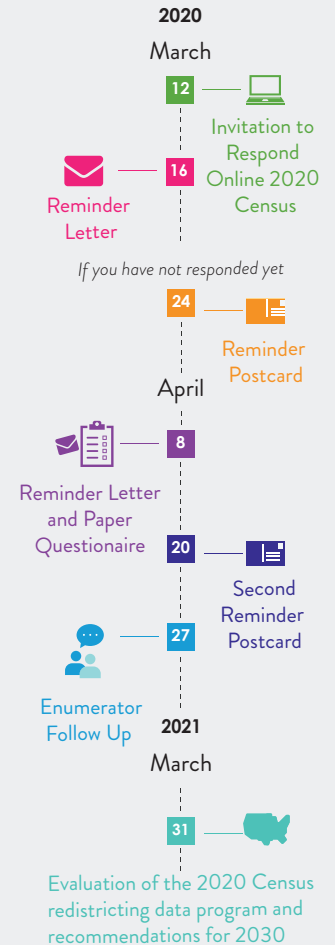


What You Need to Know About the 2020 Census in Loudoun County

The 2020 Census directly impacts how much federal funding the Commonwealth of Virginia will receive over the next decade. It is estimated that Virginia will receive \$17,776,199,831 from 55 federal programs for resources such as schools, hospitals, and infrastructure. Failure to obtain a complete and accurate Census count may result in Virginia losing millions of dollars in federal funding that supports programs benefitting Loudoun County residents. People of color, low-income populations, young children, immigrants, and undocumented residents are among the groups most likely to be undercounted. Ensuring services for Loudoun residents in the future requires that we work together to obtain an accurate Census count.

The 2020 Census will include two phases: self-response and non-response follow-up. Self-response is the most accurate way to complete the count and ensure that Census field representatives do not visit Loudoun households. However, many households are less likely to complete the self-response because of factors such as distrust of government, complex home and living arrangements, and changes in technology that pose challenges for the self-response component. Boosting self-response numbers for the 2020 Census is the most effective way to ensure over \$800 billion in federal funding (according to the George Washington University School of Public Policy) is fairly distributed across the entire U.S. population, allowing residents to thrive, live, learn, and grow.

2020 Census Timeline



The U.S. Census counts every resident in the United States every ten years. This information is used by the federal government to allocate resources across the country. The Commonwealth of Virginia can receive close to \$17,776,199,831 in federal dollars to improve schools, transportation, parks, government assistance programs, emergency assistance, etc. Business also use this information to inform their decisions and bring more growth and commerce.

what?
is the
U.S. Census

how?
can you help

- Educate your staff/volunteers/community members about the Census so they can be a resource for clients/consumers and other community members – Visit cfnova.org/count-the-region for local resources.
- Learn more about and support outreach activities and events planned by the [Loudoun Complete Count Committee](#) (a link is available from the above website).
- Engage trusted messengers in activities such as phone banking, public service announcements, social media messaging, and door-to-door canvassing to ensure we get the word out and increase the 2020 Census response rate.
- Provide opportunities in March and April 2020 for trusted community helpers at accessible neighborhood sites to offer internet access and assistance completing the form.

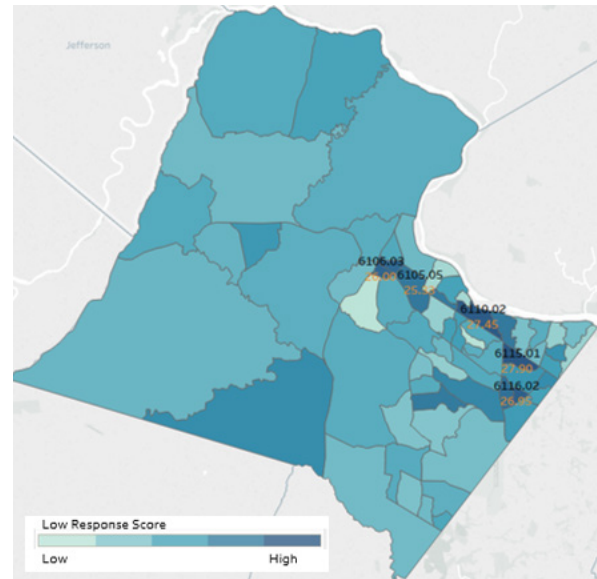
The Census is only 10 or 11 questions. Completing the Census will ensure that Loudoun County is eligible for its fair share of federal funding over the next 10 years. Completing the Census will ensure that Loudoun County receives proper political representation and resources.

why?
should I complete
the Census

Data on Census Tracts and Risk of Undercount in Loudoun County

There are neighborhoods in Loudoun facing significant challenges that demand we ensure an accurate Census in order to channel needed resources to residents. In 2010, 81.2 percent of Loudoun County households returned their Census questionnaires. The remaining 18.8 percent required in-person follow-up enumeration. Historically, people of color and foreign-born residents have been undercounted. Based on the 2013-2017 Census data, 20 percent of the population is Asian, 13 percent of the population is Hispanic, 9 percent is Black, and 1 percent is American Indian or Alaskan Native. In addition, while Loudoun is considered a low-poverty county, there are neighborhoods where families face significant challenges. Neighborhoods most at risk of an undercount in Loudoun include those near Dulles Town Center (Census tract 6115.01) and Sterling near Guilford Elementary School (tract 6116.02).

Obtaining an accurate count is critical to ensuring that Loudoun County has resources to address inequities and improve the quality of life of its residents.



Black labels reference census tracts and orange labels reference the percentage that required in-person follow-up enumeration. Data source: www.census.gov – Census tracts were obtained from the Planning Database that uses selected Census and 2012-2016 American Community Survey (ACS) estimates and the 2010 Census Mail Return Rate for each block group and tract. Last updated June 20, 2018.

Frequently Asked Questions



How can I get help completing the Census or accessing the internet?

Once residents receive an invitation to complete the 2020 Census in the mail or online, there will be a number to call for assistance to complete the form.

What about confidentiality?

All Census responses are protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential. The Bureau is prohibited from sharing respondents' personal information with immigration enforcement agencies, like ICE, or law enforcement agencies, like the FBI or police. The law also prohibits the use of Census data to determine or deny eligibility for government benefits. The results from any Census or Census-related survey are reported in aggregate statistical format only.

What happens if I don't complete the 2020 Census?

You will receive several follow-up mailings asking you to complete the Census form. Not completing the Census means Census workers will visit your residence because you are required by law to participate. If you cannot be reached, a Census worker may contact your neighbors for information about your family size.

Will the Census be in my language?

In 2020, the paper form will be available in English and Spanish. People may respond to the Census online and by phone in 13 languages (English, Chinese, Korean, Russian, Spanish, Vietnamese, Arabic, French, Haitian Creole, Japanese, Polish, Portuguese, and Tagalog). The Census Bureau will also have a language guide for 59 languages.