







# 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



**CALIFORNIA COMPLETE COUNT – CENSUS 2020**

[census.ca.gov](https://census.ca.gov) | [info@census.ca.gov](mailto:info@census.ca.gov)  
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