Together, We Can #MakeNCCount
What’s At Stake For NC

• Representation - North Carolina should gain a congressional seat with an **accurate** count in 2020.

• Over $1,800 per person, per year is allocated in North Carolina using census data. These are tax dollars already paid.

• This is North Carolina’s once-a-decade opportunity to achieve accurate data.

• Trusted, community voices and advocates will help achieve a more accurate count.

• Census data supports planning and funding for:
  - schools
  - public transportation
  - emergency services
  - senior services
  - healthcare
  - childcare
  - economic development
  - housing programs
  - infrastructure
  - libraries
  - roads
  - military resources
  - youth programs
  - food assistance
  - parks
  - military

• Many people fall within hard to count populations:
  - senior citizens
  - children under 5
  - racial & ethnic minorities
  - LGBTQ persons
  - seasonal workers
  - undocumented immigrants
  - low-income households
  - college students
The cost of a 3% undercount to NC communities:

- $1.8 Billion in North Carolina’s rural communities
- $400 Million for North Carolina’s veterans
- $333 Million for children under the age of 5
- $930 Million in our African American communities
- $545 Million for our state’s Hispanic/Latino population
- $50 Million for North Carolina’s Native Americans
- $932 Million for North Carolinians over the age of 65
What You Need To Know

• Respond online, including any mobile device. You can also respond by phone or mail.
• You should be counted where you live most days of the year.
• Invitations and reminders will be in Spanish and English based on population data.
• You can respond even if you haven’t received a mailing.
• Support is offered in 59 languages.
• The 2020 Census will never ask for your citizenship, religion, social security number, financial information, or donations.
• Individual data is protected by law and cannot be shared for 72 years.
• JOBS – $14-$20/hour. Submit applications at www.2020census.gov/jobs

www.my2020census.gov  online responses & language assistance
www.census.nc.gov  North Carolina information, outreach materials
www.census2020.gov  general information, outreach materials, hiring
Census and Corona Safety

- **Census is Happening**
  Timelines have changed, but the importance and the process remain the same

- **Respond Safely from Home**
  Internet, phone, and paper response options are available

- **Complete Your Form**
  Reduces the changes of a Census worker visit and maintains social distance
Adjusted Timeline

• Self Response ... March 12 – October 31

• Mobile Questionnaire Assistance ... Under Review

• Update Leave (stateside) ... June 13 – July 9

• Non Response Follow Up (NRFU) ... May 11 – October 31

Watch the US Census Bureau Newsroom for updates
https://www.census.gov/newsroom.html
Group Quarters are long term residency situations where a person usually resides somewhere else – college dorms, military barracks, prisons, nursing homes, shelters, etc..

• GQ Enumeration (eResponse and Paper) ... April 2 – September 3

• In-Person GQ Enumeration ... July 1 – September 3

• Service Based Enumeration ... Under Review

• Enumeration of Transitory Locations ... September 3 – September 28 (tentative)
North Carolina – 48.5%

United States – 53.2%

# Language Support By Phone

<table>
<thead>
<tr>
<th>LANGUAGE LINE TOLL</th>
<th>FREE NUMBER</th>
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<tbody>
<tr>
<td>English</td>
<td>844-330-2020</td>
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<tr>
<td>Spanish</td>
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<tr>
<td>Chinese (Mandarin)</td>
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<tr>
<td>Chinese (Cantonese)</td>
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<td>Haitian Creole</td>
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<td>Portuguese</td>
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<td>Japanese</td>
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<td>844-426-2020</td>
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<tr>
<td>Telephone Display Device (TDD)</td>
<td>844-467-2020</td>
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</table>
CENSUS 2020 – What Can I Do?

• Share information within your networks and leverage your existing resources:
  1. Social Media - Use #MakeNCCount and @NCCensus on social media
  2. Websites, Blogs, Listservs and Newsletters
  3. Phone/Text banks and Mailings
  4. Access to local media and community leaders
  5. Add the NC Census logo or content in standard work process (emails, documents, etc.)

• Visit census.nc.gov for the the NC Census Outreach & Engagement Toolkit offering informational materials, handouts, social media resources, newsletter articles, posters, yard signs, handouts, talking points, press information, and more

• Follow @nccensus on Twitter, and Facebook

• Sign up to the NC 2020 Census listserv at census.nc.gov for important updates
I counted
CENSUS 2020
North Carolina 2020 Census

Make NC Count

The Census is your chance to make sure your community counts. Participating in the Census will help make sure your community gets:

- Fair representation in Congress
- Financial resources for health, schools, transportation, and more
- Information leaders need to help your community plan for the future.

What is the Census?
Contact

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NC Department of Administration

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Follow us @nccensus
#MakeNCCount