

City of Reidsville Press Release – Release Date November 6, 2019



City of Reidsville launches Census 2020 Campaign

Census 2020 isn't due until April of next year, but the City of Reidsville is launching in November a campaign geared to get its residents to fill out the federally mandated forms.

For the City of Reidsville, like other municipalities and counties across the State and nation, an accurate census count is critical economically. The Federal Government distributes some \$675 billion annually to local and state governments. How much a city gets depends on the size of their population.

“Cities often rely on getting grants and other monies to help us with various projects,” explained Reidsville Mayor Jay Donecker. “By getting these grant monies, we are less likely to have to raise rates or taxes on our citizens. That is why it is so important that our population is accurately reflected in the data compiled by the US Census Bureau.”

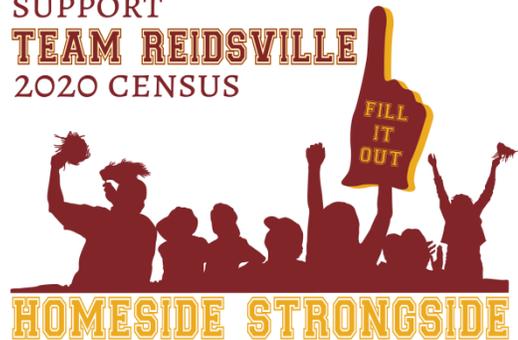
Another factor affecting a city's economic development is the importance business owners and developers put on census data. “The data collected by the US Census helps businesses and industries decide where they are going to relocate and expand their operations and which products and services they will offer their customers,” Mayor Donecker said.

The U.S. Constitution also requires that electoral districts be adjusted if population shifts in various areas so it affects how you are represented on the State and National level.

City staff has been attending Census planning meetings to establish a cohesive game plan to make sure every Reidsville citizen is counted, from newborn babies to seniors. Back in July, the Reidsville City Council approved a Resolution supporting the 2020 US Census Count and establishing a Complete Count Committee made up of City staff. The committee is charged with helping increase awareness and understanding of the importance of an accurate 2020 Census Count and encouraging people to participate.

In past Census years, some groups have not been accurately represented, among them young children, low-income households, renters and those with unstable housing situations. Reidsville's Census committee will be working with a variety of groups within the local community to spread the word. Among the first efforts to create awareness has been establishing a Census billboard on Freeway Drive and a Census website, ReidsvilleCensus2020.ROCKS.

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By April 1, 2020, every Reidsville home should have received an invitation to participate in the Census. And for the first time ever, residents can respond online, along with the traditional methods of phone and mail. Citizens will have the ability to fill out their information online, either on a computer or mobile device.

To qualify as a complete questionnaire, residents must fill out all nine questions on the 2020 Census. By law, the federal government cannot release any information collected by the Census that identifies you, your home or your business to anyone, including law enforcement agencies.

“We encourage every Reidsville household to fill out the 2020 Census,” stressed Mayor Donecker. “It is important for our City that every citizen be counted.”