U.S. Census Bureau
Census 2020 Goal

Ensure that everyone is counted once, only once, and in the right place.

California Complete Count Mission

Ensure that Californians get their fair share of Federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.
The Separation of Roles

U.S. Census Bureau

The Census Bureau administers the Census questionnaire

California Complete Count – Census 2020

The Census Office will oversee California’s outreach program to educate, motivate, and activate the hardest to count Californians

We Know What’s at Stake for CA

POWER!

Congressional Representation, Reapportionment and Redistricting

MONEY!

Over $115 Billion

$7 Billion for K-12 schools

FEDERAL EDUCATION PROGRAMS

Special Education
School Nutrition Program
Title I & Title III

After School Programs
Head Start programs
Improving Teacher Quality
New Tribal Funding Update

Historical Overview

- **Holistic Outreach** – Outreach is woven throughout the California Complete Count - Census 2020 Office (Census Office) funding efforts for Native American and Tribal populations.

- **Native American Respondents** – California is home to the largest percentage of Census respondents who identify as American Indian or Alaska Native.

- **Complete Count Collaboration** – Native American Tribes and Tribal-serving organizations and agencies have participated in multiple past Census outreach and engagement efforts.
State’s $3M Commitment

Outreach & Engagement Funding Support
- $316,500 for Tribes (25 housing units minimum/reservation)
- $400,000 California Indian Manpower Consortium
- $400,000 California Native Vote Project
- $2 million from State’s General Fund for additional tribal outreach (direct to tribal governments and media)

Tribal Opt-In Summary
- 26 Tribes Opted In, plus 10 in process
- Tribal Partners begin Outreach Planning & Activities

What the State Census Office is doing?
- Promote Enrollments for Tribal Funding Agreements
- Manage Tribal Funding Agreements
- Observe Tribes & Statewide Tribal Collaborations
- Manage Tribal Media Contract
- Regional Program Managers as Outreach Resource
- Develop Reporting Format & Process
- Organize Tribal Consultation Meetings
- Participate in Quarterly State Tribal Liaison Meetings
- Attend Tribal Meetings & Statewide Events
What tribes can do to help?

- Participate in New Tribal Funding Agreements
- Develop Tribe-Specific Outreach Plan
- Implement Outreach Plan
- Collaborate with Local Complete Count Committees
- Collaborate with Statewide Contractors
- Collaborate with Media Outreach Efforts
- Host QAKs & QACs (Regionally and Statewide)
- Participate in LCCCs

Tribal Funding Process

1. Tribal Opt-Ins (10/15/2019 Deadline)
   - Yes → Tribal Funding Agreement
   - No → CIMC Funding

2. CIMC Vetting & Implementation Planning
   - → Tribal Implementation Planning

3. Notifications to Tribes

4. CIMC Funding
New Tribal Funding by Census Region

Statewide Tribal Media Partner

NUNA Consulting Group
Closing Remarks

- Importance of Tribal Participation
- Tribal State Funding
- Importance of Tribal Enumerators
- Partnership & Collaboration

Thank You