



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—\$2,021 per person in KY.

(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 businesses in locating factories and stores, recruiting employees, and conducting market research.

COUNTING ON KENTUCKY

CENSUS DAY IS APRIL 1, 2020

As mandated by the U.S. Constitution, the Decennial Census counts every person, one time, and in the correct place.

Full participation in the upcoming 2020 Census will provide our communities with vital information about who we are and what we need. It will take all of us coming together to ensure **every Kentuckian counts**.

For the first time, an internet response option will be available for individuals to complete the 2020 Census. The traditional telephone and paper response options will also be available.

Personal information collected by the Census Bureau is confidential, and by law cannot be shared with law enforcement, the courts, immigration, or anyone for 72 years.

Being counted in the Census is safe, quick, and very important to the future of our communities and state.



CENSUS 2020

PREPARATION IS ALREADY UNDERWAY

ESTABLISH WHERE TO COUNT

The **Local Update of Census Addresses (LUCA)** program is the *only* opportunity local jurisdictions have to review the address file the Census Bureau will use to distribute Census forms. Local jurisdictions can provide feedback and corrections to the Census Bureau to ensure all of the households in their area receive the 2020 Census. Registration forms were mailed to the highest elected official in every political jurisdiction in July 2017. **The deadline to register for LUCA is December 15, 2017.** Review materials will be mailed in February 2018, and participants will have 120 days to verify addresses.



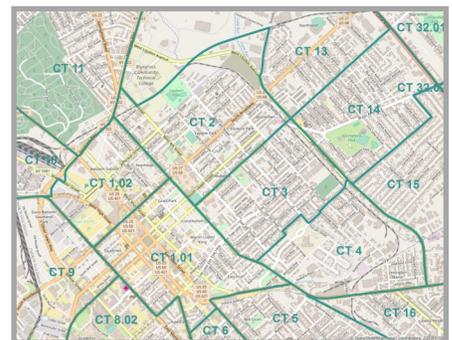
MOTIVATE PEOPLE TO RESPOND

While the Census Bureau will launch a nation-wide communications campaign, some Kentuckians are more likely to fill out their Census form when encouraged by trusted voices in their own community. Local governments, businesses, community organizations, campuses, faith-based groups, and individuals are invited to form or join a local **Complete Count Committee (CCC)**. CCC members encourage friends, family, coworkers, and neighbors to be counted in the Census.



CENSUS RESULTS

The **Participants Statistical Areas Program (PSAP)** is a *one time* opportunity for local governments to suggest boundaries for small geographies that Census data will be published for throughout the next decade. PSAP materials will be available starting in December 2018, and the deadline for submission is May 2019.



For questions or information about the Census in Kentucky, contact:

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