Making NC Count

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Census Impact

• **Our Voice (Representation)**
  - Census is required in the Constitution
  - Count every resident, once, and in the right place
  - Apportionment and Redistricting

• **Our Tax Dollars (Funding)**
  - $1,623 per person, per year in Federal Funding to NC based on Census data in FY2015
  - About $200 per person, per year in state funding based on Census data

• **Our Future (Planning)**
  - Largest survey in the US providing reliable, comparable data
  - Vital for business and local government service
Decennial Census is a Foundation

• Geographic Foundation
  • Census Redistricting
    Establishes the smallest geographic units (census blocks) used for redistricting
  • Participant Statistical Areas Survey (PSAP)
    Defining statistical boundaries for the next decade including tribal areas and Census Designated Areas
  • Boundary Annexation Survey (annual)
    Verifying boundary changes

• Demographic Foundation
  • Largest and most granular survey
    Foundation for other Census estimates, models, and surveys throughout the decade
Census Data at Work

Classroom size

Service Audience

Infrastructure Workload
Census is ...

• SELF Reported Information
  • Responses are how the respondents identify

• A Government Operation with a BIG Local Impact
  • Participating supports your county, town, neighborhood

• Intimidating
  • Confidentiality is protected by law (Title 13 US Code)

• Coming soon
  • How do we make the Census a success for us
Local Governments

• **Preparation**
  • Boundary Annexation Survey (BAS)
  • Local Update of Census Addresses (LUCA)
  • New Construction
  • Participant Statistical Areas Program (PSAP)

• **Promotion**
  • Knowledge of local barriers to participation
  • Trusted local faces
  • Complete Count Committees
North Carolina 2020 Census

Make NC Count

The Census is your chance to make sure your community counts. Participating in the Census will help make sure your community gets:

- Fair representation in Congress
- Financial resources for health, schools, transportation, and more
- Information leaders need to help your community plan for the future.

What is the Census?
Count Question Resolution (CQR) Program

- Limited window for free challenge of Census population or housing unit count
- Challenges must be based on boundary, geocoding, or processing error only
- Challenges issued by tribal or local government

Special Census

- Closed until conclusion of CQR
- NOT FREE - Census Bureau will provide cost estimate
- Local Government is responsible for local office space and pay for local census staff hired by Census Bureau
Contact

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