



# City of Atlanta

## 2020 Census Update



December 10, 2019

# Complete Count Committee

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- Committee has 50 members with Mayor Bottoms and Congressman John Lewis serving as Co-Chairs.
- Committee divided into 4 Working Groups charged with (1) assessing the best ways/means to engage residents in historically undercounted areas; (2) engaging potential partners and respected community messengers
- Working Groups include Youth, Equity and Inclusion, Community/Faith Organizations, and Business, Philanthropic and Non-Profit

# Complete Count Committee

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## High Level Timeline:

- ✓ Fall 2019: Strategic Planning and Outreach
- ✓ January 2020: Working Group final recommendations
- ✓ February – March 2020: Strategy Implementation
- ✓ April 1, 2020: National Census Day

# Complete Count Committee

## Example of Work Undertaken:

- Youth – Convened subcommittee of local SGA presidents
- Business/Philanthropic/Non-Profit – Creation of Toolkit for local employers



# Community Outreach

## Four Summer Block Parties



City Hall Kick-Off  
HQ Grand Opening & Job Fair

Sara Gonzalez Block Party  
Backpack Giveaway

# Community Outreach

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- NPU Meetings
- Neighborhood Association Meetings
- Black Pride Kick-Off
- Curls, Links, and Culture Pop-Up Party
- Hispanic Heritage Month Celebration
- Neighbor Watch Training
- Aging Well Expo
- Senior Day at Home Depot Backyard
- Seasoned Ball
- Sweet Auburn Festival
- Senior Fish Fry Day at New Horizons Community Center
- Vine City Holiday Luncheon
- District 11 Turkey Giveaway
- SCLC Senior Luncheon
- Atlanta Tech Village and Bar Crawl
- AfroPunk
- WEND Evening Under the Stars
- Elevate Week
- ITS Recruitment Fair
- AIDS Walk

# Community Outreach

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## Canvassing by the Numbers

<b>Barber Shops</b>	<b>26</b>
<b>Beverages</b>	<b>27</b>
<b>Boutiques</b>	<b>4</b>
<b>Libraries</b>	<b>21</b>
<b>Bowling Alleys</b>	<b>7</b>
<b>Day Care Centers</b>	<b>80</b>
<b>Fitness Centers</b>	<b>49</b>
<b>Food Marts</b>	<b>20</b>
<b>Gas Stations</b>	<b>25</b>
<b>Malls</b>	<b>2</b>
<b>M&amp;P Stores</b>	<b>4</b>
<b>Park &amp; Recreations</b>	<b>45</b>
<b>Restaurants</b>	<b>228</b>
<b>Salons</b>	<b>18</b>
<b>Skating Rinks</b>	<b>4</b>
<b>Speciality Shops</b>	<b>20</b>

# Census Corps

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# Legal Interventions & Funding

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*Department of Commerce v. New York (June 2019)*

*NALEO Census Testimony (April 2019)*

*Alabama v. United States Department of Commerce  
(September 2019)*

*Federal Funding (December 2019)*

# Partnerships

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*U.S. Census Bureau*

*U.S. Conference of Mayors*

*Local County/Municipal Support*