What is the Census?

- The U.S. Constitution requires an accurate count of every person living in the United States every 10 years. The census asks questions that provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

- The following communities are the hardest-to-count (HTC) by the Census:
  - Latinos, African Americans, Native Americans and Tribal Communities, Asian American and Pacific Islanders (AAPI), Middle-Eastern North Africans (MENA), immigrants and refugees, farm-workers, people with disabilities, LGBTQ, senior/older adults, homeless individuals and families, children under 5 years, veterans, areas with low broadband subscription rates and limited or no access, households with limited English proficiency.

Why is my community undercounted?

- Madera County has particularly high shares of groups that are the hardest-to-count (HTC) in the census—African Americans (4.2%), Latinos (58%), Native Americans (4.4%), as well as noncitizens.

- Noncitizens may be less likely to respond in 2020 due to the planned addition of a citizenship question.
  - Immigrant communities are often wary of the government and fear that census information could be used against them, thus discouraging participation.

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2 https://www.ppic.org/blog/2020-census-counting-the-san-joaquin-valley/
   https://www.census.gov/quickfacts/fact/table/maderacountycalifornia,ca/PST045218
Approximately 18% of Madera County residents live in areas that did not receive a Census questionnaire by mail in 2010.

- This is due to the fact that they did not have traditional addresses, or because these areas were sparsely populated.\(^3\)

The high proportion of young children in Madera County is part of the hardest-to-count (HTC) group. Madera County has some of the highest populations of children under 5 years old in the state at 7.4%, who are the most vulnerable to being undercounted.\(^4\)

- Language access can contribute to an undercount. According to data from the U.S. Census Bureau, 45.5% of the population in Madera County speaks a language other than English at home.

Internet connectivity is yet another barrier:

- While the 2020 Census will be the first in history to be completed largely online, Madera communities and residents still face barriers to connectivity, particularly the 30% of Madera County residents with no broadband internet subscription.\(^5\) This can pose a challenge to rural areas with low internet connectivity and people with lower incomes who are less likely to have a smart phone or internet service at home.

**What does an undercount mean for my community?**

- When you fill out the census, you help:
  
  - Determine how many seats your state gets in Congress.
  
  - Guide how more than $675 billion in federal funding is distributed to states and communities each year.

\(^3\) https://www.censushardtocountmaps2020.us/?latlng=36.01134%2C120.34286&z=9&query=coordinates%3A%3A3A%3A3A35.41815%2C-119.13849&promotedfeaturetype=counties&arp=arpRaceEthnicity&layers=libraries

\(^4\) https://www.census.gov/quickfacts/fact/table/maderacountycalifornia/HSG445217

\(^5\) https://www.census.gov/quickfacts/fact/table/maderacountycalifornia,ca/PST045218
Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

- Madera County receives federal funding for resources such as CalWORKS (AFDC), Social Services, and foster care.⁶

- This funding could be reduced with an incomplete count.

- In 2018, 45% of Madera County residents were enrolled in Medi-Cal, which is funded by both the state and federal government. The census lays the foundation for federal programs like Medi-Cal, to deliver resources to residents. With undercounting, Medi-Cal will receive less funding.⁷

- Madera County received over $12 million from the $15.4 billion dollar federal budget for Title I Every Child Succeeds Act, which provides financial assistance to local educational agencies (LEAs) and schools with high numbers or high percentages of children from low-income families.⁸

- If your community is undercounted, low-income areas would lose federal funding for textbooks, reference materials, school supplies and food for students, which aid children in meeting academic standards.

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⁶ https://www.maderacounty.com/Home/ShowDocument?id=8867
⁷ https://www.ppic.org/publication/the-medi-cal-program/
⁸ http://www.ed-data.org/county/Madera
How Can I Help?

There are 3 easy ways you can help make sure your community completes the census. You can help your community receive funding for important services.

(1) Fill out the census form online or on paper.

(2) Make sure your family, friends, and coworkers fill out the census.

(3) Educate your community about the census and why it is important to complete the census.