



## Dayanna Macias-Carlos

Public Information Officer

### California Complete Count -- Census 2020

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Dayanna Macias-Carlos serves as Public Information Officer, for external affairs and media relations at the California Complete Count – Census 2020 Office. Macias-Carlos leads regional communication efforts and helps lead the execution of statewide communications campaign in 13 languages throughout California's 10 regions.

Prior to her current role, she was program associate at The California Endowment since 2013 where she led communication efforts for its campaigns to promote the Affordable Care Act, expansion of health care benefits to undocumented Californians and civic engagement. From 2009 to 2013, she was community affairs manager for Dewey Square Group where she led multiple campaigns including education and outreach on Earned Income Tax Credits, digital divide and public service programs for California's working families.

Macias-Carlos is member of the Contra Costa Commission for Women. Macias-Carlos earned a Master of Arts degree in public administration from the University of San Francisco.

### About the Census:

California has launched a statewide effort to ensure an accurate and complete count of its residents in the 2020 census. This is unprecedented investment in a statewide education campaign. To reach more than 11 million of the hardest-to-count Californians, the Census Office has tapped local and tribal governments, community-based organizations, and so many more partners to serve as trusted messengers in our communities.

### Key Dates:

**Mid-March – July 2020** = Self Response Period – Fill out your form online!

**August – October 2020** = Non-Response Follow-Up – Enumerators will knock on your door!



**CALIFORNIA COMPLETE COUNT – CENSUS 2020**

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