PPIC’s goal is to increase knowledge and awareness about the importance of the 2020 Census

- Provide a steady stream of trusted, nonpartisan information
- Engage diverse audiences, including policymakers, philanthropy, business leaders, community leaders, the media
- Offer opportunities for dialogue and inspire collaborative responses to the challenge of the 2020 Census
- Support for a two-year effort comes from a coalition of funders
PPIC is producing a wide array of products, events

- Fact sheets and in-depth reports
- Blog posts, including a series on hard-to-count communities
- Videos in English and Spanish
- Events
  - March 25 in Sacramento with Secretary of State Padilla
  - Numerous regional events
- For more detail, visit https://www.ppic.org/topics/trending-2020-census/
An accurate count is critical for California

- Nearly a quarter of the state’s spending comes from federal funding tied to census statistics
- An undercount of Californians could cost a seat in Congress
- Undercounting hard-to-count populations could shift representation away from communities of color
- The state is increasingly hard to count
Substantial state funding will go toward reaching hard-to-count (HTC) communities

- $90.3 million in 2018-19; $50 million proposed for 2019-20
- County and tribal governments opt-in to preset amounts
  - Based on number in HTC tracts (counties) or housing units (tribes)
  - Population-based minimum amount
- Community-based organizations apply for contracts
  - Regional totals based on share of state’s HTC population
  - Statewide CBOs target specific populations
- Paid media apply for contracts
PPIC’s interactive maps can help funders complement state and local efforts

- Where do members of the hard-to-count community I want to reach generally live?

- What factors make the geographic community I want to reach hard to count?
For census tracts, the maps show the share of households that are unlikely to respond to census forms, according to Census Bureau estimates. For counties and districts, the maps show the share of tracts where more than about 30% of households are unlikely to respond. In-person census workers will aim to count these households.


2020 Census Maps: California’s Hard-to-Count Communities

Likelihood of no response

Select a geography
County

Select a view
Overall

Select a category
Likelihood of no response

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Likelihood of no response

Select a geography
- County

Select a view
- Overall

Select a category
- Likelihood of no response
  - African Americans, Latinos, and Native Americans
  - Noncitizens
  - Young children
  - Hard-to-count housing score
  - High-speed internet connections

20.4 - 43.3%

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- Where do members of the hard-to-count community I want to reach generally live?
- What factors make the geographic community I want to reach hard to count?
The San Joaquin Valley is likely to be hard to count in many ways

- Relative to the rest of the state, higher population shares of
  - Children under 5
  - Historically undercounted racial/ethnic groups
  - Noncitizens
- High share of housing is nonstandard
- Rural areas have low internet access
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Renters are typically undercounted in the decennial census. Also, residents in overcrowded or “low visibility” housing—such as garages, trailers, or basements—are often missed. Areas with scores of 4 or 5 may face more challenges counting residents due to their housing conditions. The score is based on the area’s shares of rental units, overcrowded rental units, and mobile homes, relative to other parts of the state.
In a departure from recent practice, the Census Bureau plans to include a citizenship question in 2020. This metric shows the share of the population that is not a citizen. Amid concerns about information privacy and deportation, noncitizens may be less likely to respond to the census, and places with a greater share of noncitizens may be less likely to be counted accurately.
Imperial County presents similar challenges

- Relative to the rest of the state, higher shares of
  - Children under 5
  - Historically undercounted racial/ethnic groups
  - Noncitizens
- High share of housing is nonstandard
- Less likely to have internet access at home
Young children are typically undercounted in the decennial census. This metric shows the share of the population that is under five years old. If trends continue, places with a greater share of young children may be less likely to be counted accurately.
High-speed internet connections

The Census Bureau hopes to collect the majority of responses online in 2020. This metric shows the number of residential high-speed internet connections for every 1,000 households in a tract, as reported by the Federal Communications Commission. Residents in places with fewer high-speed connections may have more trouble accessing the census online. This metric does not include mobile data (e.g., smartphones) or non-residential connections.
The Far North has different issues

- Hard-to-count communities distributed throughout
- Widespread lack of internet access
- Overall, *lower* population shares of
  - Young children
  - Historically undercounted racial/ethnic groups
  - Noncitizens
- Less nonstandard housing
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The San Francisco Bay Area has hard-to-count communities throughout

- Overall, higher population shares of noncitizens
- The East Bay has higher shares of
  - Young children
  - Historically undercounted racial/ethnic groups
- And more nonstandard housing
African Americans, Latinos, and Native Americans are typically undercounted in the decennial census. This metric shows the share of the population that belongs to one or more of these racial/ethnic groups. If trends continue, places with a greater share of residents in these groups may be less likely to be counted accurately.
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Evidence-based outreach is essential

- Census Bureau and California groups have conducted research on messaging
  - 2020 Census Barriers, Attitudes, and Motivators Study
  - Census Outreach project by CommunityConnect Labs

- But effective outreach will require more than good messaging
  - Small undercounts throughout the process could have a large effect
  - Outreach efforts will need to account for the many reasons why communities might be hard to count
Notes on the use of these slides

These slides were created to accompany a presentation. They do not include full documentation of sources, data samples, methods, and interpretations. To avoid misinterpretations, please contact:

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Thank you for your interest in this work.