



SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT

SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT NEWS RELEASE

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FOR IMMEDIATE RELEASE
Sept 4, 2020

SMMUSD Urges Households to Respond to the Census *Santa Monica and Malibu reporting a very low response rate to date*

California Census authorities have notified Santa Monica and Malibu officials that response rates are extremely low in Santa Monica and Malibu, potentially impacting funding for critical public services, including school districts and education programs. The deadline is September 30.

Responding to the 2020 Census is critically important because results inform planning and funding decisions for such critical public services as emergency and disaster response, transportation, and schools and education programs. These census results will shape decisions about how billions of dollars in federal funds flow into communities each year for the next decade.

In fact, for every person who does not respond, the California Department of Finance estimates that during the next 10 years state and local governments will lose out on \$1,000 each year in federal funding tied to population.

The U.S. Census Bureau is sending emails to households in low-response neighborhoods to urge them to respond. If you receive one of these messages from 2020census@subscriptions.census.gov and haven't yet responded, please click on the link included on the email to do so. Households can still respond now by completing and mailing back the paper questionnaire they received, by responding online at 2020census.gov, or by phone at 844-330-2020. Households can also respond online or by phone in one of 13 languages and find assistance in many more. Those that respond will not need to be visited to obtain their census response.

Census takers may also visit in person. They are following local public health guidelines when they visit and have completed a virtual COVID-19 training on social distancing protocols and



Local artist Cigdem Akbay participates in the LACOE chalkathon at Samohi!

Join the Chalkathon!

The Los Angeles County Office of Education joins LA County Census and invites all students to participate in the Chalkathon! Include in your art: "Everybody counts! 2020Census.gov" Share on social media: #CaStudentsCount #LACcensuschalkathon #smmusd #CityofMalibu #CityofSantaMonica

other health and safety guidance before they began their work in neighborhoods. They will be wearing a mask.

They will ask you a few questions including the name, age, race and sex of everyone who lived in your household on April 1, 2020, and enter your answers on their secure Census Bureau phone. You will not be asked for your Social Security number, bank information or citizenship status, and no information will be shared with immigration or law enforcement agencies. If no one is home when the census taker visits, the census taker will leave a notice of their visit with information about how to respond online, by phone or by mail.

Census takers can be easily identified by a valid government ID badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date on the badge. To confirm a census taker's identity, the public may contact the Los Angeles Regional Census Center at 213-314-6500 to speak with a Census Bureau representative.

For more information, visit 2020census.gov.

The deadline to respond is September 30, so if you haven't responded, please do so today, and urge your family, friends, and neighbors to respond too. It's easy, safe and important.

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