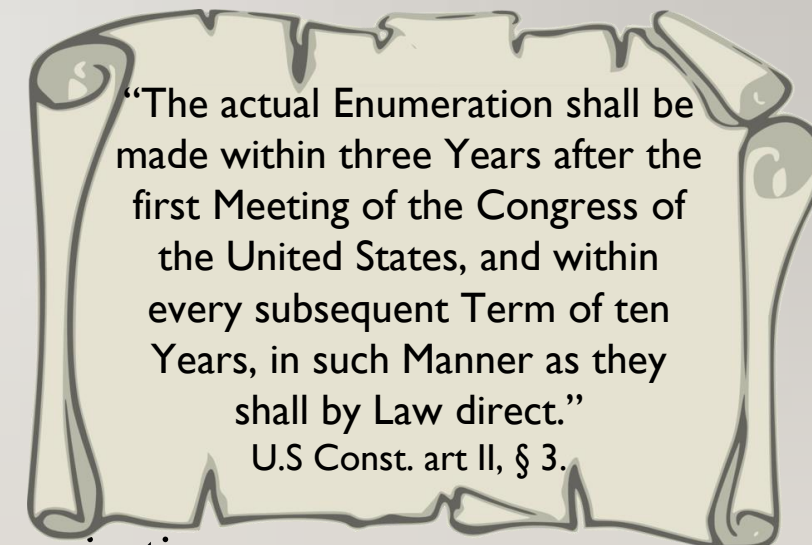


CENSUS 2020, MAKE CHARLESTON COUNT!



HISTORY OF THE CENSUS

- The Constitution of the United States of America mandates a headcount every 10 years for every single person residing in the United States
- The first census happened in 1790
- April 1st has officially been Census Day since 1930
- This will be just the 24th time the United States has completed the Census!!
- “The census is our largest civic mobilization outside of going to war” – Bob Tracy, Director of Public Policy and Communication



WHAT DOES THE CENSUS ASK?

- The census collects data about every single person who is living in the household on April 1, 2020. The census will ask questions about:
 - Age
 - Race
 - Gender
 - If you own or rent your home
- Let's look at it right now: <https://tinyurl.com/2020censusform>

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WHY DOES THE CENSUS MATTER?

State and Local Funding

- Census data is used to determine distributions for HUNDREDS OF BILLIONS of dollars in federal funds.
 - The 2010 Census results made the following possible:
 - Medicaid: 361 billion dollars of funding
 - Highway maintenance and repairs: 40 billion dollars of funding
 - Section 8 Vouchers: 19 billion dollars
 - The census data funded 55 federal spending programs nationwide

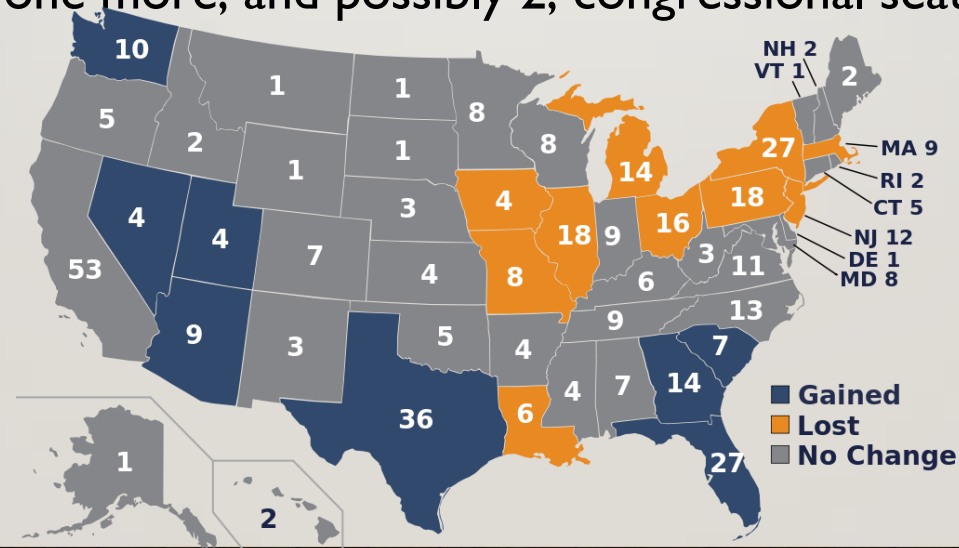
WHY DOES THE CENSUS MATTER?

Fair and Accurate Representation

- Political Representation: Census population data is used to redraw Congressional, state, legislative, and local districts. Those elected officials rely on this census data to understand the make-up of the population in their district.
- Planning: Public and private sector decision-making based on accurate population counts (where to open, close, or expand businesses, schools, hospitals, and more!)

HOW DOES THE CENSUS IMPACT THE STATE OF ILLINOIS?

- Based on the census data, in 2016 alone, the State of Illinois received \$34,331,000,530 to support 55 federal programs
- In 2010 we lost one congressional seat based on census data and it is looking likely that we will lose at least one more, and possibly 2, congressional seat in 2020.



HOW DOES THE CENSUS IMPACT THE CITY OF CHARLESTON?

For every person NOT counted, the City of Charleston will lose on average \$160 per year over the ten year period.

$\$160/\text{person} \times 10 \text{ years} = \$1,600 \text{ lost per person}$

$10 \text{ people} \times 10 \text{ years} = \$16,000 \text{ lost}$

$100 \text{ people} \times 10 \text{ years} = \$160,000 \text{ lost}$

$1,000 \text{ people} \times 10 \text{ years} = \$1,600,000 \text{ lost}$

HOW DOES THE CENSUS IMPACT YOU?

- Your Personal Life!
 - Census data is used to help establish fair market rent (so you and I are not overpaying)
 - Census data is used to enforce fair lending practices (so you and I can get loans for a car or home!)
 - Census data is used to create maps to speed emergency services to households in need of assistance.
 - Census data is used to determine areas eligible for housing assistance and rehabilitation loans.

HOW DOES THE CENSUS IMPACT OUR LOCAL SCHOOLS?

- Impacts the amount of funding our school districts get for free and reduced breakfast and lunches for the kids in our community
- The types of grants our schools can apply to support programs
- School district boundary lines are based on census data



HOW DOES THE CENSUS IMPACT OUR LOCAL CHURCHES?

- Churches use the census data to ensure that their congregation looks like the community at large
- Churches use the census data when exploring the idea of building a new church in a community or expanding to a new one
- Churches use the census data to identify ways to engage and support various community needs



HOW DOES THE CENSUS IMPACT LOCAL BUSINESSES?

- Census Data is used to help recruit new businesses and restaurants to come and join our community!
- Census data is used to decide where to build new factories, offices, and stores which can help create new jobs.

WHAT ARE GROUP QUARTERS?

- Group Quarters are defined as a place where people who are not related stay in a group living arrangement that is owned or managed by an entity providing housing/services for those residents:
- Examples:
 - Residence Halls on a campus like EIU
 - Nursing Homes
 - Group Homes
 - Correctional Facility

THE CENSUS TIMELINE FOR 2020

On or Between:

March 12-20

March 16-24

Each household will receive:

An invitation to respond online/questionnaire

A reminder letter

IF YOU HAVEN'T Responded by.....

March 26-April 3

A reminder postcard

April 8-16

A reminder letter /paper questionnaire

April 20-27

Final postcard before sending someone in person



WHAT CAN I DO TO HELP SPREAD THE WORD SO EVERYONE IS COUNTED?

- Complete the Census on or by April 1, 2020 (online, over the phone, or paper questionnaire)
- Partner with us to help promote the census and spread the word to your circles