

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



Prince
Georges county MARYLAND 
PROUD

Prince George's County Census 2020

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/MapSeries/index.html?appid=034309f2c21f471cb5615c2d19fb14f1>



Census Grant Application

Submitted in coordination with Prince George's County

Awarded in June



Census Web Site

PGCensus2020.org



Complete Count Committee

Defined organizational structure

Conducted informational meetings with targeted subcommittee contacts



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.
- JOB**
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

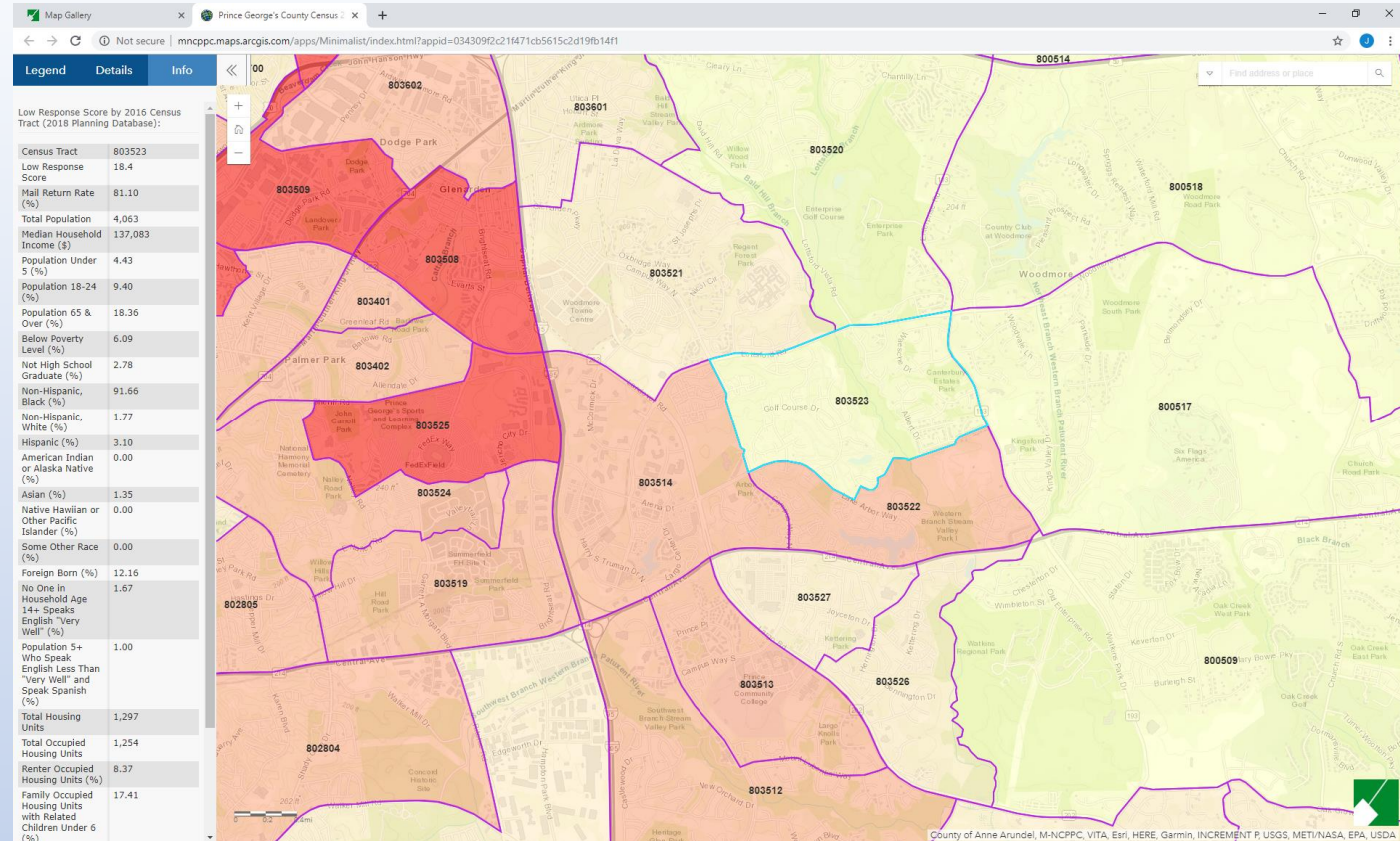
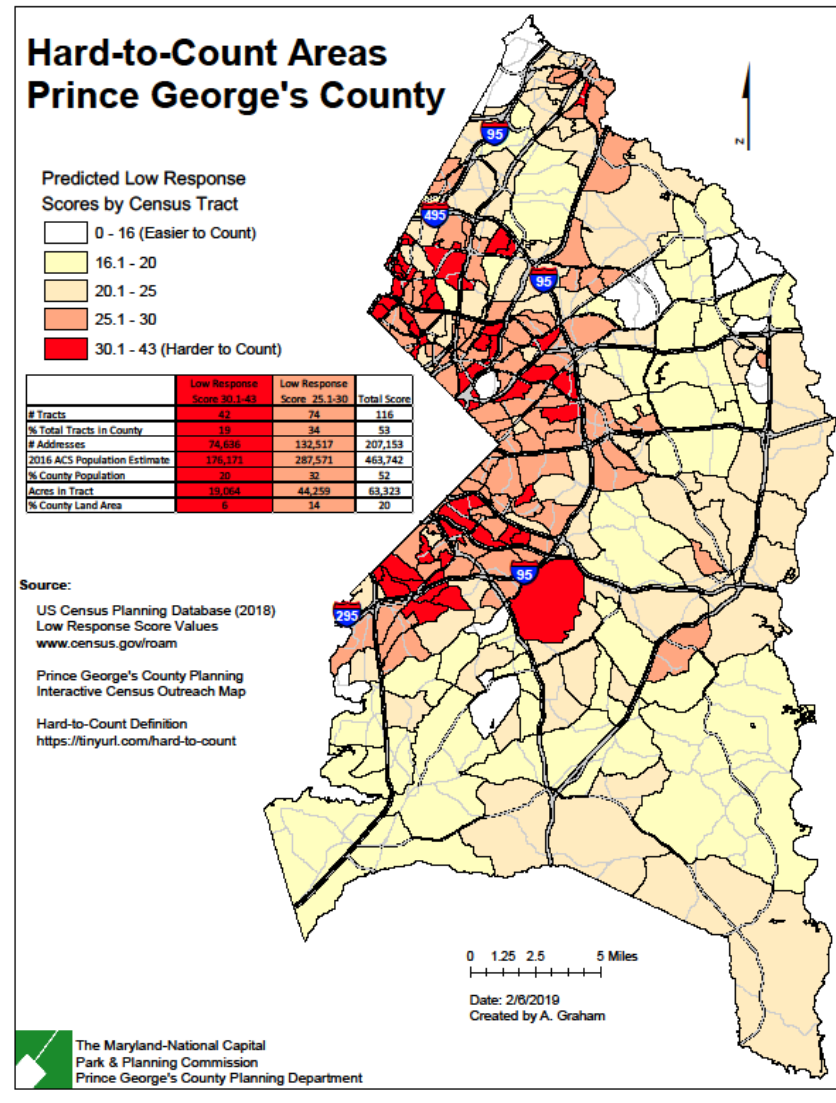
- Faith Leaders Workshop
- College Park Complete Count Committee
- County Grantee Coordination



Future Events

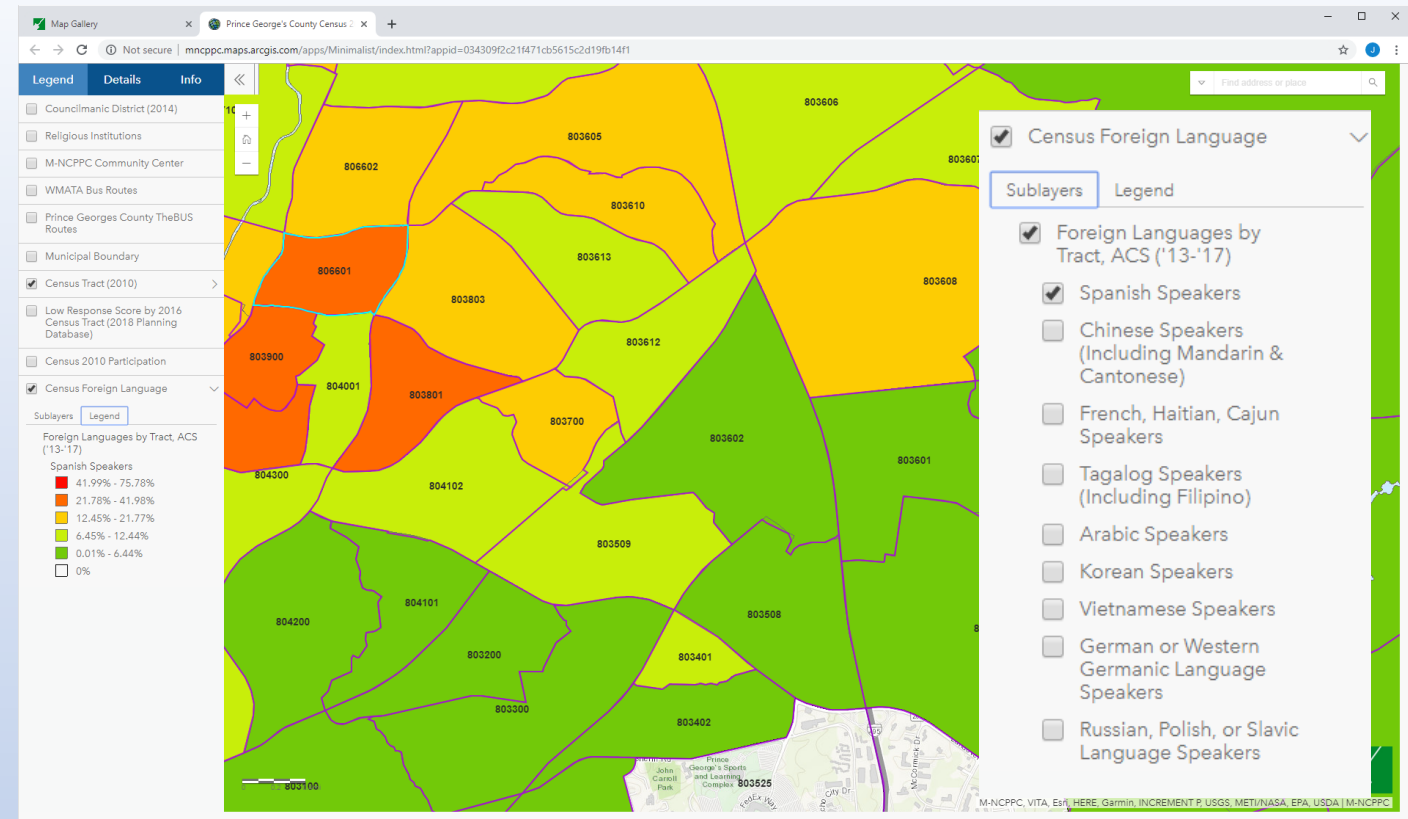
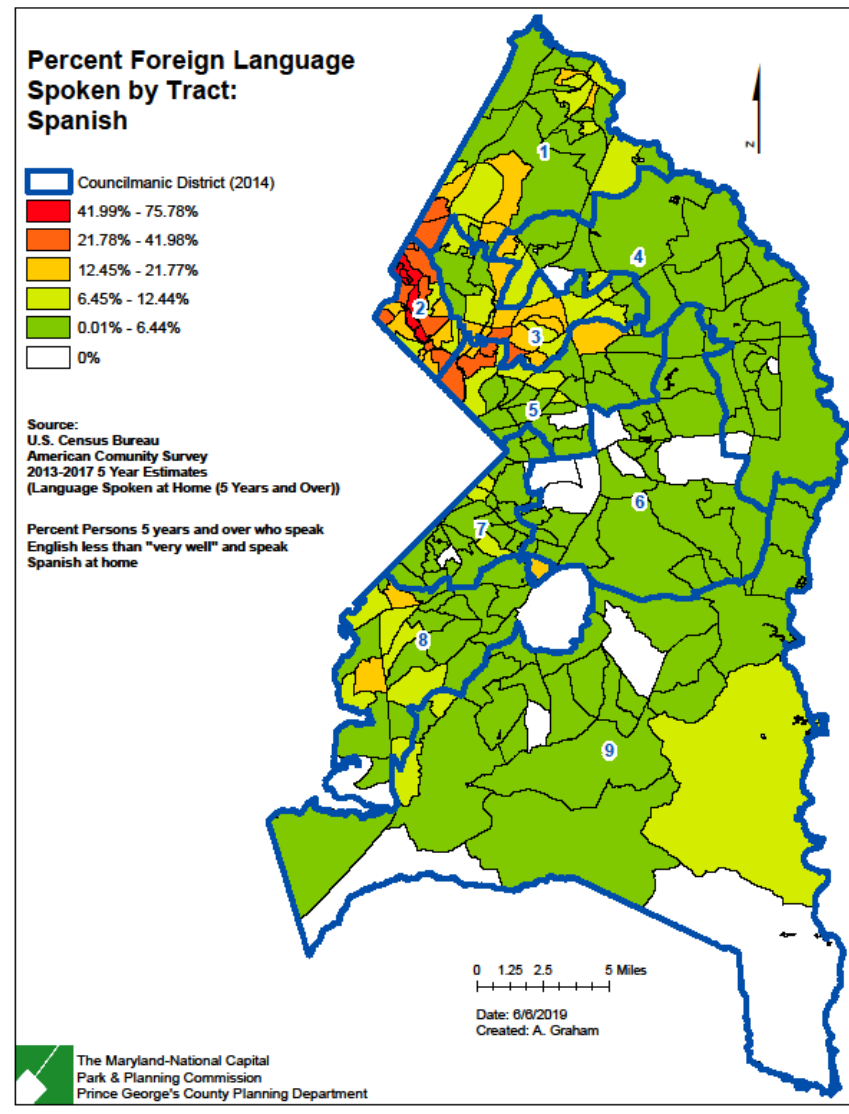
- Juneteenth
- Hispanic Festival
- National Night Out
- Port Town Day
- 2e events / month

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
Prince Georges MARYLAND Proud

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.**

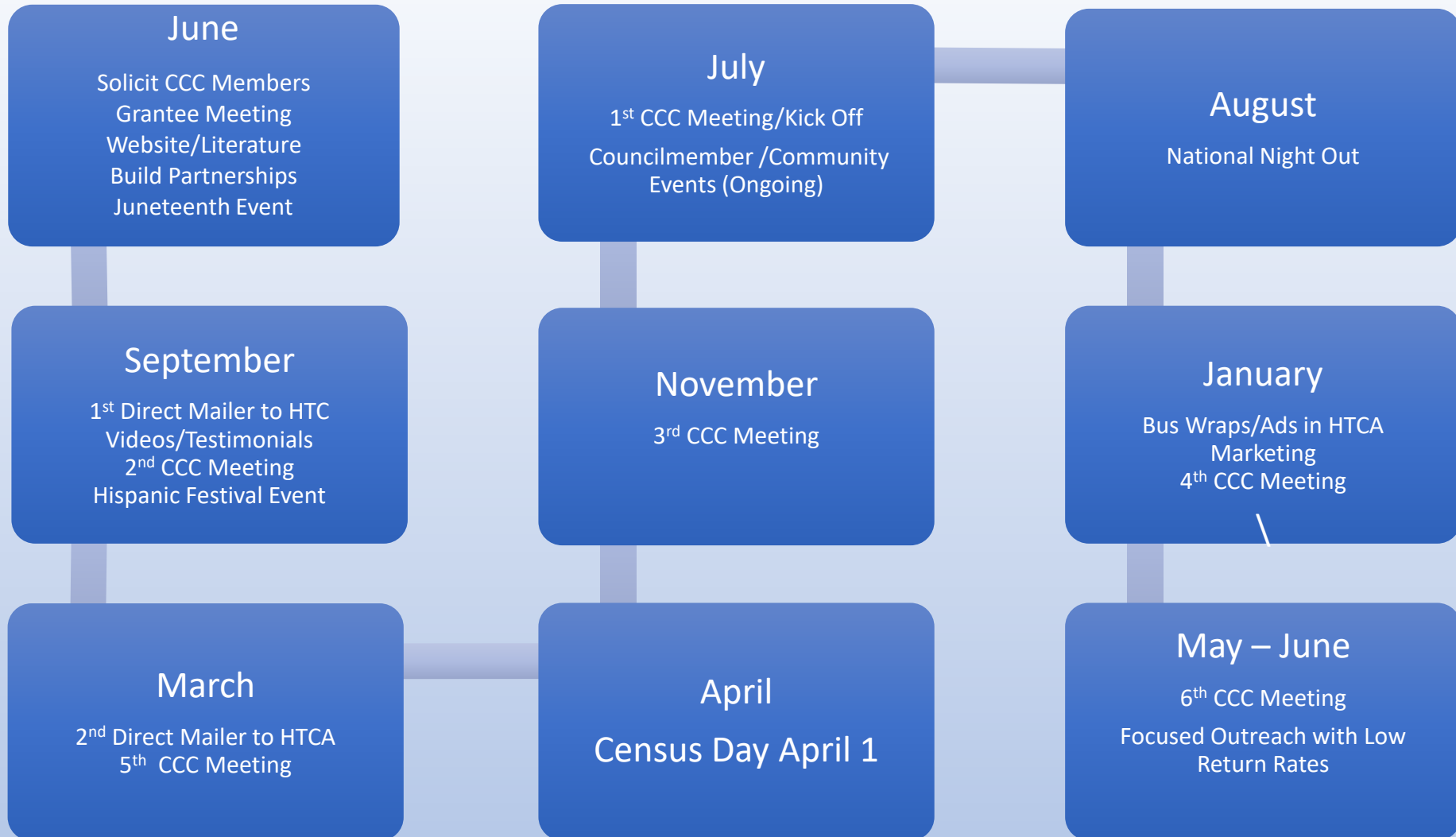
- REPRESENTATION
- FUNDING FOR OUR COMMUNITIES
- PLANNING FOR OUR FUTURE
- JOBS AND ECONOMIC GROWTH

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 |
| | 396,229 |
| 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* |

For More Information on Prince George's County Census 2020

Contacts

- Census Outreach Coordinator, Jordan BaucumColbert
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- Acting Public Affairs Officer, Anika Jackson
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- Community Developer, Thomas F. Johnson
tfjohnson@co.pg.md.us

Website Resources

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



Questions???