

United States  
**Census**  
**2020**

**2020**  
CensusMaryland

census  
**2020**   
Prince Georges county MARYLAND  
*Proud*



The Maryland-National Capital Park  
and Planning Commission (M-NCPPC)

Prince George's County Planning Department

[www.pgplanning.org](http://www.pgplanning.org)



Prince  
Georges county MARYLAND   
**PROUD**

# Prince George's County Census 2020

[www.princegeorgescountymd.gov](http://www.princegeorgescountymd.gov)

# 2020 Prince George's County Census Activities Completed To Date



Data Analysis

Local Update of Census Addresses (LUCA)

Boundary Annexation Survey (BAS)

Participant Statistical Area Program (PSAP)



Hired Census 2020 Project Coordinator

Jordan Baucum Colbert



Hard To Count Area Analysis

Developed customized web mapping application and PDF

<http://mncppc.maps.arcgis.com/apps/MapViewer/index.html?appid=034309f2c21f471cb5615c2d19fb14f1>



Census Grant Application

Submitted in coordination with Prince George's County

Awarded in June



Census Web Site

[PGCensus2020.org](http://PGCensus2020.org)

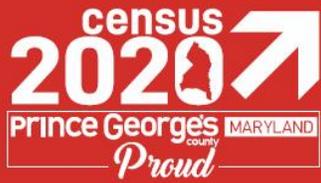


Complete Count Committee

Defined organizational structure

Selected Committee Chairs

Developed Partnerships (ongoing)



# WHAT IS THE U.S. CENSUS?

By law, every 10 years the U.S. Census counts every resident in the United States. Your participation determines representation and how billions in federal funds are distributed. If our community is undercounted, friends and neighbors miss out on an estimated **\$18,250 per person over a 10-year period.** Statewide, that's a total of \$26.6 billion over a 10-year period.



## HOW THE U.S. CENSUS IMPACTS OUR COMMUNITY

- REPRESENTATION**  
Determines the number of legislators Maryland has in U.S. House of Representatives.
- SERVICES**  
Funds our roads, schools, SNAP, CHIP, WIC, school lunches, and many other programs.
- COMMUNITY FUNDING**  
If our community is undercounted, we miss out on \$1,825 per person each year.
- OUR FUTURE**  
Informs our planning for transportation, housing, schools, emergency response.
- JOBS**  
Statistics help attract businesses and drive economic development.

- EASY**  
You can complete your census survey by mail, phone, or online.
- ACCESSIBLE**  
You can respond in 12 different languages over the phone or online.
- SAFE**  
Your personal information is confidential, including citizenship, income, and other sensitive data, by law.

### Outreach Materials

- Fact Sheet
- Vertical Banners
- SWAG

### Regional Coordination

- Maryland State Data Center
- Washington Council of Governments
- UMD Census Design Workshop
- Washington Area Grantmakers: Interventions that Work Conference

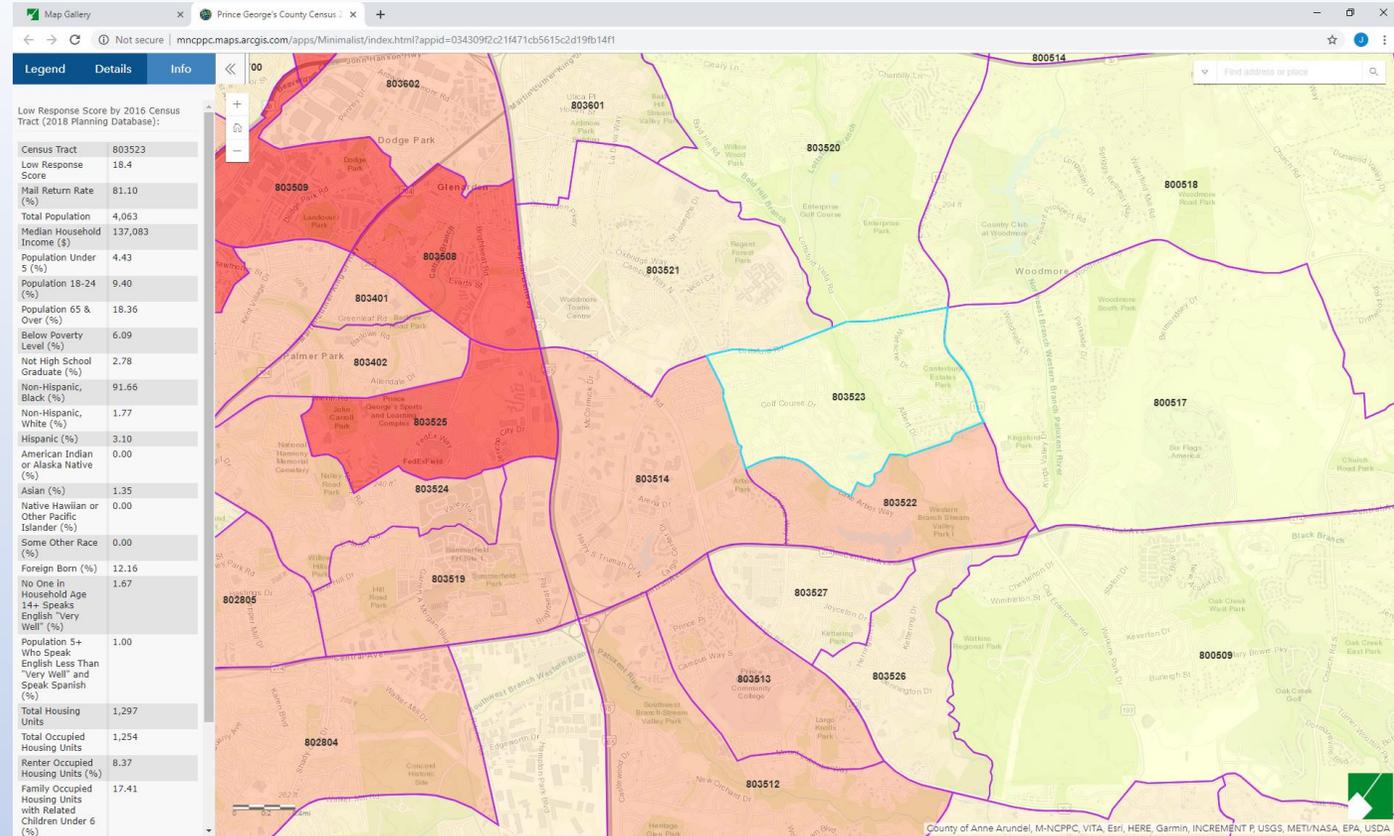
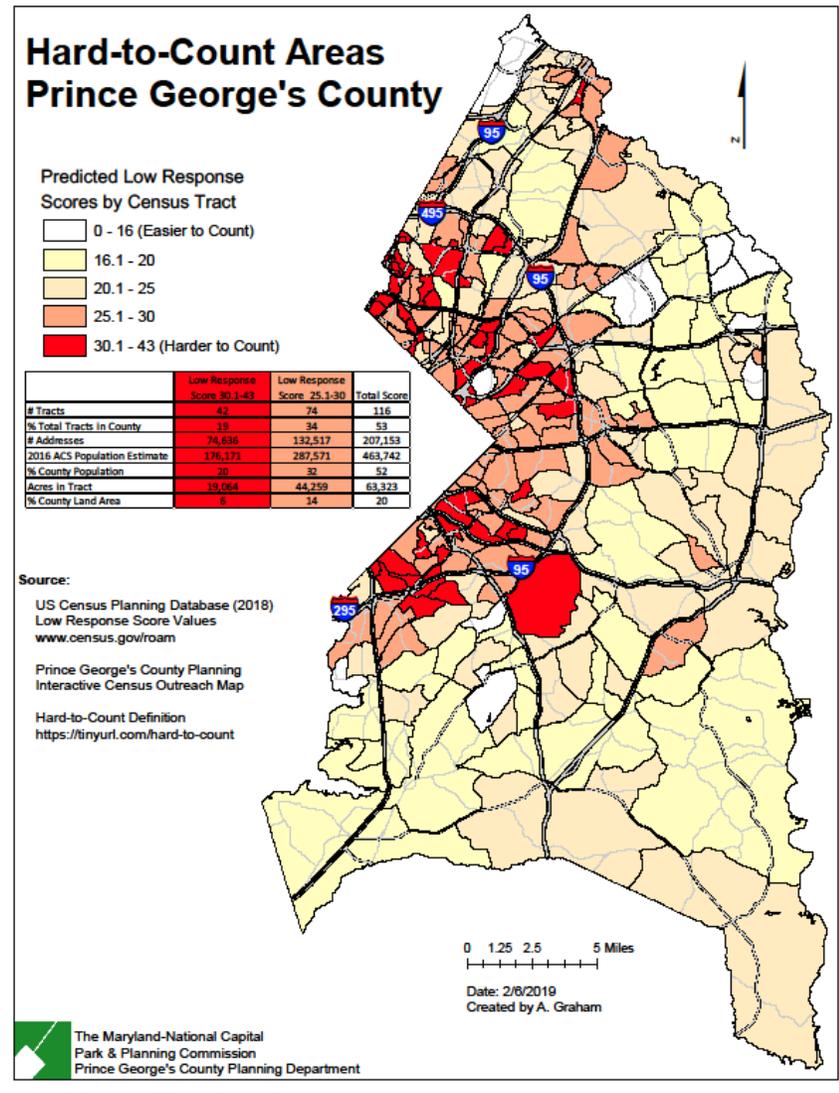
### Local Coordination

- Faith Leaders Workshop
- College Park Complete Count Committee
- County Grantee Coordination

### Future Events

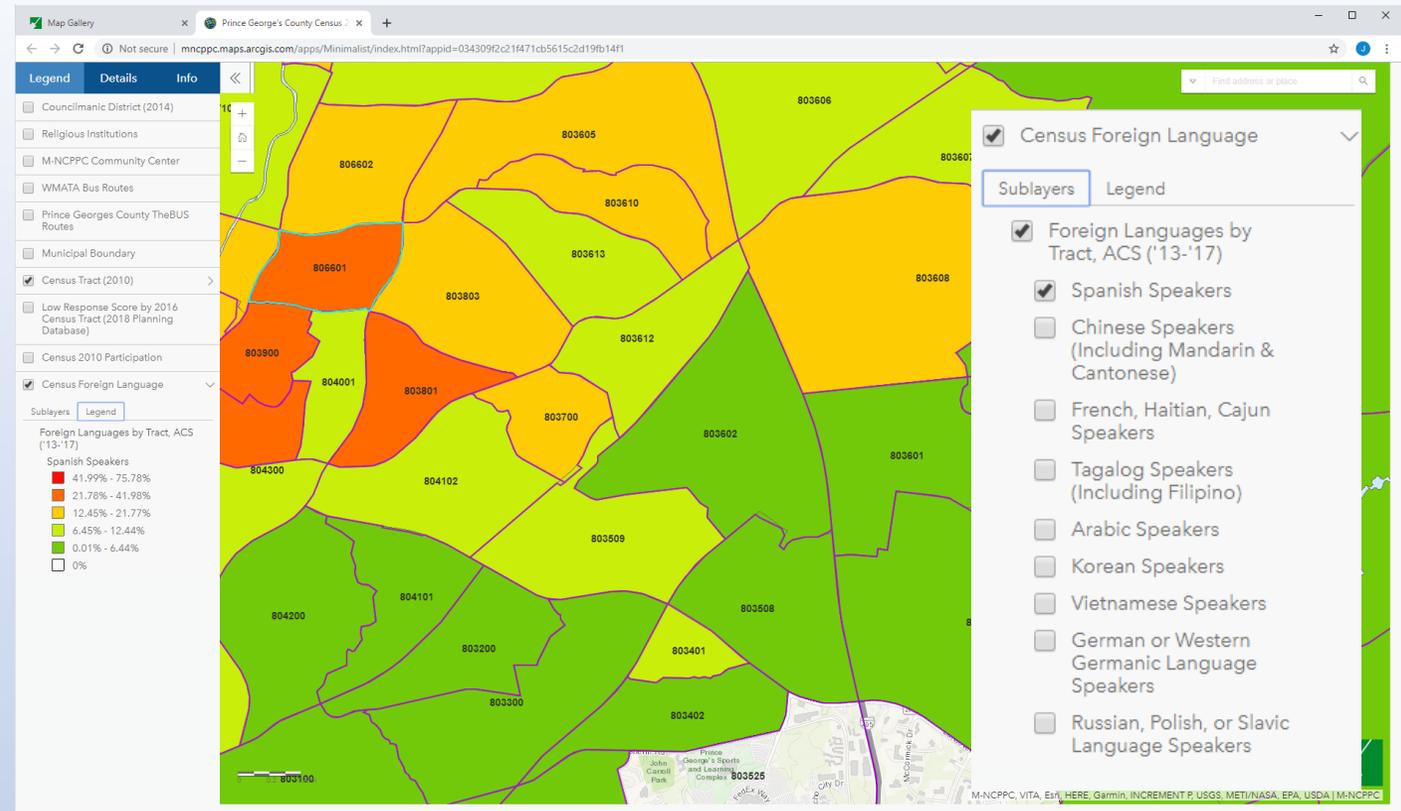
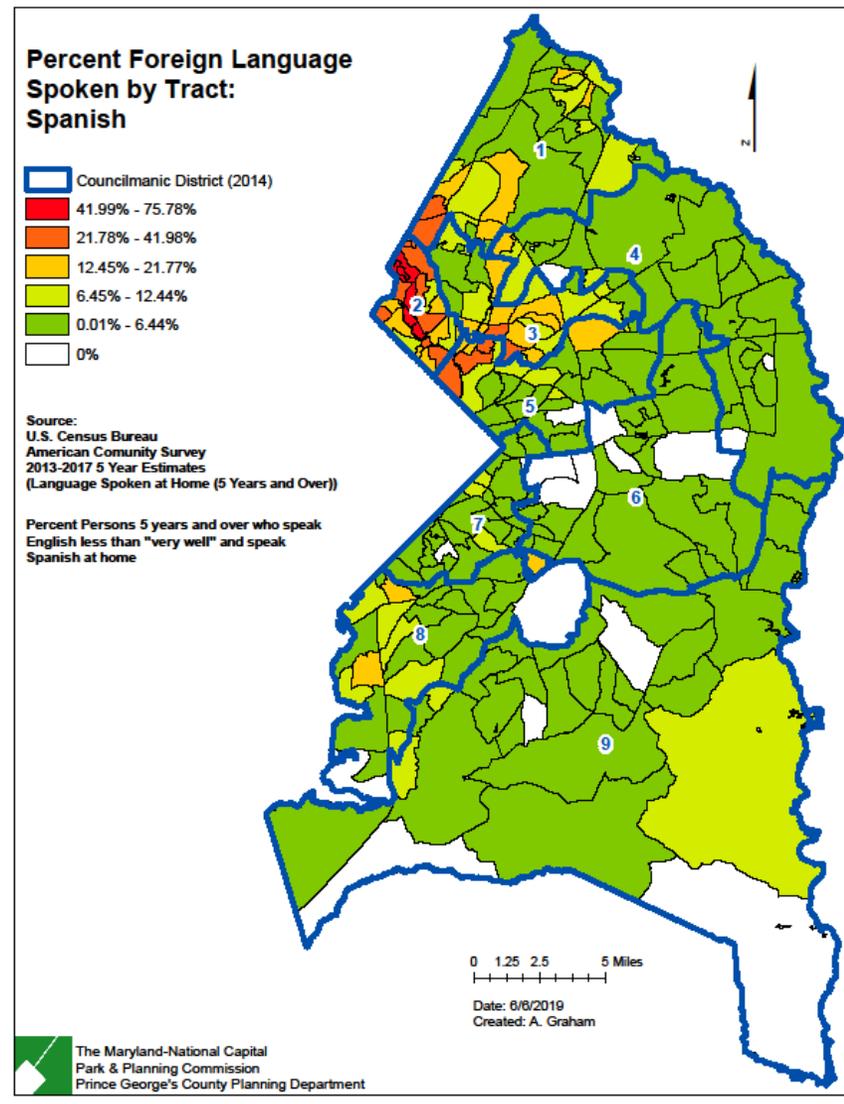
- Juneteenth
- Hispanic Festival
- National Night Out
- Port Town Day
- 2E events / month

# Hard-to-Count Areas



<http://mncppc.maps.arcgis.com/apps/Minimalist/index.html?appid=034309f2c21f471cb5615c2d19fb14f1>

# Percent Foreign Language by Tract



<http://mncppc.maps.arcgis.com/apps/Minimalist/index.html?appid=034309f2c21f471cb5615c2d19fb14f1>

# State Grant Application and Outreach

- WMATA and TheBus Vehicle Wraps
  - 77 routes – highest visibility and ridership
  - January implementation
- Bus Stop Signage
  - Marketing poster
  - January implementation
- Direct Mail
  - Estimated 75,000 households
  - September and February implementation

**census 2020**  
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**BECAUSE YOU COUNT**

Your participation is worth **\$18,250**

How? Our community loses more than \$18,000 in federal funding over a 10-year period for **each person** who does not fill out their Census survey. **Claim your residency.**

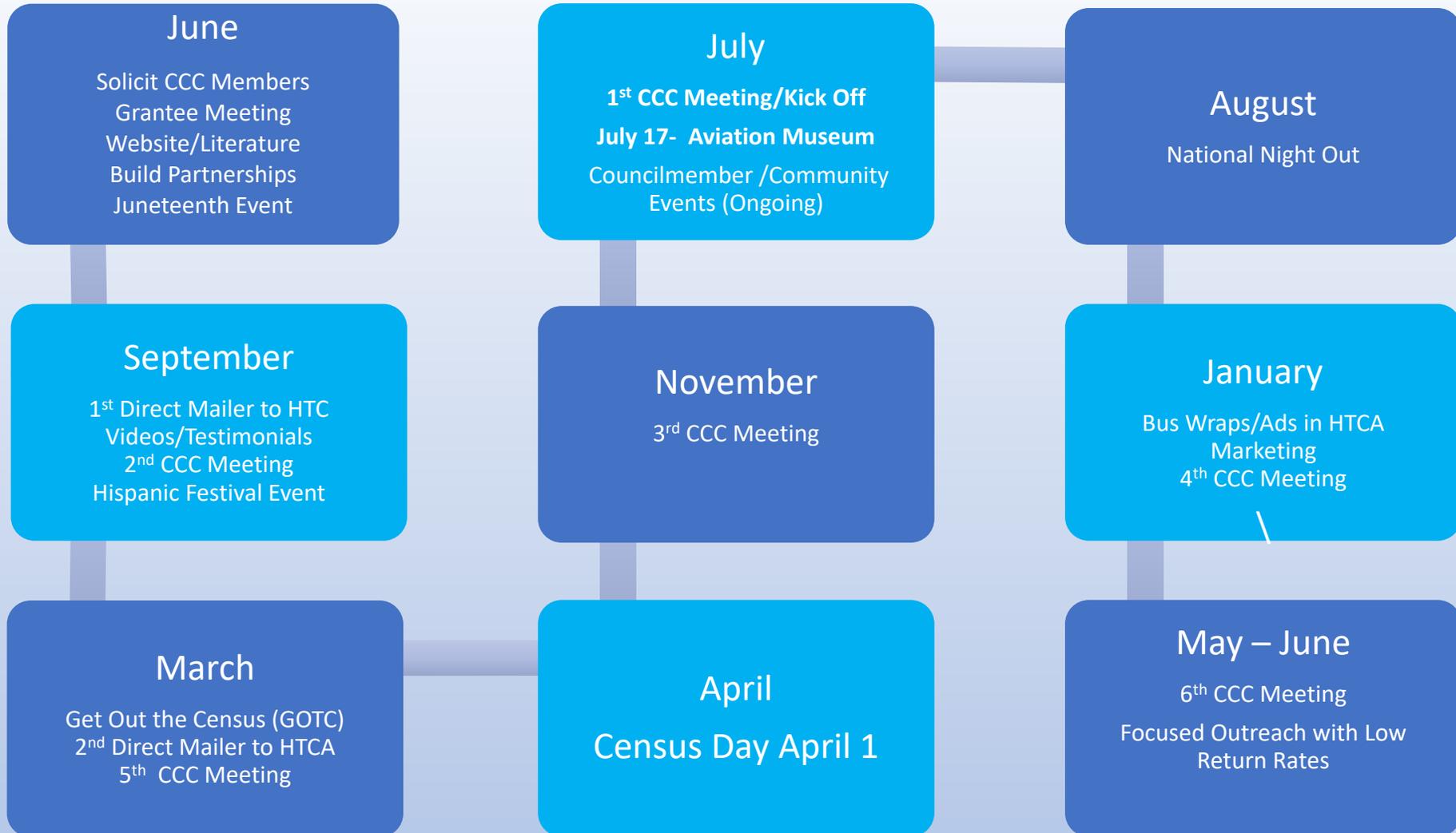
- REPRESENTATION
- FUNDING FOR OUR COMMUNITIES
- PLANNING FOR OUR FUTURE
- JOBS AND ECONOMIC GROWTH

**EASY & SAFE**  
By mail, phone, or online.  
Personal information is confidential.

PGcensus2020.org  
@PGcensus2020  
Email: PGcensus2020@mnoppo.org



# Timeline of Events



# State of Maryland Grant Recipients (Prince George's County coverage)

Recipient	Amount
Prince George's County	\$244,208
Town of Forest Heights	\$59,000
Northern Gateway	\$25,000
City of College Park	\$34,385
City of Greenbelt	\$15,000
City of Seat Pleasant	\$18,636
	<b>396,229</b>
CASA de Maryland, Inc.	\$447,614 (multiple counties)
Young Invincibles	\$25,000 (multiple counties)
Centro De Apoyo Familiar	\$250,000 (multiple counties)

# Developing Partnerships

Prince George's County Public Schools	J. Franklyn Bourne Bar Association
Prince George's County Memorial Library Systems	WSSC
Prince George's Child Resource Center, Inc.	NBC4/Telemundo
Prince George's County Department of Social Services	Prince George's County Social Innovation Fund
Parks and Recreation Advisory Board	Northern Gateway
Casa De Maryland	Bowie State University
Common Cause	Prince George's County Community College
Central Kenilworth Avenue Revitalization CDC	University of Maryland
Young Invincibles (YI)	Fraternities and Sororities
Center De Apoyo Familiar	League of Women Voters Prince George's County
United Way of the National Capital Area	Local Businesses*
Progressive Maryland (PM)	Local Churches*

# Recent Outreach Updates....

## Prince George's County Council Partnerships

- **Schedule One on One's w/ Councilmembers**
  - District 1 (Pending)
  - District 2 (Complete)
  - District 3 (Pending)
  - District 4 (Pending)
  - District 5 (Pending)
  - District 6 (Scheduled July 12)
  - District 7 (Complete)
  - District 9 (Complete)
  - At Large Council Hawkins (Pending)
  - At Large Council Franklin (Pending)

## Prince George's County Organizational Partnerships

- **Prince George's County Police**
  - National Night Out
  - Community Advisory Council Meetings
- **MNCPPC Parks & Recreation and Police**
  - Community Events
- **Department of Social Services**
  - Veterans Stand Down Homeless Veterans Day
  - The Bridge Center at Adams House
- **Prince George's County Library**
  - Access to Computers / Host Census Information Sessions
- **Prince George's County Public Schools**
  - Back to School Events/ Literature Distribution
  - Text Message/Robo Calls

## Business/Corporate Partnerships

- **Kaiser Permanente**
  - Showcase Census Materials
  - Census Videos on Waiting Room Monitors
- **WSSC**
  - Convey Message to Consumers about the Census
- **NBC 4/Telemundo**
  - Census2020 Community Toy Conversation

# Recent Outreach Updates

## Elected Officials Events

- **District 6 Board of Ed. Representative Coffee**
  - Engaged Senior Population (Attended June 6)
- **Coalition of Central Prince George's County Community Organizations**
  - Attended Open House for the Community (Attended June 22)
- **State of District 6 Breakfast**
  - (Attended June 29)
- **District 2: Northern Gateway /Back to School Celebration**
  - (Scheduled August 10)

## Community Events

- **Juneteenth**
  - Engaged 100 Residents
- **Council Member Franklin At Large: New Carrollton + Hillcrest Heights ANC Meetings**
  - (Scheduled July 9 + July 11)
- **Devine Nine & Nat'l Pan-Hellenic Council**
  - (Scheduled July 27)
- **Hispanic Festival at Lane Manor**  
(September 15)
- **Hispanic Bar Association & Gala**  
(September 26)
- **Hispanic Heritage Month M-NCPPC Employee Reception**  
(October 15)
- **Community Relations**
  - 100 events w/ presence

## Municipalities/Governments

- **Maryland State Complete Count Committee Meeting**
- **City of College Park Complete Count Committee Meeting**
- **Council of Governments Meeting (COG)**
- **MML Conference**

# Resources - [www.PGCensus2020.com](http://www.PGCensus2020.com)

## Resources Available

- **Website**
  - One Page Fact Sheet (Being Translated into Spanish)
  - Web Maps
  - PDF Maps
  - Complete Count Committee Chart
  - Toolkits (Anticipated August)
- **Presentation Slides**
  - Spanish Translation Complete

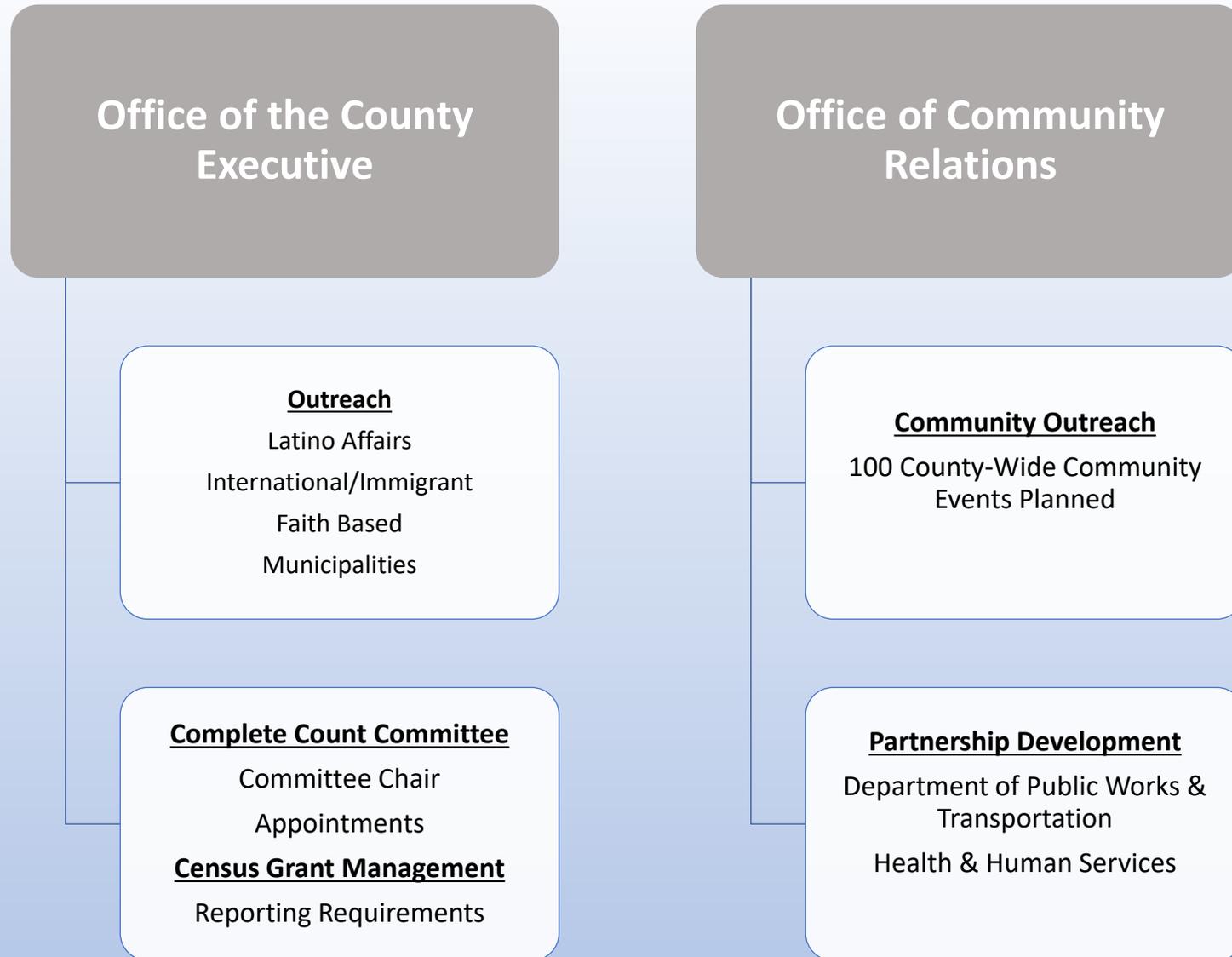
## Marketing

- **Promotional Products**
  - Vertical Banner (English / Spanish)
  - Laminated Posters/Tent Cards
  - Handouts
    - T-shirts, Hats, Pens, Mugs, Key-Chains, Lanyards, Stickers etc. (Shipped/Delivered)
- **Testimonial Videos**
  - Bilingual Recordings

## Communications

- **Social Media Presence**
  - Instagram
  - Facebook
  - Twitter
  - Nextdoor
- **Direct Mailers**
  - Planned September and February
- **Bus Wraps**
  - (Anticipated January 2020)

# County Government & Executive Branch Updates



# How Can You Respond?

Every household can choose to respond online, by phone, by mail, or in person.



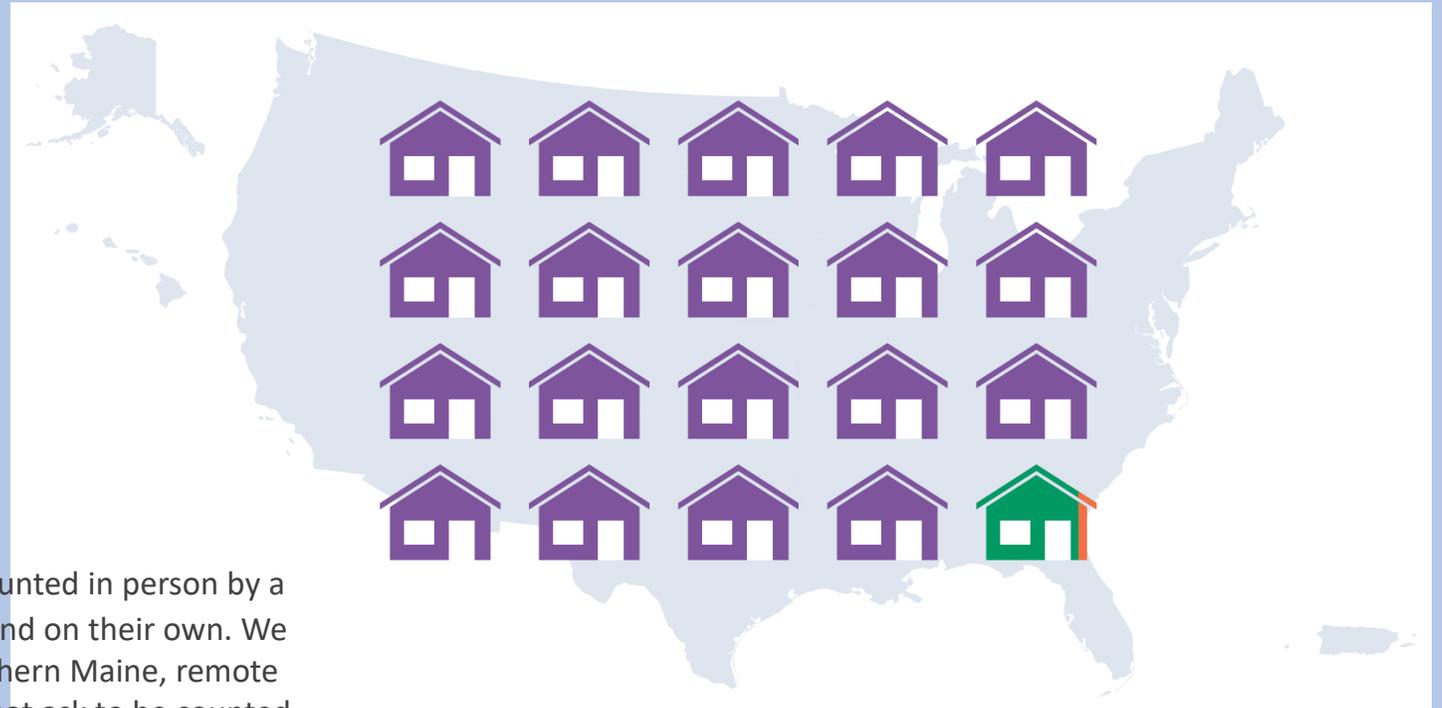
**95%** of households will receive their census invitation in the mail.



**Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use post office boxes or areas recently affected by natural disasters).



**Less than 1%** of households will be counted in person by a census taker instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.



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Census  
2020

# When Can You Respond?

- 2020 Census invitations start arriving March 12, 2020.
- People who live in areas with low Internet connectivity will receive a paper questionnaire in their first mailing.
- You will get up to four additional mailings if you haven't responded.
- If you haven't already responded, you will receive a paper questionnaire starting on April 8.
- You can choose to respond online, by phone, or by mail.



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2020

# Bilingual Mailings

Census tracts with 20% or more who need Spanish assistance



Bilingual English/Spanish mailings for entire census tract (bilingual questionnaires up front or in the fourth mailing)

Census tracts with less than 20% who need Spanish assistance



English mailings that include a Spanish phrase inviting you to respond online or via direct toll-free line in Spanish



Spanish online questionnaire

Spanish phone support and response

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# For More Information on Prince George's County Census 2020

## Contacts

- Census Outreach Coordinator, Jordan BaucumColbert  
[Jordan.BaucumColbert@ppd.mncppc.org](mailto:Jordan.BaucumColbert@ppd.mncppc.org)
- Acting Public Affairs Officer, Anika Jackson  
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- County Executive Liaison, Jacqueline Woody  
[jbwoody@co.pg.md.us](mailto:jbwoody@co.pg.md.us)
- Special Projects Manager, Thomas F. Johnson  
[tfjohnson@co.pg.md.us](mailto:tfjohnson@co.pg.md.us)

## Website Resources

- [www.PGcensus2020.org](http://www.PGcensus2020.org)
- [Prince George's Census Outreach Application](#)
- [Prince George's County Census Explorer](#)



Questions???