

# Census 2020 Ambassador Program



**Census  
2020**

**What is it?**

A once in a decade chance to count everyone to bring money, data, and decision makers to our communities

**Why does it matter?**

Alameda County has 413,000 residents who are considered "Hard-to-Count," such as seniors, young children, immigrants, and low income individuals.

**What can you do to ensure our community counts?**

As trusted community members, we invite you to volunteer as an Ambassador to educate residents about the census and motivate your communities to get counted.

Trusted Messengers are individuals and organizations who are trusted among the communities they serve and advocate for. This program provides trusted messengers with resources to educate communities about the census and its importance, dispel myths, and motivate communities to respond to the census.



**Are you a trusted messenger and wish to lead outreach in your community?**

**Sign-up to volunteer here:** <http://www.bit.ly/CensusAmbassador>

**AMBASSADOR OPPORTUNITIES**

**Become an expert on Census 2020**

Attend Alameda County sponsored trainings!

- Onboarding Conference Call (early December)
- "How to" conduct Census Outreach (Jan - March)

**Conduct outreach in your community**

- Adopt your block: *Knock on your neighbors doors and remind people to take their Census*
- Staff a Questionnaire Assistance Center (QAC): *Provide in-person Census support*
- Host a Census event or workshop

**Keep your community informed**

- Share census information via existing communications platforms such as e-blasts and social media (Facebook, Twitter, etc), we'll draft the content, all you need do is share!

**Access Ambassador-exclusive resources**

- Census 2020 Ambassador branded t-shirts
- Talking points
- How-to guides & One-pagers
- I'm Counted Stickers

**TIMELINE**

- **September 16, 2019**  
Application opens
- **October 28, 2019**  
Applications due for minigrants
- **December 2019**  
Onboarding conference call
- **January - March 2020**  
Training workshops: "How to" conduct Census Outreach
- **March - July 2020**  
Census outreach
- **July 2020** Final report due  
*Don't worry! This will be a simple form with clear instructions*

**Apply by October 28 for a minigrant!**  
Limited funding is available for organizations/ individuals with a financial need. Include request in your application.

our community  
**COUNTS**

our community  
**BELONGS**

For more information, visit <http://www.acgov.org/census2020>

# CENSUS 2020

*Our Community Counts. Our Community Belongs.*

Alameda County



Complete Count  
Committee

## Billions of dollars for our:

WHY



Schools



Healthcare



Children  
& Families



Housing



Transportation

## Political Power



Our voice in Congress

WHO

- Every adult, child, and baby living in the United States!
- 1 Census form should be completed for all residents at each mailing address

WHAT

- The United States constitution requires all residents to be counted every 10 years
- The questionnaire will take 12 minutes to complete. It asks nine questions about: address, race, age, and relationship to the other residents at the address, etc.

WHEN

- Census 2020 begins in mid-March 2020
- Starting May 2020, Census workers will begin going door-to-door to addresses who have not completed the Census to ask them to respond

HOW

- All addresses will receive a letter in the mail with instructions about how to take the Census through the following options:



By computer, tablet,  
or smart phone



The Census Bureau's  
1-800 numbers



Residents can request  
a paper form

### Available In

*English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic,  
Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese*

### Printed In

*English & Spanish*

- **Census instructions will be available in all other languages spoken in Alameda County**

WHERE



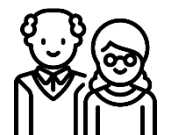
At home



At the library



At your  
child's school



At a senior center

For more information visit [www.acgov.org/census2020](http://www.acgov.org/census2020), find us on or email [ashley.renick@acgov.org](mailto:ashley.renick@acgov.org)