



Marcy Kaplan

Sectors Outreach Manager

California Complete Count -- Census 2020

Email: marcy.kaplan@census.ca.gov

Cell: (916) 508-9498

Marcy Kaplan serves as Sectors Outreach Manager at the California Complete Count – Census 2020 Office. Kaplan manages the statewide strategy and outreach efforts for the business, faith-based, health and labor sectors, as well as for the 0-5 population, Middle Eastern and North African population and to people experiencing homelessness.

Kaplan brings to this position a deep commitment to community engagement and civic participation. Prior to her current role, Kaplan was a Grant Writer for the Mar Vista Family Center, where she developed and oversaw a cohesive fundraising plan, including cultivating relationships with the philanthropic sector and managing program evaluation. In her previous role as Program Officer at MAZON: A Jewish Response to Hunger, she managed the organization's advocacy grantmaking portfolio and provided advocacy and leadership development training and technical assistance to grantees. In addition, as the Director of the California Participation Project, Kaplan recruited a diverse alliance of nonprofit stakeholders to launch the project and created a pipeline for voter participation, education and community engagement. Kaplan has a BA in Psychology from UCSB and a Masters in Public Policy from UCLA.

Kaplan is also a Recreation and Parks Commissioner for the City of Santa Monica.

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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