

How Business is Supporting the 2020 Census

Some of the companies listed below are not affiliated with ReadyNation or Business for the 2020 Census. However, they serve as excellent examples of how businesses and business membership organizations are supporting a strong 2020 Census.

- **Microsoft and Cisco** have partnered with the Maricopa Association of Governments and the City of Phoenix, AZ to equip six vans with internet access and equipment to help educate residents about the census and provide a mobile venue to complete the questionnaire. Learn more [here](#).
- **Walmart** has launched a [website](#) with information about the census and encouraging the general public to complete their census questionnaires.
- **Tyson Foods** has partnered with community-based organizations in Arkansas to form a multilingual team to speak one-on-one with employees about the importance of the census for their family and community and encouraging them to participate. They are also distributing census information to all employees, which includes information about how to complete their questionnaires once census materials arrive in the mail.
- **Wells Fargo** built a [census toolkit](#) with ReadyNation for small business owners in California and a video series encouraging residents to participate in the 2020 Census. In addition, they developed a Census 2020 Toolkit with resources including a Wells Fargo Stories article, [“5 Things to Know about the 2020 Census,”](#) a sharable social tile “I’ve been counted in the 2020 Census” for use on LinkedIn, Instagram, Facebook, and Twitter, and an ATM ad promoting the census that was featured on 13,000 Wells Fargo ATM transaction screens in the month of April.
- **Starbucks** included a census message on their app for select companies.
- **DTE Energy:** The utility company has committed financial resources to Detroit’s census initiative “Be Counted Detroit.” They have published blog posts on their website about the census and plan to put messages about the census into customer bills. They also plan to encourage their large employee and contractor network to participate and ask that they also encourage their families and friends to do the same.
- **Facebook** included a message encouraging people to participate in the census.

- **Cincinnati Bell** is partnering with Greater Cincinnati Counts to insert census information into customer bills.
- **Sesame Workshop** has developed PSAs, posters and social media graphics featuring The Count and Rosita to encourage families to include their young kids on their household's census questionnaire. Get their resources [here](#).
- **Univision:** The company will air educational segments about the importance of the 2020 Census during television programs and local news broadcasts. They will also host a web page dedicated to providing census information and resources in Spanish. Their community engagement teams will be working with nonprofit partners promoting the 2020 Census at local festivals and other community events. They will also be encouraging their employees to participate by staffing information tables in the lobbies of their stations and office buildings.
- **Nielsen** has developed a robust census initiative called Project TrueCount. Its goal is to inform its various stakeholders-- including clients, non-profit and advocacy organizations--about how important participating in the census is to supporting businesses and the economic health of all communities. A special effort is being conducted to reach out to multicultural and communities that have frequently been undercounted in the census.
- **Scholastic:** As a publishing and education company, Scholastic will be leveraging its expertise and relationships with educators to develop census information for their website and teacher e-newsletter materials that educate families about the importance of the Census and including their young kids on census forms.
- **The San Antonio Chamber of Commerce** has become a leader for business engagement in their community. Their CEO, Richard Perez, sits on the local complete count committee, and the chamber has helped to educate businesses about how they can support the census. They will be launching a [website](#) with a toolkit of resources for businesses and the greater community in addition to supporting a business challenge encouraging businesses large-and-small to get engaged. Learn more [here](#).
- **The National Association of Realtors (NAR)** is partnering with the US Census Bureau to encourage its network of realtors to promote the census. The Bureau will "provide their network with promotional materials that emphasize the importance of responding to the 2020 Census, which NAR members and partners are being asked to share with clients and neighbors." Learn more [here](#).
- **Uber** is partnering with the City of Chicago by contributing \$100,000 to local efforts to count hard-to-reach communities. They will also make 3 driver support centers available for census

counting. Learn more [here](#). They also sent customers emails encouraging them to complete their census questionnaires.

- **Nascar** is partnering with the US Census Bureau who will sponsor a race in March and will have at-track activations at several other venues. According to a [press release](#), “an educational campaign will run across NASCAR’s Digital platforms and air across NASCAR programming on MRN” as well.
- **SWBC**, a nationwide financial services company, will be rolling out a robust census plan engaging both employees and the general public. Elements of their plan include: (i) Engaging employees with flyers strategically placed in offices, e-blast communications, computer screensavers, and banners on their employee website. (ii) Engaging the general public with a social media campaign and providing employees with materials to promote the census on their social media accounts.
- **Spurs Sports & Entertainment** is partnering with U.S. Census Bureau staff to engage employees, promote census jobs at events and create local PSAs with the help of The Coyote.