

**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**



Legend

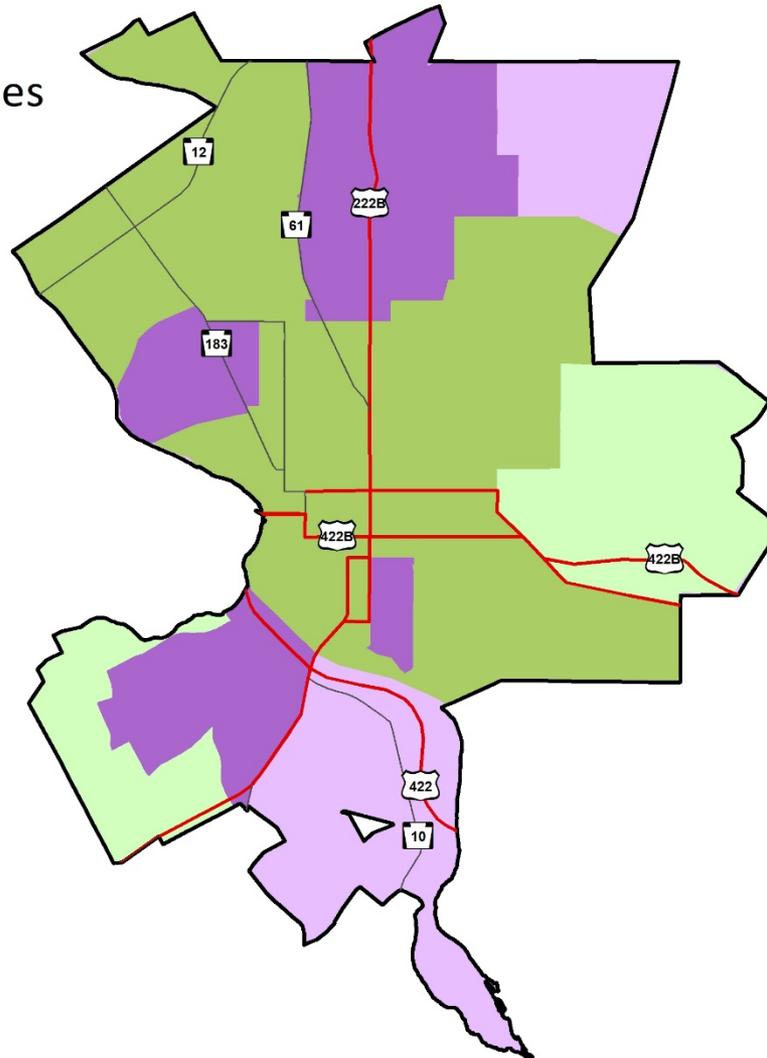
- Initial Postcard Invitation, English Language
- Initial postcard Invitation, English & Spanish Languages
- Initial Postcard Invitation and Paper Form, English Language
- Initial Postcard Invitation and Paper Form, English & Spanish Languages
- Municipal Boundaries
- County Boundary

Map Created by Berks County Planning Commission

Source: Berks County Planning Commission GIS,
Berks County GIS, U.S. Census Bureau
BAB 1/20



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

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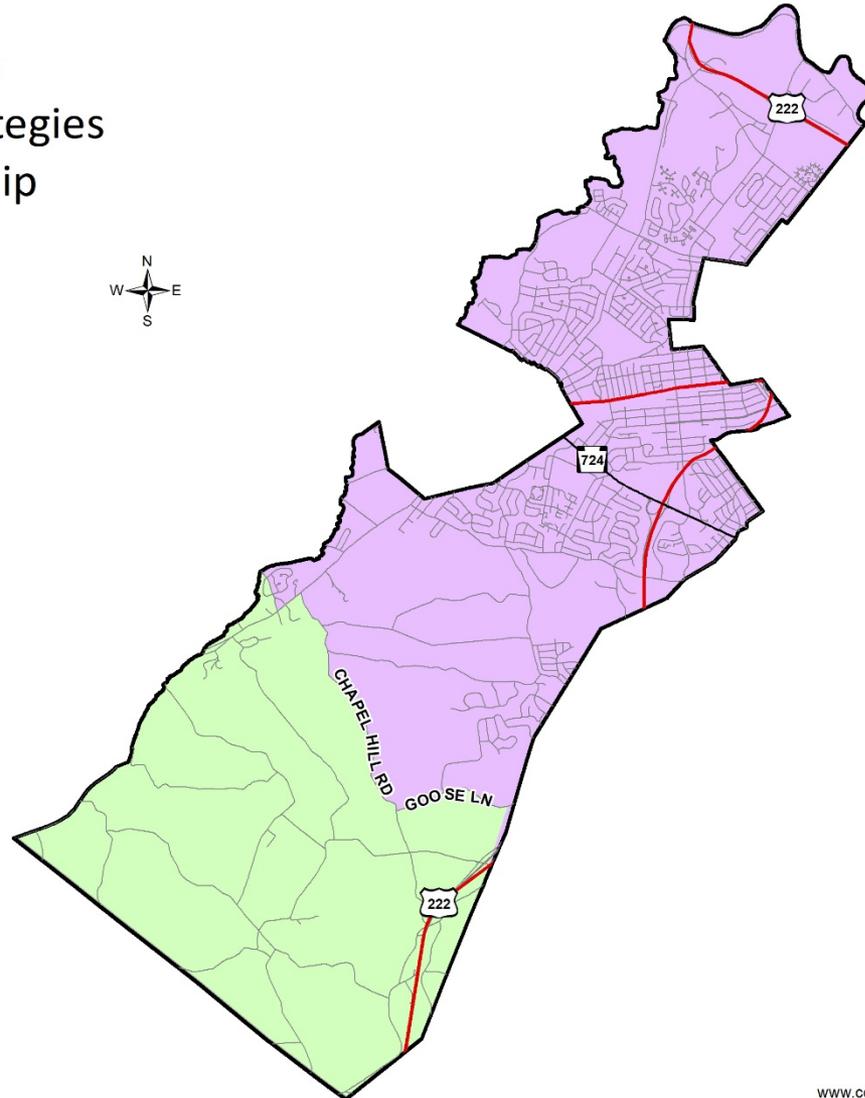


2020 Census Mail Contact Strategies Spring Township



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

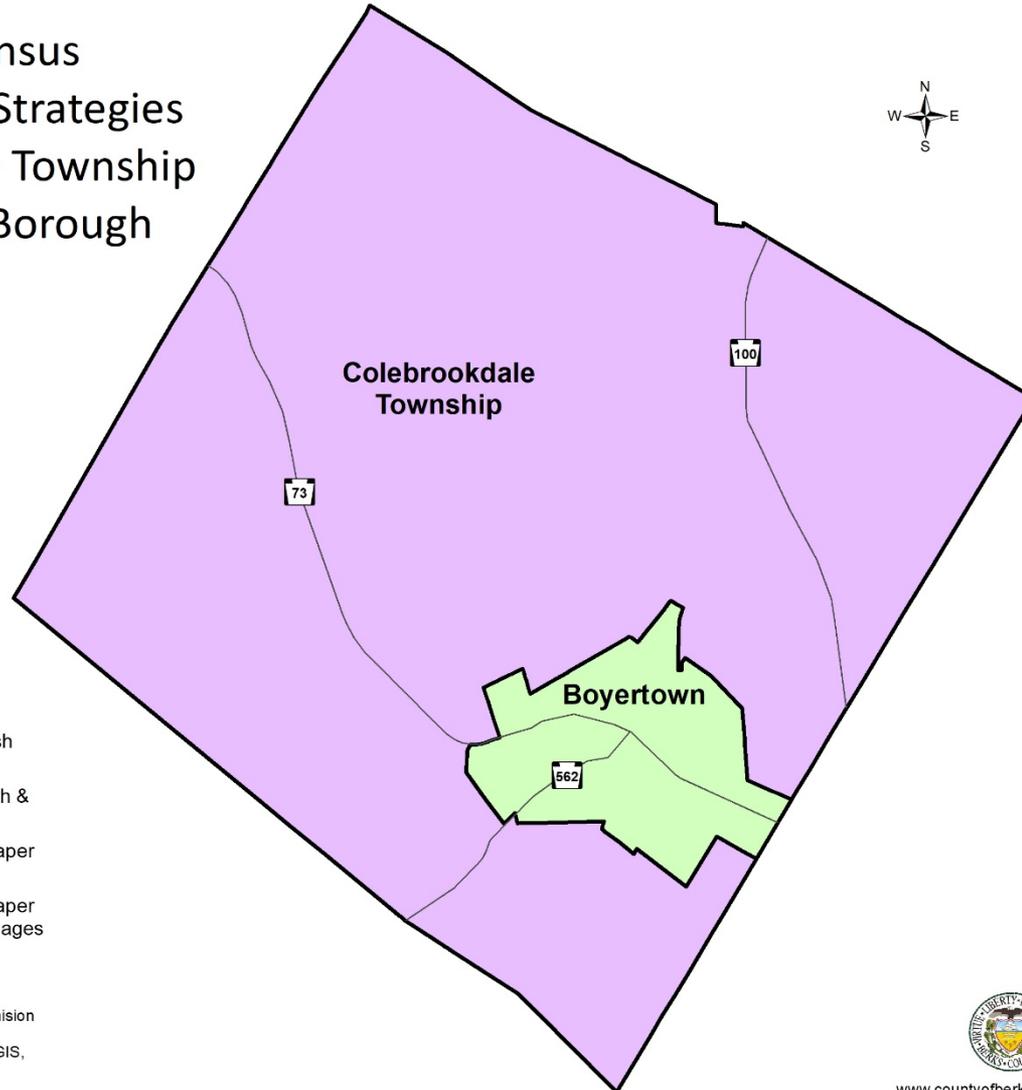


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Source: Berks County Planning Commission GIS,
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BAB 1/20



**2020 Census
Mail Contact Strategies
Colebrookdale Township
Boyertown Borough**



Legend

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- 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!!!**

Michael D. Golembiewski, Transportation Modeler

Berks County Planning Commission
610-478-6300 x6304
mgolembiewski@countyofberks.com