



December 4, 2017

VIA E-MAIL

Supervisor Dave Cortese, President
Santa Clara County Board of Supervisors
70 West Hedding Street, 10th Floor
San Jose, CA 95110

Re: Santa Clara County's Participation in the U.S. Census Bureau's "Local Update of Census Addresses" Program

Dear President Cortese:

On behalf of Northern California Grantmakers (NCG), we write to urge you to register Santa Clara County by December 15, 2017, as a participant in the U.S. Census Bureau's Local Update of Census Addresses (LUCA) Program for the 2020 Census. Participation in the LUCA Program is critical to ensuring that Santa Clara County's diverse communities are accurately counted in the upcoming 2020 Census and the county, as a whole, is best positioned to receive its fair share of political representation and federal funding to address a broad array of economic and social needs.

NCG is a regional association of more than 180 grantmaking organizations and over 1500 individuals whose combined grantmaking exceeds \$3 billion annually. From 2010 to 2016, Santa Clara County received \$1.7 billion in grant dollars to support critical health, education, economic development, and social service programs and services across the county. NCG brings philanthropy together to support nonprofits, businesses and government to build healthy, thriving and just communities in Northern California.

The 2020 Census will seek to count nearly 400 million persons – the largest civic engagement effort undertaken by the entire country. Ensuring a fair and accurate decennial census is fundamental to philanthropy's long-standing commitment to advancing a democratic society and critical to maximizing the impact of philanthropic dollars throughout the region. We strongly encourage Santa Clara County to register and participate in the LUCA Program.

Accurate Census Data are Critical for California

Gathered only once every ten years, accurate census data are key to the allocation of billions of dollars in federal funding and reapportionment at the federal, state, and local level. In 2015, California received almost \$77 billion for federal assistance programs, including Medicaid, Medicare, and Title I grants to school districts, based on census data. Inaccurate census data places California at risk for losing billions of federal dollars targeted at helping to improve the quality of education, health, housing and transportation in our communities. Additionally, as census data are used to reapportion congressional seats, California is at risk of losing one congressional seat in the event of an inaccurate 2020 Census count.

County Participation in the LUCA Program is Important for an Accurate 2020 Census Count

Registering for the LUCA Program is a first step to ensuring that all California residents are fully and accurately counted in the 2020 Census. The LUCA Program is an opportunity for tribal, state, and local governments – including counties – to review and update the Census Bureau’s Master Address File (MAF), which is used to reach out to households during census data collection. The accuracy and completeness of the MAF is critical to the accuracy and completeness of the census.

By participating in LUCA, Santa Clara County can help ensure that the Census Bureau counts the residents of all housing units in the county. Local governments are almost always the best source of address data, reflecting their knowledge of “non-traditional” and “low-visibility” housing in their communities. Local officials are better informed about their housing stock, especially in low-income neighborhoods and rural areas where difficult-to-spot or purposely “hidden” living quarters are more prevalent. Participating in LUCA can help ensure an accurate census for our community, resulting in the additional resources and fair representation our community needs.

Santa Clara County Should Register for the LUCA Program Immediately

To ensure that all of Santa Clara County’s residents are counted fully and fairly, we urge you to enroll in the LUCA Program immediately. The deadline to register is December 15, 2017. The Census Bureau sent out formal invitations with registration forms in July 2017 to all eligible governments. If your government lacks the resources to participate in LUCA, you can receive financial support from the State of California, which has established an incentive fund to encourage jurisdictions to participate in the LUCA

program and help mitigate some of the costs of that participation. You can also arrange for an organization, such as a regional planning agency or council of governments, to conduct your address review.

You can find more information on California's LUCA financial support and other resources at following websites:

- Department of Finance's general information page on LUCA:
http://dof.ca.gov/Forecasting/Demographics/2020_Census/index.html
- LUCA incentive fund:
http://dof.ca.gov/Forecasting/Demographics/2020_Census/documents/Incentive_Awards_2020LUCA_Online.pdf
- Census Bureau's schedule of training seminars:
https://www2.census.gov/geo/pdfs/partnerships/luca/LUCA_Promo_Workshops.pdf

From congressional representation to education, transportation and voting rights, a fair and accurate Census count will help make our community more prosperous and our democracy stronger. We strongly encourage you to register Santa Clara County as a participant in the LUCA Program by December 15, 2017.

If you have any questions or concerns, please do not hesitate to contact us by phone at (415) 872-1016 or email at cchen@ncg.org. Thank you for your time and consideration.

Yours truly,

Emily Katz
Director, Policy and Communications

Cecilia Chen
Manager, Public Policy

Cc: Supervisor Mike Wasserman, Santa Clara County Board of Supervisors
Supervisor Cindy Chavez, Santa Clara County Board of Supervisors
Supervisor Ken Yeager, Santa Clara County Board of Supervisors
Supervisor Joe Simitian, Santa Clara County Board of Supervisors