California $187M Investment in 2020 Census Outreach Efforts Kicks Into Gear

The California Black Census and Redistricting Hub is Working to Prevent Undercount of Black People

CALIFORNIA – State leaders have committed close to $150M in state funding and $30M for community-based organizations, in order to help ensure an accurate count of the California population during the census survey in 2020.

My Black Counts is a new initiative targeting Black hard-to-count communities in California. The state-wide group is a grassroots coalition of over 30 faith-based, community and issue-advocacy nonprofits -- a part of the California Black Census and Redistricting Hub (The Black Hub), which received grants from the state this cycle, to help prevent an undercount of Black people.

This month, The Black Hub reached over 25,000 households across the state by canvassing in HTC census tracts and phone banking. Organizers will also continue to share background about the upcoming census requirements and deadlines at churches, town halls and volunteer recruiting events through July 2020. Staff and volunteers are utilizing their experience as trusted messengers in communities across California to elevate trust in the system and encourage members of the Black community to participate. The Black Hub is committed to the residents of California and understands how critical it is for the census to reflect the full breadth of its population. The group is making sure that every member of the California community is counted between March and June 2020, especially Black households.

According to the George Washington University Public Policy Institute report: Counting for Dollars for 2020, the 2010 census guided spending for more than 300 programs nationally, and 55 programs in the state of California -- and directed funding for more than 115 billion dollars. The top programs funded include Medicaid, Nutrition Assistance Programs, Student Loans & Grants, Housing Vouchers.

The 2020 census is projected to determine how over $1.5 trillion a year in federal money is distributed across the country, over the next decade.
About My Black Counts:

*Pictured: Fresno Street Saints of Fresno Economic Opportunities Commission canvassing HTC households in Fresno, CA.*

My Black Counts is a state-wide initiative of the California Black Census and Redistricting Hub (The Black Hub).

The Black Hub is a growing alliance of over 30 grassroots community-based organizations spanning urban, rural and suburban counties across the state. This coalition includes groups such as Alliance San Diego, Black Alliance for Just Immigration (BAJI), Black Women Organized for Political Action (BWOPA), Community Coalition (CoCo), Congregations Organized for Prophetic Engagement (COPE), LA Community Action Network (LACAN), Partnership for the Advancement of New Americans (PANA). The coalition motivates and activates the voices of thousands of Black Californians throughout the census and redistricting process. The Black Hub is also part of the California Calls network and builds off the organization’s three-year African American Civic Engagement Project.

Additional Information:

www.myBlackCounts.org
Facebook.com/myBlackCounts
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