

SUNCOAST Weekly Census 2020 Education Network Update



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.

The Final Countdown: 12 Days Remain!

In the final weeks of Census 2020, this weekly update will feature a specific topic and action target to help our community advocates keep consistent and fresh messaging up as we sprint to a complete count. Each week, we'll highlight a theme, link to content, offer example messaging and a few simple actions to take. It's not over yet!

[CENSUS 2020: An accurate count benefits our most vulnerable populations](#)
From Jessica Muroff, CEO
United Way Suncoast



The Patterson Foundation (@ThePattersonFdn) will be sharing a weekly Top Five to go along with the action plan theme. Feel free to share our posts or post on your own!

How Census 2020 Impacts Representation

1. According to the Constitution, the number of seats each state has in the House of Representatives is based on state population in the decennial Census.
2. With a complete count in census 2020, it is estimated that Florida would gain two seats in the House of Representatives. However, if the state is undercounted, we will be underrepresented for the next 10 years.
3. At the local level, census data is used to determine district lines. It is critical that you are counted so that you receive the representation you deserve.
4. This 30 second video gives a high level explanation on how census data is used to determine representation: <https://youtu.be/83UNSPG3BHA>
5. Like voting, completing the census is part of your civic duty. Take five minutes to complete the questionnaire online at www.my2020census.gov or over the phone 844-330-2020.



Week of September 20th Target Topic: Census 2020 and Representation

THEME	CONTENT ASSETS	EXAMPLE MESSAGE	ACTION
Census 2020 and representation	How does the 2020 Census affect representation About Congressional Apportionment	<p>"This 30-second video gives a high level explanation on how census data is used to determine representation: https://youtu.be/83UNSPG3BHA"</p> <p>"Like voting, completing the census is part of your civic duty. Take 5 minutes to complete the questionnaire online at www.my2020census.gov or over the phone 844-330-2020."</p>	With a complete count in Census 2020, it is estimated that Florida would gain two seats in the House of Representatives. However, if the state is undercounted, we will be underrepresented for the next 10 years.

State of the Stats:

National TOTAL Response: 93%
 Florida TOTAL Response: 89%
 (ranked 41st out of all states)
 Charlotte Self-Response Rate: 63.2%
 DeSoto Self-Response Rate: 46.7%
 Manatee Self-Response Rate: 58.8%
 Sarasota Self-Response Rate: 64.8%

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.



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[#Census2020Education](#)
[#2020Census](#)