



---

March 6, 2020

FOR IMMEDIATE RELEASE

Contact: Quinton Sheppard

[qsheppard@gloucesterva.info](mailto:qsheppard@gloucesterva.info)

## Census mailings to be sent out March 12

Beginning Thursday, March 12, homes around the country will begin receiving official mail from the United States Census Bureau with detailed information on how to respond to the 2020 Census online, by phone or by mail. Gloucester County's Complete Count Committee (CCC) encourages all residents to respond to the Census mailings to exceed the County's 83 percent response rate that was seen during the 2010 Census.

According to Gloria Williams, representative of Gloucester's CCC, being counted in the Census will directly impact the locality through the amount of federal dollars being allocated to the community. This means money for infrastructure improvements, programs that assist those in need and more.

Williams said it is also important to remember that every person who does not fill out a Census form means a loss of almost \$2,000 per person per year. This equates to a total of nearly \$20,000 per person who does not fill out the Census over the 10-year period that lapses in between being counted.

Beginning March 30, the U.S. Census Bureau will count people who are experiencing homelessness over a three-day period. Then, Census Day will be observed nationwide on April 1.

According to Williams, when filling out your Census form, it is important to tell the Census where you live as of that April 1 date. However, she stressed the fact that the Census Bureau is extremely cautious of residents' sensitive or personal information. "By law, the Census Bureau is required to protect any personal information it collects and keep it strictly confidential," William said. "In fact, every employee of the Census Bureau takes an oath to protect your personal information for life."

Between the months of May through July, Census takers will begin visiting homes that have not responded to the 2020 Census to help make sure everyone is counted. "Taking a few minutes to fill out your Census form online, by phone or by mail will save you a knock at the door," Williams said.

The local CCC, which is made up of about a dozen individuals from various health and human service organizations, the school system and county government have been hard at work designing and sharing stickers for school-aged children to wear that read, "I count," as a way to encourage their families to participate in the Census. "For everyone not counted, we're leaving Federal dollars and representation on the table," she said. "Historically, younger children have been undercounted in past Censuses."

Also, the local faith-based community will be recognizing Census Sunday March 22, where local churches will encourage their parishioners to fill out their Census and will provide information on how to help them do so.

Finally, Williams said Gloucester residents who need assistance with completing their Census form or who need internet access, can visit either the Gloucester Main Library or the Point Branch, or the Gloucester Department of Social Services on Short Lane.

For more information about the Census, contact Gloucester's Community Engagement and Public Information department at 804-693-5730, e-mail [qsheppard@gloucesterva.info](mailto:qsheppard@gloucesterva.info) or visit [2020census.gov](http://2020census.gov).

###



*Members of Gloucester's Complete Count Committee are shown during a recent meeting, from left, Carol Dehoux, Gloucester County Public Schools; Hunter LeClair, Bay Aging; Danielle Robinson, MP R.A.C.E.; Lisa Laurier, Virginia Department of Health; Quinton Sheppard, Gloucester County; Marsha Germek, The Samaritan Group; Makalia Records, Gloucester Chamber of Commerce; Valerie Lewis, Gloucester County and Shawna Gilmer, Gloucester's Department of Social Services.*