



How California Businesses are Supporting the 2020 Census

- **Wells Fargo** and ReadyNation partnered to build a [census toolkit](#) for small business owners in California and a video series encouraging residents to participate in the 2020 Census. In addition, Wells Fargo developed a Census 2020 Toolkit with resources including a Wells Fargo Stories article, "[5 Things to Know about the 2020 Census](#)," a shareable social tile is "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.
- **Nickelodeon** is focusing their 2020 Census efforts on the largest demographic among the hard-to-count: kids and young children under age five. Nickelodeon has created a Public Service Announcement directed at getting all children counted and has collaborated with local Census Complete Count Committee partners to create a one page poster, factsheet, and collateral materials (stickers) aimed for parents and caregivers of children. These resources are available in both English and Spanish at NickCommunity.com/program/nickcensus.
- **Southern California Edison** has collaborated with CA Secretary of State Alex Padilla and the Center for Asian Americans United for Self-Empowerment (CAUSE) to encourage election and 2020 census participation among employees and customers. They have drawn on their own internal monthly customer communications customer billing infrastructure to include census reminders along with separate inserts with more census information for customers. SCE has also included important information about the 2020 Census on their website, interactive voice messages, social media platforms, and events. Internally, SCE has collaborated with the U.S. Census Bureau to have them speak and distribute resources at staff resource group meetings in order to encourage all of their employees to participate. They are also including census messaging in various internal newsletters, digital screens, and employee websites.
- **TortaMovil** is a family-owned food truck in South Central Los Angeles that serves Mexico City-inspired tortas. They are using their place of business and social media platforms to promote the importance of the 2020 census to their employees, customers, and neighbors. Their efforts include reposting census-related content on social media, hanging posters, passing out informational flyers, and hosting bi-weekly census chats to explain to their customers, many of them Spanish speaking Latinos, why they should complete their 2020 Census. In addition, TortaMovil owner has talked about the census during Spanish radio, Spanish television programs, and on printed Spanish news sources.



- **South LA Cafe** is a community coffee shop, recognized for being a hub for culture, connection, and amazing coffee. As part of their mission, South LA Cafe strives to empower their community and one of the ways they are doing this is by utilizing their platform to promote the 2020 Census. Their efforts include hanging informational posters, distributing educational reminders to their employees and customers and also posting on their social media platforms to reach their followers. In addition, South LA Cafe was featured in the [#BeCounted Business in Action for the 2020 Census video series](#). This video series highlights the efforts that some small businesses are doing to ensure a strong 2020 Census count and was in partnership with Los Angeles County, BizFed Institute, and Wells Fargo.
- **Delphi Greek** is an authentic restaurant serving authentic Greek classics since 1985 in Westwood, California. Delphi Greek owner, Roozbeh Farahanipour, is the President of the West Los Angeles Chamber of Commerce, and well known community leader who has taken on promoting the 2020 Census to his business network, customers and employees. By hanging posters, providing informational flyers, and using his social media platforms, Delphi Greek aims to ensure an accurate count in their neighborhood and be an example to other local business owners to get involved and secure a stronger economic future. Additionally, Delphi Greek was featured in the [#BeCounted Business in Action for the 2020 Census video series](#). This video series highlights the efforts that some small businesses are doing to ensure a strong 2020 Census count and was in partnership with Los Angeles County, BizFed Institute, and Wells Fargo.
- **Pacific Plaza Premier** is a family-run real estate business in Los Angeles County that has been guided for forty years by the principle of wanting to build better spaces for community members where they live, work, and play. It is on this same principle, that Pacific Plaza Premier is promoting the 2020 Census. Their efforts include distributing educational information and reminders to their employees and customers about the importance of achieving a complete count this 2020 Census for their larger community's awareness. Additionally, Pacific Plaza Premier was featured in the [#BeCounted Business in Action for the 2020 Census video series](#). This video series highlights the efforts that some small businesses are doing to ensure a strong 2020 Census count and was in partnership with Los Angeles County, BizFed Institute, and Wells Fargo.
- **El Principio Markets** is a family owned and operated neighborhood grocery store focused on providing quality products to the South Los Angeles community for the last forty years. Hoping to empower their community to be counted, El Principio Market is utilizing their storefronts to promote the 2020 census to their neighborhood. Their efforts include hanging census awareness posters at their storefront, providing informational flyers to their customers, and creating social media content [like this video](#) to encourage other businesses to also promote a strong census count.
- **Fernando's Aerobics** has provided daily Aerobics and Zumba classes in the neighborhood of South Los Angeles for the last decade. In their efforts to empower



their community through exercise, Fernando and his team have also used their exercise studio to advance the 2020 Census count. Their efforts include placing posters around their gym, passing out informational flyers, and using ReadyNation's toolkit to explain the importance of the census to their customers.

- **Los Gueritos Bionicos** is a family-owned juice bar in Los Angeles. As a local business, Los Gueritos BiÓnicos strives to help support the community they serve, and one of the ways they are doing this is by helping promote the 2020 Census. Their efforts include placing posters in their storefront entrance, handing out informational flyers along with each order, and reminding their customers the importance of completing their form.
- **Ground Up Coffee** is a locally owned and operated neighborhood coffee shop serving freshly brewed coffee and drinks in the City of Montebello. As a way to give back to the community that has supported their business throughout the years, Ground Up Coffee owners are displaying census awareness materials at their storefront providing informational flyers to their customers in their takeout bags.