

CENSUS 2020 UPDATE

Complete Count Committee

Council Work Session

February 4, 2020



LEXINGTON



WHAT IS THE CENSUS?

The decennial census is mandated by the Constitution. The federal government has conducted a census every 10 years since 1790.

The census counts every person, one time, and in the correct place.

Full participation in the census provides local communities with accurate information on who our residents are, and what services and programs are needed.



LOCAL IMPACT ON COMMUNITIES



REPRESENTATION

Census data determines the number of seats each state has in the U.S. House of Representatives, as well as districts for state and local government.



PLANNING

Census data helps plan roads, schools, hospitals, senior centers, and emergency services to best serve changing populations.



FUNDING

Census data guides federal spending allocation of nearly \$590 billion to local communities every year — \$2021 per person in Kentucky

(source: GWIPP, Counting for Dollars)



BUSINESS

Census data assists business in locating factories and stores, recruiting employees, and conducting market research.



COMPLETE COUNT COMMITTEE

On March 7, 2019, Mayor Linda Gorton issued Executive Order 2019 – 01, establishing Lexington’s Complete Count Committee.

The Census 2020 Complete Count Committee includes a diverse group of local government officials, business leaders, community organizations, educators and campus administrators, faith-based groups, and individuals from all across the Lexington community.

The Committee’s primary focus is to encourage all Lexington residents to complete their Census forms.

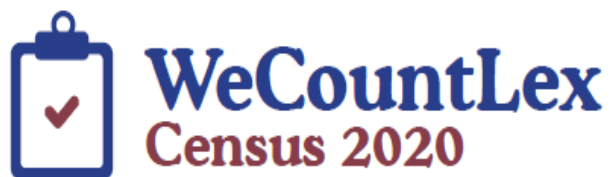


WeCountLex
Census 2020

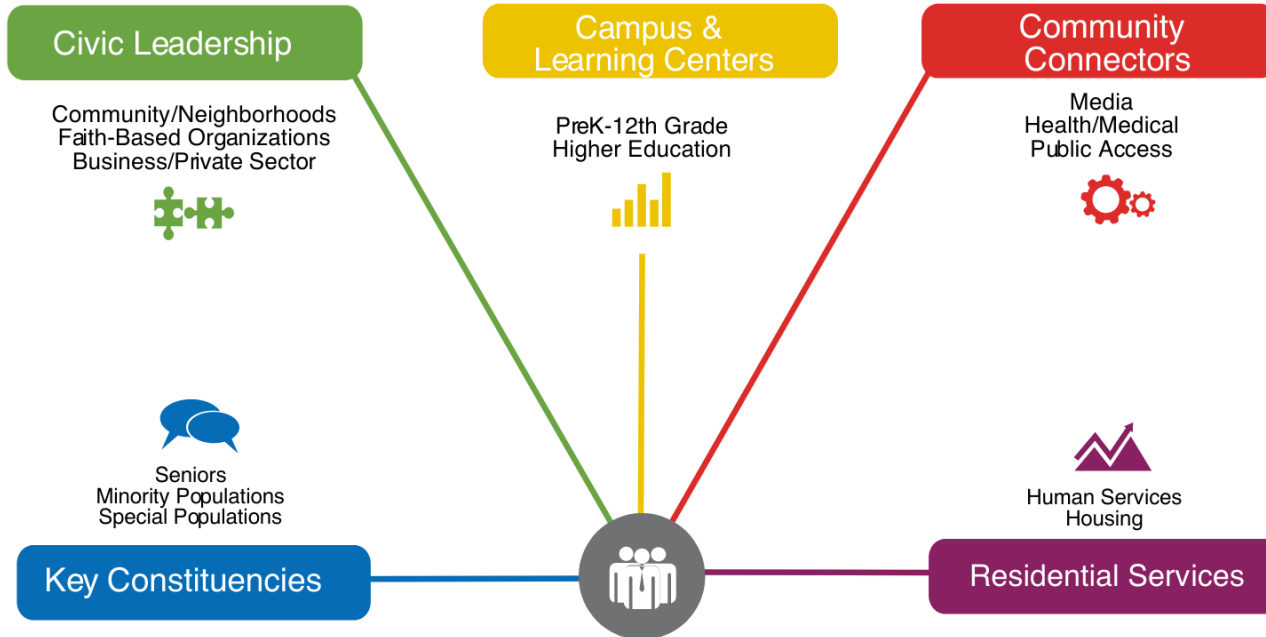


HARD TO COUNT POPULATIONS

Also, the Committee will devise strategies, make recommendations, and lead initiatives, in order to increase Census responses of traditionally undercounted populations across local communities.



- Young Children (5 & Under)
- Minorities / Communities of Color
- College Students
- Seniors and Elderly Residents
- Refugees and Immigrants



LEXINGTON

Census 2020
Complete Count Committee





SUB-COMMITTEE LEADERS

Civic Leadership

Susan Lamb, 4th District Councilmember

Arthur Lucas, LFUCG Diversity Officer

Campus & Learning Centers

Lindsay Wright, Fayette Co. Schools

Jim Wims, University of Kentucky

Community Connectors

Richard Young, CivicLex

Sharon Murphy, Community Action Council

Residential Services

Jeff Herron, Homelessness Prevention Office

Melissa Tibbs, Community Action Council

Key Constituencies

Isabel Taylor, Global Lex



DATA AND MAPPING

For each decennial Census, the *Local Updates of Census Addresses (LUCA)* Program allows local entities the opportunity to review Census' address inventory, and to make suggestions for additions, deletions and changes.

LFUCG completed our LUCA response on August 1, 2018.

There are approx. 145,000 residential addresses in Fayette County.

Lexington's population was 295,803, per the 2010 Census.

Per July 2018 estimates, Lexington's population is now 323,780.

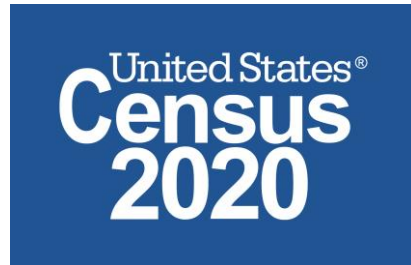


WHEN WILL THE COUNT BEGIN?

Census Day is April 1st

Residents will receive an invitation to respond beginning in mid-March.

For the first time, responses will be available online, by phone or in the mail.



Area Census Office
771 Corporate Drive, Suite 112
Lexington, KY 40503
Phone: (859) 788-4000

John Shotwell, Area Census Office Manager
Leslie “Dani” Rodgers, Partnership Specialist



PRIVACY AND SECURITY

Your census responses are safe and secure.

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce **statistics—they cannot be used against you in any way**. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

COMMITTEE MEETING SCHEDULE

Wed, February 12th

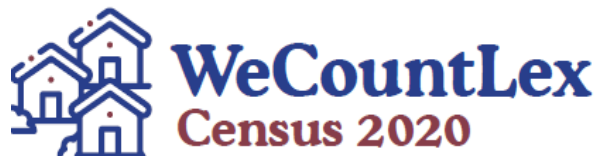
Wed, March 11th

Wed, April 8th

Wed, May 13th

Wed, June 10th

All meetings will be held at Lexington Senior Center, 8:30 AM.



You can help us ensure that
EVERY member of **EACH**
household
in Lexington is counted.



QUESTIONS?