

Ashe County, North Carolina 2020 Census Partnership

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

WHEREAS, **Ashe 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 and housing;

WHEREAS, census data helps determine how many seats each state will have in the U.S. House of Representatives and are 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 is vital 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 of our residents;

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

WHEREAS, **Ashe County** and its appointed Complete Count Committee (CCC) 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.

NOW, THEREFORE, BE IT RESOLVED that **Ashe County** is committed to partnering with the U.S. Census Bureau and the State of North Carolina and will:

1. Support the goals 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 CCC members and Census advocates to speak to County and Community Organizations;
4. Support census takers as they help our County complete an accurate count; and,
5. Strive to achieve a complete and accurate count of all persons within our borders.

Adopted this 18th day of November, 2019.

**Todd McNeill, Chairman
Ashe County Board of Commissioners**

ATTEST:

**Ann J. Clark, MMC, NCMCC
Clerk to the Board**



**Shape
our future
START HERE >**

United States
**Census
2020**

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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



**MAKE NC
COUNT**
C E N S U S 2 0 2 0

- Charlotte
- Asheville
- **Winston-Salem**
- Durham
- Raleigh
- Greenville
- Fayetteville

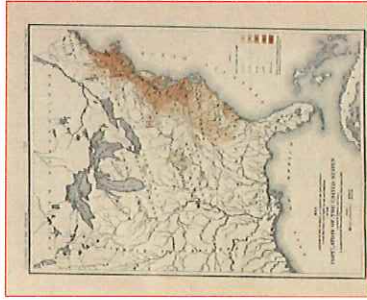


**MAKE NC
COUNT**

C E N S U S 2 0 2 0

The U.S. Constitution and Decennial Census

- Conducted every 10 years since 1790, as required by the U.S. Constitution. Article I, Section 2. "Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . .
- The 1790 counted 3.9 million inhabitants.
- Today the count is around 329 million



1910 Enumeration
A census enumerator interviews Winnebago Indians in Wisconsin in 1910.

Schedule of the whole number of Persons in the Territories of the United States March 1st 1850

Name of Territory	White	Colored	Indian	Chinese	Japanese	Other	Total
Alaska	1,037	738	740	721	117	1,813	5,426
Arizona	1,035	279	1,088	842	592	9,912	13,748
California	777	575	219	321	177	6,651	8,665
Colorado	2275	2335	1512	1201	220	20,910	28,143
Idaho	320	201	323	514	198	1,921	3,177
Montana	1,048	1,039	928	1,061	256	1,471	6,805
Nebraska	502	71	228	323	15	2,005	3,143
Utah	91,621	3,627	1,035	1,133	1,915	5,242	103,373
Wyoming	1,037	738	740	721	117	1,813	5,426

The foregoing are the Territories of the United States March 1st 1850.

The whole number of Inhabitants in the Territories 1850 365.

These census returns are incorporated and published by the National Archives and Records Administration, and the U.S. Census Bureau. Visit <https://www.census.gov> for more information about public access to these data.

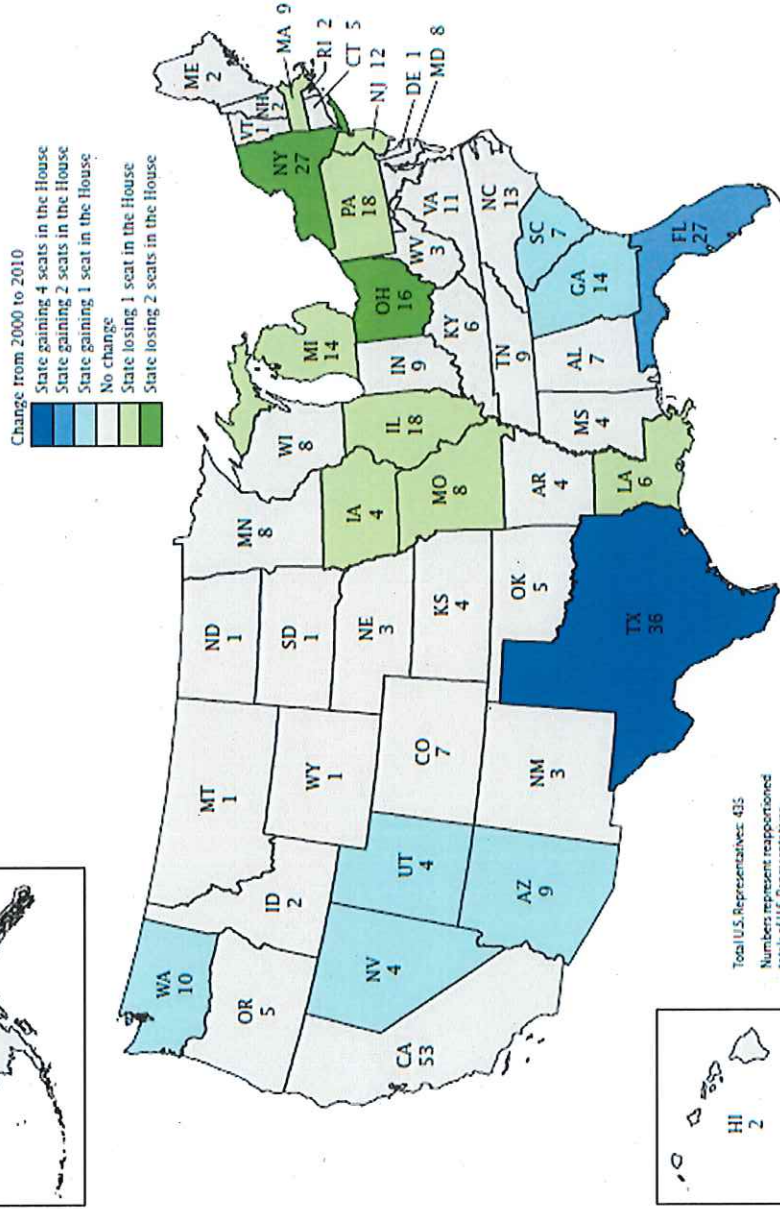
Why We Ask You to Allocate Resources to the 2020 Census

- Political Power
 - 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).

Money DOES NOT Follow the Need!
MONEY FOLLOWS NUMBERS!



Apportionment of the U.S. House of Representatives Based on the 2010 Census



Piedmont Triad - North Carolina

2000 & 2010 Census Participation Rates

	2000	2010
• NC	69%	76%
• Alleghany	57%	78%
• Ashe	59%	77%
• Davidson	74%	78%
• Davie	73%	08%
• Randolph	71%	78%
• Guilford	75%	77%
• Forsyth	76%	77%

2020 State Goal: 82%

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

Complete Count Committees

State Complete
Count
Commission

Each County to
have a CCC

Cities and
Towns

Faith
Communities

Business

Community
Based Orgs

Complete Count Committees (CCC)



- 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.

Hard to Count Target Populations

- Children 5yrs and under
- Veterans
- People with disabilities
- Those Experiencing Homelessness
- People living in rural America
- Low income
- Senior citizens
- Migrant farm workers
- Foreign Born - Immigrants
- Persons with limited English proficiency
- Renters
- Off Campus Students
- Transient Populations





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.

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.

New Initiatives for Census 2020

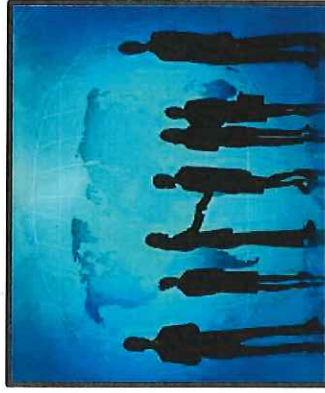
- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.
- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.
- 90 – 95% of residents that will respond will do so online.



Do you know that the Census Bureau conducts over 100 Surveys?

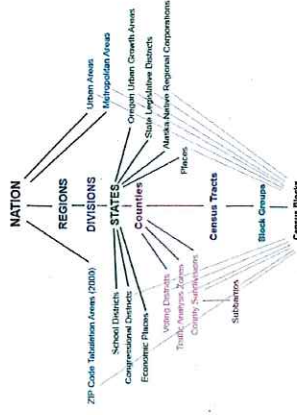


Including Labor
Statistics and
Agriculture Statistics



Business and
Industry Data
Import/Exports
Employment Data
Government Data

Standard Hierarchy of Census Geographic Entities

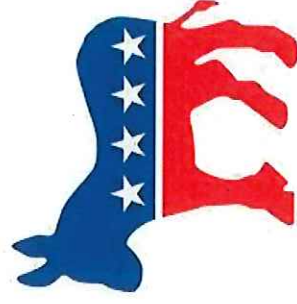


Data at a variety of
Geographic Levels:
National, State, County
City/Place
Tract
Block
Congressional Districts



It is the data collection arm of the US Government.

It is a Scientific Organization unaffiliated with any political party.



Paul Revere Phase:



- Nationwide Marketing Campaign
- Statewide Marketing Campaign
- Local CCC Messaging

Key Messages

- It is safe
- It is confidential
- Data protection and privacy
- Go online or use your phone. It takes ten minutes or less. This way nobody will knock on your door!
- Apply for the Jobs!

Apply Online Today!



The U.S. Census Bureau is seeking qualified office staff for 2020 Census operations in the local area.

- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

Apply Online Today!
2020census.gov/jobs
1-855-JOB-2020
(1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASOT
www.gsa.gov/fedrelay

The Federal Relay Service 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.
 The U.S. Census Bureau is an Equal Opportunity Employer.

United States
Census
2020

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Form ID-495
 September 2018

Where to Direct Interested Applicants for 2020 Census Positions

www.usajobs.gov

or

Census.gov/fieldjobs

or

Toll Free Jobs Line

1-855-JOB-2020

(1-855-562-2020) or (1-855-889-8932)

2020census.gov/jobs for hourly jobs (paid weekly)

Contact Information:

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Partnership Specialist (North Carolina)
Ricky.J.Farmer@2020census.gov

