

# CENSUS 2020



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

## THE CITY OF PENSACOLA

FLORIDA'S FIRST & FUTURE



Mayor Grover Robinson

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**



# The 2020 CENSUS

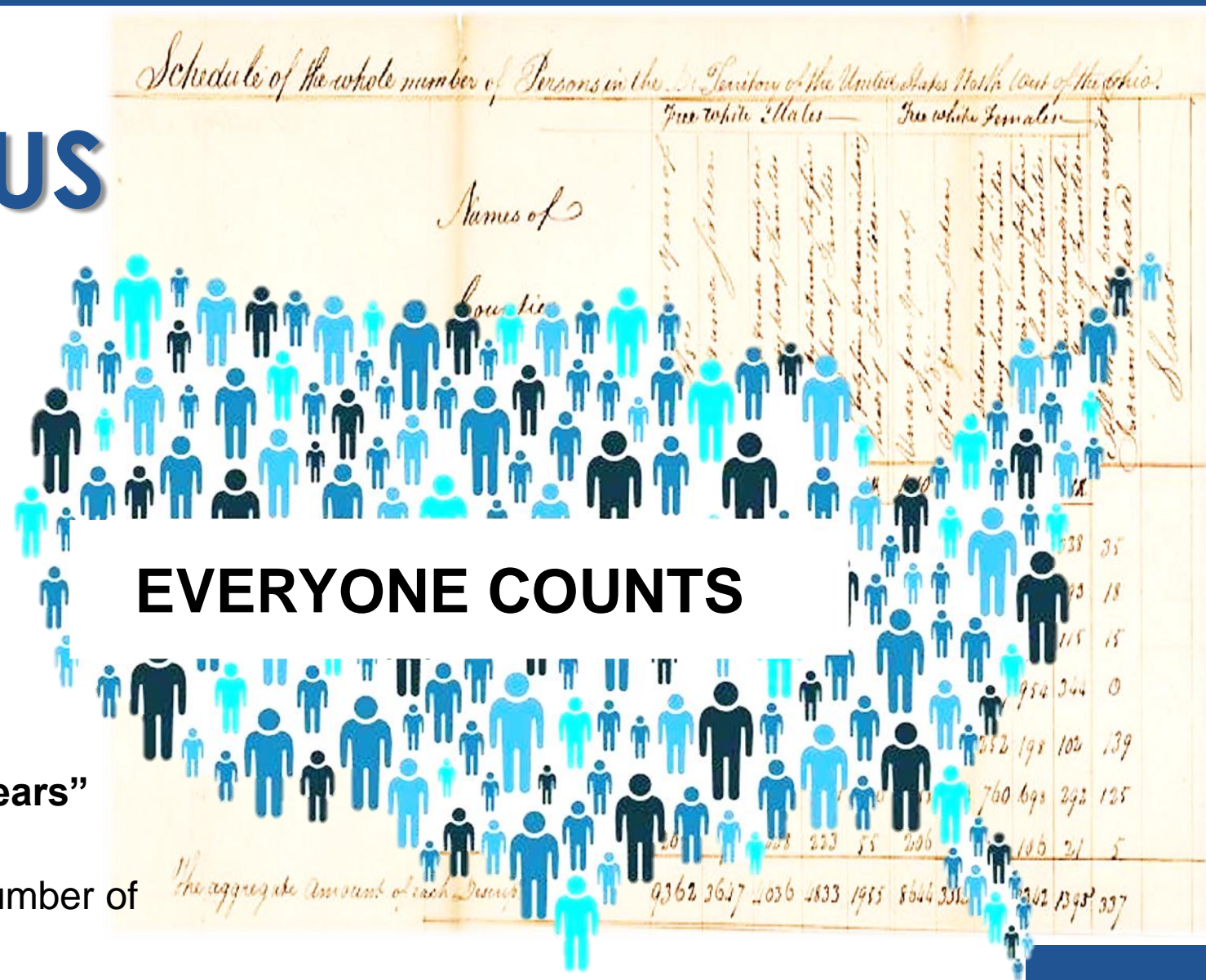
The United States Census is a decennial census mandated by Article I, Section 2 of the United States Constitution,

“Representatives and direct taxes shall be apportioned among the several States ... according to their respective Numbers

The actual Enumeration shall be made .....  
.....within every subsequent Term of ten Years”

will be determined by "counting the whole number of persons in each State.

Participating in the Census is the civic responsibility of all U.S. residents.



Shape  
your future  
START HERE >

United States<sup>®</sup>  
Census  
2020

# CENSUS 101

- LAW
- POWER
- MONEY
- PEOPLE
- BOTTOM LINE

## CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential everyone is counted

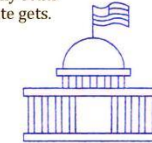
### Everyone counts.

The census counts every person living in the U.S. once, only once and in the right place.



### It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



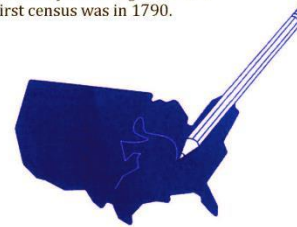
### It's in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

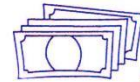


### It's about redistricting

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



### It's about \$675 billion.

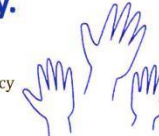


Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



### Taking part is your civic duty.

Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



United States<sup>®</sup>  
**Census  
2020**

[2020census.gov/jobs](https://2020census.gov/jobs)  
1-855-JOB-2020

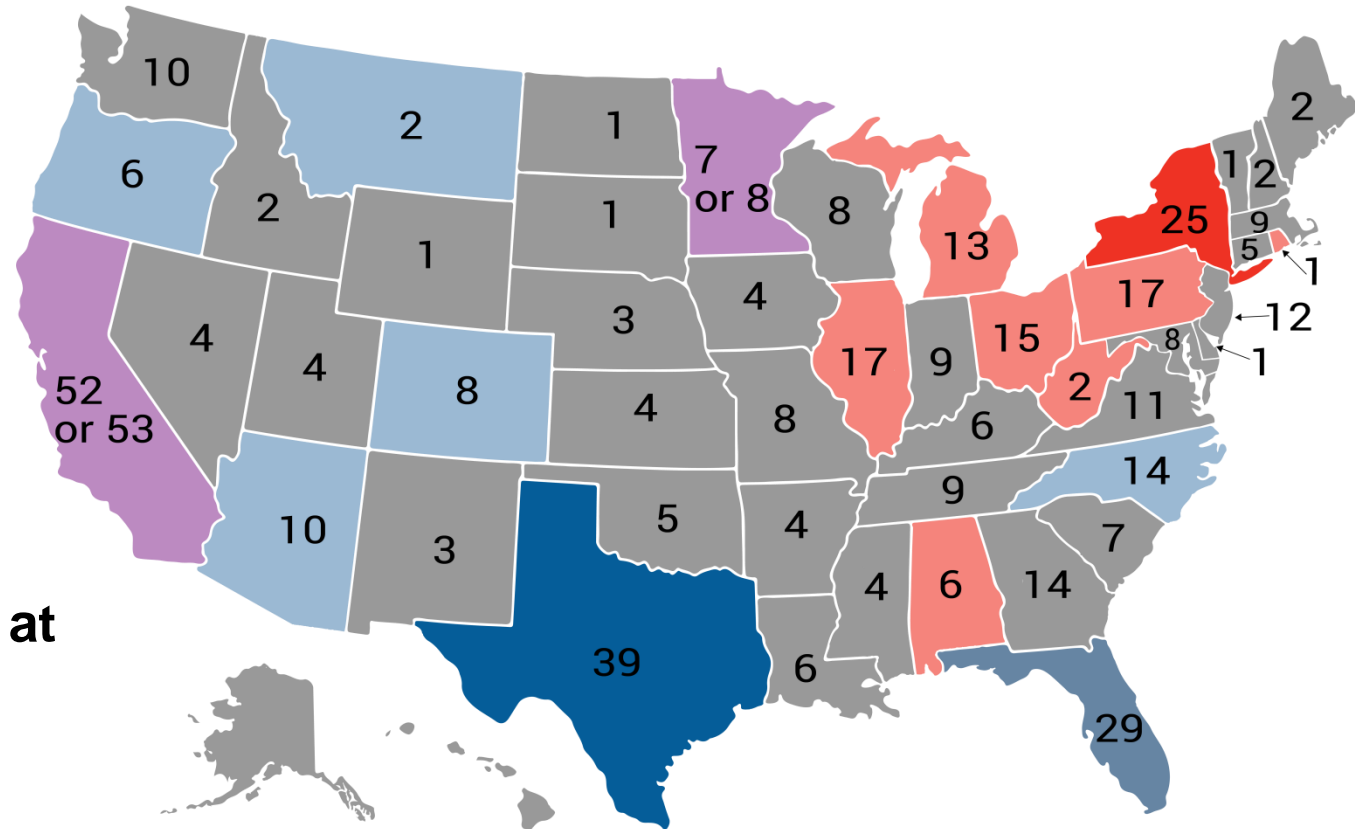
Participating in the Census is the right and responsibility of all U.S. residents.

# CENSUS MATTER OF LAW

Census Projections for 2020 Congressional Reapportionment  
Net Change in Total Congressional Seats

## POLITICAL POWER

CENSUS POPULATION COUNT  
are used to draw redistricting lines at  
National, state and local levels.



BRENNAN  
CENTER  
FOR JUSTICE

Gain 3 seats  
Gain 2 seats

Gain 1 seat  
None

None or lose 1 seat  
Lose 1 seat

Lose 2 seats

Source: Election Data Services

CENSUS DATA helps determine our representation.

Shape  
your future  
START HERE >

United States<sup>®</sup>  
Census  
2020



# MONEY MATTERS

## ECONOMICAL IMPACT

Census numbers are used to distribute billions of dollars to state and local governments over the **FOLLOWING** ten years.

**It's means  
\$675 billion.**

Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



## WHY CENSUS 2020

Census data helps determine allocation of government resources and ensure fair political representation for Floridians and all Americans.



Florida's population is projected to increase by 6 million people by 2030.

**\$25.5 BILLION<sup>†</sup>**

More than one third (33.2%) of Florida's general revenues come from federal aid (\$25.5 billion).



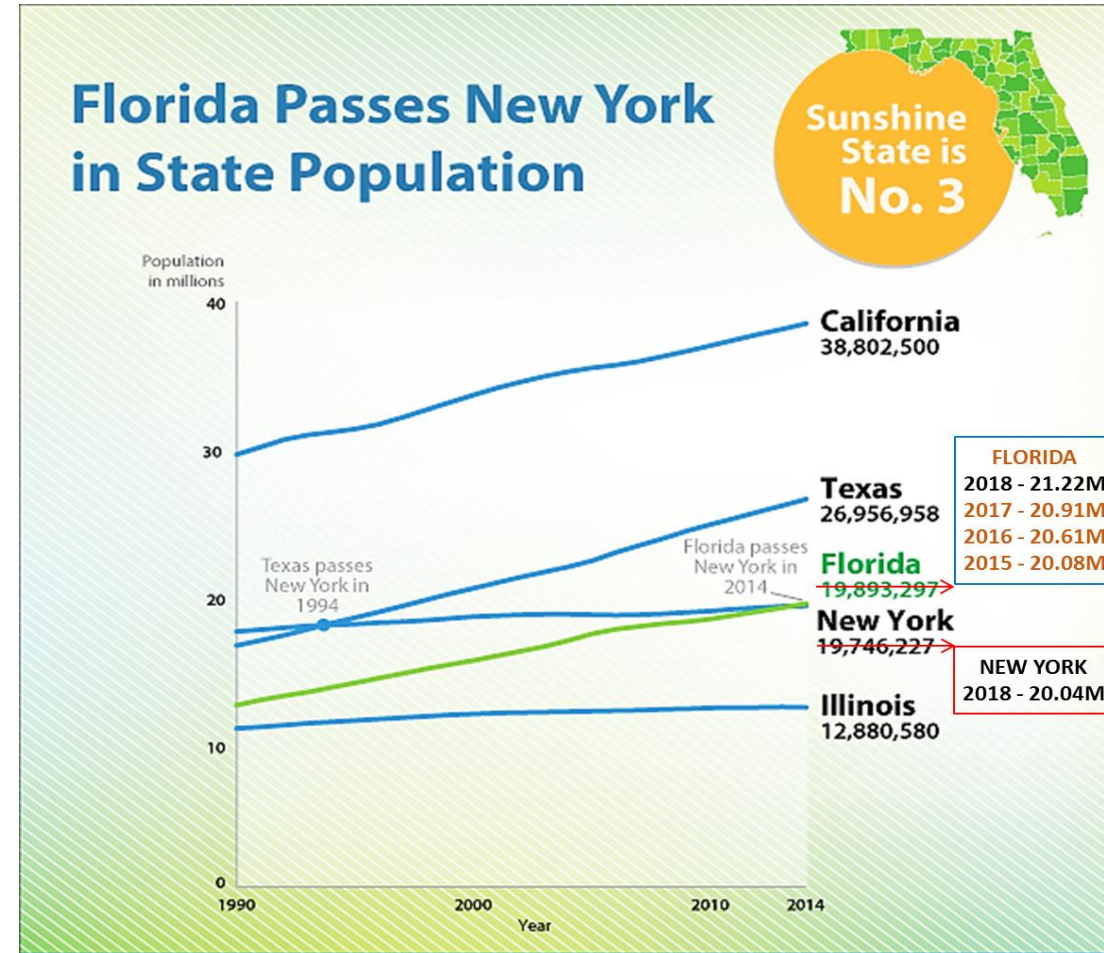
<sup>†</sup>United States Census Bureau "2014 State & Local Government Finances"

# NUMBERS MATTERS

Census Data supports decision-making by both public agencies and private organizations.

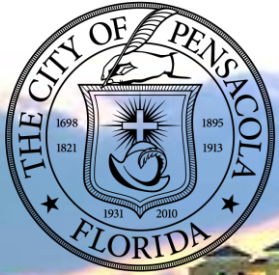
Critically, Census Data are used to determine the allocation of federal funds to states for dozens of programs, including:

- Transportation, Roads and Highway
- Medicaid
- Children's Health Insurance Program
- Pre-K or Head Start
- Section 8 housing assistance
- Emergency Response
- Etc.



The Money Follows The Numbers Not The Need!





# PENSACOLA

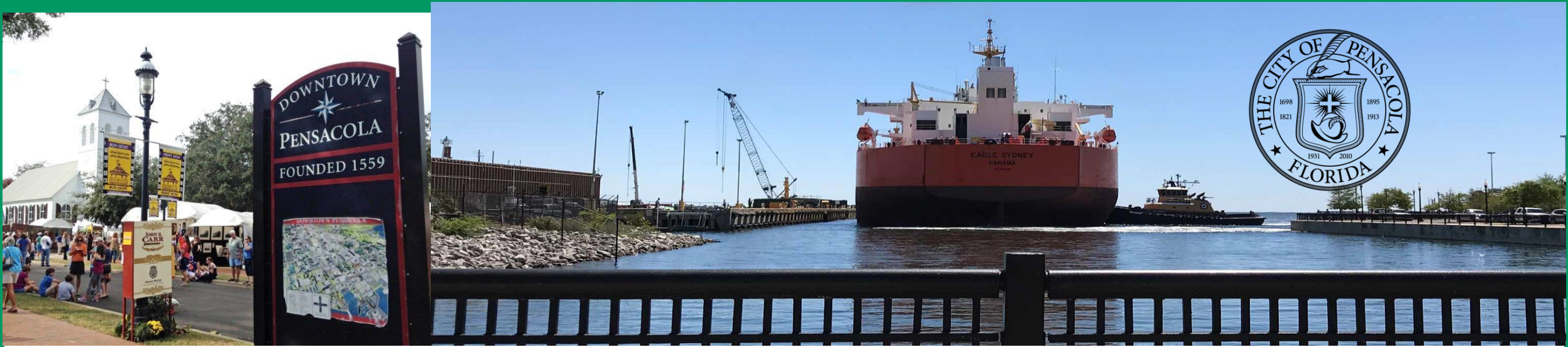
## FLORIDA'S FIRST & FUTURE

**2018 Population Est 52,713**

- **Median Age 38**
- **Men 25,159 Women 27,530**
- **Veterans 5,054**
- **Household Income \$ 46,569**
- **Housing Units 25,098**

Geography	April 1, 2010		Population Estimate (as of July 1)								
	Census	Estimates Base	2010	2011	2012	2013	2014	2015	2016	2017	2018
Pensacola city, Florida	51,923	52,009	52,015	51,841	52,145	52,268	52,433	52,471	52,667	52,516	52,713

\*\*The 2010 census down from 56,255 at the 2000 census.



# DATA MATTERS

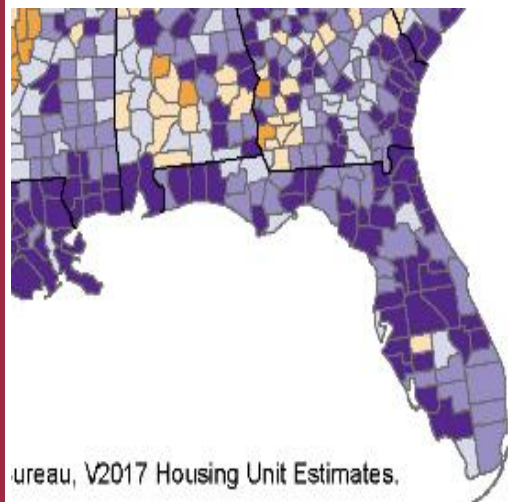
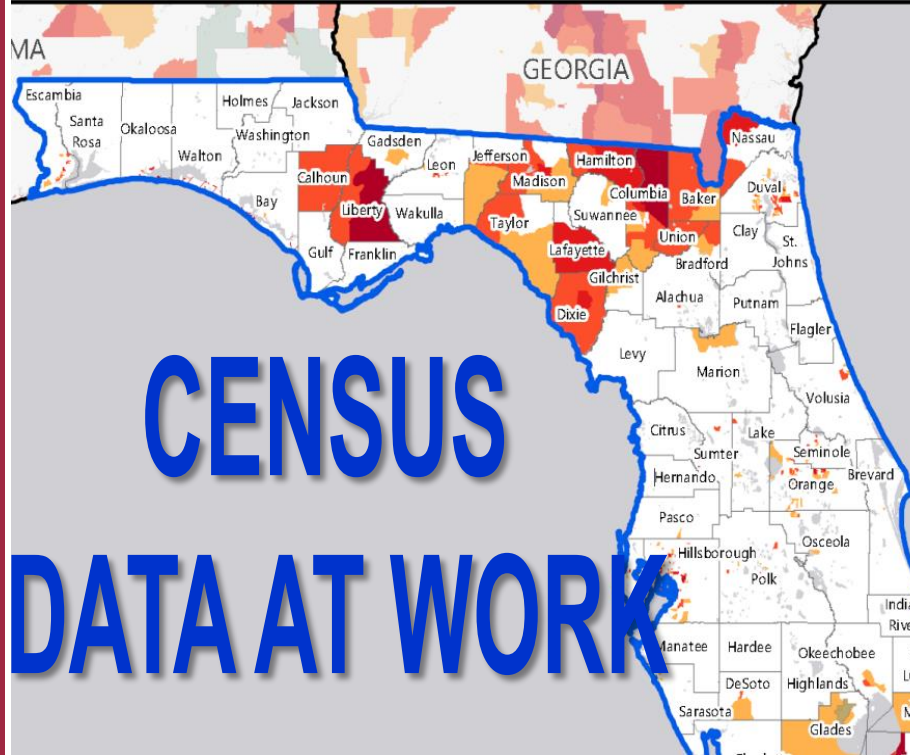
- **Total Housing Units 4,174 Median**
- **Housing Value \$ 155,600**
- **Persons without health insurance, percent 18.7 %**
- **Persons in poverty 17.5%**
- **Percent of households with internet 67.9%**

Shape  
your future  
START HERE >

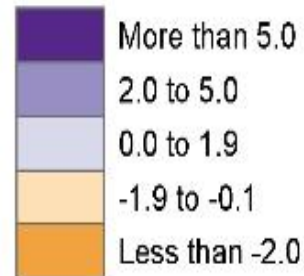
United States<sup>®</sup>  
**Census**  
**2020**



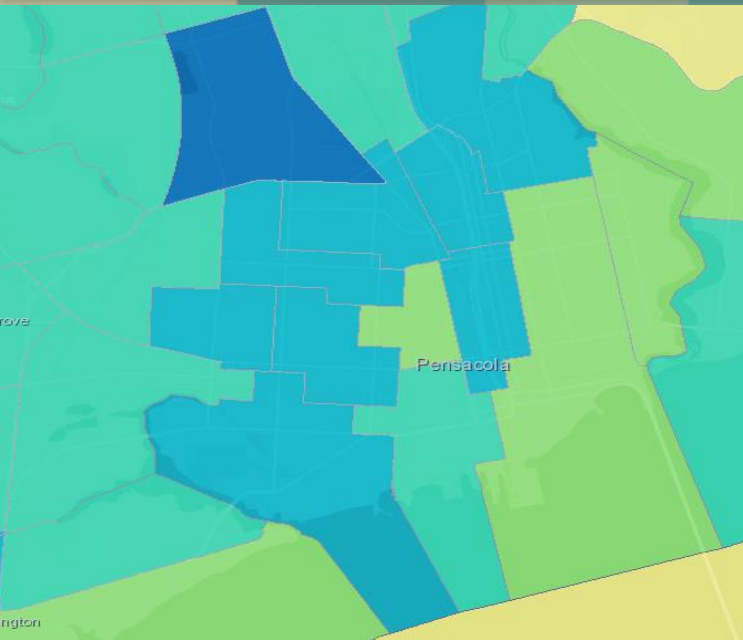
## HARD-TO-COUNT COMMUNITIES IN FLORIDA



### Percentage change



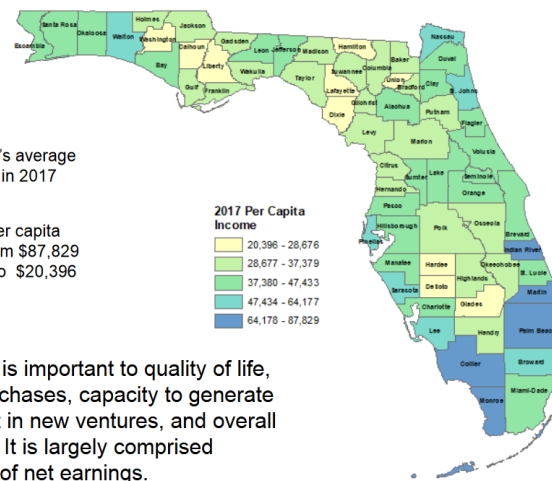
## United States Census Bureau Response Outreach Area Mapper (ROAM)



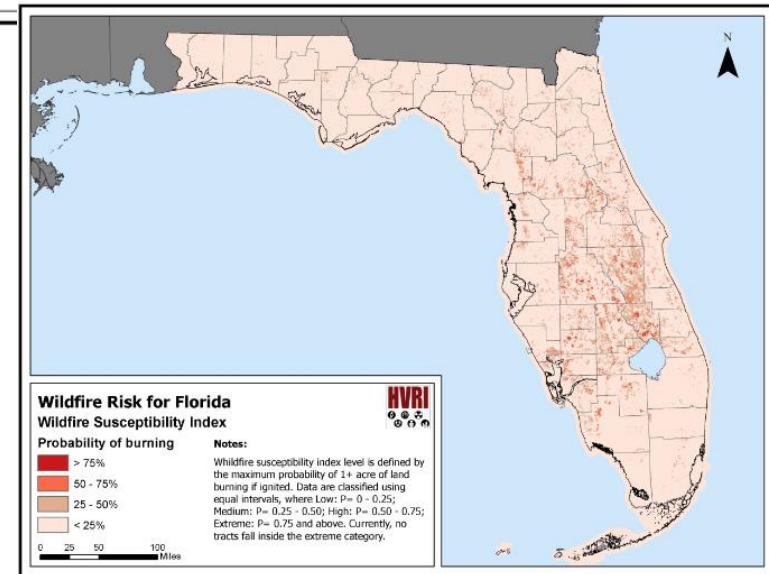
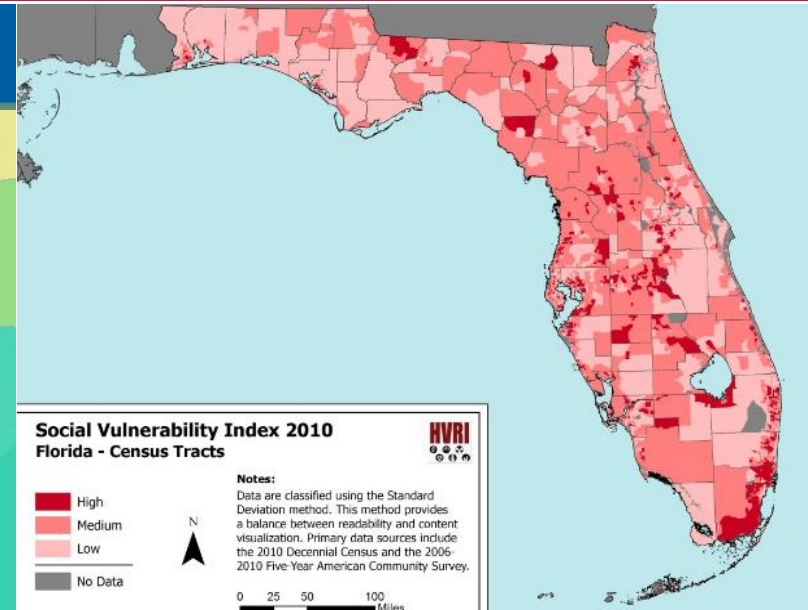
## Per Capita Income by County...

- Statewide, Florida's average per capita income in 2017 was \$47,684
- Florida's county per capita income ranged from \$87,829 in Collier County to \$20,396 in Union County.

Per capita income is important to quality of life, ability to make purchases, capacity to generate savings and invest in new ventures, and overall economic stability. It is largely comprised (53.0% in Florida) of net earnings.



Source: US Department of Commerce, Bureau of Economic Analysis; Place of



Shape  
your future  
START HERE >

United States  
Census  
2020

# CENSUS COUNTING: HOW?

**“The goal of the 2020 Census  
Count Everyone Once, Only Once And In The Right Place.”**

✓ Every household will have the option of responding online, by mail, or by phone.



**Your responses to the 2020 Census are easy, safe and secure.**



# FOR OUR KIDS



**When you shape education,  
you shape our future.**

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.



**Kiss them, then  
count them.**

**Shape  
your future  
START HERE >**

United States<sup>®</sup>  
**Census  
2020**



**Your responses are safe.**

**All 2020 Census responses are kept confidential and private. It's the law.**

**Your responses cannot be shared and cannot be used against you by any government agency or court in any way – not by**

**not by the Federal Bureau of Investigation (FBI),  
not by the Central Intelligence Agency (CIA),  
not by the Department of Homeland Security (DHS)  
and not by Immigration and Customs Enforcement (ICE).**



# CENSUS CONFIDENTIAL

## Your Census Responses Are Safe And Secure.

Under Title 13 of the U.S. Code

- The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential.
- The Census Bureau can only use your answers to produce statistics.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

**All Census Bureau staff take a lifetime oath** to protect your personal information and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

**Your responses to the 2020 Census are easy, safe and secure.**

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**

# CENSUS SECURITY

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.

**Your responses to the 2020 Census are easy, safe and secure.**

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**



# HOW CAN YOU HELP?

Get Organized  
Right NOW!

**The more households know** about the 2020 Census Operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of a successful count in 2020.

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**

# Complete Count Committees

Ultimately, the success of the 2020 Census depends on everyone's participation. One way to ensure success is by forming a Complete Count Committee.

State and local governments, businesses and community leaders form Complete Count Committees to encourage participation in their community. They develop an outreach plan tailored to the unique characteristics of their community. Then they work together to implement the plan.

# Local CCC's

- Local CCC's should include members with experience in the following areas:
  - Government
  - Education
  - Media
  - Businesses
  - Minority Organizations
  - Community organizations
  - Workforce developments
  - Faith-based institutions



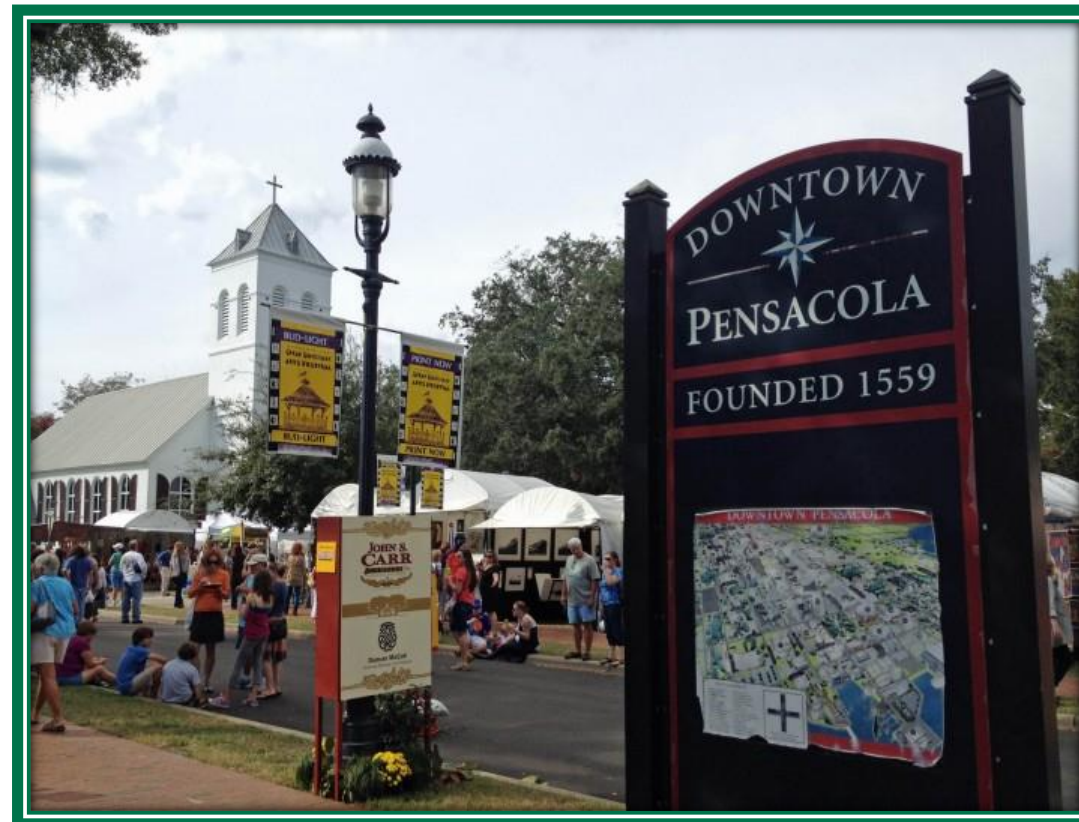


# Community-Based CCC's

**The Census Bureau encourages community leaders in hard-to-count areas to form CCC's and include trusted voices from the community.**

**Hard-to-count areas may, for example, have:**

- Hidden or overcrowded housing
- Populations that speak little or no English
- Off-campus apartments
- New immigrant populations
- High poverty areas
- People displaced by natural disasters such as floods, fires, and hurricanes



# HOW THE CENSUS BUREAU WILL SUPPORT YOU

**We will provide staff from our regional offices to work directly with each Complete Count Committee.**

**We will provide information, assist you in forming committees and subcommittees, and participate in local events and activities.**

**We provide a guide for 2020 Census Complete Count Committees on our website at [https://census.gov/programs-surveys/decennial-census/2020-census/complete\\_count.html](https://census.gov/programs-surveys/decennial-census/2020-census/complete_count.html)**

**As the 2020 Census gets closer, the Census Bureau will also launch a robust communications campaign. We'll use advertisements, conduct outreach. You can leverage our efforts in your own community through your Complete Count Committee.**

2020CENSUS.GOV



Shape  
your future  
START HERE >

United States<sup>®</sup>  
Census  
2020

# Prepare for 2020 Census, Now!

Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too. Call the Atlanta Regional Office to schedule a CCC Workshop.

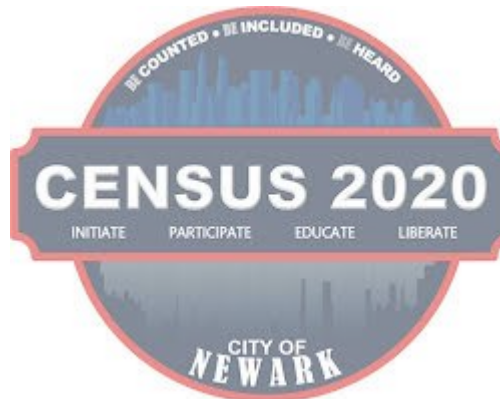
Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.

Help recruit census workers when jobs become available.





Columbus Counts!  
**CENSUS  
2020**

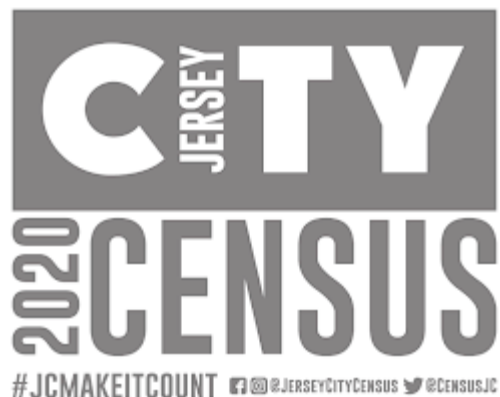


**Count Me In JoCo**  
Everyone counts for the 2020 Census



ATLANTA'S COUNTING ON YOU

#ATLCOUNTS  
ATLCOUNTS.ORG



Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census  
2020**



WE'RE  
STUDENTS  
AND WE CAN  
**BE CENSUS TAKERS**

**APPLY ONLINE!**  
[2020census.gov/jobs](https://2020census.gov/jobs)

**2020 Census jobs provide:**

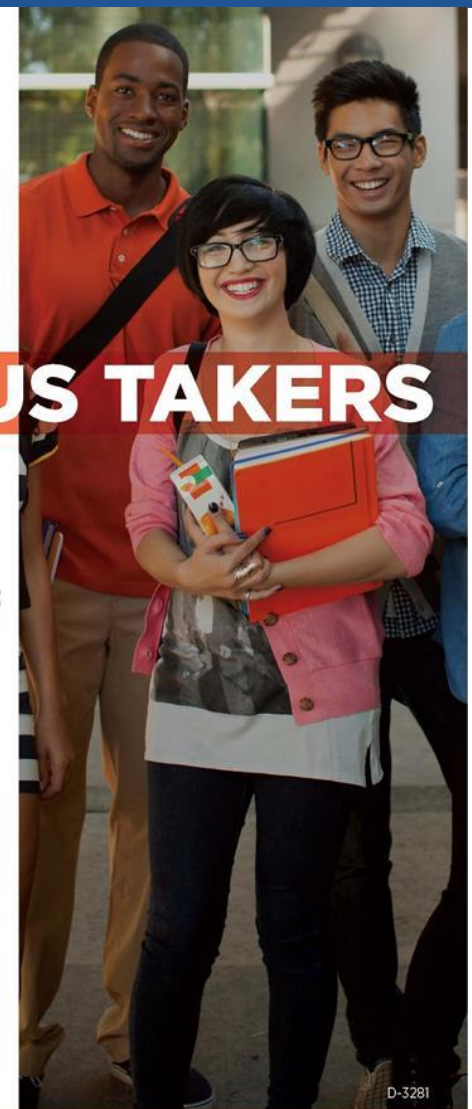
- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call  
**1-855-JOB-2020**

Federal Relay Service:  
1-800-877-8339 TTY/ASCII  
[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

The U.S. Census Bureau is an Equal Opportunity Employer.

United States<sup>®</sup>  
**Census  
2020**



D-3281

# WE'RE HIRING !

Shape  
your future  
**START HERE >**

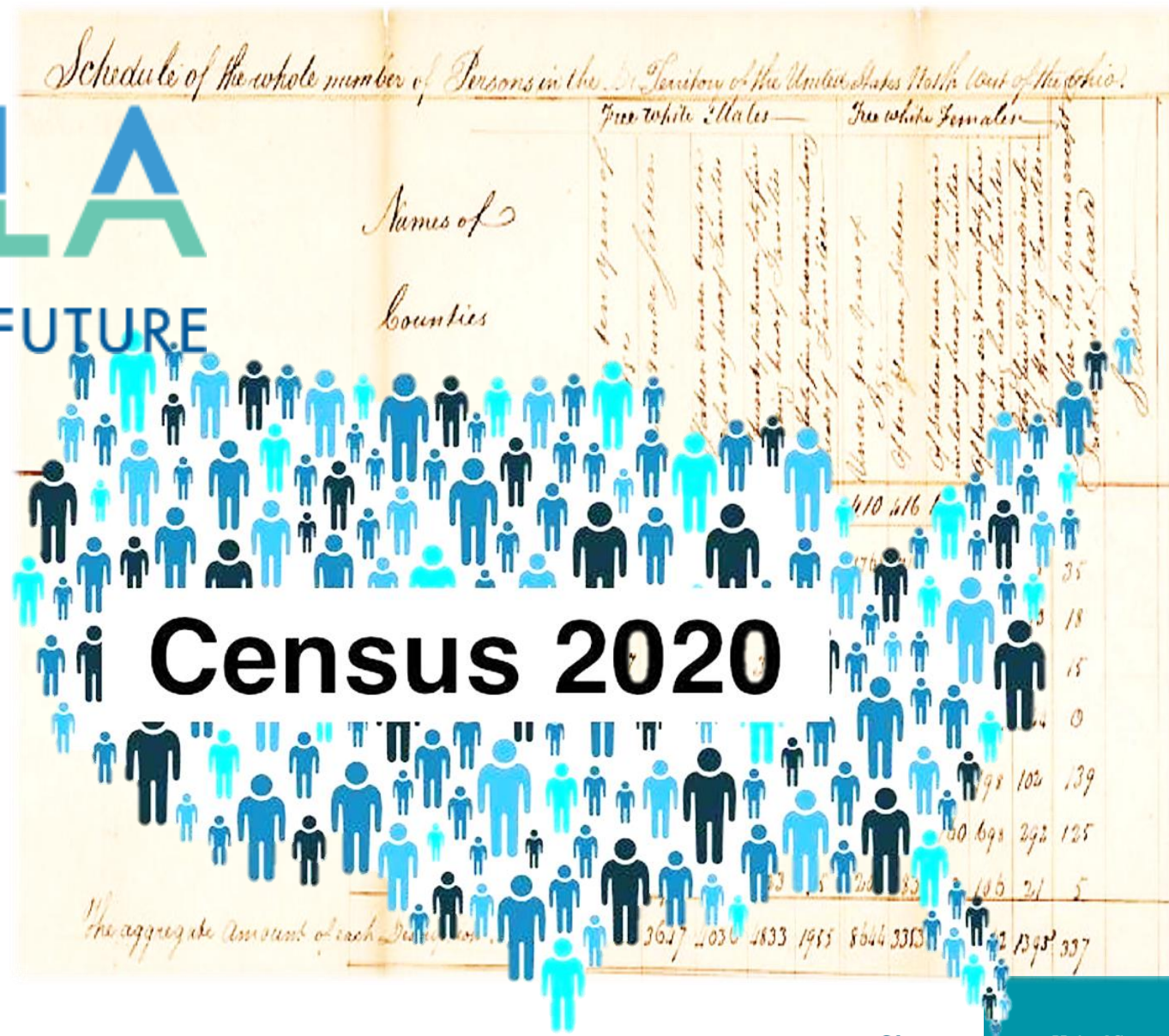
United States<sup>®</sup>  
**Census  
2020**





FLORIDA'S FIRST & FUTURE

Shape  
your future  
START HERE >





# **Nisha L. Barron** **U.S. Census Liaison,** **Partnership Specialist**

---

United States®  
**Census**  
**2020**

United States Census Bureau  
Atlanta Regional Census Center  
North Florida Panhandle Area



**Nisha L Barron**  
**1-678-662-2516**

**Nisha.L.Barron@2020census.gov**