



California Census Outreach Alternatives

Below are ideas for potential outreach approaches and additional resources in light of various guidance that has been issued by federal, state, and local public health officials.

The key message and priority is to continue to advocate that Californians complete the Census [form online, by phone or by mail](#) (some households will initially receive the paper form).

Please continue to refer to the [CA Census website](#) for more information and resources or contact your Regional Program Manager or outreach@census.ca.gov.

OUTREACH APPROACHES RESOURCES FROM PARTNERS

Don't forget to check the [Census Office Partner Portal](#) – we now have over 170 partner submitted resources available!

Our statewide and sectoral partners are creating digital and other resources that could be used statewide. You can find their contact information and websites on our [contacts sheet](#).

Some creative videos, PSAs, podcasts, messages, and other resources can be found here:

- Count Us in 2020 for Native Hawaiian and Pacific Islanders <https://www.countusin2020.org/resources-nhpi>
- #Disabilitycounts2020 for people with disabilities and older adults <https://disabilitycounts2020.org/>
- First 5 Association of CA <https://thesocialpresskit.com/first5-2020census>
- My Black Counts <https://myblackcounts.org/>
- Native People Count California <https://nativepeoplecountca.org/>

Our administrative community-based organizations and county partners have also created some great on-line resources. Here's a few samples:

- Bay Area Counts 2020 (United Way of the Bay Area) <https://uwba.org/census/>
- Count on Census 2020 (Sacramento Region Community Foundation) <https://norcalcensus.org/>
- Mendocino Counts <https://www.mendocinocounts.org/>



REMOTE PHONE BANKING

You can create phone lists to distribute to your members so that they can phone bank remotely. Consider calling your organizational contact list or your peers to remind community members to complete the Census.

The next best thing to canvassing or going door-to-door is the connection you can make through a peer-to-peer phone banking effort. Let your regional program manager know if you are interested in phone banking to get more information.

SOCIAL MEDIA

Use and grow your social media presence to remind the hardest-to-count Californians about completing their 2020 Census!

Use the California Complete Count – Census 2020 social media toolkit available on the [Partner Portal](#) and [NALEO's new Digital Communication and Outreach Toolkit and other resources](#).

The [USCB has launched a prize competition](#) for 2020 Census-related videos created by the community. Financial prizes totaling at least \$50,000 will be awarded. Deadline is April 11.

TEXT AND EMAIL

An effective tool to reach people, including many of our hardest-to-count populations, is through text or email. Be sure to add a message about the Census to the e-blasts you send your community members.

You can text or call the California Complete Count – Census 2020 chatbot at **916-619-1113** if you have any frequently asked questions.

View the webinar for more information on how to get started for texting: [Digital Organizing Training on SMS 101](#).

MAILINGS

Sometimes, going back to basics works the best. Take out your address book and mail a postcard to your list of clients, peers, and friends and encourage your contacts to go online or submit their Census information by phone today! In some geographic areas and with populations like older adults, mailings can be an effective outreach tool.



POSTERS AND FLYERS

Consider working with local essential businesses that may still be operating to hang a poster at the entryway of a grocery store, pharmacy, food bank, or gas station.

LOCAL MEDIA AND PODCASTS

An effective technique is the use of radio to reach people in rural areas, in isolated conditions, or in their own language.

You can find sample radio scripts and talking points created by the Census Office on the [Partner Portal](#).

In addition, the [USCB PSA and other videos](#) can be offered to local TV stations. Short articles in local newsletters and newspapers may also be effective in reaching those who are staying at home.

Podcasts also seem to have become an increasingly popular way to broadcast a live interview or stories. These are opportunities to provide a longer format of information and really connect with people the importance of the Census to their community.

ALTERNATIVES TO EVENTS

If your organization's event has been cancelled or postponed, consider the following alternatives:

WEBINARS

Consider doing a webinar to host meetings or small group events. This eliminates the need to meet in person yet allows you to share important information with your members and stakeholders. We use ZOOM internally for our partner calls – a ZOOM account is free. If you need access to a paid ZOOM account that has higher capacity, please reach out to your Regional Program Manager.

Some organizations have already recorded trainings that may be used for training purposes, for example, see Census Counts 2020's [Digital Organizing Trainings](#).

DIGITAL LIVE EVENTS

You can continue to engage people in real time, by hosting virtual town halls through a platform like ZOOM. Speakers are able to log in and talk



on an online platform, rather than gathering in a physical space.

Putting together an interactive video event requires similar preparations to planning for a face-to-face event with the added logistics of using an on-line platform.

SOCIAL MEDIA LIVE

Facebook, Twitter, Tik Tok, YouTube, and Instagram are popular social media platforms that could be an effective way of spreading the message of the importance of the 2020 Census in real time for certain audiences.

SOCIAL MEDIA LIVE STREAM TUTORIALS

These links to tutorials are provided not as an endorsement, but as a resource:

How to Use Facebook Live:

<https://blog.hubspot.com/marketing/facebook-live-guide>

How to Use Instagram Live:

<https://help.instagram.com/292478487812558>

How to Use Twitter Live:

<https://help.twitter.com/en/using-twitter/twitter-live>

How to Use YouTube Live:

<https://support.google.com/youtube/answer/2474026?hl=en>



MESSAGING

Disclaimer: Due to the continual updates, these messages may change. The Census Office will provide updates accordingly to keep all partners informed.

COVID-19 and Census Key Information and Messages

The 2020 Census is here! Mid-March marked the beginning of the self-response period. Many households have already received an invitation letter and reminder postcard. As we all take precautions regarding COVID-19, we know that Census outreach may have to shift and it's more important than ever we share how easy it is to self-respond.

Below are a few tools to continue to ensure a full count of all our communities throughout these next few months.

How to Participate:

- **Internet:** The Census response website is live! Visit <https://my2020census.gov> or Californiacensus.org
- **Phone:** To respond via phone, all phone lines are listed [here](#)
- **Mail:** Limited addresses will receive paper forms

Video Guides for Online Response:

- English [here](#)
- Spanish [here](#)

California Census TV/Video Advertisement:

- English [here](#)
- Spanish [here](#)
- These ads will also be available in Chinese, Korean, Hmong, Cambodian, Vietnamese, Russian, Persian, and Armenian.

For information on COVID-19, please visit:

- <https://covid19.ca.gov/>
- <https://www.cdph.ca.gov/covid19>
- Guidance and Information: A complete [list of guidance](#) is available.
- [Centers for Disease Control and Prevention's website.](#)
- For partners, please visit census.ca.gov/covid19



Key COVID-19 Messages:

- #StayHomeSaveLives California – and while you're at it, take the 2020 Census online by visiting californiacensus.org.
- #StayHomeSaveLives California - and complete the 2020 Census form online or over the phone by answering 9 simple and confidential questions to help secure federal funds for important programs in your community.
- During these uncertain times, the health and safety of our communities is our priority. There is something you can do today for California's future. Take the Census today: californiacensus.org. For COVID-19 updates and information, visit covid19.ca.gov.
- While Californians #StayHomeSaveLives, complete the 2020 Census by answering 9 simple and confidential questions by learn more at californiacensus.org.

General Census Messages:

- All Californians can participate in the 2020 Census and make a difference today! Participation comes in three easy ways:
 1. Online
 2. By Phone
 3. By Mail (limited households will initially receive the paper form)

Learn more californiacensus.org

- Take a few minutes to fill out the #2020Census and make sure everyone gets counted! It's only 9 confidential questions that will make a huge difference! Fill it out at californiacensus.org.
- All Californians can participate in the 2020 Census today! Participation comes in three easy ways:
 1. Online
 2. By Phone
 3. By Mail (limited households will initially receive the paper form)

Learn more at californiacensus.org

- Every household in California can complete the Census now online or by phone. Check your mail for the Census form! Visit californiacensus.org for more information.
- Your Census invite will include a unique ID to help you fill out the questionnaire. However, you don't need the unique ID to participate. Go to californiacensus.org to see the phone numbers and website link to start the survey!



USCB Census Questionnaire Assistance Phone Numbers

LANGUAGE LINE	TOLL-FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
Telephone Display Device (TDD)	844-467-2020



Resources

CA CENSUS COVID-19 UPDATES

The Census Office provides updates on COVID-19 on our Website.
<https://census.ca.gov/covid19/>

CA CENSUS PARTNER PORTAL

The Census Office Partner Portal provides communication collateral, including videos, flyers, and messages, that have been created by the Census Office or submitted by partners. <https://californiacensus.org/>

CA CENSUS VIDEO LIBRARY

CA Census has started to post partners' videos on the [CA Census YouTube Channel](#).

USCB COVID-19 UPDATES

USCB guidance on their operational adjustments due to COVID-19.
<https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>

USCB MULTIMEDIA LIBRARY

Educational and population specific (for example, [college students](#), [African Americans](#), and [faith leaders](#)) videos on [USCB YouTube Channel](#) and [Fact Sheets](#).

HOTLINES

The Arab American Institute, Asian Americans Advancing Justice – AAJC, Lawyers' Committee for Civil Rights, and NALEO Educational Fund are operating Census hotlines leading up to and throughout the Census data collection period.

These organizations each have extensive experience operating information hotlines for the communities they serve. The hotlines can address hotline callers in English, Spanish, Arabic, and major Asian languages.

[Arab American Institute](#)

(833) 333-6864; (833) 3DD-OUNI ("Count me" in Arabic)

[Asian Americans Advancing Justice – AAJC](#)

(844) 202-API or (844) 202-0274

The hotline is available in English, Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, and Bengali/Bangla.



[Lawyers' Committee for Civil Rights](#)

888-Count20

[NALEO Educational Fund](#)

877-EL-CENSO (877-352-3676)

The hotline is available in English and Spanish.

INTERNET OFFERS

PUBLICLY ANNOUNCED OFFERS BY VARIOUS PROVIDERS THROUGHOUT THE STATE IN RESPONSE TO COVID-19

Please see the links at the Internet for All Now website for affordable internet offers. **Note these offers may change, please also check directly with the service provider.*

http://www.internetforallnow.org/get_affordable_internet_today

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