



COUNTY RESOURCES FOR THE 2020 U.S. CENSUS

Census Overview

The decennial census is critically important to county programs and funding with over \$11 billion in direct allocations plus additional state subventions at stake. As 2020 approaches, CSAC will act as a communications conduit between state and local agencies, disseminate timely information from regional and statewide stakeholder groups including those representing community based organizations, provide platforms for peer to peer sharing between counties, and advocate for adequate resources, including financial support.

Role of Counties

Statutorily speaking, counties are not mandated to complete specific action items as part of the census. However, given the significant amount of programmatic funding determined by the census, it is **imperative that counties find meaningful ways to engage with their local communities** to ensure an accurate and complete count of all residents. Counties can serve as:

- **EDUCATORS** about the importance of the census for securing funding for local services and needs;
- **CONVENORS** of other local governments (cities, special districts, schools) and community-based groups, through the establishment of formal Complete Count Committees and by holding informal community gatherings and events around the county;
- **MESSENGERS** who are trusted to relay critical information to stakeholders and community members about the role of the census, the use of the data, and protection of personal information; and,
- **ADMINISTRATORS** of funding made available by the state to achieve the Complete Count goal, working in coordinators with community-based organizations and targeted media.

Tools for Outreach and Collaboration

CSAC has provided the following resources and tools to support counties' efforts. For more information, please contact CSAC Legislative Analyst Tracy Sullivan at tsullivan@counties.org or (916) 327-7500.

- **LISTSERVE** – The census listserve provides an easy platform to pose questions to county census project leads statewide and hear directly from colleagues.
- **MONTHLY CONFERENCE CALLS** – CSAC hosts monthly conference calls, by region, to address key developments in the census and answer common questions facing counties.
- **EMERGING ISSUES FORUM** – Save the date for May 23 when the CSAC Institute for Excellence in County Government is hosting the Emerging Issues course on the census in Sacramento.
- **REGIONAL MEETING**—An in-person convening of county officials to hear from issue matter experts about the census and learn from colleagues is slated for March 2019.



- **CENSUS WEBPAGE** – www.counties.org/2020-census hosts sample documents, relevant reports, and links to other key websites.