

2020 Census: I Count, You Count, Lets Make Sure Monrovia Counts

CITY OF MONROVIA

CITY MANAGER'S OFFICE | CITY CLERK'S OFFICE

What is the Census?

- ▶ Every 10 years the Census records everyone living in this Country.
- ▶ The Census counts everyone living at your address on *April 1*
- ▶ The data is used to fund services such as:

Older people and
low-income populations:

- ❖ Medicare
- ❖ Medicaid
- ❖ Supplemental
Nutritional Assistance
Program (SNAP)
- ❖ Children's Health
Insurance Program
(CHIP)

College Students:

- ❖ Federal Pell Grants
- ❖ Career and technical
education grants
- ❖ Adult education grants

Young Children:

- ❖ Head Start
- ❖ National School
Lunch Program
- ❖ Title IX funding

Funding

- ▶ For every person not counted in the upcoming 2020 Census, California will lose roughly \$19,500 in Federal funding over the next 10 years.
- ▶ Hypothetical: If we undercount 100 people in Monrovia, that equates to a loss of roughly \$1,950,000 in California's federal funding.

Representation

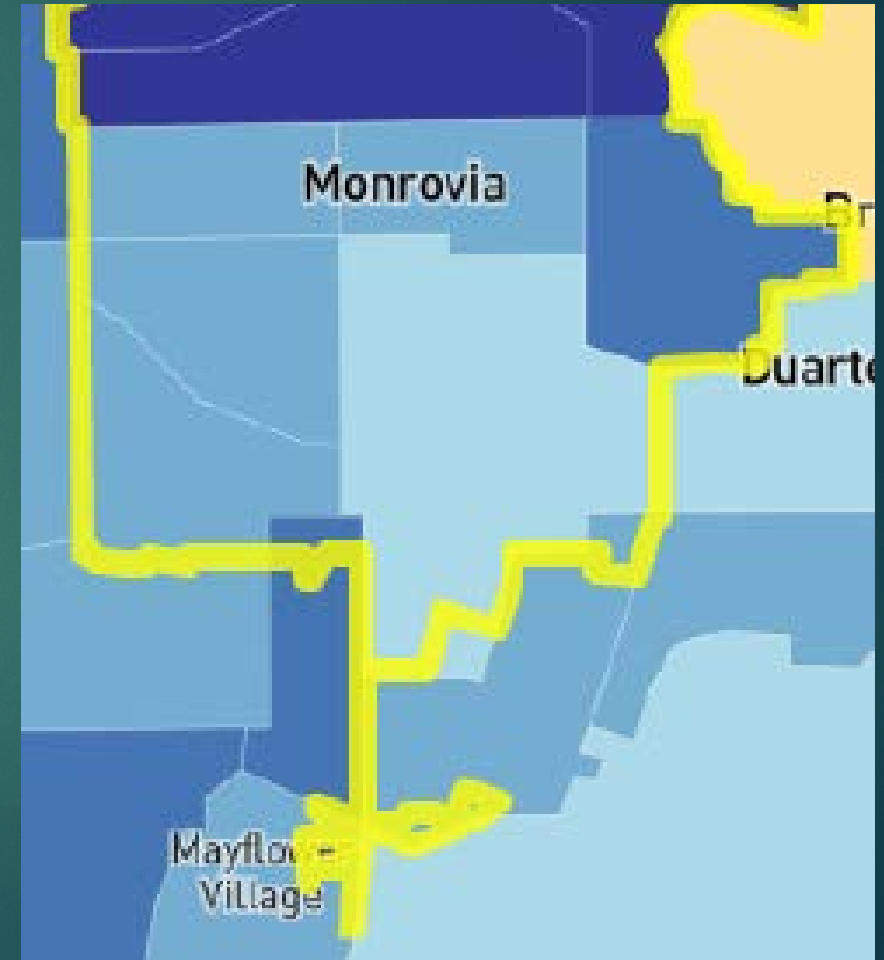
- ▶ For the first time ever, California could lose a congressional seat

Monrovia Response Rate to Date

Current: 71.7% 2010: 73.5%

▶ Hard to Count Tract

- Response Rate: 63.0%
- up 4.8% since 8/4
- 2010 Final Self-Response Rate: 71.3%
- Multi Family Housing
- Limited Computer/Internet Access
- Language barriers



Outreach



What YOU can do!

- Residents should have received a mailer from the U.S. Census Bureau in March
- In person visits have started

Online: www.2020census.gov

By Phone: 844-330-2020

By Mail

Please respond to the 2020
Census by **September 30, 2020**

- **Post to Social Media**
 - **Text 10 friends**
- **10 minutes affect next 10 years!**





Thank you!
Be sure you Count in the
2020 Census.

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