2020 CENSUS UPDATE

Wake County Board of Commissioners
March 18, 2019

April 1, 2020

Why the Census is Important

- Provides a basis for reapportioning congressional seats
- 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

$16.2B Annually for North Carolina

What you need to know

- Conducting your self-response will be available online for the first time

- All personal data is confidential

- Some groups have historically been undercounted
  - ✓ Rural communities
  - ✓ Vulnerable communities
  - ✓ Immigrants

Shape your future START HERE >
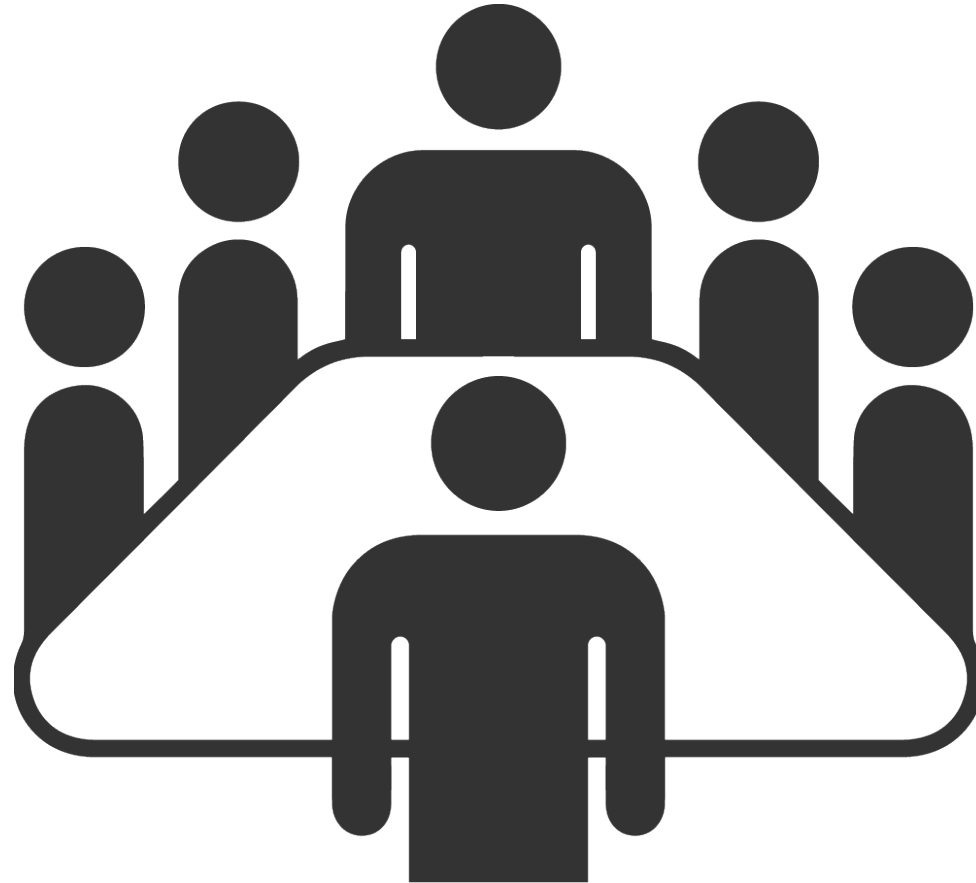
United States® Census 2020

County-Wide Approach

- County staff will coordinate a county-wide effort working closely with staff from each municipality

- Significant public outreach to promote participation by attending community organizations and events

- Provide educational and promotional materials

- Develop strategies for *hard to count* areas and populations
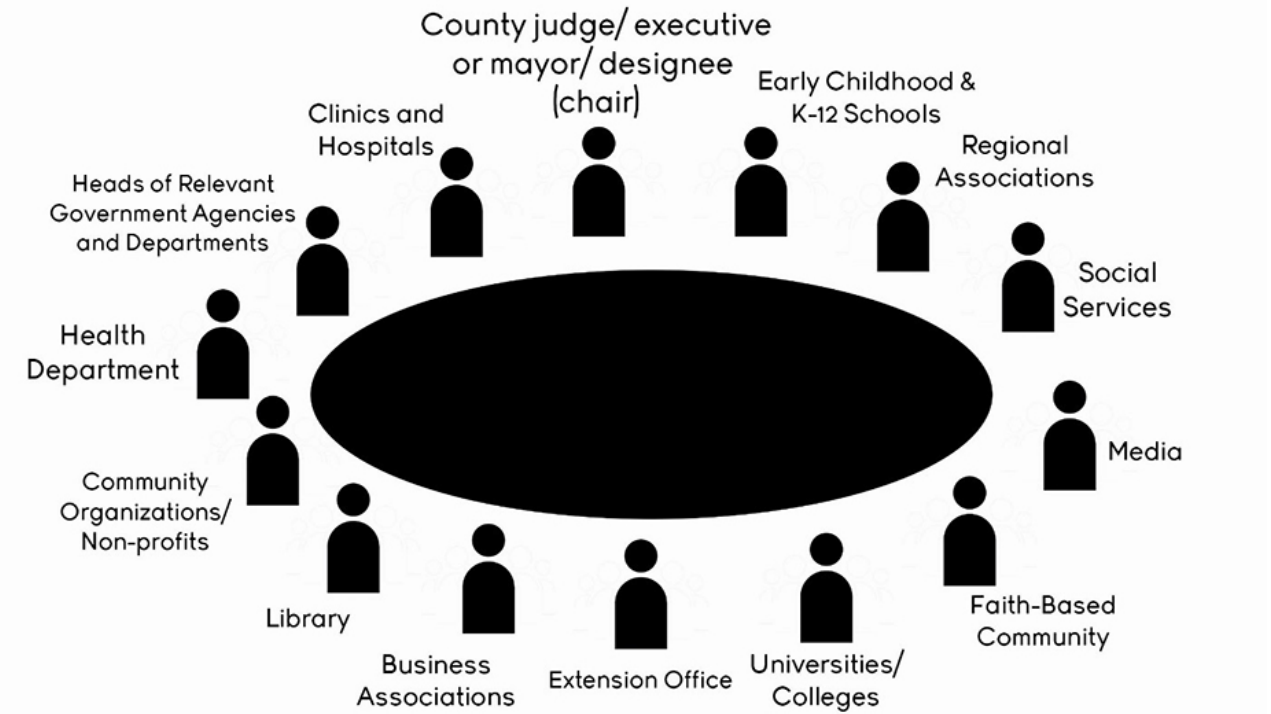
Complete Count Committee

Complete Count Committee

- Established by the Wake County Board of Commissioners
- Comprised of local government and community leaders to increase awareness and participation in the census
- Lead the community toward a successful census count
- Target *hard to count* areas and populations

Complete Count Committee Focus Areas

- ✓ Government
- ✓ Education
- ✓ Media
- ✓ Community organizations
- ✓ Workforce development
- ✓ Faith-based institutions
- ✓ Businesses
- ✓ Special Housing

Recent Participation Rates

Census	Wake County	North Carolina	U.S.
2010	78%	76%	74%
2000	76%	69%	74%

April 1st Board of Commissioners Meeting

- ✓ Establish the Complete Count Committee
- ✓ Appoint the Chairperson of the Complete Count Committee
- ✓ Proclaim April 1, 2020 as Census Day in Wake County

MAKE NC COUNT
C E N S U S 2 0 2 0

2020 CENSUS UPDATE

Wake County Board of Commissioners
March 18, 2019

@wakegov

wakegov.com