



Census 2020

Together, We Can #MakeNCCount





What's At Stake For NC

- Representation - North Carolina should gain a congressional seat with an **accurate** count in 2020.
- Over \$1,800 per person, per year is allocated in North Carolina using census data. These are tax dollars already paid.
- This is North Carolina's once-a-decade opportunity to achieve accurate data.
- Trusted, community voices and advocates will help achieve a more accurate count.
- Census data supports planning and funding for:
 - schools public transportation emergency services senior services healthcare
 - childcare economic development housing programs infrastructure libraries
 - roads military resources youth programs food assistance parks
- Many people fall within hard to count populations:
 - senior citizens children under 5 racial & ethnic minorities
 - LGBTQ persons seasonal workers undocumented immigrants
 - low-income households college students military



The cost of a 3% undercount to NC communities:

\$1.8 Billion in North Carolina's **rural communities**

\$400 Million for North Carolina's **veterans**

\$333 Million for **children** under the age of 5

\$930 Million in our **African American** communities

\$545 Million for our state's **Hispanic/Latino** population

\$50 Million for North Carolina's **Native Americans**

\$932 Million for North Carolinians **over the age of 65**





What You Need To Know

- Respond online, including any mobile device. You can also respond by phone or mail.
- You should be counted where you live most days of the year.
- Invitations and reminders will be in Spanish and English based on population data.
- You can respond even if you haven't received a mailing.
- Support is offered in 59 languages.
- **The 2020 Census will never ask for your citizenship, religion, social security number, financial information, or donations.**
- Individual data is protected by law and cannot be shared for 72 years.
- JOBS – \$14-\$20/hour. Submit applications at www.2020census.gov/jobs

www.my2020census.gov
www.census.nc.gov
www.census2020.gov

online responses & language assistance
North Carolina information, outreach materials
general information, outreach materials, hiring





CORONAVIRUS

Census and Corona Safety

- **Census is Happening**
Timelines have changed, but the importance and the process remain the same
- **Respond Safely from Home**
Internet, phone, and paper response options are available
- **Complete Your Form**
Reduces the chances of a Census worker visit and maintains social distance



Adjusted Timeline

- Self Response ... March 12 – October 31
- Mobile Questionnaire Assistance ... **Under Review**
- Update Leave (stateside) ... June 13 – July 9
- Non Response Follow Up (NRFU) ... May 11 – October 31

Watch the US Census Bureau Newsroom for updates
<https://www.census.gov/newsroom.html>



Group Quarters Timeline

Group Quarters are long term residency situations where a person usually resides somewhere else – college dorms, military barracks, prisons, nursing homes, shelters, etc..

- GQ Enumeration (eResponse and Paper) ... April 2 – September 3
- In-Person GQ Enumeration ... July 1 – September 3
- Service Based Enumeration ... **Under Review**
- Enumeration of Transitory Locations ... September 3 – September 28
(**tentative**)

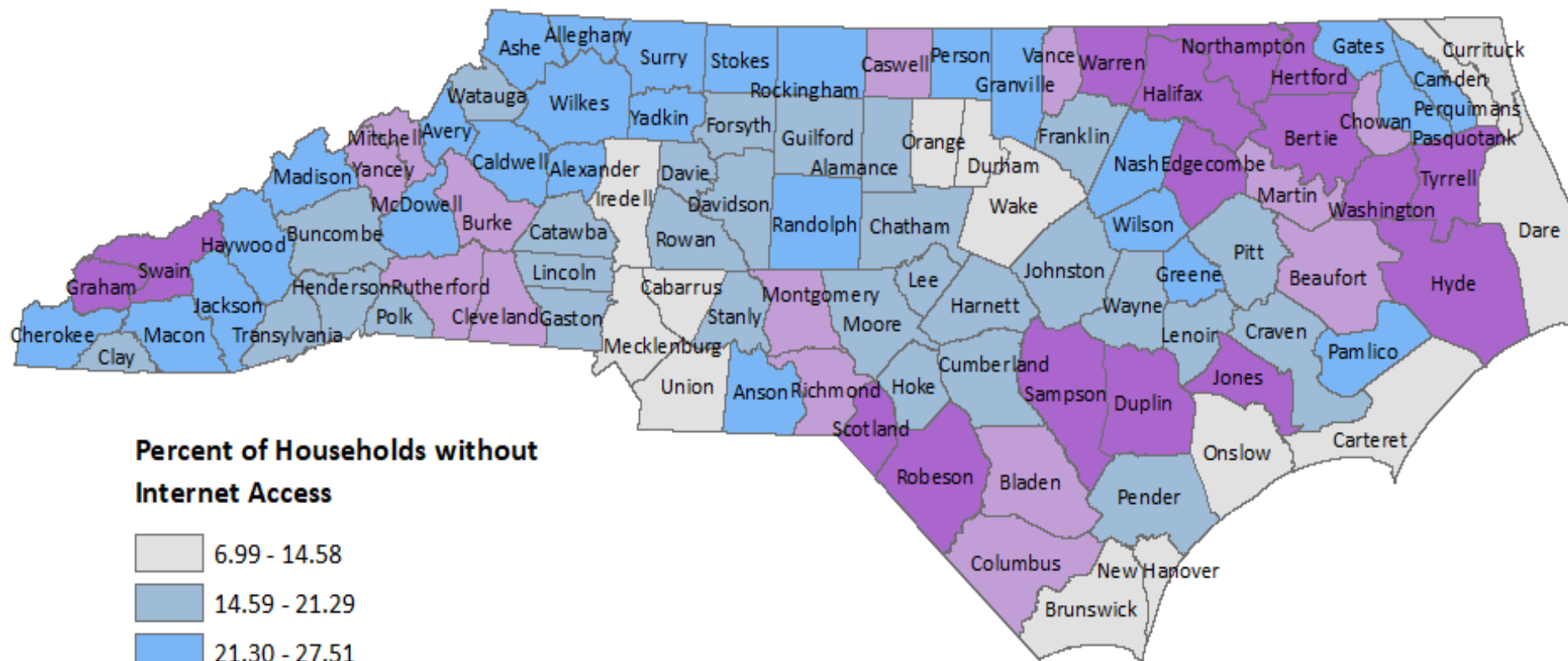




Internet Access in North Carolina

Percent of Households Without Internet Access

Source: 2014-2018 American Community Survey, US Census Bureau

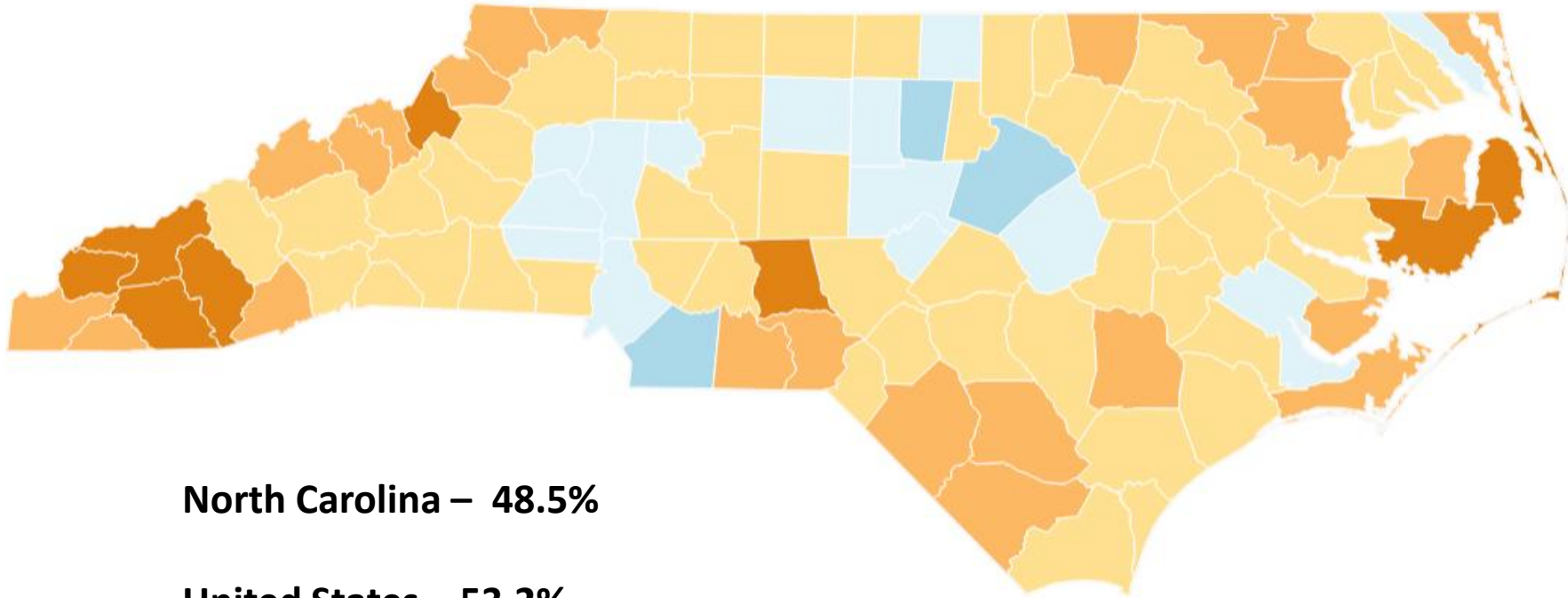


Statewide - 694,999 (17.74%)

Produced by the North Carolina Office of State Budget and Management



2020 Census Self Response Rate – April 26, 2020



North Carolina – 48.5%

United States – 53.2%



Language Support By Phone

LANGUAGE LINE TOLL	FREE NUMBER
English	844-330-2020
Spanish	844-468-2020
Chinese (Mandarin)	844-391-2020
Chinese (Cantonese)	844-398-2020
Vietnamese	844-461-2020
Korean	844-392-2020
Russian	844-417-2020
Arabic	844-416-2020
Tagalog	844-478-2020
Polish	844-479-2020
French	844-494-2020
Haitian Creole	844-477-2020
Portuguese	844-474-2020
Japanese	844-460-2020
English (Puerto Rico residents)	844-418-2020
Spanish (Puerto Rico residents)	844-426-2020
Telephone Display Device (TDD)	844-467-2020





CENSUS 2020 – What Can I Do?

- Share information within your networks and leverage your existing resources:
 1. Social Media - Use **#MakeNCCount** and **@NCCensus** on social media
 2. Websites, Blogs, Listservs and Newsletters
 3. Phone/Text banks and Mailings
 4. Access to local media and community leaders
 5. Add the NC Census logo or content in standard work process (emails, documents, etc.)
- Visit census.nc.gov for the the [NC Census Outreach & Engagement Toolkit](#) offering informational materials, handouts, social media resources, newsletter articles, posters, yard signs, handouts, talking points, press information, and more
- Follow **@nccensus** on [Twitter](#), and [Facebook](#)
- Sign up to the NC 2020 Census listserv at census.nc.gov for important updates





I counted
CENSUS 2020



MAKE NC
COUNT
CENSUS 2020

[Home](#) [Contacts](#)



North Carolina 2020 Census

Make NC Count

The Census is your chance to make sure your community counts. Participating in the Census will help make sure your community gets:

- Fair representation in Congress
- Financial resources for health, schools, transportation, and more
- Information leaders need to help your community plan for the future.



What is the Census?





MAKE NC COUNT

C E N S U S 2 0 2 0

Contact

Kristen Kincade-Coats
NC Complete Count Commission Liaison, 2020 Census
NC Department of Administration

919-807-2344 (office)
919-218-1249 (cell)
kristen.coats@doa.nc.gov

Follow us @nccensus

#MakeNCCount

