



FOR IMMEDIATE RELEASE

Date: September 9, 2020

Contact: Peter Detlefs, 831-454-3407

THREE WEEKS LEFT TO TAKE THE CENSUS

Santa Cruz County Census team doubles down on outreach efforts as deadline approaches

SANTA CRUZ COUNTY – The Santa Cruz County Census Complete Count Committee is ramping up outreach efforts during the month of September in a final sprint to the Sept. 30 deadline to make sure all community members are counted. The deadline for the Census is Sept. 30 and can be filled out online at 2020Census.gov or by phone using 844-330-2020.

“Responding to the Census is more important than ever for Santa Cruz County because having a full and accurate count of residents is critical for emergency response and recovery,” said Chairman Greg Caput of the Santa Cruz County Board of Supervisors. “Data from the 2020 Census will provide baseline numbers not only for funding of federal disaster relief, but also support for preparation, rescue coordination and where resources are deployed over the long term.”

September outreach efforts led by the Complete Count Committee include:

In-Person assistance on how to take the Census

Community members can visit locations and receive help taking the Census:

- Wednesday, Sept. 9
E.A. Hall Middle School 7 a.m. – 10 a.m.
Nueva Vista food distribution 2:30 p.m. – 5 p.m.
- Thursday, Sept. 10
Encompass Community Services Noon – 4 p.m.
- Friday, Sept. 11
Second Harvest Food Bank at the Boardwalk 9 a.m. – 1 p.m.

Riverside Ave. Bridge Project

In Santa Cruz, the bridge at Riverside Ave. received a Census-style makeover. Passersby on foot, bike and by car will learn about the importance of the 2020 Census. Messaging is featured in both English and Spanish. (Images attached.)



Farmworker Outreach

The Watsonville Census team will continue to connect with farmworkers on the importance of the Census.

Watsonville Farmers Market

Census team members will be on site at the Watsonville Farmers Market through the end of September. The market opens every Friday at 2 p.m. Those with questions about the Census are invited to stop by and learn more.

Census Champions

Individuals and organizations that have shown extraordinary support for the County's Census efforts will be celebrated because without them, response rates would be significantly lower. Every uncounted person translates into a loss of \$2,000 in revenue per year over ten years. Over the next decade, even a five percent undercount means \$272 million in lost funding locally.

For more information on the U.S. Census, go to 2020Census.gov. For information on local Census organizing efforts, go to www.santacruzcountycounts.us or find updates on Facebook, Twitter or Instagram.