

## The 2020 CENSUS is fast approaching, and California's democracy, well-being, and prosperity are at stake.

**If we don't invest now, all Californians will lose. Imagine losing a congressional seat and power in Washington. Imagine losing funding for the state's most vulnerable residents, creating strains on families and our systems.**

The collection of accurate, timely, and comprehensive census data is crucial to California's well-being. Census data guide the allocation of billions of dollars in federal funding to tribal, state, and local governments to address a broad array of economic and social needs. For example, though just 16 large federal

programs that rely on census data, California receives over \$76 billion annually in federal funds for schools, crime prevention, health care, and transportation.

Beyond federal funding, census data inform smart decision-making on the reapportionment of congressional seats;

the redrawing of political districts from the federal to local level; the building of infrastructure, such as the location of new schools and roads; and commercial and economic investment, such as whether and where to start a business.

To ensure that California thrives in the decade after 2020, including receiving its fair share of federal funding and political representation, the Census Bureau must count all the state's residents accurately in the upcoming decennial census.

## Three factors are converging that will make it difficult for the Census Bureau to accurately count all residents.

### CALIFORNIA'S DEMOGRAPHICS

- 9.6 million Californians live in hard-to-count census tracts.
- 2.5 million children under age five live in hard-to-count census tracts, which ranks first among all states.
- We have the highest percentage of foreign-born residents (27%).

### SHIFTS IN HOW 2020 CENSUS WILL BE CONDUCTED

- The primary response option will be the internet.
- Increased reliance on administrative and third-party data for address canvassing and non-response follow-up.
- Reduction in the number of local census offices and field staff.

### SHIFTS IN THE FEDERAL LANDSCAPE

- Continued underfunding of the Census Bureau.
- Lack of a highly-qualified permanent Census Bureau director.
- Attempts by the Department of Justice to add a citizenship question to the 2020 Census questionnaire.
- Changes to federal immigration policy.
- A rise in Islamophobia.

# Given these factors, California is at high risk of an undercount in the 2020 Census.



These are extraordinary times that require the State to implement a robust census outreach program, combining and building on the best practices learned from similar programs in 2000 and 2010. The investment will ultimately result in Californians having their fair share of political representation and federal funding for better schools, safer neighborhoods, and other community benefits.

**CPAN is a coalition of 15 nonprofit organizations in California and is part of a national effort to ensure a fair and accurate census count in 2020.**

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## THE CENSUS POLICY ADVOCACY NETWORK

is a collaborative effort among multiple statewide organizations in California to help shape policy concerning the American Community Survey and 2020 Census. The network's goal is to educate policymakers and community leaders about the government investment and sound policies needed to obtain the most accurate data possible about the nation's population. The outcome we seek is a fair and accurate census in 2020, which is indispensable to the monitoring and implementation of civil rights policies; fair and representative reapportionment and redistricting; and the allocation of billions of dollars in federal, state, and local funding.

## PRIORITIES

### FEDERAL LEVEL

1. Ensure that the Census Bureau receives a ramp up in funding in Fiscal Year 2018, to levels that are sufficient to ensure that the Bureau has the tools it needs to implement a 2020 Census that counts everyone.
2. Acquire and retain high-quality leadership.
3. Ensure no citizenship question.

### STATE LEVEL

1. Ensure that the 2018–2019 state budget includes adequate funding for the development and implementation of the state's 2020 Census Outreach Effort.
2. Ensure that the California Complete Count Committee is established and that appointees include organizational leaders with demonstrated commitments and experience working with Hard-to-Count (HTC) populations.
3. Ensure that local governments with HTC populations participate in the LUCA program.

# PARTNERS



## CHILDREN NOW





## AFRICAN AMERICANS



**According to 2016 Census Bureau estimates, there are over 2.5 million African Americans in the State of California.<sup>1</sup> Below are: 1) unique challenges or problems, 2) factors to consider, and 3) special considerations and recommendations to ensure an accurate count of California’s Black population.**

### **GENTRIFICATION AND DISPLACEMENT**

Due to soaring housing prices and suppressed wages, Black communities have been plagued by gentrification, which has often led to displacement of their communities. For instance, according to Colorlines’ Gentrification Report, the ratio of Black residents in Oakland neighborhoods fell by nearly 40 percent between 1990 and 2011.<sup>2</sup> Moreover, Black homeownership in North Oakland dropped from nearly 40 percent in 1990 to 25 percent in 2011.<sup>3</sup>

The effects have been devastating. First, gentrification and displacement has caused rampant homelessness. African Americans are seven times more likely to be homeless than their White counterparts.<sup>4</sup> While Black people are already considered a hard-to-count community, homelessness on top of being Black makes them even harder to count (Homeless people often lack a mailing address and access to the internet, which further complicates access to the new census questionnaire.) Second, because of gentrification, Black populations are being pushed out of

traditional African American neighborhoods, in cities like Oakland and Los Angeles and into new geographical areas—such as East Contra Costa County and the Inland Empire—that lack the infrastructure (e.g., social services, community-based organizations, telecommunications, transportation, job opportunities, etc.) that might typically support an accurate count.

### **MASS INCARCERATION**

While African Americans represent 6.5 percent of California’s population, they represent 29 percent of the State’s prison population.<sup>5</sup> Moreover, Black men are nine times more likely to be incarcerated than their Asian and White counterparts, respectively. As such, a focus on the count of close-quarter populations will be necessary to accurately count California’s Black population.

# FACTORS TO CONSIDER

## IMMIGRANT FEAR

With over 150,000 Black immigrants, California is home to the largest Black immigrant community in the nation. However, an accurate California count will be challenged by national rhetoric and statements that have stoked fear among immigrant communities. According to a Congressional Hispanic Caucus letter to the U.S. Commerce Secretary on January 16, 2018, “new qualitative research from the Census Bureau confirms that survey respondents and focus group participants are expressing an ‘unprecedented’ level of concern regarding the confidentiality of the data they provide to the Bureau and whether that data will be improperly shared with other government agencies, especially immigration officials.” This “concern” may impact response rates of California’s large African immigrant population, particularly if federal policies

and rhetoric continue to trend in the current direction.

## DISTRUST OF GOVERNMENT

While levels of trust in government continues to decline among all populations, Black trust is at an all-time low. According to the Pew Research Center’s National Election Studies poll, the percentage of Black people who trust the government in Washington always or most of the time is at 15 percent compared to 23 percent for Latinos/Hispanics and 17 percent for Whites.<sup>7</sup> Moreover, trust in government has been lowest among Black people compared to their counterparts in every year since 1958 except 1979, 1980, 1993, 1996 and 2010–2015.<sup>8</sup> Factors contributing to such distrust include slavery, Jim Crow laws, employment and housing discrimination, state violence towards Blacks, and mass incarceration.

# RECOMMENDATIONS

## TRUSTED MESSENGERS

The importance of partnering with trusted messengers in reaching the Black community cannot be underscored enough. For instance, according to a study conducted by Nonprofit Vote, Black voters contacted by nonprofits were 31 percent more likely to vote during the 2014 midterm elections.<sup>6</sup> Nonprofit Vote Executive Director Brian Miller said “[n]onprofits are trusted messengers with deep roots in communities overlooked by others.

As mentioned above, the Black community is made up of all types of demographics: including Christians, Muslims, agnostic, atheists, etc.; men, women, transgender, gender non-conforming; heterosexual, homosexual, bisexual, etc.; never, currently, and formerly incarcerated; homeowners, renters, and homeless; and U.S. born and foreign born, among many other demographic categories.

**Different strategies and tactics will need to be developed to educate and engage each demographic within the larger Black community.**

## Endnotes

1 <https://www.census.gov/quickfacts/fact/table/CA#viewtop>

2 <https://www.colorlines.com/articles/gentrification-report-Black-and-latino-displacement-remaking-bay-area>

3 Id.

4 [https://www.huffingtonpost.com/2012/03/06/Black-families-homeless\\_n\\_1324290.html](https://www.huffingtonpost.com/2012/03/06/Black-families-homeless_n_1324290.html)

5 <http://www.ppic.org/publication/californias-changing-prison-population/>

6 <http://www.people-press.org/2017/05/03/public-trust-in-government-1958-2017/>

7 Id.

8 <https://associationsnow.com/2015/12/nonprofits-rocked-vote-2014/>

## YOUNG CHILDREN



**Young children tend to live in homes that are disproportionately more complex, including children of color, children living in low income households and many other characteristics that are considered “hard to count” by the U.S. Census bureau.<sup>1</sup>**

It is estimated that:

- 2.2 million children under age five were undercounted in the 2010 census.<sup>2</sup> The populations of children who benefit from vital social programs, healthcare investments and education opportunities are those most at risk for being undercounted.
- California is home to 13 percent of the nation’s child population which reflects a total of over 9.1 million children—with over 3 million of that total population between the ages of zero to five.<sup>3</sup>

In California, the most populous and diverse state in the country and the sixth largest economy in the world, 62 percent of babies are born into low-income families each year.<sup>4</sup> The state also has arguably the most diverse child population in the nation, including the highest number of Dual Language Learners/English Language Learners in the country.<sup>5</sup> Given the state’s demographics, if families with children and those with young children in particular are under-counted, this would disadvantage the state’s ability to apply for the appropriate funding needed to serve

this high-need population. Additionally, some states with a lesser proportion of hard-to-count populations have at times, over-counted their child population, skewing resources away from states like California that may benefit from them the most.<sup>6</sup> Finally, local government, agencies, and social service providers use census data to plan for local initiatives and services as well and an undercount would compound the miscalculation of need versus available services.

**Census data are used to assess and plan for federal investments that are vital to families with young children. Unlike funding for K–12 education, which is primarily funded through state budgets, services for young children and families rely heavily on federal dollars.**

This includes funding for important programs such as:

- Temporary Assistance for Needy Families
- Title I grants for education
- Special education
- Women, Infants, and Children
- Early Head Start and Head Start
- Title IV-E Foster Care
- Child Care & Development Block Grant
- Medicaid subsidies

**It will be vital for all outreach efforts focused on “hard to count” communities to consider extra consideration of the importance of reaching families with young children.**

**Families may not understand that they should count every child, including infants when filling out the census.** In prior years, the forms themselves only left space for a certain number of people and often people fill them out from oldest to youngest. Families living under additional stress (by definition having young children adds stress to a household), who live in complex living arrangements or are mobile (it is very common for younger families and those with younger children to rent and move more frequently) add additional challenges for this population.

In addition, all materials, outreach messages, advertisements, and census staff training should address the importance of counting young children including infants.

## Endnotes

1 <http://www.aecf.org/m/resourcedoc/aecf-WhyareYoungChildrenMissedInCensus-2009.pdf>

2 <http://civilrightsdocs.info/pdf/census/Fact-Sheet-Undercount-of-Young-Children.pdf>

3 <http://pub.childrennow.org/2016/california/>

4 [https://www.childrennow.org/files/2215/0402/7686/07\\_18\\_17-P3-Agenda-booklet.pdf](https://www.childrennow.org/files/2215/0402/7686/07_18_17-P3-Agenda-booklet.pdf)

5 <https://www.npr.org/sections/ed/2017/02/23/512451228/5-million-english-language-learners-a-vast-pool-of-talent-at-risk>

6 <ftp://ftp.census.gov/cac/nac/meetings/2016-11/2016-04-latino-children.pdf>

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## MUSLIM AMERICANS



**Accurate census data will play a key role in the upcoming reapportionment process in 2020. The most recent and respected forecast of apportionment allocations projects that California is very close to losing a congressional seat.<sup>1</sup>**

### CALIFORNIA MUSLIM COMMUNITY

Pew Research Center estimates that there were about 3.45 million Muslims of all ages living in the U.S. in 2017, and that Muslims made up about 1.1 percent of the total U.S. population.<sup>2</sup> In California, Muslims make up 1 percent of the state population.<sup>3</sup> Shifts in the federal landscape are creating great concerns over protection of census data and accurate data counting.

### FEDERAL POLICY IMPLICATIONS

While on the campaign trail, President Trump called for the “total and complete shutdown of Muslims entering the United States.”<sup>4</sup> On January 27, 2017 President Trump signed Executive Order 13769, titled “Protecting the Nation from Foreign Terrorist Entry into the United States,” also known as the Muslim ban.<sup>5</sup> Over the course of 2017, community advocates witnessed the administration’s increased attacks on immigrants, refugees, and minorities with the rescindment of the Deferred

Action for Childhood Arrivals (DACA) program and the cancellation of Temporary Protected Status (TPS) for hundreds of thousands of individuals—the Muslim community included. In 2017, the Council on American-Islamic Relations, California reported a 49 percent increase in reported discriminatory treatment during travel from 2015 to 2016. The number of immigration matters handled also increased significantly. CAIR-Los Angeles’s Immigrants’ Rights Center alone assisted in more than 400 immigration applications, with an increase of 58 percent in naturalization petitions from the previous year. The categories receiving the most incident reports for 2016 were immigration (38.8 percent), law enforcement interactions (17 percent), hate incidents or hate crime (14.7 percent) and employment discrimination (10.6 percent).<sup>6</sup>

### Endnotes

1 Election Data Services, Reapportionment Studies: 2017, available at: [https://www.electiondataservices.com/wp-content/uploads/2017/12/NR\\_Appor17c3w-TablesMapsC2.pdf](https://www.electiondataservices.com/wp-content/uploads/2017/12/NR_Appor17c3w-TablesMapsC2.pdf).

2 New estimates show U.S. Muslim population continues to grow: 2018, available at: <http://www.pewresearch.org/fact-tank/2018/01/03/new-estimates-show-u-s-muslim-population-continues-to-grow/>.

3 California Muslim population: 2014, available at: [www.pewforum.org/religious-landscape-study/religious-tradition/muslim/](http://www.pewforum.org/religious-landscape-study/religious-tradition/muslim/).

4 CNN, Jeremy Diamond, *Donald Trump: Ban all Muslim travel to U.S.*, <https://www.cnn.com/2015/12/07/politics/donald-trump-muslim-ban-immigration/index.html>, December 8, 2015.

5 Washington Post, Amy B Wang, *Trump asked for a*

*‘Muslim ban,’ Giuliani says — and ordered a commission to do it ‘legally’*, [https://www.washingtonpost.com/news/the-fix/wp/2017/01/29/trump-asked-for-a-muslim-ban-giuliani-says-and-ordered-a-commission-to-do-it-legally/?utm\\_term=.23357c79c373](https://www.washingtonpost.com/news/the-fix/wp/2017/01/29/trump-asked-for-a-muslim-ban-giuliani-says-and-ordered-a-commission-to-do-it-legally/?utm_term=.23357c79c373), January 29, 2017.

6 CAIR California, *Muslim Civil Rights Report: 2017*, available at: <https://ca.cair.com/downloads/CAIR-Civil-Rights-Report-2017.pdf>.

**Because President Trump has kept true to his campaign promises, the California Muslim community is apprehensive of engaging in any activity that could be deemed as a registry, which includes the 2020 census. Creating culturally-competent outreach material and education on legal safeguards to personal information is crucial for a successful census.**

### **CALIFORNIA'S DEMOGRAPHICS:**

- 1 million Muslims reside in California (1%)
- 9.6 million Californians live in hard-to-count census tracts.
- 2.5 million children under age five live in hard-to-count census tracts, which ranks first among all states.
- We have the highest percentage of foreign-born residents (27%).

### **CALIFORNIA MUSLIM COMMUNITY CLIMATE**

#### **Youth**

- 69% of Muslim Youth Ages 11–18 feel safe in schools. This is a 14% decline since 2014.<sup>1</sup>
- 53% of Muslim students are bullied.<sup>2</sup>

#### **Refugees**

- In fiscal year 2016, California resettled the most refugees (7,909).<sup>3</sup>
- The number of Muslim refugees entering the U.S. plummeted by 94% since President Trump came into office.<sup>4</sup>

### **SHIFTS IN THE FEDERAL LANDSCAPE:**

- A rise in Islamophobia, highlighted in multiple Muslim Bans by Executive Orders.<sup>5</sup>
- Attempts by the Department of Justice to add a citizenship question to the 2020 Census questionnaire.
- Changes to federal immigration policy.
- Limiting Temporary Protected status for Syrians who came to the U.S. before Aug. 1, 2016.<sup>6</sup>

**Being counted is the best way to send a message to the federal government that our voice matters, and that California will push back against prejudicial federal policies targeting the California Muslim Community and vulnerable populations.**

<sup>1</sup> CAIR California, Muslim Student Bullying Report 2017, available at: [https://ca.cair.com/downloads/2017\\_CAIR-CA\\_School\\_Bullying\\_Report.pdf](https://ca.cair.com/downloads/2017_CAIR-CA_School_Bullying_Report.pdf).

<sup>2</sup> Id.

<sup>3</sup> Pew Research Center, Number of Refugees Resettled in California, 2016, available at: [http://www.pewresearch.org/fact-tank/2016/12/06/just-10-states-resettled-more-than-half-of-recent-refugees-to-u-s/ft\\_16-12-02\\_usrefugees\\_total/](http://www.pewresearch.org/fact-tank/2016/12/06/just-10-states-resettled-more-than-half-of-recent-refugees-to-u-s/ft_16-12-02_usrefugees_total/).

<sup>4</sup> Number of Muslim refugees entering the U.S., 2018, available at: <https://www.rescue.org/article/disturbing-new-irc-stats-refugee-resettlement-shattered-under-trump>.

<sup>5</sup> Muslim Travel Bans, 2017, Available at: <https://www.cnn.com/2017/12/04/politics/supreme-court-travel-ban/index.html>.

<sup>6</sup> Temporary Protected Status for Syrians, 2018, available at: <https://www.nytimes.com/2018/01/31/us/syrians-tps-extended.html>.

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## LGBTQ



**Despite rising acceptance of LGBT people and increasing LGBTQ+ self-identification, particularly among millennial, voting aged Americans (aged 18–34), accurate reporting of the LGBTQ+ community has remained minimal due to antiquated polling methods of LGBTQ+ populations in combination with cultural and physical barriers prevalent within the community.**

Most problematic to the LGBTQ+ community is that the most current U.S. Census does not ask for information on one's sexual orientation or gender identity. And, identification of LGBTQ+ households have relied solely on those who report having a "same-sex partner." Such a process fails to capture statistical data on LGBT+ people in the following household situations:

- single-occupant households;
- multi-occupant households that involve roommate(s) that are not a same-sex partner; and
- households that contain members who identify as transgender, gender non-conforming, or bisexual and reside with a different sex partner.

As for what is at stake from this lack of inclusion, census results directly affect

issues of democracy, such as formation of districts and allocation of representative seats, as well as the distribution of funding for social services, like Medicaid, Section 8 housing vouchers, and Supplemental Nutrition Assistance Program (SNAP). Thus, with over 132 federal programs and \$675 billion in funds being directed and dependent upon data collected in the U.S. Census, every year the ongoing undercount of the LGBTQ+ community, coupled with the intersectional characteristics (detailed below), has limited the resources made available to the LGBTQ+ community, and has led to drastic underrepresentation on the national level. Therefore, careful planning and sensitive inclusion of the LGBTQ+ community is essential for the protection and ongoing future of the LGBTQ+ community.

# WHAT ARE THE KEY FACTORS TO CONSIDER?

Many of the intersectional barriers of the LGBTQ+ community fall within most categories the U.S. Census Bureau reports as “hard to count” populations, such as racial and ethnic minorities, persons with limited English proficiency, immigrants either documented or undocumented, lower-income persons, persons experiencing homelessness or housing instability, and youth.

- Non-White racial minorities in the U.S. are becoming more likely to identify as LGBTQ+, comprising nearly 40 percent of all LGBT-identified adults—an increase of 7 percent since 2012.<sup>1</sup>
- An estimated 904,000 LGBT-identifying immigrants reside in the U.S. today, with approximately 30 percent of them undocumented.<sup>2</sup>
- For both women and men, the percentage of gay/bisexual adults who have an income at or below poverty level substantially exceeds rates for heterosexual adults. And, for those who live alone, LGBT people again prove to be more vulnerable to poverty with one in five LGBT people reporting an income at or below poverty level.<sup>3</sup>
- Despite LGBTQ+ persons comprising only 3–5 percent of the U.S. population nearly 40 percent of all homeless youth identify as LGBTQ+.<sup>4</sup>

## RECOMMENDATIONS/CONSIDERATIONS

**Though LGBTQ+ residents in the Los Angeles County area will not be able to report their sexual orientation or gender identity in the 2020 Census,** it is still fundamental to engage, educate, and encourage participation among the growing LGBTQ+ population of Los Angeles County on the importance of the U.S. Census, especially the growing sect of LGBT-identifying young adults.

## RECOMMENDATIONS FOR ACHIEVING THIS GOAL:

- Coordinating communication programs for countywide LGBTQ+ community partners
- Establishing and training Census Action Kiosks at LGBTQ+ community centers
- Partnering with affiliated groups on best procedures to engage hard-to-count populations
- Reviewing past successes of reporting LGBTQ+ populations from reports conducted by the United Kingdom’s Office of National Statistics and the Canadian Institute for Health Information

### Endnotes

1 <http://news.gallup.com/poll/201731/lgbt-identification-rises.aspx>

2 <https://williamsinstitute.law.ucla.edu/research/immigration/infographic-the-lgbt-undocumented/>

3 <https://williamsinstitute.law.ucla.edu/wp-content/uploads/LGB-Poverty-Update-Jun-2013.pdf>

4 [http://www.thetaskforce.org/static\\_html/downloads/reports/reports/HomelessYouth.pdf](http://www.thetaskforce.org/static_html/downloads/reports/reports/HomelessYouth.pdf)



## NATIVE HAWAIIANS AND PACIFIC ISLANDERS



Native Hawaiians and Pacific Islanders (NHPIs) have called California home since at least the early nineteenth century. The founding and development of inland cities like Sacramento and communities close to ports, such as those in San Francisco, the greater Los Angeles area, and San Diego, were and continue to be bolstered and culturally invigorated by NHPI communities. Today, California has one of the largest populations of NHPI in the United States, second only to Hawaii. The NHPI population grew 29 percent between 2000 and 2010<sup>1</sup>, and over 300,000 NHPI call California home.<sup>2</sup> The NHPI population is expected to grow 61 percent between 2010 and 2060.<sup>3</sup>

### **DIVERSITY MASKED BY AGGREGATION**

The racial category “NHPI” encompasses a diverse group, at least 20 distinct communities. While they share commonalities, they also carry their own distinct traditions and languages.

The difficulty of addressing challenges faced by small populations like NHPI is further compounded when agencies and organizations rely on default labels—like the overly broad “Asian Pacific Islander” racial category—for collection and publication of data. Such labels mask significant disparities between NHPI and Asian Americans

across key socioeconomic characteristics. Since 1997, the Office of Management and Budget (OMB)—the federal agency that provides standards for how race and ethnicity should be reported and collected—has required federal agencies to collect and report data on NHPI as a separate racial category.

In 2000, the Census Bureau began disaggregating NHPI data from Asian American data to comply with OMB 15, marking an important win for NHPI community leaders and advocates. However, many state and federal agencies continue the practice of aggregating Asian and Pacific Islander, resulting in ongoing invisibility. As the population grows and becomes more diverse, it is critical that NHPI data be collected and available to the public as distinct ethnic and racial groups separate from Asian Americans.

# URGENT NEED FOR DATA

NHPIs face continued barriers in reaching equity in education or social services. **NHPI youth face significant educational challenges, similar to other communities of color that are underrepresented in higher education.** Data show that NHPI high school students statewide graduate at lower rates and are more likely to drop out. Among NHPI recent high school graduate, many are not prepared for higher education. About 35 percent of NHPI public school graduates in 2012–2013 completed the course work required for UC or CSU entrance.<sup>4</sup>

Additionally, **NHPIs have one of the highest mortality rates statewide, yet many lack access to affordable and culturally-appropriate care.** Many NHPI, particularly Fijian, Tongan, and Samoans, are limited English proficient. Culturally and linguistically appropriate outreach, education, and preventive services are key to ensuring the health and wellness of NHPI communities.

**Pacific Islander (PI) immigrant communities face diverse and distinct immigration challenges that can affect their ability to access critical services.** Many PIs come from islands that have unique political relationships with the U.S. due to colonization and militarization of their home islands. Complex relationships translate into a variety of statuses for PI immigrants (citizens, nationals, immigrants, or migrants). Nineteen-point-five percent NHPI are foreign-born—about one in 5 NHPI. Fijian (78 percent and Tongan American (43 percent) populations are proportionally more foreign-born than average (27 percent).<sup>5</sup>

Across all issue areas, advocates have highlighted the need to identify, and target, the unique characteristics of this community, in order to understand and address these and many other issue areas. Census data have implications across all these issue areas for an entire decade, and accurate data are key to informing policy efforts to support advocacy for the NHPI community.

## SPECIAL CONSIDERATIONS/RECOMMENDATIONS

As we prepare strategies for the 2020 Census, we call attention to the need for culturally- and linguistically-relevant materials produced by and for NHPI communities. Media and materials need to be accurately and completely translated into many different languages, following a key strategy from the 2010 outreach campaigns.

Outreach to NHPI communities must be informed by trusted messengers, which will vary based on ethnic group and age. For example, in the Samoan community, religious leaders will play a critical role for outreach. Also, with a much younger population (about one in three NHPI are under age 18), successful outreach strategies will need to include developing social media content.

### POSSIBLE INFORMATION BOX

Who is considered “Native Hawaiian and Pacific Islander?” (This is sometimes divided into the more well-known categories Polynesian, Melanesian, Micronesian; also, this is not an exhaustive list.)

Chamorro	Mariana Islander	Papua New Guinean	Solomon Islander
Chuukese	Marshallese		Tahitian
Fijian	Native Hawaiian	Pohnpeian	Tokelauan
i-Kiribati	Ni-Vanuatu	Saipanese	Tongan
Kosraean	Palauan	Samoan	Yapese

### Endnotes

- 1 U.S. Census Bureau, 2010 Census SFI, Table P6
- 2 U.S. Census Bureau, 2013 Population Estimate, Table PEPASR5H
- 3 California Department of Finance, 2010-2060 Population Projections, Report P-1.
- 4 California Department of Education, 2012-2013. California Longitudinal Pupil Achievement Data System. “Number of Graduates and Graduates Meeting UC/CSU Entrance Requirements.”
- 5 U.S. Census Bureau, 2006-2010 American Community Survey 5-year estimates, Public Use Microdata Sample.

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## AMERICAN INDIAN/ALASKA NATIVE



California has the largest count (723,225 individuals) and percentage (14 percent) of those who identify as American Indian/Alaska Native (AIAN) alone or in combination with another race compared to the rest of the nation.<sup>1</sup> There are 109 federally-recognized Indian tribes in California and 78 entities petitioning for recognition. Tribes in California currently have nearly 100 separate reservations or Rancherias. Additionally, California has the largest urban concentrations of AIANs in the country. In California, 89 percent of American Indians and Alaska Natives live in urban areas.<sup>2</sup> Los Angeles County has the largest American Indian and Alaska Native population (156,325 individuals) in the nation.<sup>3</sup> Yet, there is significant census undercounting of AIANs throughout the country. According the 2010 census, there was a census net undercount of AIAN alone or in combination on reservations of -4.88, the highest undercount of any population in the country.

Undercounts, in previous censuses, have harmed funding for key tribal programs. Accurate census counts are critical to ensuring that tribes and urban AIAN communities are allocated the appropriate amount of funds for health, housing, and other crucial programs. AIANs also need accurate census data to plan appropriately for how to effectively use their limited resources.



# KEY FACTORS TO CONSIDER:

## MISTRUST OF GOVERNMENT:

American Indians/Alaska Natives (AIAN) have faced a long history of colonization and significant discrimination—and thus are likely to distrust the government. Despite an inherent trust obligation to provide health care, education, and other services in exchange for land and natural resources, the first treaties were broken dating back to the 1800s. Subsequent government policies such as the Indian Removal Act, the Dawes Act, and the Assimilation, Termination, and Relocation eras undermined tribal sovereignty and paved a path for economic insecurity, profound trauma, and poor health. Continued federal attempts to undermine tribal environmental and land rights persist today, adding to further mistrust of government.

## DISBURSED GEOGRAPHICAL COMMUNITY:

Unlike other racial/ethnic groups, AIANs do not have racial/ethnic enclaves in urban or suburban areas. This was due to the Federal Relocation Act, which strategically placed AIAN families away from one another so as not to form a Native neighborhood. The lack of geographic concentration is a barrier to enumeration for this community. It is impossible to serve a large proportion of the AIAN community with traditional outreach methods in a few centralized places, and the small numbers in any particular location make it difficult and costly to design culturally-appropriate and effective outreach strategies to meet their needs.

# OTHER HARD-TO-COUNT FACTORS:

- Poor maps of Rancherias and reservations as well as individuals living in unconventional structures (living in RV parks; seemingly abandoned buildings) pose challenges to enumeration.
- There are very different issues in rural as compared to urban populations for these groups. In rural areas, issues are similar to other small, remote locations in general. In urban areas, issues are similar to other urban poor.
- AIANs are particularly difficult to match to administrative records.
- AIANs experience a digital divide. Overall, according to Census data, 58.2 percent of American Indians use the internet, which is low compared to the average White household. Some remote locations have little internet access. Cell phone coverage may be equally poor in some areas as well.
- For those tribes that still rely on subsistence living (ex: Yurok and salmon fishing) it is often difficult to get accurate counts because they are carrying out subsistence activities and/or living in fish camps versus traditional housing.
- AIANs experience high rates of homelessness, transient/mobile living, multi-family households, temporary households, and are living in “group quarters” (e.g. incarcerated, hospitalized, etc.).

# Special Considerations/Recommendations:

- Ensure enumerators are hired from the local reservation, Rancheria and/or urban communities because they know the community best and are trusted by community members.
- Ensure enumerators understand that citizens of state-recognized tribes can and should self-identify as AIAN.
- Provide media and outreach materials in ways that are culturally relevant. AIANs are diverse and require different outreach materials and strategies in order to be effective.

## Endnotes

- 1 <https://www.census.gov/prod/cen2010/briefs/c2010br-10.pdf>
- 2 American Fact Finder <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>
- 3 [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC\\_00\\_SF4\\_PCT002&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_00_SF4_PCT002&prodType=table)

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## LATINOS



### **California cannot achieve a full count of its population in Census 2020 without a fair and accurate count of its Latinos**

Latinos are the state's largest population group and comprise 39% of all Californians.

However, the Census Bureau's proposed changes for 2020, together with evolving political and policy developments, create unprecedented challenges for Census 2020.

For instance, funding will be lower than 2010, yet many Latinos are considered "hard-to-count" (HTC). These include immigrants, young children, residents with low English-language proficiency, rural residents, and highly mobile people like farmworkers. About a third of Latinos (34%) live in HTC tracts.

The Bureau's emphasis on the Internet as the main response mode also disfavors Latinos. Many lack broadband access at home, especially compared to Whites.

Latinos are very concerned about the confidentiality of information they give the Census Bureau, fearing that the current administration may use it to harm their families and communities. The Department of Justice has intensified these worries by seeking to add a question on U.S. citizenship.

There are other sources of distrust. More than a third (35%) of California's Latinos are foreign-born, and far more live in mixed-status families who

may not believe their information will remain confidential. Concerns about cyber-security may make some avoid online forms.

Fears about confidentiality have already negatively affected census operations. In a memo, the Bureau called them "troubling," noting their "implications for data quality and nonresponse."

California also needs to improve the undercount of very young Latino children (under age 5). In 2010 the net undercount rate of Latino children was 7.1%, compared to 4.3% for non-Latinos. California had the most such uncounted Latino children: 113,000, or 29% of the total.

## RECOMMENDATIONS

California must work with community and faith-based organizations, local governments, and the private sector to conduct robust outreach throughout its Latino community. The state should:

- Identify effective promotion. It should fund and help coordinate research to find the messages and trusted messengers that will engage Latinos in the 2020 Census.
- Consider increasing funds for community-based outreach and for establishing Questionnaire Assistance Centers.
- Make online access more available. It should set up sites where people can complete census forms online, such as libraries and school computer labs.
- Energetically encourage participation. The state should work closely with local organizations. Approaches should reach both English and Spanish-dominant Latinos, and use traditional media (print, broadcast and radio) as well as social and digital.