

Census 2020 – A Complete Count for Pompano Beach



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United States®
**Census
2020**

Background

- What is the Census?
 - The US Census takes place every ten years, in the year ending in 0 (1990, 2000, 2010, 2020, etc.).
 - The purpose is to count the number of people living in the US, and to determine demographic trends.
- Why is it important?
 - Funding
 - \$1.5 Trillion dollars distributed annually
 - Public housing, healthcare programs, early learning, schools, financial aid, hospitals, emergency services, roads & highway...
 - Medicare, Pell Grants, National School Lunch Program, Section 8 Housing Voucher, etc...
 - Representation
 - Determines the number of seats in Congress
 - Redrawing district boundaries
 - It's required by the U.S. Constitution

Mission of the Local Complete Count Committee

- Work with the City, County and Census staff, to formulate and execute a plan to ensure that every household in Pompano Beach completes the Census.
- The goal of the 2020 Census is to count every once, only once and in the right place.
- Response Rates (May 6):
 - National: 57.7%
 - Florida State: 55.4%
 - Broward County: 53.5%
 - Pompano Beach 45.6 %

When is the Census Completed?



- April 1, 2020 –
 - “Census Day” is just the kick-off!
- You can still respond by:
 - Internet:
<https://my2020census.gov/>
 - Telephone
 - English: 844-330-2020
 - Spanish: 844-468-2020
 - Haitian Creole: 844-477-2020
 - Portuguese: 844-474-2020
 - Mail
 - Paper Questionnaires have been mailed
- Don't wait for the Census Enumerators!

What information is requested on the Census?

- How many people are living at the residence?
- If the residence is owned or rented.
- A telephone number (*Census will only contact you if needed for official Census Bureau business*)
- The following information for each individual at the residence:
 - Name
 - Sex
 - Date of Birth
 - Age
 - Ethnicity
 - Race



What
information is
NOT
requested on
the Census?

- Census will never:
 - Ask for your full social security number
 - Ask for money or a donation
 - Send request on behalf of a political party
 - Request PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.

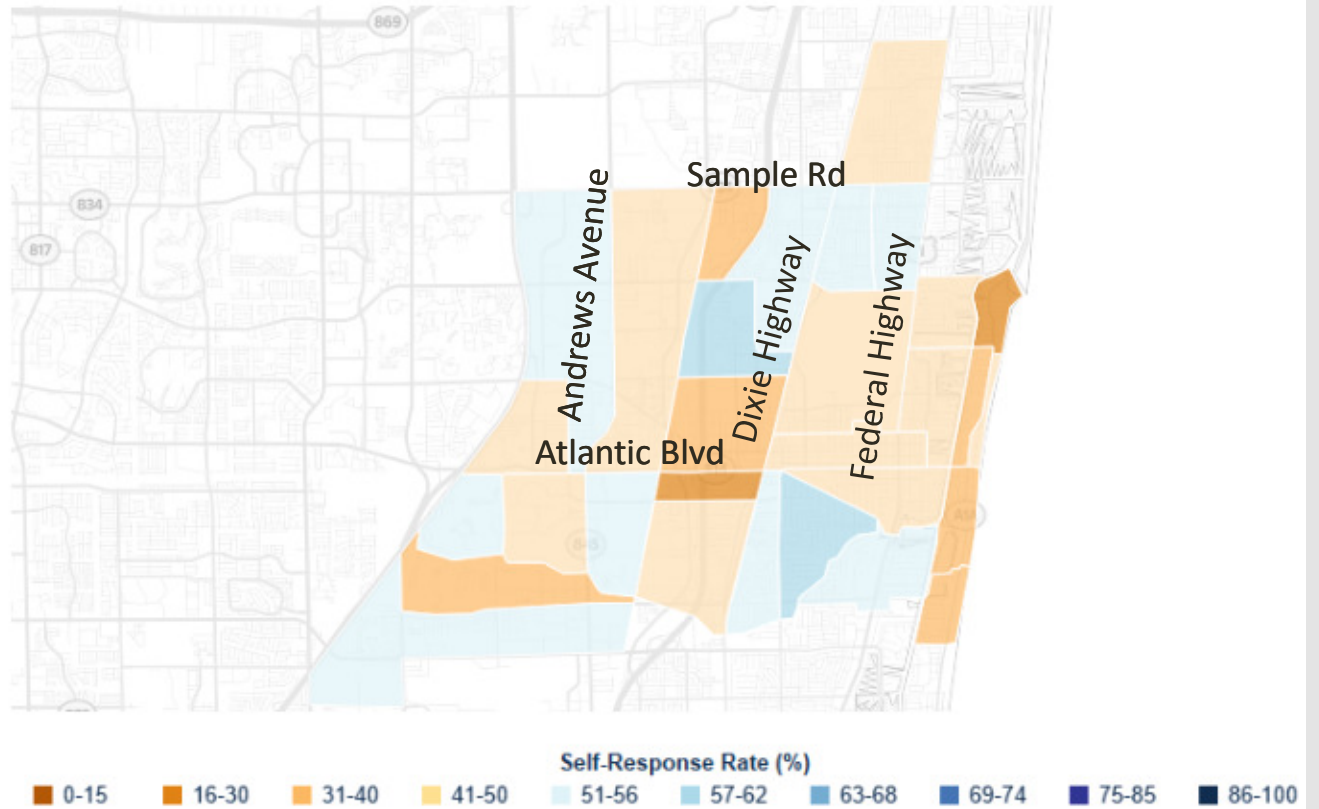


Safe & Confidential



- Under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to **protect respondent data**.
- It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.
- The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.
- Under Title 44, data will be sealed for 72 years.

Self-Response Rates in Pompano Beach



Census Outreach during COVID-19

- Weekly posts on social media about the Census
- Advertisements in local newspapers
- Posting messages on city's electronic signs at Civic Centers
- Including flyers in food boxes at weekly distribution site at Isle Casino, about the Census
- Placing door hangars at residences within the areas of the City that have the lowest self-response rate.
- Posting advertisement (below) on electronic billboard
- Coordinating with the City's Marketing Team to devise new ways to improve the self-response.

**HELP POMPANO
BEACH ACHIEVE
A 100%
RESPONSE RATE!**



[My2020census.gov](https://my2020census.gov)



ONLY TAKES 10 MINUTES TO COMPLETE

United States®
**Census
2020**