

Proposal for the CVPDC to lead Regional Complete Census Count Marketing Program

It's likely that Census Bureau staffers have visited your jurisdiction encouraging you to establish a complete count committee who would encourage full participation in the 2020 Census.

One thought is to let the CVPDC staff coordinate a regional committee and marketing program.

The February 7, 2019 Brookings Institute blog, https://www.brookings.edu/blog/the-avenue/2019/02/07/stakes-are-high-for-cities-and-regions-ahead-of-an-unsettled-2020-census/?utm_campaign=Brookings%20Brief&utm_source=hs_email&utm_medium=email&utm_content=69741140, notes that according to the Congressional Research Service, census data are used in formulas that allocate more than \$675 billion in federal funds annually to states and localities.

There would be no revenue to offset our staff costs. But it may be a worthwhile service to provide for our localities.