader media campaign that covers gaps identified in federal campaign efforts in California.

What is the timeline for paid media funding?

- The paid media funding timeline is as follows:
 - 1/19 – State releases Media Request for Proposal (RFP)
 - 3/19 – Deadline for media to respond to RFP
 - 5/19 – Notification of awards for media
 - 6/19 – State begins contract payments based on deliverables
 - 9/19 – Media contractor(s) file first Quarterly Report
 - 12/19 – Media contractor(s) file second Quarterly Report
 - 3/20 – Media contractor(s) file third Quarterly Report
 - 9/20 – Media contractor(s) file Final Report

Will partnerships be a part of the media outreach plan?

- Paid media contractors are encouraged to develop partnerships with local and ethnic media to ensure language and cultural competency and identify the most effective trusted messengers for hard-to-count communities.

Will message testing be required?

- More information on specific requirements of the State's media contract will be shared in January 2019.

Are Community-Based Organizations and Counties allowed to fund their own media campaign?

- Paid media should be included in strategic plans submitted by counties and community-based organizations to the state, and tactics will be coordinated to ensure efforts are not duplicated.

Please note, all timelines are subject to change at the State's sole discretion. The State will continually update these questions and answers.

Identifying California's Hard-to-Count in Census 2020

The California Department of Finance Demographic Research Unit has created a California-focused hard-to-count metric modeled on the U.S. Census Bureau's Hard-to-Count Score of past censuses.

The California Hard-to-Count (CA-HTC) Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. Census tracts with higher CA-HTC indexes are likely to be places that will pose significant challenges to enumerate in 2020, while tracts with lower indexes should be easier to count.

Below are descriptions of the 14 variables that comprise the CA-HTC Index (with data source).

Percent of households without broadband subscriptions (California Public Utilities Commission): More than 10 million California households will be asked to complete the census online. Some outreach efforts will be online, as well. A household without a broadband subscription is less likely to know about the census and more likely to fail to self-respond.

Percent of households that are non-family (Table B11001, U.S. Census Bureau 2012-2016 American Community Survey [ACS]). Nonfamily households generally involve multiple roommates. The household member completing the census form might forget to include some of these people.

Percent of occupied housing units that are renter-occupied (Table B25003, ACS). The percentage of renter households in a tract or block group is among the strongest hard-to-count indicators. Renters move more often and have a greater chance of being missed during the census-taking process.

Percent of total housing units that are vacant (Table B25002, ACS): Vacant housing units change status quickly. Housing units considered vacant by census takers in reality could be occupied April 1, 2020.

Percent crowded (the percent of occupied housing units with more than 1.5 persons per room. Table B25014, ACS): As with nonfamily households, occupants in crowded households are more likely to be left off census forms. Also, the person completing the form may omit occupants if the household exceeds landlord or government limits.

Percent of population that is foreign-born (Table B05001, ACS): People who are born in other countries are less likely to be familiar with the census. Some also are not citizens and may fear the consequences of revealing their presence and legal status to the government.

Percent of adults (25 or older) who are not high-school graduates (Table S1501, ACS): Non-high school graduates are less likely to be engaged in civic affairs and more likely to be working multiple low-wage jobs that leave little spare time for completing census forms.

Percent of population with income below 150 percent of poverty level (Table C17002, ACS): Multiple issues increase the odds of an undercount among the poor. They tend to be renters. Administrative records to supplement the census, such as tax returns, may be incomplete for this group. They also are less likely to have internet access.

Percent of households receiving public assistance income (Table B19057, ACS): People may be reluctant to share their true household size because the information may contradict government assistance records. They are likely living near or below the poverty line.

Percent of persons (ages 16 or older) unemployed (Table B23025, ACS): Unemployed people spend much of their time looking for a job. They also might be homeless and living an unsettled lifestyle.

Percent limited-English households (the percent of households in which no person age 14 years or older speaks English very well. Table S1602, ACS): People who don't speak English well will have trouble understanding census materials, including the rationale for the census.

Percent of persons who moved from outside county in past year (Table B07003, ACS): Recent arrivals likely have little connection to local civic affairs. Proxy information and administrative records about this population will be more difficult to come by.

Percent of population under 5 (Table S0101, ACS): More children are living in complex family situations, such as shared parental custody or with a grandparent, increasing the chances they will be left off the census form. Some new parents mistakenly believe the census incorporates birth records.

Percent of total housing units with 3 or more units in a multi-unit structure (Table B25024, ACS): There could be a fence or gate around these types of housing units, hampering census workers' non-response follow-up. Individual units may not have addresses, skewing non-response data.

To calculate CA-HTC indexes for California's 8,057 census tracts, each of the above variables was sorted from high to low (e.g. sort tracts from the highest percent unemployed to the lowest.)

Each variable was recoded 0-11: The highest values were recoded as 11, down to the lowest values, which were recoded as 0 (e.g. values of 11 are given to tracts with the highest unemployment rates and values of 0 are given to tracts below the California unemployment tract median.) The sum of the 14 values represents a tract's CA-HTC Index.

The allocation of state census outreach money reflects an area's respective share of the total population in census tracts with the highest CA-HTC indexes. Some counties' allotments also reflect population-based minimums.

City Share of HTC		
County	Est. Percentage of HTC Population in Incorporated Area	Est. Percentage of HTC Population in Unincorporated Area
Alameda	92.7	7.3
Alpine		
Amador		
Butte	78.8	21.2
Calaveras		
Colusa		
Contra Costa	82.9	17.1
Del Norte	48.7	51.3
El Dorado	100	
Fresno	88.1	11.9
Glenn		
Humboldt	80.6	19.4
Imperial	79.5	20.5
Inyo		
Kern	62.7	37.3
Kings	74.3	25.7
Lake	59.1	40.9
Lassen	94.8	5.2
Los Angeles	91	9
Madera	83.2	16.8
Marin	83.6	16.4
Mariposa		
Mendocino	62.5	37.5
Merced	67.9	32.1
Modoc		
Mono	100	
Monterey	84.3	15.7
Napa	67.4	32.6
Nevada		
Orange	97.1	2.9
Placer	36.4	63.6
Plumas	46.1	53.9
Riverside	82.3	17.7
Sacramento	64.4	35.6
San Benito	93.3	6.7
San Bernardino	88.8	11.2
San Diego	95.6	4.4
San Francisco	100	
San Joaquin	79.8	20.2
San Luis Obispo	55.8	44.2
San Mateo	85.9	14.1
Santa Barbara	85.2	14.8
Santa Clara	95.2	4.8
Santa Cruz	99.6	0.4
Shasta	99.8	0.2
Sierra		
Siskiyou	65.7	34.3
Solano	97.8	2.2
Sonoma	76.1	23.9
Stanislaus	73.7	26.3
Sutter	91.7	8.3
Tehama	63.3	36.7
Trinity		
Tulare	57.4	42.6
Tuolumne	76.8	23.2
Ventura	97.3	2.7
Yolo	88.2	11.8
Yuba	36.7	63.3

Methodology for calculating city percentages of county hardest-to-count

The California Hard-to-Count (CA-HTC) Index is based on census tract-level data. Census tracts don't cross county boundaries but they sometimes cross city boundaries.

As a result, there is no simple way to calculate 482 cities' percentages of counties' hardest-to-count populations. These are estimated percentages.

The approach used is based on combining 2010 census block geography with 2016 city boundaries, using geographic information system software (GIS). The goal is to capture changes in city boundaries since 2010, as well as several incorporations since then.

Population at the block level is available only from the decennial census, the most recent of which is 2010. Population growth in blocks within hardest-to-count tracts wouldn't be reflected.

Based on the methodology above, the city of Los Angeles had a 2010 population of 2,085,282 in the county's hardest-to-count census tracts. Those tracts had a 2010 population of 4,015,691, which is 51.9 percent.