

California Complete Count Census 2010

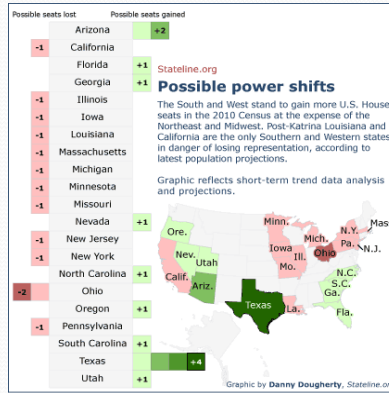
Getting Ready for 2010



June 1, 2009
Davidson Conference Center
University of Southern California



What's at stake?

- California could lose an existing congressional seat
- Federal Funding (distribution based on Census statistics, FY2006)
 - ✓ \$1.8B in HHS related program funding
 - ✓ \$3.6B in Education program funding
 - ✓ \$400M in Transportation funding
 - ✓ Over \$500M in direct federal grants to cities & counties



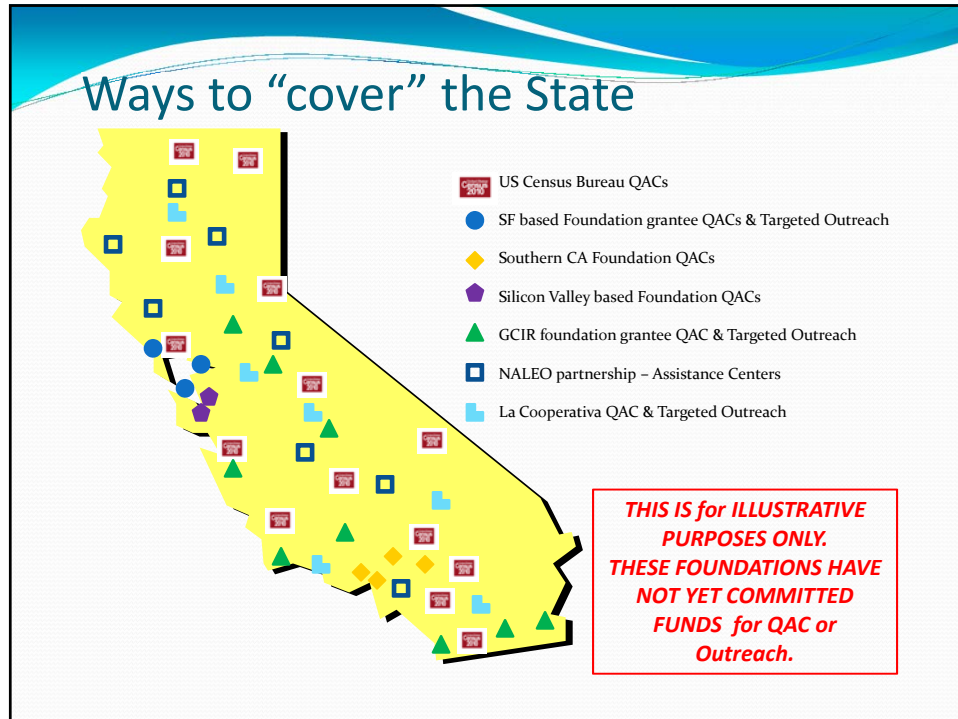
- 1990 Census – California’s undercount was estimated to cost the state one additional congressional seat and \$2.2B in federal funding

Census 2000 vs. Census 2010

 <p>California, You Count! Census 2000 Campaign</p> <ul style="list-style-type: none"> • Received \$24.7M <ul style="list-style-type: none"> ✓ \$2.0M State Agency Outreach ✓ \$5.0M County Complete Count Committees ✓ \$1.25M Schools-Based Outreach ✓ \$4.9M Community Based Questionnaire Assistance Centers (QACs) ✓ \$8.7M Paid Media Campaign ✓ \$2.8M Administration • California Complete Count Committee • 55 Staff – 5 Regional Offices 	 <p>2010 California Complete Count Effort</p> <ul style="list-style-type: none"> • \$2M Overall budget • 20 Regional Convenings <small>(6/18/09 – 9/30/09)</small> • California Complete Count Committee • Statewide Outreach Strategy <ul style="list-style-type: none"> ✓ State Agency Outreach Plan ✓ Schools-based Outreach Plan ✓ Community/Faith-based Outreach Plan ✓ Earned Media Plan ✓ Other activities as determined by stakeholder input from Regional Convenings • California Complete Count Committee • 5 Staff • Leverage all partners • Convene, collaborate and coordinate
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Key Approaches for 2010

<p>California</p> <ul style="list-style-type: none"> • Regional Convening – Trusted Messengers, local outlets • Schools-based outreach • State Agency Outreach <ul style="list-style-type: none"> • Caseworker Outreach • Earned Media, New Media • Community Based/Faith Based Outreach 	<p>Federal</p> <ul style="list-style-type: none"> • Partnership Program • Census in Schools • Federal Agency Outreach efforts • Paid Ethnic Media • Community Based Questionnaire Assistance Centers (QACs)
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How you can help

- How can we use existing data to help Community Based Organizations, Foundations and Locals on the ground target their outreach efforts to hardest-to-count populations?
- Is there a user friendly web-based way to provide these maps and data to locals?
- Can you help microtarget these HTC census with additional information so we can understand who the trusted messengers are?
- Can you help us target the best places for QACs and identify what languages or other factors should we consider?

Questions, Comments

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