

## Get Ready for the Census!

Planners are very familiar with the Census. Its data is fundamental to our work, especially tools such as the [American Community Survey](#) that we use frequently. We also understand that reliable data depends on as accurate and complete Census as possible.

What can Planners do in the course of their daily duties and responsibilities to help ensure an optimal Census? Many of our colleagues throughout the state are already hard at work – and have been for months – participating in LUCA (Local Update of Census Addresses) operations, heading up Complete Count Committees and subcommittees, and basically getting the word out that ‘Everyone Counts!’

Nonetheless, there is an urgency to the 2020 Census calling for Planners to rise to the challenges of ensuring a complete count. Changing demographics (identified from prior Census cycles!) have led to [‘hard-to-count’ communities](#) – populations that historically have been undercounted or have not self-reported as well others – persons of color, recent immigrants, young children, renters, and low-income households. Reaching these communities will be key to ensuring a sound 2020 Census.

In Raleigh and Wake County, Planners are incorporating an ‘Everybody Counts’ effort into our day-to-day contact with the public. For example, we are:

- Promoting the Census at public meetings (neighborhood, area plans, etc.)
- Informing our appointed boards and commissions at their regularly scheduled meetings
- Offering municipal facilities for people to take the Census (online for the first time in 2020!), working with County libraries, community centers, etc.
- Displaying ‘Wake County Counts’ banner at City Hall
- Placards on GoTriangle buses
- Meeting with business groups, non-profits, and community groups and distributing Census ‘swag’ (window clings, fridge magnets, bookmarks, stickers, etc.)

Our approach is basically to tack Census promotion onto our day-to-day work in our respective communities.

If you want to help promote the Census in your community, but don’t know how to get started, contact your local [Complete Count Committee](#), and download the [Census Toolkit](#).

Planners can be instrumental in reaching traditionally hard-to-count communities and helping to ensure a complete count for Census 2020.

To learn more about Raleigh & Wake County’s efforts at promoting the Census, please contact me at [Donald.belk@raleighnc.gov](mailto:Donald.belk@raleighnc.gov) or Sara Ellis at [sara.ellis@raleighnc.gov](mailto:sara.ellis@raleighnc.gov)