California’s 2020 Census Efforts

Census in California
- An accurate count is one in which every person is counted once, only once, and in the right place.
- California faces the greatest barriers in the nation for the Census, reaching more than 13.5 million households and motivating the hardest-to-count to respond.
- The California Complete Count – Census 2020 is a statewide outreach and awareness campaign for the 2020 Census.
- California’s efforts complement the U.S. Census Bureau’s strategy, with focus on the hardest-to-count Californians.

Why is the 2020 Census important?
- Every Californian counts
- It’s about fair representation
- It’s your civic duty
- It’s about redistricting
- You are the expert – your responses help
- Your data are confidential

How is the Census data used?
- To advocate more resources for community members.
- To ensure public safety and plan new schools and hospitals.
- To decide where to open companies and businesses, which create jobs.
- By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.

How can you make a difference now?
The California Census Office is hosting a kick-off event on April 2, 2019 at the State Capitol in Sacramento to jump-start the public awareness of the 2020 Census.

Here’s what you can do:
- Host your own “April 2019 Kick-Off” event
- Pass a proclamation or resolution supporting the census
- Send out informational alerts to constituents

Helpful resources:

Slogan
“Be Counted, California!”

Logos

RGB colors:
- Dark blue (21, 53, 84)
- Light blue (121, 169, 219)
- Orange (217, 118, 38)

Fonts:
- Roboto and Reform Grotesk Demi

Need more information?
- Visit the California Complete Count website
- Sign up for the California Complete Count Office alerts
- Follow the California Complete Count on social media