



SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT

CENSUS 2020

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Purpose OF CENSUS 2020: Five Key Talking Points

1. Every 10 years, the Federal government is required to count every person residing in the U.S. through a national Census. April 1, 2020 is our next National Census Day.

a. It's in the Constitution. Article I, Section 2. of the U.S. Constitution establishes the basis for a complete population count (actual Enumeration) every 10 years to determine the number of Congressional representatives that each state gets.

b. Everyone counts regardless of citizenship status, age, or criminal history



Purpose OF CENSUS 2020: Five Key Talking Points

2. An accurate and complete count means you are helping make the best possible future for your children and families.

- a. *Decision Making: Government, businesses, nonprofits and foundations use Census data to allocate funding, define where services are delivered and promote economic development.*
- b. *Federal Funding: California receives about \$115 billion dollars of Federal funding through the Census. The amount Santa Monica receives is determined by the accuracy of our count. These funds go towards critical resources in the City that support education, housing, health, transportation and more.*
- c. *California receives over \$7 billion in vital federal aid for programs that support our schools. Some of these programs serve our hardest to count populations: Special Education, English Language Learner Support and Migrant Education.*
- d. *Political Representation: The Census data determines the number of U.S. representatives each state sends to Congress and sets district boundaries. Your count gives you a voice in our government and makes sure you are represented fairly.*



Purpose OF CENSUS 2020: Five Key Talking Points

3. Participating in the Census is safe.

a. Federal law protects the data you give to the Census Bureau. Your information can never be used against you. It is against the law for anyone to share your information with other government agencies, courts, immigration enforcement or the police.

b. Census workers will only contact you by mail, phone or in-person at your home. They will never contact you by email. Do not give your email address to a Census worker or open any emails that claim to be from the Census Bureau. If a Census worker comes to your home, ask to see their identification and official U.S. Census Bureau badge.

c. The citizenship question will NOT be on the Census questionnaire. However, we know that this subject caused great anxiety and stress to many members of our community. Census responses are protected by extra layers of privacy laws, and the Census Bureau does not share census questionnaire information with any Federal, State or local agency.



Purpose OF CENSUS 2020: Five Key Talking Points

4. For the first time in history, the Census questionnaire will be available online.

- a. The U.S. Census Bureau will send you a postcard in March to complete the survey online. You can also complete census by mail, phone, in-person or at any Santa Monica or Malibu library branch. Library staff will be available to assist with any questions.*
- b. You will be asked nine questions, for example, the number of individuals in your home (including children of all ages), your age and race.*
- c. There will be NO Citizenship status question on the official Census questionnaire.*
- d. Make sure you ONLY fill out Census questionnaire with the official U.S. Census Bureau logo. The official Census questionnaire will NEVER ask you for your Social Security Number, banking or credit card information.*



Purpose OF CENSUS 2020: Five Key Talking Points

5. Downtown SM and Pico neighborhoods are designated as “hard-to-count” areas by the U.S. Census Bureau. This means that these neighborhoods are at a high risk for an undercount in the 2020 Census.

- a. California has historically been the hardest-to-count (HTC) state in the nation. Three out of four Californians belong to one or more groups that tend to be undercounted.*
- b. Reduced Field Capacity: There will be fewer local offices, less field staff, less in- person and telephone follow-ups. As a result of reduced field capacity, the Census is relying on Cities and their Complete Count Committees to outreach to HTC areas.*
- c. Samohi / Edison / preschools have been identified by LACOE as hard to count communities.*



Timeline of Events

- By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail.



Timeline of Events Continued

- **January–September 2019:** The U.S. Census Bureau opens 248 area census offices across the country. These offices support and manage the census takers who work all over the country to conduct the census.
- **August 2019:** Census takers begin visiting areas that have experienced a lot of change and growth to ensure that the Census Bureau's address list is up to date. This is called address canvassing, and it helps to ensure that everyone receives an invitation to participate in the 2020 Census.



Timeline of Events Continued

- **January 2020:** The Census Bureau begins counting the population in remote Alaska.
- **April 1, 2020:** *Census Day is observed nationwide.* By this date, every home will receive an invitation to participate in the 2020 Census. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail. When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.
- **April 2020:** Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.



Timeline of Events Continued

- **May 2020:** The Census Bureau begins visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.
- **December 2020:** The Census Bureau delivers apportionment counts to the President and Congress as required by law.
- **March 31, 2021:** By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes.



City of Santa Monica and Malibu Tactics

- Media Alerts
- Social Media
- Neighborhood Outreach
- City newsletters+ partner newsletters
- Boards & Commissions
- City Blog
- City TV PSA
- ***SMMUSD will be using some of these same tactics***



City of Santa Monica and Malibu Communication Goals

- Ensure Santa Monica and Malibu have a strong complete count in Spring 2020
- Play an active, leadership role in the Complete Count Committee
- Help break barriers to taking the Census by educating the community on the value of an accurate Census count, who should be counted, laws protecting confidentiality , and how information can be used
- Target hard to count communities
- Leverage existing Census materials and form partnerships to maximize outreach efforts and make the information available in multiple languages.



City of Santa Monica and Malibu Target Audiences

- Residences
- Business partner organizations
- Community partners
- Renters
- People experiencing homelessness
- ***SMMUSD will be reaching out to all families from the district and request school site outreach, too.***



City of Santa Monica and Malibu Key Messages

- Everyone Counts! Census applies to everyone who lives in Santa Monica and Malibu, regardless of status.
- A complete census count has value to all of us.
- Your information is private and cannot be used against you.
- It's quick and easy to take the survey!
- Help is available to take the census survey if you need it.



Links to Electronic Outreach Materials

- [City of Santa Monica CENSUS2020 Social Media Toolkit](#)
- [City of Santa Monica CENSUS2020 Community Outreach Toolkit](#)
- [City of Malibu info](#)
- [Los Angeles County Office of Education \(LACOE\) CENSUS Outreach Materials](#)
- [*Coming soon: SMMUSD turnkey Tweets / newsletter content for sites and PTA leaders*](#)
- [*SMMUSD Board of Education resolution, 12/12/19*](#)

Questions??

