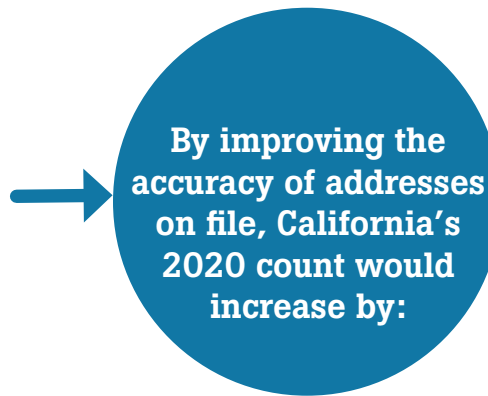


California Counts! Reducing Census 2020 Undercount

50%

of California's undercount is attributable to addresses missing from the Census outreach list



+200,000

immigrant men, women, and children



+200,000

native-born children of immigrants



What is the Master Address File (MAF) and why is it important?

The **MAF** is a list of all the addresses in the United States. It is used by Census officials to guide outreach efforts and largely determines if residents at a given address are counted or not. If an address is not in the MAF, current residents will likely not be counted.

How can we ensure the MAF is accurate and complete—and therefore so is the Census?

Through participation in **Local Update of Census Addresses (LUCA) Program**, representatives of state and local governments may review, correct, and update addresses in their jurisdiction, ensuring the accuracy of the MAF. This process can correct omissions and errors, preventing undercount of vulnerable populations.

Timeline for local governments

- January 2017: Notice to prepare
- July - September 2017: Invited to participate
- Oct 2017 - January 2018: Materials mailed (to those that opt in)
- Feb - May 2018: Review process
Time for review: 120 days max

How serious is the current undercount?

Census 2010 in California

Uncounted in rural areas with immigrant populations:

1 in 10 people

1 in 4 low-income immigrants and farmworkers

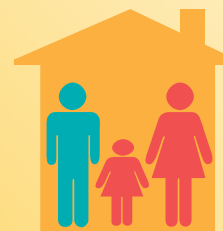
1 in 5 households with a recent immigrant as the main contact

Urban areas with immigrant populations

1 in 5 'low-visibility' housing units are not listed in the MAF



Undercounting impacts impoverished, immigrants



27% of 'low-visibility' or 'unusual' housing units, such as occupied basements, garages, or clusters of buildings at a single postal address—which are more often occupied by the impoverished and recent immigrants—were not counted.

By comparison, only **3%** of 'standard' homes were not counted.