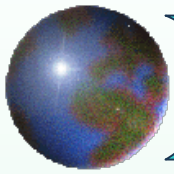


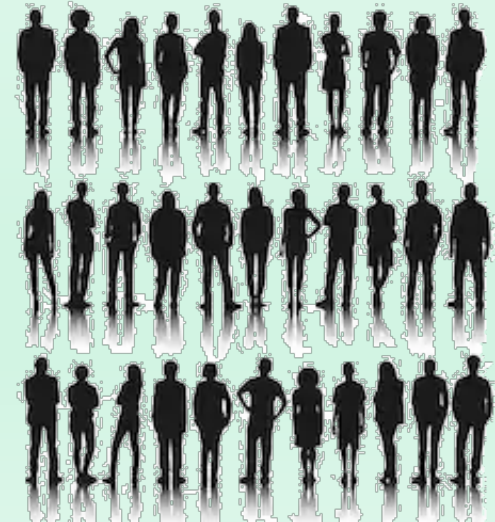
# *The U. S. 2020 Census*

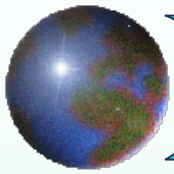
Don Radcliff  
Recruiting Manager



# *CENSUS*

- ✚ WHAT IS IT?
- ✚ A counting of People
- ✚ Counting everyone once, and only once and in the right place





# *What's at Stake?*

**\$675 Billion**

## ESTERO

2017 Population = 33,048

2019 Projection = 38,000

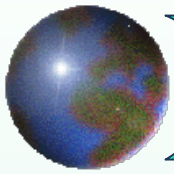
2020 ?

## Federal Aid

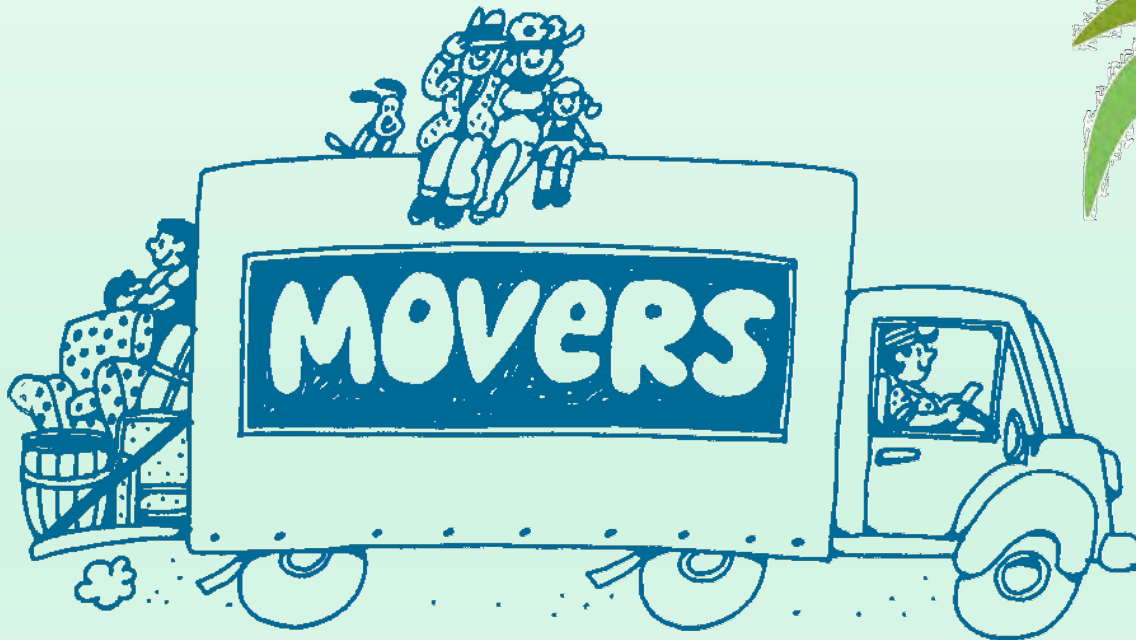
About \$48 million

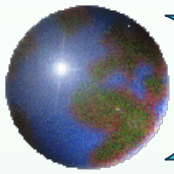
\$55 million

50,000 = \$72.5 million



**900** people move to Florida each day





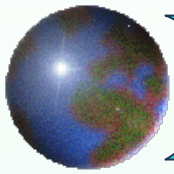
# *What's at Stake?*



## **ESTERO**

Assume: Population of 50,000

**ESTERO area 2010 Response Rates: Averaged = 80%**

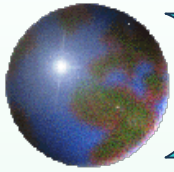


*Estero Response = 80%*



\$14.5 million / year for next  
10 Years

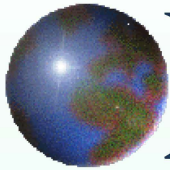
Total: \$145 million



## *Why is it important?*

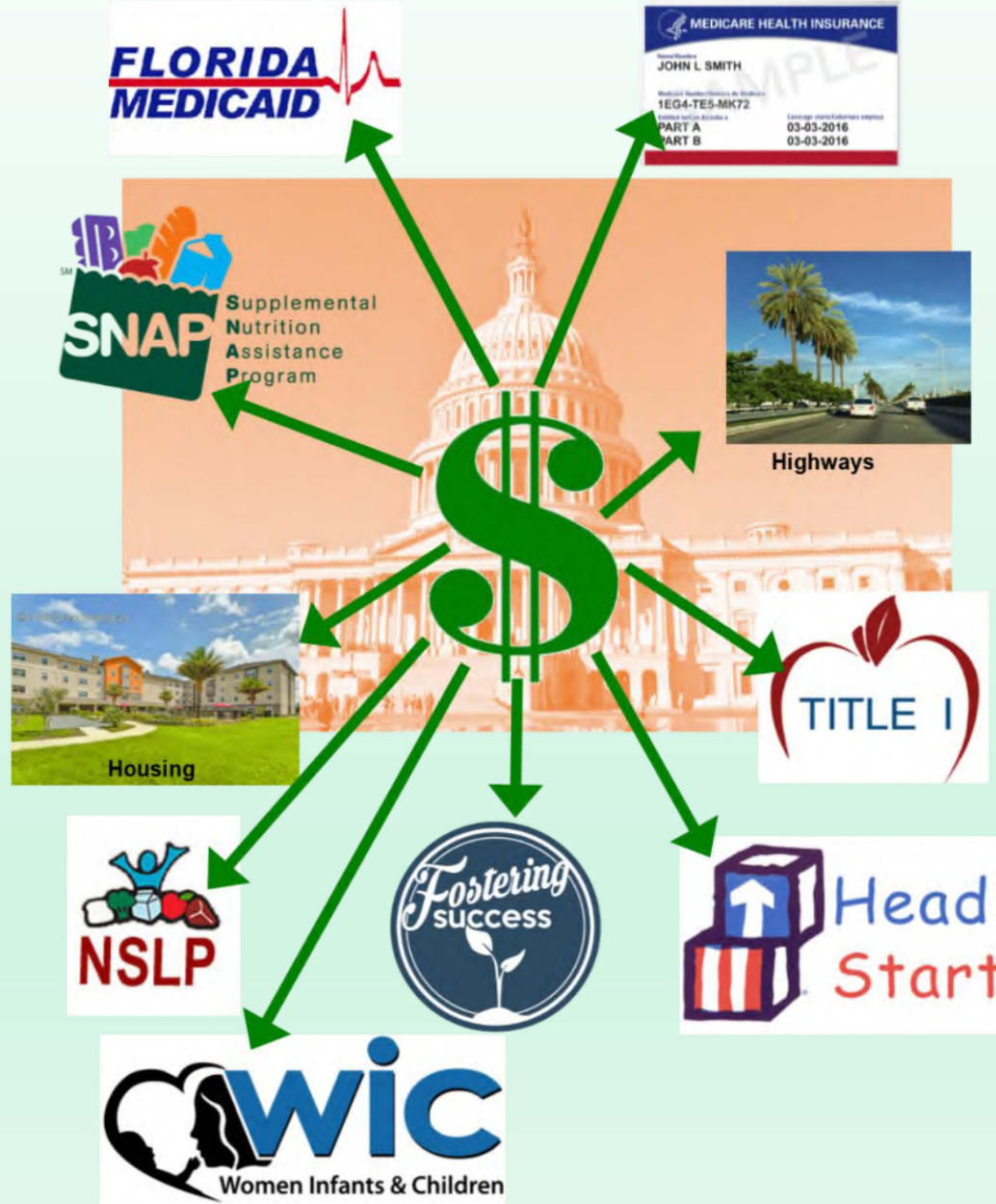
**The 2020 Census will help communities receive their portion of more than \$675 billion in federal funds each year for things like:**

- Hospitals
- Job training centers
- Schools
- Senior centers
- Bridges, tunnels and other-public works projects
- Emergency services

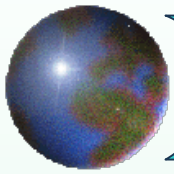


# FEDERAL ASSISTANCE PROGRAMS

Distributed based on Decennial Census Statistics



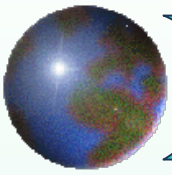




# *Constitutional Mandate*

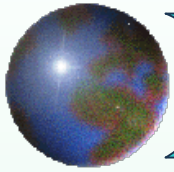
- ✚ at least once every 10 years,
- ✚ number of members of the United States House of Representatives from each state be apportioned accordingly
- ✚ apportioning federal funding for many social and economic programs.





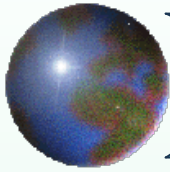
# *House of Representatives - 435*





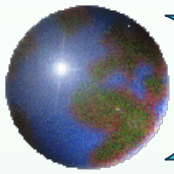
# *Privacy*

- ❖ **Title 13 of the U.S. Code protects the confidentiality of all your information**
- ❖ **Private information is never published**
- ❖ **It is against the law to disclose or publish any of the following information:**
  - ❖ **Names**
  - ❖ **Addresses including [GPS coordinates](#)**
  - ❖ **Social Security numbers**
  - ❖ **Telephone numbers**



# *Privacy*

- ❖ **Information collected to Produce Statistics**
  - ❖ Your answers cannot be used against you by any government agency or court.
- ❖ **Sworn for Life to Protect Your Confidentiality**
  - ❖ All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data.
- ❖ **Violating the Oath Is a Serious Crime**
  - ❖ The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to 5 years, or both.

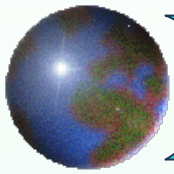


## *Important Next Steps:*

Help Recruit Within the Estero Community

- ✚ Influence Leaders, GM's, HOA's
- ✚ Write-ups in Newsletters / E-blasts

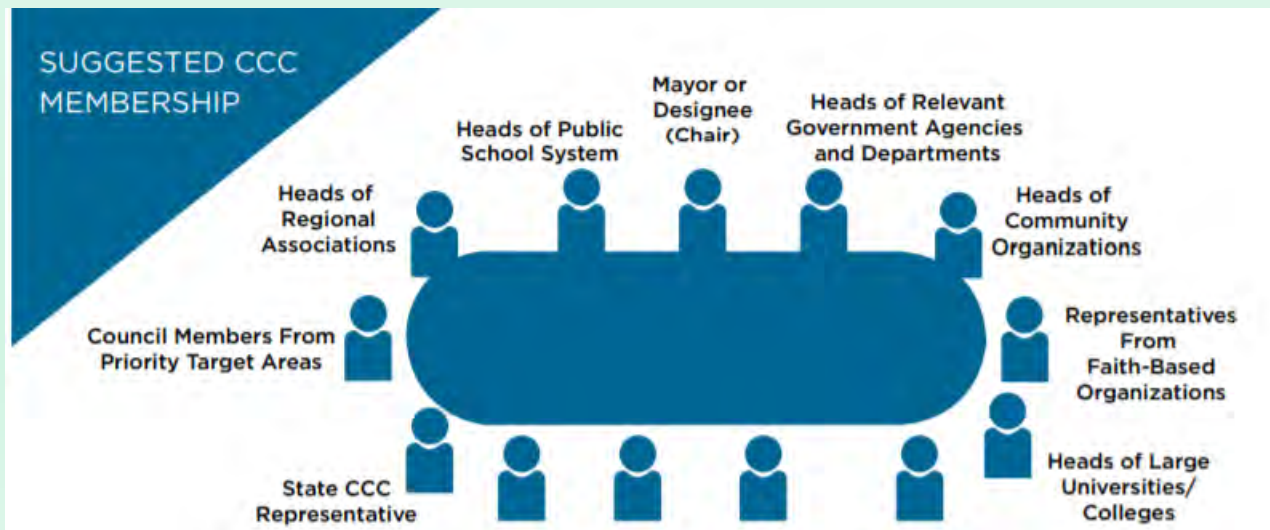


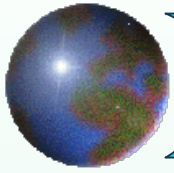


# *Important Next Steps:*

Form a Complete Count Committee

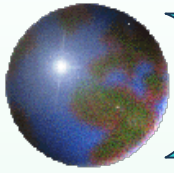
Guided by Michelle Malsbury - Partnership Specialist





## *Let's get this done!*

- ✦ **Important to the future of Estero**
- ✦ **Millions of Federal Dollars at Stake**
- ✦ **Help make this a success**
- ✦ **Recruit Workers**
- ✦ **Get everyone counted**
- ✦ **Be a part of history**



# *Your Questions*

