MeckCounts 2020 Speaker's Resources:
Talking Points for General Audiences

Here are some talking points for speaking to general audiences of people who we want to complete the census - as opposed to audiences of stakeholders or partners. These are more focused on how they can complete the 2020 Census and why it's important. We also have talking points for stakeholder audiences along with a full Communications Toolkit.

- Make it count! Complete the 2020 Census.

- The census is **convenient, safe** and **required**.

- It is also extremely **important,** because it will help shape the future of Mecklenburg County!

- In the weeks leading up to Census Day on April 1, 2020, everyone will receive a census letter in the mail.

- When you receive this mailing, **please respond**. It only takes a few minutes to ensure you and your family are counted.

- Everyone counts – from newborns to senior citizens!

- This census will be **completed online**. There will also be phone and paper options. *Additional information to tailor for specific audiences:*
  - The online and phone options will be in English and 12 other languages.

- The census will also have print and video language guides in 59 languages including American Sign Language, braille, and large print guides.

- When you respond, answer based on where you were living and who lived with you on April 1.

- The U.S. Census Bureau will keep your information **confidential and secure.**

- The census is extremely important because it brings resources to the community. Here are some examples of how.

- The U.S. Government distributes **hundreds of billions of dollars** in federal funds each year based on census data.
  - *Supporting fact:* In 2016, North Carolina received nearly $24 billion dollars through federal spending programs guided by census data. On a per-capita basis, this is more than $2,000 per North Carolina resident per year.

- Local organizations and businesses use census data to **plan for the future** of our community.
  - *Supporting fact:* Charlotte Area Transit System used census data to help redesign the entire bus network. The result has been improved connections to employment and better service to low-income populations.

- Census data are used for drawing **electoral districts** at all levels of government.
  - *Supporting fact:* Our number of seats in the U.S. House of Representatives is based on census data. North Carolina currently has 13 seats; we may gain an additional seat if the 2020 count is complete. In 2010, North Carolina likely missed gaining a congressional seat by only 15,800 people.

- *Final call to action:* **Here's what you can do to help ensure a complete count.**

- **Complete the census** for yourself and your family.

- Help **spread the word** about the importance of the census to your friends and family.

- Learn more at www.meckcounts2020.com.