

Your 2020 Census Guide for business owners

What's the relationship between the census and business owners?

Every five years, the U.S. Census Bureau conducts the [Economic Census](#). The information collected helps current and prospective business owners make informed decisions about everything from where to open or expand a business to the wages they should pay their employees. It helps local government agencies measure the economic performance of their region. Census data also drives federal funding for infrastructure improvements and transportation projects--issues directly tied to economic development and quality of life, which impact where businesses and jobs are created.

What should I tell my employees about the census?

You should encourage your employees to complete the census and be counted. If people don't participate, crucial information and federal funding will be compromised. Business owners won't have accurate data to use in determining where they should open a business or the demographics of

potential customers. Local agencies won't have a complete picture of how the local economy is performing. And the federal government may bypass improvements for your community.

How can businesses, chambers of commerce and other groups help census outreach efforts?

Become a Census Goodwill Ambassador to spread the word about the importance of the census to chamber members and customers. Consider hosting a Census Action Kiosk in your office or breakroom for employees who don't have regular access to the internet. Incorporate census 2020 messages into programs, services, newsletters, and websites.

The City of Los Angeles will provide reasonable accommodation(s) to ensure equal access to its programs, services, and facilities for people with disabilities. To make a request contact the Department on Disability at DOD.Contact@lacity.org or (213) 202-5668 five or more working days in advance.