The Patterson Foundation is engaging in the Census 2020 Education project with the hope to more closely align community efforts and knowledge across Charlotte, DeSoto, Manatee, and Sarasota counties. You were identified as a community advocate for achieving a complete count during Census 2020. Please feel free to share this newsletter.

### Intentional Outreach

The maps included in this issue (click to enlarge) help pinpoint lower response rate Census track areas. Whether COVID-19 hit or not, these areas were already anticipated to be “hard to count”. While field workers are delayed, trusted neighborhood organizations, faith communities and established leaders can continue to help people understand the importance of being counted.

Who do you know in these areas, and have you asked them about Census 2020 yet?

- Charlotte - 55.3% Overall
- DeSoto - 38.1% Overall
- Manatee - 49.5% Overall
- Sarasota - 56.7% Overall

### Stats by the Week

- North River, ND first city to reach 100% response rate
- Los Alamos, NM top county this week with 74.8% response rate
- Florida stays steady at #30
- Sumter, Seminole and Hernando counties cross 60% mark
- Venice hits 52%

### Weekly Marquee Message

- Who counts in Census 2020?
  - *Grandmas*
  - *Babies*
  - *Immigrants*
  - *Homeless*
  - *Roommates*
  - *Veterans*
  - *Teenagers*
  - *Voters & Non-Voters*

- Who doesn’t count?
  - *Fish*
  - *Dogs*
  - *Pet Cheetahs*
  - *Gerbils*

### The Latest Census News

Visit [www.heraldtribune.com/census](http://www.heraldtribune.com/census) to read the latest Census 2020 stories.

It’s Baby Day and Zero to Three has the tools to help get those babies counted! Visit their latest newsletter for more information on why counting kids 0-4 is critical and messaging to help make it happen.

### Share

Do you have a resource or idea to share with the community? Send Census 2020 ideas to hsaegerkarnei@thepattersonfoundation.org to be included in a future weekly update.

@ThePattersonFdn
#Census2020Education
#2020Census