

# Everyone Counts!

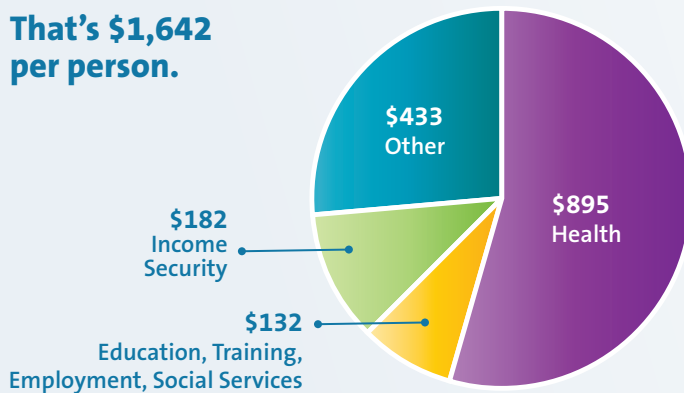
Every 10 years  
Constitutionally mandated  
Determines electoral districts  
Guides federal funding

United States  
**Census**  
2020

## Why is the Census important?

The Census helps guide **\$4 trillion** in federal funds.

That's **\$1,642** per person.



The Census guides **100%** of federal funds for:

Title I Grants to Local Educational Agencies

Medical Assistance Program

Economic Adjustment Assistance

State Children's Insurance Program

Vocational Rehabilitation Grants to States

Emergency Food Assistance Program

*Several other programs supporting: children, health, education, and poverty reduction*

## The United States is hard to count!

**16 million people omitted** in 2010 Census

**1.5 million minorities uncounted** including black Americans, Latinos, renters, and young men

**700,000 Latinos uncounted** in 2010 Census

Segments of the population that have typically been hard to count:

Racial and ethnic minorities

Non-fluent English speakers

Undocumented

Low-income

Homeless or in low-visibility housing

Young and mobile

Children

LGBT

## Key Census Funding Recommendations

- **Support efforts to educate local governments** about the Local Update of Census Addresses Program (LUCA)\* and build awareness of LUCA's importance to an accurate count, and encourage both large and small municipalities to participate in and dedicate resources to the effort.
- **Help to foster private-public partnerships** and pilot programs coordinating community stakeholders on the LUCA\* effort, as well as canvassing activities targeting Census tracts with the highest rates of missing addresses.
- **Fund organizations that are monitoring the Census planning process** to ensure the agency's procedures account for the needs and limitations of hard-to-count populations.
- **Support advocacy efforts to leverage public support for the Census** and ensure allocation of sufficient state funds to educate and engage state and local government, planning departments, and city managers about the urgency of a complete count.
- **Commission research** on your institution's region(s) of interest, including identifying Census tracts with significant levels of poverty, minority or immigrant residents, 'low-visibility' or 'unusual' housing units, and other factors typically associated with address-related omissions and other undercount risk factors.
- **Support outreach, education, and direct engagement related to the Census in hard-to-count communities**, particularly where English fluency is less common, many residents are recent immigrants, and/or there are high levels of fear of certain government agencies.

\* LUCA is a program through which representatives of state and local governments review, correct, and update the Census address list, which guides outreach efforts.

For lessons and best practices from the previous Census, review our report "California Counts! 2010 Census Campaign: A Network Approach to Funder Collaboration."

For more information, including guidance on Census-related funding recommendations, contact Harmony Karp Hayes, director of operations, at [harmony@gcir.org](mailto:harmony@gcir.org) or Aryah Somers Landsberger, director of programs, at [aryah@gcir.org](mailto:aryah@gcir.org).