

# Loudoun County 2020 Census Preparedness



**Loudoun County**

VIRGINIA

WHERE TRADITION MEETS INNOVATION

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

# 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

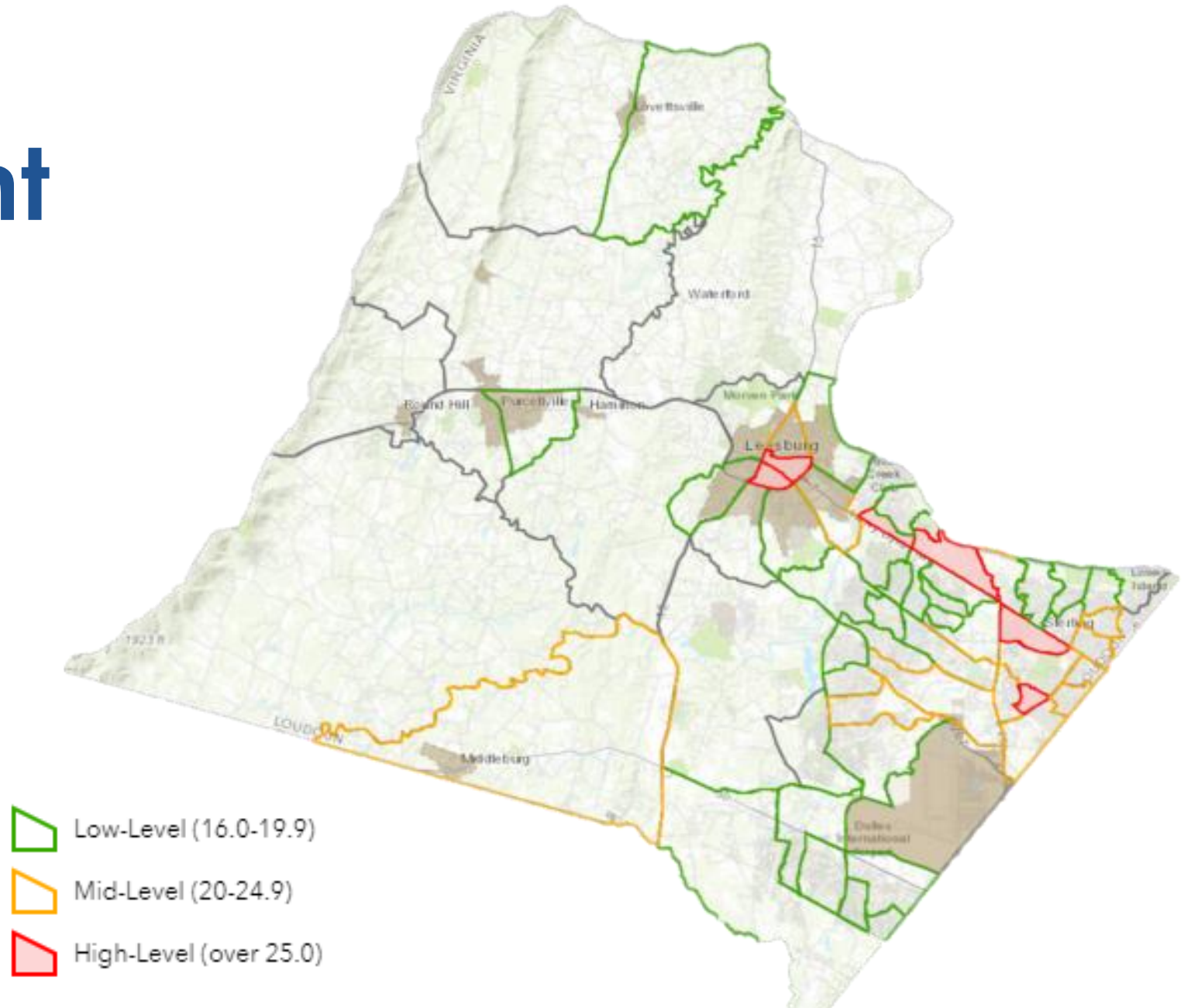
- ✓ **Project Manager**
- ✓ **Budget**
- ✓ **Work Plan**
- ✓ **Social Media Toolkit**

# CCC – Census Solutions Workshop





# Loudoun's Hard to Count Areas



# United States Historically Undercounted Populations

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**Children  
Under 5**

**Ages 18-24**

**Seniors**

**Non English  
Speakers**

**Immigrants**

**Persons  
with  
Disability**

**Veterans**

# Loudoun County Hard to Count Populations

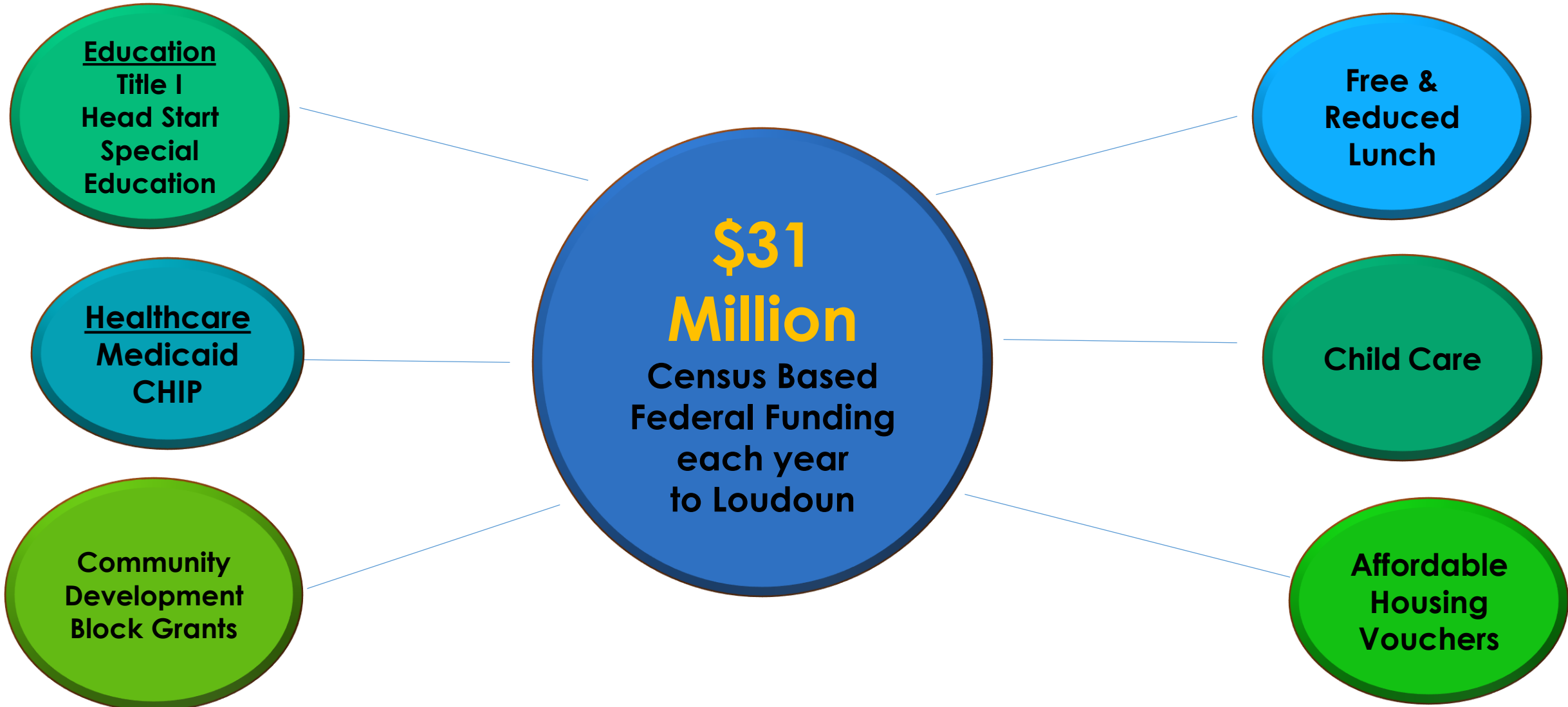
**Non  
English  
Speakers**

**Immigrants**

**Children  
Under 5**



# How Does the Census Impact Us?



Stronger Communities. Brighter Futures.

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

# Census Efforts To Date

**20** Rack Cards/Flyers/Brochures

**70** Partners

**20** Community Events/Meetings

**2** Census Solutions Workshops

**950** Census Jobs Applications



# Rack Card

*English*

*Spanish*

*Mandarin*

*Vietnamese*

*Arabic*

*Farsi*

## 2020 CENSUS: EVERYONE COUNTS



**Census Day**  
April 1, 2020

**A few minutes  
can shape  
your future.**

### ➤ **Responding Is Important for Your Community**

Your response means millions of dollars for Loudoun County to build stronger families and communities.

### ➤ **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

[loudoun.gov/2020census](http://loudoun.gov/2020census)

Loudoun County  
VIRGINIA

Shape  
your future  
START HERE >

United States  
Census  
2020



Free and Reduced School Lunch



Medicaid

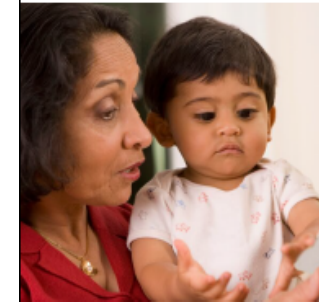


Public transportation and roads



Affordable Housing Vouchers and Assistance

## Who Counts



**From 1 day  
old to over  
100 years old,  
everyone  
counts on  
your census  
form.**

Anyone who lives and sleeps most of the time at your home should be counted, including infants, seniors and those not related to you, regardless of nationality.



**A postcard will be mailed  
in March with steps on  
how to respond.  
Don't throw it away!**

[loudoun.gov/2020census](http://loudoun.gov/2020census)

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United States  
Census  
2020

# 2020 CENSUS



Respond  
March-May  
2020

## Every 10 Years, Everyone Counts

### ➤ 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



Census  
Day  
April 1, 2020

## SAFE • EASY • IMPORTANT

The census does not ask if you are a U.S. citizen.

[loudoun.gov/2020census](http://loudoun.gov/2020census)



Ramadan is a time to reflect on our self and our world, especially those who are less fortunate.

One way to help your neighbors in need is to make sure you and your family are counted in the 2020 Census.

## 2020 Census

### How You Can Help

- 1 Respond to the Census in April 2020 online, by phone or by mail. Reminders will be mailed to you.
- 2 Count yourself and anyone living in your home, regardless of age or citizenship.

### Why Responding Matters

Census results, collected every ten years, help shape the future of our community. The number of people counted determines how much federal money Loudoun County receives for vital programs such as hospitals, healthcare, schools, and fighting hunger.

**\*Title 13 in the U.S. Code states no census answers can be shared with other government agencies or outside the government.**

[www.2020census.gov](http://www.2020census.gov)

Contact:  
Syed Ashraf  
Co-Chair, ADAMS Center Civic Engagement  
571-209-8999



The Census is quick & confidential\*

رمضان هو الوقت المناسب للتفكير في أنفسنا وفي العالم الذي نعيش أقل منا خطأ ومالاً.

وأحد الطرق لمساعدة الجيران في توفير احتياجاتهم هو التأكد من إدر تعداد عام 2020.

## تعداد 2020

### كيف يمكنك تقديم المساعدة

1 ردد على التعداد الذي يجري في أبريل 2020 على الإنترنت أو عبر الهاتف أو عبر البريد الإلكتروني. سوف تُرسل إليك رسائل تنكير بالبريد الإلكتروني.

2 تم بعد نفسك وأي شخص يعيش في منزلك في التعداد، بغض النظر وجنسيته.

### ما سبب أهمية الرد

تساعد نتائج التعداد، التي يتم جمعها كل عشر سنوات، في تشكيل مستقبل مجتمعتنا. احتسابهم في التعداد يحدد المبلغ الفيدرالي الذي تتلقاه مقاطعة لادون للبرامج والرعاية الصحية والمدارس ومكافحة الجوع.

\*ينص الباب 13 من مدونة القوانين الأمريكية على أنه لا يمكن مشاركة الرد على التعداد مع الجهات الحكومية الأخرى أو خارج الحكومة.

[www.2020census.gov](http://www.2020census.gov)



الاتصال:

سيد أشرف (Syed Ashraf)

الرئيس المشارك، المشاركة المدنية بمركز آدمز (ADAMS Center Civic Engagement)

571-209-8999

You Can Light  
the Way for  
Loudoun's  
Future

## WHAT

Help more families have bright new beginnings by answering the 2020 Census.

## WHY

Your count helps deliver more funding for schools, roads, and healthcare to make our community stronger and bring more jobs to Loudoun.

## HOW

If Everyone Counts, our community has a stronger voice. Watch the mail for a postcard next spring!

HAPPY DIWALI

Safe. Easy. Important.

Respond March-May 2020.

U.S. Census  
2020



# 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
- ✓ 100<sup>th</sup> 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 6, 2019, at 9:30 a.m.

**View the full schedule and register today:**  
[www.loudoun.gov/wrcworkshops](http://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](http://www.loudoun.gov/wrc)

Business Casual Dress Recommended



If you require a reasonable accommodation for any disability in order to participate, contact the Loudoun Workforce Resource Center at 703-777-0150. Three days advance notice is requested.

Shape  
your future  
START HERE >



## MEET • DISCOVER • LEARN

Highlighting  
Full-time,  
Part-time,  
& Seasonal  
Positions

## 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 20166

**Register online:**

[loudounjobfair.eventbrite.com](http://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.



LOUDOUN WORKFORCE RESOURCE CENTER  
A proud partner of the American Job Center

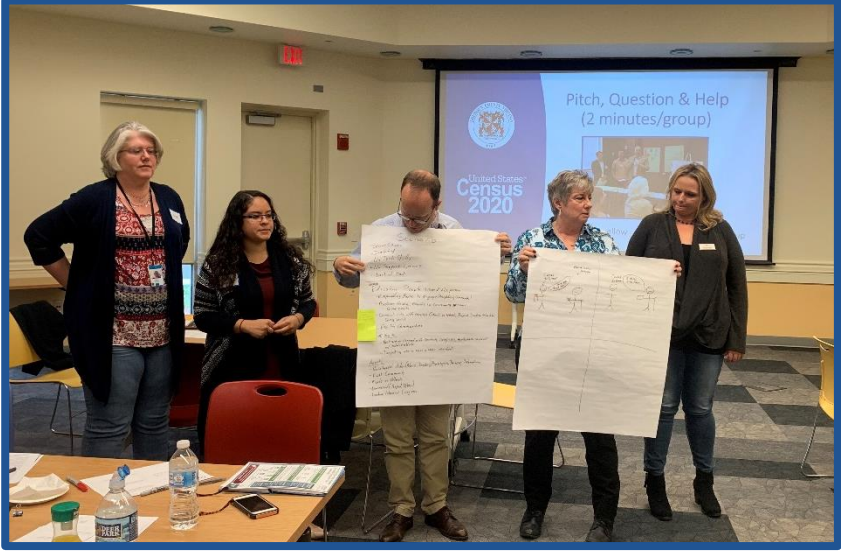
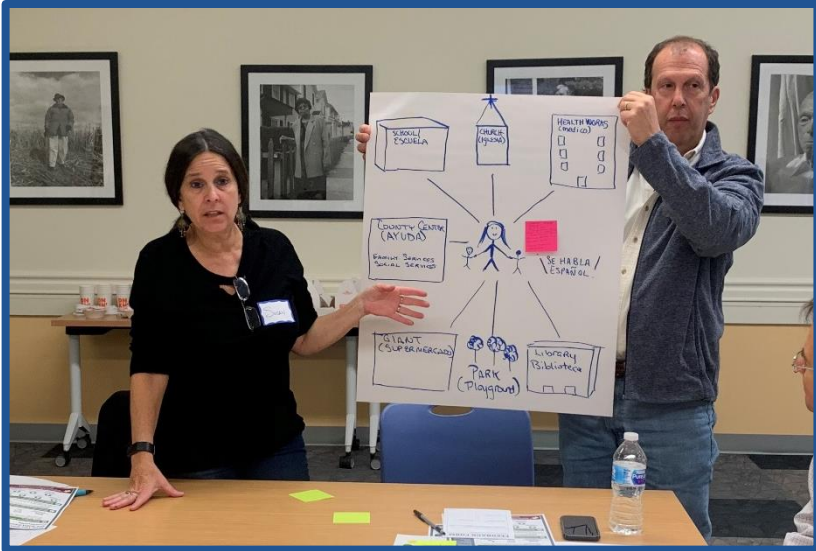


# Key Partner – Human Services Network

- 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



# Human Services Network Workshop





# 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](http://loudoun.gov/2020census)

[census.gov/2020](http://census.gov/2020) census

[facebook.com/loudouncountyva](https://facebook.com/loudouncountyva)



[facebook.com/uscensusbureau](https://facebook.com/uscensusbureau)

[mobile.twitter.com/loudouncogovt](https://mobile.twitter.com/loudouncogovt)



[twitter.com/uscensusbureau](https://twitter.com/uscensusbureau)

[youtube.com/user/loudouncountyva](https://youtube.com/user/loudouncountyva)



[youtube.com/user/uscensusbureau](https://youtube.com/user/uscensusbureau)

## **Phyllis J. Randall**

Loudoun County Board of Supervisors Chair  
Loudoun County Complete Count Committee Chair

[Phyllis.Randall@loudoun.gov](mailto:Phyllis.Randall@loudoun.gov)

## **Judi McIntyre Birkitt, AICP, CZA**

Loudoun County Department of Planning & Zoning  
2020 Census Project Supervisor

[Judi.Birkitt@Loudoun.gov](mailto:Judi.Birkitt@Loudoun.gov)