



## CENSUS AMBASSADOR PROGRAM TRAINING

JANUARY 23, 2020

6:00 – 8:00 PM

455 County Center, Redwood City

The County of San Mateo invites Census Ambassador Program partners to attend a training on how to educate and encourage community members about Census 2020.

### This training will cover:

- ✓ Key aspects of Census 2020 (what, why, when, where, how)
- ✓ How to engage community members around Census 2020
- ✓ How to address questions, barriers, and misinformation
- ✓ Where to direct community members for support

### Requirements for Census Ambassador Program participation:

- Members who want to share information about Census 2020 with San Mateo County residents through May 2020
- Completion of ambassador training
- Commitment to report back on outreach efforts

**PLEASE RSVP BY JANUARY 17, 2020**

[SMC\\_Census@smcgov.org](mailto:SMC_Census@smcgov.org)



# CENSUS AMBASSADOR PROGRAM OVERVIEW

## BACKGROUND & PURPOSE

The national census is very important to our democracy. Every 10 years, the federal government is required to count all people living in the United States. Every person counts, regardless of age, immigration status, or criminal history. This count is used to make sure that everyone is equally represented in government and funding is distributed fairly. The information gathered is also used by businesses, schools, community groups, and government agencies to make decisions about the program and services they provide.

The next census will be in April 2020. Census Ambassadors will play a critical role in making sure all community members understand what the census is, why it's important, and how they can participate. Ambassadors will serve as volunteer leaders in making sure their communities are counted, complementing the work of Community Action Teams across the county.

## HOW TO JOIN THE AMBASSADOR PROGRAM

Organizations and community groups that want to host a Census Ambassador Program will receive the following support from the San Mateo County Census Team:

- Training on how to engage and educate community members about Census 2020
- Resources to help answer questions, address misinformation, and direct to support
- Outreach materials to share with community members (factsheets, postcards, etc.)
- iCount T-shirts
- Outreach tracking tools

Ambassadors will be recognized for their civic leadership by the San Mateo County Board of Supervisors.

## HOW AMBASSADORS WILL BE TRAINED

Ambassadors will be required to complete census outreach training, including:

- Key aspects of Census 2020 (what, why, when, where, how)
- How to engage community members
- How to address misinformation, questions, and concerns
- Where to direct community members for language, digital, and other support

Trainings will be tailored to the needs of the ambassadors, based on experience and skill level.

## WHAT AMBASSADORS WILL DO

Once trained, Ambassadors will reach out to their networks to share Census 2020 information, encourage participation, and direct to support for census completion. They will report back on their efforts regularly.

Ambassadors will NOT be required to count residents, assist residents in completing the questionnaire, or confirm that residents completed the census.