



# We're Counting on You, Ellis County!



## 2020 CENSUS KEY FACTS

### WHAT IS THE CENSUS? WHY IS IT IMPORTANT?

The U.S. Constitution requires a count every 10 years of every person living in the United States.

**Census results determine how the federal government allocates more than \$800 billion each year** for services that communities rely on, like Head Start, food assistance, child care subsidies, affordable housing, transportation, healthcare access, and more.

Census data also determines the allocation of congressional districts and redistricting boundaries for every level of government; helps schools, transportation and healthcare industries plan for the future; and supports business decisions on economic investment, expansions and where to locate jobs. Likewise, it provides good data that is used to inform policies and business decisions over the next ten years.

Historically, certain groups of people have been disproportionately undercounted in the census, including young children, people of color and recent immigrants, and people experiencing homelessness.

**If the census misses people, undercounted communities won't get fair funding for critical programs, and officials won't have the reliable information they need to make decisions.**



### HOW WILL THE 2020 CENSUS WORK?

Beginning on March 12, 2020, the Census Bureau will mail every household in the United States an invitation to respond to the census, including a new option to respond online.

- In areas without reliable mail delivery or traditional mailing addresses, Census Bureau staff will visit households in person instead.
- The Census Bureau will use other methods to count people in group living situations, such as college dorms and military bases, and people experiencing homelessness.

**April 1 is known as "Census Day,"** although households can respond before or after that date. Households will receive several mailings from the Census Bureau in March and April 2020.

Beginning in May 2020, Census Bureau staff will visit households that have not yet responded to collect their responses in person.



# 2020 CENSUS KEY FACTS (CONT.)



## HOW CAN PEOPLE RESPOND TO THE 2020 CENSUS?

Households can respond to the census online, by phone, or on a paper questionnaire.

- The online and phone questionnaire will be available in 13 languages.
- The online form will be optimized to allow people to respond on a smartphone, tablet, or computer.
- The online form is secure, and responses will be encrypted.
- The Census Bureau will send paper questionnaires to households that have not responded after several reminders, and will follow up in person if needed.
- The questionnaire takes about 10 minutes to complete.
- The Census Bureau will have a toll-free phone hotline in 13 languages for people who have questions or need help responding to the census.



**Census responses are confidential.** U.S. law strictly prohibits the Census Bureau from sharing personal census responses with anyone—including law enforcement, courts, or any other government agency.

## WHAT CAN YOU DO?

- Help community members apply for census jobs. The Census Bureau will hire about 500,000 temporary workers. Jobseekers must apply online > [2020census.gov](https://2020census.gov)
- Complete the census early, by April at the latest.
- Participate in Ellis County Complete Count Committees.
- Educate your networks on census basics (e.g. send email blasts)
- Put up Census 2020 Posters, FAQ Cards, Fliers at your place of work
- Promote census basics on your social media (graphics, videos, etc)
- Share information about the 2020 Census—particularly among hard-to-count populations.
- Fight misinformation, disinformation, and scams. People may have questions and concerns about the 2020 Census—United Ways can provide accurate information.
- Hosting programs and events is a great way to increase awareness about the upcoming census. The more people know about the census, how the data are used, and how it impacts them and their communities, the more likely they are to participate.



[EllisCountyCounts.com](https://EllisCountyCounts.com)

