

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: February 3, 2020

SUBJECT: 2020 Census

PRESENTER: John Mitchell, Business and Community Development Director
Chuck Megown, Partnership Specialist, U.S. Census Bureau

ATTACHMENTS: 1. Resolution for 2020 Census Partnership
2. Resolution establishing Henderson County Complete Count Committee
3. 2020 Census Your Communities Count Presentation

SUMMARY OF REQUEST:

The 2020 Census is rapidly approaching with April 1st, 2020 being observed nationwide as Census Day. It is important that Henderson County achieve a complete count for representative and funding purposes.

North Carolina is expected to gain an extra seat in the U.S. House of Representatives. This representation brings additional funding that Henderson County and other local organizations can utilize to continue promoting the public health and safety of our area.

The U.S. Census Bureau has already begun counting in remote areas. Enumerators will begin contacting addresses directly in May if no response is recorded initially. The attached resolution formalizes the partnership between Henderson County and the U.S. Census Bureau.

BOARD ACTION REQUESTED:

Approve the proposed resolution for a 2020 Census Partnership and establishment of the 2020 Henderson County Complete Count Committee.

Suggested Motion:

I move that the Board of Commissioners approve the resolution to partner with the U.S. Census Bureau and create the 2020 Henderson County Complete Count Committee



RESOLUTION 2020 CENSUS PARTNERSHIP

WHEREAS, the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population and provide a historic opportunity to help shape the foundation of our society and play an active role in American democracy;

WHEREAS, Henderson County is committed to ensuring every resident is counted;

WHEREAS, federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based, in part, on census data;

WHEREAS, census data helps determine how many seats each state will have in the U.S. House of Representatives and is necessary for an accurate and fair redistricting of state legislative seats, county and city councils, and voting districts;

WHEREAS, information from the 2020 Census and American Community survey are vital tools for economic development and increased employment;

WHEREAS, the information collected by the census is confidential and protected by law;

WHEREAS, a united voice from business, government, community-based and faith-based organizations, educators, media, and others will enable the 2020 Census message to reach more people;

NOW THEREFORE, BE IT RESOLVED by the Henderson County Board of Commissioners that Henderson County is committed to partnering with the U.S. Census Bureau and the State of North Carolina and will as follows:

1. Support the goals and ideals for the 2020 Census and will disseminate 2020 Census information.
2. Encourage all County residents to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.
3. Provide Census advocates to speak to County and Community Organizations.
4. Support Census takers as they help our County complete an accurate count.
5. Strive to achieve a complete and accurate count of all persons within our borders.

THIS the ____ day of _____ 2020.

HENDERSON COUNTY BOARD OF COMMISSIONERS

BY: _____
Grady Hawkins, Chairman

ATTEST:

Teresa L. Wilson, Clerk to the Board

[COUNTY SEAL]



RESOLUTION FOR CREATION OF THE 2020 HENDERSON COUNTY COMPLETE COUNT COMMITTEE

WHEREAS, the U.S. Census bureau is required by the U.S. Constitution to conduct a count of all persons;

WHEREAS, the Census count requires extensive work, and the Census Bureau requires partners at the state and local level to ensure a complete and accurate count;

WHEREAS, the Henderson County Complete Count Committee will bring together a cross section of community members who will utilize their local knowledge and expertise to reach out to all persons of our community;

WHEREAS, the Henderson County Complete Count Committee will work with the Census Bureau and the State of North Carolina to strive for an accurate count;

NOW THEREFORE, BE IT RESOLVED by the Henderson County Board of Commissioners establishes the Complete Count Committee of Henderson County.

THIS the ____ day of _____ 2020.

HENDERSON COUNTY BOARD OF COMMISSIONERS

BY: _____

Grady Hawkins, Chairman

ATTEST:

Teresa L. Wilson, Clerk to the Board

[COUNTY SEAL]

*2020 CENSUS
YOUR COMMUNITIES COUNT!*



Atlanta Regional Office
Managing Census Operations in
AL, FL, GA, LA, MS, NC, SC



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[census.gov](https://www.census.gov)

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*The goal of Census 2020 is to
count everyone once,
only once and in the right
place.*

EVERYONE COUNTS!



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Impact to Your Community

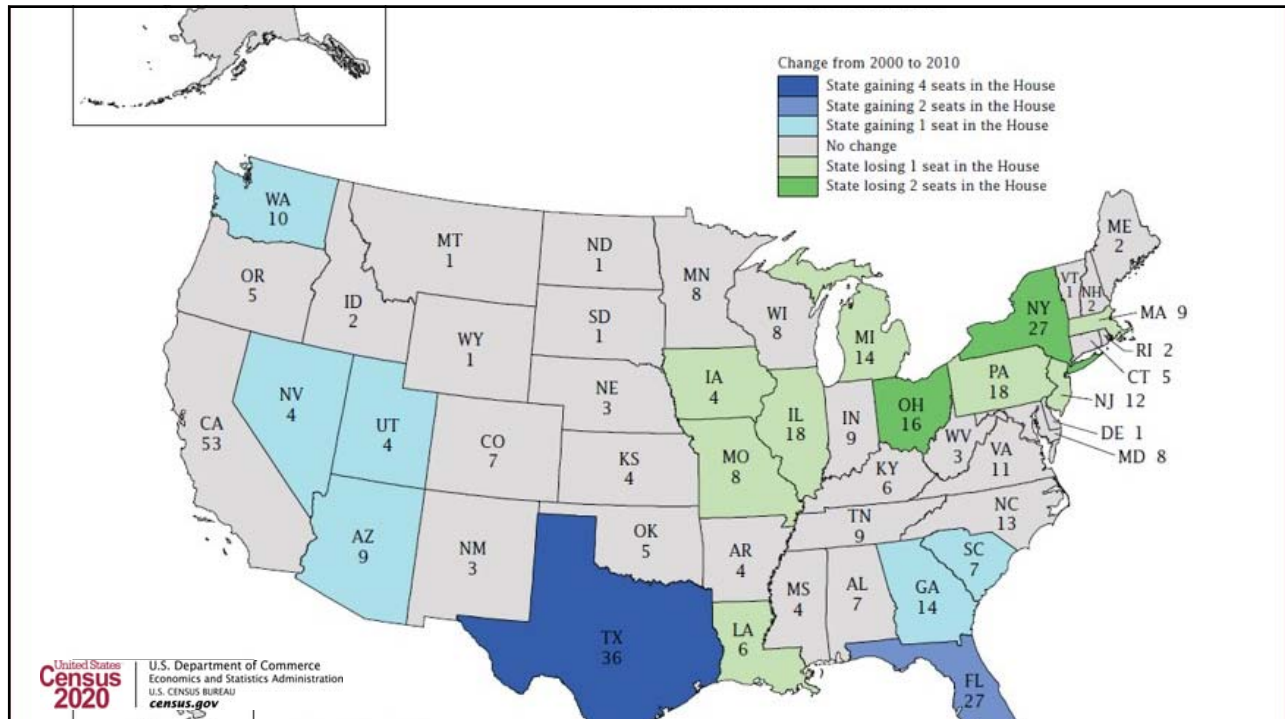
Why We Ask
You to
Allocate
Resources to
the 2020
Census

- Political Representation
 - Census is constitutionally mandated for re-apportionment of Congress
 - Census results are used for Redistricting at national, state, and local levels.
- Money/Economic Impact
 - Over \$675 Billion/year is distributed to state and local governments using Census numbers (Over \$4 Trillion over the decade).

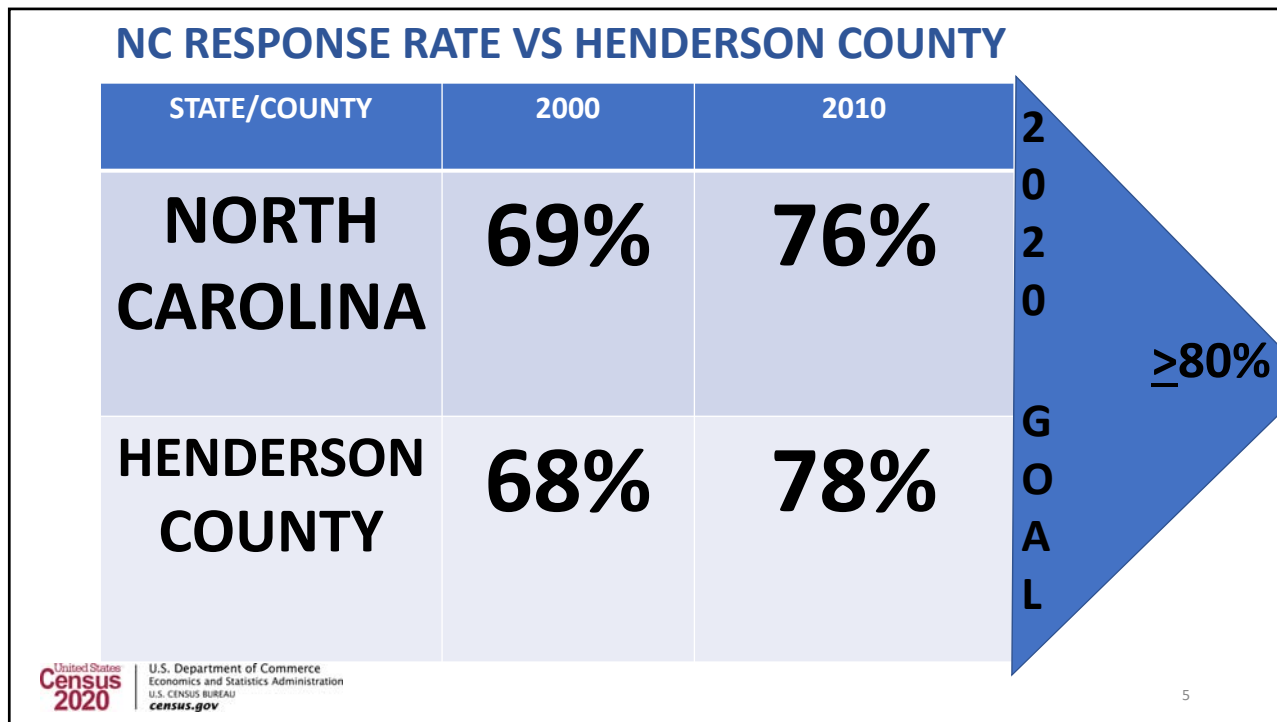
Anything that uses Federal dollars like Schools, Health care, roads, and many other federally funded programs.

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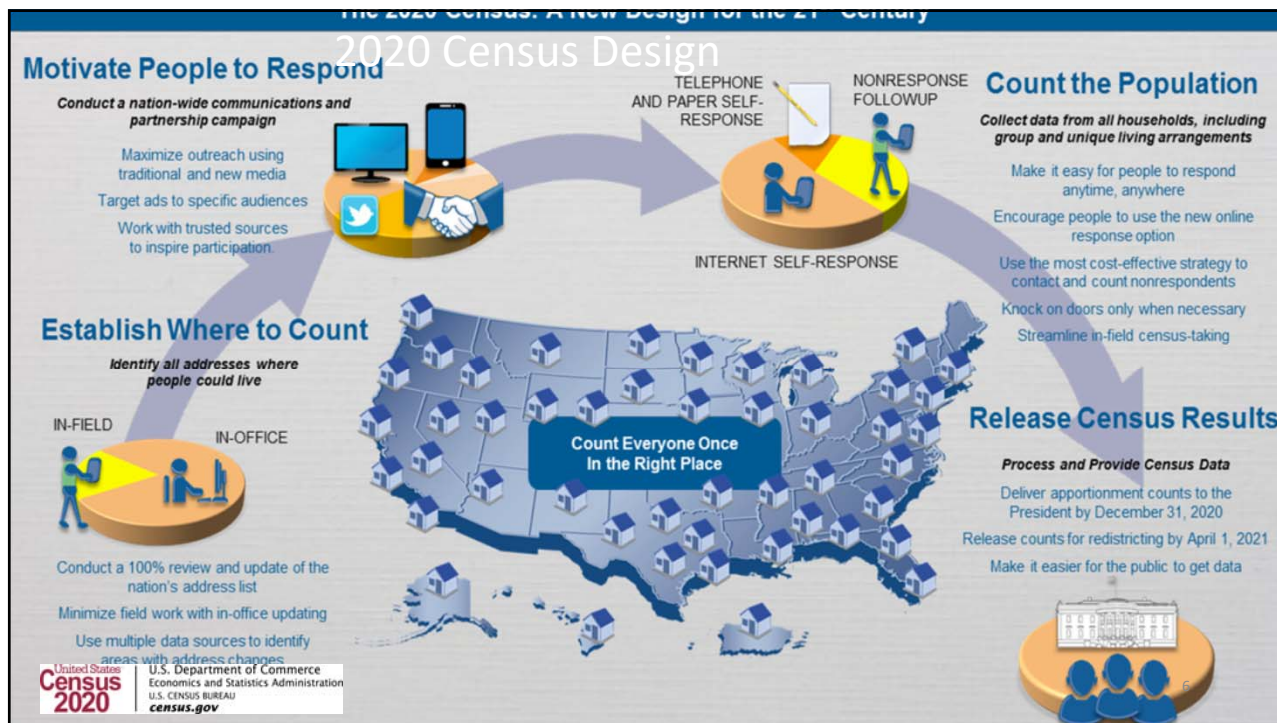
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Privacy and Confidentiality

- Under Title 13, U.S. Code, **all Census Bureau employees swear a lifetime oath to protect respondent data.** It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and **the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.**
- We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.
- The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.



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Privacy and Confidentiality

It is important
to note that
the Census
Bureau:

never asks for your full Social Security number;

never asks for money or a donation;

never sends requests on behalf of a political party;

never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.

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2020 Census New Initiatives

- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.
- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.



The goal of the 2020 Census is to count everyone once, only once and in the right place.

Self Response



Panel	Cohort	Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)
Internet First	1	March 12, 2020
	2	March 13, 2020
	3	March 19, 2020
	4	March 20, 2020
Internet Choice	N/A	March 13, 2020

Target Populations

- Children 5yrs and under
- Veterans
- People with disabilities
- Homeless
- People living in rural America
- Low income and underserved
- Senior citizens
- Migrant farm workers
- Foreign Born - Immigrants
- Persons with limited English proficiency
- Renters



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North Carolina 2020 Complete Count Commission

- Created by Governor Roy Cooper, who appointed Secretary of the NC Department of Administration, Mabelle Sanders to be the chairperson
- Comprised of citizens, elected officials, and business leaders across all racial, ethnic and social spectrums



- They meet on a monthly basis
- Tasked with increasing participation in the Census statewide
- The main goal is to coordinate resources and advocate efforts to accurately count those who have been historically undercounted

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Complete Count Committees

- Complete Count Committees conduct a wide range of possible activities. For example, they host promotional events, display census information in government buildings, include census messages on customer billing statements or other correspondence, and they network with community leaders to ensure everyone is involved.
- Opportunity to “tailor” the Census outreach and messaging to most effectively influence local communities.
- Involve all constituent groups, and use “trusted voices” of community leaders to encourage self-response.



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Local Government CCC's

Local government CCC's should include members with experience in the following areas:

- Government
- Education
- Media
- Minority Organizations
- Community organizations
- Workforce developments
- Faith-based institutions
- Businesses



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Count yourself in the right place.

In general, you should count yourself **where you live and sleep most of the time**. But pay special attention if you are:



Completing Your Household's Form

When responding, count any children, including newborns, who usually live and sleep at your home—even if they're not your own. If they split time evenly between two households, count them where they are on April 1, 2020."



A Recent Mover

Count yourself at your new address if you moved in by April 1, 2020.



A Renter

Count yourself where you live. Even though you don't own the home, you need to participate. Don't forget your family and roommates.



A College Student

If you don't live in a dorm, count yourself at your off-campus address—even if you go to your parents' home for school breaks. This includes international students.



A Service Member

If you don't live in military barracks—and you aren't deployed or stationed outside the United States—count yourself where you live and sleep most of the time, whether on or off base.



A Resident of a Group Facility

For people in the following living situations on April 1, 2020, Census Bureau employees will work with a representative from your building to ensure you are counted. They may or may not ask you to complete an individual census form.

- > College dorms
- > Military barracks
- > Nursing homes
- > Group homes
- > Shelters
- > Psychiatric facilities
- > Correctional facilities

For more details, visit [2020CENSUS.GOV](https://2020census.gov).



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2020census.gov/jobs

1-855-JOB-2020

(1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASCII

www.gsa.gov/fedrelay

The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.

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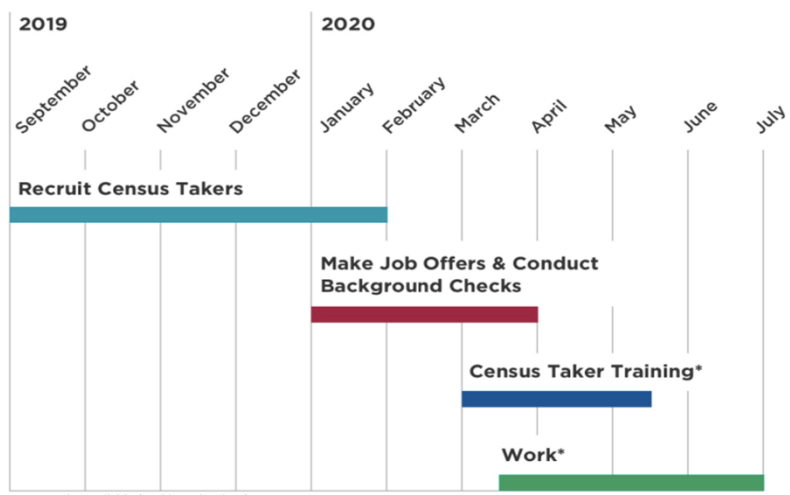
- Be at least 18 years old
- Have a valid Social Security number
- Be a U.S. citizen
- Have a valid email address
- Complete an application and answer assessment questions
- Registered with the Selective Service System or have a qualifying exemption
- Pass a criminal background check and a review of criminal records
- Commit to completing training
- Be available to work flexible hours

Buncombe County = \$17.00 per hour

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- Job offers made 60 days prior to training
- 60-day window for background checks
- Once background checks complete, training starts

2020 Census Recruiting and Hiring Timeline for Census Takers



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Contact Information

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atlanta.geography@census.gov



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