

# Our Community Counts!



# You Matter, You Count!



*McAuley Ministries thanks the Jefferson Regional Foundation, Allegheny County Complete Count Committee, and Keystone Counts for their leadership and partnership to support a complete and accurate count of our community.*



## Census Background & 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.

## Census Key Points

### 1. Your Participation Matters

The census impacts our funding for essential services and community supports including health care, 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 1, 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.

## 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 health care, housing, food, libraries, education, and roads for the next 10 years. PA receives \$39 billion in annual funding from programs that rely on census data. Without an accurate census, funds for these programs may be miss-allocated, with valuable resources failing to reach 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

## Census Top Things to Know

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

1

**By law, individual-level census information cannot and will not be shared.** The U.S. Census Bureau is committed to keeping 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.

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## 2020 Census Key Dates

- March 12-20, 2020 The U.S. Census Bureau mails postcards with online code to participate in the 2020 Census. Some households will receive paper questionnaires.
- April 1, 2020 **CENSUS DAY** is observed nationwide. By this date every home will receive an invitation to participate in the 2020 Census.
- April 2020 Census takers begin visiting college students who live on campuses, people living in senior centers, and others who live among large groups of people and conducting quality check interviews to help ensure an accurate count.
- May 2020 The Census Bureau begins visiting homes that haven't responded to the 2020 Census to make sure everyone is counted.
- December 2020 The Census Bureau delivers apportionment counts to the President and Congress as required by law.
- March 31, 2021 The Census Bureau will send redistricting counts to the states to be used to redraw legislative districts based on population changes.

## 2020 Census FAQs

### How and when can households complete the 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 U.S. 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 that 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).

## Census Messages to Share with Neighbors and on Social Media

- The census is no joke ... be counted. April 1, 2020 is #NationalCensusDay!
- One day is worth a decade of resources for our community. Be counted in the #2020Census!
- Make a difference for your community – be counted in the 2020 Census!
- The census impacts funding for essential services including health care, housing, education, and more. Be counted in Spring 2020 for a decade of resources for our community!
- Care to be counted for an accurate share of resources in the #Pittsburgharea #HillDistrict #Uptown #WestOakland. April 1, 2020 is National Census Day!
- I count, you count, we all count in the 2020 Census. Be counted this spring in the 2020 Census!
- We risk losing political representation when we don't participate in the census. Be counted in the 2020 census!
- Participate in a decade of impact. Be counted this spring in the 2020 Census!
- Missing a family of five is equal to a loss of \$100,000 in resources to our community. Be counted this spring in the 2020 Census!
- Kids count, seniors count, families count ... we all count for the 2020 Census. Be counted this spring in the 2020 Census!