

BLACKS IN CALIFORNIA:

We are still here

Every ten years, the Census is conducted to perform a national count of every person living in the United States per Article I Section 2 of the Constitution. The mandate aims to determine representation in Congress for each state. The Census is a massive undertaking of data collection and requires significant targeted outreach to ensure all people respond to the survey. From 2000 to 2010, California had a population increase of nearly 10 percent according to the U.S. Census. The Black population rose 1.5 percent, which was the lowest increase of all ethnic groups. In contrast, Latino population increased 27 percent and the Asian population grew by 31 percent. As the state prepares for the 2020 Census count with a conflicting position of the Federal Administration, there is a lot of focus and resources to ensure there will not be an undercount throughout the state. California Black Media's report, *Counting Black California*, highlights the need to ensure there is also an intentional focus on hard-to-count Blacks within the state.

“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.” –

Counting Black California Report, 2019

According to the report, the inaccurate count of African Americans has been more than three percent higher than the national average for every census since World War II based on 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.**

Census data is used in various applications in the academic and commercial arenas. However, there are four key functions of the Census that can impact public policy and elections.

Reapportionment

Based on increases or decreases in population over the previous decade, the number of congressional districts in a state can shift, which affects congressional representation and state electoral votes. Over the past decades, congressional seats have primarily been reapportioned to the South and West of the country and lost in the Northeast and Midwest.

Redistricting

Within states, the congressional and state legislature districts are redrawn based on Census data. Based on population distribution changes within states, the boundaries will shift every ten years in order to ensure each district has basically the same population. The key is to ensure that partisan influence doesn't take over the process, leading to unfair districts through gerrymandering. Recent court cases have thrown out district maps that have been perceived to be bias to benefit a specific party.

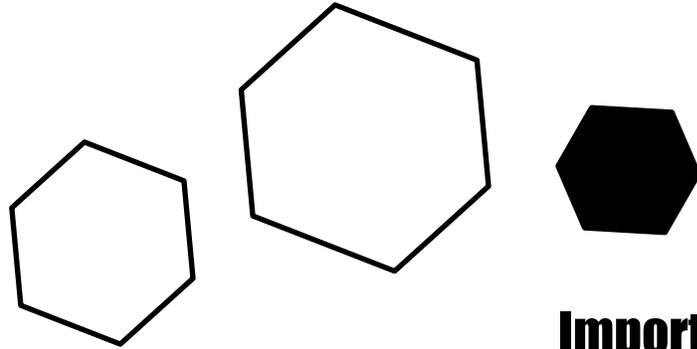
Government Resource Allocation

Annually, hundreds of billions of dollars are allocated throughout the nation based on census data, for programs such as public health, education and infrastructure. State and local funds are often distributed based on population. Basically the more people you have in your state...the more funding can be allocated to your state to help the people in the state.

Demographic Data

The Census provides a snapshot of country, state and local areas. Demographic data from the census information can help direct their attention and resources where it is needed the most (e.g. safety net services, businesses, health care, civil rights outreach, community engagement).

In California, there are more than 2.2 million Blacks with 51 percent being female. Sistallect, Inc. published the **State of Black Women in California** report in 2018, which provided a snapshot of the quality of life indexes for Black Women and Girls compared to their counterparts. More than seven out of 10 of Black households are headed by single mothers and approximately 80 percent are the primary breadwinner of the home. As strategies are developed to reach the Black community within the state particularly the hard-to-count populations, engaging Black women will be critical to the effort as they are leading the households and in many cases, the trusted maven in the community.



“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 percent.

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 counties are in the North Region and five are in the South Region.” –
Counting Black California Report, 2019

The bulk of Black Californians are located in the southern region of the state according to *Counting Black California*. Approximately, 72 percent of the state’s Black population lives in San Bernardino, Orange, Riverside, San Diego and Los Angeles, which has the highest number of residents at more than 828,000.

Although the Black community is concentrated in 10 counties, connecting with residents can be difficult without understanding there are geographical and cultural differences. Like all ethnic groups, Black Californians are not monolithic. There are many different cultural differences in the different regions with nuances that are specific to certain communities. In addition, there are few statewide organizations that connect the communities throughout the state and due to limited funding available, the capacity of those organizations can be a barrier when implementing statewide campaigns.

The importance of utilizing a coalition approach is a success model that has been proven to more effective as well as partnering with the Black media to disseminate information locally. In order to have the maximum impact to engage Black California, there is a need to dig deeper into where they live and their experience.

Blacks in California: We are still here provides a deeper snap shot of the communities that have the largest Black population as well as the issues that need to be considered when engaging the community.

Where We At!

The recent funeral of rapper and community champion Nipsey Hussle and the naming of Obama Blvd. in South Los Angeles showcased the significant presence of the Black Angelinos. Tens of thousands of Black community residents attended these events. Even though every year we ascend on Crenshaw Blvd. (the connector that has always threaded Blacks throughout the southern part of the county) for the Los Angeles Sentinel's Taste of Soul in the hundreds of thousands, the Black community has not been seen as a substantial population relative to our growing minority counterparts. This is the same dynamic we see throughout the state. In Oakland, thousands of Black residents attend the Joy Parade or the Black Family Cookout at Lake Merritt, which was a byproduct of Bar-B-Q Becky's effort to claim our space. In Sacramento, there is a Black Women's March where thousands of Sistas celebrate their greatness and solidarity. These events are a visual reminder that we are still here. However, the data tells us much more than where we are...it tells us what we experience in the fifth largest economy in the world.

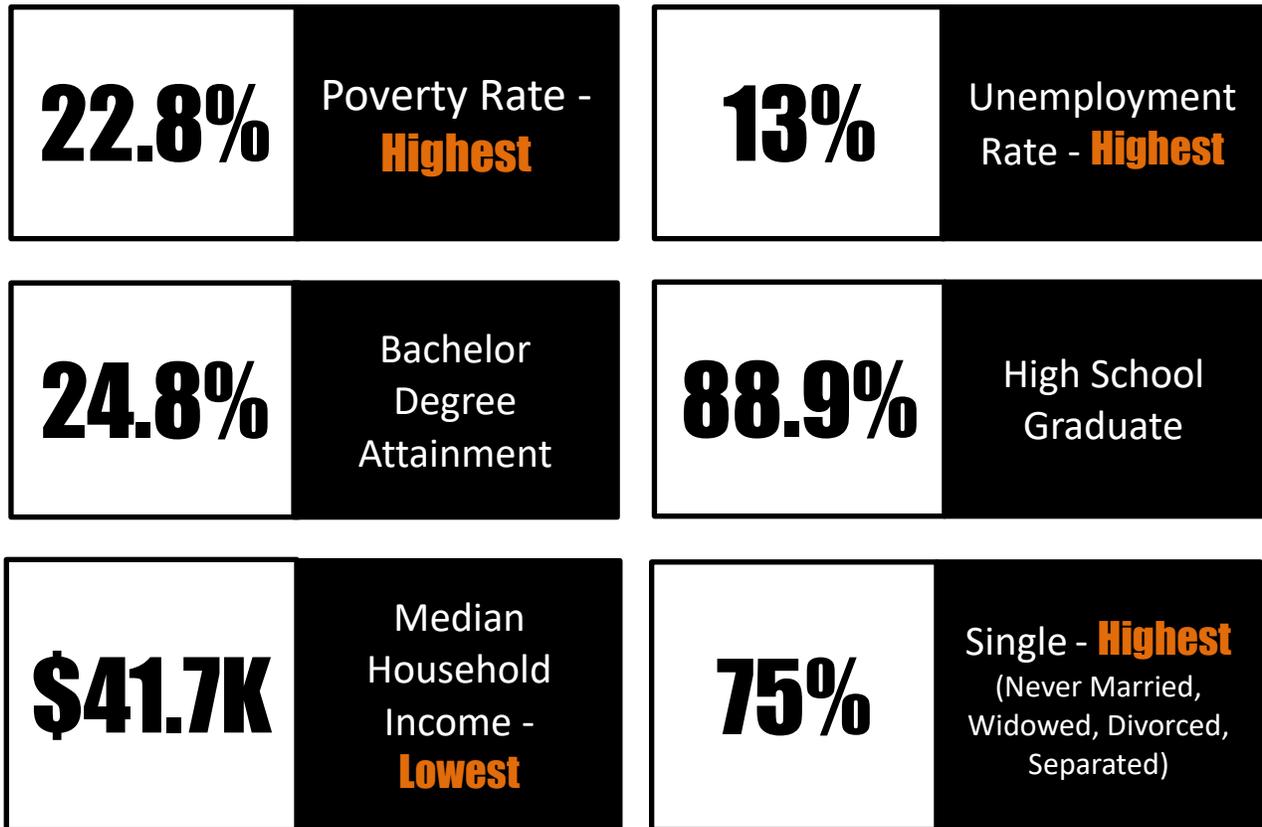
The experience of Black Californians is often sidelined by the need to address equity issues as a whole. The State of Black Women in California stratified the data to highlight disparity gaps and the impact they have on Black Women and Girls. After the release of that report, there were specific strategies developed to address the inequalities. In addition, it provided information that was used by policy makers, not for profit organizations and influencers. Understanding in more details the data outlined in Counting Black California will help us create solutions that will further engage the community in a meaningful manner.

The Counting Black California highlighted the key geographic areas that have the largest Black populations in the state. Throughout the state, Black quality of life indexes remains a concerning trend with high poverty and unemployment rates as well as low marriage rates and educational attainment. In addition, for each county Black household income is lower than all their counterparts. There are 58 counties in California. The ten counties with the largest Black population have significant disparity gaps to address when it comes to their most vulnerable population.

The data creates a narrative that requires action...

Los Angeles...

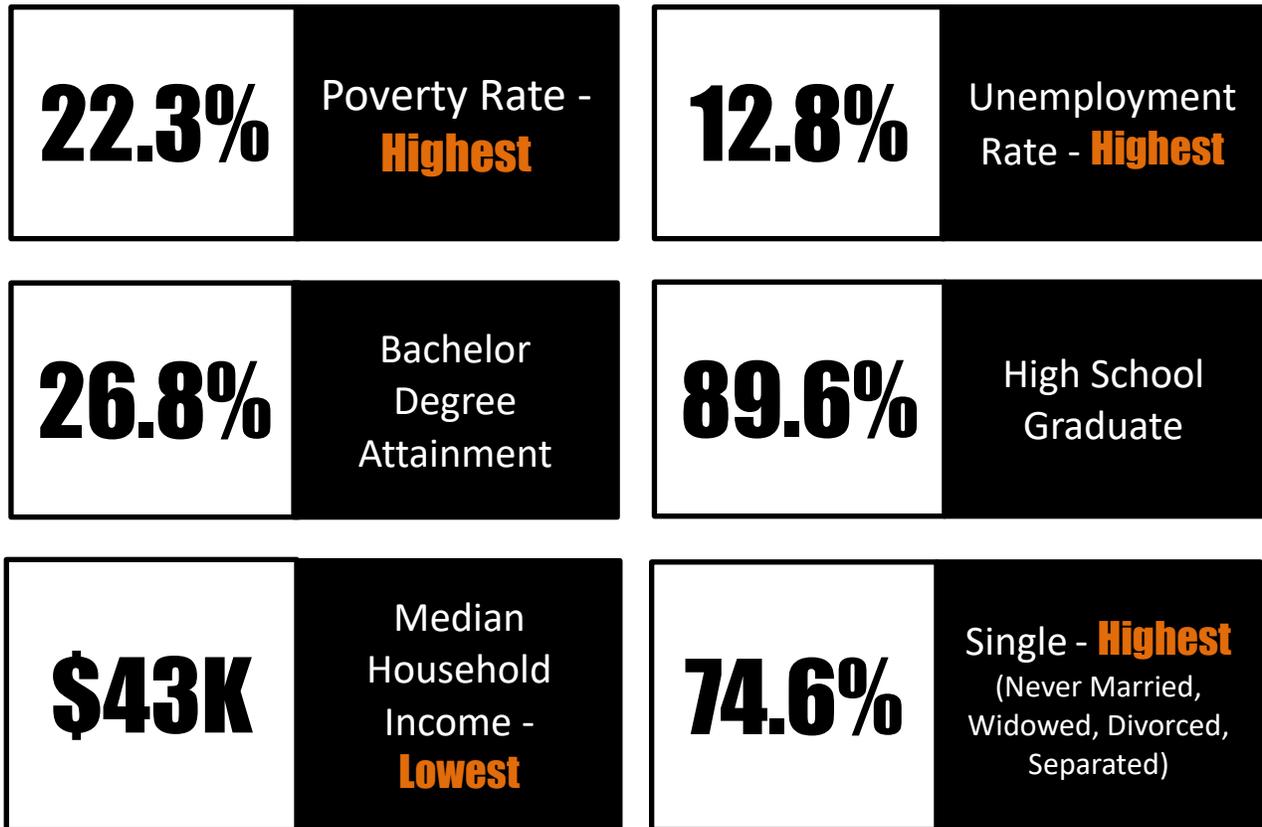
It's not surprising that Los Angeles County has the largest percentage with more than 828,000 residents, which represents 8 percent of the county population. According to the US Census, the county of Los Angeles has approximately 10 million people. Black Angelinos are located in specific areas within the county. *Counting Black California* points out the areas that have the largest clusters. Those areas are located mainly in the south of the county. Los Angeles has the largest gender gap with 52,000 more Black females than male.



(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

...Alameda

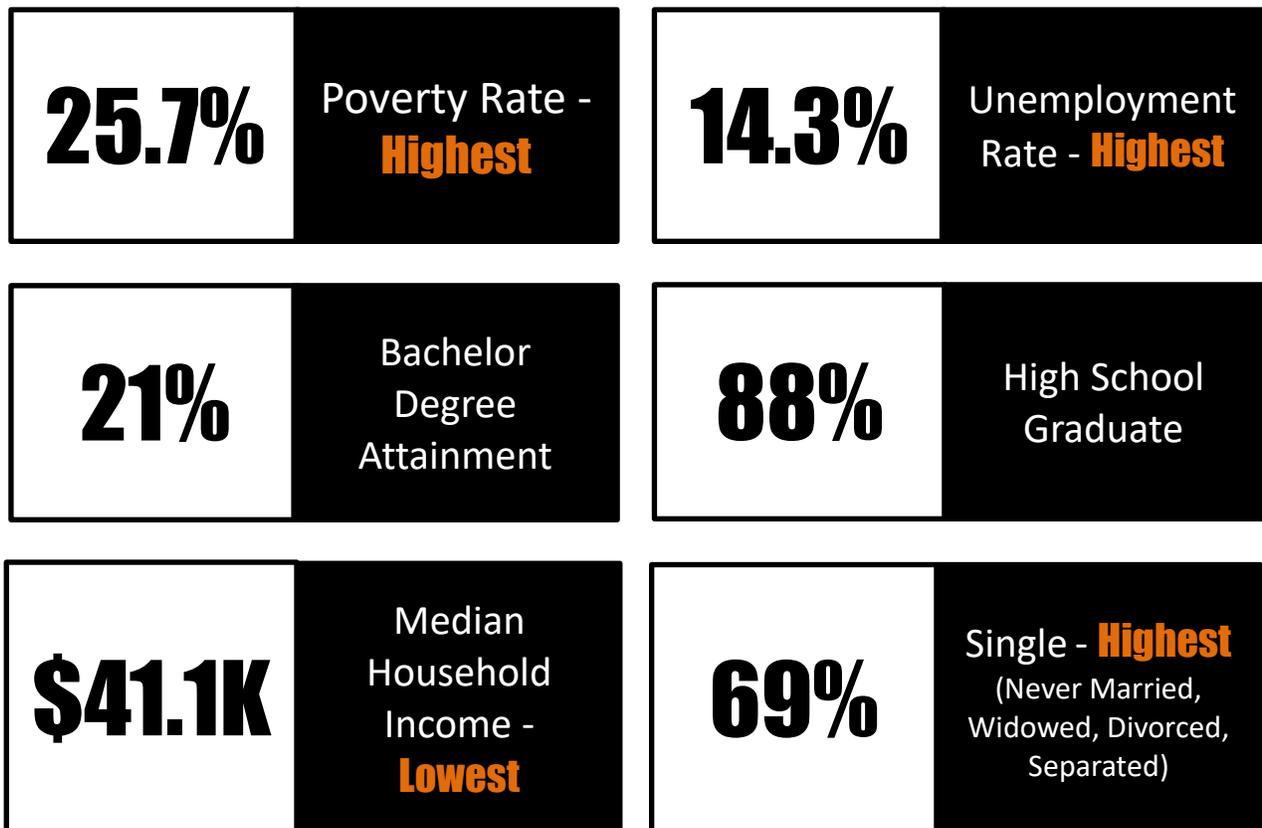
Alameda County has the second largest Black population in the state with nearly 200,000 residents. Black females represent the larger percentage with 11,000 more than their male counterparts. This is the county that has one of the greatest gender gap. The bulk of Black residents reside in Oakland, which is its largest city in the county. However, throughout the county there is a consistent way in which Blacks in Alameda experience life. The data provides a snap shot.



(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

San Bernardino...

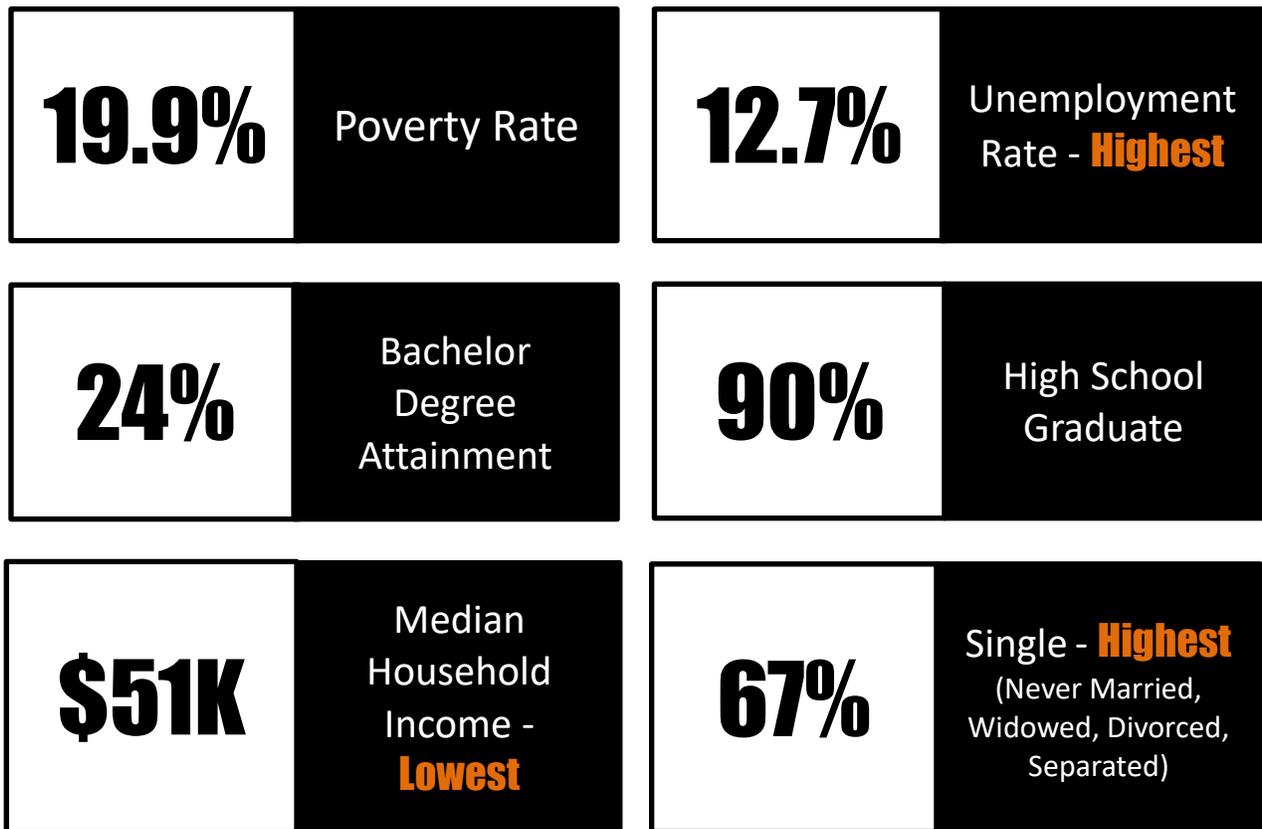
San Bernardino County is the eastern neighbor of Los Angeles. It boasts very diverse geographic areas that range from urban to rural to mountains regions. As part of the Inland Empire, which includes Riverside County, San Bernardino has a significant Black population, which ranks third in the state. The county has a long history of Blacks in the area. According to San Bernardino's Historical and Pioneer Society, in 1851 26 former black slaves left Salt Lake City, Utah and traveled to southern California to settle a new colony, which became San Bernardino. In addition in the 1980's, many Blacks migrated to the cities within the county for lower cost of living and housing. Today, the county has approximately 178,000 Black residents, representing 8 percent of the overall population. Regardless the lower cost of living, Blacks in the county fare far worse than their counterparts.



(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

...San Diego

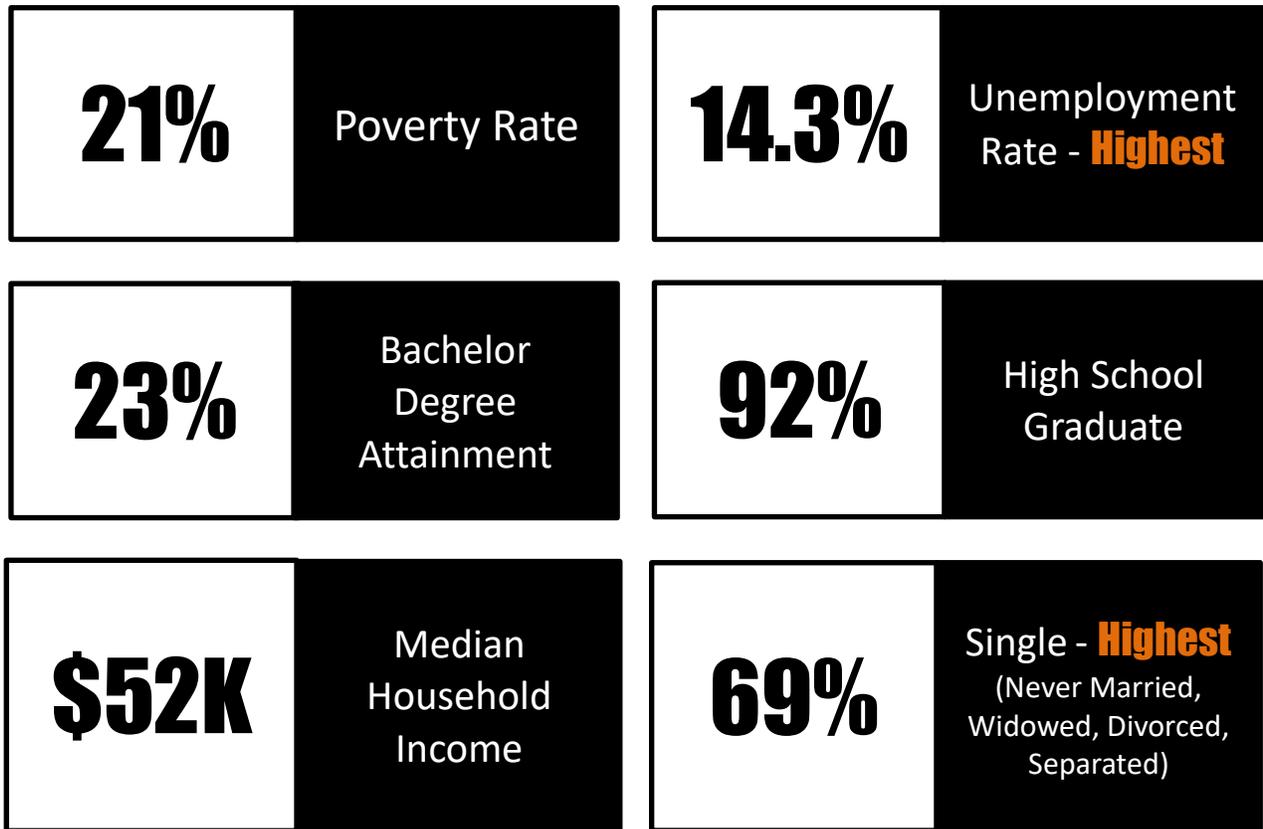
In the southern part of the state, Black Californians in San Diego are the fourth largest cluster of the overall state population with a little under 165,000 people. With more than three million residents in the county, the Black population represents five percent. Unlike other counties, there are more males than females with 53 percent and 47 percent respectively. This is one of few counties where Blacks do not have the highest poverty rate. However, they do have the highest unemployment rate.



(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

Riverside...

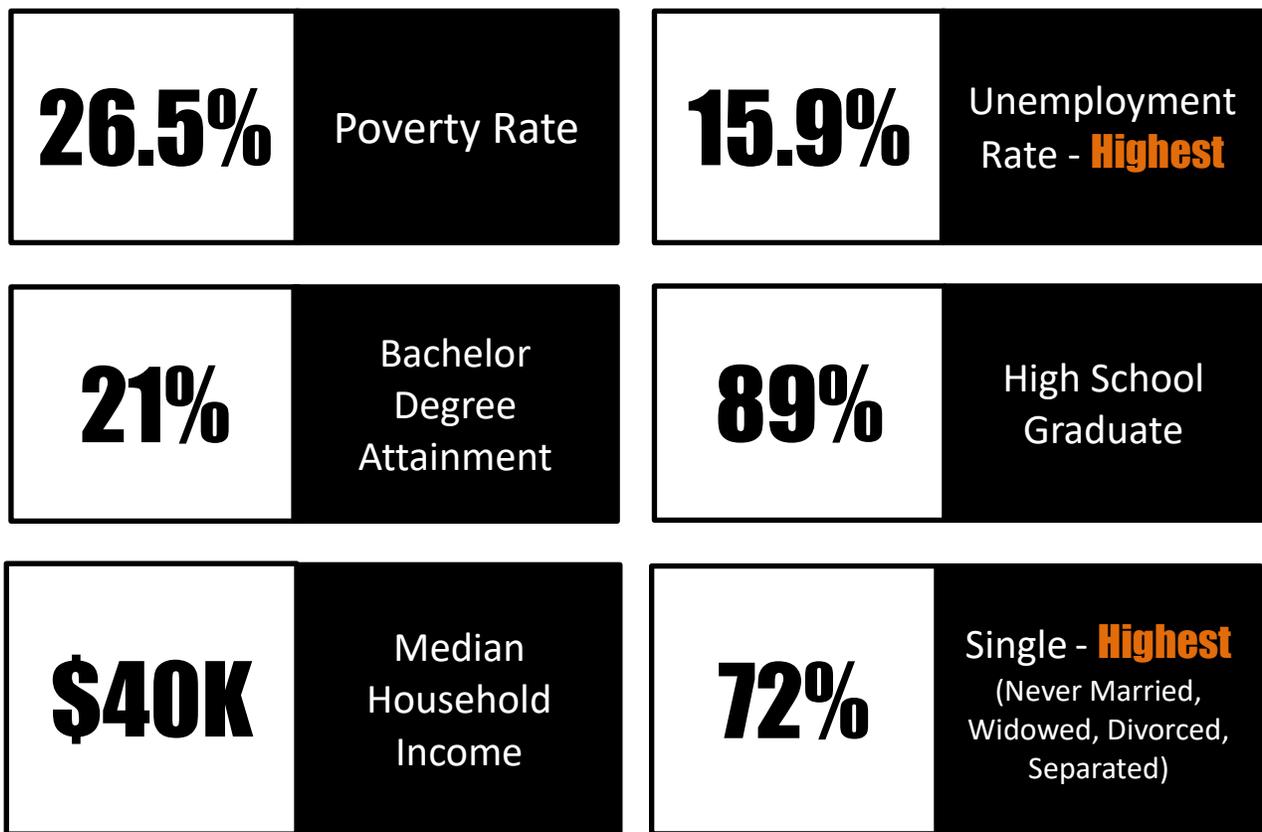
Riverside County sits between San Bernardino and Orange Counties. It has approximately 148,000 Black residents. Seven percent is under the age of five years old. Blacks represent six percent of the population. The male to female ratio is nearly 50-50. Blacks in Riverside do not represent the highest poverty rate. It is the third highest in the county but still five percent higher than the average. The Black median household income is also not the lowest in the county, which has been consistent trend in the top four counties. The county also boosts the second highest high school graduation rate for Blacks.



(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

...Sacramento

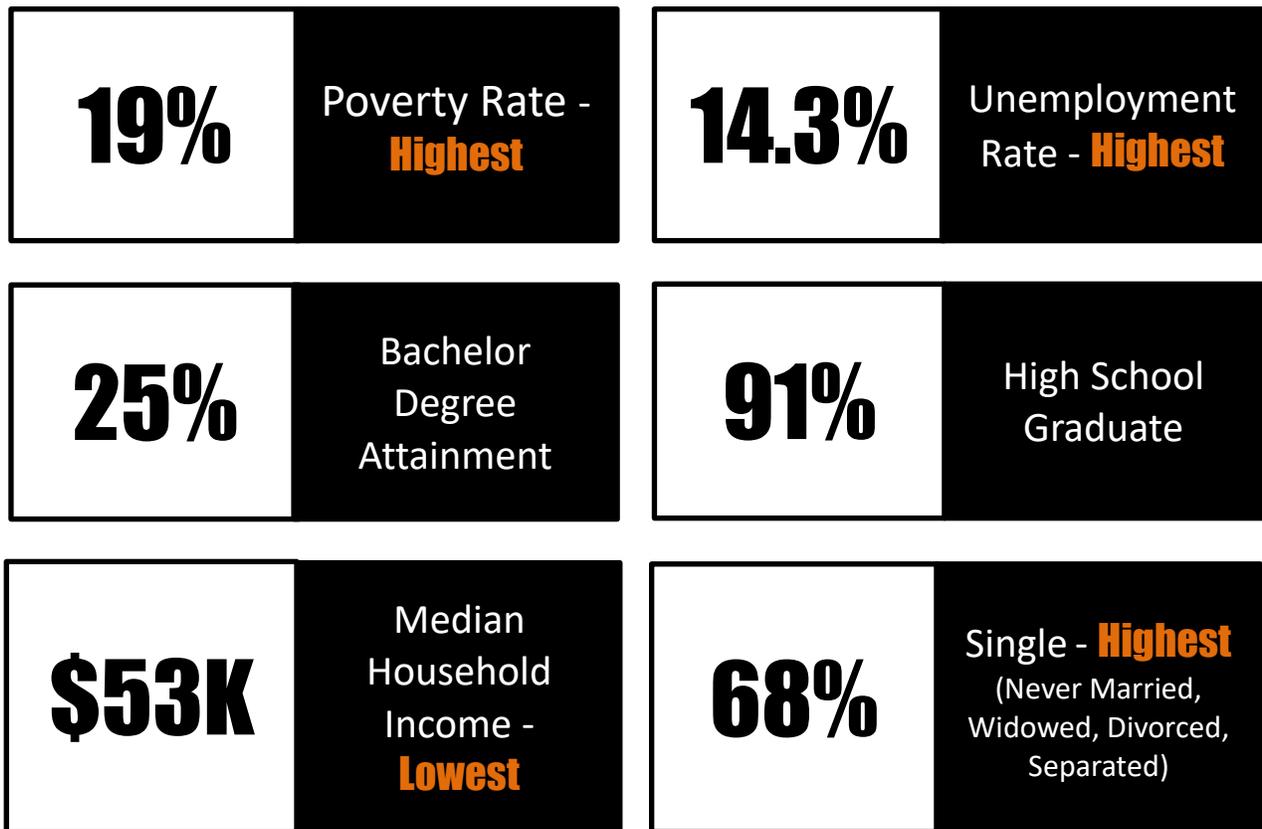
Sacramento kicks off the second half of the list with nearly 148,000 Black residents in the county. However, unlike the above counties, the Blacks represent double digits of the overall county population at 10 percent. The home of the state capitol is considered one of the most diverse populations in the county. However, the majority of the Black population lives in city limits of Sacramento. An outlier is the city of Folsom, which houses the state prison. The census tract where it is located has more than a 46 percent Black population. Black Sacramento has the second largest gender gap. There are nearly 30,000 more Black females than males. Sacramento also has the second highest poverty and unemployment rates among the other counties.



(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

Contra Costa...

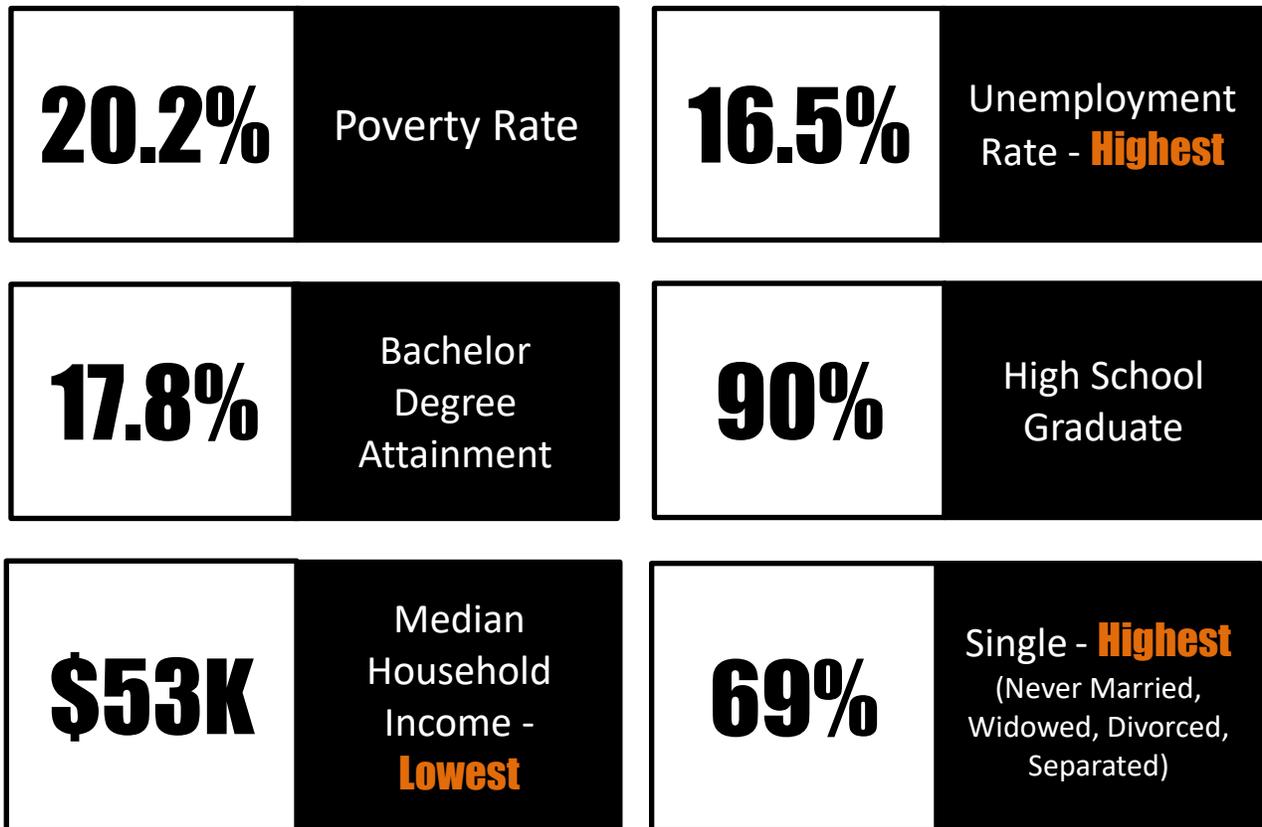
Contra Costa County is located in the Bay Area. Concord, Antioch and Richmond are the largest cities in the county. Blacks represent nine percent of the county population. However, nearly 57 percent of the Black population lives the top three cities. Out of the 97,000 Black county residents, there are more women than men with a more than 7,000 difference. The Black poverty rate in Contra Costa is twice as high as the median poverty rate. The unemployment rate is more than double the median poverty rate for the county.



(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts)

...Solano

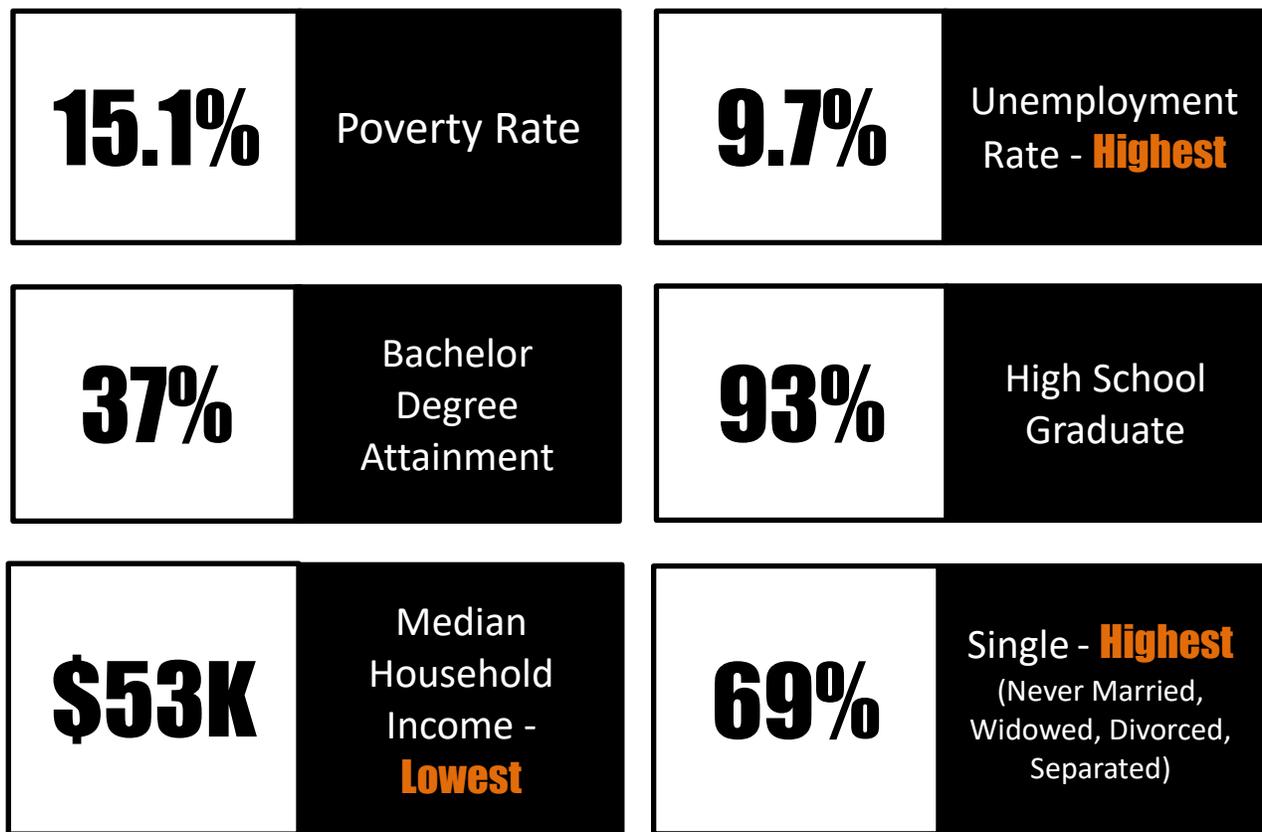
Solano County has one of the largest percentages of Black compared to the overall population with 14 percent. Not surprisingly, Vallejo the largest city in the county, Blacks have been residents since the founding of the city in 1850. Blacks in Solano County life expectancy is 72.7, which is the youngest among all other races and ethnicities. They are more likely to be denied mortgages and have the least access to the internet. Blacks in Solano County are three percent less likely to participate in the Census count. Unlike other counties, Black males and females population is equal. Similar to other counties, Blacks in Solano County have high poverty and unemployment rates.



(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts)

Orange...

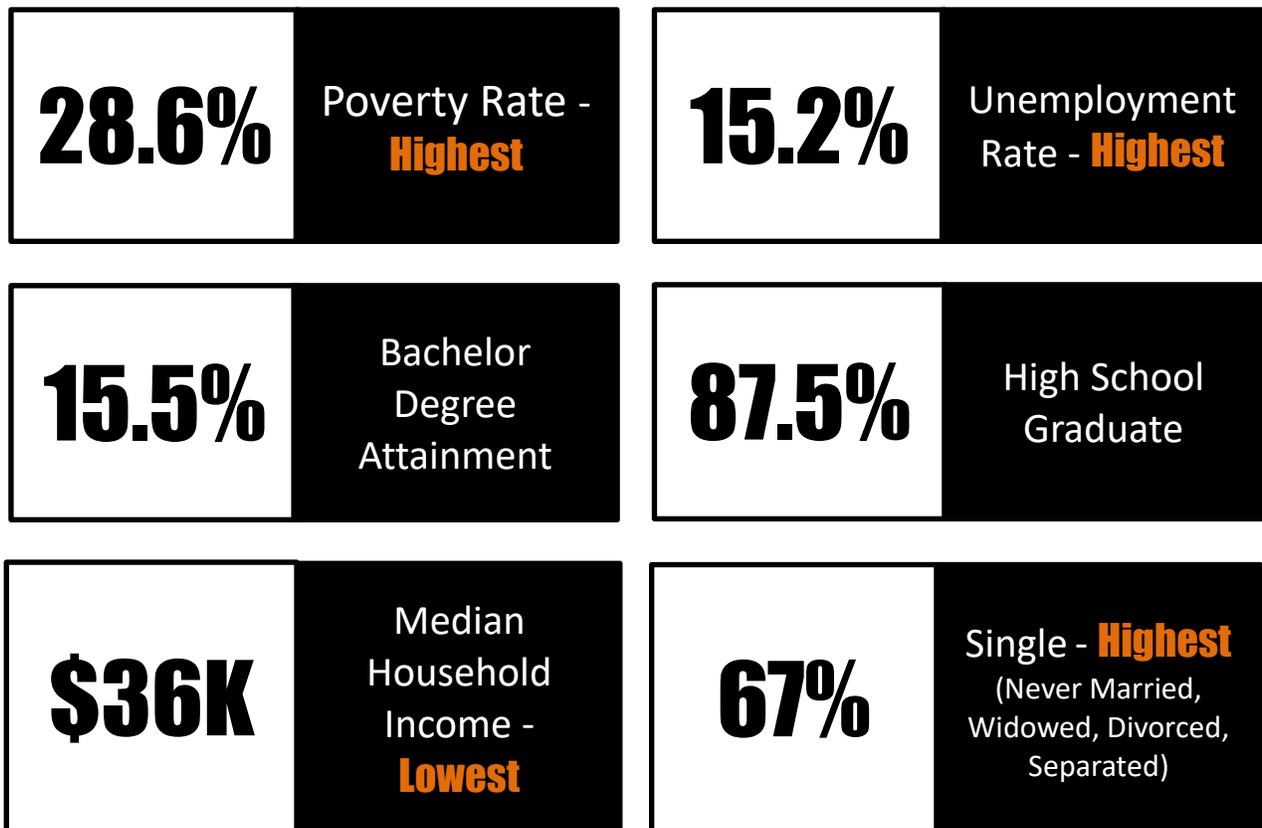
Orange County is not known for having a significant Black population. It's actually has the ninth largest population in the state with 53,000 Black Californians. Unlike other counties, Blacks do not have the highest poverty rates. It's actually is the lowest one among all the top ten counties. In addition, the county also boasts the highest percentage of Blacks with Bachelor's Degree. Health is a critical issue that Blacks face in Orange County. Although Blacks in Orange County have health insurance, they have the highest preventable hospitalization per 100,000 than any other race and ethnicities. In addition, Blacks also have the high birth rates as well as limited access to high quality health care. Like Solano County, the male -female populations is equal to each other.



((Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

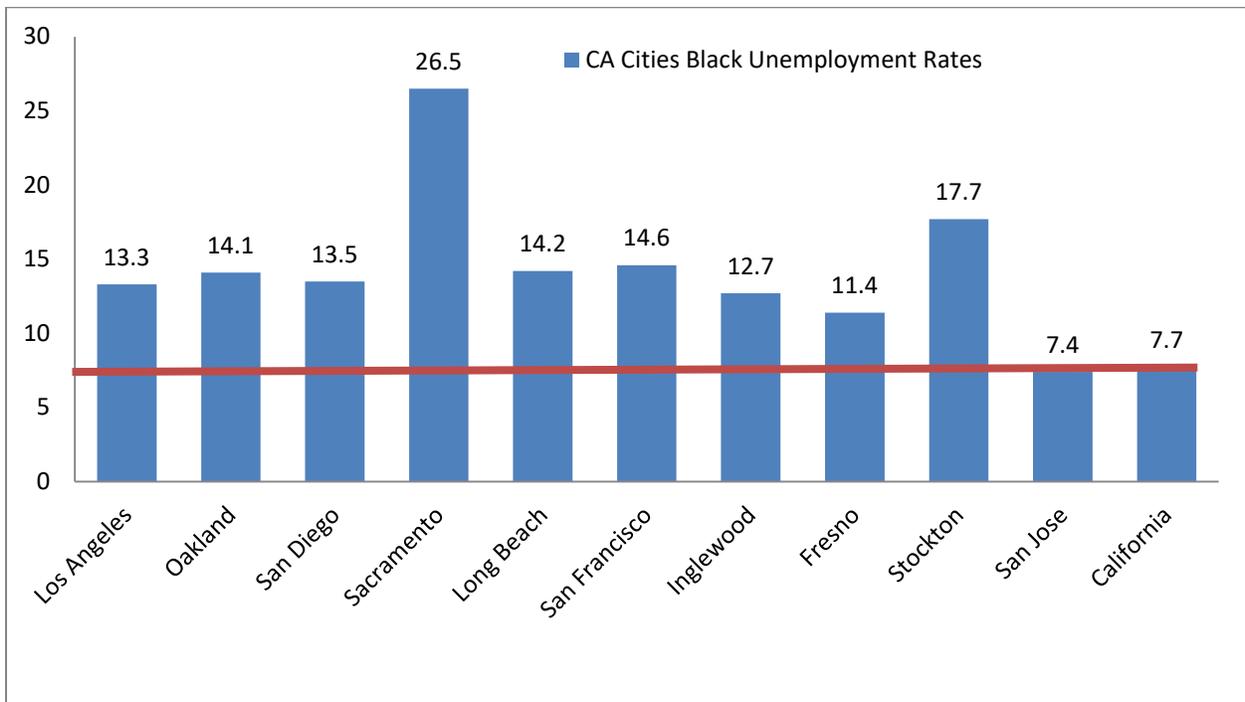
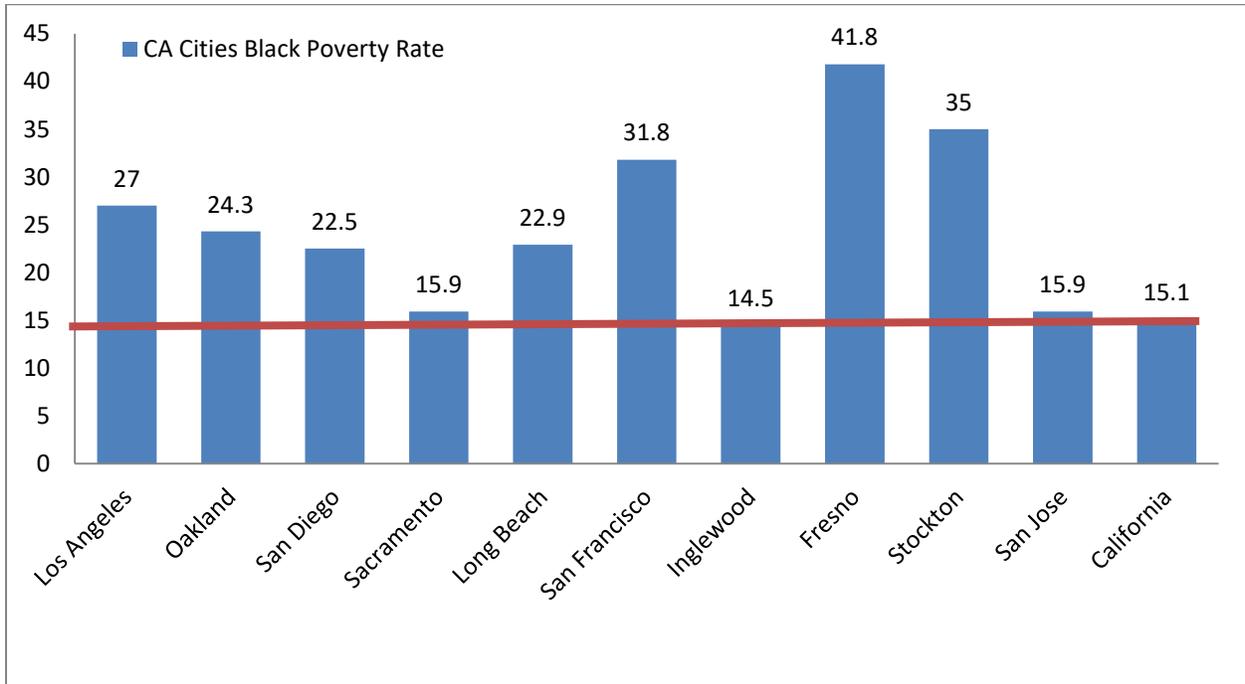
...San Joaquin

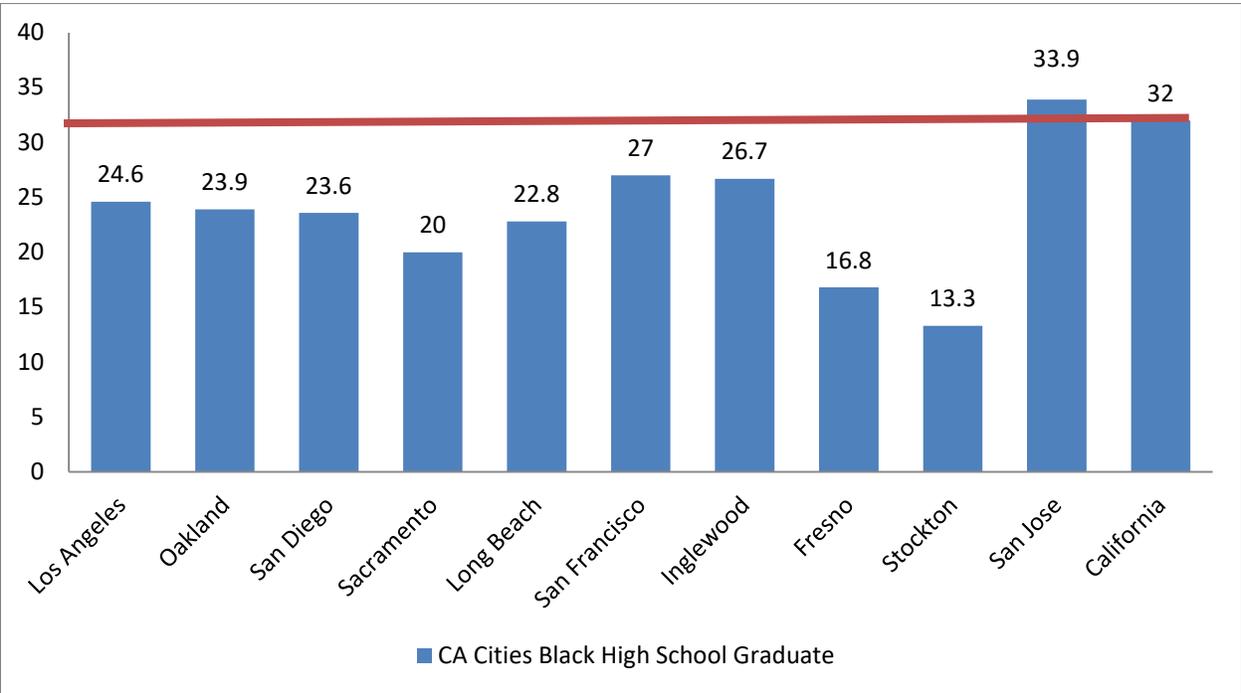
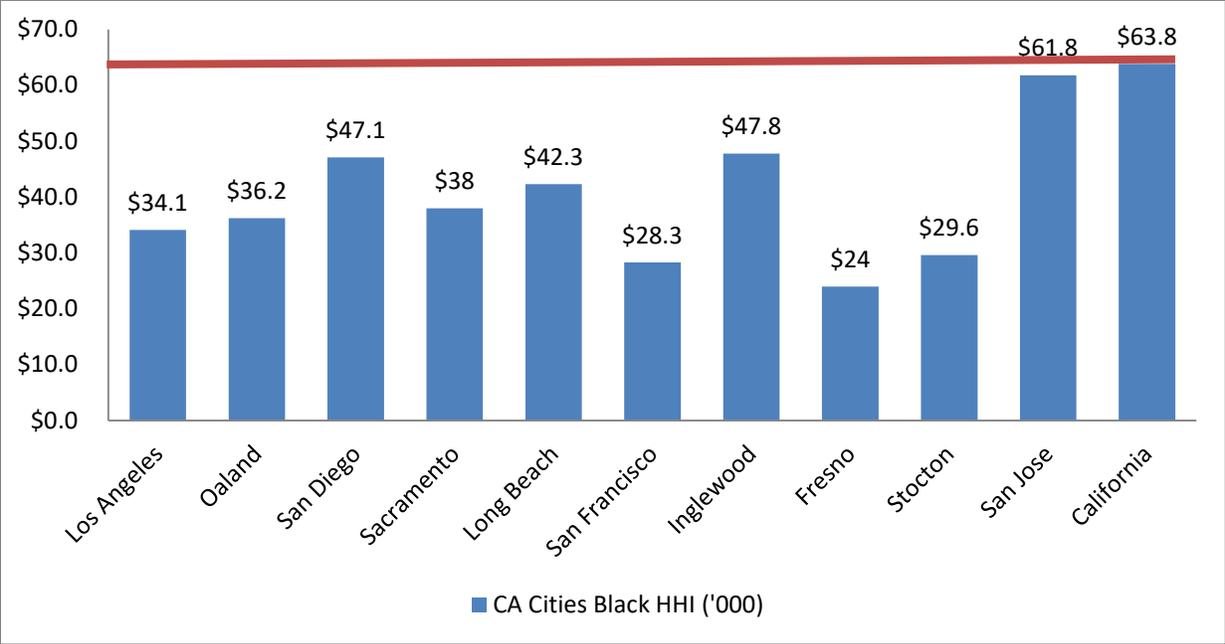
The tenth and final county is the home of the city of Stockton, CA, which is headed by one of the young shining stars of the Black community...Mayor Michael Tubbs. He instituted a Universal Basic Income pilot. Stockton gave 100 residents \$500 a month for 18 months with no strings attached. The goal is to create an income floor no one will fall beneath. Addressing poverty in San Joaquin is critical because it ranks one of the highest in poverty and unemployment rates among the other counties. For Blacks, it's the highest poverty rate among all other counties. Blacks in San Joaquin have the highest percentage of denied mortgages, lowest business ownership and longest commute to work. With nearly 50,000 Black residents, which represent seven percent of the county population, Black quality of life indexes have significant growth opportunities.

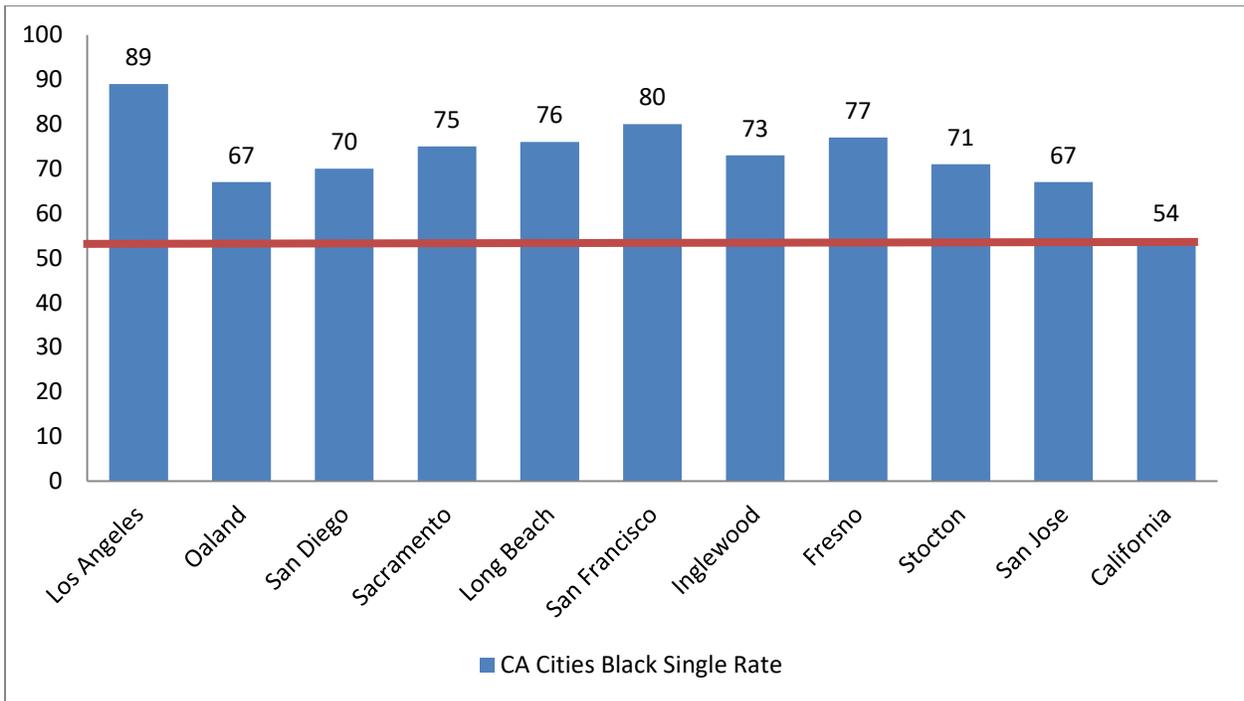
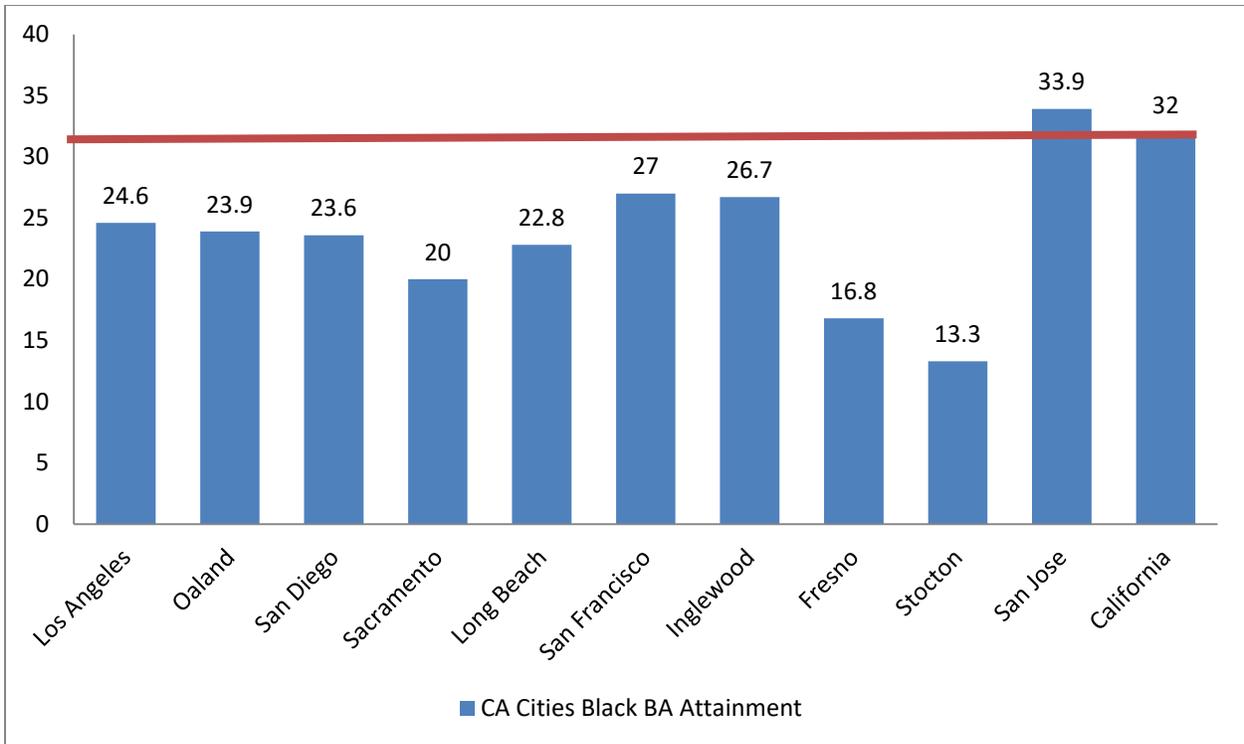


(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

Throughout the state, Blacks fare far worse than their counterpart. In the top ten cities the quality of life indexes highlight disparity gaps.







(Source Data: <http://worldpopulationreview.com>; <https://statisticalatlas.com>; <https://suburbanstats.org>; www.census.gov/quickfacts; www.racecounts.org)

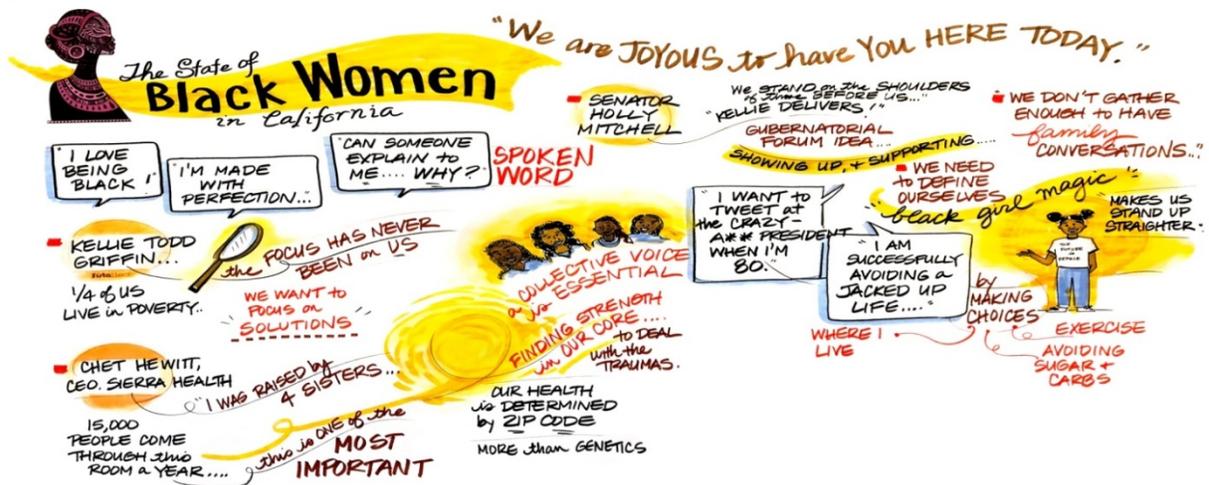
...It's time to get to work!

About Sistallect, Inc.

Sistallect, Inc. has a simple purpose --- to empower women of color, particularly Black Women, in a meaningful way! Our mission is to improve the lives of women and girls by developing programs and projects that will build, elevate and promote our intelligence and positive image.

Our signature initiative is the State of Black Women in California focuses on the current quality of life status for Black Women and Girls. The report develops a strategic policy platform and action plan to serve as a road map for policy makers, advocates, community based organizations and funders.

In addition, Sistallect, Inc. partners with organizations to build communities that are marginalized and economically disadvantaged. These efforts are designed in a collaborative manner to extend Sistallect's reach and our impact.



Kellie Todd, founder of Sistallect, Inc., authored this report as well as the State of Black Women in California in 2018. She has spent the last two and half decades working in marketing, communications and public affairs. Her experience spans across industries. Todd has developed and implemented award winning campaigns and initiatives for Fortune 500 companies, international non-profit organizations and policy makers. She has consulted leaders and change agents on various issues including crises communications, marketing, public affairs, leadership and brand building.

For more information about Sistallect, Inc. go to www.sobwca.com.