

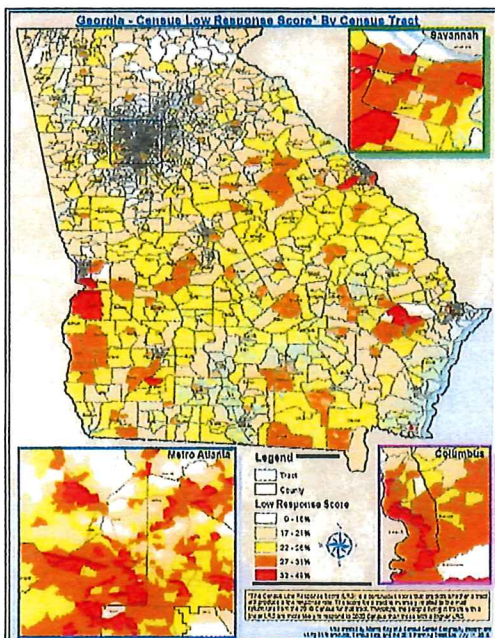


A head count is conducted every 10 years since 1790, as required by the U.S. Constitution. **Article I, Section 2. "Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . .**

- Census is constitutionally mandated for re-apportionment of Congress
- Census results are used for Redistricting at national, state, and local levels.
- After 2010, GA gained 1 congressional seat.
- Over \$675 Billion/year is distributed to state and local governments using Census numbers (Over \$4 Trillion over the decade).
- Over 13 billion for the state of Georgia, representing about \$1,339 per person.

**NEW INITIATIVES DESIGNED TO INCREASE ACCURATE, SELF-RESPONSE**

- **Allowing people to respond anytime, anywhere, via phone or internet.** Tests have shown internet self-response is the most cost effective and accurate way.
- Re-engineering Field Operations- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.



- In 2010, 74 percent of households in the United States filled out and mailed back their 2010 Census questionnaires- 72 percent in GA mailed back theirs.
- In 2010, 59 Counties had mail response rates that were lower than 70%.
- The Census provides Low Response Scores by Census Tract. This score is a tract's mail **nonresponse rate**.
- The map of low response scores allows us to identify areas likely to need additional targeted marketing and field follow-up.

- One way to ensure success in the 2020 Census is by forming a Complete Count Committee (CCC).
- Local governments, businesses and community leaders form CCCs to encourage participation in their communities. They develop outreach plans **tailored to the unique characteristics of their communities** and work together to implement their plans.
- Form or join a CCC in your area and help us spread the word about Census jobs and our new jobs website-  
<https://2020census.gov/jobs>

Contact the Atlanta Partnership Staff 470-889-6530, [atlanta.rcc.partnership@census.gov](mailto:atlanta.rcc.partnership@census.gov) to schedule a CCC Workshop today.

For Job information, contact Atlanta Recruiting 1-855-889-8932, [atlanta.rcc.recruiting@census.gov](mailto:atlanta.rcc.recruiting@census.gov)