

1: THE WHAT

Every 10 years, the federal government has to count everyone living in the U.S. - regardless of citizenship status, age, or criminal history. The next National Census Day is April 1, 2020.

2: THE WHY

It's really important that you participate because the census count is used to make lots of important decisions that affect our community, including things we rely on daily like roads, housing, schools, child care, hospitals, and public transportation.

3: THE HOW

You can fill out Census 2020 starting in late March online, by mail, or over the phone in different languages. It will only ask for basic information so it will be quick, easy, and safe.

IF SOMEONE SAYS THEY ALREADY KNOW ABOUT CENSUS 2020

1: ASK WHAT THEY KNOW OR HAVE HEARD

- Don't assume they have all the details – or the right ones!
- Take time to understand what they know and are thinking about it.

2: REITERATE THE POSITIVE

- Confirm the what and how.
- Share (more) reasons why it's important to them.

3: ADDRESS ANY MISINFORMATION OR CONCERNS

- If they have any details wrong, give them the facts.
- If they have questions or concerns, do your best to answer them.

