



California Complete Count – Census 2020 Council for a Strong America – ReadyNation Business Sector

Census data is critical for helping small businesses and companies determine where to open a new store, where prospective employees are located, and what services and products to offer. ReadyNation, one of Council for a Strong America's five membership organizations, leverages the national census effort and their network in California focusing on small and medium-sized businesses. Their Census outreach to business networks and associations has a two-fold strategy -- to reach employees of the business and to reach customers served by the businesses.

They are working with state and regional agencies such as local Workforce Development Boards and the Governor's Office of Business and Economic Development and supporting the activities of the state's contracted partners. Ready Nation's "Census Toolkit for Business Owners in California" and "Small Business Toolkit" provide collateral that can be used by businesses to reach their employees. Technical assistance is provided through webinars and one-on-one outreach to business networks. Through their Business Census Champion Campaign, ReadyNation released a [video series](#) showcasing real business voices sharing information on the census. As a result of shelter in place orders, ReadyNation released "[Resources to Encourage a Strong 2020 Census in the COVID-19 Era.](#)"

ReadyNation has been working with regional businesses associations such as the East Bay Leadership Council, LA County Chamber of Commerce, Inclusive Action for the City, Growers Shipper Association of Central California and the San Diego Economic Partnership. In addition, small and large businesses like local food truck Torta Movil, Beneficial State Bank, Principio Markets, and Southern California Edison have been actively engaging employees and customers on Census. They are partnering with ethnic chambers, including CalAsian Chamber of Commerce, California Hispanic Chambers of Commerce, and the California Black Chamber of Commerce to leverage well established membership organizations in the state.

WEBSITE

<https://www.strongnation.org/locations/california/california-2020-census>

FUNDING ALLOCATION

\$396,000

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