

City of Reidsville Press Release – Release Date July 10, 2019



City wants to help Census record accurate numbers

The importance of accurate 2020 Census data cannot be denied, especially for local municipalities like the City of Reidsville. Such data is used as the federal government distributes more than \$675 billion annually to state and local governments for various programs and determines how legislative districts are established.

City of Reidsville staff will be assisting Census officials as much as possible in ensuring the counts of local individuals are correct. Several City staff members have attended Census planning meetings to establish a cohesive game plan to make sure everyone is counted.

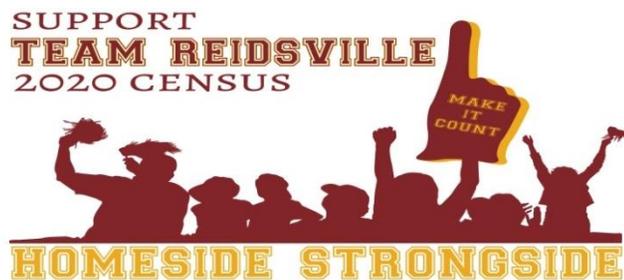
The first step was passage Tuesday night, July 9, at the Reidsville City Council monthly meeting of a Resolution supporting the 2020 US Census Count and establishment of a Complete Count Committee for the City. The Complete Count Committee will include Assistant City Manager of Community Services Haywood Cloud, Community Development Manager Donna Setliff, City Marketer Judy Yarbrough, City Clerk/PIO Angela Stadler, Economic Development Director Jeff Garstka and IT Director Rhonda Wheeler.

This committee is responsible for helping increase both awareness and understanding of the importance of the 2020 Census and encouraging people to participate.

“It is so important that each of our City residents is counted,” said Reidsville Mayor Jay Donecker. “Historically many different groups are not accurately represented, including young children, low-income households, renters and those with unstable housing situations, among others. Compiling correct census data is vital to cities like Reidsville not only as we seek federal funding for programs but also as we determine what kinds of programs we need to put in place to better serve our citizens.”

Jeff Garstka, the City’s Economic Development Director, agrees.

“Our goal is to ensure all Reidsville citizens are made aware of the importance of filling out the census form. Accurate resident numbers are critical to so many sources of funding and other economic development opportunities,” Garstka said.



The City of Reidsville is hard at work creating a marketing campaign for the 2020 Census, in addition to Census Bureau efforts. Beginning in November of this year, a prominent billboard on Freeway Drive will feature an ad urging people to fill out their census forms. Following the City's "Team Reidsville" focus, the billboard will stress making your census numbers count. Other plans will focus on a planned one-page 2020 Census page on the City website, *Rise Up Reidsville*; various updates on the City's social media platforms, including Facebook and Twitter; and flyers and posters with information on the census. Other hands-on examples, such as establishing computers at RCARE (Reidsville Center for Active Retirement Enterprises) for citizens to access to fill out forms, and coordinating with other organizations to get the word out will be done throughout the fall in anticipation of the April 1, 2020 Census Day. Census information will start rolling out in mid-March prior to the Census Day kickoff.

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