



# 2020 CENSUS TOOLKIT



Equipping Community Organizations to educate residents on the importance of being counted in the 2020 U.S. Census.

**Because Jefferson Counts!**

View this toolkit and access additional resources online at: [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census)





# 2020 CENSUS TOOLKIT



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# INTRODUCTION

## What is the Jefferson Counts Campaign?

Jefferson Counts is a campaign led by Jefferson Regional Foundation, the Jefferson Community Collaborative, and other Jefferson area partners to ensure a fair and accurate 2020 Census Count in our local South Hills and lower Mon Valley communities in Pittsburgh, PA. The Jefferson area constitutes nearly 20% of Allegheny County's population and strives to ensure that:

1. **A fair and accurate count is conducted in Jefferson area, reaching deeply into traditionally under-counted populations**
2. **The Jefferson community is confident, comfortable, and informed about the Census process & what's at stake**
3. **Regional interest and enthusiasm in civic engagement rises in the community and continues**

Jefferson Counts partners are coordinating local Census outreach efforts in conjunction with other county, state, and local partners including the Census Bureau, the Allegheny County and City of Pittsburgh Complete Count Committee and the statewide coalition Keystone Counts (a program of PA Voice).

## Who are Census Champions?

Census Champions are local organizations who are committed to promoting Census participation in Pittsburgh's South Hills and lower Mon Valley communities. Census Champion organizations serve as trusted community resources by educating community members on the importance of the 2020 Census and encouraging every household to fill out their Census Form in Spring of 2020. Service providers, schools, businesses, churches, municipal groups, and any other community-centered group can be a Census Champion!

**Let's ensure a fair and accurate count for our area in 2020!**

### What is the purpose of this toolkit?

This toolkit equips Census Champion organizations with the tools and resources they need to reach deeply into our local communities to ensure that everyone is counted. Census Champions are encouraged to tailor the provided resources and messaging to best reach their targeted audiences.

**Contact Jefferson Regional Foundation's Civic Engagement Fellow Amy Wisseman at [amy.wisseman@jeffersonrf.org](mailto:amy.wisseman@jeffersonrf.org) or call 412-267-6773** to receive our monthly newsletter which includes key Census updates, sharable content, and monthly messaging!

## The Jefferson Counts campaign is supported by the following partners:

### Jefferson Regional Foundation

Jefferson Regional Foundation has provided over \$11 million in grant awards to 90 different community organizations in the area since it was funded in March 2013 in the affiliation agreement for Jefferson Hospital to become part of the Allegheny Health Network. The Foundation is dedicated to grantmaking in the South Hills and Mon Valley areas of Pittsburgh within its broad community health priorities which include:

- health access and prevention
- improving outcomes for children and families
- strengthening populations and communities.

The Foundation also hosts an annual conference for 250 participants called the Jefferson Forum, staffs the 90-member Jefferson Community Collaborative and recently initiated a series of community conversations called Around the Table South. The Foundation values its role as a convener and shares local data and information including Community Snapshots and reports. For more information visit [www.jeffersonrf.org](http://www.jeffersonrf.org) or call 412-267-6770.

### The Jefferson Community Collaborative

Hosted and staffed by the Jefferson Regional Foundation, the Jefferson Community Collaborative is a network of more than 90 community-serving organizations who are committed to bringing together change-makers to positively impact the health and vitality of communities south of Pittsburgh.

In addition to holding five member meetings each year, the Jefferson Community Collaborative hosts monthly action teams, distributes a resource guide called the Jefferson Community Directory, and has three current priorities: behavioral health, civic engagement, and workforce development. The Collaborative works to create agile, healthy, and sustainable communities for diverse populations throughout the Jefferson region while:

- serving as an incubator for powerful ideas and promising practices
- improving the capacity of community-serving organizations
- facilitating group action on community aspirations.

For more information visit [www.jeffersonrf.org/jefferson-community-collaborative](http://www.jeffersonrf.org/jefferson-community-collaborative) or call 412-267-6774.

### Jefferson Counts Census Leadership Team

Jefferson Regional Foundation and the Jefferson Community Collaborative launched the Jefferson Counts Census Leadership Team in February 2019 to guide the development of a localized Census outreach plan for the Jefferson Area. The team includes leaders who represent key communities and hard-to-count populations across the Jefferson area. Members of the Jefferson Census Leadership Team include:

**Pat Bluett** Boys & Girls Club Western PA  
**Josh Berman** Economic Development South  
**Kelci Degnjan** Allegheny County Library Association  
**Mike Dunn** Lifespan Inc.  
**Eric Ewell** Penn State Greater Allegheny  
**Katie Gascoine** Mon Valley Providers Council  
**Jim Guffey** South Hills Interfaith Movement

**Dean Jolin** CCAC South  
**Susan Friedberg Kalson & Lillian Cannon** Squirrel Hill Health Center  
**Randy Lutz** Baldwin-Whitehall School District  
**Jeanna-Mar Simmons** Christ United Methodist Church  
**Khara Timsina** Bhutanese Community Association of Pittsburgh  
**Jawanna Warren** Clairton Family Center

# CENSUS TALKING POINTS

## Census Background and History

The United States Constitution requires that every household in the United States be counted once every 10 years. There have been 22 federal Censuses since 1790. The Census counts everyone residing in the U.S. regardless of citizenship, including unauthorized immigrants and green card holders.

## Key Points to Share About the Census

- 1. Your Participation Matters**  
The Census impacts our funding for essential services and community supports including healthcare, housing, food, libraries, education, and roads. Being counted provides a decade of necessary resources for our community.
- 2. Essential Funding for our Community is at Stake**  
Missing a family of five in the count is equal to a loss of \$100,000 in resources to our community. Everyone counts on April 1st, 2020 National Census Day!
- 3. You Can Help Spread the Word**  
As you interact with community members, encourage them to complete their own Census form and to talk to three friends or neighbors about why participation in the 2020 Census is important.

## KEY CENSUS DATES

### 2019

Refer individuals to fill local  
Census Bureau positions

**AUGUST, 2019** In-Field Canvassing Begins

**SEPTEMBER - APRIL 2020** Census Bureau Hiring

### 2020

Educate the community about the Census

**JANUARY** Census Bureau Marketing Begins

**MARCH 12 - 20** Census Bureau Mails Postcard with an Online Code to Participate in the 2020 Census *some households will receive paper questionnaires*

**MARCH 15 - APRIL 16** Three Rounds of Mailed Census Reminders *and a paper questionnaire*

**APRIL 1** **National Census Day**

Assist households with  
completing the Census form

**APRIL 20 - 27** Final Reminder Postcards Mailed

**MAY - JULY** In Person Follow-up to Non-Responsive Households

**SUMMER** Census Count Ends

**NOVEMBER** Census Bureau Completes Processing Census Data

### 2021

Census data released

**FEBRUARY - MARCH** States Receive Data for Redistricting

**SPRING** Census Bureau Releases Data to Public in Staggered Waves

# 2020 CENSUS FAQs

## How and when can households complete the 2020 Census?

- Households can complete the Census **online, over the phone, or on a paper questionnaire.**  
**National Census day is April 1, 2020.**
- From mid-March to mid-April, the Census Bureau will mail invitation postcards reminding households to respond to the Census. The postcards will have an individualized code to complete the Census online. The postcard will include instructions on how to complete the Census by phone or mail, if preferred.
- Final reminder postcards will be mailed out in late April. Households who have not completed the Census after three reminder postcards will receive a paper questionnaire.
- From May to July, in-person follow ups by Census takers will occur if a person doesn't respond after the mailed reminder.

## What language is the Census available in?

- The online questionnaire will be available in the following languages:  
**Arabic, Chinese (Simplified), English, French, Haitian, Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese.**
- There will also be language guides available in 59 languages to assist individuals with completing the Census. Community organizations can help assist foreign language speaking individuals in completing their Census forms.

## What questions are on the Census?

- The Census asks for name, sex, age, birthday, race/ethnicity, relationship to head-of-household, owner or renter and phone number. **The Census will not ask about citizenship or immigration status.**

## Is the Census confidential?

- **The Census Bureau is committed to keeping your information confidential, private and secure.**
- By law, individual-level Census information cannot and will not be shared. The Census Bureau can only use your responses to produce statistical summaries. Personal census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers).

## Importance of the Census

An accurate Census count affects our community for the next decade. The allocation of our representation, resources, and funding for our area relies on strong Census participation. Being counted helps our communities provide housing and food, fund education, create jobs, prepare for emergencies and build schools, roads, hospitals, and libraries. Census data is used to inform spending and policy decisions as well as how legislative districts are drawn.

Pennsylvania is particularly vulnerable in the 2020 Census – if an undercount occurs, PA is ranked second nationally in the amount of dollars that could be lost per person missed, and the total federal funds that would be lost per year. Allegheny County is at highest risk for an undercount of all counties in Western PA.



### REPRESENTATION

- Directly impacts how new PA state house and senate districts in the Commonwealth are redrawn in 2021
- PA could lose one or more of our 18 representatives in the U.S. House, which would also mean the loss of one or more of our 20 electoral votes



### RESOURCES

- PA receives over \$39 billion in annual funding from the 55 largest federal programs that rely on Census data
- These resources support schools, hospitals, infrastructure and community-based services



### DATA

- Over a decade, our communities change. The Census helps us understand our communities: where people live, languages they speak, education levels, income levels, family makeup, racial identity, etc.
- Helps leaders & businesses identify emerging problems and opportunities, and to plan for strategic decisions

## Census Funded Programs

Census results determine how the federal government allocates more than \$800 billion each year for services that our communities rely on. The Census affects healthcare, housing, food, libraries, education, and roads for the next ten years. PA receives \$39 billion in annual funding from federal programs that rely on Census data. Without an accurate census, funds for these programs may be mis-allocated, with valuable resources failing to reach our community members with the greatest need. **Key federal Census-directed programs that are particularly important to Pennsylvanians include:**

- Medicaid
- Supplemental Nutrition Assistance Program (SNAP)
- Medicare Part B
- Highway Planning and Construction
- Section 8 Housing Assistance Payments Program
- Title I Grants to Local Education
- Special Education Grants
- State Children’s Health Insurance Program (S-CHIP)
- Head Start / early Head Start
- Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Special Education Grants
- National School Lunch Program
- Foster Care
- Child Care & Development Fund Entitlement
- Health Center Programs

View a full list of 55 federally-funded Pennsylvania programs affected by the Census count at [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census).

## Changes and Challenges to the 2020 Census

**1**

### DIGITAL DIVIDE

For the first time, the Census will be completed primarily online.

This introduces the risk for an undercount in communities which may have limited internet access, including older adults and low-income families. This may also raise additional privacy and security concerns.

**2**

### DECREASED RESOURCES

The Census Bureau has received reduced federal funding for the 2020 Census, resulting in less resources available to support outreach efforts. The Census Bureau has halved the total amount of local Census offices compared to the 2010 Census count efforts.

**3**

### CONFUSION & MISTRUST

The Census Bureau faces challenges with the general lack of knowledge around the importance of the Census. Media attention around the potential inclusion of a Citizenship question on the Census Form, which has since been struck from this year's Census, has also created confusion, uncertainty, and mistrust towards the Census Bureau.

## Hard-to-Count Populations

Hard-to-count populations are communities at a higher risk of being under-counted in the Census. If missed in the Census count, these communities are at risk of not receiving their fair share of funding for crucial resources or political representation for the next ten years.

The Census Bureau has identified the following populations as hard-to-count:

- Seniors
- People of Color
- Foreign-Born Residents
- Children (age 0-5)
- Students at Local Colleges and Universities
- Low-income Residents
- Rural Households

## Jefferson Area Communities at Risk of Census Undercount

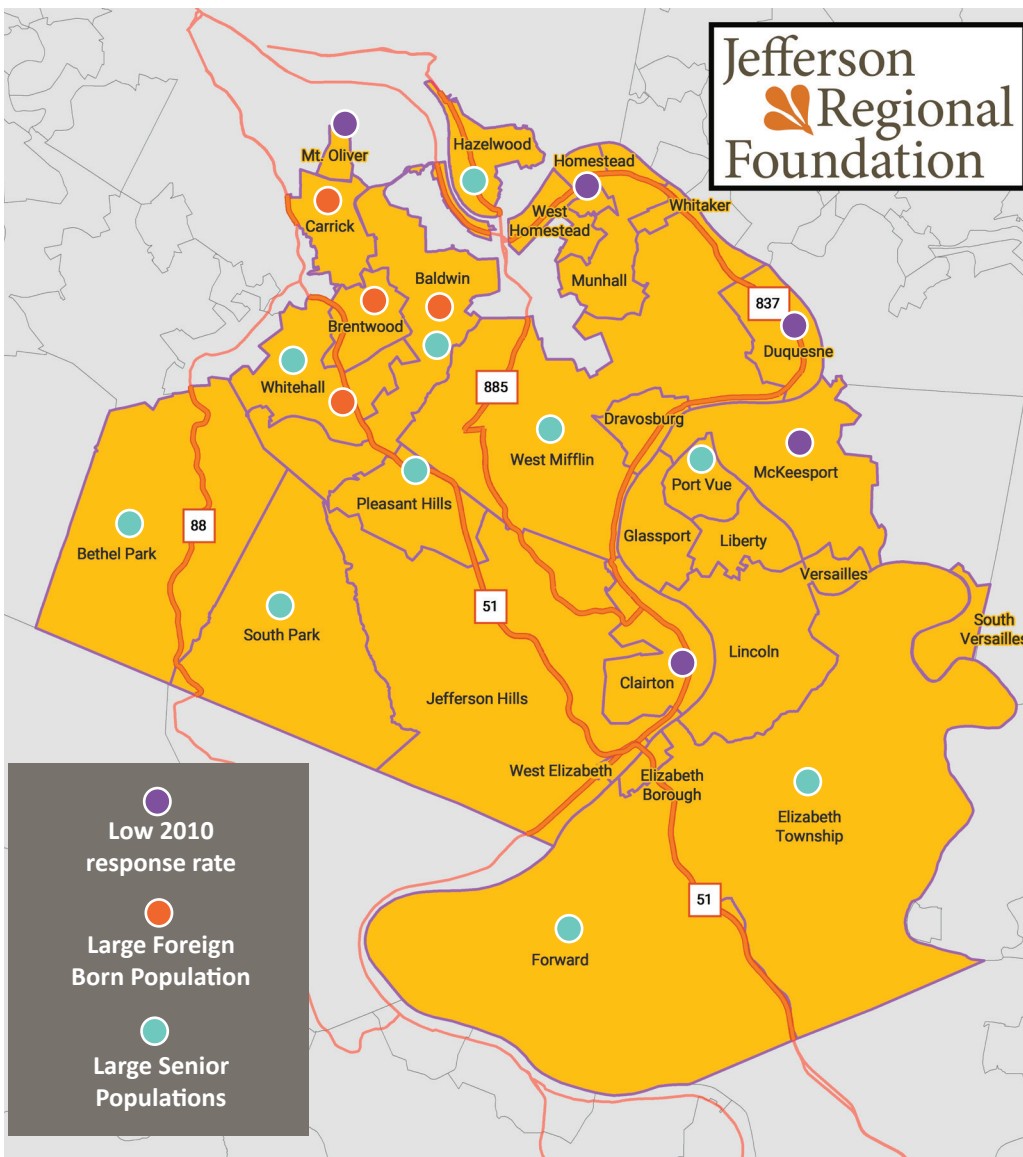
29% of households in Allegheny County, over 530,000, are at risk of not being counted in the Census. The South Hills / Mon Valley (shown on the following map) is at particular risk as our area includes communities with historically low response rates and 40% of our county's immigrant and refugee population. One household of five people missed in the count will result in a loss of over \$100,000 in government resources to our area over the next decade. The following communities (indicated by dots) are the most at risk of being undercounted in the 2020 Census.



## Outreach is critical to reach Hard to Count populations

### The Jefferson Area includes:

- The largest grouping (40%) of the county's immigrant and refugee populations
- Rural households
- Very young children (0-5)
- Communities with historically low response rates
- Gentrification has driven more low-income residents into local suburbs
- People of color
- A higher percentage of seniors than the county
- Students at local colleges and universities



Jefferson  
Regional  
Foundation

Large percentage of households which lack internet access, predicting low response rates:

**Clairton**

Census Tracts: 4927, 4928

**Duquesne**

Census Tracts: 4867, 4869, 4868

**Homestead**

Census Tract: 4838

**McKeesport**

Census Tracts: 5521, 5509, 5519, 5523, 5520, 5512, 5522

**Mount Oliver**

Census Tract: 4810

Potential for undercount due to large percentage of foreign born populations:

**Baldwin** Census Tract: 4801.01

**Brentwood** Census Tract: 4782

**Carrick** Census Tract: 2902

**Whitehall** Census Tract: 4773

As of 2014, 19% of the population in our area is over the age of 65, higher than Allegheny County. Communities listed by percentage of population over the age of 65:

**Whitehall** – 23%

**Forward** – 22%

**Pleasant Hills** – 22%

**South Park** – 22%

**Bethel Park** – 20%

**Hazelwood** – 20%

**Port Vue** – 20%

**Baldwin** – 20%

**Elizabeth Township** – 19%

**West Mifflin** – 19%

## Hard to Count Populations in Our Area

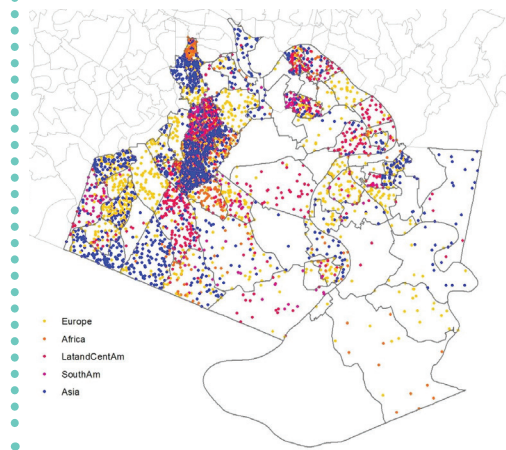
### YOUNG CHILDREN (0-5)

Communities are listed by percentage of population under the age of 5, as of 2016:

- Duquesne – 13%
- Glassport – 11%
- Mount Oliver – 10%
- Whitehall – 10%
- Brentwood – 9%
- Clairton – 9%
- Jefferson Hills – 9%
- McKeesport – 9%
- Bethel Park – 8%
- Carrick – 8%
- Hazelwood – 8%
- Munhall – 8%
- South Park – 8%

### IMMIGRANT AND REFUGEE HOUSEHOLDS

Number of Foreign-Born Residents by Region of Origin



### STUDENTS AT LOCAL COLLEGES AND UNIVERSITIES

#### CCAC South

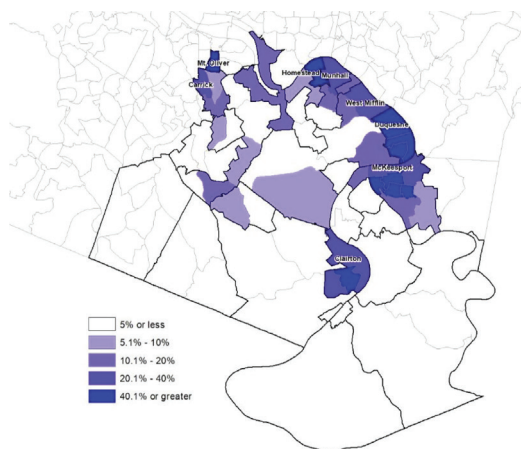
CCAC enrolls a total of 43,697 students annually in Allegheny County

#### Penn State Greater Allegheny

Penn State Greater Allegheny enrolls approximately 600 students, with about 80% commuting from off-campus housing or home

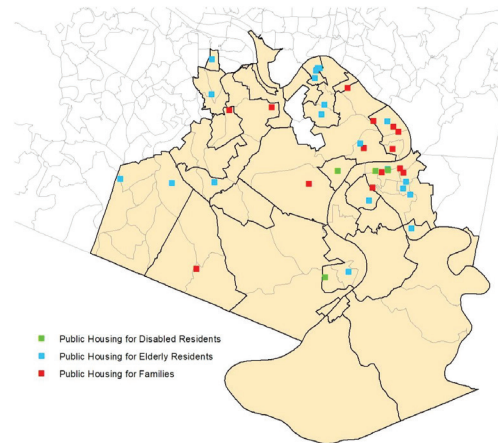
### PEOPLE OF COLOR

Race: Black residents, as a percentage of the population are increasing in the Jefferson Area



### LOW-INCOME HOUSING

10 % of Jefferson Area families have incomes below the poverty level



For a full listing of public housing in our area, visit <https://jeffersonrf.org/2020census/>

To view or download the community maps above, visit <https://jeffersonrf.org/jefferson-community-data-trends-maps>

### Looking for more data on hard-to-count communities in your area?

Hard to Count Census Tracts Map [www.censushardtocompmaps2020.us](http://www.censushardtocompmaps2020.us)

BeamData Identifying Allegheny County's Hard-to-Count Communities Map <https://beamdata.shinyapps.io/lrsalleghenycty>

Allegheny County Asset Map

<http://alcohis.maps.arcgis.com/apps/MapJournal/index.html?appid=f19e665939c245cbac512c326447f633>

Jefferson Community Data Maps <https://jeffersonrf.org/jefferson-community-data-trends-maps/>

Jefferson Community Snapshots <https://jeffersonrf.org/resources/community-reports>

# How You Can Support an Accurate Count

## CENSUS CHAMPIONS OUTREACH MENU

**DESIGNATED CENSUS CONTACT:**

Name / Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Select your organization’s level of engagement from the roadmap and menu of Census outreach activities below. The Jefferson Community Collaborative challenges each of our 90+ member organizations and our Census Champions organizations to participate at minimum at the Census Educator level. Organizations are encouraged to commit to multiple levels of engagement.

**My Organization plans to engage with the Census as a:**

**Census Educator**

- Educate community members and staff members on Census
- Educate your organization’s board on the Census
- Display printed Census materials
- Distribute educational Census materials at your org’s existing event(s)
- Share Census messages online through social media
- Share Census messages in your org’s e-newsletter/publications

**Census Recruiter**

- Assist with recruitment of Census workers

**Census Leader**

Eligible for Jefferson Counts Mini-Grants

- Distribute Census pledge cards to your community members
- Host a fair or event to educate community members on Census
- Dedicate staff or volunteers from your org to assist with outreach efforts
- Assist with outreach for hard to count populations
- Assist community members in completing their Census Form
- Send Census reminder notices & phone calls to your community members

Please check any communities or populations below that your organization will strongly impact through your Census outreach. Check as many as apply.

- Seniors
- People of Color
- Foreign-Born Residents
- Children (age 0-5)
- Students at local Colleges and Universities
- Low-income Residents
- Rural Households
- Other Population: \_\_\_\_\_

Please specify primary geographies your outreach will impact within our South Hills and Mon Valley area.

Community (ies):

Zip code(s):

Additional Comments:

**Submit this Form to:** Amy Wisseman at [amy.wisseman@jeffersonrf.org](mailto:amy.wisseman@jeffersonrf.org)

## Educate Your Community

# CENSUS ENGAGEMENT RESOURCES

### Jefferson Counts Census Resources

There are many ways that you and your organization can participate in local Census outreach to educate and engage members of your community. Here are a few ways your organization can help:

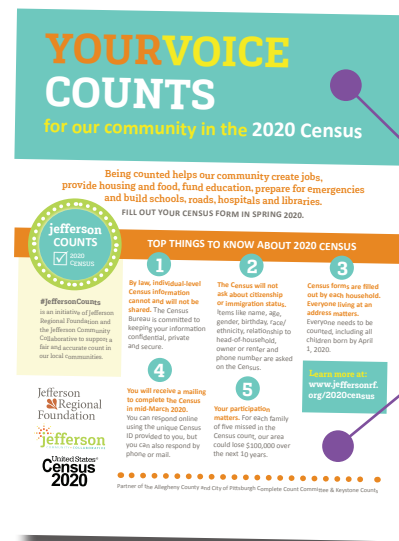
- 1. Train Your Staff & Board on the 2020 Census!** Jefferson Counts provides resources and Census trainings to equip trusted local organizations with the tools needed to educate the broader community on the Census. The Jefferson Community Collaborative is hosting a Census Training on November 7, 2019 and will communicate future training opportunities, Jefferson Counts Mini-Grant opportunities, and other updates to all Census Champions via our monthly Jefferson Counts e-newsletter.
- 2. Integrate the Census into your existing work.** Incorporate Census education in your organization’s programming, events, and communications. Be sure to keep Census materials on-site at your organization. We have provided you with several ways you can share Census Materials.
- 3. Deliver a Presentation to Your Community Members:** A brief slide deck of Census talking points is available for your use in sharing Census information with community members. Please download these slides at: [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census).
- 4. Share Posters & Inserts:** You can share these materials on-site at your organization or as an add-in to your daily programming or special events. The following items are available:

- 1 Page Poster/Handout (8.5” x 11” & 11” x 17” versions)
- Small Event Insert (8.5” x 11” half-page)

download these items at [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census)

**GUIDELINES FOR USE OF  
JEFFERSON COUNTS MATERIALS**

1. Add your organization’s logo or event info to any Jefferson Counts materials or posters.
2. Please do not alter or remove colors or existing logos.
3. Feel free to adjust any messaging to fit the needs of your audience.



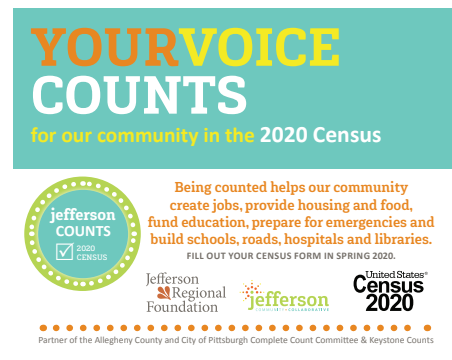
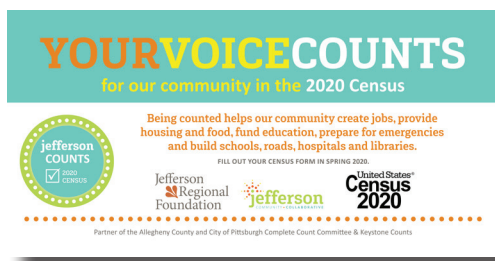
Spaces are included on posters for you to insert your own logo/event info

## Jefferson Counts Census Resources [CONTINUED]

**5. Share Localized Census Messages!** Census Champions are encouraged to share Census messaging with your community members to promote Census participation. We encourage you to use the sample Messaging language provided on Page 15. Monthly messages will be shared in our Census E-Newsletter.

**6. Promote the Census on Social Media:** We have provided Jefferson Counts Facebook and Twitter graphics for easy sharing! Please use the Jefferson Community Collaborative Census hashtag **#JeffersonCounts** to accompany your social media posts.

Twitter Graphic ▶



◀ Facebook Graphic

**7. Add this Signature Line to Your Emails:**



One day is worth a decade of resources for our Community.  
Be counted in Spring of 2020.  
Learn more: [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census).

**8. Write an Email or Letter to Your Supporters:** We have provided an editable template letter to share with your volunteers, supporters, event attendees, or other community members. This template is viewable on page 14 and available for download at: [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census).

### HELPFUL OUTREACH TIPS

**Repeat Outreach to Community Members:** When it comes to encouraging civic engagement, experts have noted that it requires 7-12 impressions with a person to encourage an action. Don't be afraid to send multiple reminders on the importance of the Census between now and April 2020.

**Leverage Your Volunteers & Supporters:** Engage your current volunteers and supporters in your Census efforts! Encourage each person to complete their own Census form and to talk to three friends or neighbors about why participation in the 2020 Census is important.

**All materials in this toolkit are available for download at:**  
[www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census)

## Letter/Email Template to Your Supporters

### SUGGESTED SUBJECT LINE

Ensure Our Community Counts – Be counted in the 2020 Census!

### EXAMPLE CONTENT

Dear *[ORGANIZATION NAME]* Supporter,

We are excited to join nationwide efforts to educate our community about the importance of participating in the 2020 Census. The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place from March to July of 2020. National Census Day is April 1, 2020.

Census data determines:

- The allocation of more than \$39 billion in funding to support essential programs in Pennsylvania. Census data impacts funding for healthcare, housing and food, libraries, education, and roads.
- Apportionment of seats in the U.S. House of Representatives.
- How district lines are drawn at all levels of government.

You can help us make Census 2020 a success by getting involved:

- Tweet and post about the importance of Census 2020 using **#JeffersonCounts**.
- Join us at our event on... *[INSERT DETAILS]*
- Complete your Census form and talk to three friends or neighbors about why participation in the 2020 Census is important.

We are excited to support a fair and accurate count in our local communities.  
Thanks so much for your support!

Sincerely,  
*[NAME, ORGANIZATION NAME]*

## General Census Messages to Share

- The Census is no joke...be counted. April 1st, 2020 is National Census Day!
- One day is worth a decade of resources for our community. Be counted next spring in the 2020 Census!
- Make a difference for your community—be counted next spring in the 2020 Census!
- The Census impacts funding for essential services including healthcare, housing, education, and more. Be counted for a decade of resources for our community in Spring 2020!
- Care to be counted for an accurate share of resources in the South Hills and Jefferson area. April 1st, 2020 is National Census Day!
- I count, you count, we all count in the 2020 Census. Be counted next spring in the 2020 Census!
- It is your civic duty to participate in a fair and accurate Census. Be counted next spring in the 2020 Census!
- Participate in a decade of impact. Be counted next spring in the 2020 Census!
- Missing a family of five is equal to a loss of \$100,000 in resources to your community. Be counted next spring in the 2020 Census!
- Kids count, seniors count, families count...we all count for the 2020 Census. Be counted in Spring 2020!

## Tailored Census Messages for Targeted Audiences

### Children & Youth

- Count on the future for our kids. Ensure that all kids are counted next spring in the 2020 Census!
- An accurate count provides our fair share of funding for our schools and our kids. Ensure that all our kids are counted next spring in the 2020 Census!

### Seniors

- An accurate count provides our fair share of resources to support our seniors. Ensure that all of our community's seniors are counted next spring in the 2020 Census!

### Supporting an Equitable Count

- People of all colors, backgrounds, nationalities, and faiths matter to our communities. Ensure that all our community members are counted next spring in the 2020 Census!

### Rural Communities

- Don't let our area be left out – again. Be counted next spring in the 2020 Census!
- Feel like you don't count? Now's your chance. Be counted next spring in the 2020 Census!

### Workforce

- The Census opens doors...an accurate count supports job opportunities in our communities. Be counted next spring in the 2020 Census!

### Economic Development

- An accurate count supports local economies. Be counted next spring in the 2020 Census!

### Foreign Born Residents

- It is important that you, your family, & your community are counted, just like anybody born in the US. Be counted next spring in the 2020 Census!
- Your participation in the Census will be safe and secure. Be counted in spring 2020!
- Lived in the US for 1 month ... 1 year ... 10 years? Everyone gets counted in the Census. Be counted next spring in the 2020 Census!
- The Census counts permanent residents, visa holders, citizens, everyone. Be counted next spring in the 2020 Census!

### Business Community

- One day equals a decade of resources. The Census matters – be counted next spring in the 2020 Census!
- The Census impacts our jobs, roads, schools – be counted next spring in the 2020 Census!
- An accurate Census means you can plan your business for the next decade. Be counted next spring in the 2020 Census!

# ADDITIONAL CENSUS RESOURCES

This toolkit of Jefferson Counts resources and community-specific Census materials for municipalities, businesses, faith groups, and any other key audiences can be accessed online at [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census).

## ADDITIONAL JEFFERSON COUNTS RESOURCES

### Jefferson Census E-Newsletter

The monthly Jefferson Census E-Newsletter will provide additional Census messaging, as well as Census updates, upcoming Census Champion-led Census events, and shareable content. To be added to our newsletter or for help with any of our Census Resources, **contact Jefferson Civic Engagement Fellow Amy Wisseman at [amy.wisseman@jeffersonrf.org](mailto:amy.wisseman@jeffersonrf.org) or call 412-267-6773.**

### Jefferson Counts Mini-Grants

If your organization plans to engage deeply in local Census outreach to hard-to-count populations at the Census Leader Level, please note that Jefferson Counts Mini-Grants of \$1,000-\$10,000 are available. Applications are due December 11, 2019. **For more information, please visit [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census) or contact Jefferson Regional Foundation Program Officer Kelleigh Boland at [kelleigh.boland@jeffersonrf.org](mailto:kelleigh.boland@jeffersonrf.org) or 412-267-6772.**

## OTHER CENSUS RESOURCES

Census Bureau website and resources <https://www.census.gov>

Funders Census Initiative 2020 <https://funderscommittee.org/working-group/4/>

George Washington Institute of Public Policy <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

Jefferson Regional Foundation 2020 Census Overview [www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census)

Keystone Counts <https://www.keystonecounts.org>

**Jefferson Counts posters and inserts are included on the following pages.  
Please copy and share!**

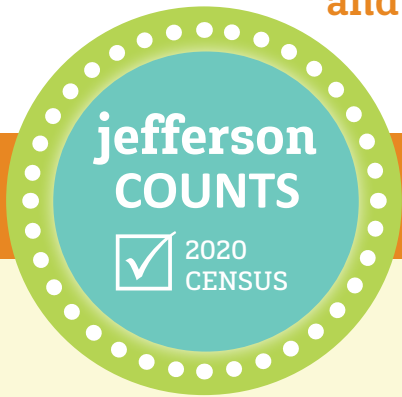


# YOUR VOICE COUNTS

for our community in the 2020 Census

Being counted helps our community create jobs, provide housing and food, fund education, prepare for emergencies and build schools, roads, hospitals and libraries.

FILL OUT YOUR CENSUS FORM IN SPRING 2020.



## #JeffersonCounts

is an initiative of Jefferson Regional Foundation and the Jefferson Community Collaborative to support a fair and accurate count in our local communities.

## TOP THINGS TO KNOW ABOUT 2020 CENSUS

1

**By law, individual-level Census information cannot and will not be shared.** The Census Bureau is committed to keeping your information confidential, private and secure.

2

**The Census will not ask about citizenship or immigration status.** Items like name, age, gender, birthday, race/ethnicity, relationship to head-of-household, owner or renter and phone number are asked on the Census.

3

**Census forms are filled out by each household. Everyone living at an address matters.** Everyone needs to be counted, including all children born by April 1, 2020.

4

**You will receive a mailing to complete the Census in mid-March 2020.** You can respond online using the unique Census ID provided to you, but you can also respond by phone or mail.

5

**Your participation matters.** For each family of five missed in the Census count, our area could lose \$100,000 over the next 10 years.

**Learn more at:**  
[www.jeffersonrf.org/2020census](http://www.jeffersonrf.org/2020census)

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2020



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