



# EVERYONE COUNTS!

Participating in Census 2020 is one of the most powerful things you can do for yourself, your family, and your community.

We all matter. We all count.

Every person has the **right** and **responsibility** to be counted in the national census.

The census helps make sure:

- All families have the **resources** and **services** they need.
- All communities have a **voice** in making decisions that affect them.



## EVERYONE COUNTS

**PLEDGE to be counted in Census 2020!**

For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)

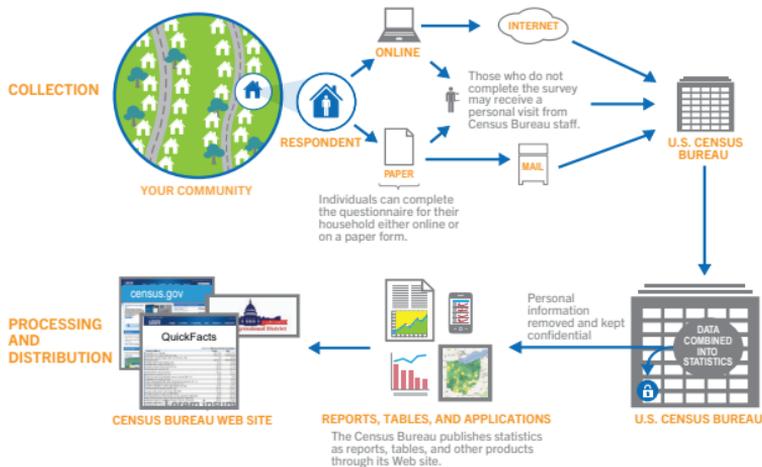


# WHAT IT IS

Every 10 years, the federal government is required to count ALL people living in the U.S. through a national census.

The census count is how we make sure everyone has an equal voice and their fair share of resources.

All residences across the country will be asked to complete a census form in **April 2020** so we know who lives where.



The information collected will become the official national statistic for the next 10 years. These statistics are used by governments, businesses, and nonprofits to make important decisions about policies, programs, and funding.

For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)



# WHAT IT WILL ASK

Census 2020 will ask very basic questions about each household and the people who live there.

The national census helps us understand who lives where.

Questions for the **entire household**:

- Number of people living there, whether related or not
- Whether the residence is owned or rented
- Phone number to follow up if needed

Questions for **each person** living in the household:

- Name
- Sex
- Age / Date of Birth
- Race / Ethnicity

A graphic representing a census form. It has a black header with 'CENSUS 2020' in white. Below the header, there are two rows. Each row starts with a black square containing a white checkmark, followed by two horizontal lines representing text input fields.

Census 2020 **WILL NOT** ask about citizenship or immigration status.

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# CONFIDENTIALITY

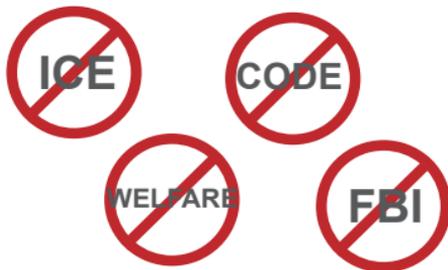
Information collected by the Census can only be used for statistical purposes and can not identify individuals or households.

By law, all responses to the Census are kept confidential.

Your responses are safe, secure and protected by the law (Title 13 of the U.S. Code). The Census Bureau has one of the strongest confidentiality guarantees in the federal government.



**TITLE  
13**



The Census does not share your answers with anyone, not even the FBI, ICE, Welfare or local Code Enforcement Agencies.

All census staff take a lifetime oath to protect your data.

Violations have a fine of \$250,000 and/or up to 5 years in jail



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# WHO SHOULD BE COUNTED

Everyone who is living in the U.S.  
on April 1, 2020 should be counted.

It is important that all residents participate in the census.

The **U.S. Constitution** requires an actual count of every person living in the country.



Unlike voting, the census count **includes everyone** regardless of age, citizenship status, or criminal history.

Don't forget to count **children of all ages**, extended family (aunts, uncles, cousins), and any nonfamily (friends, room or work mates).

For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)



# WHEN & HOW TO PARTICIPATE

By April 1, 2020 you will receive information on how to fill out the census online, over the phone, or by mail.

Everyone should complete the census form in April 2020.

You can fill out the census however you prefer:



Online:  
English + 12 language



By Phone:  
English + 12 language



By Mail:  
English + Spanish

If you need **help**, you can go to a Questionnaire Assistance Center.

- Language support
- Digital access
- Disability accommodation



For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)



# Why It's important THE MONEY

Census data is used to distribute more than \$675 billion to states, of which California receives more than \$76 billion!

We could lose up to \$10,000 over the next 10 years in funding for each person not counted in Census 2020



\$3.2 Billion for highway construction and repair



\$2.6 Billion for child care, Head Start and WIC programs



\$1.7 Billion for education assistance



\$3.5 Billion for affordable housing



\$2.3 Billion for health care assistance



\$7.5 Billion for nutrition assistance



And millions more to other programs and services

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# Why It's important REPRESENTATION

Census 2020 results will determine how many representatives CA has in U.S. Congress & how to draw state and local districts.

Census is how we make sure everyone has equal representation.

The House of Representatives,  
State Legislators, and local  
leaders are elected by the people...



to help create laws  
that impact everyone.



More seats = More power and voice  
on what happens in  
your community, our  
state, and our country.



For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)



# Why It's important GROWTH

An accurate count will help plan for services and programs to meet the needs of our growing and diverse population.

We all rely on services and programs in our day-to-day lives.

An undercount of our population could affect:



Service to families and children



Planning for public transportation



Development of rural infrastructure



Funding for hospitals and roads



Forecast of housing needs



Preparation for emergency services



Business growth in cities and towns

For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)



# Why It's important CIVIC DUTY

The Census has been a part of our history since 1790 and is the foundation of our democracy.

Everyone living in the U.S. should participate in Census 2020.

A **civic duty** is an action or responsibility that every person in society is required to do, as part of living in the U.S. Below are examples of civic duties.



Obeying  
the **Law**



Taking the  
**Census**



Serving  
on a **Jury**



Paying  
**Taxes**



For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)



# Why It's important VOICE

The census determines how much of a voice local communities have in shaping policies and programs.

All communities deserve a voice in the decisions that affect us.



I represent...



For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)



# Why It's important COMMUNITY

Participating in Census 2020 can help bring support to your community (jobs, housing, services, schools, roads, hospitals)

All communities need support to grow and thrive.

The Census helps communities get funding they need. Census data impacts our lives everyday and can help:



**Residents** support community initiatives



**Local governments** plan new schools and hospitals



**Businesses** build factories and stores that **create new jobs**



**Real estate developers and city planners** map new homes and improve neighborhoods

For more information visit: [www.SmcCensus.org](http://www.SmcCensus.org)

I support a full 2020 Census count in San Mateo County!



Join San Mateo County + Bay Area Counts 2020  
by texting **COUNT** to **650-200-2743**



[www.smccensus.org](http://www.smccensus.org) #SmcCounts #EveryoneCounts #BayAreaCounts2020

Message and data rates may apply, text EXIT to no longer receive messages