Appendix B: Sample Products

City of Carlsbad

Logo

Magnet

COUNT ALL
kids
CENSUS 2020

CA
CENSUS 2020
BE COUNTED, CALIFORNIA
**Everybody Counts!**

Include all infants, toddlers and children living at your address in the 2020 Census form.

**What / Why**

The U.S. Census is our nation’s population count and happens once every 10 years. When you complete the census form, you contribute to an accurate count which helps determine the amount of money California will receive for early childhood education, schools, healthcare, housing, transportation, and other vital programs. The population count also determines the number of seats California has in the House of Representatives.

Our constitution requires everyone living in the U.S. to be counted in the census, regardless of age, race, sex and employment or citizenship status. This includes children ages 0-4, so please include them on your census form!

By law, your answers are kept confidential, are used only for producing statistics, and cannot be used against you in any way. The census form will not ask about your immigration status, citizenship status, or your social security number.

March 2020: You will be mailed an invitation to complete the census form online, by phone or by mail. Please include everyone living at your address on the form, even if they are not family members.

April 2020: Households that haven’t responded will receive a reminder postcard, and some may also receive a paper census form.

May 2020: Census workers will visit households that have not responded to make sure everyone is counted.

Completing the census form is fast, simple and convenient. In about 10 minutes, you can complete the form online, by phone, on paper, or by visiting one of the Census Action Kiosks throughout the county. Dial 311 to find a kiosk near you.

The online form will be available in 13 languages, and there will be guides in 60 languages to help you complete the questions.

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**¡Todos cuentan!**

Incluye a todos los niños, bebés, y niños que viven en su dirección en el formulario del Censo 2020.

**Qué / Por qué**

El censo de los EE.UU es el recuento de la población de nuestra nación y ocurre una vez cada 10 años.

Cuando usted llena el formulario del censo, contribuye a un conteo preciso, el cual ayuda a determinar la cantidad de dinero que California recibirá para el aprendizaje temprano, escuelas, atención médica, vivienda, transporte y otros programas vitales. El recuento de población también determina el número de representantes que California tiene en la Cámara de Representantes del Gobierno federal.

Nuestra constitución exige que todas las personas que viven en los Estados Unidos sean contadas en el censo, independientemente de su edad, raza, sexo y empleo o estado de ciudadanía. Esto incluye a los niños de 0 a 4 años, así como incluyan en su formulario de censo!

Por ley, sus respuestas se mantienen confidenciales, se utilizan sólo para producir estadísticas y no se pueden utilizar en su contra de ninguna manera. El formulario de censo no le preguntará sobre su estatus migratorio, estado de ciudadanía o número de seguro social.

Marzo 2020: Se le enviará por correo una invitación para llenar el formulario del censo en línea, por teléfono o por correo. Incluya en el formulario a todos los que viven en su domicilio, incluso si no son miembros de la familia.

Abril 2020: Los hogares que no hayan respondido recibirán una postal de recordatorio. Y algunos también pueden recibir un formulario de censo en papel.

Mayo 2020: Los trabajadores del censo visitarán los hogares que no han respondido para asegurarse de que todos sean contados.

Llamar el formulario de censo es rápido, sencillo y conveniente. En unos 10 minutos, puede llenar el formulario en línea, por teléfono, en papel o visitando uno de los quioscos de acción del censo en todo el condado. Marque el 311 para encontrar un quiosco cerca de usted.

El formulario en línea estará disponible en 13 idiomas, y también habrá guías en 60 idiomas para ayudarle a completar las preguntas.

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Para ayuda bilingüe (inglés y español) con el Censo 2020, llame a la línea gratuita 877-EL-CENSO (877-352-3676) de NALEO Educational Fund.
City of Escondido

Utility Billing Envelope Messaging

Signs

YOUR COMMUNITY IS COUNTING ON YOU!

YOU HAVE UNTIL SEPTEMBER 30 TO RESPOND

Take the Census today
my2020census.gov

¡NUESTRA COMUNIDAD CUENTA CONTIGO!

TIENES HASTA EL 30 DE SEPTIEMBRE PARA RESPONDER

¡Llena el Censo hoy!
my2020census.gov

OUR COMMUNITY IS COUNTING ON YOU!

YOU HAVE UNTIL SEPTEMBER 30 TO RESPOND

Take the Census today my2020census.gov

¡NUESTRA COMUNIDAD CUENTA CONTIGO!

TIENES HASTA EL 30 DE SEPTIEMBRE PARA RESPONDER

Llena el Censo hoy en my2020census.gov
Banners

T-Shirts

Swag
Tote Bags

Books

Newsletter Sample

Weekly Activity Report

October 1, 2020

COVID-19 UPDATES

2020 Census Deadline
Time is running out! The last day to fill out the 2020 Census is Monday, October 5. A complete Census count is crucial to ensure that Escondido receives adequate funding and representation for our community, schools, programs and more. Complete your Census online today at my2020census.gov.

Time is running out. Respond now.

Carvana Coming to Escondido
A new car dealership that resembles a vending machine is coming to Escondido. The project was approved by the City Council on September 23 and the new dealership will be located at the corner of Yale Avenue and Tulip Street. Stay tuned for updates as this project begins to move forward. More information about Carvana can be found here.
City of Imperial Beach

Masks
City of La Mesa

Mass Mail Out Samples

The Census is Happening in 2020

Key Dates
- Invitations to the 2020 Census mailed
- Reminder letters mailed
- Reminder postcard mailed
- CENSUS DAY!
- Second reminder & hard copy Census mailed
- Final postcard mailed before in-person follow-up

Three Ways To Complete the Census

MAIL: Request a paper Census form in English or Spanish that can be mailed back to the U.S. Census Bureau.

PHONE: The Census can be completed by phone in 13 languages.

ONLINE: For the first time, the Census form will be available to complete online in 13 languages.

Newsletter Sample

Article 3: 2020 Census

The 2020 Census is fast approaching! In April 2020, La Mesa residents will receive a notification in the mail to participate and be counted in the decennial Census. It is important to participate in this census to determine how many congressional representatives California will have for the next decade and how funding for programs and services is allocated.

The City of La Mesa is partnering with SANDAG, the U.S. Census Bureau, and Count Me 2020 to help get the word out about the importance of participating. California is a diverse state and achieving an accurate count is challenging. For this reason, the state has provided $95 million to cities and counties to assist with messaging and outreach activities to emphasize the importance of participating.

The City of La Mesa is located in the heart of San Diego County and is known for its diverse population and vibrant community. The city has a strong sense of community and a commitment to ensuring that everyone is counted.

Be on the lookout for your 2020 Census notice in the mail and help shape California's future by participating in the 2020 Census!
City of Lemon Grove

Banner

LEMON GROVE COUNTS!
BE COUNTED.

LEMON GROVE CUENTA!
SEA CONTADO.

Fliers

Lemon Grove Drive-Through 2020 Census Event
Friday, September 18, 2020 at 1–4 pm
Join Us @ The Lemon Grove Recreation Center
3131 School Lane, Lemon Grove, CA 91945

The City of Lemon Grove and U.S. Census Bureau will be present to help you complete the 2020 Census survey, answer any questions you have about the census, and will be giving away census swag to those that complete the survey.

Why It is Important
- Congressional Representation
- Reapportionment & Redistricting
- $675 Billion Distributed Annually
- Schools, Healthcare, & Streets

Shape Lemon Grove’s Future

my2020census.gov
(833) 434-0840

Together, we can build a brighter future for Lemon Grove!

#2020CENSUS
National City Collateral

Sticker

T-Shirt
Door Hangers

Window Signs
Digital Assets
Facebook/Instagram Examples

Google Ad Examples
Text Message Examples

Sample Text Messages Sent Out:

HI DONNY, this is the City of National City. Don’t forget to complete the 2020 Census, today! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, correo o en línea.

HI JOSIE, this is the City of National City. Don’t forget to complete the 2020 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, correo o en línea.

You matter and it completes your Census confirms that you received. It helps us get resources for National City. Tell your family. If you have recorded already. THANK YOU! https://census.gov/2020-census/home/food. It’s important para nuestros Propios de California, por favor que lleguen a recabar a IG, a la ciudad la habitar (CENSUS).

Real Conversations:

5 days ago

Hi Josephine, this is the City of National City. Don’t forget to complete the 2020 Census, it’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, correo o en línea.

Why would I do that?

2020 Census results will be used in directing billions of dollars in federal funds to communities for schools, roads, and other public services.

The results of the 2020 Census will help determine how federal funds will support families, counties, and other public services.

Opt Out Option:

5 days ago

Hi Marguerite, this is the City of National City. Don’t forget to complete the 2020 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, correo o en línea.

This is not Marguerite, I’ve had this number for 5 years. Please either remove this number or call the correct number. Thank you, as info, I’ve done my census form early April. Thank for ensuring people do their civic duty.

Conversations in Spanish:

5 days ago

Hi Dee, this is the City of National City. Don’t forget to complete the 2020 Census. It’s easy! You can do it by phone, mail or online. Este mensaje es de la ciudad de National City. No olvides llenar el Censo del 2020 por teléfono, correo o en línea.

What is the number of the phone?

¡Esto no es Margarita, he tenido este número durante 5 años. Por favor, elimine este número o comuníquese con el número correcto. Gracias por asegurar que la ciudad haga su deber cívico.

Número telefónico del Censo: 844-320-2020
City of San Marcos

Postcard

**THE 2020 CENSUS IS HERE!**

Every person in the country is required to fill out the 2020 Census form. Please complete the form in the manner that you prefer. There are 3 ways to respond.

1. **Online:** For the first time in 230 years the census is available to conduct online. Type the following link into your computer or mobile phone to start the process [https://2020census.gov](https://2020census.gov)

2. **Mail:** The United States Census Bureau mailed out printed census questionnaires to select households.

3. **Phone:** Please call (844) 330-2020 to complete your questionnaire over the phone in English.

Let’s make sure that we get a complete and accurate count of the country so that we receive the funding our communities deserve. We all count!

For more information: [www.census.gov](http://www.census.gov) or [www.census.ca.gov](http://www.census.ca.gov) or [www.countme2020.org](http://www.countme2020.org)

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**¡YA LLEGÓ EL CENSO DEL 2020!**

Todas las personas en el país están obligadas a llenar el formulario del Censo 2020. Por favor de completar el censo en la manera que prefieres. Hay 3 maneras de responder.

1. **En línea:** Por primera vez en 230 años el censo se puede completar en línea. Escriba el enlace siguiente en su computadora o teléfono móvil para iniciar el proceso: [https://2020census.gov/es.html](https://2020census.gov/es.html)

2. **Correo:** La oficina del censo envía cuestionarios impresos a casas selectivas.

3. **Teléfono:** Por favor de llamar al (844) 468-2020 para completar el cuestionario por teléfono en español.

Ay que aseguramos que logramos un cuento del país completo y exacto para recibir los fondos que nuestra comunidad merece. ¡Todos contamos!
EVERYONE COUNTS!
¡TODOS CUENTAN!

SELF REPORT ONLINE OR BY PHONE

www.census.gov or www.census.ca.gov or www.countme2020.org
Universidad Popular

CENSUS 2020 & ELECTIONS

We are running out of time to complete the 2020 Census Questionnaire. Make yourself count TODAY.

Did you already complete your 2020 Census? Do you need help completing your 2020 Census?

CENSUS & TAMALEs
We are going to be in person around the neighborhood of Autumn Drive, San Marcos in front of the laundromat. If you have not yet answered your census questionnaire, come fill it out with us and enjoy some of Doña Julia’s tamales.

Date:  Friday, September 25, 2020
Time:  5:00 – 7:00 PM
Place:  365 Autumn Drive, San Marcos, CA 92069

You can complete your census questionnaire TODAY

Internet - www.my2020census.gov
Telephone - 844.468.2020

The last day to complete the 2020 Census questionnaire is September 30.

PRESIDENTIAL ELECTIONS - NOVEMBER 3, 2020

Presidential elections are coming up on Tuesday, November 3, 2020. You can vote early. This year, every registered voter will receive a mail ballot beginning on October 5. If you have questions regarding polling locations, candidates, propositions, etc., come see us.

To make a financial contribution to Universidad Popular or to volunteer with us, please contact la maestra Arcelia Nuñez-Alvarez at arcelia@unipopular.org or 760.484.1398.

Universidad Popular

www.unipopular.org  Tel. 760.659.0309
Tote bag

Social Media
sanmarcoscity #DidYouKnow April 1 is Census Day. And this month every household will receive an official invitation to participate. The distribution of more than $675 billion... more

sanmarcoscity It’s Census Day! By now, your household’s 2020 Census invitation should have arrived in the mail, and you can respond in one of three ways: online, by phone or by mail. Learn more by visiting 2020CENSUS.GOV #2020Census CensusDay pc: @uscensusbureau

sanmarcoscity Did you know the #2020Census consists of 10 short questions and is used to count every person living in the United States, the five inhabited territories and the District of Columbia? Respond online now: www.2020census.gov censusfacts

FRIDAY, AUGUST 21
Census Day of Action
VIRTUAL RALLY @ 5:30PM
CAR CARAVAN @ 6:00PM
#EveryoneCounts
County of San Diego

News Release

San Diego County Library supports Census 2020 with self-response boxes and community celebrations

San Diego County Library is excited to partner with the U.S. Census Bureau and the Count Me 2020 Coalition to support the 2020 Census. The US Census counts every person living in the United States every 10 years.

San Diego County Library serves 1 million residents across 4,000 square miles. County Library branches are found in suburban, urban, coastal, desert, and rural locations. During final year 2018-2019, 5 million visits were recorded at San Diego County Library branches.

San Diego County Library is committed to supporting communities that have been historically underecounted in the Census—for example, children 6-5, people without broadband access, and people with limited English proficiency.

County Library Director Megi Acosta says, “Libraries are trusted community spaces. We’re ready to do our part to increase participation in Census 2020 and we are thrilled to support the work of the Count Me 2020 Coalition.”

How County Libraries are Supporting Census 2020 Outreach:

- Starting March 12, 2020, all 11 library branches and 2 bookmobiles will provide Census information and outreach to the public. All free public access computers at County Library branches will link to the online Census questionnaire during the open period of the Census.
- During March–April 2020, each of our library branches will host Count Me 2020 Celebrations to educate the community about the importance of the 2020 Census.

The results of the Census are the basis for congressional representation and help determine how more than $675 billion in federal funds is distributed each year to support vital programs in states and communities across the country. These funds shape local health care, housing, education, transportation, employment, and public policy.

As the 2020 Census approaches, San Diego County Library will continue to share information about how to participate. Visit 2020CENSUS.GOV anytime to get the latest news and see SDLC.ORG/CENSUS2020 for a list of Count Me 2020 celebrations at San Diego County Library branches.

Library Poster

The Census touches every life, every day.
Respond to the 2020 Census to shape the future. When everyone is counted, communities across the country get the funding they need for things like health care, education, emergency services, and more.

For more information, visit 2020CENSUS.GOV

Staff Buttons

YOU COUNT. GET COUNTED.

ASK ME ABOUT CENSUS 2020

EVERYONE COUNTS.
government attempts to gather citizen data are often met with hostility—and this year’s census is no exception.

The flames of any mistrust that might have already surrounded this census have been fanned at least twice. First, by the new option to complete the form online, which may be met with discomfort by the 50% of American adults whom the Pew Research Center calls “relatively hesitant” about using digital tools, and which may also raise concerns around cybersecurity.

And second, by the Trump administration’s controversial and ultimately failed attempt to add a citizenship question. As Lil Vagani, who manages the KG Cajon branch of San Diego County (Calif.) Library (SDCLC), says simply: “There’s a lot of fear (around) providing information to the government.” For example, a person married to an undocumented immigrant may worry that participating in the census will lead to the spouse’s deportation. By law, however, census data cannot be shared with the Department of Homeland Security, US Immigration and Customs Enforcement, or any other government agency or court.

San Diego County Library Magazine Sample

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**AGING & independence**

**SERVING OUR COMMUNITY: IT’S ESSENTIAL!**

By Kim Calle
Director, Aging & Independence Services

Other adults and persons with disabilities are essential members of our community—and large shares of the more than 700,000 seniors served by Aging & Independence Services areقدم essential members of the community. Red Book, brownies, and the critical importance of the social service safety net. All staff are proud to be part of that safety net and continue to work on behalf of the community.

For many, being home may mean staff have had to adjust to working from home. Some ability to have loved ones around by a new set of “certain” — children who have been able to go to school, squares, and communities continued to the same space. Others, particularly those who live alone, have had to adjust to working from their “capacity empty office” without the comfort and advantages of community activities. Despite these challenges, staff has become accustomed to their parents and family of person. They have demonstrated grace, flexibility and patience of figure in adapting to changing needs and tasks.

Under normal circumstances, members of the Outward Bound and Education teams provide in-person presentations to other adults and service providers on community programs and healthy information, such as wake prevention tips and ways to foster good mental health. With the need for social distancing, the team looked for new ways to share information and decided to create videos on topics such as how to remain socially engaged from home and other ways to foster good mental health. The video was posted at www.cajon.

**COVID-19 UPDATES**

COVID-19 tests are now available to all members of the community who would like to make a test to see if they have COVID-19. To schedule a test, visit the County Public Health Office, at www.covid19.cdph.ca.gov.