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