

Census Week of Action and Get Out the Count Toolkit



To use for:
July 27 – August 2, 2020
and
August 3 – August 10, 2020

TABLE OF CONTENTS

WELCOME TO JULY/AUGUST 2020 CENSUS WEEK OF ACTION AND CALIFORNIA'S GET OUT THE COUNT!.....	3
CENSUS OFFICE SCHEDULE OF EVENTS	4
SOCIAL MEDIA FOR THE WEEK.....	5
PARTNER PARTICIPATION: SUPPORTING LOCAL ACTIVITIES.....	7
MESSAGING FOR SELF-RESPONSE, NRFU AND COVID-19	9
SAMPLE QUESTIONS & ANSWERS	14

WELCOME TO JULY/AUGUST 2020 CENSUS WEEK OF ACTION AND CALIFORNIA'S GET OUT THE COUNT!

Beginning **Monday, July 27**, California will push two statewide weeks of action urging all residents to participate in the 2020 Census, coinciding with national activities by the U.S. Census Bureau. In particular, from **August 3 – August 10**, California will hold special “Get Out the Count” efforts.

The California Complete Count - Census 2020 Office (Census Office) and outreach partners are encouraging Census participation, with media interviews, virtual events and more set to take place across the state, all with the goal of reminding Californians how to take the Census, to complete it and why it's important for their families.

Plans for the week will focus heavily on earned media, social media, and paid media to amplify the message. The Census Office and partners will have opportunities to engage in virtual events and interviews with print and broadcast media statewide to ensure the message is reaching everyone.

This toolkit is filled with information to help have a successful Census Week of Action and Get Out the Count and continue efforts to reach California communities that have yet to respond to the form.

This toolkit contains:

- A snapshot of Census Office events to promote and participate in
- Messaging on the start of non-response follow-up (NRFU), information on enumeration and how to identify enumerators, and relevant messaging on COVID-19 & the 2020 Census
- A Q&A document – outlining some sample questions that could be asked in interviews, discussed during virtual events, etc., and suggested talking points for our partners
- Social media content-posts & videos across Facebook, Instagram, Twitter on CA Census accounts (please share, re-post, and re-tweet!)

Have a question on anything in the toolkit?
Email us at communications@census.ca.gov

CENSUS OFFICE SCHEDULE OF EVENTS

Below is a list of events our team is coordinating for the week. Please join the Census Office!

WEEK ONE: JULY 27 – AUGUST 2, 2020 – U.S. CENSUS BUREAU WEEK OF ACTION

- Monday, July 27
 - U.S. Census Bureau Day of Action
- Monday, July 27 – Sunday, August 2 (generally)
 - The Census Bureau will have a media Push Week for California. During this week there will be paid English and Spanish media advertisements on multiple platforms and earned news media hits. The news markets where this will be happening are:
 - Los Angeles
 - San Francisco
 - Sacramento
 - San Diego
 - Fresno
 - Salinas
 - Bakersfield

WEEK TWO: AUGUST 3 – AUGUST 10, 2020 – CALIFORNIA'S GET OUT THE COUNT

- Monday, August 3
 - Statewide media briefing @ 10 a.m.
 - Virtual Day of Action
 - Tweet Chat @ 11 a.m.
 - Facebook Live Panel @ 1 p.m.
 - Instagram Live DJ Set @ 5 p.m.
- Tuesday, August 4
 - Statewide Radio Media Tour
- Wednesday, August 5
 - Statewide TV Media Tour
- Thursday, August 6
 - Get Out the Count Day!
 - Statewide Virtual Press Conference

*****HAPPENING THROUGHOUT THE WEEK*****

- Interviews with print, TV and radio outlets statewide
- Social media content-posts & videos across Facebook, Instagram, Twitter on CA Census accounts (please share, re-post, and re-tweet!)

SOCIAL MEDIA FOR THE WEEK

There will be a few social media campaigns and videos posted these weeks for advanced attention and participation.

Social Ambassador Activations: The social media ambassadors will be engaged, sharing graphics and posting throughout our Census Week of Action. The Census Office will repost their content regularly throughout the week on California Census social media channels.

Specifically, the Census Office plans to uplift Social Ambassador Salvin Chahal's "Be Counted for a Better Future" video during the week.

- **Action:** Share Salvin's video to social media channels.
 - Find Salvin's content on the California Census Facebook page: <https://www.facebook.com/CaliforniaCensus/videos/274169083990828/>
 - Find Salvin's content on the CACensus Instagram: <https://www.instagram.com/tv/CAL7retAsKN/>
 - The video is also available on the Partner Portal: <https://portal.californiacensus.org/login/>

Virtual Day of Action: On August 3, the Census Office will host three virtual events throughout the day.

- **Action:** Uplift these events across social media channels by sharing the promotional post graphics outlined below, and on the day of each event, tune in.

Tweet Chat – Census and NRFU Q&A Session

- On @CACensus at 11 a.m.
- Will cover vital information about the Census where participants will answer questions about Non-Response Follow Up (NRFU), the importance of the Census for all communities and the fundamentals of the Census.

Facebook Live Event

- On @CaliforniaCensus at 1 p.m.
- Will feature a collaborative conversation on how the Census affects people of all backgrounds.

Instagram Live DJ Set - Dance the Census! Every Move Counts!

- On @CACensus at 5 p.m.

- Will showcase a dance party with a 30-minute DJ set. This event will take place on the California Census Instagram page.

SOCIAL MEDIA AND CREATIVE ASSETS TO SUPPORT YOUR VIRTUAL EFFORTS

Below is a list of assets to support the Census Week of Action will be added to the Partner Portal: <https://portal.californiacensus.org/login/>. Previously developed creative and in-language collateral is also available to download from the partner portal.

- New collateral has been added to the Partner Portal, please check it out.
- Additional new creative is under development and will be provided to the partners as soon as it is completed; this creative will live on the partner portal
 - Radio Script
 - Digital Ad
 - Out of Home Ad
- Census Week of Action – Social Media Promotional Posts
- July Social Media Toolkit

Portal Access: If you do not already have an account, you can register at the same link above to request access or email communications@census.ca.gov

[PARTNER PARTICIPATION: SUPPORTING LOCAL ACTIVITIES](#)

This section contains information on earned and social media efforts that the Census Office hopes to uplift in every single region over the course of next week. Please let the Office know of any partner activities in order to share all your work on the Census channels!

Earned Media

In addition to the robust statewide earned media effort, the region leads are here to help with outreach to local press in every region. The Census Office would like all partners available and interested in speaking with the media to coordinate with their Census Office communications point person, their region lead, and the Mercury regional leads (Jen Wlach at jwlach@mercuryll.com and Micah Grant at mgrant@mercuryllc.com). The region leads will be able to help pitch interviews with local print, TV, and radio outlets.

For any questions, please contact us communications@census.ca.gov

Please note: messaging is included in this toolkit, along with some anticipated Q&A to help guide you.

Virtual Events

The Census Office has been successful in adapting in-person events to virtual events and appreciate the hard work to ensure there's outreach to California communities in innovative ways. Here are a number of virtual events for partners to utilize in place of in-person events:

Facebook Live/Instagram Live are excellent options for a tech-savvy partner where they can generate a live, local audience. For example, hosting a Virtual Census Townhall, live Q&A Forum, or an Interview are simple, engaging events that are sure to inform communities of the importance of completing the Census. Here are helpful step-by-step guides to help get set up:

- Facebook Live How-To: <https://blog.hubspot.com/marketing/facebooklive-guide>
- Instagram Live How-To: <https://help.instagram.com/292478487812558>

Social Media Storm: Encouraging followers to participate in a "Social Media Storm" is an engaging event that can help spread the word about the Census by having many participants tweet at in the same moment in time. A simple set of instructions like tagging an organization's social handle and utilizing a specific hashtag will increase awareness to communities about the Census while allowing users to engage with partner channels.

Pre-recorded Video Messages: Publishing pre-recorded video messages from leaders in partner organizations is an easy and helpful way to inform communities about the Census. It's encouraged to promote a pre-recorded video message as "an announcement" to garner the attention of followers.

Census Selfie Challenge: Executing a "Census Selfie Challenge" is a great event to encourage communities to complete their Census. Partners can provide a simple set of instructions (similar to the "Social Media Storm" event) for users to take a selfie with their completed Census form and submit to partner social channels. Here is an example of instructions from April's Census Week of Action "Selfie Challenge": <https://www.instagram.com/p/B-fRCvix-c/>

[MESSAGING FOR SELF-RESPONSE, NRFU AND COVID-19](#)

The Census Office messaging has continued to evolve throughout the self-response period. For this Week of Action and Get Out the Count, there are key messages that include the most up-to-date messaging on completing the 2020 Census; the dates of the Census, taking into account the extension requested by the Census Bureau; field operations and the most recent COVID-19 messaging.

The Census can now be completed by online, phone, and by mail for those households that have received a paper form. Enumerators will begin conducting in-person outreach starting August 11th to households that have not yet responded. It is critical to inform Californians that it is not too late; now is the time to complete the Census and remind them of all the means by which they can do so.

The full messaging modules for the Census [activate](#) phase, [COVID-19](#), and [Social Change Messaging for the Black Community](#) can be found on the Partner Portal.

Information on U.S. Census Bureau operations and updates from the Bureau can be found at: <https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>

Based on recent message testing, there were a few insights:

Themes that emerged:

- “receipts” on how the census supported communities
- Resources to benefit the future generations
- Counting everyone
- Social Change & Equity (Hope)

Social Equity/ Hope and Empowerment:

- Census being a movement or playing a role in social change
- The census can bring hope during this face of difficulty; by completing the census form you are claiming your existing and helping fund programs that serve your community and being part of change for our future.

In addition, there were examples of what messaging least-likely resonated with hard-to-count Californians and other messaging that resonated well.

Messages to likely lean into:

- Everyone counts in the Census

- Census benefits our families and communities
- Census form has 9 easy questions

Messages to likely avoid:

- Resistant to any messaging that sounded ingenuine or like buzz words such as “fair representation” or “deserves to be heard”
- Political inclination did not do well, and lack motivation to take action

Key Messages

All Californians can participate in the 2020 Census and make a difference today! There are three easy ways to fill out the form:

1. Online at my2020census.gov
2. By phone at 844-330-2020 (a list of in-language options is available [here](#))
3. By mail if you received a paper form

Fill out your Census form now to avoid a knock on your door by a Census worker! Learn more at californiacensus.org

- **9 simple, confidential questions:** The Census counts everyone living in the United States regardless of their background or immigration status. It's a simple and confidential 9 question survey. Questions include your name, address, sex, race, and age.
- **Billions in funding for community programs:** 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.
- **A step toward equity and justice.** One of the ways we can change our outcomes is by participating in the 2020 Census. The Census is foundational to our nation – it is the most inclusive civic activity we engage in. By participating, we can set forth a roadmap for the future of our communities, in the nation's most socially and economically powerful state. We can ensure the voices of the most unmanifested continue to be pushed forward.
- **Help secure funding for your neighborhood:** For every person left uncounted, California could lose \$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.
- **No citizenship question:** 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.

- **Everyone counts:** Make sure you count everyone in your home, including roommates, young children and newborns. This also includes any friends or family members who are living and sleeping there most of the time as of April 1, 2020.
- **Your information is secure:** 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.

Response Rate Messages

- Since the beginning, California's Census campaign has been focused on executing an integrated, hyper-targeted outreach and communication effort designed to reach California's 3.5-4.1 million¹ hardest-to-count households.
- In particular, our goal has been to leverage trusted messengers to educate, motivate and activate 2 million of California's hardest-to-count households to respond to the 2020 Census form. **We are pleased that California successfully reached this goal.**
 - As of [June 16], Est.9.6 million² California households have responded to the Census, of which more than 2 million households are considered part of the hardest-to-count.
 - This means that, due to our collective efforts, 2 million households that otherwise would have been missed by federal Census outreach efforts.
- We remain steadfast in our commitment to promoting equity and inclusion through our campaign and giving voice to the diverse communities that make California great.
 - If we don't stand up and be counted, then we are "missing" in our own communities, and no one will be obligated to represent us. Dollars that belong to us will be spent elsewhere.
 - An accurate count is essential to our democracy and the growth of our communities because the data helps determine how much federal funding and political representation each state and

¹ The U.S. Census Bureau releases Census 2020 percentage self-response rates by census tract. The self-response information does not include the actual number of households that have self-responded. The California Complete Count – Census 2020 Office uses the following two data sources to calculate estimates of how many households have self-responded to the Census.

- Census Bureau 2014-2018 American Community Survey 5-year estimates, table B25002: Estimated occupied housing units by census tract.
- Census Bureau address counts: The aggregated number of addresses in the bureau's Master Address File following the 2018 Local Update of Census Addresses (LUCA).

² For updated self-response rate numbers, go to: <https://census.ca.gov/>

community receives. Census results are used to determine political seats and draw district lines for all levels of government, so participation has a direct impact on whether or not elected officials and policymakers represent our communities.

- Participating in the Census is one way that communities can make their voices heard. And then, it will be incumbent upon those with power to listen.

COVID-19 and the 2020 Census

- COVID-19 is highlighting pre-existing inequities among communities of color and placing an even greater strain on vulnerable communities.
- With all the uncertainties we face today it is more important than ever that we all participate in the Census to claim our fair share of resources and representation for the next decade.
- Answering the simple, confidential 9 question survey helps secure billions of dollars to support programs in our communities, including health care and emergency services that are critical for responding to crises like COVID-19.
- The Census helps inform funding for many programs and essential services that have been so critical during this time — for example, hospitals, first responders and nutrition programs. It also informs funding for housing and education programs, infrastructure and our parks.
- Less Census participation means less data to substantiate the resources and representation a community needs. All communities deserve the opportunity to thrive and provide for their families and that starts with the Census.
- Outreach and tactics have been quickly adjusted and have remained focused on finding new and innovative ways to reach the hardest-to-count Californians, all while protecting public health.
- Our partners are reaching the hardest-to-count Californians through phone banking, mailers, webinars and virtual events. They are continuing to provide the necessary information and the support Californians need to confidently participate in the Census.

For information on COVID-19, please visit:

- <https://covid19.ca.gov/>
- <https://www.cdph.ca.gov/covid19>
- [Centers for Disease Control and Prevention's website.](#)
- For partners, please visit census.ca.gov/covid19

Non-Response Follow-Up

- On July 15, the U.S. Census Bureau confirmed that Non-Response Follow-Up (NRFU) will begin in California starting August 11.

- Census workers will follow all local public health guidelines
- They are trained to wear a mask and will conduct all interviews from outside the home.
- Visits will take place between 9 a.m. and 9 p.m., including on weekends when people are most likely to be home.
- If the Census worker who knocks on your door doesn't speak your language, you can request a return visit from one who does.
- Households can identify an official Census taker by:
 - An I.D. badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date.
 - A Census Bureau-issued phone.
 - Many Census takers will also carry a bag with the Census Bureau logo.
 - To verify Census workers in your neighborhood, call 213-314-6500.
- As the U.S. Census Bureau begins its NRFU operations in California, our campaign is reaching out further in support of a complete and accurate count.
 - With a current self-response rate (SRR) of 63.3 percent³, California continues to outpace the national SRR of 62.1 percent⁴.
 - California is still 4.9 percentage points⁵ away from meeting our 2010 Census final self-response rate of 68.2 percent.
 - Although reaching this 2010 final SRR has never been our campaign's primary goal, it is oftentimes used as a baseline publicly.

Census Timelines

- Learn more about the operational adjustments here: <https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>
- On March 15, the Bureau issued guidance confirming that students in colleges and universities temporarily closed due to the COVID-19 virus will still be counted where they live and sleep most of the time, according to residence criteria. For students who would normally live on campus, this means they should use their campus address.

³ For updated self-response rate numbers, go to: <https://census.ca.gov/>

⁴ For updated self-response rate numbers, go to: <https://census.ca.gov/>

⁵ For updated self-response rate numbers, go to: <https://census.ca.gov/>

SAMPLE QUESTIONS & ANSWERS

Here are possible some questions from the press and the public during the Week of Action and Get Out the Count efforts. Suggested talking points follow each question.

Is it too late to complete the Census?

- No! Everyone can complete the form today:
 - Online at my2020census.gov
 - By phone at 844-330-2020 (a list of in-language options is available [here](#))
 - By mail if you received a paper form
- You should complete the form as soon as possible to avoid a visit from an enumerator as early as August 11.

Why is it important to get a complete and accurate count?

- If we don't stand up and be counted, then we are "missing" in our own communities, and no one will be obligated to represent us. Dollars that belong to us will be spent elsewhere.
 - An accurate count is essential to our democracy and the growth of our communities because the data helps determine how much federal funding and political representation each state and community receives.
 - Census results are used to determine political seats and draw district lines for all levels of government, so participation has a direct impact on whether or not elected officials and policymakers represent our communities.
 - Participating in the Census is one way that communities can make their voices heard. And then, it will be incumbent upon those with power to listen.
- For every person left uncounted, California could lose \$1,000 per person each year for the next ten years.
 - 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.
 - Completing your Census form helps ensure California receives the funding for more health care services, parks, roads that support your local community.
- Participating in the 2020 Census ensures that you and your communities have political power.
 - The Census determines how many seats each state receives in the House of Representatives and the number of votes we have in the Electoral College.

- State and local government officials redraw the boundaries of Congressional districts, state legislative districts, and other local districts to account for population shifts.

What is California's strategy to ensure a complete and accurate count?

- California is implementing the largest mobilization of partners in the State's history by investing an unprecedented \$187.2 million to educate and activate the 11 million hardest-to-count Californians (estimated 3.5 million – 4.1 million hardest-to-count households) to participate in the 2020 Census.
- We are leveraging trusted messengers – individuals, organizations and even platforms – to help educate Californians about the Census, why it matters and how to participate.
 - The campaign includes more than 150+ partners including local governments, Tribal Governments, community-based organizations and media.
- With these partners, we are running a multilingual, inclusive campaign that reminds people that every Californian has a voice and deserves to be heard and to be counted.

Why is California difficult to count?

- California is the hardest-to-count state in the nation and has been undercounted in every Census since the very first count in 1790.
- We estimate that California's hard-to-count population is approximately 11 million people – larger than the entire state of Georgia.
- California faces a number of unique challenges, which include, but are not limited to:
 - The diversity of the population
 - Population and geographic size of the state
 - First digital census
 - Distrust in federal government
- These challenges require intentional approaches and enormous resources to reach, educate, and motivate the hardest-to-count Californians to participate.

How has COVID-19 affected the 2020 Census outreach?

- COVID-19 has impacted our ability to safely conduct person-to-person outreach, which we know is the most impactful way to reach hard-to-count communities.
- However, we have quickly adjusted outreach and tactics, remained focused on finding new and innovative ways to reach the hardest-to-count Californians, all while protecting public health.

- Our partners are reaching the hardest-to-count Californians through phone banking, mailers, webinars and virtual events. They are continuing to provide the necessary information and the support Californians need to confidently participate in the Census.
- We know our most vulnerable communities are disproportionately impacted by the current public health crisis; this makes our outreach and our efforts to ensure they participate in the Census even more important.

Are you making any strategic changes heading into the U.S. Census Bureau's NRFU operation?

- Since the beginning, California's Census campaign has been focused on executing an integrated, hyper-targeted outreach and communication effort designed to reach California's 3.5-4.1 million⁶ hardest-to-count households.
- In particular, our goal has been to leverage trusted messengers to educate, motivate and activate 2 million of California's hardest-to-count households to respond to the 2020 Census form. **We are pleased that California successfully reached this goal.**
 - As of [June 16⁷], Est. 9.6 million California households have responded to the Census, of which more than 2 million households are considered part of the hardest-to-count.
 - This means that, due to our collective efforts, 2 million households that otherwise would have been missed by federal Census outreach efforts.
- As the U.S. Census Bureau begins its NRFU operations in California, our campaign is expanding our outreach further in support of a complete and accurate count.
 - With a current self-response rate (SRR) of 63.3 percent⁸, California continues to outpace the national SRR of 62.1 percent⁹.
 - California is still 4.9 percentage points five¹⁰ away from meeting our 2010 Census final self-response rate of 68.2 percent.
 - Although reaching this 2010 final SRR has never been our campaign's primary goal, it is oftentimes used as a baseline publicly.

⁶ The U.S. Census Bureau releases Census 2020 percentage self-response rates by census tract. The self-response information does not include the actual number of households that have self-responded. The California Complete Count – Census 2020 Office uses the following two data sources to calculate estimates of how many households have self-responded to the Census.

- Census Bureau 2014-2018 American Community Survey 5-year estimates, table B25002: Estimated occupied housing units by census tract.
- Census Bureau address counts: The aggregated number of addresses in the bureau's Master Address File following the 2018 Local Update of Census Addresses (LUCA).

⁷ For updated self-response rate numbers, go to: <https://census.ca.gov/>

⁸ For updated self-response rate numbers, go to: <https://census.ca.gov/>

⁹ For updated self-response rate numbers, go to: <https://census.ca.gov/>

¹⁰ For updated self-response rate numbers, go to: <https://census.ca.gov/>

What should people know when they fill out the Census form?

- There are three easy ways to fill out the form:
 - Online at my2020census.gov
 - By phone at 844-330-2020 (a list of in-language options is available [here](#))
 - By mail if you received a paper form
- The Census is comprised of 9 simple and confidential questions.
 - Questions include your name, address, age, gender, race and ethnicity.
 - Californians should self-identify regarding race, ethnicity and gender.
- The Census counts everyone living in the United States, regardless of their background or immigration status.
 - The Census won't ask about anybody's citizenship status.
- 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.
- 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.
- The deadline for both self-response and NRFU have been extended to October 31.

Why is California making such a large investment to get a complete count?

- California faces unprecedented challenges to getting a complete and accurate count:
 - The largest and most diverse population spread over a large state
 - The first mainly digital census
 - Distrust in the federal government
- We are meeting these unprecedented challenges with an unprecedented investment to reach, educate, and motivate the hardest-to-count Californians to participate.
- By making this investment, California is taking its future into its own hands.
 - Census determines billions of dollars of federal funding that California receives every year.
 - It funds programs and resources that support healthcare, education, housing, infrastructure, and so much more.
 - It's critically important that we have a complete and accurate count.

What should people know about the Census workers who will soon be going door to door?

- Census workers will follow all local public health guidelines
 - They are trained to wear a mask and will conduct all interviews from outside the home.
- Visits will take place between 9 a.m. and 9 p.m., including on weekends when people are most likely to be home.
- If the Census worker who knocks on your door doesn't speak your language, you can request a return visit from one who does.
- Households can identify an official Census taker by:
 - An I.D. badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date.
 - A Census Bureau-issued phone.
 - Many Census takers will also carry a bag with the Census Bureau logo.
- U.S. Census Bureau staff can help you verify the employment of a local census taker or connect you with your partnership specialist.
- To contact the California office of the U.S. Census Bureau, call: 800-992-3530, then press 0 to speak with a local representative.