

COUNT US IN
2020

There's Power In
Being Counted



COUNTUSIN2020.ORG

How the 2020 Census Affects Your Community



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Protect the Present, Invest in the Future

Census data help ensure that your family and community can thrive by affecting how more than **\$1.5 trillion** in federal funds are allocated yearly to communities.

How does this benefit your community?



Medicaid and
Medicare



Highway Funding



Section 8 Housing
Vouchers



Supplemental
Nutrition Assistance
Program (SNAP)



Headstart



Special Education
Grants



Child Care and
Development Block
Grants



Libraries and
Hospitals



And much more!

Get Resources for Your Community

Each person counted in your community means additional federal dollars that end up there. On the other hand, each person who doesn't participate in census costs your community thousands of dollars each year. Since the census happens only once every 10 years, this loss will happen every year through 2030, adding up to a lot of lost resources.

Participating in the census means you are claiming your community's fair share of federal funding. Don't lose out on money your community deserves.

Make Sure Your Community is Visible

Census data are not only used to determine federal funding, but also to inform decision-makers about where to invest resources. Population data have a strong impact on your community because the data affect planning and investment.

When there is an accurate count,

- Local school districts will know where to build new schools or expand existing ones,
- Local governments will know how to plan for housing needs,
- Healthcare providers will know what type of care they need to prioritize for the populations around them,
- Businesses will know where to open new stores and services, and
- Advocates will have data to draft and push for policies to help improve the lives of community members.

Be Counted for Political Representation

Census data are critical to ensuring your voice is heard in government.

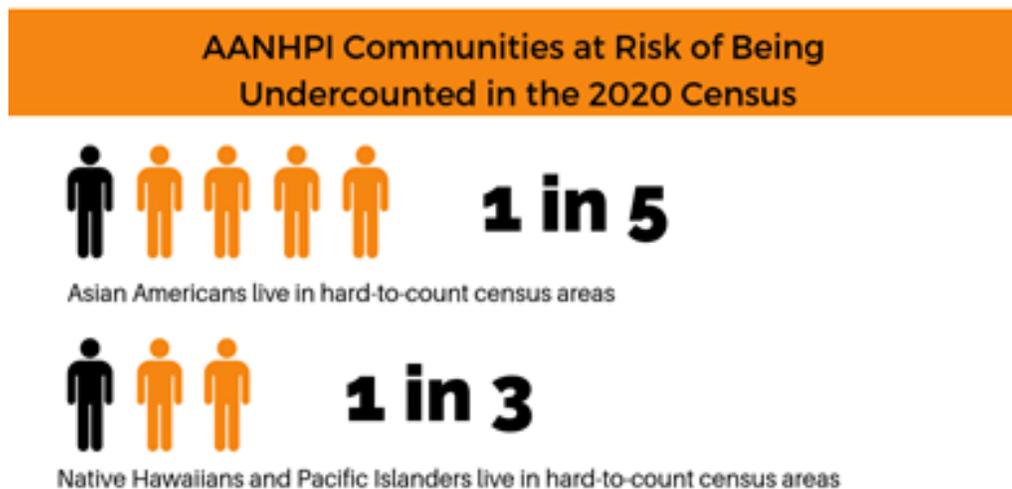
The data are used to:

- Determine how many seats in the U.S. House of Representatives each state gets, which translates to political power for your community.
- Redraw political district maps at all levels of government.
- Protect voters against discrimination based on race.
- Make sure jurisdictions provide language assistance to voters.



Every Response Matters to Your Community

Some communities are especially “hard to count”---this means that in these communities, it is likely that many people will not respond to the census. This can lead to a disproportionate **undercount** in the census--where the number of people the census records is less than the actual number of people living in a community. Communities that are historically hard-to-count include racial and ethnic minorities, renters, people with limited English proficiency, immigrants, and small children.



Lots of Asian Americans, Native Hawaiians, and Pacific Islanders live in hard-to-count neighborhoods where there are higher rates of poverty and unemployment, greater challenges in finding stable and affordable housing, lower educational attainment, and greater language barriers. An undercount will result in lost federal funding that could go toward addressing needs of Asian Americans, Native Hawaiians, and Pacific Islanders. Each person’s participation in the census is vital to make sure our communities are fully counted in 2020 and receive their fair share for the decade to come.

You can find more information about the census at www.countusin2020.org/resources.