

# U.S. 2020 CENSUS

Wake County Board of Commissioners

May 4, 2020



@wakegov    

wakegov.com

# Wake Now Largest County in NC

## 1.1+ Million

### People to be accounted for in the 2020 Census in Wake County

Source: U.S. Census Bureau, Population Division

Annual Estimates of the Resident Population for Counties in the United States: July 1, 2019

Release Date: March 2020

# The 2020 Census is Underway!

*“It has never been easier to respond on your own, whether online, over the phone or by mail - all without having to meet a census taker”*

# Several Easy Ways You Can Respond

1. Online at [2020census.gov](https://2020census.gov)
2. By mail with paper questionnaire
3. By phone at 844-330-2020 (English)
  - 16 phone lines in other languages
  - Spanish language 844-469-2020
  - Telephone Display Device (TDD) 844-467-2020

# Why the Census is Important

- Provides a basis for distributing more than \$675B in federal funds annually to states and local communities
- Impacts housing, education, transportation, employment, health care and public policy
- Determines congressional seats

**\$23B**  
Annually  
for North  
Carolina

# U.S. Census Adjustments due to COVID-19

- U.S. Census field activities have been suspended and will resume June 1, 2020
- Self response phase extended to October 31 (July 31)
- Delivery of each state's population total to the President is now April 30, 2021 (December 31)
- Redistricting counts to each state has been moved to July 31, 2021 (April 1, 2021)

# Key Census Message Amid COVID-19

- As we respond to the spread of the coronavirus in our community, it becomes even *more* important to have a complete count in the 2020 Census
- It is thanks to past census data that we have the health infrastructure that is in place today
- North Carolina receives billions of dollars in federal funding each year for programs like Medicaid, Medicare, child health insurance, and nutrition assistance
- Census data will help us in the future as we work to recover from the impacts of this crisis

# Wake County's Efforts

- Targeted social media pushes
- Produced “Faces of the Census” videos
- Using the Library’s online “Storytime” to promote the census
- Sent a reminder postcard to over 70K households in typically hard to count census blocks
- Census Activity Resources for Youth at Meal Distribution Sites
- \$5,000 Census Rapid Response Grant
- Wake County response rate app

# Census Challenges

- Encouraging response challenges among our municipal partners
- Instagram Challenge
- TJCOG Challenge between Wake, Durham and Orange counties

# Challenge from Mecklenburg County?



**Dena Diorio**

[@DenaDiorio](#)

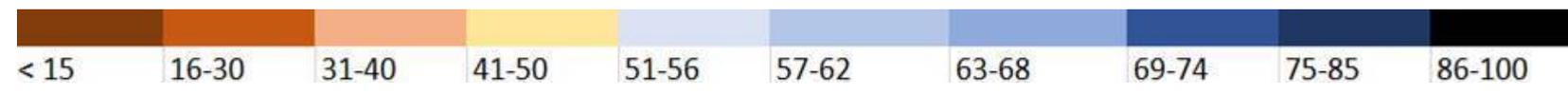


Is [@WakeGOV](#) now the most populous county in NC? Getting a complete count in Meck County means making sure our population is accurate to receive federal funding and assess future plans for infrastructure. Visit [meckcounts2020.com](https://meckcounts2020.com) and take 10 minutes to [#MakeMeckCount](https://pic.twitter.com/tjbMVv9Rfi) today! [pic.twitter.com/tjbMVv9Rfi](https://pic.twitter.com/tjbMVv9Rfi)

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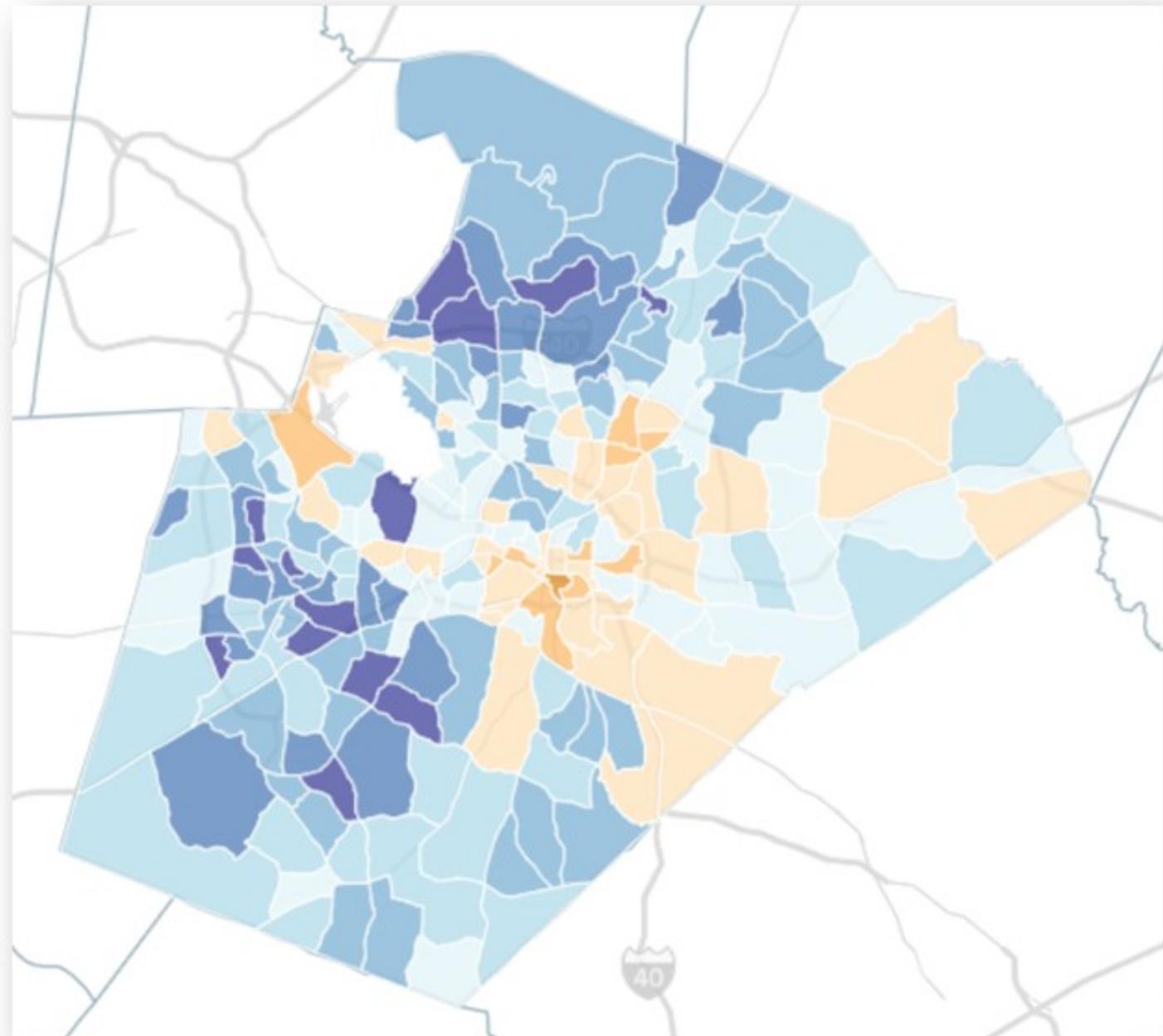
## Response by Jurisdiction (4/28/20)

<u>Area</u>	<u>Response Rate</u>	<u>Weekly Increase</u>	<u>Municipality</u>	<u>Response Rate</u>	<u>Weekly Increase</u>
Wake County	58.7	2.4	Apex	63.8	1.9
North Carolina	48.9	2.1	Cary	65.5	2.4
United States	53.7	3.0	Fuquay-Varina	63.1	1.9
-	-	-	Garner	58.9	2.9
-	-	-	Holly Springs	71.7	2.6
-	-	-	Knightdale	57.8	1.8
-	-	-	Morrisville	53.9	1.7
-	-	-	Raleigh	54.2	2.5
-	-	-	Rolesville	64.5	1.9
-	-	-	Wake Forest	64.5	2.7
-	-	-	Wendell	57.8	3.0
-	-	-	Zebulon	52.3	3.9



# Response Rate By Census Tract

(4/28/20)



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