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.

StrongNation.org/ReadyNation
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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StrongNation.org/CAcensus  ReadyNationCA  ReadyNation_California
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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StrongNation.org/CAcensus  
ReadyNationCA  
ReadyNation_California
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

IT TAKES LESS THAN 10 MINUTES

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

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!

I’ve been counted in the 2020 Census
Support your community. Be counted. Learn more at 2020census.gov
Examples of our Business Census Champions

K Bakery

One Collision Center

Bakery Panadería

AVM Auto Body

Minuteman Press

Principio Markets

HARDWARE PLUMBING ELECTRICAL

StrongNation.org/ReadyNation

StrongNation.org
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ReadyNation Census Resources

Businesses in Action for the 2020 Census

Census Toolkit for Business Owners in California

StrongNation.org/CAcensus ReadyNationCA ReadyNation_California
Business Sector Partner for the California Complete Count Census 2020 Office

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