The census is a count of every person living in the United States. It takes place every 10 years and is mandated by the Constitution.

The census matters and will make a difference in your community for the next decade!

- Los Angeles could lose billions over the next decade in federal funds if the count is inaccurate
- Census data helps drive funding for programs like Medi-Cal, Title 1 grants, Special Education grants, Pell Grants, SNAP (food stamps), Head Start programs, public transportation projects and more
- For the first time since obtaining statehood in 1850, California missed an opportunity to gain a seat in Congress after the 2010 Census by an estimated 13,000 individuals
Los Angeles! It’s time to Be Counted!

March-April 2020
Los Angeles residents receive mailings and reminders to participate in the 2020 Census

March 12-October 31, 2020
Response window for all Angelenos

April 1, 2020
Census Day

August-October 2020
Census takers will visit the homes of non-responsive residents to encourage participation
Activation timeline

Educate  
July–December 2019

Motivate  
January–March 2020

Activate  
April 2020

Follow up  
August–October 2020
It’s easy to get involved

Share the posts from this toolkit on your social media accounts.

Volunteer to be a Census Goodwill Ambassador (CGA).

Print out census flyers and posters in 12 different languages and share at your outreach events.

Share PSAs on your social media accounts or play on screens.

English

Spanish

Eric Garcetti
#MayorOfLA
#2020Census

This toolkit contains messaging you can share over a variety of social media platforms about the importance and impact of the census.

Want to create your own social media posts? Access the 2020 Census official logos, style guide and sample photos here.

Mention or tag these organizations in your posts to maximize impact:

- Mayor Eric Garcetti @MayorOfLA
- City of Los Angeles @LACity
- California Census @CACensus
We’re in the **Activate** phase

About half of Angelenos have still not completed their census. Relay the message that it’s never been easier to fill out the census and that their personal information is protected by law.

*Use these for July.* Include the message with the corresponding graphic when you post. Click photos to access downloadable files.

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1. Funding for the health care programs your family and friends rely on now and may need in the future are determined by census data. Don’t wait any longer. Fill out your census today. My2020Census.gov

2. Living with family or roommates? Everyone living with you needs to be counted. Information you submit to the Census Bureau is for them alone and will not be shared with your landlord or any law enforcement agency. #2020Census My2020Census.gov

3. Phone a friend. Join Mayor Garcetti’s phone banking team to make sure our neighbors and diverse communities are represented and counted in the #2020Census. bit.ly/censusphonebank

4. No matter your living situation, you need to be counted. If you’re experiencing homelessness, you can still complete the #2020Census without an address or census ID. Provide as much info as you can about your living situation on April 1 to help fund programs.

5. Have you completed your #2020Census? Next month, census takers will be visiting households who haven’t responded to the questionnaire yet. Verify a legitimate census worker by calling 213-314-6500. census.gov/cgi-bin/main/email.cgi
We’re in the **Activate** phase

Funding for programs like WIC, SNAP, and economic development depend on accurate census data. Remind historically underserved communities that we all have a lot to lose if we’re not counted.

Use these for **August**. Include the message with the corresponding graphic when you post.

Click photos to access downloadable files.

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1. Your #2020Census is available in your language. There are phone lines in 14 languages and TDD plus 59 non-English language guides including American Sign Language, braille and large print: 2020census.gov/en/languages.html

2. Are you preparing to go to school or college? Without the census, funding for Pell Grants, the school lunch program and more wouldn’t be possible. Remind your PTA group, student unions, and fellow students to complete the #2020Census before it’s too late. My2020Census.gov

3. Communities across L.A. are in danger of not receiving the funding they deserve for economic development programs and jobs, healthcare, transportation and more. That’s why we must ensure an accurate count. My2020Census.gov

4. It’s not too late to fill out the #2020Census, but if you haven’t completed it yet, you’ll need to fill it out based on your living situation on April 1, 2020. My2020Census.gov

5. We all have the power to be more civically engaged and make change in our communities. Register to vote, complete your census and stay informed on the issues that matter most to you. My2020Census.gov
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