



**NARC**

*Building Regional Communities*

*National Association of Regional Councils*



# Making the Census Count:

## How You Can Help Prepare Your Region for the 2020 Census



As our U.S. regions grow and increase in diversity, we need more than ever to have a decennial census that effectively counts the population.

### **The decennial census determines:**

- How more than \$600 billion in federal financial assistance is dispersed annually for state, regional, and local government programs and services.
- How many representatives will represent each of our regions in the U.S. House of Representatives.
- Key decisions that regional leaders make regarding long-term planning initiatives.



Although census accuracy has increased over time, undercounting of specific subgroups – including rural, minority, and highly-transient individuals – remains a challenge.

### **Census inaccuracies cause:**

- Unequal distributions of federal assistance for localities.
- Added stress on limited local government resources to make up the difference and meet the needs of their regions.
- Inefficient approval of projects – including those related to infrastructure, human services, and community development – that may not have the most regional impact.

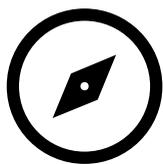


## Census Day (April 1, 2020) is Right Around the Corner.

Because the stakes are so high, regional councils need to prepare their communities now for a fair and accurate census.



**Talk to your federal representatives.** Inform them of the impact of federal dollars on your region and urge them to support robust funding for the preparations and rollout of the census in fiscal years 2019 and 2020.



**Participate in the Census Bureau's Participant Statistical Areas Program (PSAP).** If your organization has received an invitation, review and update selected statistical boundaries for 2020 census data tabulation for your region.



**Engage with the workforce boards in your region to help promote job openings for temporary employees hired by the Census Bureau during the peak operation period.**



**Form a Complete Count Committee (CCC) or connect with those existing in your region.** Bring together regional stakeholders and trusted community voices through CCCs to identify hard-to-count populations and create strategies to encourage their likelihood of participation in the census.



**Spread the word!** Use your position in the region to amplify 2020 census messaging from the Census Bureau, your local government membership, and trusted advocates in the community.