



# Census Toolkit for Business Owners in Los Angeles County

## The Census Is Important for Business Growth

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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

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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?

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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?

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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

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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

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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

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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

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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.

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