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

Change from 1990 to 2000:
- Dark blue: Gaining 2 seats in the House
- Light blue: Gaining 1 seat in the House
- Gray: No change
- Green: Losing 1 seat in the House
- Light green: Losing 2 seats in the House

Total U.S. Representatives: 435

Numbers represent reapportioned total of U.S. Representatives.
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 Billion / 10,500,000 people = ~$2,300/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
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
- 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

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* “It’s not too late” Postcard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet First</td>
<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
<td>April 20, 2020</td>
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<tr>
<td></td>
<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
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<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
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</tbody>
</table>

(*) Targeted only to nonresponding households.
<table>
<thead>
<tr>
<th>Elections</th>
<th>Voter Registration Deadline</th>
<th>Election Date</th>
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<tbody>
<tr>
<td>Presidential Preference Primary and Special Election</td>
<td>February 24, 2020</td>
<td>March 24, 2020</td>
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<tr>
<td>Special Election Runoff</td>
<td>February 24, 2020</td>
<td>April 21, 2020</td>
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<tr>
<td>General Primary Election, Nonpartisan</td>
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<tr>
<td>General Election, and Special Election</td>
<td>April 20, 2020</td>
<td>May 19, 2020</td>
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<tr>
<td>General Primary Runoff, Nonpartisan</td>
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<td>General Runoff, and Special Runoff Election</td>
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<td>for Local and State Offices</td>
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<tr>
<td>General Primary Runoff Election for Federal</td>
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<tr>
<td>Offices</td>
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<tr>
<td></td>
<td>June 22, 2020</td>
<td>July 21, 2020</td>
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What Has Georgia Done to Prepare

- Boundary & Annexation Survey (BAS)
- Local Update of Census Addresses (LUCA)
2020 LUCA Participation
Percentage of Registered Governments Participating
as of September 4, 2018

Georgia
CENSUS 2020
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 it’s 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

Road to the 2020 Census
Frecuente lo recordar

MARCH 12-20
INVITATIONS TO RESPOND WILL BE SENT OUT

APRIL 8-16
A REMINDER TO RESPOND WILL BE SENT OUT

APRIL 20-27
FINAL NOTICE

Make sure you're counted

Responder al Censo del 2020 ayuda a los niños

El Censo del 2020 ayuda con

- Fondo Fuentes de Cómo financiar los niños
- Planear la futura y el mejor empleo
- Financiar el programa Head Start

KIDS
COUNT TOO!

Be sure your family completes the U.S. Census when it arrives in March!

3 TIMES CENSUS 2020 WILL CONTACT YOU

MARCH 12-20
INVITATIONS TO RESPOND WILL BE SENT OUT

APRIL 8-16
A REMINDER TO RESPOND WILL BE SENT OUT

APRIL 20-27
FINAL NOTICE

TRES VECES QUE EL CENSO DEL 2020 SE PONDrá EN CONTACTO CON Tú

DEL 12 A 20 DE MARZO
SE ENVARIÁN LAS INVITACIONES PARA RESPONDER AL CENSO

DEL 8 A 16 DE ABRIL
SE ENVARIÁN LAS INVITACIONES PARA RESPONDER AL CENSO

DEL 20 A ÚLTIMO AVISO
3 LOS CUENTES DE PAGAR LA HACIENDA DE LA CASA AL HOGAR

Georgia
CENSUS 2020

Show us your family!

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

Healthcare in Georgia

Shape your future
Start here
Census 2020

Healthcare in Georgia

Stay Georgia
Every dollar is used to make sure you get the best healthcare.
The adult health data gathering and community feedback informs new healthcare policies.
Families are asked and serve to plan.
Additionally, the census and to help fund outreach with through allocation from the federal government to programs such as Medicaid and Children’s Health Insurance Program.
Fill out your form by 2020. It makes sure you get proper healthcare coverage.
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