Governor's Video
Why Census 2020 Matters

Demographics  Representation  Funding
## What’s At Stake for Kids In California

<table>
<thead>
<tr>
<th>Program</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care</td>
<td>$2B</td>
</tr>
<tr>
<td>Special Ed</td>
<td>$1.3B</td>
</tr>
<tr>
<td>Head Start</td>
<td>$1.2B</td>
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<tr>
<td>CCDBG</td>
<td>$303M</td>
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<tr>
<td>TANF</td>
<td>$3.7B</td>
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<tr>
<td>Section 8</td>
<td>$3.5B</td>
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<tr>
<td>SNAP</td>
<td>$7.2B</td>
</tr>
<tr>
<td>Medicaid</td>
<td>$55.5B</td>
</tr>
</tbody>
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**COUNTING FOR DOLLARS 2020: CALIFORNIA**

Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)
Why are Kids Not Counted?

- Missed kids:
  - 16% living in an address that wasn’t included in the census
  - 16% the only person missing in a housing unit that was “enumerated” (counted)
  - 68% missed along with some other members of a household
- Much more likely to be missed when the person filling out the form isn’t their biological or adopted parent
- Diverse households: Multi-generation households, Extended families, Multi-family households
Other Reasons For Undercount

1. Some respondents may not want to report their child to the government
   - Don’t trust government
   - 1.8 million children age 0-4 (6.4 million age 0 to 17) are living with at least one undocumented parent and the confusion of citizenship question may be a problem
   - Some young children are living with a grandparent in restricted housing unit

2. Some respondents think the Census Bureau does not want children included in the Census

3. 15 percent of people in a NALEO study said they would not include their young child or didn’t know if they would
The Opportunity
Census 2020 Timeline

**Census Day**
**April 1, 2020**

- **March-April 2020**
  - Self-Response
  - Group Quarters (Dorms, nursing homes, jails, etc.)
  - Service-Based (For unhoused individuals)
  - Nonresponse Followup (Enumerators visit homes of non respondents)

- **January-March 2020**
  - Motivate People to Respond

- **Education Phase**

- **Summer 2018**
  - Establish Where to Count
  - Local address update completed

- **2020**

- **2019**

- **2018**

- **2021-2022**

Count everyone once, only once, and in the right place.

Tabulate Data And Release Census Results
New census statistics produced in 2021/2022
Trusted Messenger Strategy

- Connecting families with resources that explain the importance of the Census for their communities
- Partnering with identifiable local partners – First 5, Head Start, and WIC
- Building coalition with other Census outreach efforts (Black and Latinx communities, homeless outreach, etc.)
- Communications toolkits and regular social media blasts
First 5 Communication Assets

https://thesocialpresskit.com/first5-2020census
We Count Book
https://www.wecountkids.org/the-book

A 2020 Census Counting Book
For young children and the grownups who love them

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Bookmarks and Other Collateral

En California, todos los niños cuentan.

In California, all kids count.

En California, todos los niños cuentan.
Questions?
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Thank You!