

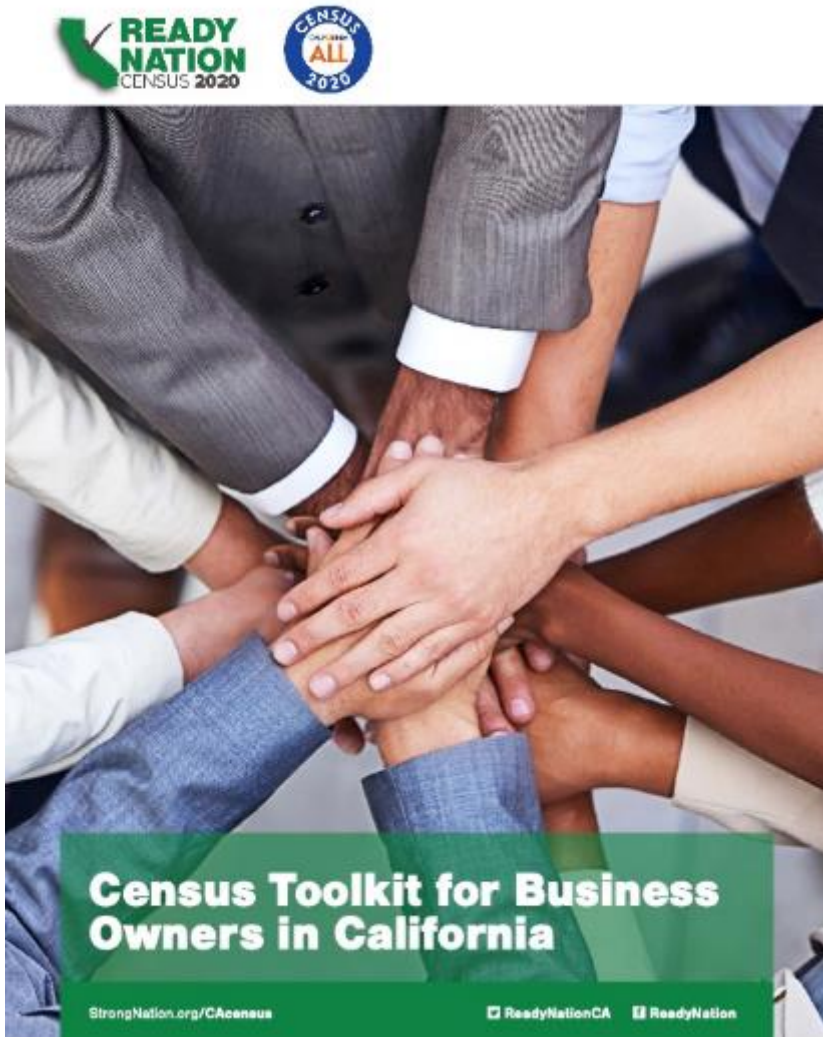
# Effectively Engaging Businesses on the 2020 Census

**Weekly Partners Call**

Wednesday, July 29, 2020



# Business Engagement is Key for a Complete Census Count



- California is home to 4 million businesses
- Nearly half of these (46%) are minority owned
- These are business owners who serve, employ, and possibly identify as part of the hard-to-count groups
- As trusted messengers and community influencers, business owner engagement is vital to ensuring an accurate count

# What are the Challenges?

- Businesses are prioritizing staying afloat during pandemic
- May not understand the direct relation between a complete count and a stronger economy
- Think that promotion efforts will be a big time commitment
- Hesitant about their brand being politicized



# Steps and Tips for Engaging Businesses

1. **Contact local businesses that may know you or local business facing organizations (chambers of commerce, business ass., county dept., etc.)**
2. **Share why a census undercount is bad for business and how their company can respond through examples**
3. Put it in a language that they would understand
4. Regionalize it
5. To prompt action, give easy, actionable ideas for various capacities
6. If possible, share examples
7. Commit to lifting businesses up → Business Census Champions Campaign
8. Leverage ReadyNation resources tailored for businesses



# Why the Census Matters for Business



Miguel is an entrepreneur considering investing in a mixed-development project, but needs information on the local workforce



Norma owns a chain of Latino markets and is looking for the perfect location to expand her business



David produces his own wine and wants to know more about his target customers to maximize his marketing budget

# Steps and Tips for Engaging Businesses

1. Contact local businesses that may know you or local business facing organizations
2. Use examples businesses can relate to when sharing the importance of the census undercount how their company can respond
3. **Speak their language to motivate participation**
4. Regionalize it
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# Securing an Complete 2020 U.S. Census Can...

- Advance business with data
- Boost the California economy over the next decade and is key for our recovery after the COVID-19 pandemic
- Provide critical services to your employees and customers



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4. **Regionalize it**
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## Hard-to-Count Characteristics

The California Hard-to-Count (CA-HTC) Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. Census tracts with higher indexes are likely to be places that will pose significant challenges to enumerate in 2020.

### Percent of Total Housing Units:

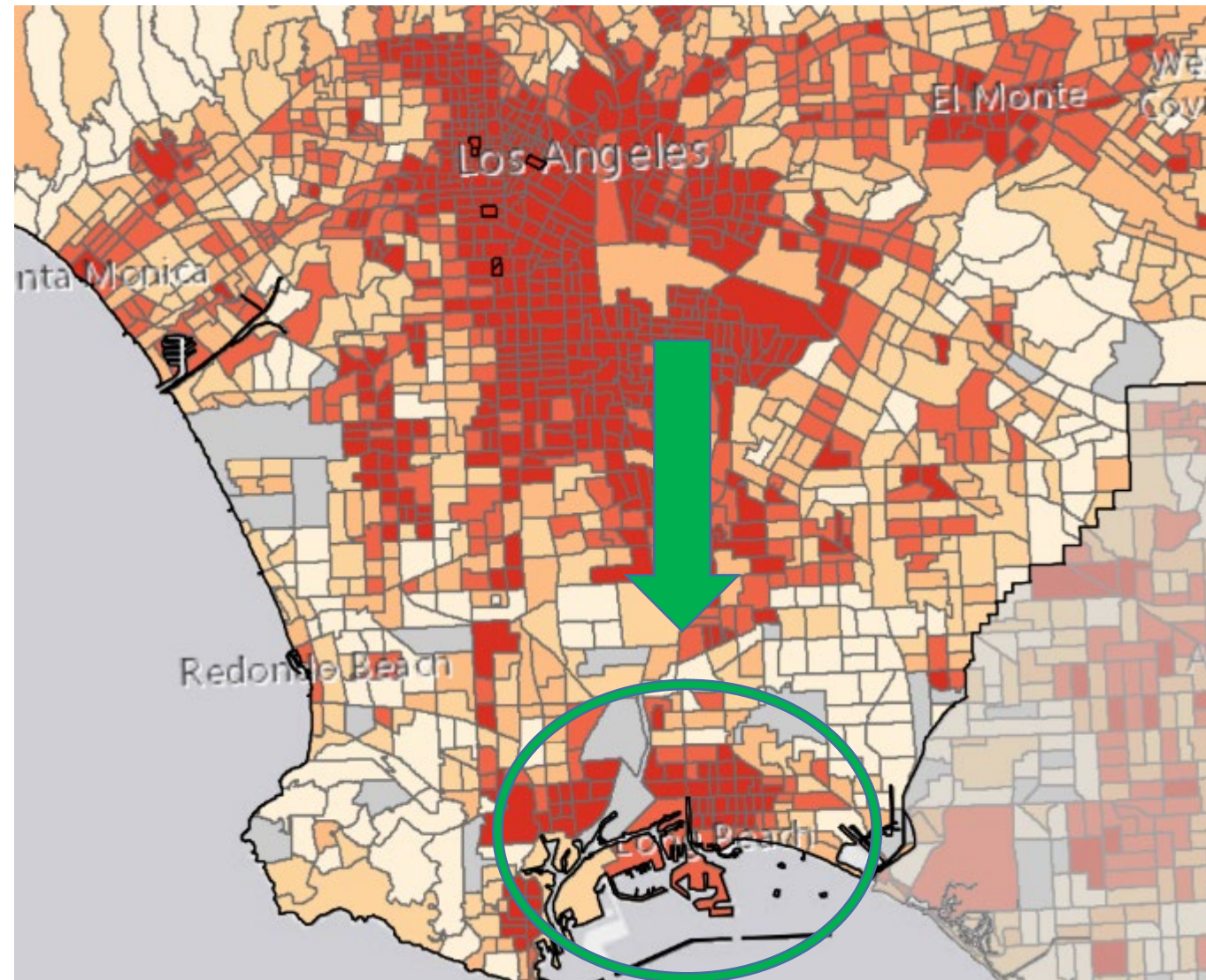
That are vacant (includes seasonal)	6.0%
With 3 or more units in a multi-unit structure	40.0%

### Percent of Occupied Housing Units (or Households):

That are renter-occupied	54.1%
That are overcrowded	4.8%
Without broadband Internet	20.1%
With limited-English speaking ability	13.2%
That are non-family	33.1%
Receiving public assistance income	3.8%

### Percent of population:

Under 5 years old	6.3%
That is foreign-born	34.4%
Who moved from outside county in past year	2.9%
With income below 150 percent of poverty level	28.1%
Age 16 or older that are unemployed	7.8%
Age 25 or older who are not high school graduates	21.8%



Long Beach in the Hard To Count Map

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# How You Can Promote an Accurate Count

## Step 1: Increase your capacity by connecting with local efforts

Census Business Champion Example: @TortaMóvilOfficial



# How You Can Promote an Accurate Count

**Step 2: Provide information about the 2020 Census to employees and customers**



Census Business  
Champion Example:  
**@DelphiGreek**



# How You Can Promote an Accurate Count

## Step 3: Engage with the Media

Census Business Champion Example: @SouthLACafe



# Promoting the Census is an Easy Lift



Easy and cost effective actions to secure an accurate census count:

1. Connect with your local Complete Count Committee to access free resources and assistance
2. Follow @CACensus on Twitter or Instagram and like, retweet, or share pre-made census material
3. Change your company's FB Filter
4. Use a draft message to email your network (members, employees, etc.)
5. Include census messaging in your takeout orders or outgoing products



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# Examples of our Business Census Champions



**Southern California Edison**  
*Electric Utility Company*

California

California businesses rely on accurate data from the census. Southern California Edison uses census data to decide where to place much needed power lines. To help keep our lights on, complete your 2020 Census today!



United States  
**Census 2020**

**FAST. EASY. SAFE.**



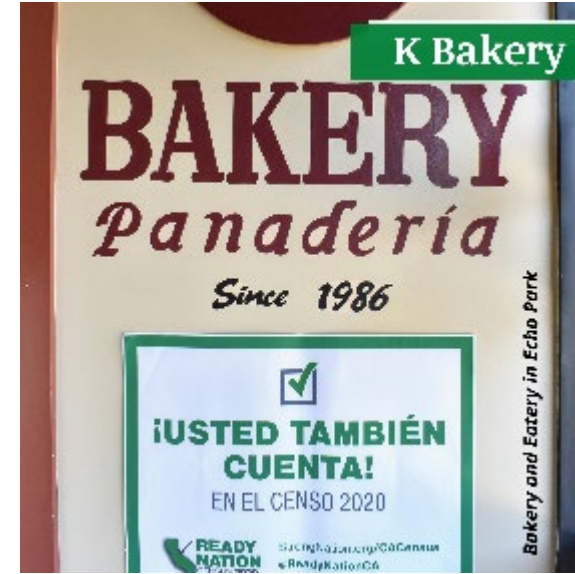
**WELLS FARGO**

I've been counted  
in the **2020 Census**

Support your community. Be counted.  
Learn more at **2020census.gov**



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# ReadyNation Census Resources



[StrongNation.org/CAcensus](https://StrongNation.org/CAcensus)



ReadyNationCA



ReadyNation\_California

# ReadyNation Census Resources



## Businesses in Action for the 2020 Census

### Census Toolkit for Business Owners in California

[StrongNation.org/CAcensus](https://strongnation.org/CAcensus)

[ReadyNationCA](#)

[ReadyNation](#)



## 2020 CENSUS UPDATE

WEDNESDAY, JULY 22, 2020  
1:00 PM - 2:00 PM | WEBINAR

Attend the webinar and learn how local chambers of commerce, community-based organizations, and small businesses can drive the response rate. **YOUR RESPONSE MATTERS.**

CLICK HERE TO REGISTER: <https://bit.ly/2CiKLiW>



[StrongNation.org/CAcensus](https://StrongNation.org/CAcensus)



[ReadyNationCA](#)



[ReadyNation\\_California](#)



# Business Sector Partner for the California Complete Count Census 2020 Office

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[StrongNation.org/CAcensus](https://StrongNation.org/CAcensus)



ReadyNationCA



ReadyNation