

## 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**

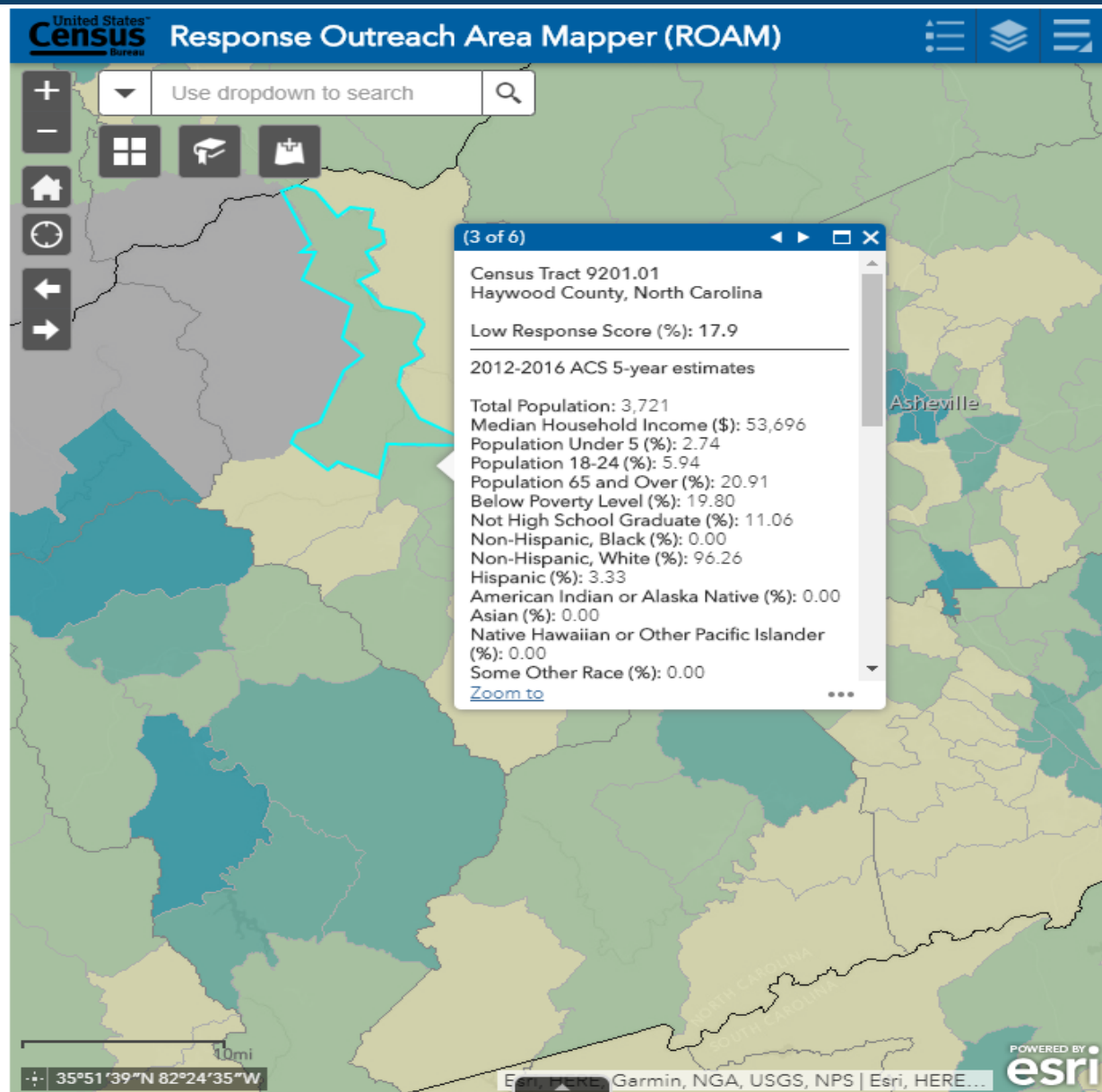
- Boundary Annexation Survey (BAS)
- Local Update of Census Addresses (LUCA)
- New Construction
- Participant Statistical Areas Program (PSAP)

- **Promotion**

- Knowledge of local barriers to participation
- Trusted local faces
- Complete Count Committees



# ROAM – <https://www.census.gov/roam>







# Census Engagement Navigator

<https://www.census.gov/library/visualizations/interactive/engagement.html>

## Census Engagement Navigator

### Census Tract 252

**Mail Return Rate**  
65.0% 83.8%

#### Race (Non-Hispanic) in Tract 252, San Francisco County: 2012-2016

White alone	58.2%
Black or African American alone	2.2%
American Indian and Alaska Native alone	0.3%
Asian alone	10.6%
Native Hawaiian and Pacific Islander alone	0.0%
Some Other Race alone	0.0%
Two or more races	5.3%

#### Hispanic or Latino Origin

Hispanic or Latino (of any race)	23.4%
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Total population	5,845
Persons under 5 years (percent)	8.6
Persons 65 years and over (percent)	10.5
Median household income (in 2016 dollars)	130,099
Persons in poverty (percent)	7.4
High school graduate or higher (age 25+, percent)	91.7
Foreign-born persons (percent)	13.8

#### Language Spoken at Home (Population 5 years and over)

25.1%  
Speak a language other than English

- English only
- Spanish
- Asian language
- Indo-European
- Other language

United States Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates (Map) 2010 Decennial Census Mail Response Rates

For more information, please visit: [www.census.gov/acs](http://www.census.gov/acs)





**MAKE NC  
COUNT**  
CENSUS 2020

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## 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?



# Undercounts

- **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



# MAKE NC COUNT

C E N S U S 2 0 2 0

## Contact

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