

# 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.



## 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)*



## PLANNING

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



## 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.



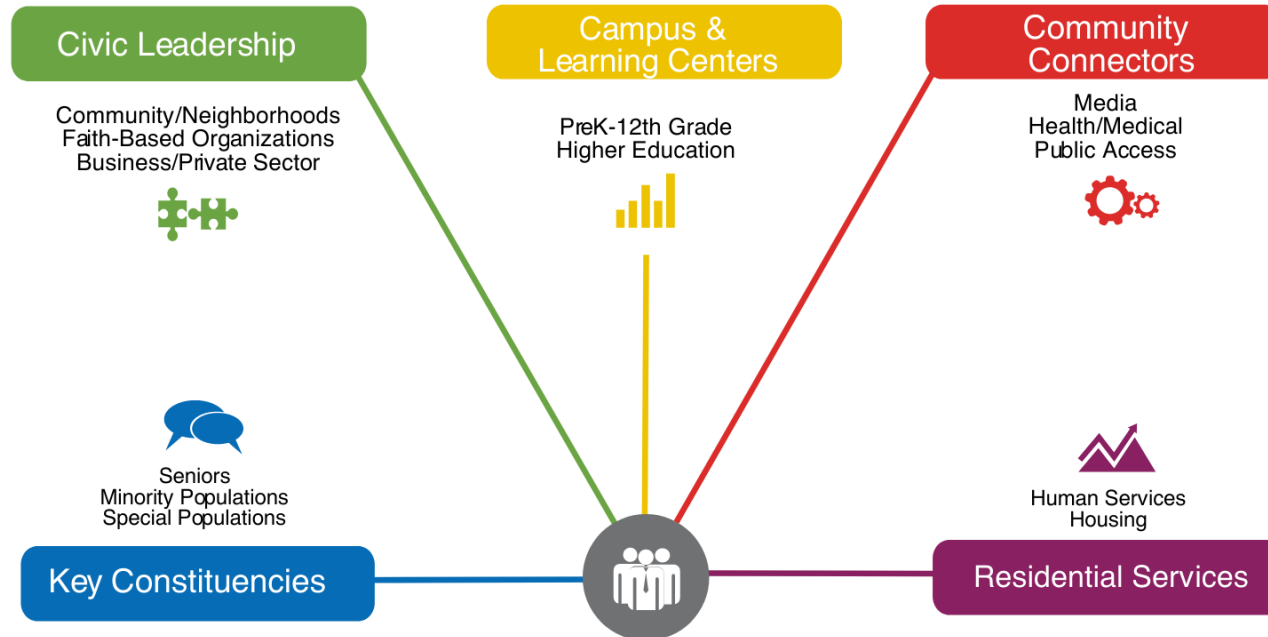
**WeCountLex**  
Census 2020

# 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, 4<sup>th</sup> 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.

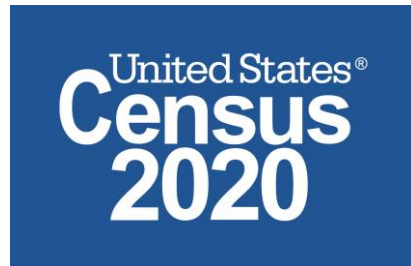


# WHEN WILL THE COUNT BEGIN?

Census Day is April 1<sup>st</sup>

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 12<sup>th</sup>

Wed, March 11<sup>th</sup>

Wed, April 8<sup>th</sup>

Wed, May 13<sup>th</sup>

Wed, June 10<sup>th</sup>

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



**WeCountLex**  
Census 2020

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



**QUESTIONS?**