

United States Census 2020

BE COUNTED
 **Ohio**



PHASE 1 Jan – June 2019

Forming the 2020 Census Operations

Here's what we should be talking about: One year until the census, and the Census is hiring. An opportunity for people to get involved in their community. When the Census workers know the local community and the people who live there, the count is more accurate.

Local complete count committees are forming and making their plans. The statewide Complete Count Commission is formed and here to assist.

PHASE 2 July – Dec 2019

Raising awareness

Here's what we should be talking about: Since the census occurs only every 10 years, we need to raise general awareness. A large population of young adults have never participated in the census, so they don't know what it's all about. They don't know it's their civic duty. They

don't know it's against the law to reveal individual information. Census data is used only in aggregate.

And for the first time, the census will be conducted primarily online. That may be difficult for older people and people without access to a computer or computer skills to participate. And these may be the people who need the services that come from the funding determined by the census.

It is everyone's responsibility to get the count right for Ohio.

PHASE 3 Jan – Mar 2020

Here's what we should be talking about: 95% of households will receive an invitation to participate in Census 2020 by regular mail. Less than 1% of households will be counted in person by a census taker.

You can be counted through a "smart" phone.

Help someone you know who may not be proficient with computer. Let them know they count.

Libraries have computers available and trained librarians to help you be counted, if you don't have access to a computer.

PHASE 4 Census Day: April 1, 2020 – May 2020

Here's what we should be talking about: The Count is ON!

It's safe. It's easy. It's valuable to you and your community.

Be Counted!

The Census is easy, it's safe, it's important. Be Counted in 2020.

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Our Goal:

Make sure every Ohioan is counted.

The 2020 Census is a population count that determines how much money Ohio will receive for schools, roads, housing, and other community needs.

Census.Ohio.Gov



Census 2020 Timeline



2019									2020												
	TO DATE	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	DEC. 31			
OPERATIONS	Local Local Complete Count Committees Form								Local events and messaging to raise awareness and increase participation in Census 2020											Final Numbers Delivered	
	State State Commission forms					Comm. Meetings					Comm. Meetings					Comm. Meetings					
Census Bureau			Verification of addresses									Census Day								Final Numbers Delivered	
	RFP for paid media		Questions Finalized					Awareness/ Education		Motivation Participation		Reminder/ Follow up									
MESSAGING			Raise general awareness Get a job with the Census					For the first time, Census online			Census 2020 is On Be Counted									Final Numbers Delivered	
PUBLIC					Awareness Activities by Complete Count Committees, media, public, private and non-profit organizations, employers, and more. Be counted campaign is underway					Invitation by mail to respond to the census online		Reminder to respond to the census online	Follow up with households that have not responded								Final Numbers Delivered

✓ Everyone Counts.
The population count is used to determine where new schools and hospitals are needed and where to add public safety resources.

✓ It's about fair representation.
Population determines the number of representatives in the U.S. Congress.

✓ It's important for jobs.
Businesses use Census Bureau data to decide where to build factories, offices and stores, creating these jobs.

✓ It's about Housing.
Real estate developers and city planners use the census to plan homes and improve neighborhoods.

✓ It's confidential.
Federal law protects your census responses. The answers you give can be used only to produce statistics. By law, an individual's information cannot be shared with immigration enforcement and other law enforcement agencies or used to determine eligibility for government benefits.