

## DID YOU KNOW?

# THE 2020 CENSUS AFFECTS FUNDING FOR YOUR COMMUNITY

*Together, we can ensure a complete and accurate count for Arkansas*

The U.S. Constitution requires that a census be conducted every 10 years to provide data about our nation's people, places, and economy. Census figures are used to make decisions at every level of government.

- At the community level, census figures help determine where new roads, schools, and public facilities are built.
- At the state level, the census affects policy decisions made by our legislature and funding for public services like education, healthcare, and economic development.
- At the national level, the census impacts Arkansas budgets for important programs like Medicaid, SNAP, highways and transportation, education and childcare programs, and affordable housing programs. A 1% undercount of Arkansas in 2020 may result in nearly \$1 billion in lost funds over a 10-year period\*.
- At every level, the census affects political representation. Counts are used to determine the number of elected representatives and the shape of the districts they represent.

**A complete count benefits all Arkansans. However, our state is at risk of being undercounted.**

Several factors have a negative impact on Arkansas's count:

- **Technology barriers.** The 2020 U.S. Census will be the first census to be conducted largely online. Since Arkansas ranks 48th in the nation for broadband access and 20% of Arkansans have either no internet access or dial-up-only access, Arkansas residents may be less likely to participate in the online count.
- **Rural outreach.** As a largely rural state, Arkansas has many regions in which transportation and communication services are limited and individuals may be difficult to reach.
- **Language barriers.** Arkansas's vibrant and growing immigrant population includes many newcomers for whom English is not their first language. Although census materials will be available in many languages, people with limited English proficiency may not receive the information they need to understand how and why to participate. Additionally, some immigrant residents may be hesitant to participate in the census due to shifting federal policies and enforcement

**Join us to make sure that Arkansas Counts!**

What is *Arkansas Counts*? *Arkansas Counts* is committed to ensuring an accurate and representative census count with a targeted focus on hard-to-count populations, including people of color, low-income communities, rural communities, immigrant communities, and children under five.

*Arkansas Counts* seeks to develop a broad and diverse statewide network of community-based organizations, civic leaders, faith leaders, educators, funders, elected officials, business leaders, and other key stakeholders in partnership with state and local government officials to ensure that all Arkansans can fully maximize their participation in the 2020 U.S. Census.

## OUR PARTNERS:



# SERVE ON THE ARKANSAS COUNTS COMPLETE COUNT COMMITTEE

## What is a Complete Count Committee?

A **Complete Count Committee (CCC)** is a volunteer committee established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as state and local "census ambassador" groups that play an integral part in ensuring a complete and accurate count in their community in the 2020 Census.

## Committee Roles and Responsibilities

Arkansas Counts CCC and subcommittee members will develop and implement a 2020 U.S. Census awareness campaign based upon their knowledge of their local communities to encourage a response. Some activities could include but are not limited to:

- Establish methods to communicate the importance of an accurate count of all Arkansans in the 2020 U.S. Census.
- Act as a speaker at organized events and meetings to educate and promote the importance of census participation.
- Enlist other "trusted voices" and publicize participation in the census at community and civic events, job fairs, civic organization meetings, university/school events, church events, etc.
- Recognize, inform, and encourage historically undercounted populations to participate, particularly those who may feel threatened by the government collection of personal information.
- Distribute materials to the public, including hard-to-count areas and communities.
- Disseminate information about census job openings in the 2020 U.S. Census.

Additionally, *Arkansas Counts* subcommittee members serve as an extension of the CCC and are comprised of community leaders or trusted voices who have expertise, influence, and/or experience in the following areas

- **Outreach/Organizing/Training**
- **Technology/Data**
- **Communications**
- **State and Local Advocacy**
- **Fundraising and Subgrants**

Committee members must agree to meet monthly or as needed as determined by each committee and serve until June 2020.

## How to Join

Contact [info@arkansasimpact.org](mailto:info@arkansasimpact.org) to receive email updates and follow us at on Facebook at [@eARCensus2020](https://www.facebook.com/eARCensus2020) and Twitter at [@ar\\_census](https://twitter.com/ar_census) for news, events, and alerts related to the 2020 U.S. Census.

Recognizing that many racial and ethnic, immigrant, and refugee communities are at risk of being undercounted, *Arkansas Counts* is committed to broadening equity, diversity, and inclusion to ensure a stronger census count. We welcome and celebrate the contributions of those who bring diverse experiences, views, and needs to help lift up the voices of hard-to-count populations.

## CENSUS DATE APRIL 1, 2020



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