



ACTIVATE PHASE – TOPLINE MESSAGING

WHAT?

The Census counts everyone living in the United States.

Until March 12: The 2020 Census starts March 12.

After March 12: The Census has begun, participate online or by phone today!

The Census is a simple and confidential 9 question survey. Questions include your name, address, sex, race, and age.

The Census will never ask about your citizenship status or for your social security number, bank details, payment, or a donation. Census data is not used to determine eligibility for any public programs.

The Census Bureau uses the collected data to make sure every community gets its fair share of resources.

Census data informs funding for key programs such as, Head Start, childcare and development programs, community mental health programs, nutritional programs, educational and health care resources, and much more.

Census data informs how billions of dollars in state funding impacts the lives of every Californian.

WHEN?

Until March 12: Beginning March 12, Californians will receive invitations in the mail to participate in the Census from the U.S. Census Bureau.

After March 12: Californians will receive mailed invitations to participate in the Census from the U.S. Census Bureau.

Starting March 12, 2020, everyone will receive an invitation to participate in the 2020 Census. That invitation will include a unique Census ID that links to a physical address. You can also respond online or by phone without a Census ID.

April 1 and after: By April 1, every household in California should have received either an invitation to participate in the Census or the actual form from the U.S. Census Bureau.



For in-person support to complete your Census form , visit your local Questionnaire Assistance Center. You can find locations at CaliforniaCensus.org.

Submit your completed Census form before April 30 to avoid an in-person visit from a U.S. Census Bureau enumerator.

HOW?

Every household in California will be asked to complete a Census form online or by phone, while some households will receive a paper form. When you respond to the Census, you'll tell the Census Bureau where you live as of April 1, 2020.

Until March 12: Starting March 12, anyone can complete the Census either online at <https://2020census.gov/> or by phone at (the numbers below).

On or after March 12: Anyone can complete the Census either online at <https://2020census.gov/> or by phone at (the numbers below). Participate today!

If you don't receive an invitation to participate in the Census, you can still complete the form! Just visit <https://2020census.gov/> or call (the numbers below) to take the Census.

Californians who need help filling out the Census can visit a Questionnaire Assistance Center or Kiosk. To find one in your neighborhood at CaliforniaCensus.org.

For Californians who have a P.O. Box address, an invitation will not be provided in the mail. A Census worker will drop off paper forms to these households. You can also complete the Census by phone or online. And you can visit a local Questionnaire Assistance Center or Kiosk to complete your Census forms.

The Census form will ask about an individual's race, ethnicity, and gender. Californians should self-identify regarding race, ethnicity and gender.

People looking for more information on the Census and how to participate can visit CaliforniaCensus.org, or the U.S. Census Bureau website, 2020Census.gov.



WHO?

The Census counts everyone living in the United States, regardless of their background or immigration status.

Make sure you count everyone in your home. This includes any friends or family members who are living and sleeping there most of the time as of April 1.

If someone is staying in your home on April 1, and has no usual home elsewhere, you should count them in your response to the 2020 Census.

Respondents need to count everyone living in your home including roommates, young children, newborns. Census data will not be shared with your landlords.

Not sure where to count yourself? You should be counted where you live and sleep most of the time, but if you do not have a regular place you stay, you should count yourself where you are on April 1, 2020.

It is important to remember to count any children who are living with you. This includes grandchildren, nieces and nephews, and newborn babies born by or on April 1, 2020.

WHY?

For every person left uncounted, California could lose up to \$1,000 per person each year for the next ten years. Completing your Census form helps ensure California receives the funding for more health care services, parks, roads that support your local community.

California needs fair representation in Congress to advocate for the interests of our communities at the federal level.

Census data is used by businesses to decide where to invest and create new jobs. Non-profits, academics and policymakers also use Census data for crucial research and to make decisions.

Every Californian has a voice and deserves to be heard and to be counted.



SAFETY & SECURITY

Your responses to the Census are protected by law and cannot be shared with, or used by, any other government agencies. Answers cannot be used for law enforcement purposes or to determine eligibility for government benefits or immigration enforcement. Census data will not be shared with your landlords.

Census workers are sworn by law to protect confidentiality. Breaking this law has severe penalties – up to five years in prison and hundreds of thousands of dollars in fines.

If a someone knocks on your door, you can verify if they are with the Census. Census workers will always carry an official ID, bag, and letter. You can ask for this information before you open the door. An official U.S. Census Bureau ID badge should include their name, their picture, a Department of Commerce watermark, and an expiration date.

If you would like to verify if a Census employee is in your area, you can call 800-923-8282 to speak with a local representative.

LANGUAGE LINE	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020



LANGUAGE LINE	TOLL-FREE NUMBER
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020

As of March 12, all lines will begin live customer service representative support providing information about the 2020 Census and assistance with the questionnaire.

- Callers to the English and Spanish language lines will be routed through the Interactive Voice Response system prior to being transferred to a customer service representative.
- Callers to all other language lines will be greeted in that language by a customer service representative.

Support on all language lines will end on July 31, 2020.

FOR MORE INFORMATION:

CaliforniaCensus.org

2020Census.gov