



CENSUS 2020

Everyone Counts
in Berks

COMPLETE COUNT COMMITTEE

What is the Census & Why is it Important?

The U.S. Constitution requires that every person living in the United States is counted every ten years. The next census will take place from **March through July of 2020**.

Census data are important to our democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.

Census data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families and communities.

We only get one chance every ten years at achieving a full count – these data will inform important policy decisions and determine federal funding allocations for a decade.

Undercount was reason for forming Complete Count Committees

1990 Nationwide undercount was about 4%



417,854 (2017 Population)



16,715 (4% Undercount)



\$2,100 (\$/person/year)

————— X 10 years —————

\$351,015,000

THE COST OF UNDERCOUNT

What is the Berks Complete Count Committee?

The Berks Complete Count Committee is comprised of government and community leaders. These trusted voices develop and implement a 2020 Census awareness to encourage a response campaign based upon their knowledge of the local community. Community influencers create localized messaging that resonates with the population in their area and are best suited to mobilize community resources in an efficient manner. It includes six subcommittees (with approx. 50 representatives): education, community-based organizations, latino outreach & religious Institutions, business & labor, publicity & media, government

Who do we need to reach?

People of Color, Children under 5, Renters, Crowded Households, Immigrants, Low-income populations, People with Limited English Proficiency, People living in multi-family housing

Top 10 Census Guided Federal Programs:

- Medicaid
- Supplemental Nutritional Assistance (SNAP)
- Medicare
- Highway Planning and Construction
- Section 8 Housing
- Title 1 Grants to Local Education Agencies
- National School Lunch Program
- Special Education Grants
- State Children's Health Insurance (CHIP)
- Head Start / Early Head Start

When Community Members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

