
SENATE COMMITTEE ON EDUCATION

Senator Connie Leyva, Chair
2019 - 2020 Regular

Bill No: AB 1666 **Hearing Date:** July 10, 2019
Author: Reyes
Version: April 22, 2019
Urgency: No **Fiscal:** Yes
Consultant: Lynn Lorber

Subject: The California Complete Count: local educational agencies.

SUMMARY

This bill requires the California Complete Count – Census 2020 to partner with local educational agencies to make information about the 2020 federal census available to students and parents.

BACKGROUND

Governor Brown issued Executive Order B-49-18 establishing the California Complete Count California - 2020 Census Office (also known as the California Census Office), which oversees and coordinates California's education and outreach program for the 2020 Census and helps to form partnerships, identify resources, and develop an effective outreach strategy.

The Executive Order also:

- 1) Established the California Complete Count Committee, which serves as an advisory panel that helps to develop, recommend, and assist in the administration of the census outreach strategy to encourage full participation in the 2020 Census in their respective communities and in hard-to-count populations.
- 2) Requires the census outreach strategy to include, but not be limited to, state agency initiatives to encourage participation in the 2020 Census, the establishment and support of school-based outreach programs, partnerships with non-profit community-based organizations, and a multi-lingual, multi-media campaign designed to ensure an accurate and complete count of California's population.

Existing law:

- 1) Requires the Secretary of State, beginning in the year before the federal decennial census and continuing through the completion of the enumeration activities for that census, to incorporate messages into public election materials produced by the Secretary of State (SOS) that promote awareness of, and encourage participation in, the census. (Elections Code § 10)

- 2) Requires the Secretary of State to prioritize messages that are designed to overcome significant challenges to a complete and accurate enumeration of the state, including messages targeted at overcoming barriers to participation by historically hard-to-count communities based on response rate data from the United States Census Bureau. (Elections Code § 10)

ANALYSIS

This bill requires the California Complete Count – Census 2020 Office, under the Government Operations Agency, to partner with local contracted educational agencies to make the following information about the 2020 federal decennial census available to students and their parents at schools, including but not limited to:

- 1) The importance of the census.
- 2) The privacy protections and policies set forth by the United States Census Bureau.
- 3) Community-based resources available to assist with completing the census questionnaire.
- 4) How to access resources provided by the United States Census Bureau.
- 5) Any other information the California Complete Count – Census 2020 Office determines is necessary or convenient to encourage participation in the census.

STAFF COMMENTS

- 1) ***Need for the bill.*** According to the author, “In order for our community to receive their fair share of federal funds there must be an accurate count of everyone. The 2020 census is the only tool available; therefore it is critical that we ensure that every person living in California is accurately accounted for. Unfortunately, many in our immigrant community have not been properly identified. Many adults do not always include all the children in the household when answering the census questions. There is often an issue of trust when a stranger comes to the door to ask questions. It is critical that we educate our communities about the importance of the census count. Schools offer a safe haven for families to receive important information. AB 1666 will ensure that our schools have the resources necessary to provide the information regarding the 2020 census and the need to be counted.”
- 2) ***How the census affects school funding.*** According to the Census Office, an accurate count supports schools and helps to retain important federal funding, including Title I funds, school lunches, and Title III funds.
- 3) ***Education Sector Outreach.*** According to the “Education Sector Outreach Update,” dated March 6, 2019, on the website of the California Census 2020, \$2.25 million was allocated to fulfill the task of outreach to K-12 schools, colleges, and libraries. Education sector outreach efforts are focused on reaching hard-to-count populations.

The California Census 2020 Office contracted with Sacramento County Office of Education (SCOE) to develop and pilot educational support materials. SCOE and the Los Angeles County Office of Education (LACOE) engaged a group of teachers in curriculum design. The result is curriculum entitled "Count Me In! Census 2020 Inquiries," which will be used as a basis for the implementation of a statewide pilot. The Fresno County Office of Education, SCOE, and LACOE have identified schools in their regions to pilot the curriculum.

According to the Census Office, the state proposes to make funding available to participating county offices of education based on a weighted average of Title I and Title III students. The state has identified specific hard-to-count demographic populations; children and families living in poverty who qualify for Title I and Title III are found across several hard-to-count demographics. The Census Office therefore decided to engage county offices of education directly in order to most effectively reach the hard-to-count populations who participate in Title I and Title III programs.

Contracts have been offered to 40 county offices of education that are in hard-to-count areas. County offices of education that choose to enter into contracts with the Census Office will present implementation plans of activities and events, as well as have the opportunity to implement the curriculum and receive professional development. Participating county offices will collaborate and work with schools in each district, and will be responsible for educating and engaging K-12 populations as well as providing outreach services to parents. County offices had until June 14 to inform the Census Office if they chose to participate; at the time this analysis was printed, it is unknown how many county offices will participate. *It is unclear why a bill is necessary to require the Census Office to partner with local education agencies when the Census Office is already doing so.*

- 4) ***Fiscal impact.*** According to the Assembly Appropriations Committee, this bill would impose costs that are absorbable within existing resources.

SUPPORT

Coalition for Humane Immigrant Rights L.A. (sponsor)
California School Boards Association
Children Now
Hispanas Organized for Political Equality
Los Angeles County Office of Education

OPPOSITION

None received

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