

Census Week of Action and Get Out the Count Toolkit



To use for:
Aug 31, 2020 and
September 7 – September 12, 2020

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WELCOME TO SEPTEMBER CENSUS WEEK OF ACTION!

Beginning **Monday, September 7 through Sunday, September 12**, California will push a statewide week of action urging all residents to participate in the 2020 Census.

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 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
- Updated messaging from focus groups
- Messaging on non-response follow-up (NRFU), information on enumeration, how to identify enumerators, 5 ways you can help, stop scrolling we are talking to you and relevant messaging on COVID-19 & the 2020 Census [in 13 languages, see partner portal]
- 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!)
- Responding to the Census Tip Sheet – find it on the Partner Portal

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!

AUGUST 31, 2020

- Monday, August 31
 - Theme of the day: Avoid a Knock at the Door –You Have 30 Days Left to Take the Census. Do it Now!
- **Media Briefing, 1pm – 2pm**
 - **When:** August 31 @ 1 p.m.
 - **Where:** Virtual through ATT conference line
 - **Interest:** Exclusive/embargo with key reporter
 - **Headline:** California Deploys Additional \$10 million to Avoid USCB Knocking on Doors
 - **Announce:** Specific low response tracts we are focusing efforts, distribution of remaining funds, text/call center
 - **Invite:** Ethnic Media/National/Statewide/Local Media
 - **Speakers:**
 - Ditas Katague
 - Partners:
 - Ely Flores, NALEO
 - Jesse Fraire, California Native Vote Project

SEPTEMBER 7 – SEPTEMBER 12, 2020, WEEK OF ACTION

- Monday, September 7
 - Theme of the Day: Essential Workers and Laborers
 - Sky Billboard Flight takes off over Regions 7, 8, 9 from 10am – 4pm
 - Guerilla marketing tactics on the ground
 - Ground Partner Activities
- Tuesday, September 8
 - Theme of the Day: Community Motives
 - Sky Billboard Flight takes over Regions 9, 10 from 10am – 4pm
 - Guerilla marketing tactics on the ground
 - Ground Partner Activities
- Wednesday, September 9
 - Radio Media Tour
 - Theme of the Day: “I Completed the Census!”
 - Sky Billboard Flight takes off over Region 3 from 10am – 4pm

- Guerilla marketing tactics on the ground
- Ground Partner Activities

- Thursday, September 10
 - Satellite Media Tour
 - Theme of the Day: 20 Days Out from Census Deadline – What Can You Do?
 - Guerilla marketing tactics on the ground
 - Ground Partner Activities

- Friday, September 11 and Saturday, September 12
 - Theme of the Day: Essential Workforce Matters on this Census
 - Essential workers and store partnerships with 8-10 pop-up banners at their locations and on social media
 - Guerilla marketing tactics on the ground
 - Ground Partner Activities

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

- 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 these pre-recorded videos from influencers/celebrities:

SOCIAL MEDIA AND CREATIVE ASSETS TO SUPPORT YOUR VIRTUAL EFFORTS

Please also check out the new **Get Out the Count** page added to the California Census State website. Below is a list of assets to support the Census Week of Action and all are available here: <https://census.ca.gov/gotc/>

- Educate, Motivate, and Activate Messaging
- Census Flyers in Multiple Languages
- Census Postcards
- Census Doorhangers
- Toolkits and Guidance
- Pre-Written Social Media Posts and Graphics
- Fact Sheets
- Ad Creative
- Video Ads

Below is a list of assets to support the Census Week of Action that will be on 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.
 - Radio Scripts in English and Spanish
 - In-language Messaging
 - Census Icon Flyer
 - Digital Ads
 - Out of Home Ads
 - GOTC Outreach for Specific Communities
 - Elected Officials

- K-12 Students
- College Students
- Language and Communication Access
- Veterans
- Native Americans/Alaska Native Communities
- September Social Media Toolkit
- Responding to the Census Tip Sheet
- What a Census Worker Will Never Ask Instagram Story

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

RECOMMENDATIONS FOR PARTNER EVENTS

This section contains recommendations if partners would like to have events during California's Census Week of Action.

Virtual Events

The Census Office and partners have 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 Caravans

Many partners statewide have been going out into the community through bike or car caravans to motivate a specific tract to respond to the Census. If you would like tract-level data information, please visit <https://census.ca.gov/> or <https://cacensusreporter.azurewebsites.net/responses.html> to obtain local data.

Earned Media

The Census Office recommends uplifting the work being done on the ground through earned media, whether that be local print, TV, radio or online outlets. During this week, if interview requests come through the Census Office, staff will be reaching out to partners to help amplify the work being done locally.

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

For any questions, please contact the Communications Team at communications@census.ca.gov

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, there are key messages that include the most up-to-date messaging on completing the 2020 Census; Reducing fear around completing the form; Applying social pressure to submit the Census form; Non-response follow up operations.

The Census can now be completed by online, phone, and by mail for those households that have received a paper form. Enumerators began conducting in-person outreach on August 11 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>

Please see below for messages in English and Spanish related to three themes to activate Californians to take the Census: empowerment and reducing fear, strong social pressure and deadline-oriented actions.

Key Messages:

	Empowerment & Reducing Fear	Strong Social Pressure	No excuses, take the Census!
Target Audience	Vulnerable Populations; Hard to count communities; those who fear sharing information with government, confusion about participation due to status and create a sense of urgency to get counted today!	General Audience, those who aren't sure about Census impact, haven't made priority.	General Audience; those who haven't completed due to time constrains.
Tier 1	Everyone counts in the Census, regardless of background and immigration status. Your information is secure and confidential.	"We have X days to complete the Census and bring back funding for our communities."	It's your future- complete the simple, confidential 9 question Census form.

	<p>Todos contamos en el Censo, sin importar tus antecedentes o estatus migratorio. Tu información es segura y confidencial.</p> <p>The Census is secure and confidential, don't let uncertainty dictate the future of our children and communities. Everyone counts, regardless of status.</p> <p>El Censo es seguro y confidencial, no dejes que la incertidumbre determine el futuro de tus hijos y tu comunidad. Todos cuentan, sin importar tus antecedentes o estatus migratorio.</p> <p>The Census is quick and easy to complete. Taking just a few minutes helps secure a better tomorrow for your children and your neighbors.</p> <p>El Censo es rápido y fácil de completar. Tomando solo unos minutos puedes asegurar un mejor futuro para tus hijos y vecinos.</p> <p>Responding to the 2020 Census just got easier! Census Workers are coming to your doorstep to help you get counted.</p> <p>¡Respondiendo al Censo del 2020 es más fácil que nunca! Los trabajadores del Censo están llegando a tu puerta para ayudarte a ser contado.</p> <p>Responding to the Census builds stronger and healthier communities for our children.</p>	<ul style="list-style-type: none"> • 30-day Countdown • 15-day Countdown • 10-day Countdown • 5-day Countdown • Final day <p>Solo tenemos X días para completar el Censo y traer fondos para nuestras comunidades.</p> <ul style="list-style-type: none"> • 30 días • 15 días • 10 días • 5 días • Ultimo día <p>Just a few minutes makes a huge difference in your family's future—don't let them count you out! Complete the safe, secure Census form.</p> <p>Unos minutos hacen la diferencia en el futuro de tu familia- no dejes que te dejen atrás. Completa el formulario seguro y confidencial del Censo</p>	<p>Es tu futuro, completa las 9 preguntas simples y confidenciales del formulario del Censo.</p> <p>The time is now! Complete your Census form today- just a few minutes will make a difference for your family's future.</p> <p>¡Ahora es el momento! Completa tu formulario del Censo hoy, en solo unos minutos puedes ayudar el futuro de tu familia.</p>
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	<p>Participate online, over phone or open your door to an official Census Worker who can help you answer the questions.</p> <p>Respondiendo al Censo construye comunidades más fuertes y saludables para nuestros hijos. Participa en línea, por teléfono o abra tu puerta a un trabajador oficial del Censo que pueda ayudarte a responder a las preguntas.</p>		
<p>Tier 2</p>	<p>Help secure resources for your children, family and community. The Census helps provide a better future for all.</p> <p>Ayuda a conseguir recursos para tu hijos, familia y comunidad. El Censo ayuda proveer un mejor futuro para todos.</p> <p>Completing the Census helps secure a better future for our families- the Census is safe and confidential.</p> <p>Completando el Censo ayuda asegurar un mejor futuro para nuestras familias. El Censo es seguro y confidencial.</p> <p>Everyone counts, regardless of background and immigration status</p> <p>Todos cuentan, sin importar sus antecedentes o estatus migratorio</p>	<p>Don't let them count you out! Complete the Census so you and your family get the funding they deserve.</p> <p>¡No dejes que no te tomen en cuenta! Completa el Censo para que tú y tu familia reciban los fondos que merecen.</p> <p>Make sure your household is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education, and our health care.</p> <p>Asegúrate de que todos en tu casa sean contados en el Censo. Invirtiendo solo unos minutos en completar el formulario ayuda determinar el futuro de programas para</p>	<p>You can determine the next 10 years in just a few minutes—prioritize your family's future and fill out the simple, secure Census. Everyone counts, so don't let anyone erase you and protect funding for your community.</p> <p>Tú puedes tener un impacto en los próximos 10 años con solo unos minutos- Pon el futuro de tu familia primero al llenar el Censo que es simple y seguro. Todos cuentan, así que no dejes que te borren y protege los fondos para tu comunidad.</p>

		nuestros hijos, su educación y su cuidado de salud.	
Tier 3	<p>Everyone counts, so don't let anyone erase you and protect funding for your community.</p> <p>Todos cuentan, así que no dejes que te borren y proteja los fondos para tu comunidad.</p> <p>Don't let an undercount take funding away from your community. The Census is confidential and ensures funding for healthcare and education programs. Get counted now!</p> <p>No dejes que la falta de un conteo completo te quite los fondos de tu comunidad. El Censo es confidencial y ayuda a obtener recursos para programas de salud y educación. ¡Se contado hoy!</p>	<p>Time is running out to make an impact on the funding for the next 10 years for your community! Take a few minutes to complete the Census – it's safe, secure and drives critical dollars into education and health care programs.</p> <p>El tiempo se está acabando para determinar los fondos que recibirán nuestras comunidades los próximos 10 años. Toma unos minutos para completar el Censo- es fácil y seguro y ayuda a asegurar fondos para programas educativos y de salud.</p> <p>Don't wait until the last minute! Fill out the Census today- just a few minutes will help secure funding for the next 10 years for programs that matter to your family and neighborhood.</p> <p>¡No lo dejes para mañana, llena el Censo hoy! Con solo unos minutos puedes asegurar fondos para los próximos 10 años</p>	<p>9 simple questions = the next 10 years. Prioritize our future and complete the Census. Just a few minutes will make a huge difference for our children, families and communities.</p> <p>9 preguntas simples = los próximos 10 años. Que nuestro futuro sea primero, completa el censo. Solo unos minutos pueden hacer una gran diferencia para nuestros hijos, familias y comunidades.</p>

		para programas que son importantes para tu familia y comunidad.	
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ENGLISH: TALKING POINTS THE LAST 30 DAYS

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

Take the Census now! Be proactive in helping the community for brighter future. Learn more at californiacensus.org

Census Quick Hits:

- **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.
- **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.
- **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.
- **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.
- **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.

U.S. CENSUS BUREAU UPDATES

- The U.S. Census Bureau has announced that their operations will end earlier than previously anticipated, on September 30.
- This means that we cannot afford to wait – every Californian must respond to the Census now, or risk losing crucial resources and representation for a decade.

NON-RESPONSE FOLLOW UP OPERATIONS

- Non-Response Follow-Up (NRFU) in California started on August 11.
- During NRFU, the U.S. Census Bureau sends enumerators into neighborhoods to go door-to-door and tally households by doing in-person interviews.
- A few key things for people to know about the visits:
 - Census workers will follow all local public health guidelines, 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.
 - They can help assist you to fill out the form or answer any questions
 - 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.

DIFFERENCE BETWEEN SELF-RESPONSE AND NRFU ENUMERATION

- Note: California's Census 2020 efforts focus on encouraging self-response, which historically yields the most accurate enumeration data about household occupants.

- The U.S. Census Bureau began releasing state-level NRFU enumeration rates in mid-August. This rate reflects in-person interviews, including proxy interviews. In 2010, about one-fourth of the NRFU interviews for occupied housing units were conducted using proxy respondents.
- The USCB combines the Self-Response Rate and NRFU enumeration rate to generate an "enumerated" total. This figure should NOT be confused with the Self-Response Rate.

SPANISH: TALKING POINTS FOR THE LAST 30 DAYS

¡Todos los californianos pueden participar en el Censo del 2020 y pueden hacer la diferencia hoy! Hay tres maneras fáciles de llegar el formulario:

1. Por Internet: Online al my2020census.gov
2. Por teléfono al 844-468-2020 (una lista de otras idiomas [aquí](#))
3. Por correo postal si recibiste el formulario en papel

¡Toma el Censo ahora! Puedes ayudar a tu comunidad mejorar tu futuro.

Aprende más en californiacensus.org/es

- **9 preguntas simples y confidenciales:** El Censo cuenta a todos que viven en los Estados Unidos sin importar su estatus migratorio. Es una encuesta simple y confidencial de nueve preguntas. Las preguntas incluyen tu nombre, dirección, sexo, raza y edad.
- **Tu información es segura:** Tus respuestas al Censo son protegidas por ley y no se pueden compartir con, o usadas por, cualquier otra agencia gubernamental. Tus respuestas no son compartidas con agencias de la ley, los que manejan beneficios gubernamentales ni con organizaciones de inmigración. Los datos del Censo no serán compartidos con el dueño de tu hogar.
- **No hay pregunta de la ciudadanía:** El Censo nunca te preguntará sobre tu estatus migratorio ni tu número de seguro social, detalles bancarios, pagos o donación. Los datos del Censo no afectarán tu elegibilidad para beneficios gubernamentales.
- **Mil millones en fondos para programas comunitarios:** Los datos del Censo ayudan determinar fondos para programas importantes como Head Start, cuidado infantil y programas de desarrollo, programas comunitarios de salud mental, programas nutricionales, recursos educativos y de cuidado de salud, y mucho más.
- **Un paso adelante para la equidad y justicia:** Una de las maneras que podemos cambiar nuestro futuro es participando en el Censo del 2020. El Censo es fundamental para nuestra nación – es la actividad cívica en la que todos podemos participar. Al participar, podemos asegurar el futuro

de nuestras comunidades en el estado económica y socialmente más poderoso. Juntos, podemos asegurar que las voces de los Californianos más vulnerables sigan adelante.

- **Ayuda asegurar fondos para su comunidad:** Por cada persona no contada, California puede perder \$1,000 por persona cada año por los próximos 10 años. Completando tu cuestionario del Censo ayudas a que California reciba los fondos para más servicios que ayudan a tu comunidad. Esto incluye cuidado de salud, parques y calles.
- **Todos cuentan:** No olvides contar a todos en tu casa, incluyendo a personas que no sean familia, niños y los bebés recién nacidos. Esto también incluye amigos o familiares quienes viven o duermen en tu casa la mayor parte del tiempo el 1 de abril de 2020.

ACTUALIZACIONES DE LA OFICINA FEDERAL DEL CENSO

- La Oficina Federal del Censo anunció que el proceso de Seguimiento por Falta de Respuesta, o conocido en sus siglas en inglés como NRFU, se termina el 30 de septiembre.
- Esto quiere decir que no podemos esperar – cada Californiano tiene que responder al Censo ahora o arriesgar recursos y representación esencial por una década.

SEGUIMIENTO POR FALTA DE RESPUESTA (NRFU)

- La operación Seguimiento por Falta de Respuesta, o conocido en inglés como Non-Response Follow-Up, empezó en California el 11 de agosto.
- Durante NRFU, la Oficina Federal del Censo manda censistas a comunidades “de puerta a puerta” para contar casas en entrevistas en persona.
- Unos puntos claves que todos deberían saber:
 - Los trabajadores del Censo seguirán todos los protocolos de salud pública, su entrenamiento incluye usar una mascarilla y conducir todas las entrevistas afuera de tu casa.
 - Visitas serán entre las 9 de la mañana y las 9 de la noche, e incluyen los fines de semana cuando más personas se encuentra en casa.
 - Los trabajadores pueden ayudarte a llenar el formulario o contestar cualquier pregunta.
 - Si un trabajador del Censo toca tu puerta y no habla tu idioma, puedes pedir que otra persona regrese que si lo habla.
- Puedes identificar un trabajador oficial del Censo de la siguiente manera:
 - Una identificación con su foto, una marca de agua del Departamento de Comercio y fecha de vencimiento.
 - Un teléfono de la Oficina del Censo.

- Muchos trabajadores del Censo también tendrán una bolsa con un logo de la Oficina del Censo.
- Para verificar trabajadores del Censo en tu vecindario, llama al 213-314-6500.

LA DIFERENCIA ENTRE AUTORESPUESTA Y EL SEGUIMIENTO POR FALTA DE RESPUESTA (NRFU)

- Nota: Los esfuerzos del California sobre el Censo del 2020 se enfocan en fomentar la autorespuesta (por internet, teléfono o correo postal) que históricamente arroja los datos de enumeración más precisos sobre los ocupantes del hogar.
 - La Oficina del Censo de EE. UU. comenzó a publicar las tasas de enumeración NRFU a nivel estatal a mediados de agosto. Esta tasa refleja las entrevistas en persona, incluidas las entrevistas a representantes o "proxys" como conocido en inglés. En 2010, aproximadamente una cuarta parte de las entrevistas de NRFU para unidades de vivienda ocupadas se llevaron a cabo utilizando encuestados sustitutos.
 - La USCB combina la tasa de autorespuesta y la tasa de enumeración de NRFU para generar un total "enumerado". Esta cifra NO debe confundirse con la tasa de autorespuesta.

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 – before September 30.

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 uncounated, 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.

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 is September 30

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 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.