


# California Complete Count Census 2010

## Getting Ready for 2010

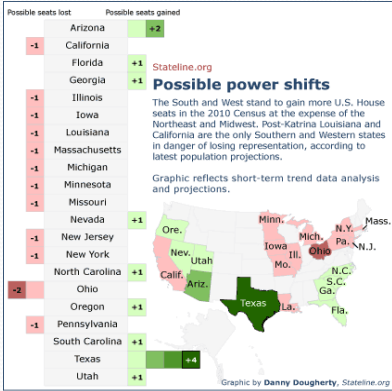


June 1, 2009  
Davidson Conference Center  
University of Southern California

## 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





**Possible power shifts**

The South and West stand to gain more U.S. House seats in the 2010 Census at the expense of the Northeast and Midwest. Post-Katrina Louisiana and California are the only Southern and Western states in danger of losing representation, according to latest population projections.

Graphic reflects short-term trend data analysis and projections.

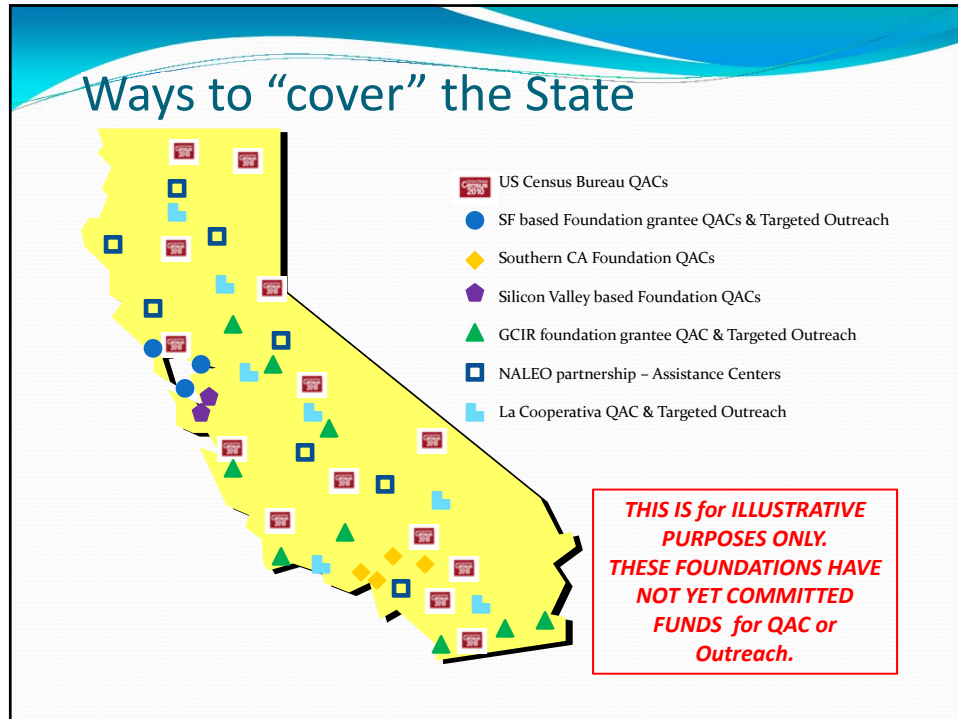
Source: Election Data Services, a Virginia-based political consulting firm

## Census 2000 vs. Census 2010

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

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