

The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America’s population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation’s people. We provide snapshots on population size and growth and detailed portraits of our changing communities.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Foundation of a Successful Census



Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response

4 5 6 7 Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



Release Census Results

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data





Become a 2020 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Assure people that it is important—and safe—to respond to the census.
- Ensure accurate census data, which guide funding decisions for your community and affect your community's representation in Congress.
- Spread the word about temporary census jobs in your community.



Get Involved: What Can You Do Now?

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.
- Help recruit census workers when jobs become available.



You can make a difference

As an influential community, business, or organization leader, you can raise awareness and encourage participation.

Key Dates

2017

Local Update of Census Addresses—invitations sent to local governments for completion in 2018

Publish final 2020 residence criteria and situations

2018

Question wording to Congress—March 31, 2018

2018 End-to-End Census Test

Regional Census Centers opening

2019

Opening Field Offices

Complete Count Committees established

2020

Advertising—begins in early 2020

Begin self response

Census Day—April 1, 2020

Nonresponse Followup—early April–late July

Apportionment counts to the President—December 31, 2020

2021

Redistricting counts to the States—March 31, 2021

For more information, go to [census.gov](https://www.census.gov).

To get involved in your community, contact us!

Empty rounded rectangular box for contact information.

VIRGINIA FINAL MAIL PARTICIPATION RATES BY COUNTY AND CITY

County/City	2000%	2010%	Difference	County/City	2000%	2010%	Difference	County/City	2000%	2010%	Difference
Lee	64	55	-9	Powhatan	81	82	1	Greene	66	77	11
New Kent	76	70	-6	Petersburg city	65	67	2	Page	66	77	11
Fairfax	81	76	-5	Franklin city	70	72	2	Pittsylvania	67	78	11
Poquoson city	88	83	-5	Roanoke city	71	73	2	Dickenson	68	79	11
Virginia Beach city	78	74	-4	Martinsville city	72	74	2	Floyd	68	79	11
Falls Church city	81	77	-4	Lynchburg city	72	74	2	Grayson	64	76	12
Colonial Hghts. city	81	77	-4	Waynesboro city	73	75	2	King George	66	78	12
Fairfax city	81	77	-4	Suffolk city	75	77	2	Henry	66	78	12
Highland	54	51	-3	Albemarle	75	77	2	Covington city	67	79	12
Bedford city	75	72	-3	Richmond city	65	68	3	Campbell	67	79	12
Manassas city	75	72	-3	Hopewell city	68	71	3	Southampton	68	80	12
Stafford	79	76	-3	Montgomery	73	76	3	Wythe	69	81	12
Chesapeake city	81	78	-3	Washington	75	78	3	Rappahannock	58	70	12
Chesterfield	81	78	-3	King William	74	78	4	Buckingham	63	76	13
York	84	81	-3	Frederick	74	78	4	Norton city	64	77	13
Norfolk city	71	69	-2	Bath	56	61	5	Lunenburg	66	79	13
Hampton city	75	73	-2	Greensville	69	74	5	Scott	67	80	13
Culpeper	76	74	-2	Madison	69	74	5	Giles	68	81	13
Bristol city	78	76	-2	Orange	70	75	5	Bedford	68	81	13
Henrico	78	76	-2	Fauquier	71	76	5	Essex	58	71	13
Loudoun	79	77	-2	Fluvanna	74	79	5	Sussex	63	77	14
Craig	62	61	-1	Rockingham	74	79	5	Carroll	65	79	14
Emporia city	73	72	-1	Isle of Wight	75	80	5	Tazewell	65	79	14
Winchester city	73	72	-1	Charles City	73	79	6	Alleghany	65	80	15
Arlington	75	74	-1	Prince George	73	79	6	Mecklenburg	57	72	15
Prince William	75	74	-1	Goochland	77	83	6	Brunswick	58	73	15
Buena Vista city	76	75	-1	Shenandoah	66	73	7	Buchanan	64	80	16
Staunton city	77	76	-1	Warren	68	75	7	Pulaski	65	81	16
Harrisonburg city	68	68	0	Appomattox	71	78	7	Rockbridge	66	82	16
Fredericksburg city	71	71	0	Dinwiddie	72	79	7	Russell	66	82	16
Newport News city	72	72	0	Augusta	72	79	7	Lancaster	59	76	17
Williamsburg city	73	73	0	Caroline	68	76	8	Halifax	62	79	17
Portsmouth city	73	73	0	Nottoway	69	77	8	Charlotte	63	80	17
Spotsylvania	76	76	0	Smyth	69	77	8	Franklin	63	80	17
Roanoke	82	82	0	Amelia	70	78	8	Westmoreland	53	71	18
Hanover	83	83	0	Northampton	57	65	8	Patrick	62	80	18
Radford city	67	68	1	Accomack	59	69	10	Cumberland	60	79	19
Galax city	69	70	1	Richmond	64	74	10	King and Queen	64	84	20
Charlottesville city	71	72	1	Prince Edward	65	75	10	Northumberland	54	75	21
Danville city	72	73	1	Gloucester	68	78	10	Mathews	59	80	21
Alexandria city	72	73	1	Clarke	69	79	10	Surry	56	78	22
Lexington city	74	75	1	Amherst	69	79	10	Bland	62	84	22
Salem city	79	80	1	Manassas Park city	64	75	11	Botetourt	60	83	23
James City	79	80	1	Louisa	64	75	11	Middlesex	52	80	28
				Wise	65	76	11	Nelson	52	80	28

Comparison to Census 2000 Mail Participation Rates:

98 counties/cities surpassed their Census 2000 participation rates with an average rate increase of 9.91%

8 counties/cities matched their Census 2000 rates

28 counties/cities had lower participation rates than Census 2000

54 counties/cities increased their rates at least 10%

22 counties/cities increased their rates at least 15%

8 counties/cities increased their rates at least 20%

All Va. Counties/cities had a participation rate of 51% and above.

The highest county/city participation rate was 84% - King and Queen and Bland county had these rates.

Virginia had a 2010 mail participation rate of 76%, 3 percentage points higher than it's 2000 rate of 73%.

2020 Census Timeline

2018

- Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
- CCCs receive 2020 Census training.

2019

- Continue establishing CCCs.
- Open Area Census Offices.
- CCCs develop strategy and work plan.

2020

- CCCs begin community organization mobilization.
- 2020 Census advertising campaign begins in early 2020.
- CCCs support the 2020 Census.
- CCCs encourage self-response.

April 1, 2020 - CENSUS DAY

- CCCs urge households who do not respond to cooperate with census takers.

Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

Please contact:

ATLANTA
Atlanta.rcc
.partnership
@2020census.gov

CHICAGO
Chicago.rcc
.partnership
@2020census.gov

DALLAS
Dallas.rcc
.partnership
@2020census.gov

LOS ANGELES
Los.Angeles.rcc
.partnership
@2020census.gov

NEW YORK
New.York.rcc
.partnership
@2020census.gov

PHILADELPHIA
Philadelphia.rcc
.partnership
@2020census.gov

If you reside in:

Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina

Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin

Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming

Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico

Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia

Complete Count Committees



The 2020 Census is almost here!

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

Get Started

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

WHY?

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

HOW?

It's up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

- Holding CCC kickoff meetings with media briefings.
- Participating in Census rallies or parades.
- Coordinating Census unity youth forums.
- Hosting Interfaith breakfasts and weekend events.
- Encouraging the use of Statistics in Schools classroom resources.
- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- Helping recruit census workers when jobs become available.