



10 THINGS

You Can Do to Help Ensure a Complete Census Count

1. Identify where the Hard-To-Count (HTC) populations live.

Resources to help local officials with this task are available at www.healthycity.org/. Use this information to help shape your outreach efforts.

2. Take advantage of resources designed to support a complete count.

Websites that offer customized tools and links to additional resources include the U.S. Census (www.census.gov/programs-surveys/decennial-census/2020-census.html), and California Complete Count (<https://census.ca.gov/>).

3. Work with community-based organizations and faith-based groups.

These groups can help identify trusted individuals who can carry key messages to HTC people. Find members of each HTC group who can act as messengers to help spread the word about why participating in the census is important to the community.

4. Educate your community's trusted messengers about the census process.

Information about frequently asked questions related to the census is available at www.census.ca.gov/2020-census-explained/.

5. Piggyback outreach efforts with cultural and community events that are planned for HTC groups locally.

Use these ready-made opportunities to reach HTC target populations in a friendly environment.

6. Develop culturally appropriate messages.

This may be the most difficult challenge associated with the census. For example, in the traditionally undercounted Asian-Pacific Islander population, there are many subgroups and languages. One size does not fit all. Work with community-based organizations and faith communities to craft messages that each HTC group will readily understand.

7. Emphasize that the information gathered by the census is confidential.

For HTC groups who distrust government in general, it's extremely important to explain that there is no risk associated with participating in the census and census information is not shared with other agencies or used for other purposes, such as checking immigration status. By law, the U.S. Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies. Census workers take an oath to protect the confidentiality of census responses.

8. Help residents understand what to expect.

Notification letters will be sent to all households in March, and the census questionnaire will follow. If the census questionnaire is filled out and mailed back, nothing further is required. If the census questionnaire is not completed, census workers will visit the home to follow up.

9. Work with the business community to reach workers.

Use existing networks, such as the local chamber of commerce, to educate employers who can in turn encourage their employees to participate in the census.

10. Offer practical examples of the ways that a complete count supports vital community services and facilities.

Funding for important education and health programs is based on average income, so it's critically important to count the less affluent and HTC populations. Census data is used to determine funding that includes community development block grants and social services. Census information is also taken into account when making decisions about the locations of schools, roads, hospitals, child care and senior centers, and other essential infrastructure.

New for 2020 census!

Community members will have an online option to respond to the census questionnaire. Find out more at www.census.gov/2020census.