

# Census Outreach Toolkit: OVERVIEW

## Everyone counts.

The Census counts every person living in the U.S. This equals funding for schools, affordable housing, and city services.

## It's about fair representation.

Results are used to redraw boundaries for congressional and legislative districts, adapting to population growth.

## It's an American responsibility.

The U.S. Constitution requires a Census every ten years. The Census covers everyone living in the country.



## It means \$XXX for Alexandria

Alexandria receives \$XXX per person in resources

## Everyone benefits.

An accurate count of residents brings more resources to the city. This can include smaller classroom sizes, better public transportation options, and affordable housing.

## Your data are confidential.

Federal law protects your responses.

# Support for Groups

## *Social Media*

- Make a plan: when are you completing your Census?
- An accurate Census ensures...
- I'm counted! Are you? [Include link to Census response website]
- Do you have 10 minutes to spare for \$2000?
- Hashtag: ALXCounts (ideas needed!)

## *Newsletters*

- Census Day is April 1, 2020! It is extremely important for you to participate to ensure Alexandria has an accurate Census Count. Your survey, which can be completed in 12 languages, will ensure Alexandria receives federal funds that reflect our population numbers. These funds go to everything from measuring classroom sizes, to determining the needs for affordable housing, to planning for emergency services. By law, your data is kept confidential.

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## *Talking Points for Partners*

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## *Promotional Materials*

- I counted!

# Breaking Barriers

## **“I don’t think the Census impacts my life”**

- The Census directly contributes to ~\$2000/person in federal funding.

## **“I have trouble completing forms”**

- The Census is available in 12 different languages!
- These are the questions that will be asked – let’s practice answering them together.

## **“I don’t feel comfortable sharing my information”**

- There is a lot in the media about unlawful data sharing – it is a legitimate concern.
- However, by law, your information must remain confidential.
- The questions are very basic, see 2010 Census for reference.

## **“I don’t have time to fill out the Census”**

- You can complete the Census while waiting for your Metro train!