IT’S ALMOST HERE: 2020 DECENNIAL CENSUS (and how we’ll get to participate)

Berks County Board of Commissioners
January 30, 2020
• For the first time in history, Census participation **will not** be limited to paper!

• Online participation is being encouraged
  • *Easier to complete*
  • *Saves paper*
  • *Saves time*
  • *Saves $$$$$$*
• Not everybody will be notified the same way
  • In the past, every household received a paper form in English
  • Now...
    • *Most will receive a mailer with an Identifier that will invite you to complete your Census online;*
    • *Some will receive the mailer AND an actual form!*
    • *Most will receive their information in English;*
    • *Some will receive their information Bilingually*
• The U.S. Census Bureau examined areas for potential internet accessibility and language characteristics nationwide and determined how to provide access to the Census.
2020 Census
Mail Contact Strategies
City of Reading

Legend
- Initial Postcard Invitation, English Language
- Initial Postcard Invitation, English & Spanish Languages
- Initial Postcard Invitation and Paper Form, English Language
- Initial Postcard Invitation and Paper Form, English & Spanish Languages
- US Route
- State Route

Map Created by Berks County Planning Commission
Source: Berks County Planning Commission GIS, Berks County GIS, U.S. Census Bureau
BAO 1/20

www.countyofberks.com/planning
2020 Census
Mail Contact Strategies
Spring Township

Legend
- Initial Postcard Invitation, English Language
- Initial postcard Invitation, English & Spanish Languages
- Initial Postcard Invitation and Paper Form, English Language
- Initial Postcard Invitation and Paper Form, English & Spanish Languages
- US Route
- State Route
- Roads

Map Created by Berks County Planning Commission
Source: Berks County Planning Commission GIS, Berks County GIS, U.S. Census Bureau
2020 Census
Mail Contact Strategies
Colebrookdale Township
Boyertown Borough

Legend
- Initial Postcard Invitation, English Language
- Initial postcard invitation, English & Spanish Languages
- Initial Postcard Invitation and Paper Form, English Language
- Initial Postcard Invitation and Paper Form, English & Spanish Languages
- State Route

Map Created by Berks County Planning Commission
Source: Berks County Planning Commission GIS, Berks County GIS, U.S. Census Bureau

www.countyofberks.com/planning
• Information will appear in mailboxes roughly 1 week prior to Census Day (April 1st)

• Connect to the Census Bureau’s 2020 Census Mail Contact Strategies web site

• Remember, 10 years of funding distribution and representation depend on everybody’s participation!

• EVERYONE COUNTS IN BERKS!!!
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