2020 Census Incentives from the Dogwood Health Trust

Presentation to the Board of Commissioners

8/4/2020
Agenda

• Overview and Request
• Where are we?
• Census Campaign
Overview and Request

Overview:

• Increased Census counts in Buncombe County will result in additional Federal funding and political representation.

• Estimated $1,600 per individual counted for programs like Medicaid/Medicare, Schools Lunches, Highways, and Disaster Relief.

• The Dogwood Health Trust (DHT) is supporting efforts to increase Census counts by incentivizing Buncombe County to increase its response rate.

• DHT will grant $1,000 for every percentage point increase from 58% in respondents reported by Grantee, to be paid monthly.

• The estimated total grant amount is between $10,000.00 and $20,000.00 and funds will only be spent after they are received.

Requested Action:

• Accept the grant and approve budget amendment.
Census Campaign Materials
Media Campaign

- JMPRO
- Radio Advertisements
- Foodbank and School Lunches

https://www.youtube.com/watch?v=DduXbi_Nx5o&feature=youtu.be
Physical Mailings

Complete Your Census

Complete Su Censo

Примите участие в переписи населения
Library Campaign


FREE WI-FI ZONE

Network: LibraryGuest
Password: readmore

FREE WI-FI ZONE

Network: LibraryGuest
Password: readmore

BUNCOMBE COUNTY
Let’s Talk Census

Webinar
Let’s Talk 2020 CENSUS: Farmworkers in North Carolina
Wednesday, July 15, 2020
11:00 AM - 12:00 PM
bit.ly/Census2020SLNC2

Webinar
Hablemos del Censo 2020: Un conteo seguro para la comunidad Latinx en NC
Miércoles, el 29 de julio de 2020
De 11:00 AM a 12:00 PM
bit.ly/Census2020SLNC4
How to Help?

**Internal Action**

- HOST a workshop with your organization's leaders, employees and/or influential partners to discuss 2020 Census participation
- POST information in Slack or other task management systems used in your workplace
- FORWARD or Send an all-staff email to your organization encouraging your colleagues to participate

**External Action**

- SHARE census information on your organization's social media channels
- DRAFT an op-ed connecting an essential service provided by your organization to the Census.
- TEAM, promote census participation and census jobs to customers in your brick and mortar locations

- Post on Facebook, Twitter, Instagram, Tik-Tok, etc.
- Make an announcement at your Work, Board, Church, or other organization