

## Frankfort Counts! One Year Of Awareness Until The 2020 Census

By: Frankfort Complete Count Committee

It's that time again! Next year the Census Bureau will begin undertaking its decennial count of every individual in the United States - no small feat. April 1st marked "one year out" from Census Day 2020, and to signify this day the Frankfort Complete Count Committee is starting its *one year of awareness* campaign.

Last year, Mayor Bill May signed a proclamation forming the Frankfort Complete Count Committee in preparation for the 2020 United States Census. These committees exist to plan and implement locally-based outreach campaigns that raise awareness of the Census to encourage self-response and increase participation rates.

What exactly are the benefits of the Census? For one, the billions of federal dollars that flow into our state every year — for road construction projects, crime-victim assistance, schools and more — are based on population data gathered in the decennial Census. Over \$2,000 in federal funds are lost annually for every person in Kentucky that isn't counted. So, if a family of five is not counted during the Census that's \$2,000 annually per person for 10 years or \$100,000 of funding Frankfort will be missing out on.

Here are other ways that Census data are used:

- Decision making at all levels of government
- Drawing federal, state, and local legislative districts
- Attracting new businesses to state and local areas
- Forecasting future transportation needs for all segments of the population
- Planning for hospitals, nursing homes, clinics, and the location of other health services
- Forecasting future housing needs for all segments of the population
- Directing funds for services for people in poverty

You are probably wondering when you can complete your census questionnaire. In March 2020 you will receive a notification in the mail from the Census Bureau with information on how to get counted. For the first time ever you'll be able to fill out your census form online!

You should know that the Census Bureau is required by law to keep your information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under federal law. The results gathered from the census are reported in statistical summary format only.

Over the next year the Frankfort Complete Count Committee will be helping to spread the word about the 2020 Census, so you might see our booth set up at a community event or one of our commercials on Cable 10. Our goal is to surpass our community's response rate of 78% from the 2010 Census to 83% for the 2020 Census – we can do this!

The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count. If you are interested in earning some extra income while helping out your community, visit [2020census.gov/jobs](https://2020census.gov/jobs) for more information.

If you have questions or want to help out with Committee, check us out online at [www.frankfort.ky.gov/census](http://www.frankfort.ky.gov/census) or send an email to city planner Jordan Miller at [jmiller@frankfort.ky.gov](mailto:jmiller@frankfort.ky.gov). The Complete Count Committee will also be meeting on Tuesday, April 23<sup>rd</sup> at 10:00 AM to continue a discussion of the 2020 Census public outreach strategy and meet with local Census Partnership Specialists. The meeting will be held on the first floor meeting room of the Public Safety Facility building located at 300 West 2<sup>nd</sup> Street.



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