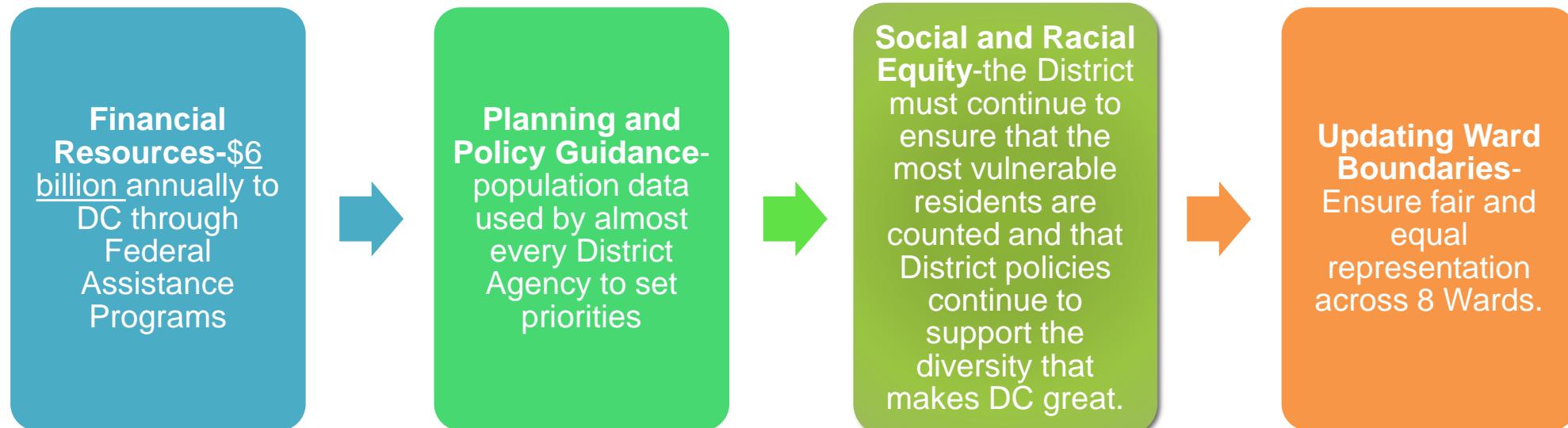


Why does the Census matter to DC?



Federal Dollars in DC: 2016

In just ONE year, census data was used to allocate over 6 billion dollars to DC through programs such as:

Healthcare \$2 billion

Transportation \$500 million

Affordable Housing \$350 million

Education \$250 million

Youth and Childcare \$100 million

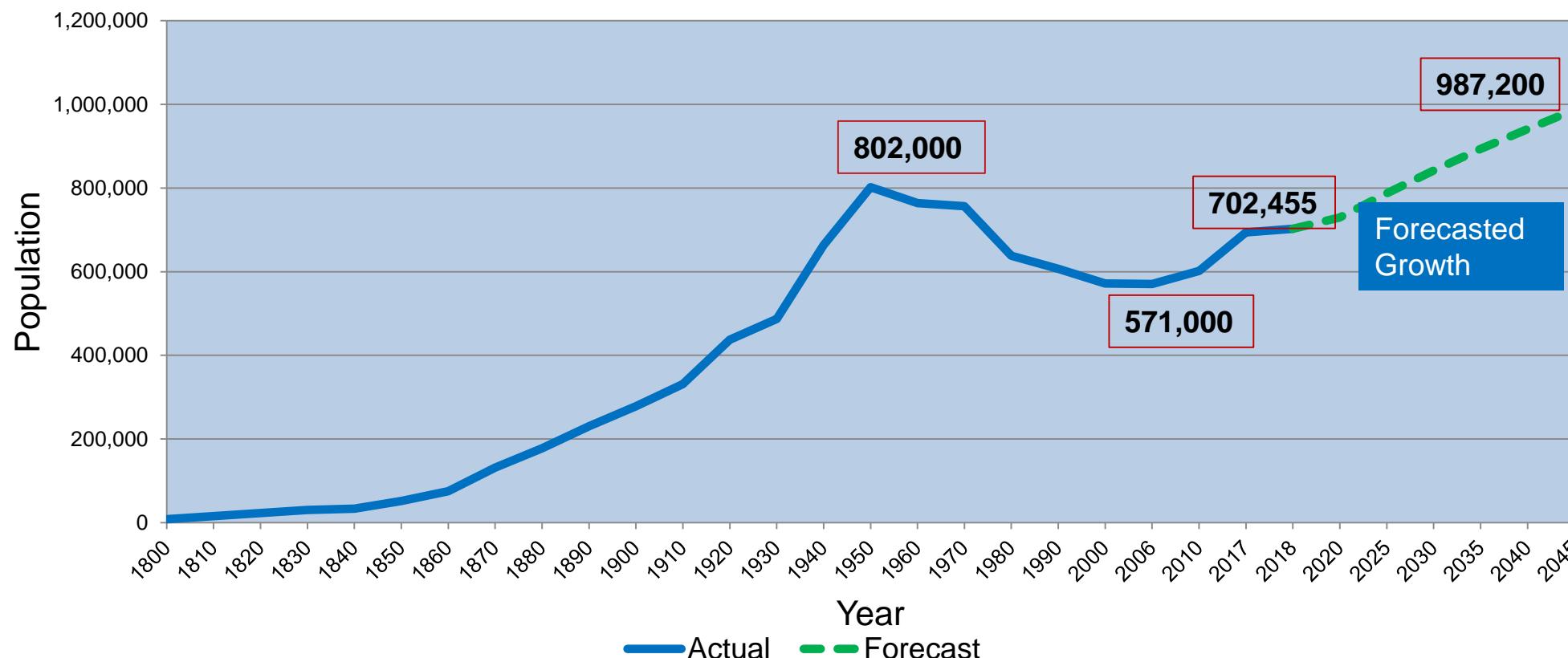
Impacts to Families in DC

When young children are not counted, support for programs such as health insurance, hospitals, childcare, **food assistance**, and early childhood development is impacted.

Federal Entitlement Program	FY 16 Funding
Head Start	\$45 million
WIC	\$15 million
State Children Health Insurance Program	\$25 million
SNAP	\$210 million
Childcare and Development Block Grant	\$11 million
School Breakfast Programs	\$11 million
National School Lunch Programs	\$28 million

Major Changes: Population Growth

From 2006 (571,000 people) to 2018 (702,455 people), the District of Columbia added **131,500** people.



Source: U.S. Census Bureau Censuses 1800-2010 and Population Estimates 2006 and 2018, and OP Population Forecast 2020-2045

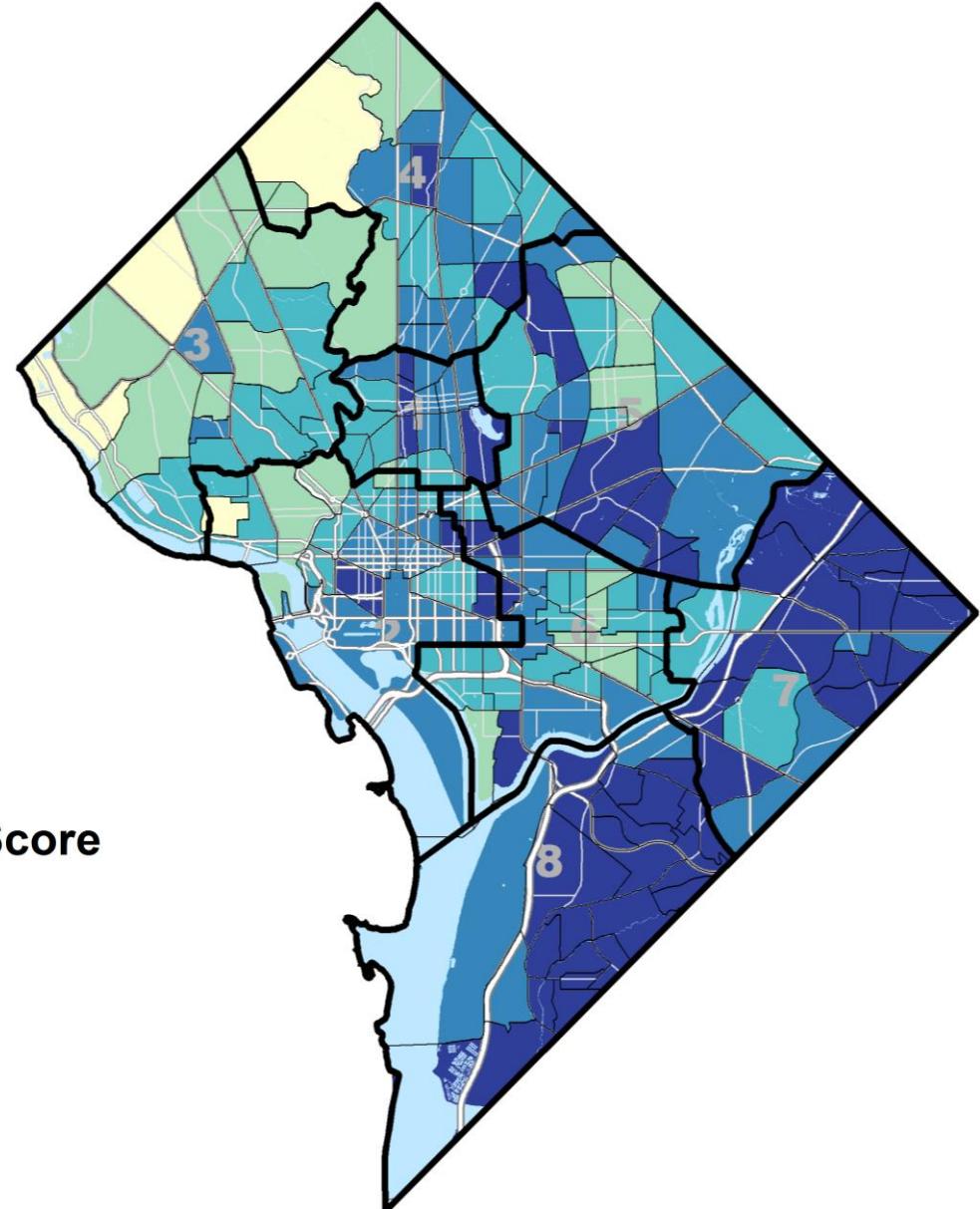
DC Low Response Score (2016)

1/3 of DC Census tracts are at risk of being “Low Response Rate” (up to 40% of residents are expected not to respond during self-response during the 2020 Census).

The LRS is a metric developed by the US Census to identify areas according to their likelihood to self-respond. The higher the LRS value, the harder to count that area is.

Low Response Score

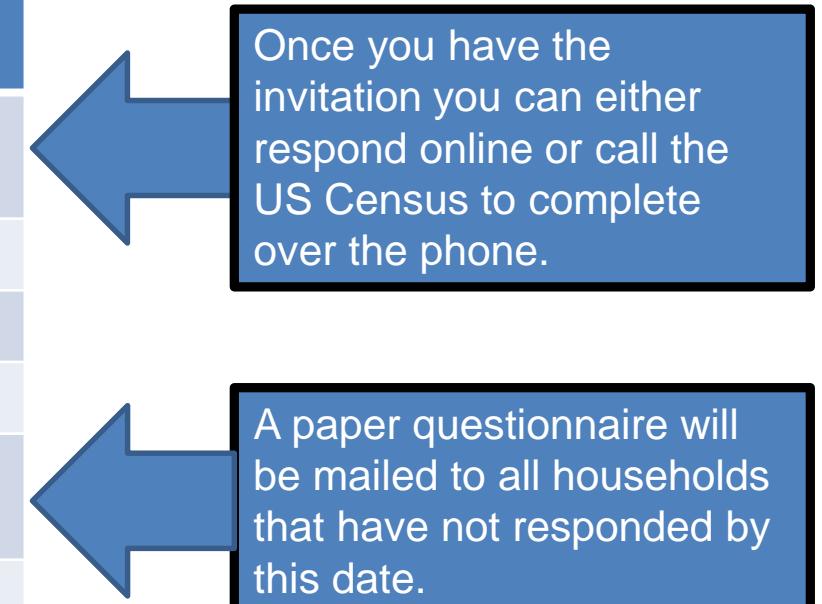
- 8.3% - 15.9%
- 16% - 19.9%
- 20% - 24.9%
- 25% - 29.9%
- 30% - 42.3%



How to Respond to the 2020 Census

An invitation to respond to the US Census will be mailed to every household in DC. This invitation will include a code unique to your address that will lead you to the online survey.

WHAT THE US CENSUS WILL SEND IN THE MAIL TO EACH HOUSEHOLD	
March 12-20	An invitation to respond online to the 2020 Census.
March 16-24	A reminder letter.
IF YOU HAVEN'T RESPONDED YET:	
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before the US Census follows up in person at your residence.



HOW YOU CAN HELP

Tell

- Tell at least 5 people that the 2020 Census is online.

Share

- Share census information on social media, listserves, newsletters etc #GetCountedDC

Follow

- Follow @dccensus on Twitter, Instagram, Facebook.

Talk about

- Talk about the census at community meetings, schools or other special events.

Host

- Host a census specific meeting or event in your community.

Contact Information

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**FOLLOW
@DCCENSUS
AND
#GETCOUNTEDDC!**



WE ARE
GOVERNMENT OF THE
DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

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WASHINGTON
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