California Counts 2020
Ensuring a Fair and Accurate Count in Our State

John Dobard, Associate Director of Political Voice
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.
State-Level Policy Issues
### State Census Outreach Efforts at a Glance

<table>
<thead>
<tr>
<th>Census Year</th>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Budget</td>
<td>$24.7M</td>
<td>$2.1M</td>
</tr>
<tr>
<td>Staff</td>
<td>55</td>
<td>4</td>
</tr>
<tr>
<td>Offices</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Approach</td>
<td>Grassroots</td>
<td>Grasstops</td>
</tr>
<tr>
<td>CA MPR*</td>
<td>76%</td>
<td>73%</td>
</tr>
</tbody>
</table>

*MPR is the Mail Participation Rate, which is the percentage of all forms mailed back by households that receive them.*
2018-19 Governor’s Budget

$40.3M  Total

$12.5M  CBO Outreach

$17.5M  Media
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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