What is the Census?

- A count of every person living in the United States whether or not they are documented or permanent residents.
- Mandated by the U.S. Constitution.
- Collects basic information such as age, sex, and race for every household.
- Will invite everyone by mail to answer the Census online, by phone, or by mail.
- Is important!
Why We Ask

• Determines how many seats Pennsylvania will get in Congress.
• Guides how more than $675 billion in federal funding is distributed to states and communities each year.
• Collects basic information such as age, sex, and race for every household.
• Helps decide legislative representation and what is best for our communities and schools.
Demographics in Montco

- **2010 Population = 799,874**
  - **2018 Estimate = 828,604**
  - **3.5% Increase**

- **2017 Housing Units* = 334,377**
  - 312,805 Households
  - 2.55 people per household
  - 91.1% with a computer
  - 86.6% with broadband internet access

- **2017 Foreign Born Population* = 10.7%**
  - Speak a language other than English at home = 13.5%

*Estimate, US Census ACS 13-17

Land = 483 Square Miles
Population Density = 1,655 persons per square mile
Why is it so critical in Montco?

With just a 5% undercount in 2020, we could lose $72,336,780 annually in funding for Montco schools, infrastructure, Medicaid, SNAP, housing choice vouchers, head start, senior programs, and more!
Why is it so critical in Montco?

- All 62 municipalities in Montco are impacted by Census data.
- Top five programs that use Census data:
  - Medicaid
  - SNAP
  - Housing choice vouchers
  - Head Start
  - Highway planning and construction
School district planning and development decisions are influenced by the Census. All 22 Montco school districts utilize Census data to make enrollment projections and strategic decisions about where to build new schools.
Why it’s important - Education

Census data affects the amount of money set aside for Pell Grants, adult education grants, wellness programs for students, and agriculture, science, and engineering education.
Why it’s important - Seniors

Filling out the Census can increase funds for senior programs and increase the likelihood that they can stay in their homes and communities as they age.
Why it’s important - Business

Census data are essential to a business’s bottom line.
It collects valuable demographics that inform businesses of where to open new stores, expand operations, and which products and services to offer.
Why it’s important - Transportation

Census data lay the groundwork for better roads, bridges, public transportation including:

- Highway planning and construction
- Federal Transit Formula grants
- Formula grants for rural areas
- Community development grants
Why it’s important – vulnerable populations

- Census data affects how much money is available for critical programs such as:
  - Supplemental Security Income (SSI)
  - Supplemental Nutrition Assistance (SNAP)
  - Special Supplemental Nutrition Program for Women, Infants, and Children
  - Temporary Assistance for Needy Families (TANF), including Pass Through Child Support
  - General Assistance
  - Social Security
  - Department of Veteran’s Affairs benefits
  - Unemployment insurance compensation
  - Worker’s compensation
Our focus: Historically hard-to-count areas
Our focus: Historically hard-to-count groups

<table>
<thead>
<tr>
<th>Historically Hard to Count</th>
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<tbody>
<tr>
<td>Children under 5 years old</td>
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<tr>
<td>Racial and ethnic minorities</td>
</tr>
<tr>
<td>Limited English proficiency households</td>
</tr>
<tr>
<td>Immigrants</td>
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<tr>
<td>Renters and residents who move often</td>
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<tr>
<td>Alternative or overcrowded housing units</td>
</tr>
<tr>
<td>Gated communities and publicly inaccessible multifamily units</td>
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<tr>
<td>Persons displaced by natural disasters</td>
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<tr>
<td>Persons experiencing homelessness</td>
</tr>
<tr>
<td>Seniors</td>
</tr>
<tr>
<td>People with disabilities</td>
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</tbody>
</table>
Everyone will receive an invitation by mail to answer the Census online, by phone or by mail.
<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12 – 20</td>
<td>An invitation by mail to respond online to the 2020 Census.</td>
</tr>
<tr>
<td>March 16 – 20</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26 – April 3</td>
<td>A reminder postcard.</td>
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<tr>
<td>April 8 – 16</td>
<td>A reminder letter and paper questionnaire.</td>
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<tr>
<td>April 20 – 27</td>
<td>A final reminder postcard before we follow up in person.</td>
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</tbody>
</table>
What you should know

The Census is easy!

It **WILL** ask you nine questions about:
- Your age and sex
- Your race and ancestry
- How many people live at the address

It will **NOT** ask you about:
- Your social security number
- Your income
- Whether or not you are a citizen
What you should know

The Census is confidential.

The law is clear under Title 13 of the U. S. Code – no personal information can be shared.

Information collected may only be used for statistical purposes and no other purpose.

Your Census responses cannot be used against you by any government or law enforcement agency or court in any way.
Join us as a Census Champion!

- Are you a concerned citizen who wants to help ensure a complete count?
- Are you a highly motivated community, organizational, or business leader in Montgomery County?
- Are you ready and willing to conduct face-to-face meetings with hard-to-count groups?
- Do you have or know of potential funding sources that will help us in our efforts?

WE NEED YOU! Visit [www.montcopia.org/Census2020](http://www.montcopia.org/Census2020) to find out more about the Census and how you can help.
More ways to help us spread the word!

Follow and share Montgomery County, PA on 📝📸🐦
Use hashtags #MontcoPACounts #Census2020 #CountMeIn
Questions?
Suggestions?

Contact: [PRESENTER OR REPRESENTATIVE]
Historically hard-to-count Census tract
Current transportation projects
Business location concentration
Senatorial districts