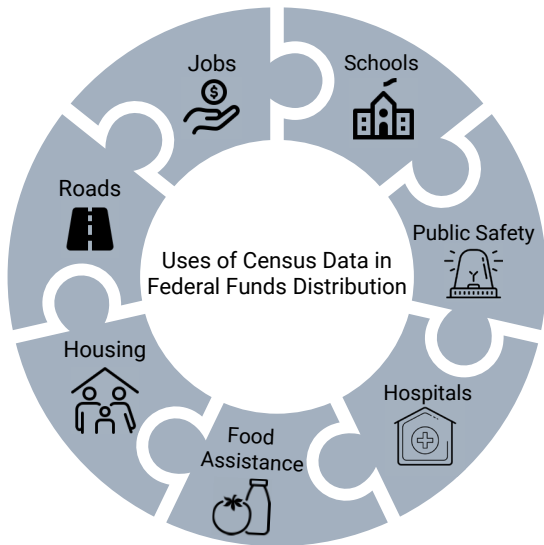


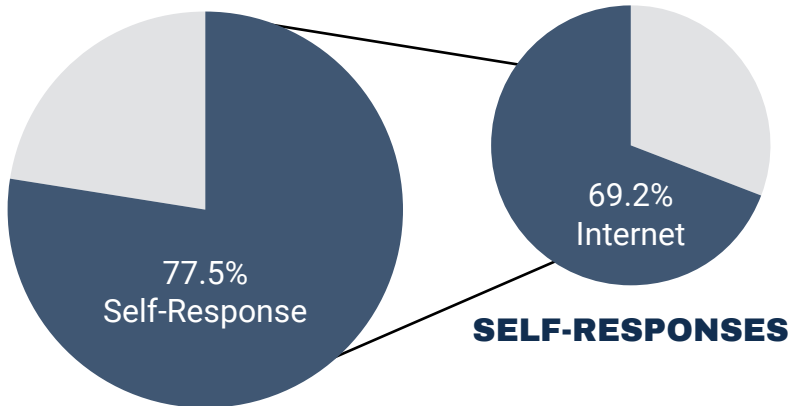


2020 CENSUS COMPLETE COUNT COMMITTEE

- Data assures that Torrance is well represented, in order to acquire appropriate grants and resources.
 - Grants and resources are vital in our efforts to continue to offer quality programs, services and activities.
- On May 21, 2019 the Mayor appointed the members to the 2020 Census Complete Count Committee.
 - Due to COVID-19 pandemic, the Committee had to reimagine many of the planned events and activities.



TORRANCE RESPONSES



- **March 26, 2019**
City Council adopts resolution approving the creation of the 2020 Census Complete Count Committee
- **March 27 - April 30, 2019**
Applications period for the 2020 Census Complete Count Committee
- **May 21, 2019**
Mayor appoints members to the 2020 Census Complete Count Committee
- **June 19, 2019**
Census Complete Count Committee Launch
- **October 23, 2019**
Community Outreach Begins
- **January 6-8, 2020**
Letters sent to Homeowners Associations, Faith Based
- **January 11, 2020**
Farmers' Market Information Booths Begin
- **January 13, 2020**
Posters and flyers delivered to Libraries, Cultural Arts Center, West Annex, and Airport Center
- **January 13-16, 2020**
Giveaways delivered to West Torrance Homeowners Association, Downtown Torrance Association, Torrance Auto Dealership Association
- **January 14, 2020**
City Council Announcements Begin
- **January 30, 2020**
2020 Census Advertisement Published in the Spring 2020 Torrance Seasons Class Catalog
- **February 3, 2020**
Roundtable Discussion with Congressman Ted W. Lieu
- **February 5, 2020**
Presentation by Mayor Furey at the North Torrance Neighborhood Association
Presentation by Jamie Le at TUSD PTA meeting
Presentation by Katie Wand at the Riviera and Seaside HOA meeting
- **February 6, 2020**
Outreach materials and information shared with the SBCCOG and City of Redondo Beach
- **March 11, 2020**
COVID-19 Impacts In-Person Outreach Efforts
- **April 2020**
COVID-19 Safe Outreach Begins
- **May 20, 2020**
2020 Census Complete Count Committee reconvenes through virtual meetings
- **September 30, 2020**
2020 Census Complete Count Ends
- **December 8, 2020**
Recognition of the 2020 Census Complete Count Committee by Mayor and Councilmembers

PARTNERS



Conducted a social media campaign including articles on the importance of the 2020 Census, articles in the Torrance Chamber Weekly newsletter, e-blast, coordinated a presentation with the 2020 Census Representative and more.

Promoted the 2020 Census with posters, social media and provided information to parents when picking up school schedules and materials for on-line learning at home.

OUTREACH

CitiCABLE



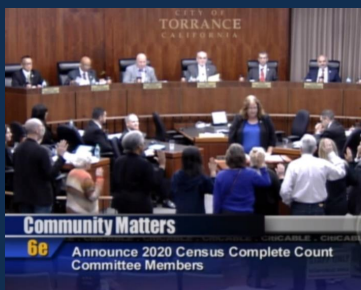
Social Media



Digital Signage



City Council



Caravan



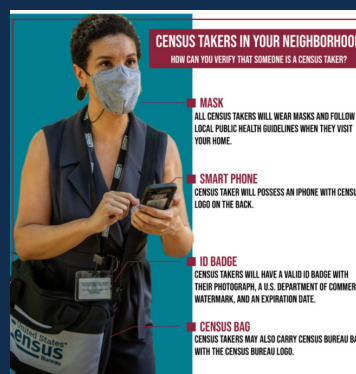
Outreach Booth



eNEWSLETTER



Social Media



There is still time to respond to the 2020 Census. Data from the census is used to create funding for hospitals, emergency services, community programs, and other services. In order to make sure the proper funding is given to each program, we need to make sure we all complete the census.

- Sent letters from the Mayor to Homeowner Associations, Faith-based organizations, and business
- Outreach materials included: flyers, postcards, posters, bookmarks, bags, pens, car flags, magnetic signs for City vehicles
- Farmers' Market Information Booth
- Business Expo Outreach Table
- Speaking engagements at Homeowner Association meetings, business meetings and events
- Announcements at weekly City Council Meetings
- Digital Boards Circulation