



Diana Crofts-Pelayo

Assistant Deputy Director

California Complete Count -- Census 2020

Email: Diana.Crofts-Pelayo@census.ca.gov

Cell: 916-214-9266

Diana Crofts-Pelayo serves as Assistant Deputy Director of External Affairs and Media Relations at the California Complete Count – Census 2020 Office. Crofts-Pelayo helps oversee the State's integrated media and communications campaign reaching the California's hardest-to-count communities.

Prior to her current role, she served as communications chief in the Census Office from November 2018 to July 2019. In 2018, she helped run a statewide campaign for a constitutional office and was the media strategist for Yes on LP for La Puente – Ballot Measure Committee. From 2018 to 2016, she was communications director for Senator Ed Hernandez from Los Angeles. She served as member consultant for the Senate Democratic Caucus for Senate President pro Tempore in 2015, media consultant for the Senate Democratic Caucus for Senate President pro Tempore in 2014 and a senate fellow for Senator Kevin de Leon from 2012 to 2013.

She is a member of the Puente Project, California Latino Capitol Association and Chicano Latino Youth Leadership Project.

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 – April 2020 = Self Response Period – Fill out your form online!

May – July 2020 = Non-Response Follow-Up – Enumerators will knock on your door!



CALIFORNIA COMPLETE COUNT – CENSUS 2020

census.ca.gov | californiacensus.org

@CACompleteCount

