Why does the Census matter to DC?

- **Financial Resources**: $6 billion annually to DC through Federal Assistance Programs
- **Planning and Policy Guidance**: Population data used by almost every District Agency to set priorities
- **Social and Racial Equity**: The District must continue to ensure that the most vulnerable residents are counted and that District policies continue to support the diversity that makes DC great.
- **Updating Ward Boundaries**: Ensure fair and equal representation across 8 Wards.
Federal Dollars in DC: 2016

In just ONE year, census data was used to allocate over 6 billion dollars to DC through programs such as:

- Healthcare $2 billion
- Transportation $500 million
- Affordable Housing $350 million
- Education $250 million
- Youth and Childcare $100 million
Impacts to Families in DC

When young children are not counted, support for programs such as health insurance, hospitals, childcare, food assistance, and early childhood development is impacted.

<table>
<thead>
<tr>
<th>Federal Entitlement Program</th>
<th>FY 16 Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Start</td>
<td>$45 million</td>
</tr>
<tr>
<td>WIC</td>
<td>$15 million</td>
</tr>
<tr>
<td>State Children Health Insurance Program</td>
<td>$25 million</td>
</tr>
<tr>
<td>SNAP</td>
<td>$210 million</td>
</tr>
<tr>
<td>Childcare and Development Block Grant</td>
<td>$11 million</td>
</tr>
<tr>
<td>School Breakfast Programs</td>
<td>$11 million</td>
</tr>
<tr>
<td>National School Lunch Programs</td>
<td>$28 million</td>
</tr>
</tbody>
</table>
Major Changes: Population Growth

From 2006 (571,000 people) to 2018 (702,455 people), the District of Columbia added **131,500** people.

1/3 of DC Census tracts are at risk of being “Low Response Rate” (up to 40% of residents are expected not to respond during self-response during the 2020 Census.

The LRS is a metric developed by the US Census to identify areas according to their likelihood to self-respond. The higher the LRS value, the harder to count that area is.

**Low Response Score**

- 8.3% - 15.9%
- 16% - 19.9%
- 20% - 24.9%
- 25% - 29.9%
- 30% - 42.3%
How to Respond to the 2020 Census

An invitation to respond to the US Census will be mailed to every household in DC. This invitation will include a code unique to your address that will lead you to the online survey.

### WHAT THE US CENSUS WILL SEND IN THE MAIL TO EACH HOUSEHOLD

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census.</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before the US Census follows up in person at your residence.</td>
</tr>
</tbody>
</table>

Once you have the invitation you can either respond online or call the US Census to complete over the phone.

A paper questionnaire will be mailed to all households that have not responded by this date.
Tell

• Tell at least 5 people that the 2020 Census is online.

Share

• Share census information on social media, listserves, newsletters etc #GetCountedDC

Follow

• Follow @dccensus on Twitter, Instagram, Facebook.

Talk about

• Talk about the census at community meetings, schools or other special events.

Host

• Host a census specific meeting or event in your community.
Contact Information

Melissa Bird  
Executive Director, District Census 2020  
Melissa.Bird@dc.gov  
202 478-1323

Rhonda Mendonca  
Executive Assistant, District Census 2020  
Rhonda.Mendonca1@dc.gov  
202 442-7621

dccensus2020@dc.gov