

SHAPE ARLINGTON'S FUTURE

Everyone Counts.



2020 CENSUS – WHAT'S AT STAKE?

WHY A COMPLETE COUNT IN ARLINGTON MATTERS FOR BUSINESSES

Greater Arlington Chamber of Commerce
April 15, 2020

United States
Census
2020

WHY IS THE 2020 CENSUS IMPORTANT?

REQUIRED

By Article I Section II of the US Constitution and has been completed every 10 years since 1790

REPRESENTATION

Ensures fair representation at federal, state, and local levels of government

RELIABLE DATA

Provides the most for complete data for research, decision making, and planning for public and private sector initiatives

FEDERAL FUNDING

Directly impacts the amount of federal funding a city will receive over the next decade

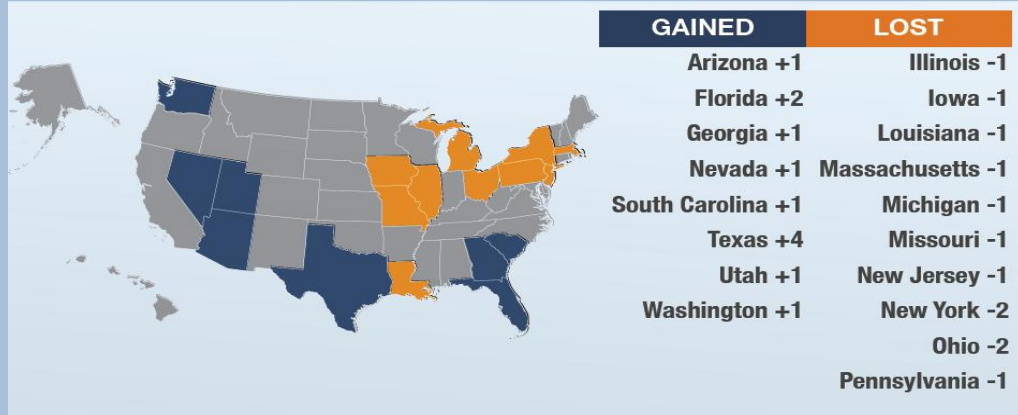


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WHY IS THE 2020 CENSUS IMPORTANT?

APPORTIONMENT

2010
OFFICIAL RESULTS



As a result of the 2010 Census,
Texas added over 4 million residents
gaining 4 congressional seats (36 total seats)

Since 2010, Texas has gained an
estimated population of
3.5 million residents
and stands to gain at least
**two additional congressional
seats**
with an accurate 2020 Census count



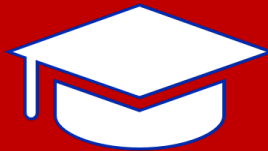
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WHY IS THE 2020 CENSUS IMPORTANT?

Census Data provides the most reliable and complete data for research, decision making, and planning for public and private sector initiatives, including:



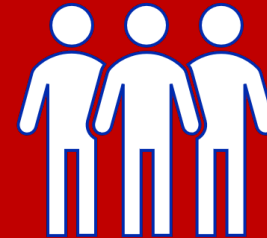
Government



Universities



Hospitals



Social Service
Organizations



Businesses



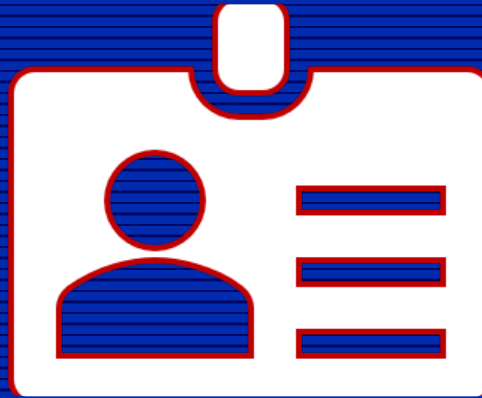
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WHY IS THE 2020 CENSUS IMPORTANT?

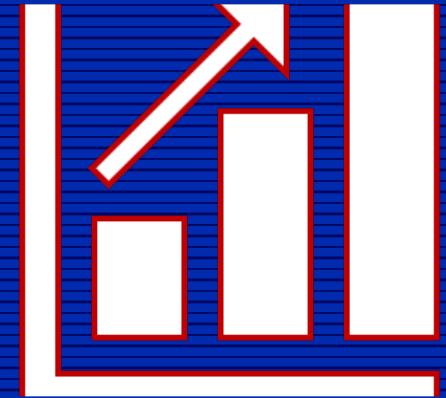
Provides critical data about...



Customers



Workforce



Economic
Landscape



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WHY IS THE 2020 CENSUS IMPORTANT?

\$800 Billion

federal funding allocated annually
from Census-derived data

\$59.4 Billion

allocated to Texas in FY2016

\$2,132

per Texas resident

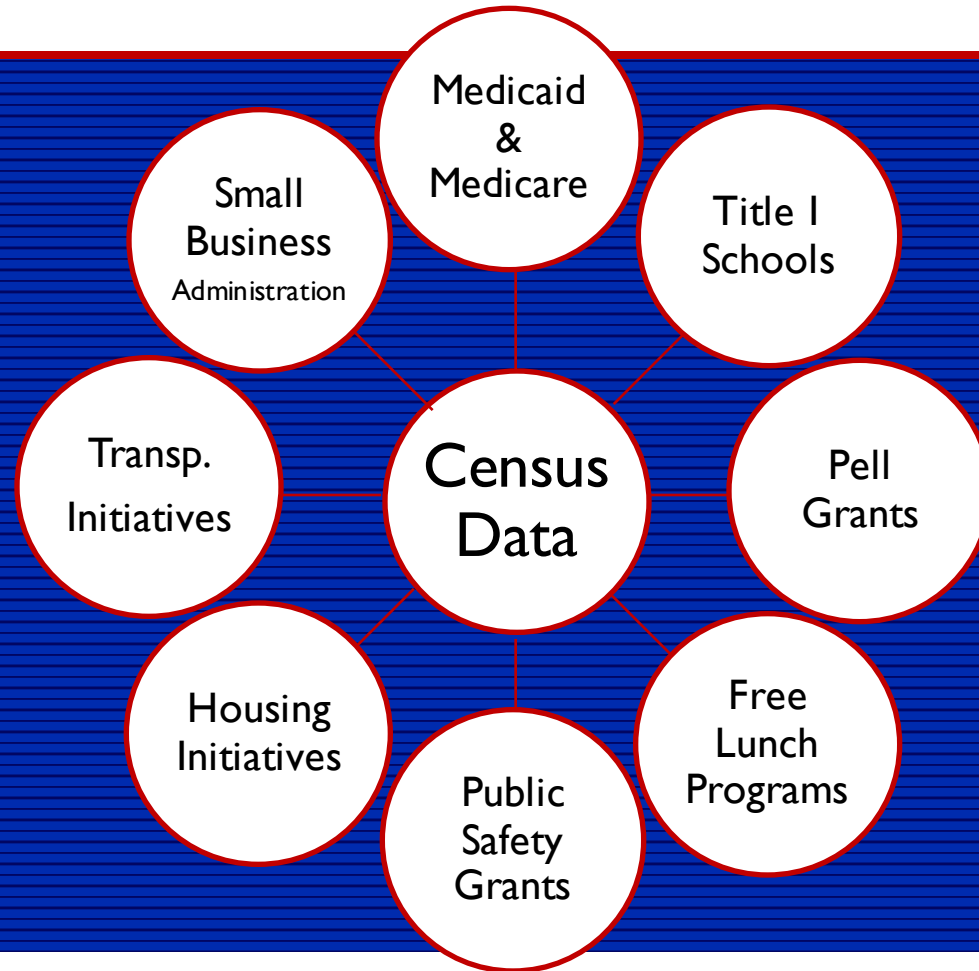
TEXAS....

- Is the 3rd largest recipient of federal funding allocated using Census data
- Stands to lose more federal funding from an undercount than any other state
- Was undercounted by 1% in the 2010 Census resulting in \$3 billion less in reimbursements for Medicaid-related programs alone



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WHY IS THE 2020 CENSUS IMPORTANT?



132+
Federal Programs
are allocated based
on Census data



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CITY OF ARLINGTON ROLE IN THE CENSUS

COLLABORATE

with local offices and Census Bureau Partnership Specialists

RECRUIT

residents to become full time and part time Census Bureau employees with Arlington expertise

ESTABLISH ADDRESSES

through participation in Address Canvassing and New Construction programs

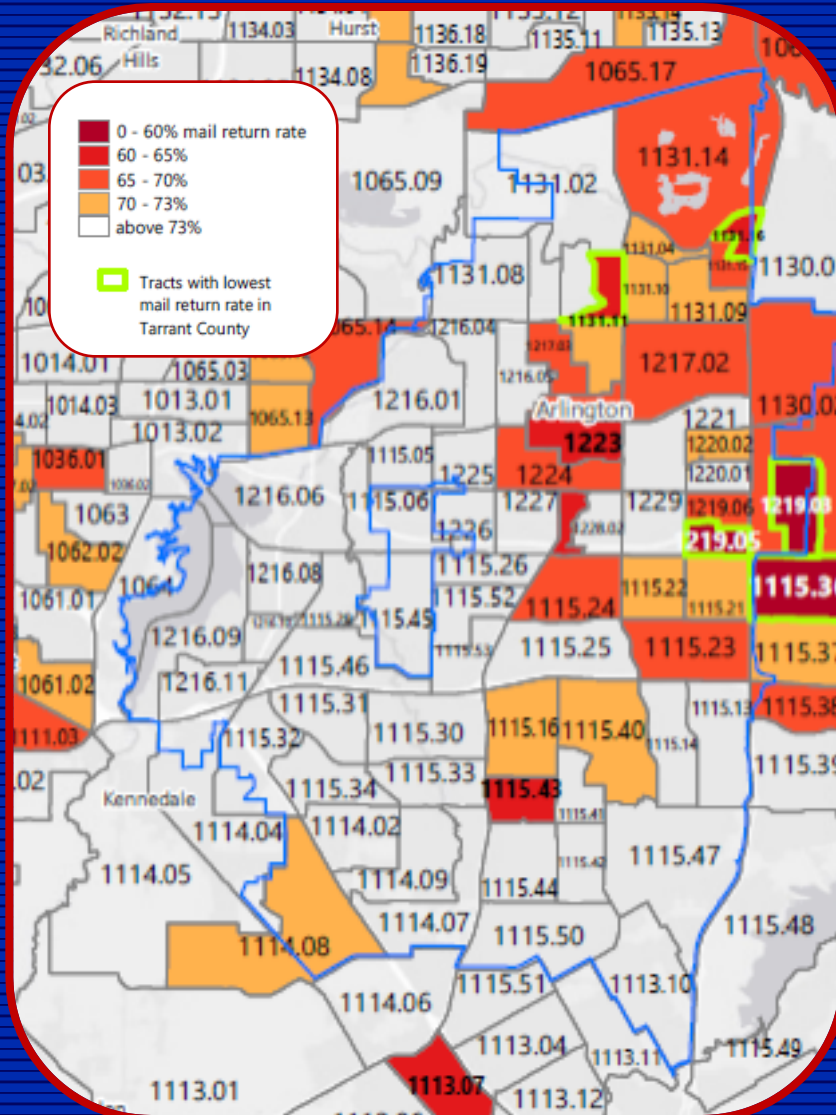
MOTIVATE

residents to respond by appointing a **Complete Count Committee** and developing an **Outreach Strategy in Arlington**



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ESTIMATED LOW-RESPONSE AREAS & HISTORICALLY UNDERCOUNTED COMMUNITIES



Historically Undercounted Communities Include:

- Children under 5
- Racial and Ethnic Minorities
- Limited English Proficiency Households
- Immigrant Communities
- Renters and Residents who Move Often
- Alternate or Overcrowded Housing Units
- Gated Communities, including MF Units
- Persons Experiencing Homelessness
- Young Mobile Adults (College Students)
- Single-parent Headed Households

CHANGES & CHALLENGES IN 2020

CHANGES

- For the first time, Internet and telephone response options in 13 languages
- Guidebooks in 59 languages
- A greater overall reliance on technology by Census Bureau and staff

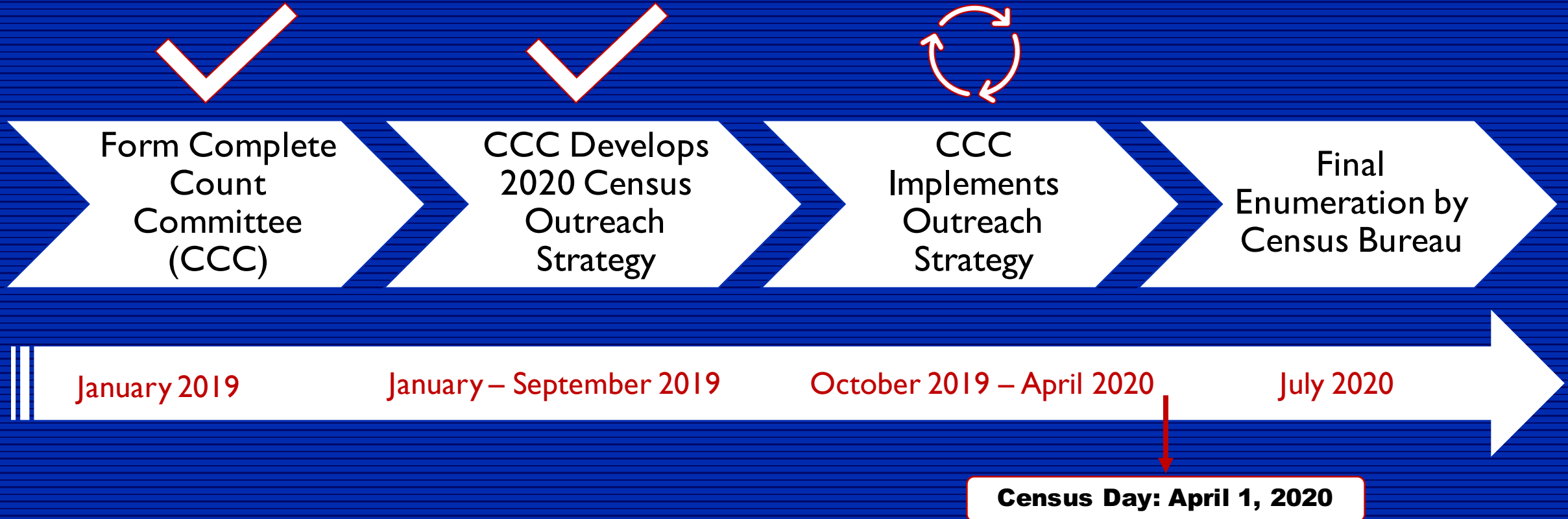
CHALLENGES

- Low public trust in government
- Deliberate misinformation campaigns, domestic and foreign
- Fewer federal government resources and marketing materials for local community use
- COVID-19



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2020 CENSUS PREPARATION TIMELINE



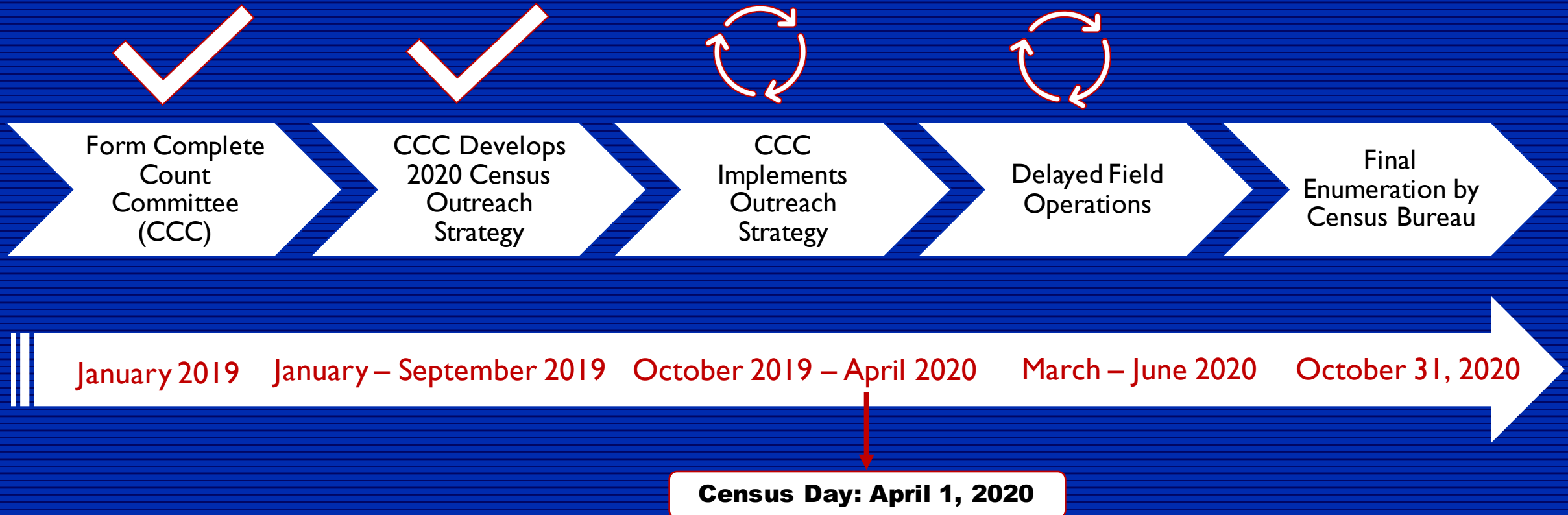
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2020 CENSUS PREPARATION TIMELINE



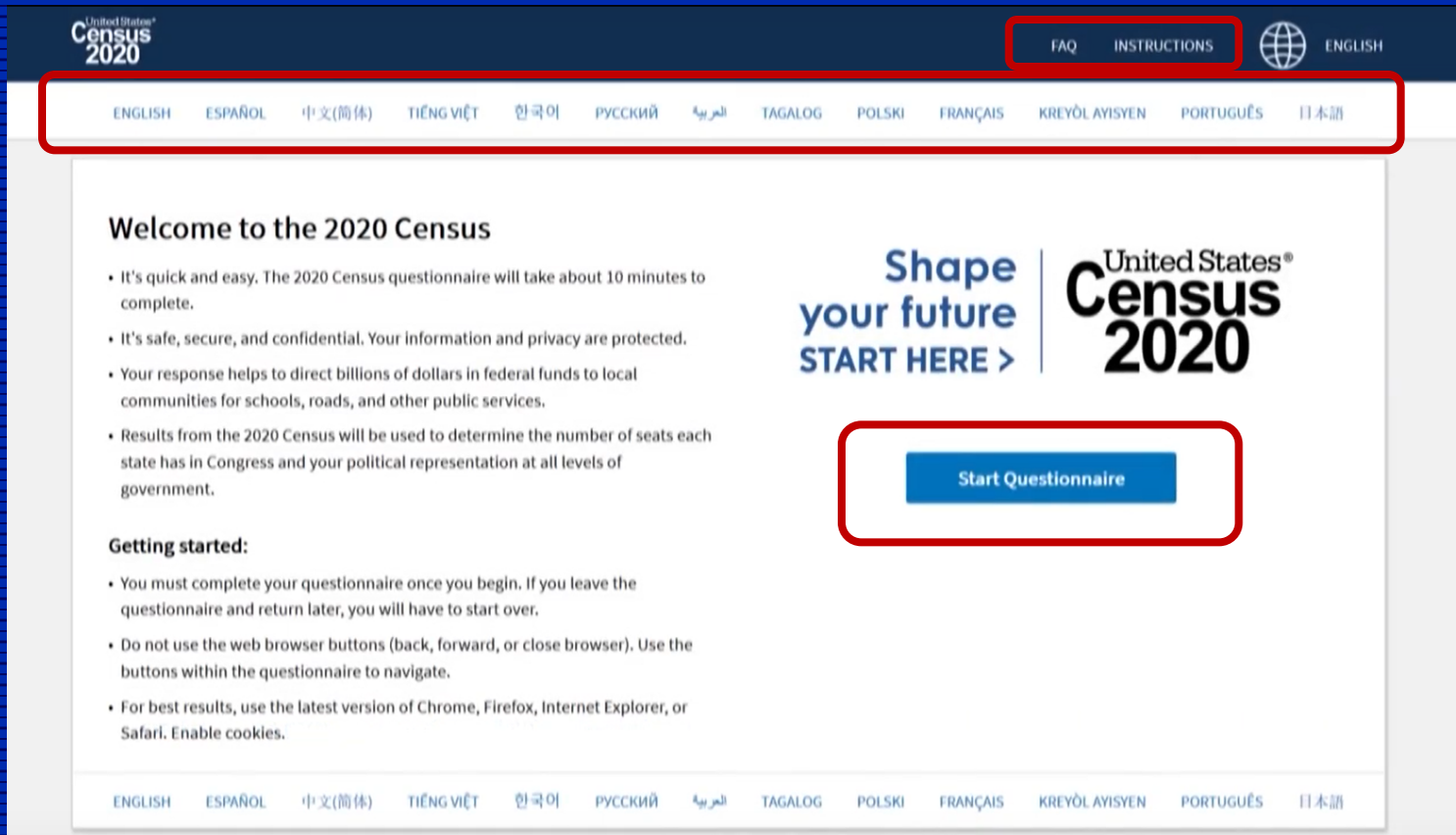
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2020 CENSUS PREPARATION TIMELINE



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WHAT TO EXPECT THIS CENSUS?



The screenshot shows the United States Census 2020 website. At the top, there is a dark blue header with the 'United States Census 2020' logo on the left. In the center of the header are links for 'FAQ' and 'INSTRUCTIONS', and on the right is a globe icon and the word 'ENGLISH'. Below the header is a horizontal menu bar with a red border containing links for various languages: ENGLISH, ESPAÑOL, 中文(简体), TIẾNG VIỆT, 한국어, РУССКИЙ, العربية, TAGALOG, POLSKI, FRANÇAIS, KREYÒL AYISYEN, PORTUGUÊS, and 日本語. The main content area has a white background. On the left, under the heading 'Welcome to the 2020 Census', there is a list of four bullet points: 'It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.', 'It's safe, secure, and confidential. Your information and privacy are protected.', 'Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.', and 'Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.' To the right of this text is a graphic with the text 'Shape your future START HERE >' and the 'United States Census 2020' logo. Below this graphic is a blue button with the text 'Start Questionnaire' that is highlighted with a red border. At the bottom of the main content area, under the heading 'Getting started:', there is a list of three bullet points: 'You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.', 'Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.', and 'For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.' At the very bottom of the page is another horizontal menu bar identical to the one above.

United States Census 2020

FAQ INSTRUCTIONS

ENGLISH

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS KREYÒL AYISYEN PORTUGUÊS 日本語

Welcome to the 2020 Census

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Shape your future
START HERE >

United States Census 2020

Start Questionnaire

Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 РУССКИЙ العربية TAGALOG POLSKI FRANÇAIS KREYÒL AYISYEN PORTUGUÊS 日本語

1 survey for each household

10 questions

10 minutes

NO CITIZENSHIP QUESTION

www.my2020census.gov

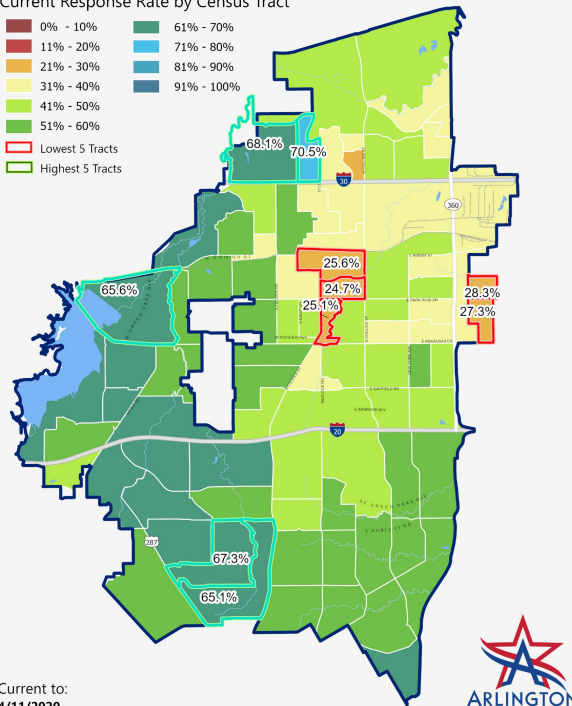
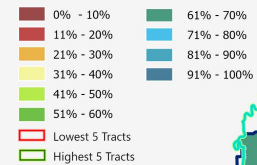


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WHERE ARE WE NOW?

2020 CENSUS RESPONSE RATE

Current Response Rate by Census Tract



Arlington
Response Rate: **49.6%**
3rd in Texas for cities > 200,000

Texas
Response Rate: **44.2%**
40th in United States

Tarrant County
Response Rate: **50.9%**
8th in Texas



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WHAT CAN YOU DO FOR A COMPLETE COUNT?

RESPOND to the Census – everyone, once, and in the right place

SPREAD THE WORD – tell your friends, family, communities, organizations, coworkers

SHARE THE MESSAGE – verbally, at events, on social media

ASK FOR INFORMATION – presentations or informational materials from City or Census Bureau

VOLUNTEER – get involved with local outreach efforts

WORK FOR THE CENSUS BUREAU – apply for temporary and part time jobs at
www.2020census.gov/jobs



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WHAT CAN BUSINESSES DO FOR A COMPLETE COUNT?

POST/SHARE ON SOCIAL MEDIA – create original content or share City of Arlington posts and use hashtag #ArlingtonCounts2020

ADD MESSAGING TO RECEIPTS/INVOICES – passive and free/cheap way to support Census efforts

INCLUDE FLYERS IN TO-GO ORDERS – City has some available for distribution in English, Spanish, and Vietnamese



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WHAT CAN BUSINESSES DO FOR A COMPLETE COUNT?

PLACE POSTERS IN VISIBLE AREAS – City has some available for distribution in English, Spanish, and Vietnamese

INCLUDE INFORMATION IN EMAIL OR E-NEWSLETTER – tell customers about the Census during regular business communications

ENCOURAGE EMPLOYEES TO RESPOND TO THE CENSUS – mention at team meetings, offer incentives, or post information in break areas



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THE 2020 CENSUS IS HERE!

An accurate Census count determines legislative representation and millions of dollars for federal programs –
it is important for our community and for you!

The Census is:

REQUIRED

A census of the entire population is mandated every 10 years by the US Constitution

CONFIDENTIAL

Your information will be protected, kept private, and not shared with any agency or person

EASY

Complete your Census in 10 minutes any time online, by phone, or on a mail-in form

SAFE

You will not be asked for Social Security, bank account, or credit card numbers

**EVERYONE
COUNTS
2020**

COMPLETE YOUR CENSUS NOW AT:
WWW.2020CENSUS.GOV



QUESTIONS?

[WWW.MY2020CENSUS.GOV](https://www.my2020census.gov)



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