



# Bay Area Counts 2020 Marin Census Update

September 19, 2019



# ACBO Grantmaking Update

- Applicants were notified 8/30 of their funding status
- Funding snapshot: Marin County
  - 15 organizations
  - \$195K
  - 3 Questionnaire Assistance Centers (more to come)
  - 11 jointly funded by Bay Area Census Funders Collaborative
- **Gaps in our network:** MENA, formerly incarcerated, renters/crowded housing, veterans, LGBTQ

ALL organizations regardless of their funding relationship are invited to utilize UWBA resources – to be released starting late-September on [www.uwba.org/census](http://www.uwba.org/census)



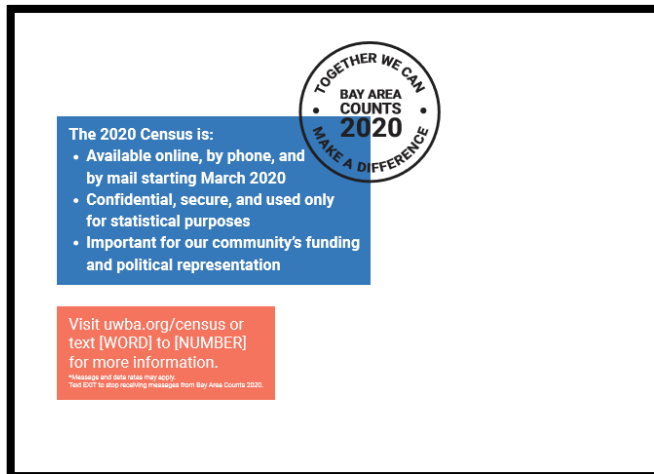
# UWBA Resources

- Bay Area Counts 2020 campaign toolkit (posters, flyers, postcards, ads, etc. In multiple languages) – ETA mid-Oct
  - Regional text messaging campaign in multiple languages (“Text COUNT to NUMBER” for information from Bay Area Counts 2020 & Count Me In Marin)
- Regional media/ad campaigns, roundtable – ETA end Oct
- Training Materials (Census 101, How to apply for a census job, etc.) – ETA end Oct
- Monthly update calls, emails, invitations to convenings, potential future funding opportunities



# Bay Area Counts 2020 Campaign

- Check [www.uwba.org/census](http://www.uwba.org/census) early Oct for formal release of materials



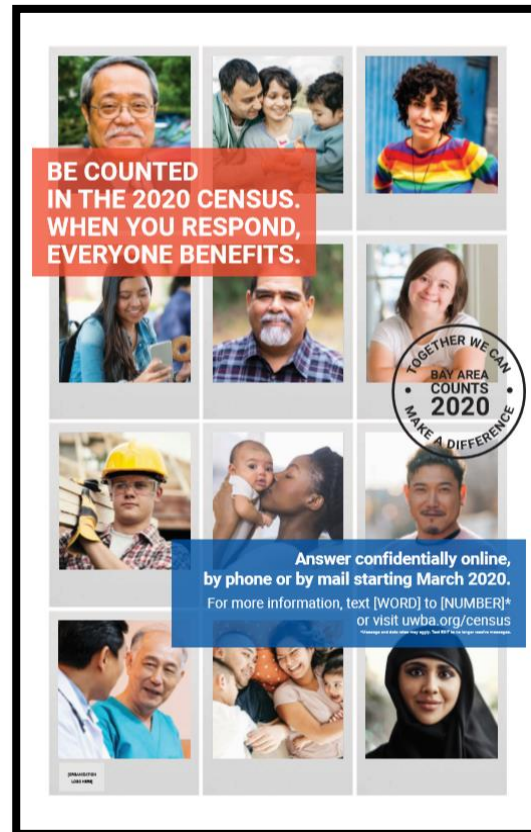
**TOGETHER WE CAN  
BAY AREA  
COUNTS  
2020  
MAKE A DIFFERENCE**

The 2020 Census is:

- Available online, by phone, and by mail starting March 2020
- Confidential, secure, and used only for statistical purposes
- Important for our community's funding and political representation

Visit [uwba.org/census](http://uwba.org/census) or text [WORD] to [NUMBER] for more information.

\*Messages and data rates may apply.  
Text DOT to stop receiving messages from Bay Area Counts 2020.



**BE COUNTED  
IN THE 2020 CENSUS.  
WHEN YOU RESPOND,  
EVERYONE BENEFITS.**

**TOGETHER WE CAN  
BAY AREA  
COUNTS  
2020  
MAKE A DIFFERENCE**

Answer confidentially online,  
by phone or by mail starting March 2020.  
For more information, text [WORD]\* to [NUMBER]\*  
or visit [uwba.org/census](http://uwba.org/census)

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**TOGETHER WE CAN  
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MAKE A DIFFERENCE**

**Take the census  
April 2020**  
Households will receive a mailed invitation to complete the census online or by phone. You will also be able to respond in person at a Questionnaire Assistance Center located in your community.

**Your response matters**  
Census data is used to make sure government resources are allocated fairly and that everyone is represented equally in our political system. Your response brings funding for schools, highways, healthcare, social services, and housing in your community.

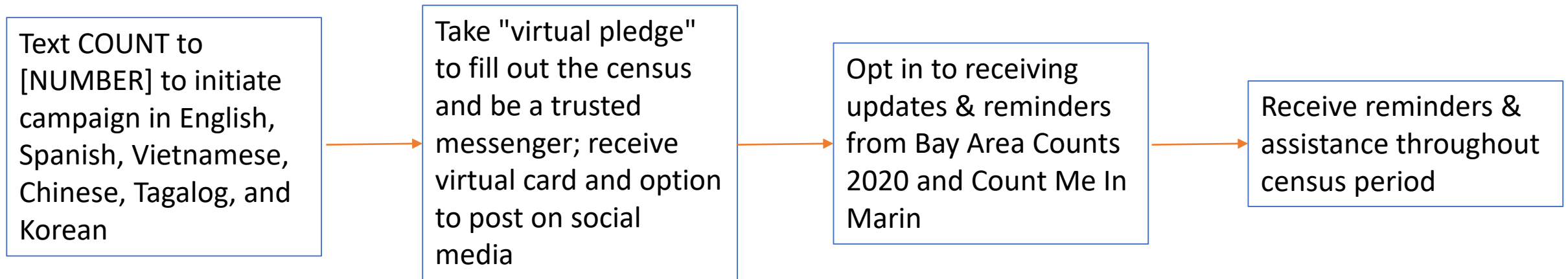
**Everyone counts**  
Every person living in your residence should be counted regardless of their age, immigration status, or criminal history. Each household should submit one census response that includes all family and non-family members, such as roommates.

**Census data is 100% confidential**  
By law, your information cannot be shared with immigration, law enforcement, or social service agencies and can ONLY be used to produce anonymous statistics. The census will NOT ask about your citizenship or immigration status.

**For more information**  
Visit [uwba.org/census](http://uwba.org/census) or text [WORD] to [NUMBER]\*  
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# Regional Texting Campaign



# Upcoming Opportunities

- Virtual working sessions w/State CBOs
  - Immigrant / Refugee & Limited English Proficiency: Coalition for Humane Immigrant Rights (CHIRLA) – **Tue 9/17: 9:30-11am** ([Register Here](#))
  - Latinx: Latino Community Foundation – **Thu 9/19: 10:30am-12pm** ([Register Here](#))
  - LGBTQ: Equality California Institute – **Thu 9/19: 2-3:30pm** ([Register Here](#))
  - Healthcare: California Primary Care Association – **Tue 9/23: 10:30am-12pm** ([Register Here](#))
  - African Americans: California Calls – **Mon 9/23: 3-4:30pm** ([Register Here](#))
  - Asian Americans / Pacific Islanders: Asian Americans Advancing Justice – Asian Law Caucus – **Tue 9/24: 10-11:30am** ([Register Here](#))
  - Low/No Broadband Access: United Ways of California – **Tue 10/1: 2-3:30pm** ([Register Here](#))
- Monthly Update Call (3<sup>rd</sup> Monday of each month): [Register for the call here](#)
- UWBA-Rise Together Webinar 3: Supporting a complete count as Census Enumerators – what you can do: [Register for the webinar here](#)



# Questions?

**Contact:** [census2020@uwba.org](mailto:census2020@uwba.org)

