



# A ROADMAP FOR CENSUS 2020:

SECURING A FAIR AND ACCURATE  
COUNT OF LATINOS IN CALIFORNIA



**LATINO  
COMMUNITY  
FOUNDATION**  
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# WHY THIS MATTERS SO MUCH TO US?

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The decennial Census is a cornerstone of American democracy. **Mandated by the U.S. Constitution, the Census ensures that every person in every state and territory is counted every ten years.**

**The Census is a portrait of the country's changing demographics.** Census data are also the foundation for critical decisions about political representation at every level of government. The decennial count determines how the 435 members of the House of Representatives are allocated among the states, and its numbers determine how district lines are drawn for state legislatures, counties, city councils, school boards and other local governments.

Equally important, **Census data also determine how the federal government distributes more than \$600 billion** in funds every year to state and local governments for education, housing, Medicaid and other health programs, highways, and emergency disaster relief, as well as many other critical services vital to the safety and health of cities and states. The data are also basic to evaluating the effectiveness and impact of such programs.

And that is just the beginning.

Businesses rely on the Census to determine where they invest, how they measure their progress, and who their existing or potential consumers are. All types of businesses, from retailers and commercial real estate developers to the banks that finance them, depend on Census data.

Community-based organizations (CBOs) use Census data to develop, execute, and evaluate their programs. CBOs also rely on the Census to organize residents for civic and political participation.

An accurate Census count is critical to all facets of our democracy, economy, and social well-being—at every level and across every sector.

With this context in mind, the **Latino Community Foundation** and the **National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund** joined forces to produce this roadmap to secure a fair and accurate count in the midst of unprecedented challenges. Specifically, the brief sets forth the importance of the 2020 Census for California, examines the Census Bureau's preparation for this count and the role of Congress, and outlines key lessons from the 2000 and 2010 Censuses. Lastly, this brief provides a set of practical recommendations for policymakers, the philanthropic sector, and community organizations that can significantly improve the count of all Californians in 2020.

**The census is this country's most sacred act of civic engagement.** There are no do-overs. When Latinos count, we ensure our voices are heard. Our democracy is better off when we do!

In Solidarity,



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Chief Executive Officer,  
Latino Community Foundation



**Arturo Vargas**  
Executive Director,  
NALEO Educational Fund

# I. THE 2020 CENSUS: WHAT'S AT STAKE IN CALIFORNIA?

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The United States has undergone a seismic shift in the past two decades. Non-Whites are or will soon be majorities in California, New Mexico, and Texas. They are a majority in numerous cities. The next Census will provide critical information on these shifts in our makeup.

However, states like California have the highest number of so-called “hard-to-count” (HTC) residents. These individuals include Latinos, immigrants, young children, lower-income families, individuals with low English-language proficiency, renters, rural residents, and highly mobile residents such as farmworkers and the homeless.

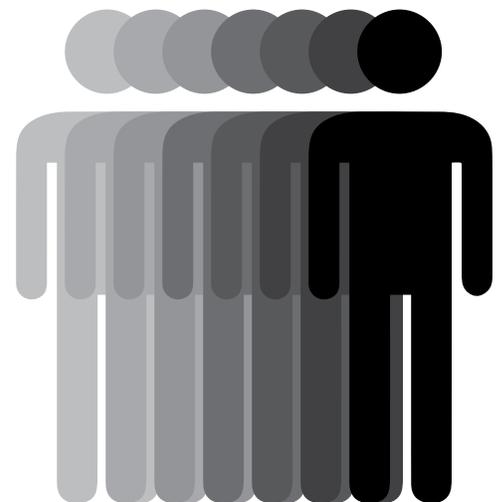
California has more of them than any other state. It is home to four of the largest HTC counties in the country, and Los Angeles County leads the nation in this regard. Over one-third of California’s Latinos (34%) live in HTC tracts, as do high proportions of other population groups: African Americans (38%), American Indian and Alaskan Native (28%), and Native Hawaiian and Pacific Islanders (26%).

Ensuring an accurate count of California’s Latinos in the 2020 Census is critical. Between 2000 and 2010, the state’s Latino population increased 27.8% (and the Asian Pacific Islander population increased 30.7%), while the non-Hispanic White population declined 5.4%. Latino population growth accounted for 90% of the overall growth of the state’s population in the last decade, and Latinos are now the state’s largest population group. A December 2017 analysis by Election Data Services projects that after the 2020 Census, California will not gain additional seats in the U.S. House of Representatives, and is very close to losing a seat for the first time in its history. A complete and accurate count of the state’s Latino population and all Californians in Census 2020 is critical in protecting the state’s representation and voice in our democracy.

Despite an undercount of 113,000 Latino children under the age of five in the 2010 Census, California receives more than \$77 billion annually in federal funds for crucial education, health, social, infrastructure, and emergency services and programs; this funding would be greater if there had been an accurate 2010 count of very young Latino children. An accurate count in 2020 will ensure that California receives the fair share of federal resources it needs to serve its growing populations over the next ten years.

# 34%

**OF LATINOS IN CALIFORNIA LIVE  
IN HARD TO COUNT (HTC) TRACTS**



## II. THE CHALLENGES AHEAD

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The 2020 Census faces several unprecedented challenges. They include: less federal funding for Census preparations, limited field presence, and a digital roll-out of the Census that has not been fully tested. The current Administration has required that all Census staff be U.S. citizens, limiting the Census Bureau's ability to hire a workforce with the skills needed for effectively counting HTC populations.

In addition, there is a growing distrust of government in our nation, particularly among immigrants and communities of color. Census Bureau representatives have already experienced this distrust, reporting widespread and unprecedented fear among respondents to other surveys; the respondents are reluctant to participate fully and provide accurate information. Despite these developments, the Administration has added an untested, unneeded and costly question on citizenship status that will likely reduce participation and make the 2020 Census even less accurate.

**Census 2020 must count more people with less funding.** It is expensive to locate and count 327 million people in 119 million households, and the Census needs a ramp-up in funding in the years before the enumeration to effectively prepare for this task. For this reason, between 1997 and 1998, Census funding increased by 96%. Between 2007 and 2008, the funding increased more than 60%. However, in 2014 Congress mandated that the 2020 Census cost less per household than in 2010 without adjusting for inflation.

The situation grew more challenging when the new Administration cut the Obama Administration's FY 2017 budget request for the Census Bureau by 10 percent and then flatlined the funding for the first half of 2018. As a result of the fiscal constraints, the Census Bureau abandoned the assessment of strategic and new ideas to increase the accuracy of the Census, including a field test with Puerto Rico's Spanish-dominant population, and approaches to reach individuals living in rural areas.

The FY 2018 omnibus appropriations legislation provided \$2.8 billion for the Bureau, a promising start to put Census 2020 back on track. However, the Administration's FY 2019 budget request includes \$3.8 billion for the Bureau, with \$3.0 billion for Census 2020, which is not sufficient. At this writing, advocates are seeking \$4.7 billion in Census funding for FY 2019, with \$3.9 billion for Census 2020. The higher level of funding would help ensure a robust Census 2020 partnership and communications program, increase the number of local Census offices, and provide a contingency fund requested by the Department of Commerce.

Moreover, to add an additional challenge, the Census Bureau Director who conducted the 2000 Census resigned in May 2017. The Administration has not named a successor.

## THE BUREAU HAS THREE MAIN COST-SAVING STRATEGIES FOR THE 2020 CENSUS AND EACH THREATENS TO UNDERCOUNT THE LATINO POPULATION:

**REDUCE PAPER MAILINGS OF THE QUESTIONNAIRE BY PROMOTING THE INTERNET AS THE PRIMARY RESPONSE MODE.** This approach may lead to lower Latino participation given that Latinos may have limited access to the online questionnaire. Many Latinos have access to the Internet solely via mobile devices, and while a questionnaire interface for mobile devices is being developed, it is unclear how user-friendly it will be. According to a 2017 analysis by UC Berkeley's Institute of Governmental Studies, 54% of Latinos access the Internet through broadband at home, compared to 69% of all Californians. Lack of broadband access may create challenges for Latinos responding online.

**CUT ITS FIELD PRESENCE OF LOCAL CENSUS OFFICES AND FIELD STAFF.** The Bureau plans fewer in-person follow-ups to non-responding households and a smaller workforce for this task. This follow-up is critical for accurately counting HTC residents, and the Bureau may experience difficulties in reaching Latinos in HTC areas. The Bureau is also opening far fewer local offices than it did in Census 2010, when there were 53 offices in California, one in every Congressional district. As of this writing, it intends to open only 30 local offices in California for Census 2020.

**USE GOVERNMENT RECORDS** (such as Social Security and Internal Revenue Service data) and private third-party data to build its master address file of all U.S. households and possibly to enumerate households that do not respond or return incomplete forms. However, some populations are disproportionately absent from these records. For example, many undocumented individuals do not have a Social Security number, and administrative records may lack accurate data on the race or ethnicity of residents.

## ADDITIONAL CHALLENGES THAT COULD AFFECT THE LATINO COUNT:

**LACK OF CONFIDENTIALITY.** Many Latinos fear the information given to the Census Bureau may be used to harm their families and communities, and their distrust could significantly reduce their willingness to participate in the Census. California has more undocumented residents than any other state. The Pew Research Center found that by 2014, 12.3% of California children in grades K-12 had at least one undocumented parent. Under President Donald Trump, the federal government has intensified its immigration and other law enforcement efforts, and hence many U.S. residents increasingly avoid government entities, even those without law enforcement authority. The addition of citizenship question to the 2020 question will likely exacerbate Latinos' fears about how the government will use Census information.

**REQUIREMENT TO HIRE ONLY U.S. CITIZENS.** The Administration has decided to only hire U.S. citizens to serve as Census workers for Census 2020. Hence, the Bureau will not employ legal permanent residents or other work-authorized non-citizens in outreach or enumerator positions, who may have the skills needed to gain the trust of community members. This requirement raises additional concerns about the Bureau's ability to count California's Latinos and HTC residents.

**Each of these changes could have profound implications for an accurate count of Latinos and all Californians in Census 2020.**



### III. WHAT WE LEARNED FROM CENSUS 2000 AND 2010

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As California prepares for Census 2020, we must consider the lessons learned from past enumerations. NALEO Education Fund has interviewed several policymakers, representatives of philanthropic institutions, community-based organizations (CBOs), and other key Census experts to investigate how California can overcome these challenges and increase the prospects for a fair and accurate count of Latinos. Below is a summary of the key findings:

**START EARLY.** In Census 2000, the state launched its Census campaign in December 1999, four months before Census Day on April 1. For Census 2010, the state launched its Census campaign 12 months prior to Census Day. Starting early provided more time to plan strategically, set up infrastructure, and engage and coordinate with the Census Bureau and stakeholders.

**INVEST ROBUSTLY.** In Census 2000, the state invested \$24.7 million in a multilingual campaign which engaged state agencies, local governments, the media, and CBOs. In contrast, before Census 2010 the state experienced record unemployment and budget shortfalls leading to a mere \$2 million investment for 2010 Census. The financial crisis and numerous foreclosures also created challenges for reaching residents who had moved. This may have contributed to the difference between 2000 and 2010 Mail Back Response rates (the share of Californians who mailed back their Census questions). In 2000 it was 76%, and in 2010, 73%. In Census 2000, the state's rate exceeded the national average by 4 percentage points, but in Census 2010 it was one percentage point below. In addition, in Census 2010, the philanthropic sector played a critical role, with private foundations investing more than \$13 million, which included outreach and community education in 15 counties with high numbers of HTC communities.

Considering the unprecedented challenges facing outreach in 2020, more robust investment is needed by both the public and private sectors to achieve an accurate count.

**HIGH QUALITY AND ACCESSIBLE DATA ARE CRITICAL.** For instance, 2000 and 2010 data on HTC populations showed which counties needed the most investment, and data on HTC census tracts helped target outreach and determine the best placement of Questionnaire Assistance Centers (QAC's). The Advancement Project's Healthy City web resource made real-time data on mail participation rates available, which allowed CBOs to make changes to their outreach plans to target neighborhoods with the greatest need.

## LESSONS FROM CENSUS 2010:

**START EARLY**

**INVEST ROBUSTLY**

**HIGH QUALITY & ACCESSIBLE  
DATA ARE CRITICAL**

# IV. AN ACCURATE COUNT OF LATINOS IN CALIFORNIA IS STILL POSSIBLE: A **ROADMAP** WE CAN USE TO ACHIEVE THIS TOGETHER

As the 2020 Census quickly approaches, as of this writing, several issues are still unresolved, including the future funding of the Census and the impact of the addition of a question on citizenship status in the 2020 questionnaire. The perspectives of our interviewees help inform the recommendations to secure an accurate count of Latinos in California.

## FEDERAL POLICYMAKERS

a) Fund aggressively, b) Reject the addition of the citizenship question, c) Comply strictly with confidentiality requirements and promote public trust, d) Ensure transparency through oversight.

**A) FUND AGGRESSIVELY.** California's Congressional delegation should form a united, bipartisan front to increase Census Bureau appropriations through 2021. The Administration requested \$3.8 billion in its FY 2019 budget, a sum insufficient for the Census ramp-up and other critical activities. Members of Congress should provide \$4.7 billion.

**B) REJECT THE ADDITION OF THE CITIZENSHIP QUESTION.** On March 26, the Secretary of Commerce announced that an untested question on citizenship status would be added to Census 2020, citing the need for better data for voting rights enforcement. On March 29, in accordance with federal law, the Census Bureau submitted the wording of Census 2020 questions to Congress which included the citizenship question. However, decennial data are not needed to enforce civil and voting rights law. The addition of any question at this moment in time would have catastrophic consequences for Latinos and all Californians, sabotaging the fundamental Constitutional mandate that the Census obtain a complete count of all the nation's residents.

Congress must act to prevent the addition of the citizenship question to Census 2020. As part of this effort, oversight committees in both chambers should hold hearings which ask Secretary Ross to explain his decision and highlight the adverse effects of adding the question.

**C) COMPLY STRICTLY WITH CONFIDENTIALITY REQUIREMENTS AND PROMOTE PUBLIC TRUST.** The Administration must strictly adhere to legal requirements that protect the confidentiality of Census information. The Administration should avoid actions that undermine the public's trust in the Census, such as conducting immigration enforcement activities at sensitive locations during Census 2020 peak operations. It should also consider how the scope of some activities—such as investigations into potential irregularities in applications for federal public assistance during Census 2020 peak operations—will affect the public's confidence in the privacy of their information. Hence, the Administration should actively publicize the privacy protections.

**D) ENSURE TRANSPARENCY THROUGH OVERSIGHT.** Federal policymakers must exercise their authority to ensure sound management of the Census Bureau and its preparations. Members of Congress can request and publicize detailed testimony about progress on key Census 2020 projects. They can also prompt the Bureau to prioritize key aspects of its operational plan. Members' actions on Census issues raise their profile meaningfully, and the public scrutiny helps generate ideas that increase the Bureau's success.

# STATE AND LOCAL POLICYMAKERS

- a) Help improve the Master Address File, b) Create and support Complete Count Committees, c) Promote and assist Census response

State and local lawmakers have critical opportunities to promote a successful Census 2020. California and its localities can build upon their activities in Census 2000 and 2010, and adapt best practices for the environment of Census 2020.

**A) HELP IMPROVE THE MASTER ADDRESS FILE.** The Census Bureau has requested help in updating its Master Address File and other geographic guides (the “Local Update of Census Addresses” or LUCA). California and its local governments can convey jurisdictional boundary updates to the Bureau, and provide changes and additions within jurisdictions. This effort can make a very meaningful difference. Localities should also consider grassroots canvassing, in which community canvassers enter addresses into mobile phones and submit them to a secure server in a format the Bureau can easily use. Ninety-nine percent of California’s population lives in counties that registered for the LUCA program, and the Census Bureau intends to finish processing the updates jurisdictions submit by September 2018.

**B) CREATE AND SUPPORT COMPLETE COUNT COMMITTEES.** California’s leaders have requested a significant investment in a statewide Complete Count Committee and its outreach activities. We encourage the state to ensure that the Committee reflects the full geographic, linguistic, age, and national origin diversity of the state’s Latino population. The Committee should consider forming dedicated working groups of members to address topics and issues that require more intensive consultation. In addition, legislators should establish Complete Count Committees in every state legislative district.

**C) PROMOTE AND ASSIST CENSUS RESPONSE.** Governor Edmund G. Brown Jr.’s FY 2018-2019 budget request includes \$40.3 million for a statewide Complete Count effort. It supports an Internet portal (the “Website and Statewide Outreach and Rapid Deployment (SWORD)”) that will give the public demographic mapping tools and information about stakeholders’ outreach efforts. It will also convey real-time data about response once the count begins. California is establishing a State Agency Working Group to identify opportunities for Census promotion and messaging through the existing outreach activities of every state department. The state is also partnering with local K-12 education providers and the

Census Bureau’s Statistics in Schools program to pilot curriculum with lesson plans and modules to engage students and their families in Census 2020.

The state should consider increasing the funds provided in the budget for CBO outreach and for establishing QAC’s, and create an application process for these funds which does not unduly burden applicants. The state’s budget currently includes \$12.5 million for this purpose. Over the next three state fiscal years, in light of the unprecedented challenges facing the enumeration of California’s HTC residents, more investment is needed for Census 2020.

Local policymakers have a key role, and should coordinate with the state’s activities. Counties, cities, and school boards should establish Complete Count Committees, and seek to coordinate with each other and the state. For example, Los Angeles County and the City of Los Angeles have established a joint Complete Count Committee, and are coordinating their Census 2020 outreach efforts together and with the state. Local jurisdictions should upload information about appropriate activities into the state’s SWORD portal, and identify gaps in outreach and mobilization that they can best fill. These jurisdictions should also consider adopting the targeted sector approach of the state, focusing on HTC residents. Educational institutions should assess the results of the state’s pilot curriculum for K-12 schools, and incorporate the curriculum for their own outreach Census 2020 activities. Localities may wish to supplement state funding for direct community outreach.

# THE PHILANTHROPIC SECTOR

a) Collaborate thoughtfully and coordinate strategically, b) Invest early, c) Invest in Latino-led organizations, especially in less populous areas of the state, d) Invest in effective strategies to reach residents in non-traditional housing, e) Fill gaps in message development and community outreach, f) Use their reputational capital.

California's philanthropic institutions are uniquely positioned to play a key leadership role in working with both the private and public sector to promote a full and accurate count of Californians in Census 2020. They can leverage the state's commitment to invest \$40 million to prepare all counties for the 2020 Census. The philanthropic sector should match these investments 2:1 in building capacity at the community level to prepare, train, and deploy trusted messengers and enumerators to reach HTC populations. They should also invest resources at the city and county level for aggressive media and social media campaigns to reach these populations. Further recommendations include:

**A) COLLABORATE THOUGHTFULLY AND COORDINATE STRATEGICALLY.** Strong working relations between funders will be basic to the success of the private sector's support as individual institutions have limited resources and are unable to reach 40 million Californians. When grant makers team up and complement each other's efforts, they amplify their impact. In Census 2010, Grantmakers Concerned with Immigrants and Refugees (GCIR) helped coordinate the efforts of funders through the California Counts! Census Campaign. Philanthropic organizations should examine this campaign's model to determine which components are appropriate for Census 2020.

**B) INVEST EARLY.** California's philanthropic institutions are currently engaged in robust statewide and regional dialogues about Census 2020 funding, and have made initial investments in areas such as advocacy and outreach planning. It is critical that funders move forward to make investments early enough so that organizations will be fully prepared to conduct effective outreach and "Get Out the Count" efforts during the lead-up to Census 2020. Organizations need time to assess their communities' needs, determine appropriate messages and messengers, design their outreach approaches, and coordinate with partners. These activities require

hiring and training staff, developing materials, and creating an outreach infrastructure. Early investment through grant-making in 2018 and 2019 will help ensure that organizations are ready to carry out the full spectrum of complicated tasks needed to mobilize Latinos to participate in Census 2020.

**C) INVEST IN LATINO-LED ORGANIZATIONS, ESPECIALLY IN LESS POPULOUS AREAS OF THE STATE.** The Central Valley and the Inland Empire need greater resources for successful Census campaigns. The state can articulate and promote "standards of excellence" – goals which all counties in the state can pursue. The state should consider strategies for ensuring an accurate count in areas with less commitment by county or local leadership.

**D) INVEST IN EFFECTIVE STRATEGIES TO REACH RESIDENTS IN NON-TRADITIONAL HOUSING.** There is a sizeable Latino population that lives in non-traditional housing units, such as converted garages or commercial spaces, add-on units in apartments or homes, trailers, and rural homes without traditional city street addresses. Rising California housing costs may also be contributing to an increase in non-traditional housing arrangements. Policymakers, CBOs, and philanthropic institutions should deploy effective strategies to reach Latinos in such housing. Census outreach should stress

the importance of including every resident in a housing unit on the Census form.

**E) FILL GAPS IN MESSAGE DEVELOPMENT AND COMMUNITY OUTREACH.** When California funders gather to align their efforts, they should consider the unprecedented need for effective outreach in California in Census 2020. They should target investment in areas underserved by public sector investment. For example, California funders should support messaging and communications campaign development, as well as outreach to ameliorate the undercount of very young Latino children. They should leverage the role of community foundations that are well-connected to those nonprofits that can help achieve an accurate Census. The philanthropic sector should also seek to support CBOs that are trusted messengers for HTC communities, particularly in areas where households do not initially self-respond. When they can, philanthropic institutions must fund Census policy advocacy, which in the long term will improve the likelihood that government provides the support the Bureau needs.

**F) USE THEIR REPUTATIONAL CAPITAL.** Coordinated, public commitment to better Census results is thought leadership by example, and it is powerful. When funders speak this way, other stakeholders listen.

# COMMUNITY-BASED ORGANIZATIONS

a) Learn about and promote the confidentiality of Census responses, b) Hire and train trusted messengers to conduct Census outreach and education, c) Engage in partner education and regional coordination, d) Integrate Census promotion and assistance into ongoing operations, e) Effectively train and recruit Census enumerators.

Grassroots and community-based organizations are indispensable. They already have earned the trust of HTC residents and can dramatically increase Census participation. In the midst of national campaigns urging immigrant families not to open their doors to federal agents if they fear for their families' security, assurances from non-government entities during the 2020 enumeration will be critical.

## A) LEARN ABOUT AND PROMOTE THE CONFIDENTIALITY OF CENSUS RESPONSES.

Where feasible, CBOs should participate in message testing and research, and use the findings to guide their efforts. CBOs should also acknowledge the climate of fear and determine how best to address it. Messaging about the value of a complete count for securing resources for schools, health care, and other local needs could resonate alongside messages about hope, participation, and empowerment. Admitting the challenges the Trump Administration has created and framing Census participation as a way to fight back, with a message that "you should be counted because the Administration does not want you to count" is another consideration. Sound message testing, informed by CBO input, will best help determine which of these messages should be used for Census 2020.

## B) HIRE AND TRAIN TRUSTED MESSENGERS TO CONDUCT CENSUS OUTREACH AND EDUCATION.

It is critical the CBOs identify individuals who are trusted by HTC communities, and train them to mobilize residents to participate in Census 2020. These trusted messengers will be particularly effective for outreach

that involves direct contact with community members, such as speaking at community forums, staffing QAC's, promoting Census participation at community events, or conducting door-to-door "Get-Out-the-Count" efforts.

## C) ENGAGE IN PARTNER EDUCATION AND REGIONAL COORDINATION.

Local organizations with experience in Census outreach are well-placed to educate less knowledgeable partners. It is particularly important to engage organizations (such as health clinics and faith-based groups) who are trusted messengers for HTC communities, but may not regularly conduct civic engagement work. Experienced organizations can leverage their expertise with "train-the-trainer" activities. Partner organizations should receive a menu of activities to choose from that could include the less resource-intensive, such as distributing promotion materials, as well as the more resource-intensive, such as convening community forums or operating QAC's. Community leaders must also link to larger clusters of coordinating organizations. There is also value in engaging youth for outreach, using networks established by groups such as the DREAMers.

## D) INTEGRATE CENSUS PROMOTION AND ASSISTANCE INTO ONGOING OPERATIONS.

CBOs can show people how Census data guide the provision of important resources to them, such as health care. CBOs that advocate Census participation in the course of their daily work fuel their own success by improving the quality of public data about their communities.

## E) EFFECTIVELY TRAIN AND RECRUIT CENSUS ENUMERATORS.

With the Bureau reducing its field presence and its follow-up, it is critical that enumerators have the linguistic skills and cultural competence needed to reach HTC communities. However, the Bureau may face a challenge in recruiting temporary employees as enumerators because of California's relatively low unemployment rate. The Administration's decision to only hire U.S. citizens as Census staff will also make it more difficult for the Bureau to find staff with the skills it needs. CBOs must publicize the availability of enumerator positions and help recruit applicants. A training course to help people prepare for the application process is also a possible approach.



# CROSS-SECTOR RECOMMENDATIONS AND STATEWIDE ORGANIZATIONS

Certain approaches involve collaboration by a broad array of institutions and entities. They also highlight the need for coordination among all engaged in Census 2020 outreach and promotion.

## **CREATE “SURROUND-SOUND” EDUCATION AND OUTREACH.**

Latino families should hear about the Census from several sources and at several points in the lead-up to Census Day. When families buy infant supplies or a phone card, they should see promotion of the Census. At baptisms, priests should mention the importance of having babies counted in Census 2020. English- and Spanish-language television should feature public affairs programming which mentions the Census, and families should learn about the Census when they obtain Women, Infants and Children, Healthy Families, or Head Start services. Children should bring home materials about the Census from early education centers and schools. Family members should be able to find out about QAC’s when they attend community events or participate in recreational activities. The surround-sound approach can reduce the undercount of very young Latino children, as well as combat misinformation about the Census.

An effective use of the surround-sound approach occurred in Census 2010, when the NALEO Educational Fund worked with Spanish-language media and national organization partners to coordinate the largest private national Census campaign - *ya es hora: ¡HAGASE CONTAR!* (“It’s time: Make Yourself Count!”). The multimedia effort included partnerships with a broad network of CBOs, the dissemination of community education and technical assistance materials, a toll-free Census information hotline with bilingual operators, and direct aid to Latino residents in completing Census forms.

## **USE CONSISTENT MESSAGES AND TARGETED COMMUNICATIONS.**

A spectrum of media strategies should target specific communities or demographic groups with consistent messages. In addition, public affairs programming and earned media should highlight the importance of Census participation, and media outlets must work with CBOs on how best to reach HTC populations. In light of the large number of Latinos who obtain information online, particularly youth, an effective digital and social media strategy is essential.

## **CREATE ACCESSIBLE LOCATIONS AND OPPORTUNITIES TO COMPLETE THE CENSUS FORM ONLINE.**

It is critical that Latinos have the opportunity to complete the Census form at several community locations. A smartphone version of the questionnaire exists, but it may not be user-friendly. Possible sites include: libraries, computer labs and vocational training centers at educational institutions and CBOs, and computer centers at businesses.

## V. CONCLUSION

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The Census keeps our democracy representative and vibrant, and ensures a fair allocation of resources. It is a once-in-a-decade snapshot of our nation, and without an accurate count, we have a misleading portrait of who we are as a Nation.

### CENSUS 2020 FACES UNUSUAL CHALLENGES, AND CALIFORNIA LATINOS ARE ESPECIALLY AT RISK.

If key stakeholders carry out the recommendations in this document, we may surmount the obstacles and achieve the most accurate count possible in 2020.



# INTERVIEW PARTICIPANTS

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The Latino Community Foundation and NALEO Educational Fund is extremely grateful to the interviewees for this report who generously provided their time and perspectives. Participation in the interviews does not imply endorsement of the report's findings and recommendations by the interviewees or the organizations with which they are affiliated.

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