

2020

"Who Am I?"

I impact neighborhood development.

I influence home values and property taxes.

I help businesses decide whether or not to open, expand or offer job opportunities.

I will impact your business and your livelihood.

I am the 2020 Census.

This year's Census will determine how \$675 billion in federal funds are distributed throughout the country. If an area is undercounted, it could miss out on significant federal funding and appropriate representation in government, potentially limiting its future growth.

2020

“Real estate agents can help to ensure that their communities are most likely to enjoy growth – economically and culturally – which will make them more capable of investing in their homes and their neighborhoods.” – Olivia Snarski, local democracy program manager for the National League of Cities

HOW CA REALTORS® CAN HELP 2020 CENSUS EFFORTS

Encourage your clients (current and past) to participate

Reach out to hard-to-count communities in your area

Put posters and brochures in your office

Join your community's Complete Count Committee

Remind renter clients to fill out their own forms (don't let their landlord do it for them)

Get your brokerage on board as a Census partner at 2020census.gov/partners

Host informational seminars and other events to raise awareness

Make computers available for those who might not have one at home

Encourage people to question the myths and rumors and email rumors@census.gov to get the facts

Learn more about how the 2020 Census affects your future business and how you can do your part @ on.car.org/2020census