# 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:

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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