

COUNT THE REGION CHALLENGE

APRIL 1-30, 2020

Elevator Pitch

The Census Matters to our region - think +\$3.5 billion in funding and congressional representation. That's why we're launching a region-wide contest to see which TJCOG county - *Chatham, Durham, Johnston, Lee, Moore, Orange, or Wake* - can get the highest response rate (% of people counted) by April 30th, 2020. Is your county up to the challenge? Spread the word and encourage your community to respond. Get your competitive juices flowing... the winning county will get to choose the (regional) charity for our TJCOG charity drive and be featured in TJCOG publications.

The Challenge

Getting an accurate count during the 2020 Census is critical for our region's success – think +\$3.5B in funding and congressional representation decisions. That's why Triangle J Council of Governments is launching a regionwide contest to see which county can get the highest response rate (% of people counted) by April 30th, 2020.

The winning county will have bragging rights, but also a few other honors to get competitive juices flowing including:

- Picking the charity (regional) that will be the focus of the TJCOG Charity Drive in May
- Showcasing county projects or efforts in TJCOG communications

The Process

1. Starting April 1st, Census Day, TJCOG will track and release response rates for each county on a weekly basis. Rates can be viewed on the TJCOG website, www.tjcog.org, and other media platforms including Twitter and Facebook @TJCOGnc.
2. Counties should share and encourage community members to be counted and help the county win the Count the Region Challenge, using #CounttheRegion and #ShapeYourFuture. Counties can also crowdsource charity ideas from residents, to use if they are the winning county.
3. TJCOG will share media and content every week with updates, encouragement, and friendly competition reminders of county response rates and standings.

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Process and FAQs

- 4. On April 30th, TJCOG will announce the winning county and the charity that will be featured in the TJCOG Charity Drive.

FAQs

- 1. Why is my community's response rate important? The higher the response rate, the more accurate the count is in your community. An accurate count ensures that your county receives the correct amount of federal/state funding to serve residents and has accurate congressional delegation.
- 2. What local services receive funding based on the Census? Census results have an impact on planning and funding for health clinics and highways, fire departments and disaster response, education programs such as Head Start and college tuition assistance, and so much more.
- 3. How can residents be counted? It is SUPER simple. Once you receive information in the mail from the U.S Census Bureau (containing your 12-digit Census ID), go to my2020census.gov and fill out the quick questionnaire.