



**COUNTING
BLACK
CALIFORNIA**

About California Black Media

California Black Media exists to facilitate communication between the Black community, media, grassroots organizations, and policymakers by providing fact-based reporting on leading public policy issues that impact the lives of our audience and their communities. Our network is comprised of over 21 Black media outlets with a combined print, broadcast and digital reach of over 1 million Californians.



California Black Media has pledged to use its resources and media-partner relationships to engage and expand awareness targeting California's historically undercounted African-American, Afro-Caribbean, Afro-Latino and African immigrant communities through education, data collection, coalition building and partner support through trusted Black media partners.

Report by Walter Scott Hawkins

A native of San Angelo, Texas and a GI brat, Walter was educated in Texas, Japan, Germany and California. He graduated from Victor Valley High School in Victorville and attended college at San Diego State University where he obtained his BA, MSW, and Pupil Personnel Service Credential.

While in San Diego, he served as the Director of the Black Social Workers Association and as a staff member of the San Diego County Adoption program called Tayari.

Walter returned to the Inland Empire and was employed for 33 years at CSU, San Bernardino. During that time, he served as the Director of Upward Bound, the Educational Opportunity Program (EOP), and as the Director of Research & Policy Analysis. Walter retired from CSUSB in the spring of 2007.

He has been involved with a variety of community service programs in the San Bernardino area and was a Rialto USD School Board member for nine years. With the San Bernardino NAACP Branch, he served as the Chair of the Political Action Committee and as the Second Vice President of the Westside Action Group (WAG).

Currently, Walter is a Senior Research Associate with *New Hawk*. The consulting firm focuses on demographic research, geographic information systems (GIS), political campaign support, database management and digital imaging.

Walter is married to Dr. Jean Peacock and is a member of Ecclesia Christian Fellowship Church in San Bernardino.



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Background: Counting Black California

With the 2020 Census less than a year away, many concerned government officials, elected leaders, researchers, foundations and community organizations are preparing for the decennial 2020 Census.

“Many are concerned about low participation because of new federal proposals, the general climate surrounding immigration and social media disinformation campaigns that specifically targeted minorities during the 2016 election cycle. Therefore, the African-American community (which is a part of historically undercounted groups) and California leaders must prepare for the changes, obstacles and challenges that may impact conducting an accurate census count in vulnerable communities.”

“According to the Population Reference Bureau (PRB) analysis of data from the U.S. Census Bureau’s American Community Survey, 2016, the discrepancies in undercounts could be drastic in the 2020 Census nationwide, especially among children, due to several external societal and political factors.”

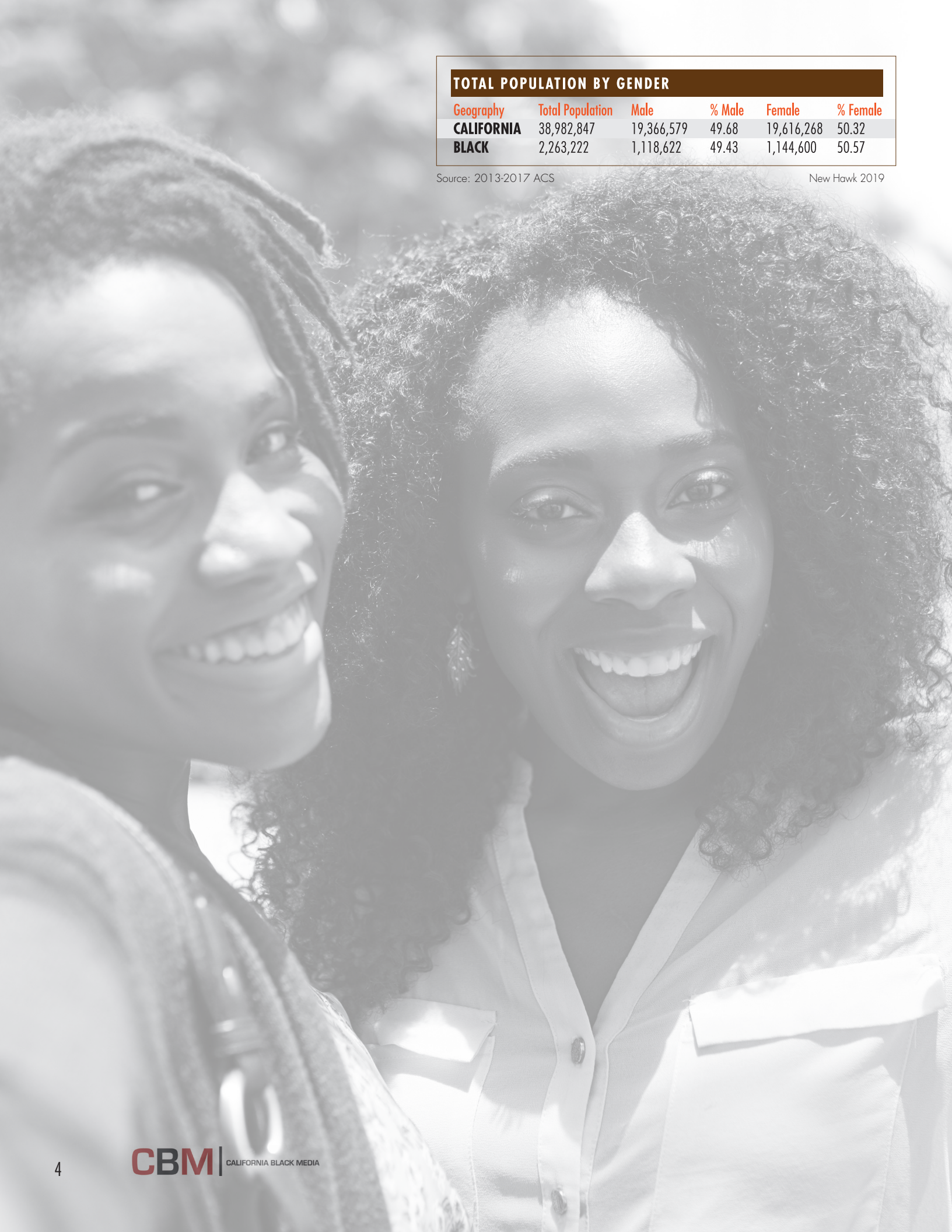
Although there have been significant improvements to the national averages of undercounts - from four percent in the 1950s to two percent in the 1990s

“...what’s most startling to California Black Media is the persistent undercounting of African Americans.”

The inaccurate enumeration of African Americans has been more than three percent higher than the national average for every census since World War II, according to the 1993 Research Conference on Undercounted Ethnic Populations. In fact, the undercount of Black males has been five or more percentage points higher than the national undercount for these four censuses. According to The Leadership Conference Education Fund,

“the 2010 Census undercounted the African-American population by more than 800,000: Approximately seven percent of young African-American children were overlooked by the 2010 Census, roughly twice the rate for young non-Hispanic White children. Also, African-American men have been historically undercounted in greater numbers than men of any other racial or ethnic group. And more than one in three African Americans live in hard-to-count census tracts.”





TOTAL POPULATION BY GENDER

Geography	Total Population	Male	% Male	Female	% Female
CALIFORNIA	38,982,847	19,366,579	49.68	19,616,268	50.32
BLACK	2,263,222	1,118,622	49.43	1,144,600	50.57

Source: 2013-2017 ACS

New Hawk 2019

COUNTING BLACK CALIFORNIA

Key external societal factors include poverty and housing insecurity:

The Leadership Conference Education Fund report noted that, using the official poverty measure, about

“**One in four African Americans lives in poverty (24 percent), far exceeding the national poverty rate of 13 percent. It is widely believed that households living in poverty are difficult to enumerate.**”

“**The majority (58 percent) of African-American households rent their homes. Due to rising rental costs and stagnant wages, many renters experience housing instability. African Americans are more likely to be “doubled up,” moving in with friends and family due to the lack of affordable, available housing options.**”



“**Furthermore, the report revealed that families are increasingly facing eviction, with women living in African-American neighborhoods at high risk.**”

Such trends mute the political voice of African Americans nationwide and also those who are miscounted may stretch thin resources for programs like:

- **Title I Grants to Local Education Agencies**
— \$13.9 billion (in 2014-2015, African-American children made up 22 percent of the overall student body in Title I schools)
- **Head Start Program**
— \$8.3 billion (in 2015-2016, African Americans comprised 29 percent of participants)
- **Child Care and Development Fund**
— \$2.9 billion (in 2015, African-American children comprised 41 percent of children served under the program);
- **Food and Nutrition, SNAP**
— \$69.5 billion (in 2015, about 26 percent of African Americans received SNAP benefits)
- **National School Lunch Program**
— \$11.6 billion (during the 2010-2011 school year, about 5 million African-American children participated in the program)
- **Medicaid**
— \$312 billion (in 2012, there were 16 million African-American participants in Medicaid)
- **Section 8 Housing Choice Vouchers Program**
— \$19.1 billion (in 2010, African-Americans comprised 45 percent of voucher holders).

California (Localized) Trends

“**These trends are much worse when localized. The state of California may have several internal undercount issues to tackle as well as dealing with the heavy undercounted African-American population.**”

“**An October 9, 2018 article in the San Francisco Chronicle reported that California is at risk of a serious undercount during the 2020 census. Three in four Californians belong to one or more often-undercounted populations, including children, young men, Latinos, African Americans and renters. The displacement of African-American residents due to housing insecurity in the state of California contributes to at least four out of five of the most undercounted populations on the census.**”



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Getting an accurate and complete 2020 Census count is very important for all communities in the United States. Based on prior outcomes, some communities have had less than optimum rates of participation. Response rates vary for many

“**The purpose of this report is to identify Black neighborhoods that can be deemed Hard To Count (HTC). Then the data can be used by groups and organizations that are focusing on increasing Black participation.**”

reasons and it is incumbent that all of us do what we can to encourage our families and friends to participate. One way to maximize participation is to identify communities and neighborhoods that are very likely to have low response rates.

Once identified, strategies can be developed to enhance the probability that a person will participate in the 2020 Census count.

HARD TO COUNT (HTC) LEVELS			
HTC LEVEL		Census Tracts	Percent
HTC 1	LEAST LIKELY TO RESPOND	787	9.77
HTC 2	LESS LIKELY TO RESPOND	407	5.05
HTC 3	LIKELY TO RESPOND	1,523	18.90
HTC 4	MORE LIKELY TO RESPOND	1,276	15.84
HTC 5	MOST LIKELY TO RESPOND	3,370	41.83
HTC 9	NO POPULATION	694	8.61
TOTAL		8,057	100.00

The variables used were:

- Renter occupied housing units
- Persons 18-24 years
- Persons below poverty level
- Vacant housing units
- Female-headed HH no husband
- Related children under 6 years
- Not a high school graduate
- Receiving public assistance
- Over 1.01 persons per room
- No internet access

Many studies have been completed related to undercounts during the last three census cycles.

As a result, there are many characteristics that have been identified that are good predictors of HTC communities. A set of those key characteristics have been used in this report to identify five levels of HTC census tracts relative to the Black

population. There are 8,057 census tracts in California and an HTC Level was assigned to each one based on the probable response rates to the census questionnaire.

The maps attached show the HTC Levels for the census tracts in various regions that are targeted for focused outreach. **Fourteen variables were initially selected to determine the HTC levels. Nine of the fourteen variables were used in the final selection process to assign census tracts to an HTC Level.**

Based on prior studies initiated by personnel from the Census Bureau and academic institutions, the variables selected were highly correlated with return rates from 1990 to 2010.

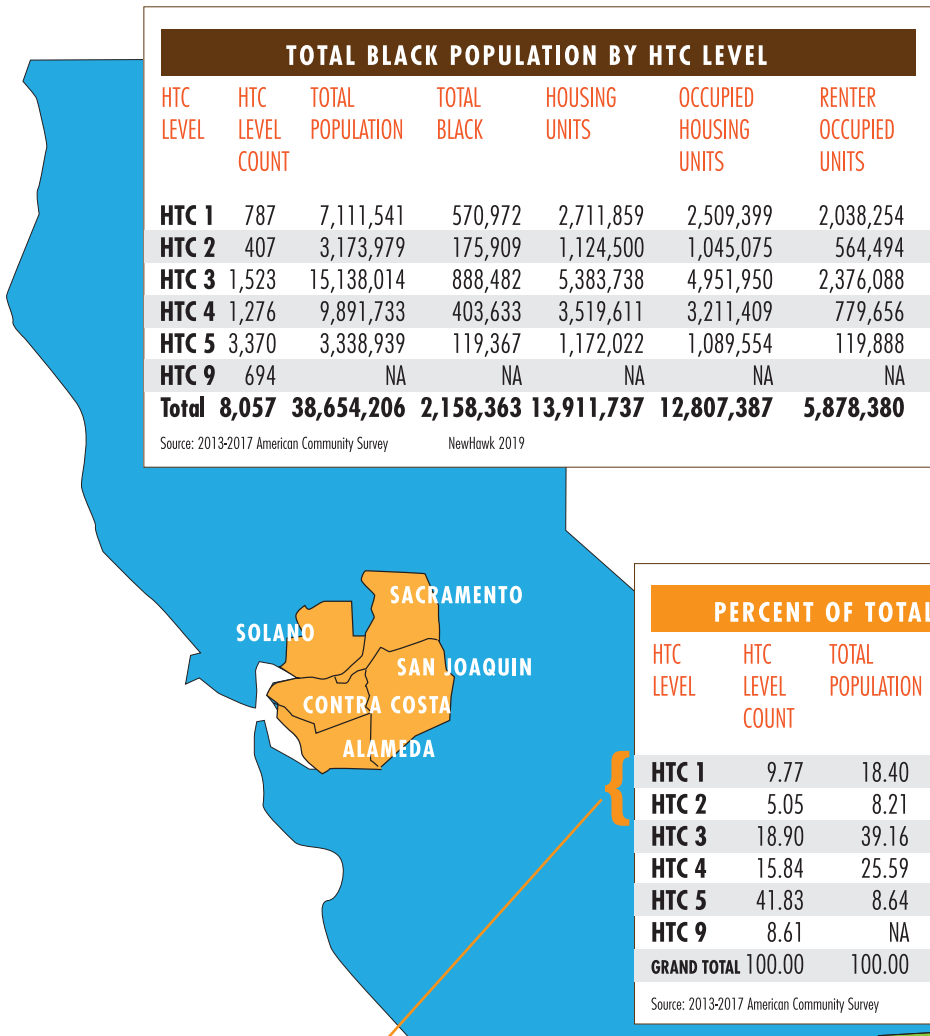

Access to the internet was included since the 2020 Census goal is to have a high percentage of responses via internet access.

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The results of the rankings of the variables are displayed in the next two tables.

Prior to running the data for each census tract, it was important to get an update on the distribution of the Black population in California. In order to determine what census tracts would be in each HTC Level it, was necessary to determine where most Blacks lived and what was the distribution within the population.

“ It is well known that residential segregation forced Blacks to live in limited geographical areas in counties and cities throughout the state.”



“ Over 570,000 Black residents live in HTC 1 census tracts. That is over one-fourth of the total Black population. Additionally, 176,000 Blacks live in an HTC 2 census tract. Therefore, over one-third of all California Black residents live in census tracts that are very likely to have a lower than average return rate for the 2020 Census.”

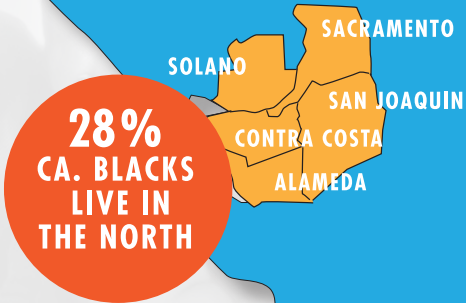
COUNTING BLACK CALIFORNIA

California has 58 counties and a Black population of approximately 2.3 million. The Black population in the Top 10 counties is 1.9 million which is 84%. With a Black population of 828,981, Los Angeles County ranks first. Its Black population which is over 36% of the state is higher than the combined Black population of the next five counties. Five of the of the counties are in the North Region and five are in the South Region.

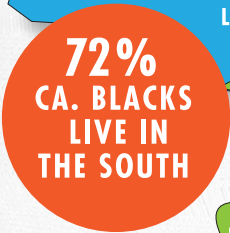
BLACK POPULATION IN NORTH + SOUTH		
	BLACK POPULATION	BLACK PERCENT
NORTH REGION	536,481	28.07%
SOUTH REGION	1,374,448	71.93%
TOTAL	1,910,849	100.00%

CALIFORNIA BLACK POPULATION BY COUNTY TOP 10 - TOTAL BLACK POPULATION				
RANK	GEOGRAPHY	TOTAL	PERCENT	REGION
CALIFORNIA		2,263,222		
1	Los Angeles County	828,981	36.63	South
2	Alameda County	180,446	7.97	North
3	San Bernardino County	178,674	7.89	South
4	San Diego County	164,571	7.27	South
5	Riverside County	148,960	6.58	South
6	Sacramento County	147,425	6.51	North
7	Contra Costa County	96,345	4.26	North
8	Solano County	61,752	2.73	North
9	Orange County	53,262	2.35	South
10	San Joaquin County	50,433	2.23	North
TOP 10 TOTAL		1,910,849	84.43	

Source: 2013-2017 American Community Survey NewHawk 2019



Nativity and place of birth are important factors in understanding the Black population in California. The Black population born in the United States (2,361,609) is 97%. About 70% of that population were born in California.



Census tracts with over seven percent of the children under five years have also been included in a matrix of data elements used to identify HTC levels. Six of the Top 10 Counties with the most Black children under 5 years are at or above seven percent.

The next level includes cities and Census Designated Places (CDP). The CDPs are usually unincorporated communities like Bloomington and Muscoy in San Bernardino County.

The Black population total in the Top 10 cities is slightly over one million which is 44 percent. Six of the cities are in Northern California but their total population of 382,000 is only 38% of the Black total. Like the population distribution in the counties, a majority (61%) of the Black population in the cities reside in the four cities in Southern California. The total Black population in these cities is about 620,000. The Top 10 Cities also include Census Places in the central part of California primarily in the San Joaquin Valley.

The final step in the data preparation phase was to convert the data sets to a format that could be appended to a database. The lowest level of geography used in the study was the census tract. The HTC Levels were identified using census tract data. Each census tract was evaluated in a database and then imported into shapefiles for spatial analysis in GIS software. The TIGER/Line Shapefiles were linked with demographic data from the 5-year 2013-2017 American Community Survey (ACS). In addition to the tables in the report, maps associated with the HTC Levels were produced for various regions in the state. The maps will be used to select the areas for outreach and to enable the users to prioritize target areas through California.

For example, an interesting finding was the proximity of many Black HTC census tracts to colleges and military installations.

COUNTING BLACK CALIFORNIA



CALIFORNIA BLACK POPULATION BY COUNTY TOP 10 - PERCENT UNDER 5 YEARS			
RANK	GEOGRAPHY	UNDER 5 YEARS	PERCENT UNDER 5 YEARS
CALIFORNIA		132,988	
1	Los Angeles	44,787	33.68
2	San Bernardino	13,109	9.86
3	San Diego	10,666	8.02
4	Sacramento	9,488	7.13
5	Riverside	9,310	7.00
6	Alameda	9,303	7.00
7	Contra Costa	5,295	3.98
8	Kern	4,138	3.11
9	Fresno	3,961	2.98
10	San Joaquin	3,581	2.69

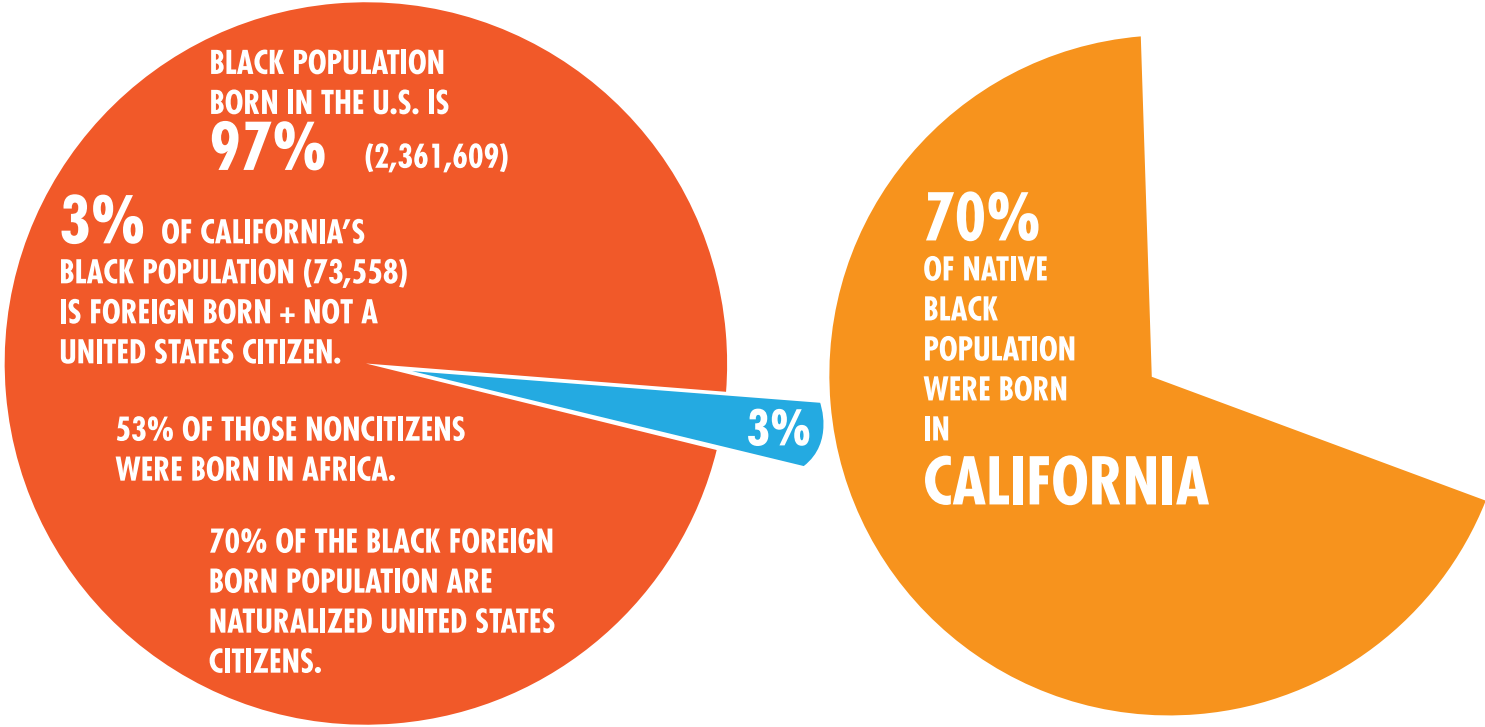
Source: 2013-2017 ACS NewHawk 2019

CALIFORNIA BLACK POPULATION BY CITY TOP 10 - TOTAL BLACK POPULATION					
RANK	ID	ID2	GEOGRAPHY	BLACK TOTAL	% OF STATE
CALIFORNIA				2,263,222	
1	1600000US0644000	644000	Los Angeles	394,126	17.41
2	1600000US0653000	653000	Oakland	115,919	5.12
3	1600000US0666000	666000	San Diego	108,244	4.78
4	1600000US0664000	664000	Sacramento	80,422	3.55
5	1600000US0643000	643000	Long Beach	68,418	3.02
6	1600000US0667000	667000	San Francisco	55,436	2.45
7	1600000US0636546	636546	Inglewood	48,791	2.16
8	1600000US0627000	627000	Fresno	47,383	2.09
9	1600000US0675000	675000	Stockton	42,736	1.89
10	1600000US0668000	668000	San Jose	40,531	1.79
TOP 10 TOTAL				1,002,006	44.27

Source: 2013-2017 ACS NewHawk 2019

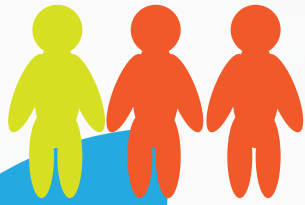
COUNTING BLACK CALIFORNIA

BIRTH AND NATIVITY BY CITY THE BLACK POPULATION IN THE TOP 50 CITIES IS 1.74 MILLION AND INCLUDES 1.63 MILLION WHO WERE BORN IN THE UNITED STATES. SIXTY-NINE PERCENT (1.14 MILLION) OF THE NATIVE BLACK POPULATION WERE BORN IN CALIFORNIA. FIVE OF THE TOP 50 CITIES HAVE POPULATIONS OVER 10,000 AND THE TOTAL OF 139,428 IS 48% OF ALL BLACKS WHO WERE BORN IN THE SOUTH. WHEN THE TOPIC OF IMMIGRATION IS ADDRESSED, THE CONVERSATION USUALLY INCLUDES DATA ABOUT ASIANS AND HISPANICS. THE FOREIGN-BORN BLACK POPULATION IS 165,881 WHICH IS 7% OF THE TOTAL POPULATION.



TOP 50 CALIFORNIA CITIES' POPULATION IS 255,736 & 92% WERE BORN IN THE STATE. 25% OF THE BLACK POPULATION IN THE TOP 50 CITIES WERE BORN IN THE SOUTH. BUT ONLY 17% OF THE TOTAL BLACK POPULATION WERE BORN IN THE SOUTH. THE MOST UNIQUE FACTOR WHEN REVIEWING THESE DATA WAS DISCOVERING THE GEOGRAPHIC PROXIMITY OF THIS SET OF TOP 50 CITIES TO MILITARY INSTALLATIONS. THE CLOSING OF A VERY SUBSTANTIAL NUMBER OF MILITARY SITES IN CALIFORNIA HAD A VERY NEGATIVE IMPACT ON THE BLACK POPULATION.

COUNTING BLACK CALIFORNIA



**1 OUT OF
EVERY 3**

BLACK CALIFORNIANS LIVE IN JUST 10 OF THE 335 CITIES OR CENSUS DESIGNATED PLACES (CDP) IN THE STATE.

38%
OF THE BLACK POPULATION LIVES IN THE TOP 10 CITIES.
(960,000)

70%
OF BLACK FOREIGN BORN POPULATION ARE NATURALIZED UNITED STATES CITIZENS.
(51,639)

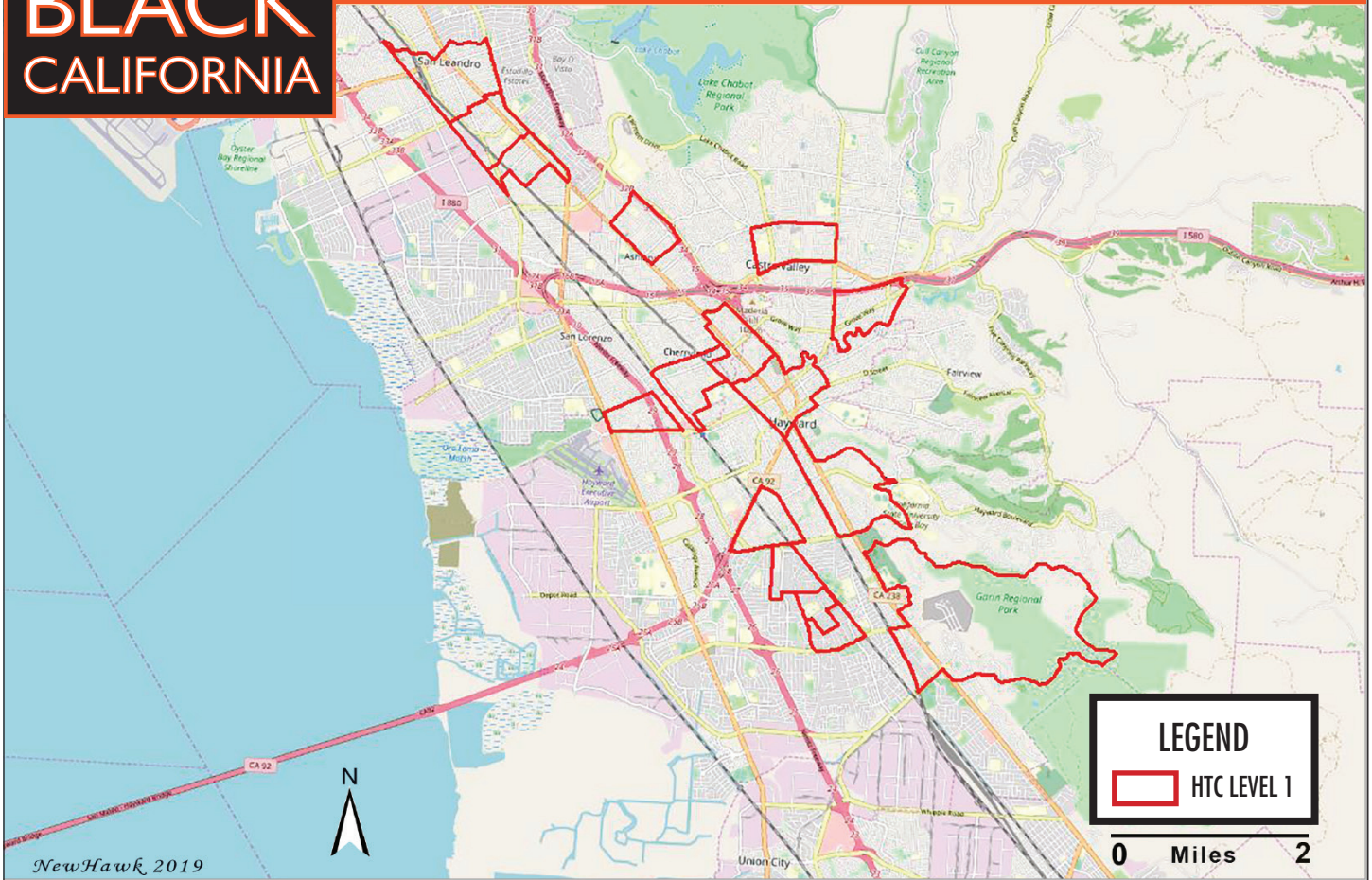
56%
OF NATURALIZED CITIZENS LIVE IN THE TOP 50 CITIES

29%
OF THE 166,000 FOREIGN BORN POPULATION HAVE BECOME US CITIZENS

49,000
AFRICAN FOREIGN BORN CALIFORNIANS HAVE BECOME U.S. CITIZENS.

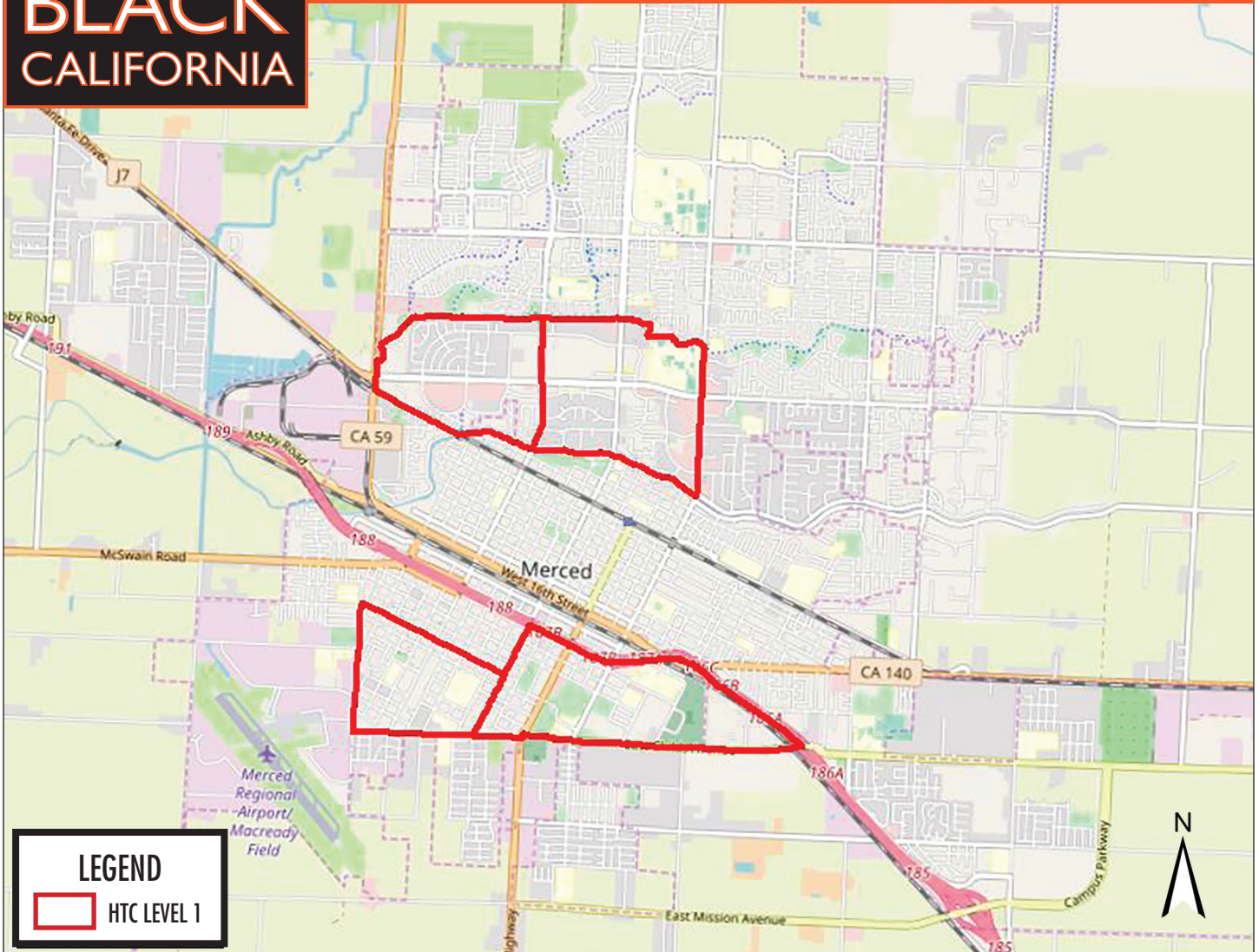
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS NORTHERN CALIFORNIA - HAYWARD + SAN LEANDRO - HTC LEVEL 1



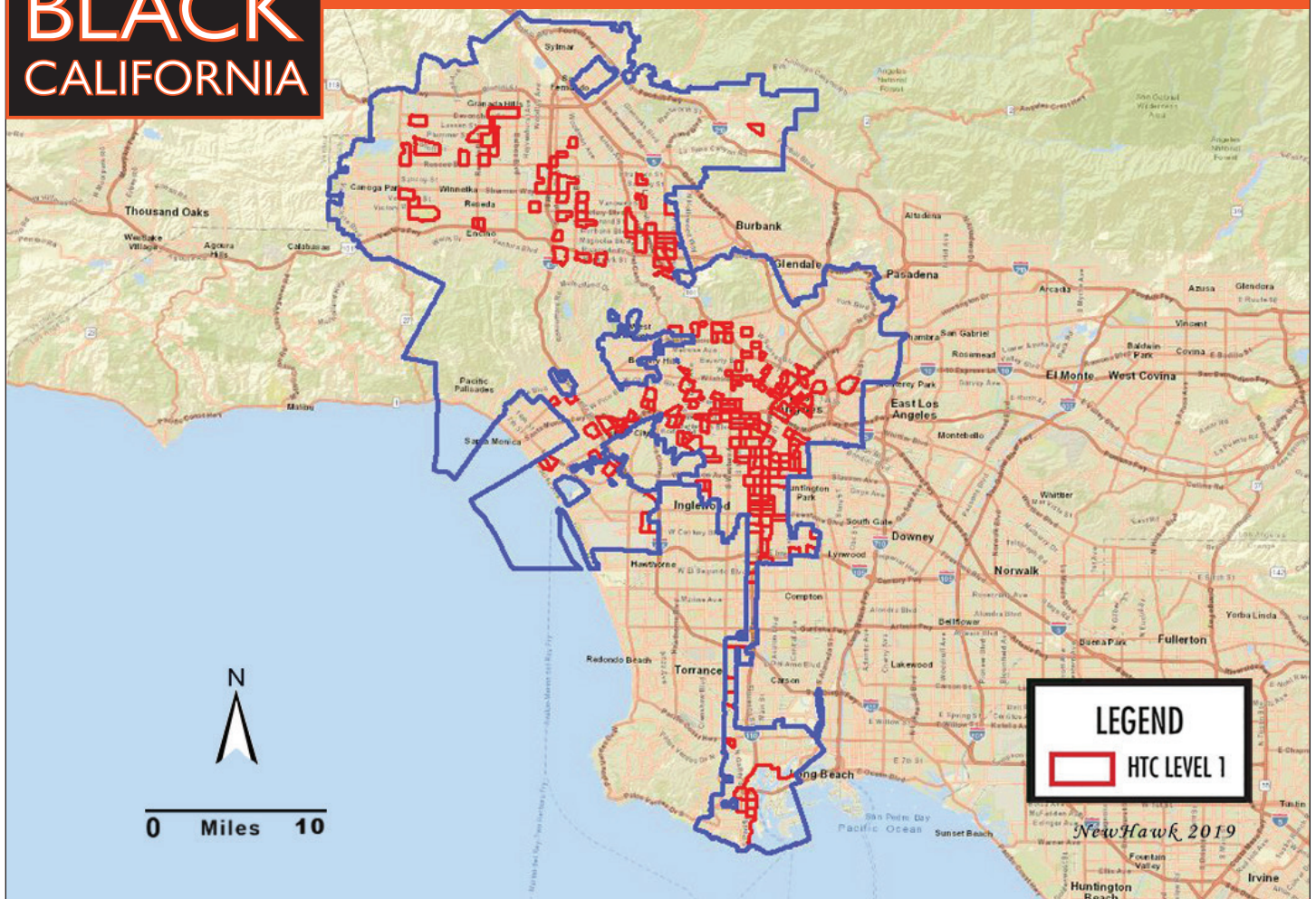
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS NORTHERN CALIFORNIA - MERCED - HTC LEVEL 1



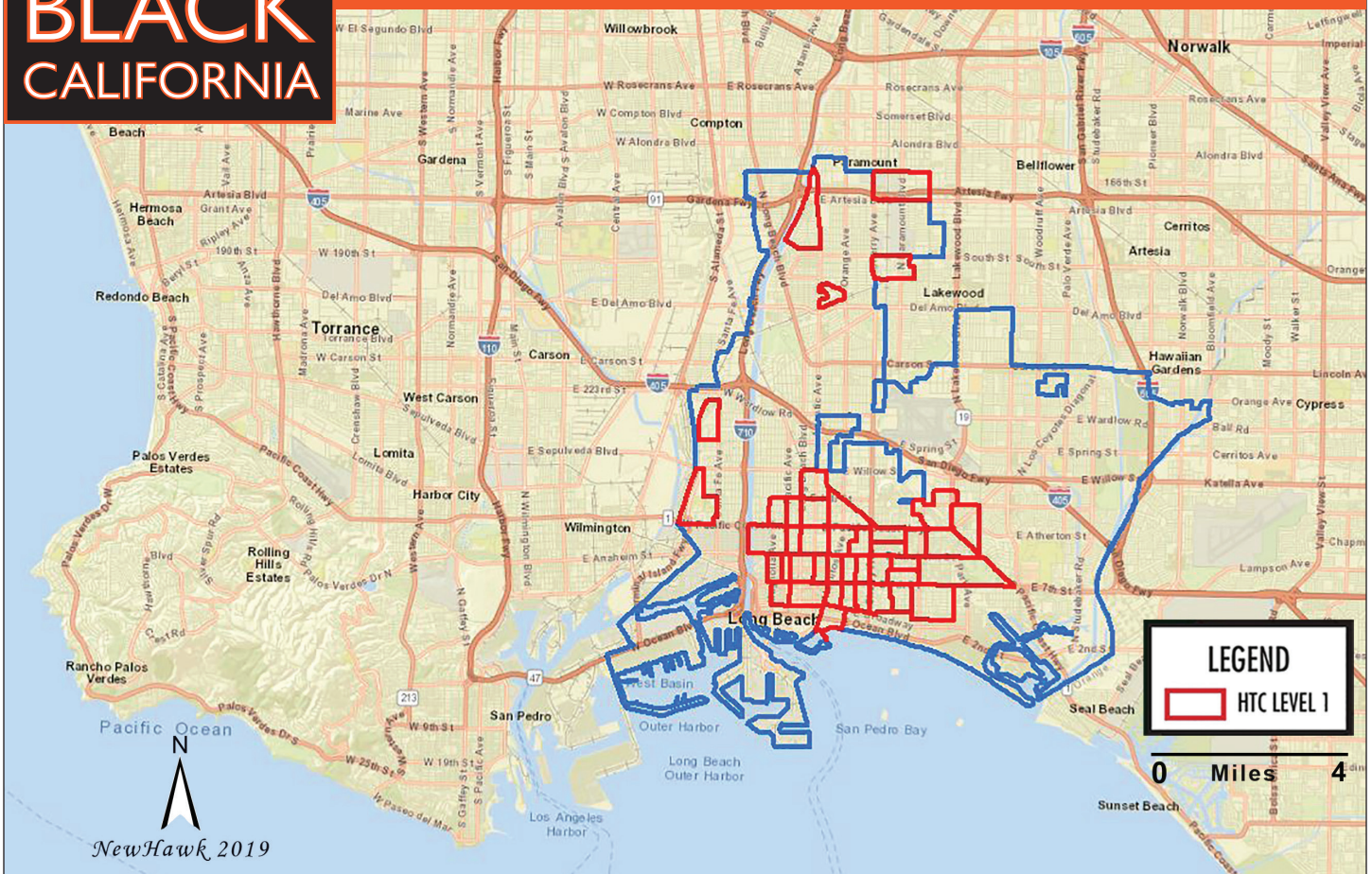
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - LOS ANGELES CITY - HTC LEVEL 1



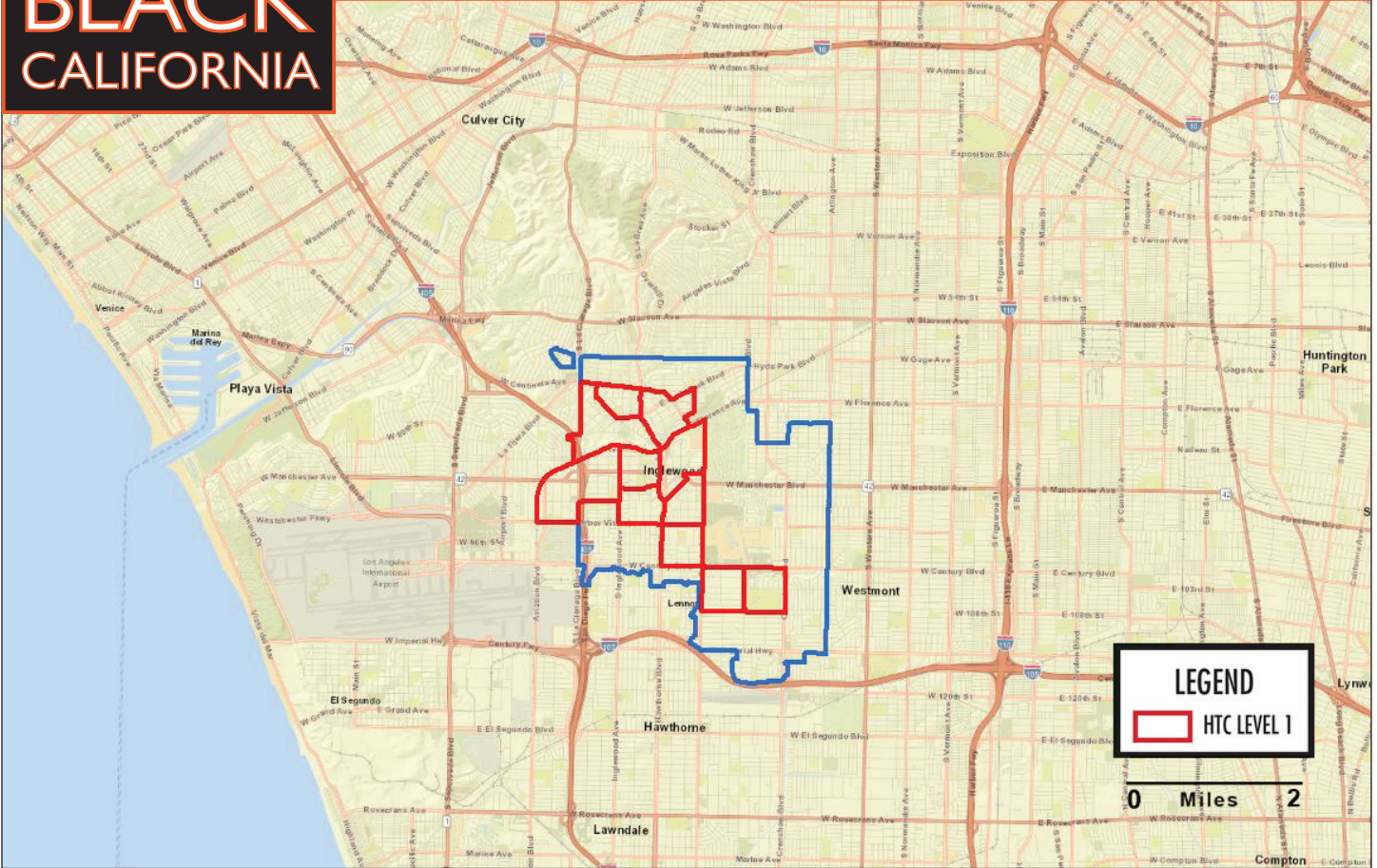
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - LONG BEACH - HTC LEVEL 1



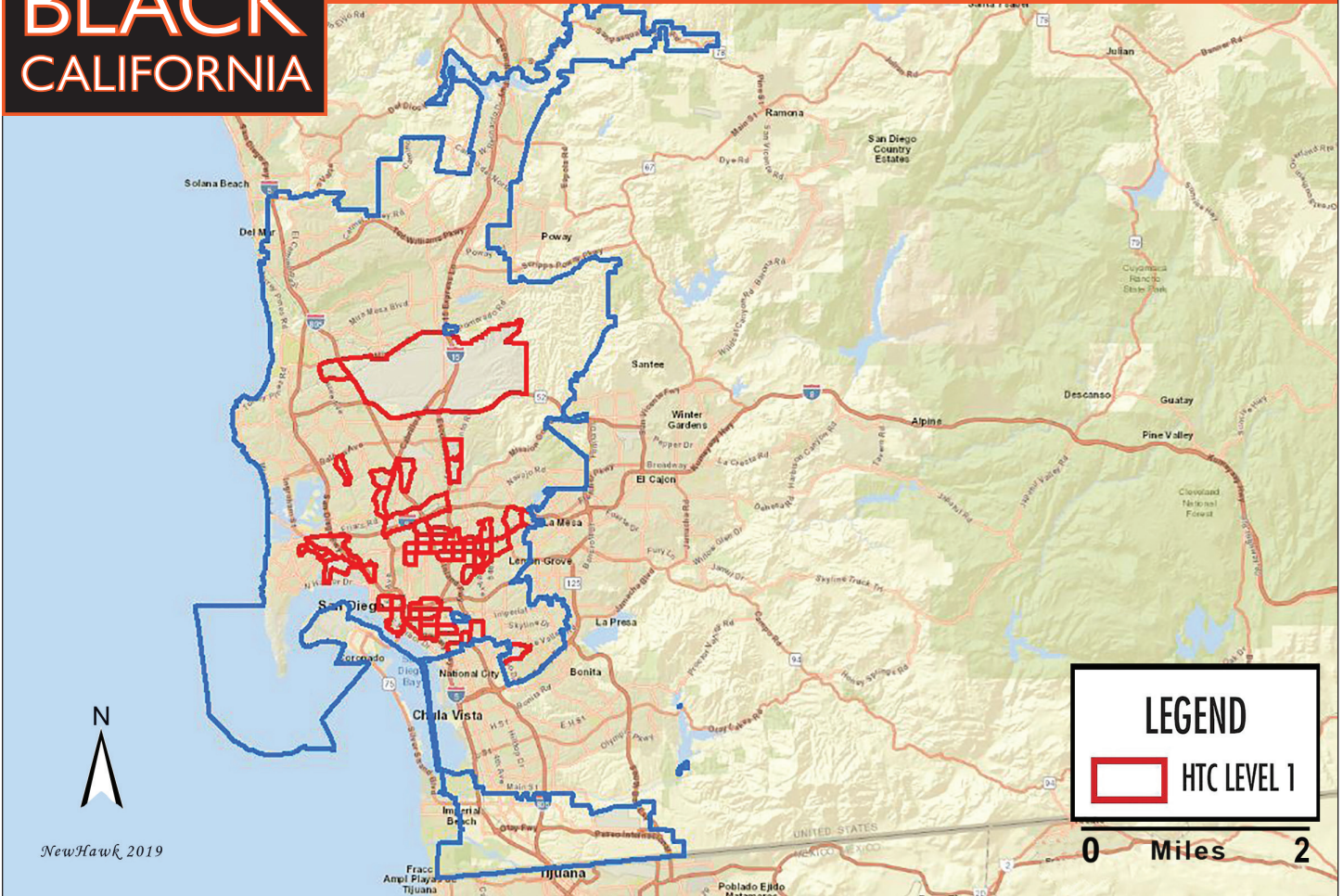
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - INGLEWOOD - HTC LEVEL 1



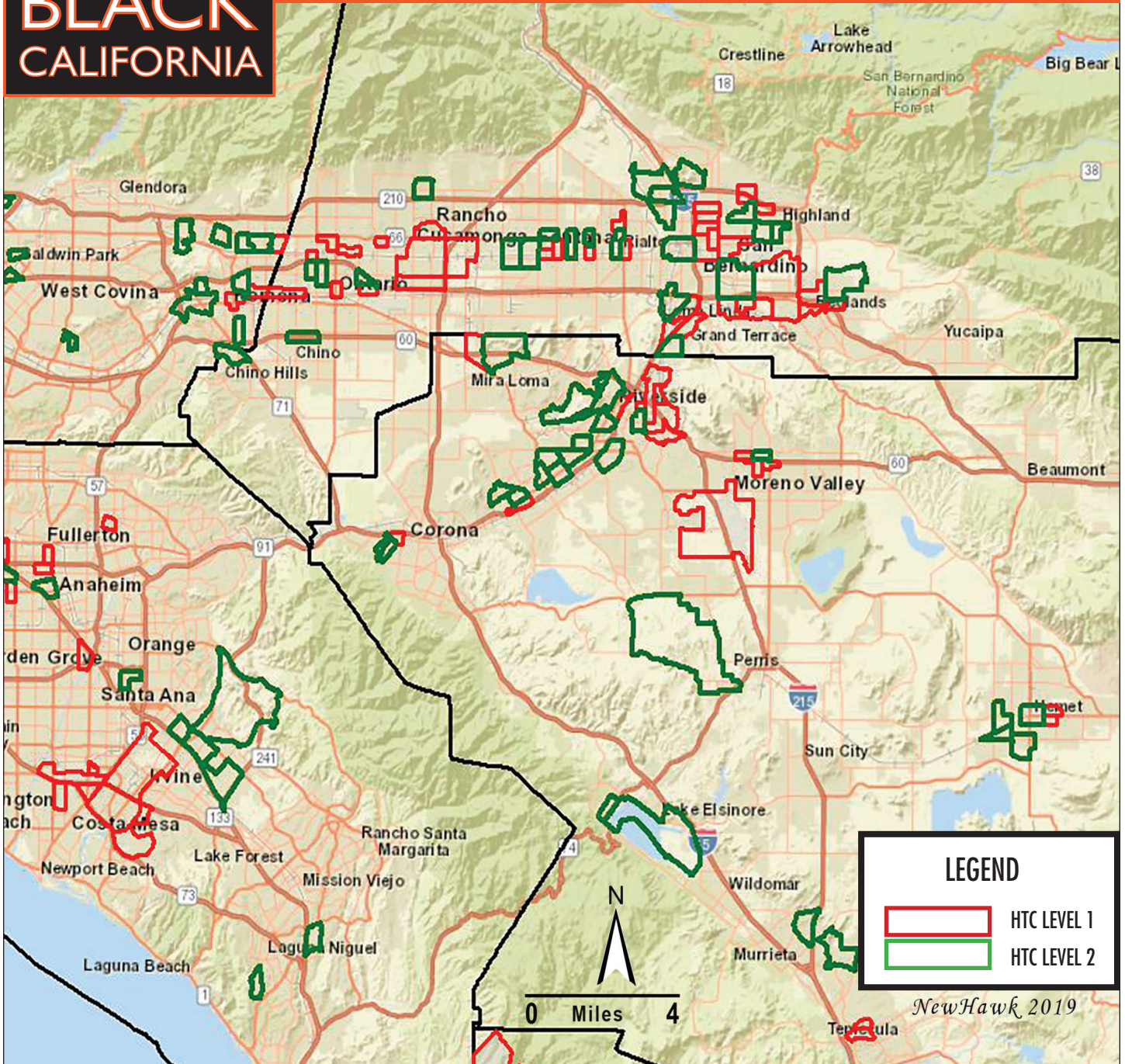
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - SAN DIEGO - HTC LEVEL 1



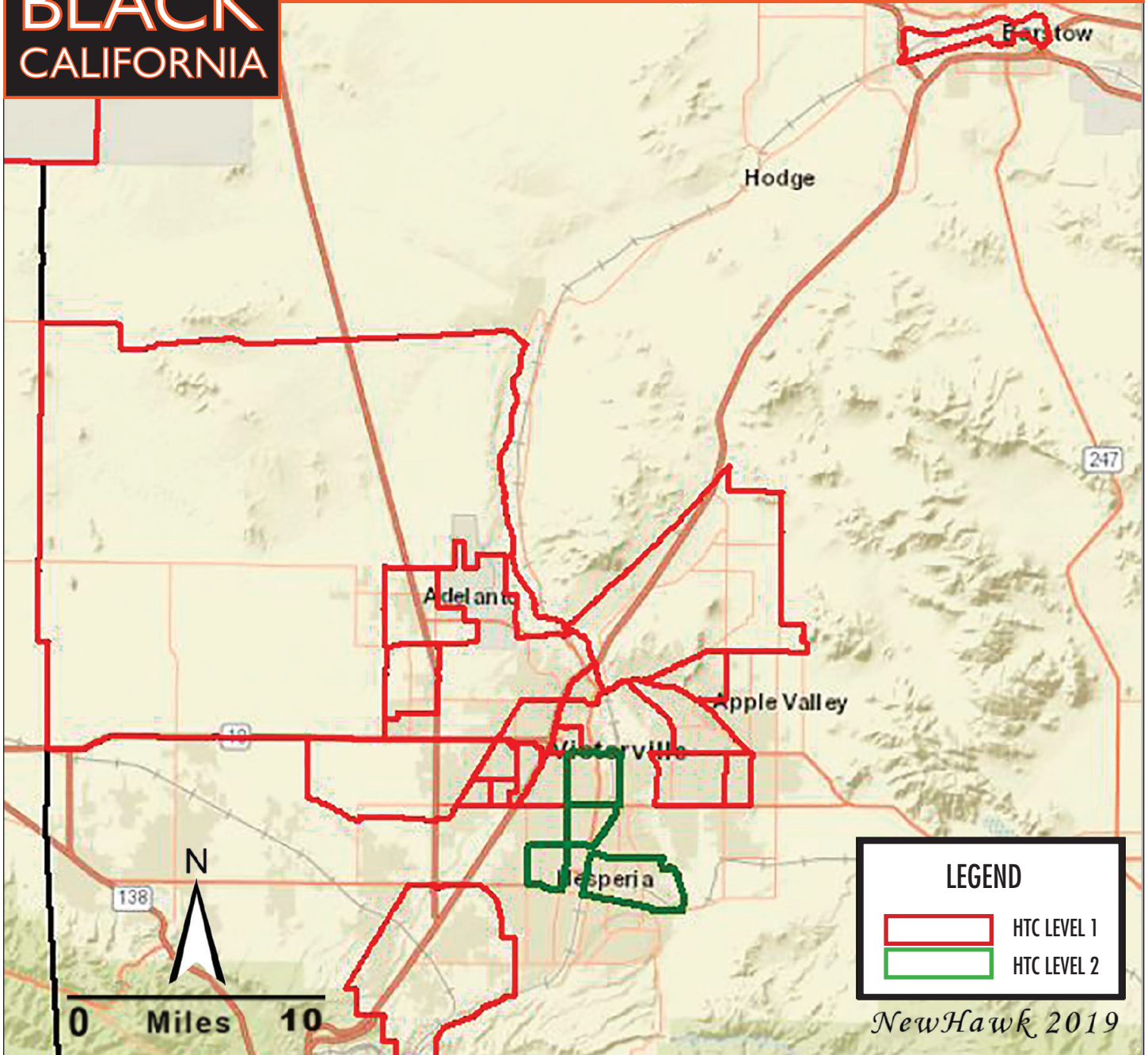
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - HTC LEVEL 1 + HTC LEVEL 2



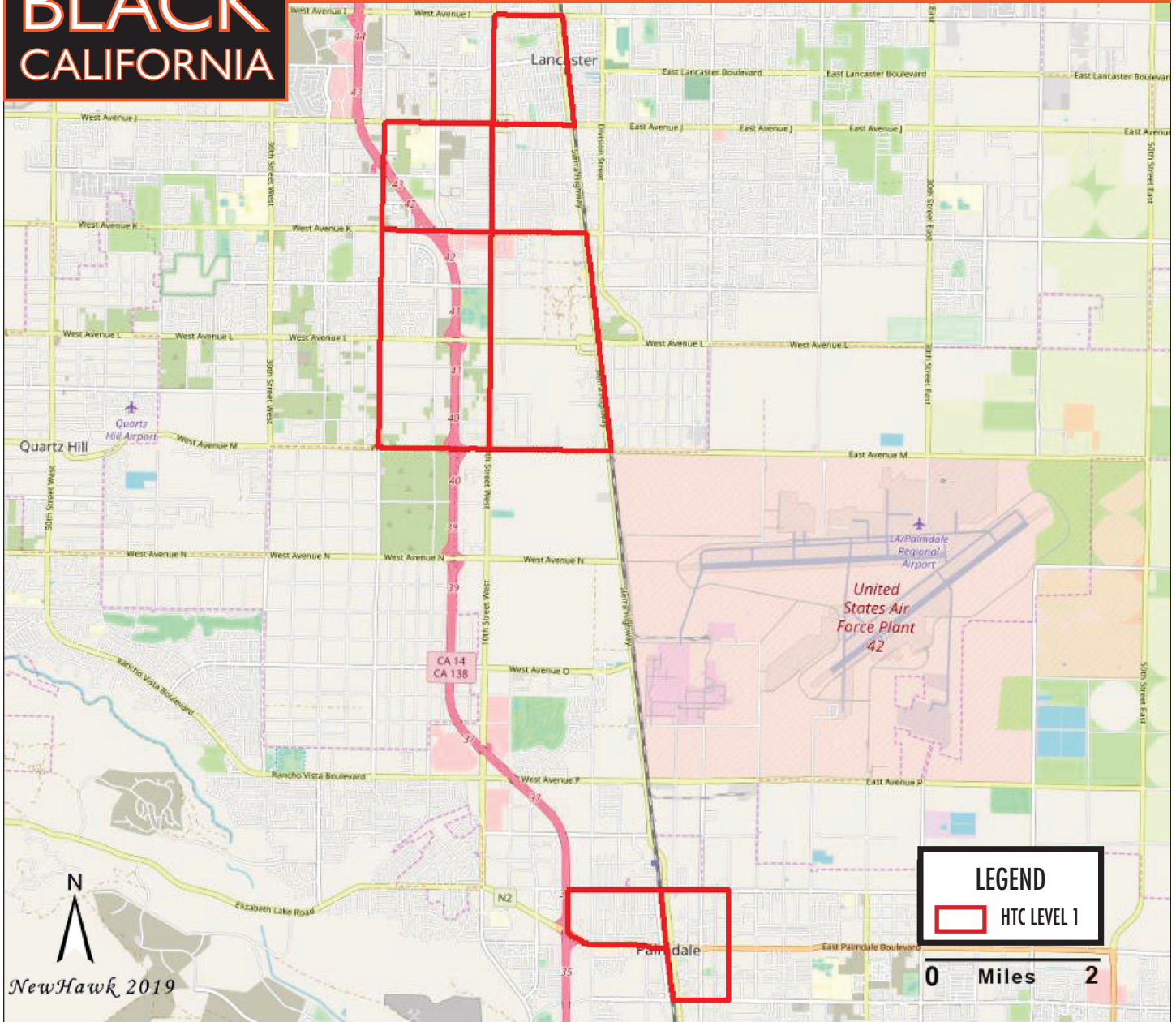
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - VICTOR VALLEY - BARSTOW - HTC LEVEL 1 + HTC LEVEL 2



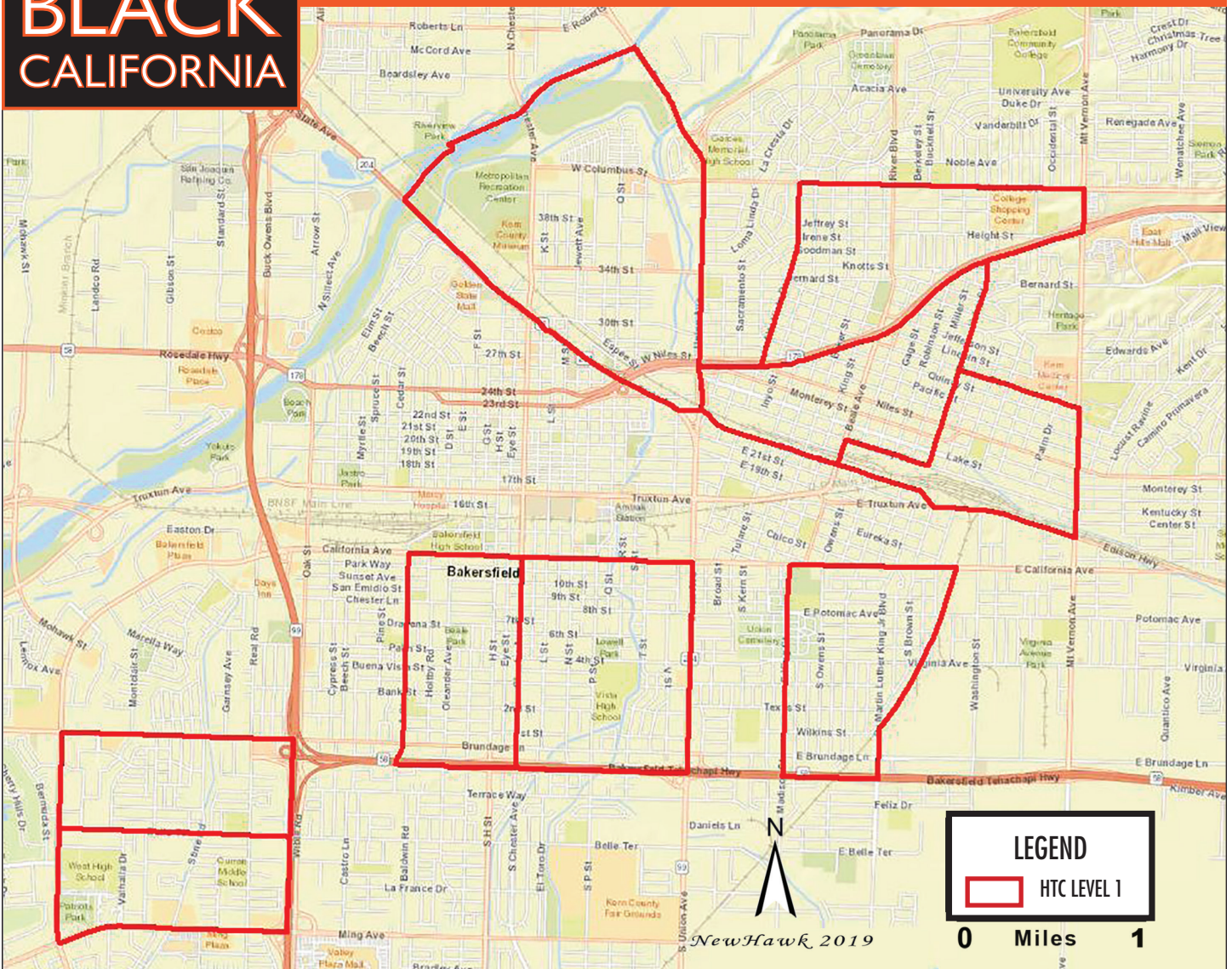
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - LANCASTER - PALMDALE - HTC LEVEL 1



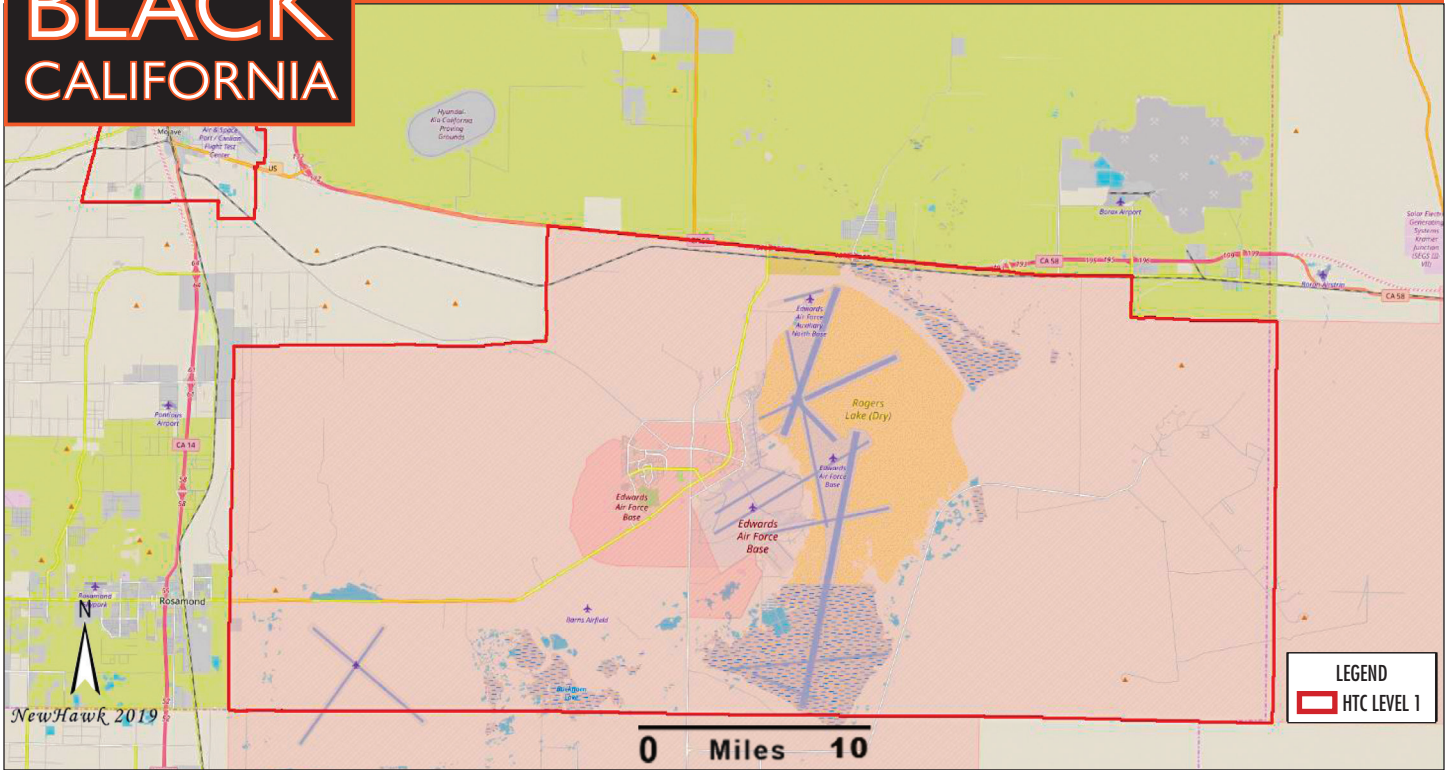
COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - BAKERSFIELD REGION - HTC LEVEL 1



COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - EDWARDS AIR FORCE BASE - HTC LEVEL 1 + HTC LEVEL 2



..The most unique factor when reviewing these data was discovering the geographic proximity of this set of Top 50 cities to military installations.

The closing of a very substantial number of military sites in California had a very negative impact on the Black population.

COUNTING BLACK CALIFORNIA

HARD TO COUNT (HTC) CENSUS TRACTS SOUTHERN CALIFORNIA - LOMPOC - VANDENBERG AFB - HTC LEVEL 1

