

Cities Count

Preparing our Communities for the 2020 Census



NLC NATIONAL
LEAGUE
OF CITIES

CITIES STRONG TOGETHER



WHO WE ARE

The National League of Cities (NLC) is the voice of America's cities, towns and villages, representing more than 200 million people across the country.

Cities and the Census

“Municipal governments have an important relationship with the census — both as consumers of the invaluable data it gathers and as partners in ensuring the complete and accurate count of our cities.”

Why Does the Census Matter?

- **Political representation**
 - Federal, state AND local districts
- **Getting our fair share**
 - Determines the allocation of billions of dollars in federal funding for state & local governments
- **Invaluable source of data**
 - Infrastructure planning
 - Medical and socioeconomic research
 - Market analysis
 - Business and economic development

It's Happening!

- What are Cities Across the Country Doing
- What are Some Best Practices
- What NLC is Doing to Help

What are Cities Doing

- Identifying Hard-to-Survey (Hard-to-Count, Historically Undercounted) communities
- Support of Complete Count Committees
- Providing “swag” & communications materials
 - Palm cards, banners, stickers
- Hosting events
 - iPads/tablets at Events
- Recruiting local elected officials, staff, & “ambassadors” or “champions”

What are Cities Doing Well

- Liaising with the Census Bureau, other municipalities, & community groups
 - Asking questions!
 - CCC's, Hard-to-Survey communities
- Producing communications materials
- Census Preparations
 - 311/911 calls
 - Community trust

The Role of NLC

- **Member Education**

- Municipal Action Guide: [Preparing for the 2020 Census](#)
- Stock collateral for cities to use
- Curating partner resources (www.nlc.org/census)

- **Local Census Preparedness Network**

- Peer-to-peer learning network
- 270+ local governments and growing
- Find the answers to your questions

The Role of NLC

- **Assistance with Resident Communications**
 - [Fast facts & talking points](#)
 - Stock collateral
 - [Video](#)



The Role of NLC

- **Responding to Mis- & Disinformation**

- Digital playbook
- Webinar series
 - Jan. 30: [Census Data Privacy & Security](#)
 - Feb. 13: [Census Disinformation](#)

- **Grant Program**

- An application process to access Rapid Response Grants for a variety of Census-related purposes

QUESTIONS? GET IN TOUCH.

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