



State of California – Government Operations Agency **GAVIN NEWSOM, Governor**  
 California Complete Count-Census 2020  
**DITAS KATAGUE, Director**  
 400 R Street, Suite 359  
 Sacramento, CA 95811  
 www.census.ca.gov  
 (916) 852-2020

**FINAL REPORT TEMPLATE**

**General Information**

Date of report	<b>November 10, 2020</b>
Organization / Entity	<b>Council for a Strong America/ReadyNation California</b>
Responsible Person / Title	<b>Magali Flores Núñez, Deputy State Director</b>
Contact Person / Title	<b>Magali Flores Núñez, Deputy State Director</b>
Address	<b>1212 New York Ave NW, Suite 300, Washington, D.C., 20005</b>
Email / Phone	<a href="mailto:mflores@readynation.org"><b>mflores@readynation.org</b></a>

**Narrative Report**

**Introduction**

ReadyNation, one of Council for a Strong America’s several membership organizations, is composed of 2,700 business leaders across the country. ReadyNation includes current and former Fortune 500 CEOs, business associations (i.e., chambers of commerce and business roundtables) and represents a variety of industries. We have more than a decade of experience in engaging business leaders to serve as “unexpected messengers” to promote policies and programs that support children, youth, and their families.

ReadyNation California -- one of our nine state offices -- was funded by the California Census Office to develop a statewide business engagement initiative centered on creating a census business network and a core group of business spokespeople. Through these networks, we distributed census resources to businesses’ employees and customers who were part of the hard-to-count population. We are thankful for the opportunity to have activated the business sector on this important issue and for the collaboration from our Sectors Outreach Manager and other community-based organizations.

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau’s operational adjustments?**

Due Date: November 16, 2020

Our goals and objectives as listed in our strategic and implementation plan were to:

- Engage business leaders in support of a robust 2020 Census
- Develop targeted materials to help California's business community participate in the census
  - California Get Out the Count Business Report
  - California Business Toolkit
  - Census Regional Toolkits
- Develop a Census Business Network Leaders group in support of the census by engaging:
  - State/regional partners
  - Chambers of commerce
  - Business group associations
  - Networks of small businesses
  - Retail chains/influential business brands
  - Key business industries
- Distribute census resources to California's business community through members of the Network Leaders group and by building a statewide California Census Business Network
  - Monthly newsletters
  - Host phone calls
  - Webinar on why the census is important for the business community in California

At the beginning of our contract with the California Census Office, in November 2019, we leveraged our existing relationships with business leaders and our expertise on how to engage the business community in order to educate and activate businesses who serve or employ hard-to-count populations around the 2020 Census.

Based on our national toolkit, we created a [California business toolkit](#) specifically for California business leaders and materials for business owners in L.A. County. We partnered with BizFed Institute and the Chief Executive Office of the County of Los Angeles to distribute and co-brand the [L.A. county toolkit for business owners](#). Additionally, we created [Business in Action for the 2020 Census](#) public service announcement videos through a partnership with BizFed Institute and Wells Fargo that included diverse business leaders from the L.A. area. All of these resources are [available on our webpage](#), and are available for use by business leaders and those wanting to engage the business community.

To further our work, we formed the California 2020 Census Business Leaders group of 12 recognized senior business leaders representing business membership organizations.

- Julian Cañete, President & CEO, California Hispanic Chambers of Commerce
- Kristin Connelly, President & CEO, East Bay Leadership Council
- Rudy Espinoza, Executive Director, Inclusive Action for the City
- Angelov Farooq, Chairman, California Workforce Development Board
- Pat Fong Kushida, President/CEO, California Asian Pacific Chamber of Commerce
- Mark Herbert, Vice President, California Small Business Majority
- Tracy Hernandez, Founding CEO, BizFed, Los Angeles County Business Federation
- Loren Kaye, President, California Foundation for Commerce and Education
- Laura Kohn, (former) Director, San Diego Economic Partnership
- Rob Lapsley, President, California Business Roundtable

- Carolina Martinez, CEO, California Association for Micro Enterprise Opportunity (CAMEO)
- Lenny Mendonca, (former) Director, GO-Biz

The primary objectives of this group were to (i) demonstrate statewide business support for the 2020 Census and (ii) connect their members with technical assistance and free resources. The Census Business Network operated as a private, virtual listserv for business leaders who wanted to receive monthly newsletters and receive additional information on the census.

While our overall goals and objectives remained unchanged, the COVID-19 pandemic in March presented challenges to our plans and execution. Prior to the state closures, our team was focused on leveraging our existing business network to do in-person presentations on the census to increase awareness and to facilitate the connection for business leaders between a complete census count and a strong economy. We held presentations for various key chambers across the state, for boards of directors of companies and organizations like the California Latino Economic Institute, and participated in events such as the census breakfasts in the Central Valley with the California Hispanic Chambers of Commerce. We also collaborated with NALEO to hold a webinar for elected officials and their staff, and completed another webinar with Small Business Majority specifically for small businesses.

Due to the COVID-19 pandemic and the subsequent state closures, we pivoted away from in-person events as a major method of further developing our California Census Business Network, to completely virtual tactics for education and activation. We increased our focus on webinars, and hosted or participated in the following presentations with ReadyNation nationally and partners in California:

- ReadyNation hosted a webinar entitled “How Businesses can Support the 2020 Census in Light of COVID-19” where major California businesses were invited to participate (March 30)
- BizFed Institute consulted ReadyNation California on a Census Day webinar they hosted (March 31)
- ReadyNation California, Latino Community Foundation, and the California Hispanic Chambers of Commerce conducted four presentations to regional members of the California Hispanic Chambers of Commerce on the importance of speaking to employees about the census during COVID-19 (April 8 and 9)
- ReadyNation California, Latino Community Foundation, and the California Hispanic Chambers of Commerce hosted a two-part webinar on the importance of the census in helping local communities and presented ideas for local chambers of commerce and businesses to become involved (April 9 and 10, July 22, August 20)
- ReadyNation California consulted with our subcontractors, the California Asian Pacific Chamber of Commerce on five webinars they held that included census messaging (April 30, May 13, May 27, June 17, July 13)
- ReadyNation and the U.S. Census Bureau presented “[How Companies Can Help Increase Census Response in Underperforming Areas](#)” focused on how companies could complement efforts in areas with low self-response rates before the census staff began knocking on doors (July 8)
- In collaboration with CAHCC and the Latino Community Foundation, ReadyNation California presented a [Census Update webinar](#) (July 22)

- ReadyNation California provided PowerPoint slides and collaborated with BizFed Institute on their census webinar for their membership (July 30)
- ReadyNation California presented on the census with the California Hispanic Chambers of Commerce (Aug 20)

One of the ways we were able to quickly pivot during the initial pandemic-related closures was for our Census Day activities. Although we would have liked to do an in-person, public, press release that included some of our California Census Business Leaders as speakers, along with the Secretary of State, we were still able to activate our network on an important national day of action for the census. This included sending a special “Census Day Action” newsletter a few days before Census Day in order to give our Census Business Network ideas on how they can participate in alignment with thousands of others on April 1st. It also included sending personalized, individual emails to our 12 California Census Business Leaders with customized language, graphics, and a list of activities for them to send out to their business networks. Lastly, as part of our Census Day virtual tactics we leveraged our relationships with the California Hispanic Chamber of Commerce (CHCC) and the California Black Chamber of Commerce (CalBCC) to send out Census Day messaging to their networks via email, social media, and personal email outreach. We also continued to work with CHCC, California Asian Pacific Chamber of Commerce (CalAsian) and the CalBCC to think of virtual tactics that we could collaborate on such as radio spots with CalBCC and the [op-ed authored by Pat Fong Kushida from CalAsian](#).

Because of our limitations in getting materials out to businesses and performing outreach, we created our *California Get Out the Count Report* as an [online document that showcased California businesses supporting the 2020 Census](#). In further response, ReadyNation also developed [postcard-size flyers](#) to be distributed along with paycheck stubs, product shipments, or takeout orders. And, in partnership with First 5 Association, we were able to also provide “We are Open” vinyl banners and paper bags to go along with the small flyers. Below are additional details on the extent of the distribution of these materials throughout the state.

<b>Collateral</b>	<b>Partner Collaboration</b>	<b>Total Distributed</b>	<b>Reach (County)</b>
<a href="#">“We Are Open” Vinyl Banner</a>	First 5 Association	127	San Joaquin, LA, Orange, Yuba, Riverside, Kings, Sacramento, Stanislaus, Alameda, Fresno
<a href="#">Paper Bags</a>	First 5 Association	11,000	San Joaquin, LA, Orange, Yuba, Riverside, Kings, Sacramento, Stanislaus, Alameda, Fresno
<a href="#">Postcard Flyers</a>	First 5 Association	8,500	San Joaquin, LA,

			Orange, Yuba, Riverside, Kings, Sacramento, Stanislaus, Alameda, Fresno
--	--	--	---

**2) Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which time frame you are referring to in your response (i.e., education, NRFU period).**

**Contracted partner's operations**

- **What worked well operationally?**

Expertise Engaging Business Around the Census

ReadyNation's expertise built through our experiences engaging businesses on the census nationally allowed us to hit the ground running. Through our experiences across the country, we were able to understand some of the best practices on methods of engaging larger companies, what kinds of activities they would consider, and which messages resonated best with the business community.

Sectors Outreach Manager

During the length of the project, our Sectors Outreach Manager was responsive to our requests for warm introductions, when possible, to business leaders that were slow to respond to us. She also connected us with regions and RPMs that were responsive to our business sector resources, and provided us with additional data as needed to respond to technical assistance requests.

CSA Infrastructure and Leadership

Established meetings like CSA's internal State Directors' meetings and 120-day planning meetings provided time to share learning and knowledge among our nine state offices on engaging the business sector. Given that all ReadyNation state offices have been promoting the 2020 Census and engaging the business community on the census to some extent, having these structured spaces to share our work and learn from each other proved extremely helpful to deploying creative virtual approaches. Many internal voices shared advice on best outreach practices and were especially helpful during our CSA state director transition.

During the unexpected transition of CSA's California State Director in February, having long-term staff able to quickly step up and fill in gaps also benefited our census work. Their leadership allowed for the transition period, our workflow, and operations on the census to be seamless.

- **What hindered the operations?**

Time Limitations

Our contract with the State of California Census Office was executed in early November 2019, almost at the end of phase two (educate, motivate, activate). This delay gave us no time for a phase one (convene, collaborate, capacity build) and very limited time to make necessary connections, build relationships, and roll out our education phase. Many contract partners,

particularly those who were also tasked to lead statewide campaigns, began their contracts in early 2019. One way we were able to quickly implement our statewide business engagement strategy was because the Council for a Strong America team was involved for over a year with the Get Out the Count national efforts, and had familiarity and proven tactics to mobilize business leaders around the census. Doing in-person meetings, presentations, and events also helped us to create a foundation of trust with reputable business leaders across the state and allowed us to build our Census Business Leaders Network.

#### Politicization of the Census and Lack of Trust from Business Owners of Color

Through our work with business leaders around the census on a national level, we knew that many companies were very hesitant to publicly support the census. This was due to ongoing politicization of the census, along with general lack of knowledge of the benefits that a complete count can bring to the business sector.

Having renowned and respected business leaders behind our statewide census business engagement campaign also helped refute the, at times, contradicting messages that the census was not safe and/or secure. For many ethnic and racial minorities, there is a general distrust of government institutions, practices (like the census), along with a general fear about what can happen if they share their private information. This general experience and beliefs made reaching out to people of color owned business owners very difficult, especially for those who serve or employ immigrant communities. In partnership with statewide ethnic business organizations, we were able to help put on eight webinars that helped dispel some of these fears and give these business owners a space to have their questions answered about the census. Being able to meet business leaders in-person, prior to the pandemic, also helped to create that safe, private space where we could establish ourselves as resources and field any technical and sensitive questions pertaining to their hesitations.

#### Slow to Gain Credibility

We were slow to gain credibility when recruiting new businesses and had to focus more initially on creating the Census Business Network Leaders group to endorse us. Companies, in general, are more comfortable partnering with a trusted organization on any issue, but especially so when it pertains to the census that had ongoing politicization.

Even if a company was already working with another census initiative, that same business could still be interested in partnering with ReadyNation California to access customized resources and information. For example, large chambers of commerce and major companies like Wells Fargo, Verizon Wireless, Southern California Edison, and the Los Angeles Area Chamber of Commerce, among others who also had initiatives underway, asked us to attend their board meetings to present on the census and provide customized materials, updates, and information for them.

#### Timeline on Content and Collateral Created

Partnering with the California Census Office presented a unique opportunity for ReadyNation California. However, the condensed timeline to launch our work also strained our internal operations. We had limited time to plan, organize, create, and distribute content and collateral along with building relationships with other census partners. Although our team rose to the

challenge and completed all of our goals successfully, it demanded more staff time than anticipated and also challenged our internal protocols for content production.

### COVID-19

The unprecedented global pandemic and its impact on the business sector changed our outreach methods and messaging. Many businesses and chambers of commerce that we planned to engage were focused on survival and the ongoing process of closing/reopening their businesses.

### **Contracted partner's outreach**

- ***What outreach tactics worked well? What hindered the outreach?***

### In-Person Presentations

Having the ability to initially (prior to the pandemic) provide in-person presentations and information facilitated trust and relationship building. This was incredibly important because it helped us successfully tackle our fast timeline and the hesitancy of businesses to publicly support the census.

### Unique Messaging that Resonated with Business Leaders

Our unique business-centered census message was one of our strongest attributes during our outreach activities. Educating business leaders about how a complete count ensures they continue to have access to vital data to help them make decisions was a key point that helped us make the connection for business leaders. In addition, developing unique business-centered census messages for small and micro business owners as well as ethnic business leaders further facilitated our outreach approach.

We used three primary messages when communicating the importance of the 2020 Census to companies and why they should help achieve a strong count:

1. The decennial census provides businesses with crucial population data not found anywhere else. They use it for marketing strategies and research and development, as well as strategic business decisions such as identifying locations for a new store or what products and services to offer in a given area.
2. Census data is used to determine how many seats in Congress each state receives, which affects each state's political power in federal policymaking.
3. Finally, census data is used to distribute millions of dollars in public resources that contribute to strong communities and a healthy economy. We highlighted a variety of critical federal investments for schools, transportation, roads, public safety, workforce development, and small business loans, among many other programs, depending on the audience.

### Centering Small and Micro Business Owners and Operators in our Outreach

Companies of any size can help achieve a robust census, but in some communities, a trusted small business may be more effective at encouraging the general public to participate.

California is home to [four million small businesses, which account for 99.8 percent of business ownership in the state and employ close to half of Californians](#). Therefore engaging small and micro business owners was a key piece of our census business engagement strategy.

To engage these important stakeholders, we successfully built relationships with statewide ethnic chambers like the California Black Chamber of Commerce, California Hispanic Chambers of Commerce, and the California Asian Pacific Chamber of Commerce, which represent membership bases primarily composed of small business owners and small chambers of commerce. However, many small businesses have limited resources for general membership fees and are not a part of these larger statewide chambers. And so, we also reached out to small and micro business development organizations like the Small Business Development Centers, Inclusive Action for the City, Small Business Majority, county economic development departments, sector-specific business associations, trade associations, and social media business groups, among others.

While major corporations have sophisticated marketing teams and resources, small businesses and micro enterprises often rely exclusively on low-cost or free platforms like Facebook and Twitter to promote their products and services. Knowing this, we developed our #BusinessCensusChampion social media campaign where we recognized twenty businesses for their census activities. This provided an incentive for those businesses who rely on social media for brand/public engagement and marketing, and helped encourage other businesses to learn and promote the census regardless of their capacity.

One lesson we learned while engaging our small and micro business owners and operators in our outreach was on messaging. Our messaging to businesses on the census centered around the value of data that the census brings to boost business and strengthen our economy. However, through on-the-ground interactions, presentations, phone calls, emails, and social media engagement analytics, we found that micro businesses were less moved to action following messaging focused on data and the economy. The argument in favor of an accurate count because it helps produce accurate data can be a benefit for a growing business or one with more resources to utilize such information. This was not as motivating for family-owned businesses or smaller business owners who may not use census data the same way as larger businesses.

Small and micro business owners responded better to a community- and person-centered messaging. For example, speaking about the importance of a complete count as a way to improve the quality of life for their families, employees, customers, and community through programs and community investments (roads, emergency services, schools, nutritional programs, workforce development) was well received. In addition, regionalized messages were well received by this group. Small and micro business owners see themselves as part of communities and as such, respond better to messaging that is specific to the areas they serve.

Striking the right message, however, was only one aspect of effectively reaching and engaging small and micro business owners. We found that many small business owners, particularly those who were not part of any business membership organization, were more hesitant and skeptical about our message and our requests. We overcame this challenge by referencing a source they might trust and respectfully working around their schedule to continue presenting the benefits. One example of this scenario was with one of our biggest Business Census Champions, South LA Cafe. South LA Cafe is a Black-owned business located in one of the neighborhoods of Los Angeles most at risk of an undercount. More than a neighborhood coffee shop, this cafe is a community hub for their community as mentioned in this [highlight in the LA Times](#). Even though our Census Business Specialist Consultant, a small business owner of

color and Business Census Champion himself, approached them about the census, the cafe owners said they were busy with many other initiatives and were not so sure they could take this on. They also did not understand why it would be important to make sure everyone in the South Los Angeles neighborhood was counted. After three visits and sharing of resources, we helped the owners understand why it was important and they agreed to lend their voice and leverage their platform (of close to [30,000 followers](#)) to promote a complete census count among their customers and employees. This resulted in us being able to partner with them on our Business in Action for the 2020 Census video series, and countless other social media posts and in-person promotions of our collateral.

Lastly, one valuable lesson learned from our efforts to activate small and micro business owners came from having to pivot during the pandemic. Knowing that many businesses were and continue to experience hard times during this pandemic, we created resources that would not disrupt their workflow, not need any additional knowledge, and would potentially reduce costs for business owners. In partnership with First 5 Association, we created census-themed paper bags and “*We Are Open*” vinyl banners. These resources not only promote the census and remind people to count their children, they also meet businesses’ immediate needs of communicating to customers that they are open and, in some cases, help switch their operations to take-out orders.

#### Engaging Chambers of Commerce and Larger Companies

Some challenges and best practices when engaging chambers of commerce in California around the census are similar to those of engaging larger companies. Presenting the case that an accurate census results in accurate and free sources of data that inform business decisions and a strong economy was well received by this group. In addition, this group appreciated customized resources and ReadyNation-staffed technical assistance. For example, large chambers of commerce and large companies like the Los Angeles Area Chamber of Commerce, San Diego Chamber of Commerce, Long Beach Area Chamber of Commerce, Wells Fargo, Southern California Edison, Verizon, California Latino Economic Institute, among others preferred for us to attend their board meetings to present on the census and provide customized materials, updates, and information for them. Chambers of commerce also tended to engage more when pre-made messages to their listserv and social media platforms were shared. Providing this type of technical support allowed ReadyNation California to tap into larger networks for business owners across the state.

One challenge that came from engaging chambers of commerce throughout the state came from many of them having to close or reduce their staff due to the pandemic. As 501(c)(6) organizations, many chambers of commerce did not have access to federal relief funding. Many chambers also depend on membership dues which were placed on hold also as a result of the pandemic. This caused many chambers to not be able to fulfill agreed-upon activities related to the census.

#### Virtual Outreach Tactics

The COVID-19 pandemic and subsequent state closures pushed our team to adopt virtual tactics when implementing our strategic outreach plan. Three tactics that we took on and that worked very well to engage business owners across the state were phone calls to chamber of commerce leaders, personal invitations to webinars, and sharing a list or pictures of other businesses that are publicly supporting the census.

When we were no longer able to continue in-person presentations on the census to chambers, we created a contact list of more than 300 chambers of commerce, and phone banked the

heads of each of these chambers in order to share a quick message on the importance of the census, offer ourselves as a free resource on the census, and ask if they would like resources mailed to them directly. Although this outreach method was time intensive, it was effective in reaching business leaders who were unaware about the census, its importance, or how easy it would be to promote it to their members.

Our phone banking efforts included three rounds of phone calls at different key points of the census timeline. The first was during the education phase in February and March, the second was during the Census operational changes at the end of April, and the third was in June to push out our newly-released outreach collateral. Aside from reaching business leaders who were unaware of the census, these phone calls served as a good pulse check on how our intended audience was doing during the pandemic. It was through these phone calls that we learned that many chambers had closed and had rolled back their census promotion efforts or simply did not have capacity to do anything anymore because their 501(c)(6) status did not allow them to apply to aspects of the CARES Act funds. Some examples of chamber of commerce leaders that benefited from our calls and were later actively promoting the census after we sent them resources were: Fairfield, Gilroy, Tulare, Kerman, Stockton, Fontana, Montebello, Alhambra, Altadena, Ontario, Redlands, San Bernardino, Victorville, Gardena, Bell Flower, Culver City, Cerritos, Antelope Valley, Riverside, and Sonoma County Chambers of Commerce.

**3) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.**

Outside the Organization

One challenge we faced during our census business engagement came with the sheer size of our state and the diversity of businesses that exist. As the largest state, with almost 39 million residents, many of which are considered hard-to-count, and one of the most diverse business communities, our goal entailed customizing our message to this diverse audience and developing an extensive, data-informed strategy to reach the regions with the most at-risk populations.

As was also previously mentioned, one challenge that brought on many internal and external changes was the surge of the COVID-19 pandemic and subsequent economic crisis that affected many businesses' operations, revenue, and capacity to do census promotion. One way that we successfully maintained the attention of our Census Business Network was by presenting them with a spectrum of engagement activities that could match their capacity, creating intentionally useful collateral (e.g. paper bags and "We are Open" banners), and considering their situation constantly throughout our outreach process.

Inside the Organization

One of the internal changes we faced that affected our outreach work was the unexpected transition of our CSA California State Director, Susan Bonilla. As a long-term CSA staff member and California leader, Susan played an important role in our strategic plan and later implementation plan. Our team pivoted internally and we were able to have one of our long-term team members, Jake Ferreira, quickly step up as our Interim State Director. Jake's strong leadership, expertise, and flexibility allowed for the transition period, our workflow, and operations on the census to be uninterrupted.

The pandemic also changed our team to working completely remotely. This was a change that many others also had to assimilate to. However, it still presented an internal learning curve for our team that interrupted communications and projects across the organization.

- 4) *For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? **For other partners, please note what data you used and how you used data for your strategies.***

One benefit that came from being a contractor of the California Census Office is the established data system that provided us with the necessary information to inform our strategic outreach plan prior to beginning our contract, and also guided our efforts as the campaign has developed. Having these real time [census maps](#) allowed us to know where the most effective use of our time and energy was after we could no longer travel. Leveraging this data along with the U.S. Census Bureau real time data, also allowed us to make informed decisions about where our efforts, and those of our subcontractors, would be most effective in driving the response rate.

An instance where we leveraged this real time census tract and map data was to provide technical support to one of our Business Census Champions and Business Census Network members, Southern California Edison (SCE). We had supported SCE with our resources and information previously. However, after Census Day, they reached out to us along with the California Census Office and the U.S. Census Bureau because they were concerned about the Census Bureau operational changes resulting in an undercount. This request was well received as many other companies and business organizations were scaling back their census activities due to COVID-19 related closures. SCE instead was planning to step-up and extend their outreach efforts and wanted to know how they could be most effective. In response, ReadyNation California prepared a [dashboard document](#) for them using the SCE coverage map and the census tract and map data. Through our technical assistance, SCE received an update of census operations along with a dashboard document that could help guide their census plan of action in the most efficient way.

Another example on how we used this real time census tract and map data was for our Last Push Plan with our subcontracted chamber partners. Our contracts with the California Hispanic Chamber of Commerce, California Asian Pacific Chamber of Commerce, and the California Black Chamber of Commerce ended on June 30th. However, through our census data monitoring, we understood that there was still a lot of need for outreach in Los Angeles County. We offered our subcontractors an extension for an additional month, and provided them with a "Last Push Plan" that included data on the tracts that were most in need in LA County. The CHCC and CalAsian Chambers of Commerce were able to leverage this data to reach out to their members and business network in these areas.

In addition to providing us with helpful, real time data, the California Census Office was able to provide in-person opportunities and online platforms that facilitated sharing of information between census partners. This was beneficial for our business engagement work because many community-based and county-based organizations were already affiliated with businesses but lacked the messaging or support to get them on board. These sharing platforms also provided ReadyNation California with a [wide variety of census resources in multiple languages](#). This was vital to our engagement of business who served the Asian Pacific Islander and Native Hawaiian community and Middle Eastern and North African communities.

**5) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.**

As stated in our Strategic Plan and Implementation Plan, we leveraged California Census Office hard-to-count maps and other data to signal key regions (listed below) where we wanted to focus the bulk of our efforts. Our team used this regional approach to connect with California Census Office Partners. Additionally, we used this regional approach to prioritize the individual businesses, and business facing organizations we built relationships with.

- Region 3 (Alameda, Contra Costa, San Mateo, Santa Clara, Solano, San Francisco)
- Region 4 (Madera, Merced, San Joaquin, Stanislaus)
- Region 6 (Fresno, Kern, Kings, Tulare)
- Region 7 (Riverside, San Bernardino)
- Region 8 (Los Angeles)
- Region 10 (Imperial, San Diego)

ReadyNation California leveraged the California Census Office directory and the warm introductions made by our Sectors Outreach Manager, Marcy Kaplan, to connect with other statewide contract partners like NALEO Education Fund, Asian Americans Advancing Justice, Coalition for Humane Immigrant Rights Los Angeles (CHIRLA), First 5 Association of California, California Rural Legal Assistance, United Ways of California, Latino Community Foundation, and Mixteco Indigena Community Organizing Project (MICOP). Along with these statewide partners we also connected with sector partners (California Labor Federation and the California Primary Care Association), Administrative Community Based Organizations, county departments, cities, and many other subcontractors of ACBOs.

Collaboration with these partner organizations included leveraging their resources in different languages, their social media graphics, adding each other’s information and resources in our census update newsletters, connecting with staff for events, and partnering on collateral. These collaboration tactics resulted in improved outcomes for our outreach because we were able to reach more business owners who spoke different languages, and business owners who had a closer relationship with regional, community-based partners.

**6) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.**

Our statewide outreach efforts were successful in part because of the help of all of our partners. Key partnerships included our subcontractors the California Hispanic Chambers of Commerce, California Asian Pacific Chamber of Commerce, and Black Chamber of Commerce. These statewide ethnic chambers represent more than 1.5 million African-American, Latinx, Asian, Pacific Islander, and Native Hawaiian businesses in California. Working with these ethnic [statewide chambers as subcontractors](#) so they could leverage their influence to promote census messaging and facilitate engagement proved to be a very successful tactic to mobilize many people of color owned businesses and smaller chambers of commerce that serve HTC populations. [Here is a summary chart of their activities.](#)

Subcontractor	Events	Census Webinars	Meetings, Phone Calls, other direct outreach	Social Media	Census Email to	Other	Total Reached/ Percent of HTC
---------------	--------	-----------------	--	--------------	-----------------	-------	-------------------------------

				Post	Member Network		reached
California Asian Pacific Chamber of Commerce		4		45	60		91,101   77-100% HTC
California Black Chamber of Commerce				10	12	(3) Radio Announcements	915, 943 (with Radio advertisements) and 83,943 (without radio)  90-100%
California Hispanic Chamber of Commerce	2	25	(2) Statewide phone calls to all of their regions (2) Virtual meetings with leg. Offices briefing on census (2) virtual meetings with board members briefing them on census	19	12	Additions to their website	143, 664   90-100%

Having these statewide ethnic chambers provide education, messaging, resources, and technical assistance through their social media, email, newsletter, and in-person events helped inform businesses across the state about the importance of the census and helped motivate them to actively participate in its promotion. Their support and endorsement was especially important during the state pandemic-related closures, subsequent economic crisis, and U.S. Census Bureau constant operational changes. Along with these virtual tactics, our statewide ethnic chamber leaders assisted ReadyNation California in elevating the importance of the census among business leaders through [radio ads](#), [op-eds](#), blog posts, [information on their website](#), census ‘commercial breaks’ during their non census events, and census advocacy with their policymaker connections.

Having renowned and respected business leaders behind our statewide census business engagement campaign also helped refute the, at times, contradicting messages that the census was not safe and/or secure. For many ethnic and racial minorities, there is a general distrust of government institutions, practices (like the census), and a general fear about what can happen if they are being tracked. This general experience and these beliefs made reaching out to people of color owned business owners who served or employed immigrant communities very difficult. In partnership with these statewide ethnic organizations, we were able to help put on eight webinars that helped dispel some of these fears and give these business owners a space to have their questions answered about the census.

Research shows that it takes at least seven times of someone hearing a message to assimilate it. Key to our success in activating business leaders was to relay our same business-centered census message from multiple trusted sources like our statewide ethnic chamber partners. In addition to our subcontractors, our collaboration with the following business facing organizations and census office partners also helped elevate our message and activate the business sector throughout the state.

### **Cities, Counties, and County Economic Development departments**

- Los Angeles County
  - Wrote and sent seven census reminders to all LA County departments that are business facing. ReadyNation CA drafted a message for them every month from January through June that they could send to their listserv of 350,000 businesses
  - Attended county/LA City Complete Count Committee meetings
  - Attended the census 0-5 & K-12 Workgroup outreach meetings
  - Attended City of Long Beach Complete Count Committee Meetings and connected with many of their partners such as the Long Beach Area Chamber of Commerce to promote our messaging and resources
  - Attended City of Santa Monica Complete Count Committee meetings
- San Diego County
  - Sent our resources to the media and public relations team who added it on their messaging to businesses
- San Bernardino County
  - Shared our resources with county economic development department
- Riverside County
  - Connected with two county supervisors offices resulting in their promotion of our census champion videos
- Yuba County
  - Connected with employees business outreach committee and sent collateral that was passed out to businesses in their county
- Orange County
  - Shared resources with the Complete Count Committee. The [City of Santa Ana did a subsequent challenge](#)
  - Connected with NALEO Regional Census Manager who included our resources in their weekly newsletters
  - Connected the Orange County Iranian American Chamber of Commerce, shared resources which they distributed to their membership on several occasions
  - Presented on the census at the Orange County Business Council
- San Joaquin County
  - Connected with the City of Stockton and shared resources that they agreed to add to their website and distribute among their registered businesses
  - County promoted our messaging and our collateral to businesses
- Kings County
  - Sent collateral which was passed out to businesses in the county
- Santa Cruz County
  - Shared virtual resources with the county's Census Project Director who shared them among their business sector
- Alameda County
  - Sent collateral which they passed out to businesses in the county
- Stanislaus County
  - Sent collateral which they passed out to businesses in the county
- California League of Cities
  - Shared our resources with this organization and CA LOC shared with all member cities

## California Census Complete Count Partners

ReadyNation was honored to work very closely with numerous California Census Complete Count partners. Our coordination with most of these partners included holding an introductory meeting, sharing our campaign strategy and resources, and finding opportunities to align our strategy leveraging each other's resources. In some instances, this carried through to a collaboration on an event or campaign, in other cases we simply uplifted and amplified their resources through our Census Business Network.

- **First 5 Association**

Our partnership began with introductory meetings, leveraging many of their [resources](#) that helped us get young children counted, and sharing our resources so their county offices can reach their local business networks. During the pandemic, the First 5 Association staff reached out to us to ask for guidance on reaching out to essential businesses. From these conversations grew our idea to create appealing resources that promoted the census and responded to the crisis many businesses were in. Together, we created, "We are Open" Banners along with Census messaging paper bags.

- [Count Me 2020 San Diego and Imperial County Census Coalition](#)

ReadyNation worked with the coalition to share resources and leverage their respective resources.

- [California Community Foundation \(We Count LA\)](#)

ReadyNation worked with all of these LA County Based partners to share resources and leverage their respective resources.

- Pacoima Beautiful
- Crystal Stairs
- The Children's Partnership
- Los Angeles Family Housing
- LACOE
- CHIRLA

- **California Calls**

ReadyNation leveraged their resources through our partner portal and shared them with our subcontractors, the California Black Chamber of Commerce. They in turn shared them with their network and on social media.

- [Asian Americans Advancing Justice](#)

ReadyNation leveraged their resources through our partner portal and shared them with our subcontractors, the California Asian Pacific Chamber of Commerce. They in turn shared them with their network and on social media.

- [Latino Community Foundation](#)

ReadyNation worked closely with the Latino Community Foundation to exchange resources and to align our strategies in reaching small Latinx businesses. We co branded several resources (posters, flyers, radio advertisements) and collaborated on numerous webinars and in person events reaching this target audience.

- [NALEO](#)

ReadyNation worked closely with NALEO to exchange resources and to align our strategies in reaching small Latinx businesses. NALEO's constant guidance around the census and the updates along with their Spanish resources were key to the success of our campaign. We also collaborated with them on a webinar where we presented to their elected representatives on how they could mobilize the businesses in their district around the census.

- [United Ways of California](#)

ReadyNation worked with United Ways of California to share resources and leverage their respective resources. We also shared our advice on a business centered event they were organizing and helped with the promotion.

- Center for Social Innovation University of California, Riverside

ReadyNation worked closely with the CSI at UC Riverside as they represented the CCC in the Inland Empire. We led several meetings with this group to exchange resources and to align our strategies in reaching small businesses in the Inland Empire. During the pandemic, they also reached out to us seeking advice on reaching out to essential businesses, and we provided that guidance along with our newest resources.

- [Center for Community Action and Environmental Justice](#)

ReadyNation worked closely with the CCAEJ as they represented the CCC in the Inland Empire. We led several meetings with this group to exchange resources and to align our strategies in reaching small businesses in the Inland Empire. During the pandemic, they also reached out to us seeking advice on reaching out to essential businesses, and we provided that guidance along with our newest resources.

- California Rural Legal Assistance

ReadyNation was able to provide CRLA with (3) banners, (750) paper bags, (750) flyers, and (2) boxed sets of Census Loterias in order for them to reach their local small businesses owners.

- Business Associations

- [GO-Biz](#)

- We worked with the Go-Biz team to help us establish our Census Business Network Leaders, a select group of statewide business leaders that included the Go-Biz Director (former), Lenny Mendoca. He was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state. This letter encouraged business leaders to promote the census among their employees, customers, and community.
- We worked with Isabel Guzman, Director of the Governor's Office of the Small Business Advocate and her team in order to reach all of their grantees (small business development centers and other small business facing organizations) and in turn, their small business owners.
- The Go-Biz team was also able to introduce us to several key small business organizations like CAMEO, Small Business Development Centers, and Inclusive Action for the City. Some of this engagement involved ReadyNation drafting introductions, census email messages (for their grantees), sharing of census business-focused resources and event invitations.

- [California New Car Dealers Association](#)

- We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources and they sent it to their entire newsletter.

- [Grower-Shipper Association](#)

- We worked with this association to reach agriculture businesses owners and farm workers. We provided this group with draft language they could use in email communications with their members, talking points to share with their Board of Directors to motivate them to adopt a census campaign, supported them with census updates, and shared census resources (including in Spanish). We also shared our small census flyer which we suggested they could insert into every paycheck. In addition, there were plans for ReadyNation to present on the census to their board before the Covid-19 quarantine, however, this did not pan out.

- [California Association of MicroEnterprise Opportunity](#)

- We worked with the CEO, Carolina Martinez to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network Leaders, a select group of statewide business leaders Carolina was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.
- We worked with the CAMEO team to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources and they sent it to their entire newsletter.
- [Silicon Valley Leadership Group](#)
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources and they sent it to their entire newsletter.
- [East Bay Leadership Council](#)
  - We worked with the CEO and President, Kristin Connelly, to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network Leaders, a select group of statewide business leaders Kristin was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources and they sent it to their entire newsletter.
- [California Chambers of Commerce](#)
  - We worked with Loren Kaye, President of the Foundation for the CalChamber, *California Foundation for Commerce and Education* to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network Leaders, a select group of statewide business leaders Loren was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.
- [Small Business Development Centers](#)
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources and they sent it to their entire regional center leader newsletter.
- [Inclusive Action for the City](#)
  - We worked with the Executive Director, Rudy Espinoza to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network Leaders, a select group of statewide business leaders Rudy was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.

- We worked with this association to get the word out to all of their small business network contacts about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- Small Business Majority
  - We worked with the Vice President, Mark Herbert, to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network Leaders, a select group of statewide business leaders Mark was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources and they sent it to their entire newsletter and promoted it on social media. We also partnered on a webinar where ReadyNation presented on the census to business leaders.
- California Workforce Development Board
  - We worked with the Chairman, Dr. Angelov Farooq, to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network Leaders, a select group of statewide business leaders Dr. Farooq was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.
  - We worked with the Workforce Development Board and their regional affiliates to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We called them on the phone and shared links to our resources and they sent it to their entire newsletter.
- California Business Roundtable
  - We worked with the President, Rob Lapsley, to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network Leaders, a select group of statewide business leaders Rob was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources and they sent it to their entire newsletter.
  -
- Unite LA
  - We worked with the President, David Rattray, to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network

Leaders, a select group of statewide business leaders David was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.

- San Diego Economic Partnership
  - We worked with the Director (former), Laura Kohn, to motivate business leaders across the state to promote the census among their employees, customers, and community. As part of the Census Business Network Leaders, a select group of statewide business leaders Laura was included in a letter (along with eleven other Census Business Network Leaders) that went out to all chamber leaders across the state.
- California Grocers Association
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- Neighborhood Market Association
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Fuels & Convenience Alliance
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- American Petroleum and Convenience Store Association
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Restaurant Association
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- Orange County Restaurant Association
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Farm Bureau Federation
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Citrus Mutual

- We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- Western Growers
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Strawberry Commission
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Leafy Green Marketing Agreement
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Fresh Fruit Association
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Association of Winegrape Growers
  - We worked with this association to get the word out to all of their membership about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources.
- California Latino Economic Institute
  - We worked with this organization to get the word out to all of their network about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources which they shared with their network of business leaders and elected leaders.
  - ReadyNation also attended and presented on the census at their [Executive Board of Directors](#) meeting in January. Attendees consisted of top executives from companies like Coca Cola, Pepsi, Kaiser Permanente, AT&T, CRC, and many others. A personal follow up and letter was given to each of the board members encouraging them to adopt a census plan of action internally and externally in their companies.
- Southern California Grantmakers
  - We worked with this organization to get the word out to their Board of Directors (many of them business leaders) about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources which they shared with their Board.
- San Diego Grantmakers

- We worked with this organization to get the word out to their Board of Directors (many of them business leaders) about the importance of the census and their involvement being key to a complete count. We crafted the draft message with links to our resources which they shared with their Board.
- Key Individual Companies and Chambers Reached
  - [Wells Fargo](#)
  - [Nickelodeon](#)
  - [Beneficial State Bank](#)
  - [Kaiser Permanente](#) (and [here](#))
  - Long Beach Memorial Care
  - [Blue Shield Foundation](#)
  - [Univision](#)
  - [Principio Mercado](#)
  - Southern California Edison
  - Telecommunications company
  - American multinational investment bank and financial services company
  - American clothing company
  - Novato Chamber of Commerce
  - San Rafael Chamber of Commerce
  - Fountain Valley Chamber of Commerce
  - Antelope Valley Chamber of Commerce
  - San Joaquin Hispanic Chamber of Commerce
  - Seal Beach Chamber of Commerce
  - West Los Angeles Chamber of Commerce
  - Fairfield Chamber of Commerce
  - Gilroy Chamber of Commerce
  - Tulare Chamber of Commerce
  - Kerman Chamber of Commerce
  - Stockton Chamber of Commerce
  - Fontana Chamber of Commerce
  - Montebello Chamber of Commerce
  - Alhambra Chamber of Commerce
  - Altadena Chamber of Commerce
  - Ontario Chamber of Commerce
  - Redlands Chamber of Commerce
  - San Bernardino Chamber of Commerce
  - Victorville Chamber of Commerce
  - Gardena Chamber of Commerce
  - Bellflower Chamber of Commerce
  - Culver City Chamber of Commerce
  - Cerritos Chamber of Commerce
  - Riverside Chambers of Commerce
  - Sonoma County Chambers of Commerce
  - Orange County Business Council
  - TortaMovil
  - Delphi Greek
  - South LA Cafe

- Vez Guitar Academy
  - Royal Liquor and Market
  - Arroyo Vista Family Health Center
  - Kings County Businesses
  - Sacramento County Businesses
  - Centro La Familia Community Center
  - Community Foods Market
  - Chris Isaacson Presents Company
  - Pho Hut Restaurant
  - CA Rural Legal Assistance
  - Centro Immigrante
  - One Collision Center
  - Leo's Tacos Food Truck
  - K Bakery
  - Sunrise Produce
  - Superior Markets
  - Coastline High Performance
  - AVM Autobody
  - Alberto's Tamales
- Other Partners
    - [SEARAC \(Asian Language resources\)](#)

**7) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?**

ReadyNation California was not obligated to provide translated resources to business owners. However, we leveraged our internal capacity for English/Spanish translation to produce several collateral pieces in Spanish. Our team also provided census resources and information during in-person presentations such as our census breakfast events in the Central Valley that were catered to Latinx business owners, during social media outreach, and also by making appearances on business-centered Spanish radio shows and speaking on the importance of the census count.

In addition, we leveraged our partners' resources in multiple languages to publicly and individually provide census resources in multiple languages. One example was our outreach to Asian Pacific Islander and Native Hawaiian businesses, where we leveraged the resources created and provided by Asian Americans Advancing Justice and SEARAC to link them on our website, and send them to any individual businesses that contacted us directly, and out through the California Asian Pacific Chamber of Commerce.

**8) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.**

ReadyNation California developed a California Business Census Network of more than 750 businesses, business-facing organizations, chambers of commerce, census partners, and had

12 prominent business leaders as a part of the Business Census Leaders in support of the census. We distributed census resources to California's business community through this statewide Business Census Network. Our monthly newsletter census communications to this network averaged a 36% open-rate respectively. Our strategy and ability to reach this dynamic and diverse business audience provided many trusted community influencers to use their voice and encourage the hardest-to-count populations they serve to complete their census questionnaires.

Roozbeh Farahanipour, owner of Delphi Greek Restaurant and President of the West LA Chamber of Commerce (WLACC), was one of those community influencers that promoted the census. Roozbeh joined WLACC in 2009 and became the President/CEO of the Chamber in 2015. He is also on the board of Westwood Neighborhood Council, part of the Westwood Community Council, Los Angeles County Business Federation (BizFed), the West Side Council of Chambers of Commerce (WC3) and the Westwood Village Rotary Club. He is very involved in his community and shared information about the census with his employees, customers, and community businesses.

Roozbeh shared, "I'm a proud American. I came to the United States 20 years ago, as an immigrant. But, you don't have to be a U.S. citizen to be counted. I'm asking my employees and customers to fill out the census."

As a small business owner, strong member of his community, and immigrant, Roozbeh was able to connect with several audiences about why the census mattered to him and why it should matter to others. He was able to promote the census on his social media platforms along with the West Los Angeles Chamber newsletters. Even as the pandemic hit in March and his restaurant transitioned to take-out orders, Roozbeh continued to promote the census and requested census-themed paper bags and small flyers to include with orders. ReadyNation is proud to have worked with business leaders like Roozbeh, who continued to prioritize their communities as their businesses were hit with unprecedented challenges.





**9) Please add any suggestions for the 2030 Census efforts, including timelines.**

Pulling from our experience throughout our census business engagement campaign, we have two suggestions for the 2030 Census efforts.

*Prioritize Business Sector Partner*

Council for a Strong America/ReadyNation was brought on as an official partner much later in the census timeline. This limited our time to develop our strategic outreach plan, to participate in the education census phase, to connect with key stakeholders like large grocery chains, and it constrained our team from collaborating more with other census partners.

Our late contract also gave us limited time to announce our partnership with the state in a successful press release or similar media announcement. Having more time to have coordinated with the California Census Office on an announcement would have facilitated our outreach to major statewide business leaders. Some of this was mitigated by the Sectors Outreach Manager's, Marcy Kaplan, efforts to hand off key business contacts like GO-Biz, CAMEO, Silicon Valley Leadership Group, and Inclusive Action for the City.

*Document Best Practices and Public Business Support for the 2020 Census*

Maintaining a record and documentation about how companies promoted the count in previous censuses, including 2020, would help lay the foundation for future business engagement efforts. During our outreach campaign we learned that a company's support for a previous decennial census did not translate into support for the 2020 Census. In fact, several companies were unaware of how they contributed to the 2000 or 2010 Censuses until we told them. Most lacked institutional memory on the topic, as those employees who organized past census initiatives were no longer with the company and/or had moved to a different department altogether. For example, we reached out to many companies that helped with the 2010 Census, such as Target, which ran a store circular that included a message encouraging customers to complete their questionnaires, but the person who championed and managed the company's initiative had retired. More importantly, political, social, cultural, and economic landscapes drastically change over the course of a decade, so the catalyst that encouraged a company's support for one census may no longer exist for the next census.

Even businesses already interested in promoting the 2020 Census still wanted to know whether other major companies, particularly those in a similar industry, had committed to the census before they made a final decision about their support. Many businesses tend to take a deliberate approach and travel in packs, so we compiled a list of supportive companies that we shared with others. It was accessible on our website as well. We selectively and privately shared examples from that list with companies that were unsure about supporting the issue. This strategy proved to be a powerful tool when encouraging and recruiting new companies.

The 2020 Census offered a web-based questionnaire for the first time and a new opportunity for businesses to promote it on social media, company web pages, and mobile apps, which would be more cost-effective than printing hard materials. However, most major companies were unwilling to support the census publicly and instead chose to do so privately. There were some exceptions, such as Walmart, which built a census webpage. However, even in that case, Walmart housed the page on the corporate section of their website, not on their main customer-facing pages. There were some other bright spots, including Wells Fargo, which posted a census message on some ATM screens, and Starbucks, which did the same on their mobile app for select users. Other prominent companies chose to support local census initiatives (e.g., financially, through corporate volunteerism) in the regions where their worldwide headquarters or other major facilities are located, but not across the entire company. On the other hand, a vast majority of companies were much more willing to promote the census with their employees internally through emails, communications from senior leadership, internal employee web pages, flyers in break rooms, and staff events.

It is difficult to identify exactly why many companies were reluctant to publicly support the census. Some business leaders cited the addition of the citizenship question as a specific concern and wished to avoid any controversial topic. Publicly supporting a new issue also diverts valuable resources otherwise devoted to promoting their own products, services, and corporate social responsibility programs and issue areas. A combination of factors, in addition to

overarching political concerns, likely played a role in most companies choosing to support the census privately, which we describe in more detail in the section above about hurdles to engaging businesses.

Documenting best practices in census business engagement, challenges in census business engagement, and list of companies and their activities are all things we recommend in the California census office documents for the 2030 census. Although there will hopefully be less political constraints that will influence companies from publicly supporting the 2030 census, these items will help inform outreach initiatives.

## Attachments

---

**10) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.**

**a) SwORD uploads of completed activities**

Yes

**b) Updated list of subcontractors**

Yes, we confirm we have submitted an updated list of our subcontractors which included:

- California Hispanic Chambers of Commerce
- California Asian Pacific Chamber of Commerce
- California Black Chamber of Commerce
- Census Business Specialist, Luis Moran

**c) Evaluations or analytical reports, if any**

Not applicable

**d) Sample products\***

Yes, we confirm we have submitted the following list of all of our collateral materials we created for the 2020 Census promotion. Most of them can be found at [strongnation.org/CACensus](https://strongnation.org/CACensus).

- Toolkits
  - [Toolkit for Business Owners in California](#)
  - [Toolkit for Business Owners in LA County](#)
  - [Toolkit for Small and Micro Business Owners in California](#)
  - [Tooling for Business Owners during COVID-19](#)
  - How to Engage Businesses Around the Census PowerPoint Presentation
- Social Media
  - [Ready-to-Paste Social Media Graphics](#)
  - [Facebook Census Filter](#)

- [Facebook Census Filter](#) (Spanish)
- Business in Action 2020 Census Video Series
  - [Delphi Greek video](#)
  - [Torta Movil video](#)
  - [Torta Movil \(Spanish\) video](#)
  - [South LA Café video](#)
  - [Pacific Premier video](#)
- Census Day Materials in light of Covid-19
  - [Talking points](#)
  - [Language for written communication with employees](#)
  - [Social media](#)
- [Business Census Champion Social Media Campaign](#)
- [List of Companies Publicly Supporting the Census](#)
- Monthly Newsletters
  - [January](#)
  - [February](#)
  - [March](#)
  - [April](#)
  - [May](#)
  - [June](#)
    - [Additional Op-Ed Announcement](#)
  - [July](#)
- Monthly LA County Monthly Emails to Businesses (January-July)
- Press Releases
- Spotify Ads Script
- Printed Resources
  - [Flyer for Breakroom or Storefront](#)
  - [Stockton Counts Poster](#)
  - Stockton Cuenta Poster (Spanish)
  - Fresno Counts Poster
  - Fresno Cuenta Poster (Spanish)
  - You Count Poster
  - Usted Cuenta Poster (Spanish)
  - Postcard flyer for dynamic use in business setting
  - We Are Still Open Banner
  - Censoteria (Spanish) (This was not created by us but we did print and distributed across the state as an activity for employers to host with employees or customers)
- Webinars
  - In partnership with NALEO, *Informing Elected Officials on How They can Engage Their Business Constituency*, Not Recorded
  - In partnership with the Small Business Majority, [Access to Capital and Vital Data: Grow Your Business and Ensure Your Local Community Thrives](#), Recorded
  - (4 webinars total) In partnership with the Latino Community Foundation and the California Hispanic Chambers of Commerce
    - Example of a [recorded webinar](#)
  - In partnership BizFed Institute, *2020 Census Webinar Update*, Not Recorded
  - In partnership with the U.S. Census Bureau [How Companies Can Help Increase Census Response in Underperforming Areas Webinar](#)

- Broadcast Media
  - Spotify Ads (English and Spanish), May-July, 2020
  - Univision Spanish Radio appearance, May 7th, 2020
  - Appearance on Univision Morning Talk Show by our Census Business Specialist, Luis Alfredo Moran
  
- Printed Media
  - [\*Negocios Latinos Promueven el Censu 2020\*](#), La Opinión
  - [\*Latino Small Businesses are Essential for California. And for the 2020 Census too\*](#), Latino Community Foundation.
  - [\*Participating in the 2020 Census is Critical for Local Businesses\*](#), Pat Fong Kushida Op-Ed in the Sacramento Business Journal
  - [\*Why the Census is so Critical to Riverside Businesses\*](#) by the City of Riverside
  - [\*Facing Pandemic Recovery San Rafael Novato Businesses Emphasize 2020 Census\*](#), by [Novato and San Rafael Chamber Presidents](#)
  - [U.S. Census Partnership highlight](#)
  - [Wells Fargo LinkedIn highlight](#)

\* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)

### **Submission**

---

Please submit your final report and attachments no later than November 16, 2020 to: [outreach@census.ca.gov](mailto:outreach@census.ca.gov) with a copy to the RPM/contract manager. Please include your organization name in the subject line.

Subcontractor	Events	Census Webinars	Meetings, Phone Calls, other direct outreach	Social Media Post	Census Email to Member Network	Other	Total Reached/ Percent of HTC reached
California Asian Pacific Chamber of Commerce		4		45	60		91,101   77-100% HTC
California Black Chamber of Commerce				10	12	(3) Radio Announcements	915, 943 (with Radio advertisements) and 83,943 (without radio) 90-100%
California Hispanic Chamber of Commerce	2	25	(2) Statewide phone calls to all of their regions (2) Virtual meetings with leg. Offices briefing on census (2) virtual meetings with board members briefing them on census	19	12	Additions to their website	143, 664   90-100%

# 2020 CENSUS & CIVIC ENGAGEMENT ROUNDTABLE

**THURSDAY, AUGUST 20, 2020**  
**12:00 PM - 1:00 PM**

The results of the 2020 Census will help determine how hundreds of billions of dollars in federal funding flow into communities every year for the next decade. That funding shapes many different aspects of every community, no matter the size, no matter the location. Join us and learn how to activate your local communities towards a complete count and the voting process.

**CLICK HERE TO REGISTER**  
**[HTTPS://BIT.LY/2FC42NB](https://bit.ly/2FC42NB)**



**IN PARTNERSHIP WITH**



**CALIFORNIA  
HISPANIC  
CHAMBERS OF COMMERCE**



**READY  
NATION  
CENSUS 2020**

**LATINO  
COMMUNITY  
FOUNDATION**  
|||||



# 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](https://bit.ly/2CIKLIW)**

**IN PARTNERSHIP WITH**



**CALIFORNIA  
HISPANIC  
CHAMBERS OF COMMERCE**



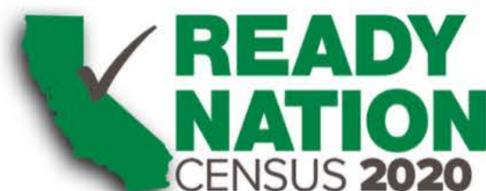


THE CALIFORNIA HISPANIC  
CHAMBERS OF COMMERCE PRESENTS

# 2020 CENSUS WEBINAR

FRIDAY, APRIL 10, 2020 | 1:00 PM - 2:00 PM  
REGISTER TODAY: [HTTPS://BIT.LY/3AZQEXW](https://bit.ly/3AZQEXW)

IN PARTNERSHIP WITH





Magali Flores Nuñez <mflores@councilforastrongamerica.org>

## HAPPY CENSUS DAY!

1 message

California Hispanic Chambers of Commerce <info@cahcc.com>

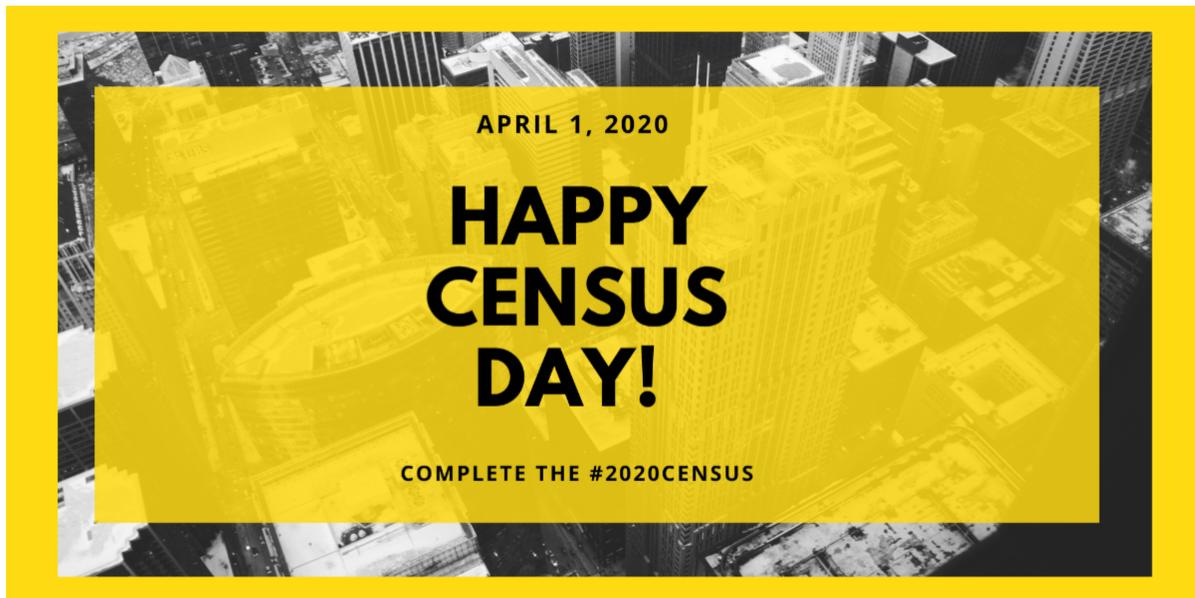
Wed, Apr 1, 2020 at 1:01 PM

Reply-To: info@cahcc.com

To: mflores@readynation.org



CALIFORNIA  
**HISPANIC**  
CHAMBERS OF COMMERCE



## GET THE FACTS

The count is mandated by the Constitution and conducted by the U.S. Census Bureau, a nonpartisan government agency. The 2020 Census counts the population in the United States and five U.S. territories (Puerto Rico, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the U.S. Virgin Islands). The census provides critical data that lawmakers, business owners, teachers, and many others use to provide daily services, products, and support for you and your community. Every year, billions of dollars in federal funding go to hospitals, fire departments, schools, roads, and other resources based on census data.

**WE ARE HOSTING TWO WEBINARS TO  
DISCUSS THE IMPACT OF THE 2020 CENSUS**



THE CALIFORNIA HISPANIC  
CHAMBERS OF COMMERCE PRESENTS

# 2020 CENSUS WEBINAR

THURSDAY, APRIL 9, 2020 | 1:00 PM - 2:00 PM  
REGISTER TODAY: [HTTPS://BIT.LY/2YOIMVX](https://bit.ly/2YOIMVX)

IN PARTNERSHIP WITH







THE CALIFORNIA HISPANIC  
CHAMBERS OF COMMERCE PRESENTS

# 2020 CENSUS WEBINAR

FRIDAY, APRIL 10, 2020 | 1:00 PM - 2:00 PM  
REGISTER TODAY: [HTTPS://BIT.LY/3AZQEXW](https://bit.ly/3AZQEXW)

IN PARTNERSHIP WITH






CLICK HERE TO REGISTER FOR  
APRIL 9, 2020

CLICK HERE TO REGISTER FOR  
APRIL 10, 2020

## A MESSAGE FROM OUR PARTNERS



### The Census is a Cornerstone of American Democracy

In the face of unprecedented challenges, the Latino community must unite to protect the constitutional right to be counted and represented. For this reason, the Latino Community Foundation (LCF) is working steadfast to ensure a fair and accurate count of Latinos in California! As we prepare for the 2020 Census, please visit our Census 2020 page to stay up-to-date on the census and find out ways to get involved!  
[Click Here to Learn More](#)



### The Census Is Important for Business Growth

The information collected by the census every 10 years from everyone living in the U.S. provides businesses with the most comprehensive, reliable, free source of data about residents in the country available. Census data informs your decisions about potential employees, customers, and markets.  
[Census Toolkits for Business Owners](#)

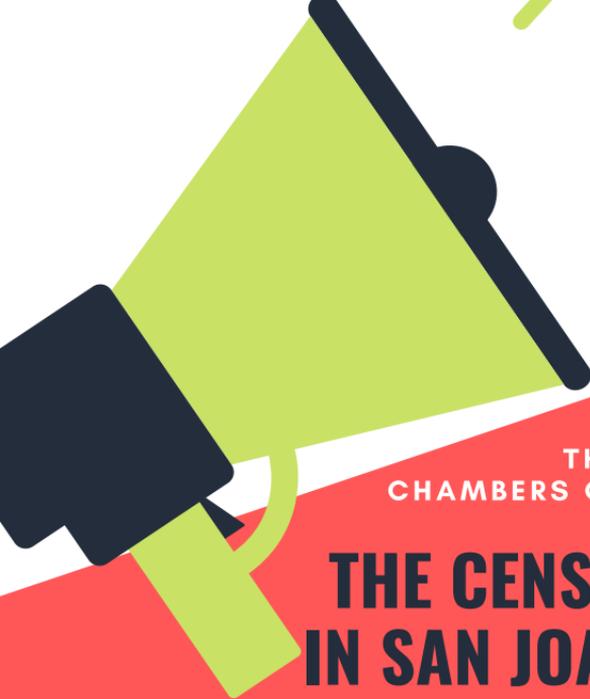
California Hispanic Chambers of Commerce | [1510 J Street, Suite 110, Sacramento, CA 95814](#)

Unsubscribe [mflores@readynation.org](mailto:mflores@readynation.org)

Update Profile | About Constant Contact

Sent by [info@cahcc.com](mailto:info@cahcc.com)





THE CALIFORNIA HISPANIC  
CHAMBERS OF COMMERCE PRESENTS

# THE CENSUS BREAKFAST IN SAN JOAQUIN COUNTY

KNOW THE FACTS

Join the CHCC and the  
SJCHCC for a  
complimentary breakfast  
and learn how Latino  
Business Owners can  
drive change and impact  
the Census as the  
cornerstone of our  
democracy to ensure a  
strong decade ahead.

Wednesday, February 5, 2020  
8:30 AM - 10:30 AM

Miguel's  
7555 Pacific Ave  
Stockton, CA 95207

**NO COST EVENT**  
REGISTER TODAY AT:  
[HTTP://BIT.LY/36BLKTF](http://bit.ly/36BLKTF)

In Partnership with:



SAN JOAQUIN COUNTY  
**HISPANIC CHAMBER**  
OF COMMERCE

**LATINO**  
**COMMUNITY**  
**FOUNDATION**  
|||||



  
**CHCC**  
CALIFORNIA HISPANIC CHAMBERS OF COMMERCE  
FOUNDATION

 **READY**  
**NATION**  
CENSUS 2020

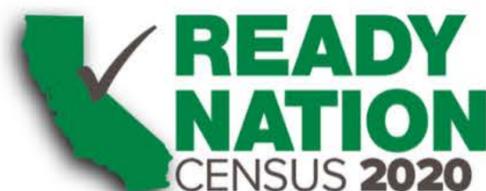


THE CALIFORNIA HISPANIC  
CHAMBERS OF COMMERCE PRESENTS

# 2020 CENSUS WEBINAR

THURSDAY, APRIL 9, 2020 | 1:00 PM - 2:00 PM  
REGISTER TODAY: [HTTPS://BIT.LY/2YOIMVX](https://bit.ly/2YOIMVX)

IN PARTNERSHIP WITH



## The Deadline to Complete the 2020 Census is Fast Approaching!

Help us ensure that California achieves a complete 2020 Census by reaching employees, customers, and hard to count Californians. Why is this important? Businesses can use Census Bureau data to inform decision making. You can be a positive influence on the financial future of California for the next ten years!

# 2020 CENSUS



### How to Respond to the Census

#### Online

Visit the 2020 Census Bureau website below.

[Click Here](#)

#### By Phone

Call 844-330-2020

In-language representatives available in **Chinese, Vietnamese, Korean, Tagalog, and Japanese**. Click below to learn more.

[Click Here](#)

#### By Mail

Mail back the paper questionnaire sent to your home at no cost

### Why this Matters for the Asian Pacific Islander Population



Asian Americans and Native Hawaiian/Pacific Islanders (AANHPI) are the fastest growing ethnic group in the nation, but they are among the least likely ethnic groups to fill out the census [\[source\]](#). Many AANHPIs live in hard-to-count census tracts or have language barriers limiting their access to information.



# Another Voice: Participating in the 2020 Census is critical for local businesses

Email

f Share

in Share

🐦 Tweet

🖨️ Print

📄 Order Reprints



Pat Fong Kushida is CEO of the Sacramento Asian-Pacific Chamber of Commerce.

NOEL NEUBURGER | SACRAMENTO BUSINESS JOURNAL

By Pat Fong Kushida

Jun 26, 2020, 5:34pm EDT

## COMPANIES IN THIS ARTICLE

**California Asian Pacif...**  
Sacramento, CA

[See full profile >](#)

The U.S. Constitution mandates an official count of every person living in the United States every 10 years. By law, everyone – regardless of age, race/ethnicity, sex, employment or citizenship status – is required to be counted, including young children.

## RingCentral

The complete business  
phone system



Message



Video



Phone

Free Trial

Save up to 33% on  
annual payments

## RECOMMENDED

### EDUCATION

**University of  
Hawaii receives  
\$3M in federal**





California Black Chamber of Commerce

June 2 at 4:03 PM · 🌐



Check out where California is at! Have you taken the census yet? 👍  
👍

United States<sup>®</sup>  
**Census**  
**2020**



2020CENSUS.GOV

## Response Rates

How many people in your community have already responded t...



👍 Like

💬 Comment

➦ Share



Write a comment...



Contact Us

Like

Message



1

Like

Comment

Share



Write a comment...



California Black Chamber of Commerce

June 16 at 4:01 PM · 🌐



2020 Census is happening NOW!

<https://www.census.gov/>



0:38 / 0:45



Like

Comment

Share

Contact Us

Like

Message



California Black Chamber of Commerce

June 16 at 6:25 PM · 🌐



Census Week of Action!!

<https://www.census.gov/>



👍 1

👍 Like

💬 Comment

➦ Share



Write a comment...





California Black Chamber of Commerce

April 18 · 🌐



It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete. 👍

[my2020census.gov](https://my2020census.gov)

*Shape Your Future*

# UNITED STATES CENSUS



MY2020CENSUS.GOV

# 2020

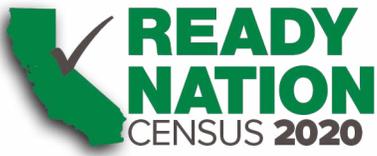


You and 2 others



Comment

Share



# Census Toolkit for Business Owners in California

## The Census Is Important for Business Growth

---

The information collected by the census every 10 years from everyone living in the U.S. provides businesses with the most comprehensive, reliable, free source of data about residents in the country available. Census data informs your decisions about potential employees, customers, and markets.

Take a look at how companies use census data to enhance their business here: [census.gov/target](https://www.census.gov/target).

## How Can Your Business Help?

---

Use this toolkit to promote the census from now until May and encourage your employees and customers to complete their census questionnaires early in March and April 2020.

This toolkit includes:

1. Draft language for written communication to employees
2. Talking points for a staff event or meeting
3. Links to social media graphics
4. A link to a flyer that can be posted in a break room, storefront or near a cash register

Want additional local resources for specific demographic groups? Contact your [local complete count committee](#) or visit [strongnation.org/CAcensus](https://strongnation.org/CAcensus).

## Key Dates and Action Plan for 2020

**January-February:** Use your talking points at staff meetings to draw attention to the census.

**March-April:** Invitations to complete the 2020 Census online will be mailed. This is the prime time to promote and encourage your employees and customers to complete their questionnaire.

**April 1:** National Census Day! Join the group effort by hosting a lunchtime event for your employees and promoting the census on social media.

**Don't forget to use the hashtags:**

**#2020Census**

**#BeCounted**

**#CaliforniaForAll**

## Getting Everyone Counted = \$\$\$ for Your Customers, Employees, and Community

---

An accurate Census count helps drive our economy by helping to allocate billions of dollars in federal money. Each person counted in the 2020 Census means more money for critical services like:

- Schools
- Workforce Development
- Roads
- Public Transportation

## Talking Points for Employee Gathering

---

The talking points below provide essential information about the 2020 Census and why it is important that everyone in California participates. Please make them your own and modify them to fit your employees.

### What is the 2020 census?

- The U.S. Constitution calls on the federal government to conduct a basic count of all residents living in the country every 10 years. The next population count is this year (2020).
- The census questionnaire is short (9 questions), takes an average of 10 minutes to complete, and only asks for basic information (e.g., age, sex, race, type of housing, etc.) from all people regularly sharing your address. It does not ask for sensitive information like social security numbers, immigration status or bank account information.

### The census helps to improve California

Information from the 2020 Census will help to distribute billions of dollars in federal resources. Every year, California gets billions based on census information that helps pay for schools, roads, police, fire, health care and many more services. An undercount in California would jeopardize our full share of these resources.

### How can someone complete their questionnaire?

For the first time, residents can complete their forms online, but doing so by phone or mailing in a paper questionnaire are still options. Go to [californiacensus.org](https://californiacensus.org) for more information and to complete your questionnaire starting in March 2020. If you don't respond by the end of April, a census worker may visit your home.

### Is it safe and private?

Federal law prohibits the Census Bureau from sharing individual census information with any person, organization or government body, including law enforcement. All census staff take a lifetime oath to protect personal information, with up to \$250,000 in fines and/or up to 5 years of jail time for violations.

### Encourage others

Once you complete your questionnaire, please encourage your family and friends to do the same.

## Language for Employee Email or Newsletter

---

The language below is designed to be copied directly into an employee email, newsletter or other communication. Feel free to modify, as needed.

**Potential Email Subject/Title:** Have a Say in California's Future, Participate in the 2020 Census

Dear [Insert name]:

I am reaching out today to encourage you to participate in the 2020 Census. If you have already completed the short questionnaire, thank you, and please encourage your family and friends to do the same! This short activity is truly important for strengthening communities and families in California and it only takes a few minutes.

Each year, California receives billions in public funding for important community services like schools, police, fire, health care, roads and much more. However, if there is an undercount in California, we may not get our full share of these resources.

It is important to count everyone living with you on your census questionnaire, no matter their age or citizenship status. If they regularly share your address, they count.

You can complete the questionnaire online, by mail or over the phone. It is safe and private. In fact, federal law prohibits anyone at the Census Bureau from sharing personal census information, with violations resulting in stiff penalties and jail time. The questionnaire is short and only asks for basic information (e.g., age, sex, race, type of housing, etc.) for all people living in your household. It does not ask for sensitive information like social security numbers, immigration status or bank account information. Thank you for your kind consideration, and learn more at [www.californiacensus.org](http://www.californiacensus.org).

Sincerely,

[Insert name]

[Insert signature]

## Social media

---

You can share our Facebook posts and tweets or use the language below (or create your own) to promote the census on social media. Sample graphics are also available on [strongnation.org/CAcensus](https://strongnation.org/CAcensus).

### Sample language for posts in any social media platform

Platforms	Sample Language
TWITTER	Complete your #2020Census form so California receives its full share of the resources that our communities rely on. Go to <a href="https://californiacensus.org">californiacensus.org</a> to get started and #BeCount ed. It's safe, secure, and confidential
FACEBOOK	When we complete the #2020Census, we are helping to create a more prosperous future for our community. Go to <a href="https://californiacensus.org">californiacensus.org</a> to get started. #CaliforniaForAll
INSTAGRAM	Let's make sure the #2020Census represents a California that is as diverse and dynamic as our community. Go to <a href="https://californiacensus.org">californiacensus.org</a> to #BeCounted today.
LINKEDIN	Grab your morning coffee, make your bed, empty the dishwasher, and help improve your community for the next decade. These are all tasks you can accomplish in about 10 minutes. Complete your #2020Census form today and #BeCounted!

## Flyer for breakroom, storefront, etc

---

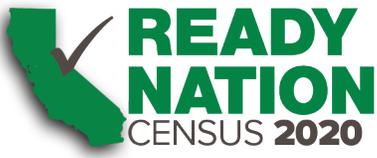
The one-page flyer in this toolkit can be found [here](#) and can be posted in the break room, storefront, or near the cash register for employees or customers to view.

Go to [strongnation.org/CAcensus](https://strongnation.org/CAcensus) or email Magali Flores at [mflores@readynation.org](mailto:mflores@readynation.org) to join our Census Business Network for Census Updates.

### ReadyNation | Business. Kids. Workforce.

Business executives building a skilled workforce by promoting solutions that prepare children to succeed in education, work, and life.

**Council for a Strong America** is a national, bipartisan nonprofit that unites five organizations comprised of law enforcement leaders, retired admirals and generals, business executives, pastors, and prominent coaches and athletes who promote solutions that ensure our next generation of Americans will be successful, productive members of society.



# Census Toolkit for Business Owners in Los Angeles County

## The Census Is Important for Business Growth

---

The information collected by the census every 10 years from everyone living in the U.S. provides businesses with the most comprehensive, reliable, free source of data about residents in the country available. Census data informs your decisions about potential employees, customers, and markets. Take a look at how companies use census data to enhance their business here: [census.gov/target](https://census.gov/target).

## Getting Everyone Counted = \$\$\$ for Your Customers, Employees, and Community

---

An accurate Census count helps drive our Los Angeles County economy by helping to allocate billions of dollars in federal money. Each person counted in the 2020 Census means more money for critical services like:

- Schools
- Workforce Development
- Roads
- Housing and other Solutions for Homelessness

## Why Business?

---

Over three fourths of Californians (78%) trust their employer more than any single institution and trust business leaders to improve the area in which they live. What does this mean? It means that your community, customers, and employees are relying on YOU to share these important messages. As a business leader the census is both a leadership opportunity and a chance to improve your business.

## How Can Your Business Help?

---

For the first time, the Census form will be available to complete online, by phone, or mail in 13 languages. Starting mid-March 2020, each household will receive a postcard in the mail informing them of the options for filling out the Census questionnaire.

Use this toolkit to promote the census from now until May and encourage your employees and customers to complete their census questionnaires in March and April 2020. Check out how LA County businesses are promoting the Census here: <https://bit.ly/36oZ12u>.

This toolkit includes:

1. Draft language for any written communication to employees
2. Talking points for a staff event or meeting
3. Links to social media graphics
4. A flyer that can be posted in the break room, storefront or near a cash register

Want additional local resources for specific demographic groups? Contact your [local complete count committee](#) or visit [strongnation.org/CAcensus](https://strongnation.org/CAcensus).



## Key Dates and Action Plan for 2020

**January-February:** A great way to promote this important information internally is by asking your team to identify an internal leader/s to become a voluntary Census 2020 Captain. Have your Captain sign up for the Census Business Network at [strongnation.org/CACensus](https://strongnation.org/CACensus). You can also use your talking points at staff meetings to draw attention to the census.

**March-April:** Invitations to complete the 2020 Census online will be mailed. This is the prime time to encourage your employees and customers to complete their census questionnaire. Remember to post a flyer ([print here](#)) where everyone can see it and share a picture of your efforts on social media!

**Don't forget to use the hashtags:**

**#2020Census**

**#WeCountLA**

**#BeCounted**

**April 1:** National Census Day! Join the group effort by providing a workstation for people to complete their census, hosting a lunchtime event for your employees and promoting the census on your social media.

## Talking Points for Employee Gathering

---

The talking points below provide essential information about the 2020 Census and why it is important that everyone in California participates. Please make them your own and modify them to fit your employees.

### What is the 2020 census?

- The U.S. Constitution calls on the federal government to conduct a basic count of all residents living in the country every 10 years. The next population count is this year (2020).
- The census questionnaire is short (9 questions), takes an average of 10 minutes to complete, and only asks for basic information (e.g., age, sex, race, type of housing, etc.) from all people regularly sharing your address. It does not ask for sensitive information like social security numbers, immigration status or bank account information.

### The census helps to improve Our County

- Information from the 2020 Census will help to distribute billions of dollars in federal resources. Every year, California gets billions of dollars based on census information that helps pay for schools, roads, police, fire, health care and many more services. An undercount would jeopardize our full share of these resources.

### How can someone complete their questionnaire?

For the first time, residents can complete their forms online, but still have the option of responding by phone or mail. Go to [census.lacounty.gov](https://census.lacounty.gov) for more information and to complete your questionnaire starting in March 2020. If you don't respond by the end of April, a census worker may visit your home.

### What about confidentiality?

Title 13 of the federal law prohibits the Census Bureau from sharing individual census information with any person, organization or government body, including law enforcement. All census staff take a lifetime oath to protect personal information, with up to \$250,000 in fines and/or up to 5 years of jail time for violations.

### Encourage others

Once you complete your questionnaire, please encourage your family and friends to do the same.

## Language for Employee Email or Newsletter

---

The language below is designed to be copied directly into an employee email, newsletter or other communication. Feel free to modify, as needed.

**Potential Email Subject/Title:** Have a Say in Los Angeles County's Future, Participate in the 2020 Census

Dear [Insert name]:

I am reaching out today to encourage you to participate in the 2020 Census. If you have already completed the short questionnaire, thank you, and please encourage your family and friends to do the same! This short activity is truly important for strengthening communities and families in Los Angeles County and it only takes a few minutes.

Each year, California receives billions in public funding for important community services like schools, police, fire, health care, roads and much more. However, if there is an undercount in California, Los Angeles County may not get our full share of these resources. It is important to count everyone living with you on your census questionnaire, no matter their age or citizenship status. If they regularly share your address, they count.

You can complete the questionnaire online, by mail or over the phone. The Census Bureau is prohibited from sharing your responses. In fact, Title 13 of the federal law prohibits anyone at the Census Bureau from sharing personal census information, with violations resulting in stiff penalties and jail time. The questionnaire is short and only asks for basic information (e.g., age, sex, race, type of housing, etc.) for all people living in your household. It does not ask for sensitive information like social security numbers, immigration status or bank account information. Thank you for your kind consideration, and learn more at [census.lacounty.gov](https://census.lacounty.gov).

Sincerely,

[Insert name]

[Insert signature]

## Social Media

---

You can share our [Facebook](#) posts and [tweets](#) or use the language below (or create your own) to promote the census on social media. To post, click on the links below. Then, drag the graphics onto your desktop or right click on your mouse and select “save image as.” Graphics are also available on [strongnation.org/CAcensus](http://strongnation.org/CAcensus).

### Sample language for posts in any social media platform

Platform	Sample Language
<b>TWITTER</b>	Let’s make sure the #2020Census represents an LA County that is as diverse and dynamic as our community. Go to <a href="http://census.lacounty.gov">census.lacounty.gov</a> to #BeCounted today.
<b>FACEBOOK</b>	When we complete the #2020Census, we are helping to create a more prosperous LA County for all. Go to <a href="http://census.lacounty.gov">census.lacounty.gov</a> to get started. Your answers are protected by the law! #WeCountLA
<b>LINKEDIN</b>	Grab your morning coffee, make your bed, empty the dishwasher, and help improve your community for the next decade. These are all tasks you can accomplish in about 10 minutes. Complete your #2020Census form today and #BeCounted!

### Flyer for breakroom, storefront, etc

---

The one-page flyer in this toolkit is meant to be posted anywhere that employees or customers can view it, such as a break room, storefront or near a cash register. For additional statewide census resources go to [californiacensus.org](http://californiacensus.org).



## CENSUS 2020 IS COMING TO L.A. COUNTY

### ✓ BE READY

Look for your U.S. Census Bureau invitation in the mail in March 2020.

### ✓ BE COUNTED

The Census counts ALL people who reside in the United States, regardless of citizenship or immigration status.

### ✓ IT IS CONFIDENTIAL

Under Title 13 of the federal law, the U.S. Census Bureau is prohibited from sharing your personal information. Your responses are used for statistical purposes only.

### ✓ DOLLARS FOR L.A. COUNTY SERVICES

A complete count is vital to our County, as it helps to allocate billions of dollars in federal money that funds critical services like schools, roads, healthcare, and housing.

### ✓ IT TAKES 10 MINUTES!

The Census questionnaire is only 9 questions. You can apply by phone, mail, or online. For more information go to [census.lacounty.gov](https://census.lacounty.gov).



**ReadyNation | Business. Kids. Workforce.**

Business executives building a skilled workforce by promoting solutions that prepare children to succeed in education, work, and life.

**Council for a Strong America** is a national, bipartisan nonprofit that unites five organizations comprised of law enforcement leaders, retired admirals and generals, business executives, pastors, and prominent coaches and athletes who promote solutions that ensure our next generation of Americans will be successful, productive members of society.

1121 L Street / Suite 205 / Sacramento, CA 95814 / 415.255.5964

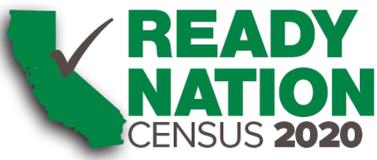


This toolkit is sponsored in part by a donation from Wells Fargo.





# Census Toolkit for Business Owners in California



# YOU COUNT! IN THE 2020 CENSUS

#CaliforniaForAll

#2020Census



## Census Toolkit for Small Businesses

# Small Business Census Outreach in Action

Meet the Moran Family. They operate a small Mexican food truck company called Torta Movil in South Los Angeles. They inform their employees and customers about the 2020 Census by:



Posting information about the 2020 Census around their business.



Passing out informational flyers. Email Estefanía López Pérez at [elopezperez@readynation.org](mailto:elopezperez@readynation.org) to get free resources mailed to your business.



Sharing with employees and customers about the 2020 Census using the talking points below.



Publicizing their outreach efforts and promoting their products on social media!

## Spreading Awareness About the 2020 Census is Good for Small Business

---

The U.S. Constitution mandates an official count of every person living in the United States every 10 years. By law, everyone—regardless of age, race/ethnicity, sex, employment or citizenship status, is required to be counted, including your children!

### Why is this important?

For every Californian missed by the census, our state loses critical funding that your employees, customers, and community members rely on, for better roads, schools, healthcare, and housing for the next ten years!

### What can I do?

Help us spread the word! As a business leader you are a trusted messenger in your community and can help motivate your employees and customers to respond to the Census. Use the talking points below.

## Talking Points

---

- **What's Included in the Census:** The census is 9 questions and takes 10 minutes to complete. Questions will ask basic information about the people who share your address, including their sex, age, race, and relationship of each person in the household. The Census will NOT ask about citizenship status.
- **How to Complete the Census:** The Census form will be available to complete online, by phone, or by mail. To fill out online go to: [my2020census.gov](https://my2020census.gov). To respond via phone, use one of the phone lines listed [here](#).
- **Confidentiality:** The information you provide is completely confidential and will not be shared with any person, organization or government body, including law enforcement.
- **Help filling out the Census:** Go to [californiacensus.org](https://californiacensus.org) for more information. For help in English and Spanish, use NALEO Educational Fund's toll-free hotline - 877-EL-CENSO.

## Important Dates

**March 2020** - Invitations to complete the 2020 census questionnaire online will be mailed.

**April 2020** - Census Day is April 1st! Households that have not responded will receive another postcard reminder and a hard copy questionnaire in the mail.

**May 2020** - Households that have not responded may receive a final postcards reminder and a visit from a Census worker.



# Secure California 's Future Be Counted in the 2020 Census

Every year California gets **Billions** in federal funding, based on census information. Your participation in the 2020 Census will help California gets its full share for:

- **SCHOOLS**
- **HEALTH CARE (E.G. MEDICAID, MEDICARE)**
- **POLICE**
- **FIRE**
- **AND MUCH MORE**

## Safe

By law your information is kept safe, secure and confidential.

## Easy

Respond online, by phone, or by mail.

Go to **CaliforniaCensus.org** today!



**READY  
NATION**  
CENSUS 2020



Navigate California ▾

HOME | CALIFORNIA

# California 2020 Census

Strengthening California's Economy  
with a Strong 2020 Census



A prosperous  
future requires  
that everyone  
gets counted.

Go to  
[2020Census.gov](https://2020Census.gov)



Improve your  
community.

Be counted.

Go to  
[2020Census.gov](https://2020Census.gov)



A photograph of a classroom where several students are raising their hands, indicating an active learning environment. The text is overlaid on this image.

**California** gets  
**\$115 Billion** for Schools,  
Police, Fire, Health Care  
and more based  
on the **Census.**

Improve Your  
Community.

-  
Be Counted.

-  
Go to  
**2020Census.gov**

**A prosperous  
future requires  
that everyone  
gets counted.**

**Go to  
[2020Census.gov](https://2020Census.gov)**





W E

C O U N T !



## A 2020 Census Counting Book

For young children and the grownups who love them

**Let's have some fun!**

Here are some activities to enjoy as you help everyone – young and old – learn to count in the 2020 Census.

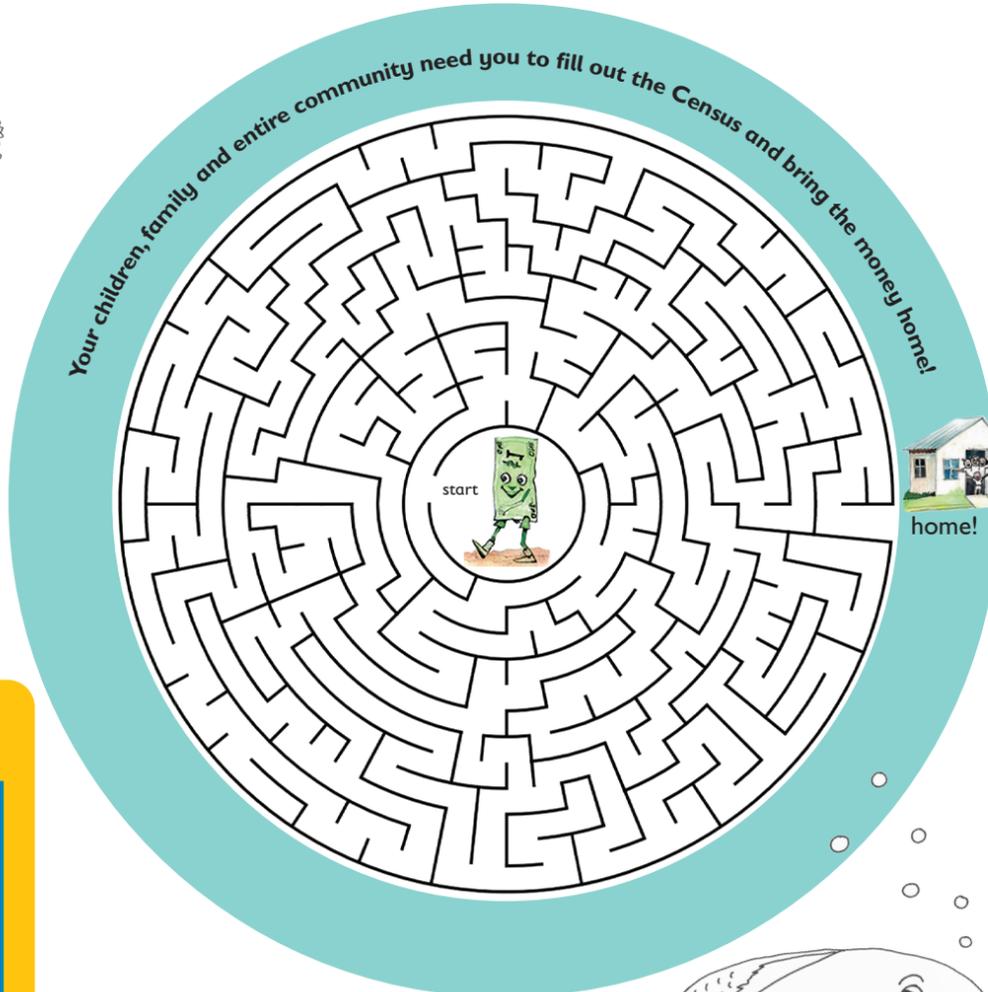


W E  
C O U N T !

**Make Sure to Count Your Children in the 2020 Census**

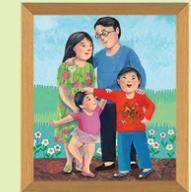
[www.wecountkids.org](http://www.wecountkids.org)

Your children, family and entire community need you to fill out the Census and bring the money home!



Draw a line to match the number of dots on the left with the number of people in the portraits on the right!

- 
- 
- 
- 



**Census Word Search**  
Find the words  
(forward, vertical and diagonal)

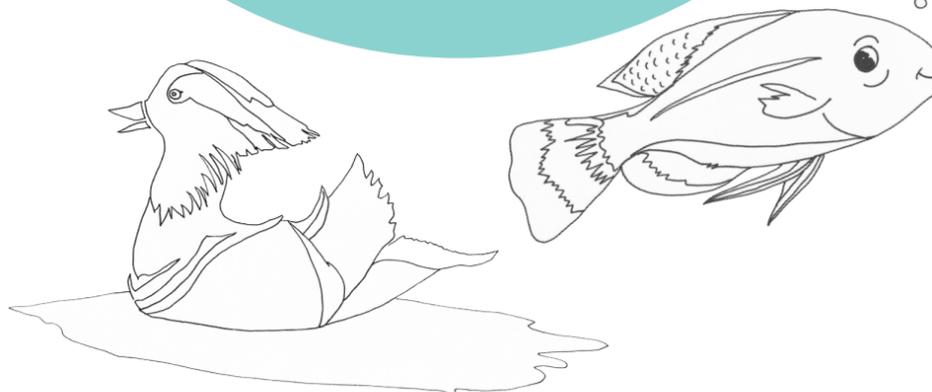
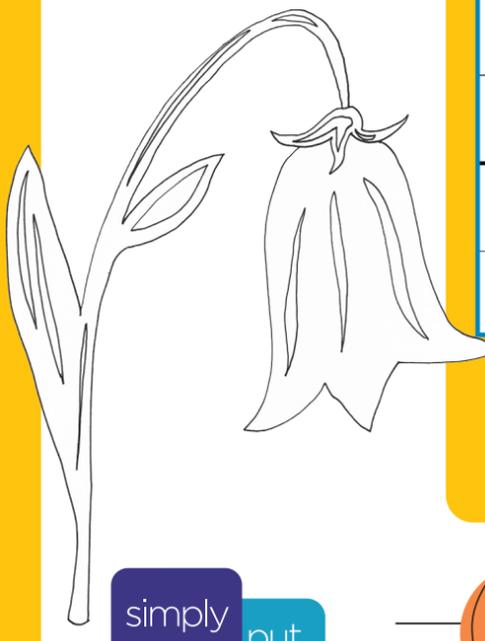


S M I C E N S U S M P A N U T  
I R P R E A A S F D O M G N W  
D Y D K H B Z Y N W G N U B W  
X O E V O R K S R C V O E Y Q  
P U S S U L E Z T U C G U Y Y  
A N G S T I A V Z L H J T X F  
Z G N E L A M I N T I O J R U  
R U J I N A T Z V U V G U I D  
S O M U N I T E D R M U Y S G  
K A U B I V Z K S E B B D C E  
F K I N M P W Y R L M I E E H  
Z Y X B R D C O T D K N X R O  
E T D S L J H R F S P K R A S  
D N D O M C O N G R E S S R P  
A Q A Z W B X F E X S H A Q H

CENSUS  
COUNT  
KIDS  
HOUSE  
UNITED  
STATES  
YOUNG  
OLD  
MONEY  
FAMILIES  
CONGRESS  
CULTURE  
NUMBERS

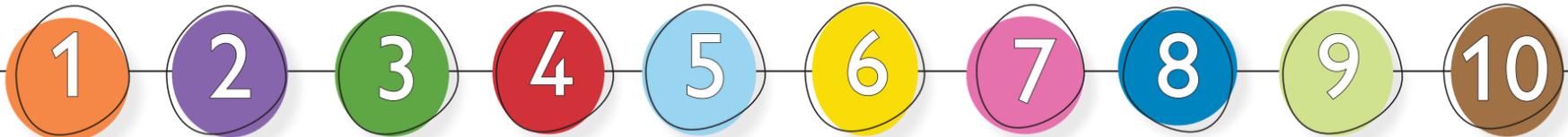
			3
			2
3			
4			

Fill in the puzzle so that every row across, every column down and every 2 by 2 box contains the numbers 1 to 4.



simply put

PUBLISHING & PROGRAMMING FOR CHANGE



Can you count from 1 to 10? How many people are in your family? What color is that number?



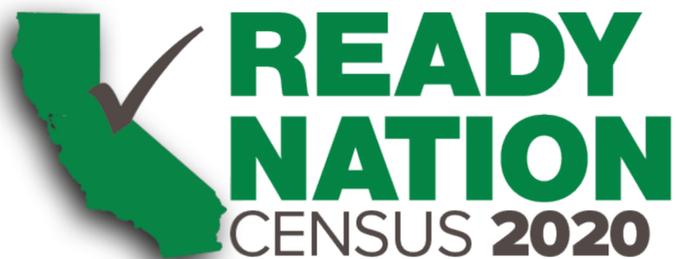


# ¡STOCKTON CUENTA!

EN EL CENSO DE 2020

**#CaliforniaForAll**

**#2020Census**





# YOU COUNT!

## IN THE 2020 CENSUS



[StrongNation.org/CACensus](https://StrongNation.org/CACensus)  
[@ReadyNationCA](https://twitter.com/ReadyNationCA)



# ¡FRESNO CUENTA!

EN EL CENSO DE 2020

[#CaliforniaForAll](#)

[#2020Census](#)



## 2020 Census Business Champions

Dear Census Business Network,

It's official! As of March 12th, most households across the country have started to receive invitation letters from the U.S. Census Bureau to go online and complete the 2020 Census.

Now, more than ever, business leaders are critical voices to inform and encourage everyone to participate in the 2020 Census. Share your outreach efforts and be featured on our social media as a **2020 Census Business Champion!** Below are examples of businesses that are already championing the census:



### Census 2020: Business in Action Videos

We encourage everyone to safely participate in the 2020 Census by mail, phone, or by going to <https://my2020census.gov>. To complete by phone in your preferred language please call 844-330-2020.

For more information on the Coronavirus Disease 2019, please refer to the public health guidelines from the [California Department of Public Health](https://www.cdph.ca) or go to [census.ca.gov/covid19](https://census.ca.gov/covid19).

### Resources: Toolkits, Posters and Censotería

Census Toolkit for Business Owners in CA

Census Toolkit for Business Owners in LA County



## CENSOTERÍA

Censotería is Latinx Bingo with a census twist and was created by [La Luz Center](#) with support of the Latino Community Foundation.

Host a game of Censotería and bond with your Spanish-speaking employees while learning about the census! Let us know if you are planning this activity and would like a printed boxed sent to your business.

- **CENSUS BUSINESS COMMUNICATIONS REPOSITORY:** [Use our repository to add short messages](#) spanning from March through April, on the 2020 Census in your newsletters and social media. This resource includes ready-to-paste, time-limited language, links to important resources, and examples of social media posts.
- **LISTEN TO OUR WEBINAR:** In partnership with the Small Business Majority, ReadyNation hosted a webinar on two vital resources for California's small businesses: data and money. [Click here to learn why a census undercount would be bad for business.](#)
- **REQUESTING RESOURCES:** For inquiries on printed posters and resources mailed to your business, please email Estefanía at [elopezperez@readynation.org](mailto:elopezperez@readynation.org).

---

### Questions?

For any inquiries on this newsletter, the 2020 Census, and/or assistance with business engagement, contact Magali Flores Núñez at [mflores@readynation.org](mailto:mflores@readynation.org)



Follow us on Social Media



ReadyNation | [info@ReadyNation.org](mailto:info@ReadyNation.org) | [www.ReadyNation.org](http://www.ReadyNation.org)

# 2020 CENSUS WEEK OF ACTION

Dear Business Leader,

We acknowledge the business community is overcoming challenging times. Nonetheless, we are grateful for your continued commitment to delivering products and services to your customers, and value the impact of your contributions to the greater community and our state every day.

As we move into a recovery and reopening stage, one of the most accessible ways to ensure that your business and family have a brighter future is making sure everyone is counted in the [2020 Census](#) - it's an easy lift and one of one of the most important actions you can take this year!

---

## Why Does the Census Matter to Business?

[Census Responses = Billions](#) in federal resources for hospitals, schools, roads, workforce development, fire, police, and much more - investments that will assist in our recovery and contribute to a strong community and economy.

[Emergency Planning](#), particularly during times of crisis, is made possible with accurate and reliable data.

[Data for Business Growth](#): Data from the Census may be used to inform how companies grow, create new jobs, hire staff, launch products, and realize ROI in the coming years.

Yes, we're  
**OPEN**



Support community businesses and  
complete your Census today at:  
[my2020census.gov](https://my2020census.gov)

Count everyone living at your address on your Census — kids & babies too.



**¡USTED TAMBIÉN  
CUENTA!**

EN EL CENSO 2020



[StrongNation.org/CACensus](https://StrongNation.org/CACensus)  
[@ReadyNationCA](https://@ReadyNationCA)

Yes, we're

# OPEN

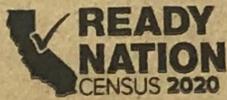


Support community businesses and  
complete your Census today at:

[my2020census.gov](https://my2020census.gov)

Count everyone living at your address on your Census — kids & babies too.





# **In California, all kids count.**

**Go to [my2020census.gov](https://my2020census.gov)  
to complete the Census.**

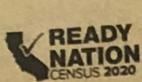
**Coloring activity  
for kids!**



## **EVERY FAMILY IS DIFFERENT.**

Draw a picture of yours below! Include anyone you want, like Mom,  
Dad, Grandma, Grandpa and brothers or sisters if you have them.  
Aunts, uncles, and cousins are family too! Everybody counts.





# In California, all kids count.

Go to [my2020census.gov](http://my2020census.gov)  
to complete the Census.

Coloring activity  
for kids!



## EVERY FAMILY IS DIFFERENT.

Draw a picture of yours below! Include anyone you want, like Mom,  
Dad, Grandma, Grandpa and brothers or sisters if you have them.  
Aunts, uncles, and cousins are family too! Everybody counts.



# In California, all kids count.

Go to [my2020census.gov](http://my2020census.gov)  
to complete the Census.

Coloring activity  
for kids!



## EVERY FAMILY IS DIFFERENT.

Draw a picture of yours below! Include anyone you want, like Mom,  
Dad, Grandma, Grandpa and brothers or sisters if you have them.  
Aunts, uncles, and cousins are family too! Everybody counts.





# **In California, all kids count.**

**Go to [my2020census.gov](https://my2020census.gov)  
to complete the Census.**

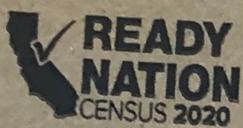
**Coloring activity  
for kids!**



## **EVERY FAMILY IS DIFFERENT.**

*Draw a picture of yours below! Include anyone you want, like Mom,  
Dad, Grandma, Grandpa and brothers or sisters if you have them.  
Aunts, uncles, and cousins are family too! Everybody counts.*





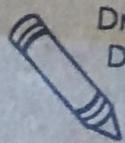
# In California, all kids count.

Go to [my2020census.gov](https://my2020census.gov)  
to complete the Census.

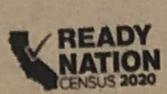
Coloring activity  
for kids!



## EVERY FAMILY IS DIFFERENT.



Draw a picture of yours below! Include anyone you want, like Mom,  
Dad, Grandma, Grandpa and brothers or sisters if you have them.  
Aunts, uncles, and cousins are family too! Everybody counts.



# In California, all kids count.

Go to [my2020census.gov](https://my2020census.gov)  
to complete the Census.

Coloring activity  
for kids!



## EVERY FAMILY IS DIFFERENT.

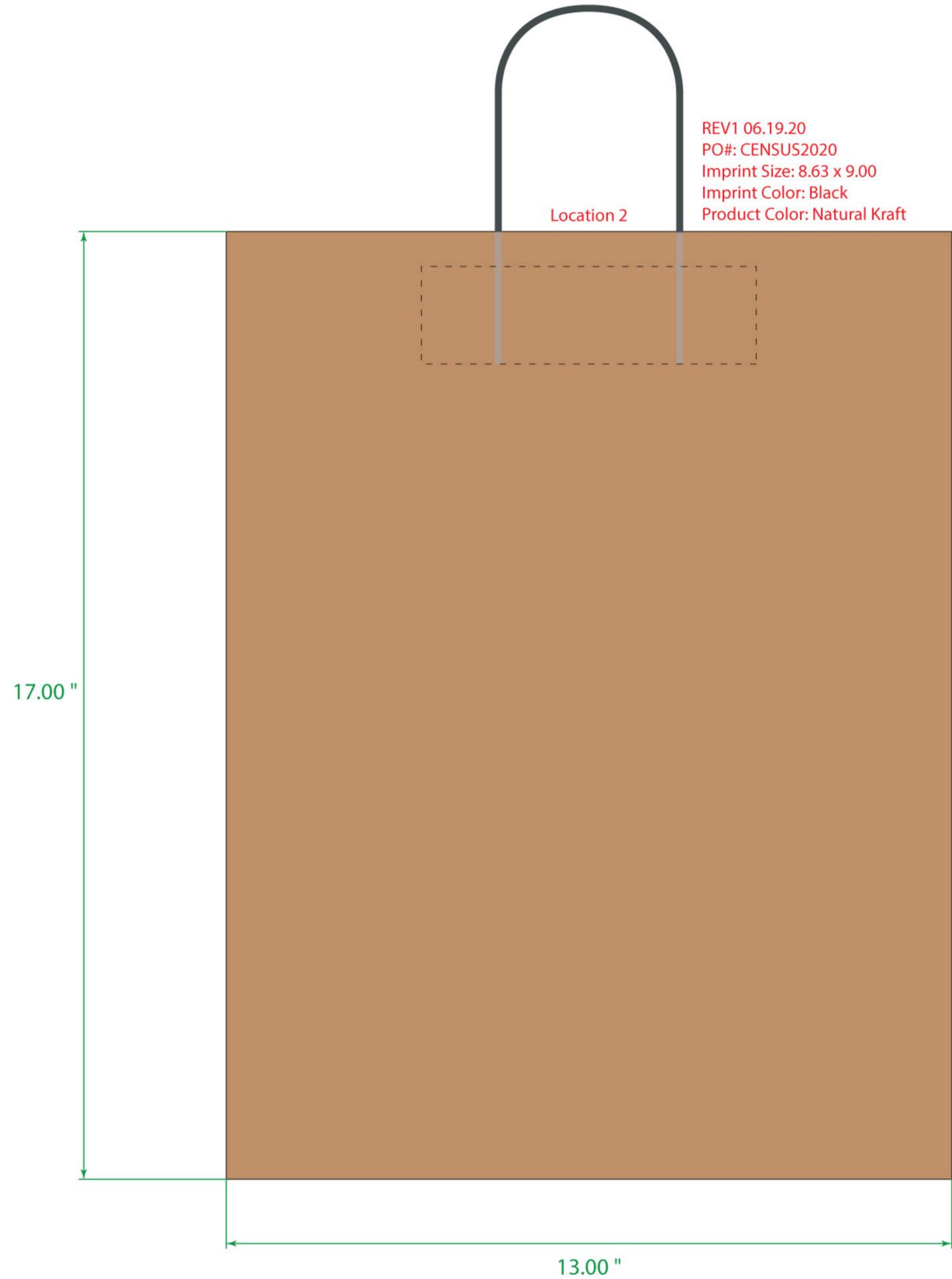
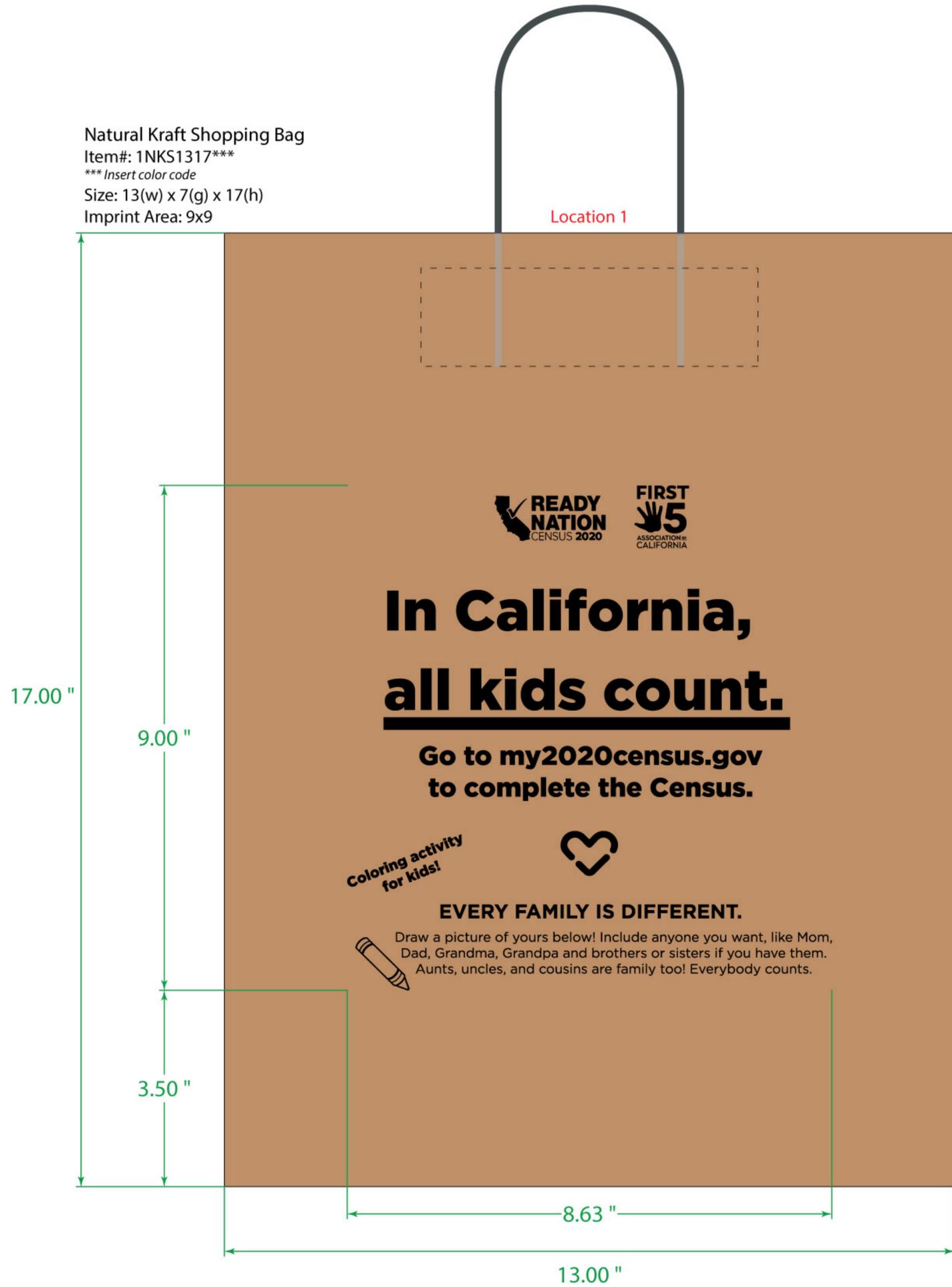


Draw a picture of yours below! Include anyone you want, like Mom,  
Dad, Grandma, Grandpa and brothers or sisters if you have them.  
Aunts, uncles, and cousins are family too! Everybody counts.



Natural Kraft Shopping Bag  
Item#: 1NKS1317\*\*\*  
\*\*\* Insert color code  
Size: 13(w) x 7(g) x 17(h)  
Imprint Area: 9x9

REV1 06.19.20  
PO#: CENSUS2020  
Imprint Size: 8.63 x 9.00  
Imprint Color: Black  
Product Color: Natural Kraft



*The colors on this page are RGB simulations of Pantone Colors. Actual colors may vary.*



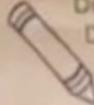
# In California, all kids count.

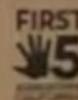
Go to [my2020census.gov](https://my2020census.gov)  
to complete the Census.

Coloring activity  
for kids!



## EVERY FAMILY IS DIFFERENT.

 Draw a picture of yours below! Include anyone you want, like Mom, Dad, Grandma, Grandpa and brothers or sisters if you have them. Aunts, uncles, and cousins are family too! Everybody counts.



# In California, all kids count.

Go to [my2020census.gov](https://my2020census.gov)  
to complete the Census.

Coloring activity  
for kids!



## EVERY FAMILY IS DIFFERENT.

 Draw a picture of yours below! Include anyone you want, like Mom, Dad, Grandma, Grandpa and brothers or sisters if you have them. Aunts, uncles, and cousins are family too! Everybody counts.