



Gloucester Department of Community Engagement

“Informing, Involving & Engaging Our Community”

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MEDIA RELEASE

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For More Info: Department of Community Engagement

Gloucester County Census 2020 Complete Count Committee Begins Work

Efforts to support the 2020 U.S. Census and assist in ensuring all residents are counted during the 2020 Census have begun in Gloucester County with the formation and meetings of the Gloucester Complete Count Committee (CCC). The committee was formed according to guidelines from the U.S. Census Bureau, which prepares the decennial census as mandated in the United States Constitution. The committee’s primary goals is to help in making people aware of the 2020 Census and encouraging everyone to participate and be counted. Special focus will be placed on difficult to reach and historically under-counted populations.

Accurate counts are important to localities and used in many ways such as determining government representation, election districts, transportation planning, housing assistance, and federal program funding. Census data determines how more than \$675 billion a year in federal funding is appropriated for local, state and tribal governments.

The committee was formed from the Gloucester Resource Council since many of the recommended representatives for the CCC are members of the council. The committed plans to meet monthly, as needed, to address a plan of action which is currently being developed. The work-in-progress plan addresses:

Public Awareness and Publicity for the 2020 Census with a local theme and logo of “CountGloucester2020!” and a newly launched website at www.gloucesterva.info/1114/CountGloucester2020. The committee hopes to recruit volunteers to assist with publicity at local festivals and special events.

Partnerships with interested organizations, agencies and businesses will be pursued to increase outreach.

Difficult to Reach Populations will be identified and strategies for participation planned through community partnerships such as Bay Aging, Gloucester Public Schools, the GUEST (homeless) program, home care providers, Head Start and preschools, and faith-based organizations.

The committee currently is composed of: Valerie Lewis, Chairperson of the Gloucester Resource Council; Jackie Morande and Shawna Gilmer with Gloucester Social Services; Hunter LeClair with Bay Housing/Aging; Gloria Williams, Gloucester Chamber of Commerce; Marsha Germek, Samaritan Group; and Rose Jarvis, Jarvis Ministries.

Anyone interested in becoming a partner with the Gloucester CCC is asked to contact the Department of Community Engagement, the county's departmental liaison to the committee by emailing Elizabeth Ripley at eripley@gloucesterva.info or by calling 804-693-5730.



Pictured above from top to bottom/left to right: Rose Jarvis, Christi Lewis, Marsha Germek, Valerie Lewis, Shawna Gilmer, Gloria Williams and Elizabeth Ripley. Not pictured: Hunter LeClair