

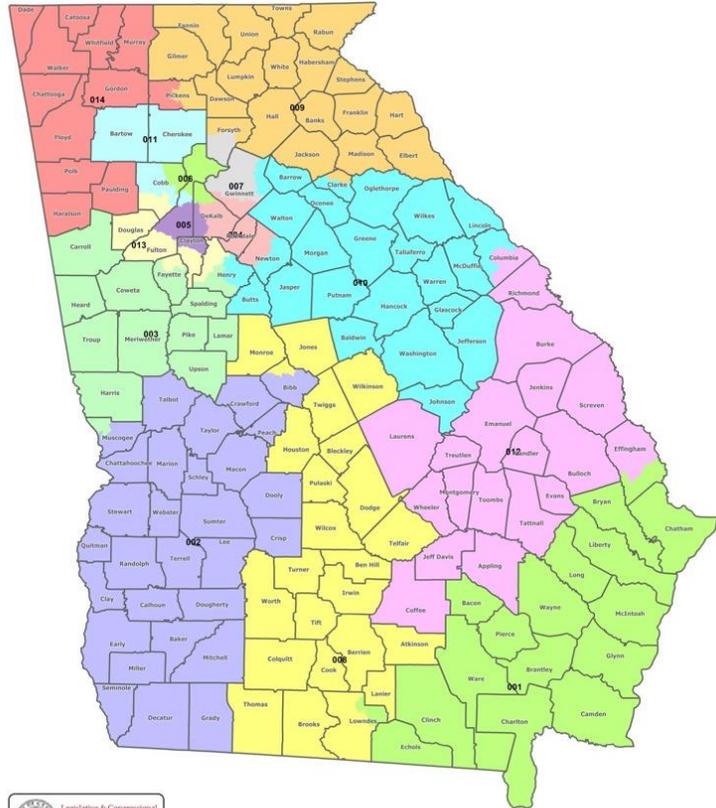
Update on Georgia's Census 2020 Coordination



Census 2020 is about two things...

- ▶ POWER
- ▶ MONEY

Why Does it Matter to Your Community?

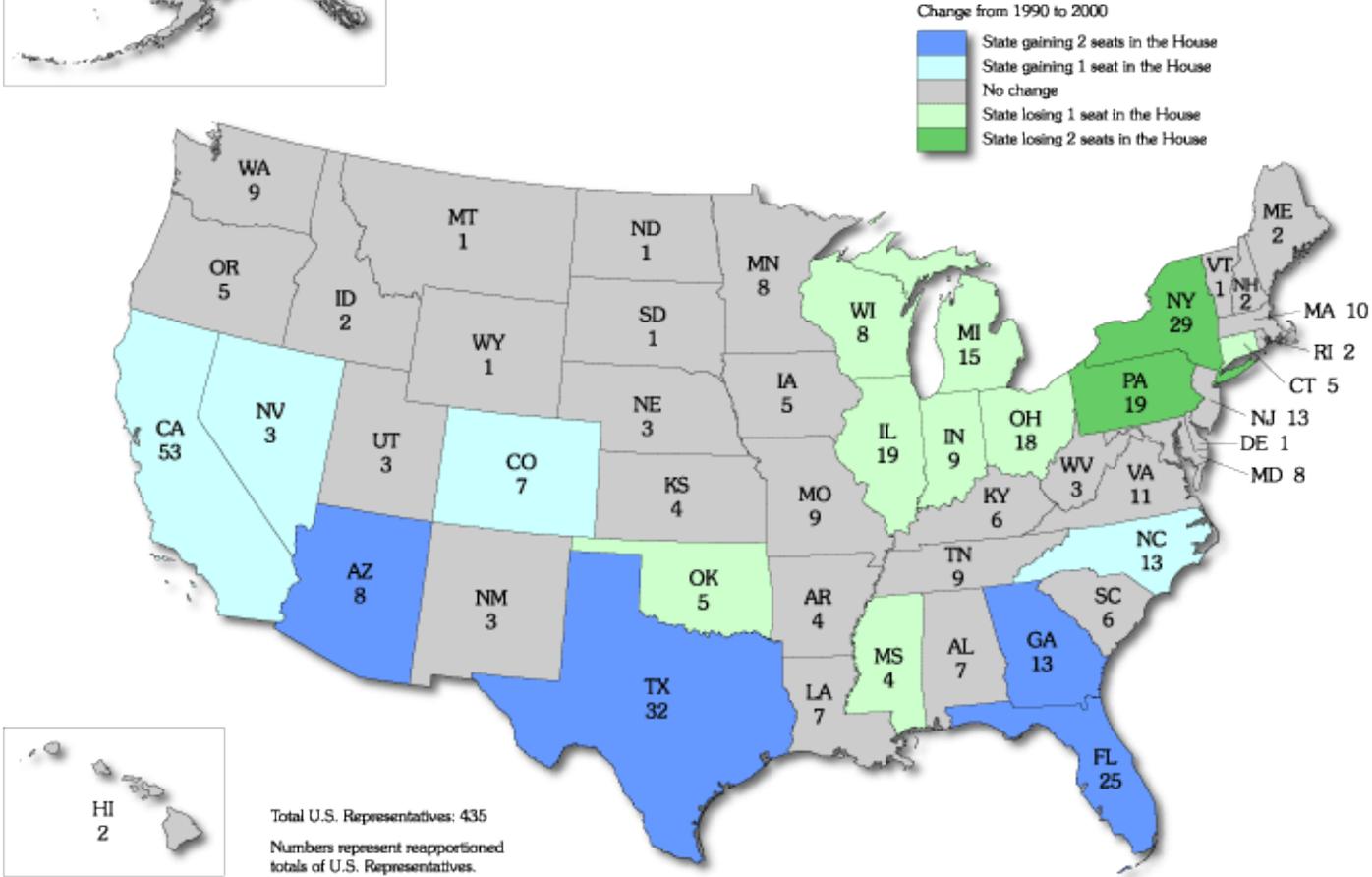


▶ POWER

- ▶ U.S. House of Representatives
- ▶ State Senate
- ▶ State House
- ▶ County Commission
- ▶ City Council
- ▶ School Board



Figure 3. Apportionment of the U.S. House of Representatives for the 108th Congress

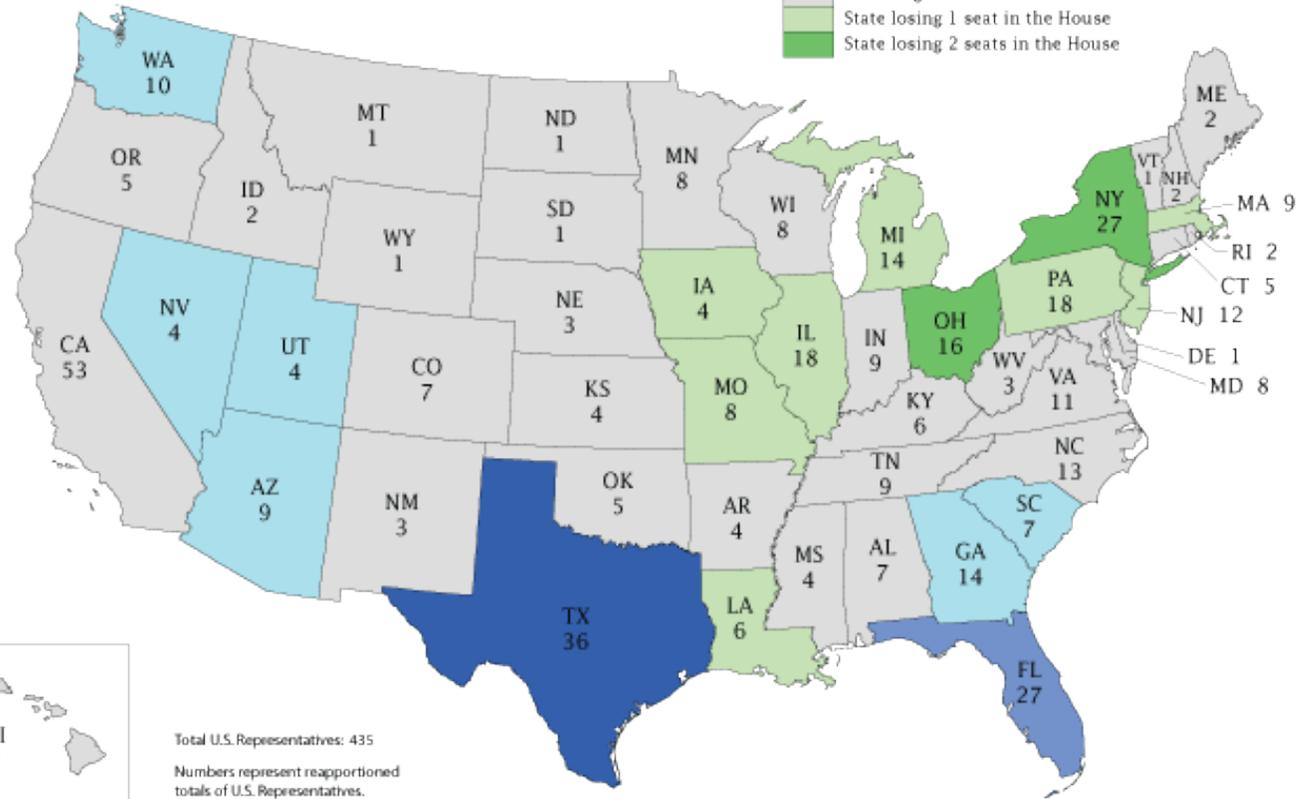


USCENSUSBUREAU
Helping You Make Informed Decisions

Apportionment of the U.S. House of Representatives Based on the 2010 Census



- Change from 2000 to 2010
- State gaining 4 seats in the House
 - State gaining 2 seats in the House
 - State gaining 1 seat in the House
 - No change
 - State losing 1 seat in the House
 - State losing 2 seats in the House



Total U.S. Representatives: 435
Numbers represent reapportioned totals of U.S. Representatives.

U.S. Department of Commerce

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Why Does it Matter to Your Community?

- ▶ Medicaid
- ▶ Medicare Part B
- ▶ Housing Choice Voucher Program
- ▶ National School Lunch Program
- ▶ WIC
- ▶ SNAP
- ▶ Head Start

$\$23.8 \text{ Billion} / 10,500,000 \text{ people} = \sim \$2,300/\text{person}$

Why Does it Matter to Your Community?

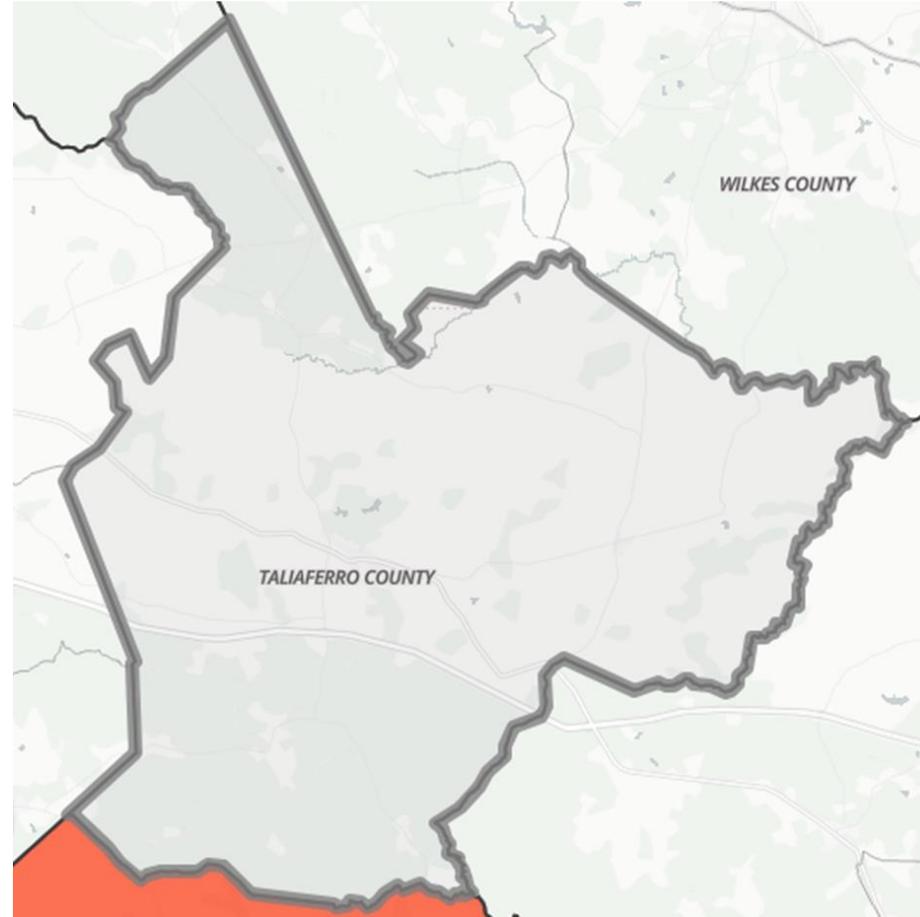
- ▶ Georgia's rural assistance programs received \$1.4 billion in FY 2016
 - ▶ This is the most of any U.S. state
 - ▶ \$47 million of this went to rural business and industry loans
 - ▶ \$45 million went to rural water and waste disposal systems for rural communities

Challenges Facing Census 2020

- ▶ Knowledge Gaps
- ▶ Apathy
- ▶ Concerns about confidentiality and privacy
- ▶ Fear of repercussions
- ▶ Distrust of government
- ▶ Hard to Count Populations
- ▶ Online Response
- ▶ Internet Connectivity

Taliaferro County

- ▶ 1,836 people live in 710 households
- ▶ 8 people live in group quarters
- ▶ 85.1% of the county's households mailed back their 2010 census questionnaire
- ▶ 59.2% of Taliaferro County's households had either no internet access or dial up-only



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- ▶ Online Response
- ▶ Internet Connectivity
- ▶ Timing

Self-Response Mailing dates

2020 Census Self-Response Mail Strategy

Self-Response

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	5	6	7	①	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Dates in the table below are in-home dates.

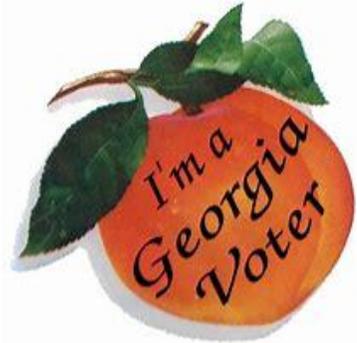
Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

(*) Targeted only to nonresponding households





2020 State Elections and Voter Registration Calendar

Elections	Voter Registration Deadline	Election Date
Presidential Preference Primary and Special Election	February 24, 2020	March 24, 2020
Special Election Runoff	February 24, 2020	April 21, 2020
General Primary Election, Nonpartisan General Election, and Special Election	April 20, 2020	May 19, 2020
General Primary Runoff, Nonpartisan General Runoff, and Special Runoff Election for Local and State Offices	April 20, 2020	July 21, 2020
General Primary Runoff Election for Federal Offices	June 22, 2020	July 21, 2020

What Has Georgia Done to Prepare

- ▶ Boundary & Annexation Survey (BAS)
- ▶ Local Update of Census Addresses (LUCA)

What Has Georgia Done to Prepare

- ▶ Boundary & Annexation Survey (BAS)
- ▶ Local Update of Census Addresses (LUCA)
- ▶ Formed State Complete Count Committee
- ▶ Logo
- ▶ Social Media
- ▶ Presentations
- ▶ Valdosta State University / UGA's Carl Vinson Institute of Government
- ▶ Public Relations Firm
- ▶ Developed Materials
- ▶ Focus Group Testing



What Has Georgia Done to Prepare

- ▶ Strategic Marketing Plan
- ▶ Marketing/PR Firm
 - ▶ Broadcast Media
 - ▶ Trusted Voices Campaign
 - ▶ Electronic Media
 - ▶ Targeted Marketing

Messaging and promotion

- ▶ Two Public phases:
 - ▶ Awareness
 - ▶ January - February
 - ▶ Goal- educating that census is coming
 - ▶ Call to action/ Thank you
 - ▶ Beginning late March - May
 - ▶ Goal 1- Georgians should be received census mailings and its time to respond
 - ▶ Goal 2- Thank those who responded and remind those who have not
- ▶ This will be done on a state level and local levels

Messaging and promotion

- ▶ Local Complete Count Committees
- ▶ Celebrities
- ▶ “CALi” (Dept. of Early Care & Learning)
- ▶ Newspaper/Magazine Articles
- ▶ College Emphasis
- ▶ Numerous Presentations





Graphics and Collateral Concepts



Graphics and Collateral Concepts



The Census is here

Make sure you're counted

Georgia CENSUS 2020

Road to the 2020 Census
Key dates to remember

MARCH 12-20

INVITATIONS TO RESPOND WILL BE SENT OUT
MOST HOUSEHOLDS WILL BE ASKED TO RESPOND ONLINE, HOWEVER SOME WILL ALSO RECEIVE PAPER QUESTIONNAIRES

APRIL 8-16

A REMINDER IF YOU HAVE NOT RESPONDED YET
IN CASE YOU MISSED THE INITIAL LETTER, A REMINDER LETTER AND QUESTIONNAIRE WILL BE SENT TO YOU

APRIL 20-27

FINAL NOTICE
A FINAL REMINDER POSTCARD WILL BE SENT BEFORE A CENSUS TAKER WILL FOLLOW UP IN PERSON.

Georgia CENSUS 2020

Responder al Censo del 2020 ayuda a los niños

Georgia CENSUS 2020

El Censo del 2020 ayuda con

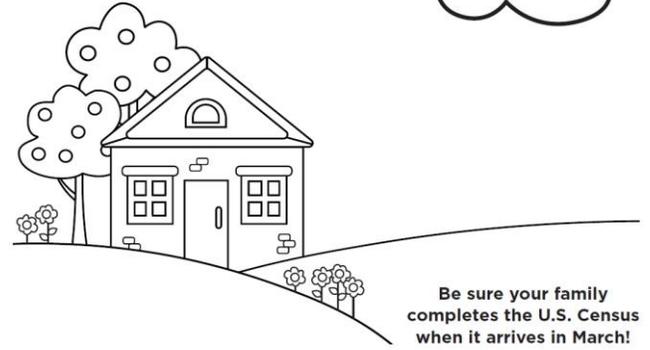
- Fondos federales para almuerzos escolares
- Planear la futura matrícula escolar
- Financiar el programa HeadStart

los niños

Show us your family!

The U.S. Census counts everyone! It creates a current image of our nation with all of its diversity and uniqueness! Show us how unique your family is by drawing the different members beside your home! Don't forget, everyone in your family counts when it comes to the census no matter their age, so be sure to include everyone!

Instructions:
Draw each of your family members beside your home!



KIDS COUNT TOO!

When you participate in the 2020 Census, don't forget to list the accurate number of children in your household. When the numbers aren't right, classrooms get crowded, and your child's needs are not met. Each person counted in the census adds \$1,339 in funding to the state for things like family programs, school emergency services, hospitals, and improved education for your children.

Complete your 2020 Census form when it arrives in March!

United States Census 2020

VALDOSTA STATE UNIVERSITY

3 TIMES CENSUS 2020 WILL CONTACT YOU

MARCH 12-20 **INVITATIONS TO RESPOND WILL BE SENT OUT**
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Georgia CENSUS 2020

TRES VECES QUE EL CENSO DEL 2020 SE PONDRÁ EN CONTACTO CONTIGO

DEL 12 A 20 DE MARZO **SE ENVIARÁN LAS INVITACIONES PARA RESPONDER AL CENSO**
CASI TODOS LOS HOGARES RECIBIRÁN UNA INVITACIÓN PARA RESPONDER POR INTERNET, Y LOS DEMÁS RECIBIRÁN APARTE CUESTIONARIOS IMPRESOS PARA

DEL 8 A 16 DE ABRIL **UN RECORDATORIO SI AÚN NO HAS RESPONDIDO**
EN CASO DE QUE TE HAYAS PERDIDO LA CARTA, SE ENVIARÁ UNA CARTA DE RECORDATORIO Y UN CUESTIONARIO.

DEL 20 A 27 DE ABRIL **ÚLTIMO AVISO**
SE ENVIARÁ UNA POSTAL RECORDATORIA FINAL ANTES DE QUE UN CENSISTA ACUDE EN PERSONA A TU HOGAR.

Georgia CENSUS 2020

The Census helps **HEALTHCARE** in Georgia

Hey Georgia,

Census data is used to make sure you get the best healthcare. The data collected helps policy makers and community leaders determine if new healthcare facilities are needed and where to place them. Additionally, the count is used to help fund medical costs through allocations from the federal government to programs such as Medicare and Federal Medical Assistance Programs.

Fill out your form for 2020 to make sure you get access to healthcare services.

SHAPE YOUR FUTURE START HERE

CENSUS 2020



How Can You Help?

- ▶ Encourage formation of Complete Count Committees in your district
- ▶ Encourage participation in Census 2020
- ▶ Connect us with celebrities who may be willing to be in ads/commercials

