



**PLACER**  
**COUNTS**  

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**2020 CENSUS**



**PARTNER TOOLKIT**

# Placer Counts: 2020 Census

Can we count on you?

Once a decade, America comes together to participate in the decennial Census. Census data affects not only local political representation but billions of dollars in federal funding for important community programs. Census data helps our community make important decisions: to build schools, hospitals and new roads; to guide public funding to help those in need; and to help entrepreneurs and businesses make critical choices.

As trusted voices in our community, our partners are essential to the success of Placer's 2020 Census to ensure that every person in Placer is counted.

***For every person missed during the Census, Placer County stands to lose \$1,000 per person, per year—for 10 years—in federal funding.***

This toolkit contains messaging and promotional materials for you to share with community members in your networks — especially those in hard-to-count areas of Placer County — in order to encourage participation. Completing the Census is easy, secure and ensures vital resources for people right here in Placer.

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# BACKGROUND

Every 10 years, the U.S. Census Bureau attempts to count every person in the United States. The next count officially kicks off on **April 1, 2020**.

Unlike past counts, the 2020 Census will be the first to rely heavily on online responses. Every household will have the option of responding online, by mail or by phone.

Each year, the federal government distributes more than \$675 billion to states and communities based on Census Bureau data. Funding for education, healthcare, and infrastructure such as roads is allocated utilizing Census data. For every person missed during the Census, Placer County stands to lose \$1,000 per person, per year—for 10 years—in federal funding.

While Placer County typically has a higher response compared to the state as a whole, there are communities where the likelihood of non-response is much higher: communities with a high number of renters; poverty; foreign born residents; families with children aged 0-5, and those with low broadband access. The four hardest-to-count areas in Placer County (pictured) account for nearly 13,000 people, with another 30,000 living in other communities that are also challenging to count. If just 20% of all people living in those four communities go uncounted, our county will lose over \$2.6 million in federal aid annually for 10 years until the next Census.



Placer Counts is a countywide coalition of community organizations, local governments and other interested parties committed to ensuring a full and complete Census. Thank you for joining our efforts to raise awareness and encourage participation in this important process.

# KEY MESSAGES

Here are a few examples of messages that Placer County organizations and individuals can use to encourage Census participation for the people you serve:

## RELEVANCE & IMPORTANCE

*Census data are being used all around you and impact your family's future.*

- Businesses use Census data to decide where to build offices, stores, and factories—and these create jobs.
- Real estate developers and city planners use Census data to plan new homes and improve neighborhoods.
- Residents use Census data to support community initiatives involving quality of life, consumer advocacy, and legislation.
- Local government uses Census data to ensure public protection and plan new schools and hospitals.
- Census data also determine funding for dozens of key community programs and benefits: Section 8 housing; school lunches; CalFresh/food stamps; disability programs; and more. ([View full list.](#))

## FAIRNESS

*We want everyone to be counted so Placer gets its fair share of funding and representation for the next decade.*

- For every person missed, we lose \$1,000 per person, per year—for 10 years—in federal funding.
- Census results are used to redraw the boundaries of your congressional and state legislative districts.
- Census results also determine the number of seats each state gets in the House of Representatives.

## **CONFIDENTIALITY**

*Your Census responses are protected by law.*

- The Census Bureau cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.
- Anyone who violates the law by misusing Census data faces severe penalties, including five years in federal prison, a fine of up to \$250,000 or both.
- Census questions do NOT request sensitive information such as Social Security Numbers (SSNs).
- You do not need to share any information on the Census that you do not feel comfortable sharing, but incomplete Census forms may result in a visit from a Census worker.

## **SIMPLICITY**

*The Census is easy and quick to complete.*

- The 2020 Census will be the first one to allow all households to respond online.
- Nonetheless, people can also respond by mail or phone.
- The form includes just 9 questions per person living in a household, and takes about 10 minutes to answer.

## **ACCESSIBILITY**

*The Census will be accessible for everyone in Placer County.*

- You can respond in English or 12 additional languages, including Spanish and Russian.
- The online questionnaire follows accessibility guidelines; you can respond by TDD at 844-467-2020; and there will be braille and large print guides available online to assist you with completing the paper questionnaire. Census enumerators who communicate in ASL will also be available.

[Download Spanish version.](#)

# ACTIVITY IDEAS

**All sectors of the community are encouraged to participate in activities to promote Census participation! Here are some ideas:**

## **PRESENTATIONS**

Are you a trusted voice in your community space? Consider making a presentation to your staff; professional organization; school community; church; neighborhood association; and more. A “Census 101” presentation with attached talking points is available in this toolkit, in English and Spanish, and you can customize it as needed.

## **EVENT BOOTH/TABLE**

Participating in an event between December and May, such as a local festival, flea market or sporting event? Help promote the Census by distributing flyers or rack cards (available in this toolkit) and using the key messages outlined in this toolkit to discuss the importance of the Census with community members. Census table covers for booths are available as well.

## **DIRECT OUTREACH TO CLIENTS/CUSTOMERS**

Businesses, governments and nonprofit organizations providing direct service to customers and clients can easily weave Census messaging into their existing outreach and interactions. You can:

- Play Census videos or display posters in your waiting room/lobby
- Hand out flyers or rack cards at your front desk, or have staff share them with clients during home visits/other offsite services, while discussing the key messages outlined in this toolkit.

Some organizations are hosting a Questionnaire Assistance Center (QAC) or Questionnaire Assistance Kiosk (QAK), after completing training. QACs are locations

where individuals can receive information and obtain assistance in completing their Census questionnaire. QAKs are locations where materials are available and the public can complete their Census questionnaire, but are generally not humanly staffed.

## **NEWSLETTER/EMAIL CAMPAIGN**

If your group has a regular organizational or community newsletter, or access to an email listserv, include Census messaging now through May 2020. Customize and share the language provided in this toolkit.

## **SOCIAL MEDIA**

If your organization has social media accounts such as Facebook, Twitter, Instagram, Snapchat and/or LinkedIn, etc., post the graphics and messaging provided in this toolkit to reach your audience. Customize language as you see fit for your audience. You can also take photos of your own staff with Census promotional materials to showcase your enthusiasm.

## **LET US KNOW WHAT YOU'RE DOING!**

As you plan various activities listed above, or others, please contact Michelle Hamil at [Info@placercf.org](mailto:Info@placercf.org) or 530-885-4920 to allow Placer Counts to keep track of outreach efforts.

# RESOURCES

*Toolkit materials may be used for Census promotional purposes only. Please do not alter or edit the provided campaign assets in any way.*

[Learn how to request physical/printed materials.](#)

## LOGOS

You are welcome to use these logos when communicating about the Census using messaging reflected in this toolkit.



[Download English](#) | [Spanish](#)

## PRESENTATION

This "Census 101" overview contains complete notes for the speaker and provides a definition of the Census, why it matters and the importance of achieving a complete count in Placer County.



[Download English](#) | [Spanish](#)

## FLYER, POSTERS, ONE PAGER

These materials can be printed and distributed or displayed around the community.



[Download English Flyer](#) | [Spanish](#)

[Download English Poster 1](#) | [Spanish](#)

[Download English Poster 2](#) | [Spanish](#)

[Download English One Pager](#) | [Spanish](#)

*More resources from the U.S. Census Bureau*

[\*The 2020 Census and Confidentiality\*](#) | [\*Spanish\*](#)

[\*How the 2020 Census will invite everyone to respond\*](#) | [\*Spanish\*](#)

## DOOR HANGER, RACK CARD

These materials can be printed and distributed or displayed around the community.



[Download English Rack Card](#) | [Spanish](#)

[Download English Door Hanger](#) | [Spanish](#)

## SAMPLE SOCIAL MEDIA POSTS

For your convenience, here are sample social posts as well as recommended time frames for promotion on Facebook, Twitter, Instagram or elsewhere. You can also create your own messages and use the hashtags: #PlacerCounts #2020Census

Dates	Post	Image
Dec. 2019 – March 2020	Your Census responses are protected by law! The Census Bureau cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits. Learn more: <a href="https://2020Census.gov/">https://2020Census.gov/</a> #BeCounted #PlacerCounts	<a href="#">Download</a>
Dec. 2019 – March 2020	The #2020Census will impact all of us, and participation is our civic duty. The Census has been a cornerstone of our democracy since our country began. Let's take this chance to shape Placer County for the next 10 years. #BeCounted #PlacerCounts <a href="https://2020Census.gov/">https://2020Census.gov/</a>	<a href="#">Download</a>
Dec. 2019 – March 2020	For the first time, in 2020 the Census will accept	<a href="#">Download</a>

	<p>responses online. The process will be quick and secure. You can respond to the Census in less time than it takes to finish your morning coffee. You'll also be able to respond by mail. To learn more about what to expect, visit</p> <p><a href="https://2020Census.gov/#BeCounted">#BeCounted</a> <a href="https://2020Census.gov/#PlacerCounts">#PlacerCounts</a></p>	
Dec. 2019 – March 2020	<p>The Census happens just once every 10 years and it's just around the corner. Make sure you're counted! Your responses are confidential. To learn more about the Census, visit</p> <p><a href="https://2020Census.gov/#BeCounted">#BeCounted</a> <a href="https://2020Census.gov/#PlacerCounts">#PlacerCounts</a></p>	<a href="#">Download</a>
Dec. 2019 – March 2020	<p>What matters to you? Schools? Transportation? Hospitals? Data from the Census helps inform planning efforts for these important community resources. To learn how Census data impacts you and your community, visit</p> <p><a href="https://2020Census.gov/#BeCounted">#BeCounted</a> <a href="https://2020Census.gov/#PlacerCounts">#PlacerCounts</a></p>	<a href="#">Download</a>
April – May 2020	<p>We want everyone to be counted in the</p> <p><a href="https://2020Census.gov/#BeCounted">#2020Census</a> so Placer</p>	<a href="#">Download</a>

	<p>County gets its fair share of funding and representation for the next decade. For every person missed, we lose \$1,000 per person, per year — for 10 years — in federal funding. Remember, #PlacerCounts!</p> <p><a href="https://2020Census.gov/">https://2020Census.gov/</a> #BeCounted</p>	
April – May 2020	<p>Responding to the #2020Census is our civic duty and affects the allocation of funding for Placer County’s public resources and our voice in government, including seats in the House of Representatives. To learn more, visit</p> <p><a href="https://2020Census.gov/">https://2020Census.gov/</a> #BeCounted #PlacerCounts</p>	<a href="#">Download</a>
April – May 2020	<p>The #2020Census will inform how millions of federal dollars reach Placer County over the next 10 years. By filling out the Census form, we can impact how much money is allocated to roads and highways, emergency services, parks and more!</p> <p>#BeCounted #PlacerCounts <a href="https://2020Census.gov/">https://2020Census.gov/</a></p>	<a href="#">Download</a>
April – May 2020	<p>The Census is secure, and will NOT ask you for</p>	<a href="#">Download</a>

	<ul style="list-style-type: none"> <li>✗ Your Social Security Number</li> <li>✗ Your citizenship status</li> <li>✗ Personal info</li> <li>✗ Financial info</li> </ul> <p>#BeCounted #PlacerCounts  <a href="https://2020Census.gov/">https://2020Census.gov/</a></p>	
April – May 2020	<p>It's easier than ever to participate in the #2020Census. You can complete your Census form online or over the phone in 13 different languages! It can also be completed by mail in English or Spanish. Language guides are also available in 59 non-English languages. #BeCounted #PlacerCounts  <a href="https://2020Census.gov/">https://2020Census.gov/</a></p>	<a href="#">Download</a>
June 2020	<p>By completing the #2020Census, you have impacted the next generation here in Placer County! Information collected during the Census will inform funding for special education, teacher training, youth programs and more.  <a href="https://2020Census.gov/">https://2020Census.gov/</a>  #PlacerCounts #BeCounted</p>	<a href="#">Download</a>

[Download Spanish versions.](#)

## EMAILS, NEWSLETTERS

*Customize this language to use in your organizational or community newsletter, blog or with email listservs:*

### **Suggested Subject Lines**

- Make Census 2020 Count
- Can we count on you? Placer Counts in the 2020 Census

### **Sample Body Content**

Dear [ORGANIZATION NAME] Supporter,

I am writing to share very important information about an event that will take place in Spring 2020, the U.S. Census. The Census is a count of all people living in the U.S. and takes place every 10 years. It is simple and confidential to complete. For the first time, you can respond online. You will receive a unique identifying number in the mail which will allow you to fill out the online form beginning in March, 2020. It will ask questions about your household such as how many people reside in your home, date of birth, race, and sex. Here are some things you should know:

**Your identity remains anonymous.** Any personal information you provide on the Census form is protected by law and cannot be shared with anyone or any other federal agency. Regardless of your immigration status, the information cannot be used against you or to invade the privacy of you or any members of your family.

**The Census is important.** The Census is important because it helps to decide how much federal money our county will get over the next ten years, for things like parks, neighborhood improvements, public health, transportation, and many other programs and services. It also makes sure we have fair political representation determining the number of seats in the House of Representatives as well as political boundaries. Make sure your voice is heard!

**The Census is safe.** All the data collected through the Census is protected under Title 13 of the U.S. Code. Records are confidential for 72 years by law. All U.S. Census Bureau employees swear a lifetime oath to protect respondent information. The U.S. Census will never share a respondent's personal information with other government agencies. Data is only released in summary tables; no individual records are released. The penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.

**What do you need to do?** Complete the short and easy form online. If you don't have a computer at home, you can use one at a library or at a Census Questionnaire Assistance Center in your community.

You and your family count, so make sure to fill out the Census form in Spring 2020!

Regards,

[NAME/ORGANIZATION NAME]

[Download Spanish version.](#)

TEXT/CALL SCRIPTS

*Have the ability to send short mass calls or texts? Here are some rough scripts you can customize for your community.*

### Sample 1

This is a reminder that the Census will be taking place this Spring. You will receive a postcard in March detailing how you can safely and confidentially complete your form online or request a paper form. Remember to count everyone in your house. Learn more at [2020Census.gov](https://2020Census.gov)

### Sample 2

The 2020 Census is important to Placer County. What matters to you? Schools? Transportation? Hospitals? Data from the Census helps inform planning efforts for all these important community resources. Learn more at [2020Census.gov](https://2020Census.gov)

### Sample 3

Help make sure Placer County gets our fair share of representation by completing the 2020 Census. An accurate count will determine how many seats our state gets in the U.S. House of Representatives. Learn more at [2020Census.gov](https://2020Census.gov)

### Sample 4

The deadline to complete the online Census form is April 30. Federal law keeps your responses safe, so take your 2020 Census with peace of mind. It's important so that our Placer community gets its fair share of federal resources. Visit [2020Census.gov](https://2020Census.gov)

[Download Spanish versions.](#)

## VIDEO, AUDIO

Watch/share videos via the links below, or [download the hard files for use here.](#)

[Placer Counts Video \(1:22\)](#) | [Spanish \(1:33\)](#)

[Placer Counts :30 PSA Video](#) | [Spanish Video](#) | [English Audio](#) | [Spanish Audio](#)

U.S. Census Bureau Video PSAs:

[What is the 2020 Census?](#)

[How Do I Take the 2020 Census?](#)

[How Will 2020 Census Data be Used?](#)

[Is My 2020 Census Data Safe?](#)

[They Also Count \(Spanish\)](#)

Audio PSAs:

[Census Answers](#)

[They Also Count \(Spanish\)](#)

[Every Moment Counts](#)

[Step Up, Be Counted](#)

## BANNER, TABLE COVER



Banners and table covers will be available on loan from Placer Counts. [Contact us to learn more.](#)

# REQUESTING MATERIALS

If you need printed materials (posters, flyers, rack cards, etc.) or to borrow other physical materials (table cover, etc.) please contact Michelle Hamil at [Info@placercf.org](mailto:Info@placercf.org) or 530-885-4920 at least three weeks in advance of your event or activity with the following information:

**Organization**

**Contact Name**

**Type of material(s) requested**

**Number + Languages (e.g. 200 English flyers and 200 Spanish)**

Materials will be provided based on availability.

*Thank you for your support!*