

CALIFORNIA CENSUS CHALLENGE

Fact Sheet



California Census Challenge Overview

- ▶ Every ten years, people across the country, including Californians, fill out the Census in order to have an accurate count of all people in the United States. The Census helps determine California's federal funding for important community services that help support our families.

For this reason, we are launching the California Census Challenge to help increase the response rates of each of California's 482 incorporated cities and 58 counties. The California Census Challenge's goal is for California to have a complete and accurate count, while decreasing the need for at-home visits during the COVID-19 pandemic. If the current lack of responses throughout the state are not addressed, California may drastically undercount its residents, leading to a loss of funding and representation for the next ten years.

What is the California Census Challenge?

- ▶ All 482 incorporated cities¹ and 58 counties in California will compete to have the highest response rate. To ensure the competition is fair, cities and counties will compete against other cities and counties with similar population sizes. The top three cities and counties from each tier, including their hardest-to-count tracts, will receive a plaque recognizing their efforts. Awards will also be given to three cities and counties from each tier that have the largest increase in response rates throughout the duration of the competition. Secretary Padilla—the chairman of the California Complete Count Committee—members of the Legislature and Census partners will have the opportunity to award the plaques to the winners.
 - The California Census Challenge will conclude on **September 30, 2020**, which is the conclusion of the 2020 Census.

Ensuring a Complete and Accurate Count in California is Critical because the 2020 Census:

- ▶ Determines how many seats California gets in Congress.
- ▶ Creates jobs, provides housing, prepares for emergencies, and builds schools, roads, and hospitals.
- ▶ Guides how more than \$675 billion in federal funding is distributed to states and communities each year.

¹ <https://public.tableau.com/profile/us.census.bureau#!/vizhome/2020CensusSelf-ResponseRankings/RankingsDashboard>



Why is the California Census Challenge Important?

- ▶ California is the largest and hardest to count state in the nation.² The following are statistics that demonstrate the need for a complete and accurate count in California:
 - As of August 2, 2020, California's Census self-response rate was 64.2%.
 - Due to the COVID-19 pandemic, many Census-related outreach events have been postponed or canceled, leaving numerous Hard-To-Count communities with limited resources, one of which includes not having broadband access.
 - In 2017, 72% of Californians belonged to one or more Hard-to-Count groups.
 - 10 of the country's 50 Hardest-To-Count counties are in California—including Los Angeles, which is the single hardest to count county in the country.
 - Approximately 13% of California residents are noncitizens, and are especially vulnerable to being undercounted as they may be less likely to respond.

Are You Up for the Challenge?

- ▶ Below are California's **current rankings** for the 2020 Census Self-Response Rate as of **August 2, 2020**.³

TOP 5 STATES:

1. Minnesota	72.2%
2. Wisconsin	69.5%
3. Nebraska	68.8%
4. Michigan	68.8%
5. Iowa	68.8%
22. California	64.2%

TOP 5 CA COUNTIES:

1. San Mateo	74.0%
2. Santa Clara	72.3%
3. Contra Costa	72.3%
4. Ventura	71.9%
5. Marin	71.9%

TOP 5 CA CITIES:

1. Piedmont	87.3%
2. Clayton	85.5%
3. Saratoga	83.9%
4. Moraga	83.8%
5. Los Altos	83.7%



² https://a24.asmdc.org/sites/a24.asmdc.org/files/pdf/Census%202010%20Highlights_source%20State%20of%20CA.pdf

³ <https://public.tableau.com/profile/us.census.bureau#/vizhome/2020CensusSelf-ResponseRankings/RankingsDashboard>