Complete Count Committee

- Government
- Community Organizations
- Housing
- Faith-Based
- Education & Children
- Special Populations
- Business
- Media & Communications
- Recruitment
Complete Count Committee – Scope

- Form subcommittees to reach out to “hard to count” groups
- Identify “hard to count” groups
- Develop & implement a 2020 Census outreach campaign to build awareness & educate the public
- Increase the self-response rate
Initial Efforts

- ✔ Project Manager
- ✔ Budget
- ✔ Work Plan
- ✔ Social Media Toolkit
Loudoun’s Hard to Count Areas
Loudoun County
Hard to Count Populations

- Non-English Speakers
- Immigrants
- Children Under 5
How Does the Census Impact Us?

$31 Million
Census Based Federal Funding each year to Loudoun

Education
- Title I
- Head Start
- Special Education

Healthcare
- Medicaid
- CHIP

Community Development
- Block Grants

Free & Reduced Lunch

Child Care

Affordable Housing Vouchers

Stronger Communities. Brighter Futures.
<table>
<thead>
<tr>
<th>Federal Program</th>
<th>FY2018 Funding</th>
<th>FY2018 Participants</th>
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</thead>
<tbody>
<tr>
<td>Special Education</td>
<td>$9,873,046</td>
<td>9,941</td>
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<tr>
<td>School Lunch Program</td>
<td>$8,464,311</td>
<td>15,594</td>
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<td>Housing Choice Vouchers</td>
<td>$7,150,370</td>
<td>1,332</td>
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<tr>
<td>Medicaid</td>
<td>$1,986,169</td>
<td>18,874</td>
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<tr>
<td>Title I School Grants</td>
<td>$1,840,198</td>
<td>5,731</td>
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<tr>
<td>Foster Care</td>
<td>$976,871</td>
<td>23</td>
</tr>
<tr>
<td>Head Start</td>
<td>$856,333</td>
<td>103</td>
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<tr>
<td>Child Care</td>
<td>$88,684</td>
<td>412</td>
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<tr>
<td>CHIP</td>
<td>$73,435</td>
<td>2,702</td>
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<tr>
<td>Energy Assistance</td>
<td>$62,008</td>
<td>399 HH</td>
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<tr>
<td>TOTAL</td>
<td>$31,371,425</td>
<td>54,712 + 300 HH</td>
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</table>
Census Efforts To Date

20 Rack Cards/Flyers/Brochures
70 Partners
20 Community Events/Meetings
2 Census Solutions Workshops
950 Census Jobs Applications
Don’t throw it away!
In March, respond:
A postcard will be mailed.

Responding is easy. You can fill out your form. We will mail it to your home.

Your response means millions of dollars for our community and state.

Who counts?
Everyone, even infants!

Census counts: your future can shape a few minutes.

April 1, 2020

2020 Census
Card
2020 CENSUS

Responding Is Important for Your Community
When Everyone Counts, we receive millions of federal dollars for school meals, healthcare, roads and affordable housing.

Responding Is Safe
Your personal information is kept confidential by law. The census does not ask if you are a U.S. citizen.

Responding Is Easy
- 10 questions
- 10 minutes
- 13 languages
- Online, phone and mail

2020 CENSUS: EVERYONE COUNTS

Did You Know the Census Helps Loudoun Schools and Families?

Your Census Response Helps Families Receive

- Free and Reduced School Lunch
- Special Education Services
- Teacher Training
- Public transportation and roads
- Affordable Housing Vouchers and Assistance

SAFE • EASY • IMPORTANT
The census does not ask if you are a U.S. citizen.

Census Day
April 1, 2020

loudocounty.gov/2020census
Partners – 70+

- Schools
- Literacy Council
- Libraries
- Towns
- YMCA
- Community Centers
- HOAs
- Management Companies
- Homeless Alliance
- Hunger Relief
- Faith Groups
- Veterans
- Sports Teams
- Chambers of Commerce
- Health
- Mental Health
- Hearing & Speech
- Special Needs & Disabilities
- Transit
- Utility Companies
Partner Breakfast – Call to Action

✓ Rack Cards
✓ Sample language & graphics for newsletters
✓ Social media toolkit
✓ Suggested hashtags: #2020Census | #BeCounted | #EveryoneCounts | #2020CensusJobs
✓ Videos
Key Partner – Schools

- Backpack Buddies flyers
- PTA/PTO Parent Liaisons as Volunteers
- Student organizations & their social media
- 100th Day of School use Statistic in Schools curriculum
- School Newsletters/Principal Emails
- Kindergarten Registration Event (March 2020)
Key Partner – Libraries

- Complete Census at Library
- Speak at English as a Second Language Classes
- Bookmarks
- Videos on Digital Signage
- Screensaver
- Displays/Flyers
Key Partner – Workforce Resource Center

1,904 Census Job Applications GOAL
950 Census Job Applications So Far
20 Job Interest Workshops
2 Local Newspaper Ads
We're Hiring!
U.S. Census Enumerators
Flexible and Part-time Positions
Starting pay at $25/hour

Attend one of our recruitment events to learn more about U.S. Census jobs here in Loudoun County. Plus, get one-on-one help in completing the online application and assessments.

Sessions begin on September 5, 2019, at 9:30 a.m.

View the full schedule and register today:
www.loudoun.gov/wrcworkshops

All events will be held at the
Loudoun Workforce Resource Center
102 Heritage Way (1st Floor), Leesburg, VA 20176
703-777-0150 / 711 (VA Relay)
www.loudoun.gov/wrc

Business Casual Dress Recommended

MEET • DISCOVER • LEARN

Loudoun Job Fair

- Meet employers with job openings in Loudoun County
- Discover new career opportunities
- Learn about local resources, including commuter services, family services, and more!

Plus, résumé critiques from 5:00 - 6:00 p.m.

Thursday, October 10, 2019
4:00 - 7:00 p.m.
Eastern Loudoun Family Services Center
21641 Ridgetop Circle, Sterling, VA 20165

Register online:
loudounjobfair.eventbrite.com

Contamos con intérpretes en Español

If you require a reasonable accommodation for any type of disability in order to participate in Department of Family Services activities, please contact us at 703-771-5718. Three days advance notice is requested.
Key Partner – Human Services Network

- American Red Cross
- The Arc of Loudoun
- Blue Ridge Speech & Hearing
- Brain Injury Services
- Catholic Charities
- Dulles South Food Pantry
- Friends of Loudoun Mental Health
- Loudoun Free Clinic
- Loudoun Habitat for Humanity
- Loudoun Hunger Relief
- Loudoun Literacy Council
- NVRC Deaf & Hard of Hearing Persons
- Salvation Army Loudoun Corp
- YMCA
Events/Festivals

- Festiva Latina
- Sterlingfest
- International Festival
- Aldie Heritage Festival
- Dulles South Community Center Fall Festival
- Sterling Community Center Fall-IDay
- Head Start Resource Fair
- Diwali Bazaar
- Cascades Fall Festival
- Loudoun Soccer Fall Festival
- Health Department Flu Shot Clinic
Existing Events & Celebrations

- Poverty Awareness Month (January 20)
- MLK Day (January 20)
- Black History Month (February)
- Women’s History Month (March)
- National Nutrition Month (March)
- National Public Health Week (April 6-12)
- Arab American Heritage Month (April 6-12)
- Asian Pacific American Heritage Month (May)
Between Now & Census Day

- Training Webinar
- Transit Ad
- Trusted Source Videos
- Door Cards
- Block Parties
- Census Day Events
Feedback & Questions
Contacts & Information

loudoun.gov/2020census  census.gov/2020 census

facebook.com/loudouncountyva  facebook.com/uscensusbureau

mobile.twitter.com/loudouncogovt  twitter.com/uscensusbureau

youtube.com/user/loudouncountyva  youtube.com/user/uscensusbureau

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