



2020 Census

Complete Count Committee
Kickoff Meeting and Training
3/13/19

Introductions



Mayor Andy Berke

Census Impact on Chattanooga



Why are you here?

- We make decisions every day based off of the Census
 - Who are the people we are serving and what are their needs? Where do they live?
 - Planning for Projects, Programs, and Initiatives
 - Where to invest funding, start a business, develop housing and infrastructure
 - How much funding from local, state, federal government to meet particular needs in the community
 - Where to put public transportation, build roads and sidewalks
 - Important research for education institutions and students



Complete Count

Many areas of our city are hard to count

Hardest to count areas

1. Westside
2. Alton Park
3. Glenwood
4. Eastlake
5. Avondale
6. Highland Park
7. MLK, Fortwood, UTC
8. Ridgedale
9. Clifton Hills
10. Hemphill/ Old Towne Brainerd
11. Bushtown/Orchard Knob
12. Eastlake



A Complete Count = Stronger Chattanooga

- Building a coordinated outreach and engagement campaign, we can help build a sense of civic engagement and pride
- As messengers we strengthen our relationship and trust with those we serve
- Accurate Data for better decision making
- Full share of federal funding for community priorities
- More representative legislative districts



Impacts of the Census on our Community

- This year City of Chattanooga received over \$30 million of federal funds based on Census data
- Yesterday, Youth and Family Development presented plans to expand outreach for energy bill assistance program and plan for food assistance
- Economic and Community Development just determined programs funding decisions for homelessness, affordable housing development and rehabilitation based on Census data



Chris Conklin

Census and Complete Count Committee Overview



Next Steps



Next Steps - Complete Count Committee

- Recommend other partners to join
- Mark your calendar for a Community Census Solutions Workshop
 - Thursday April 4, 5:30 - 7:30 PM
- Start conversations within your organization about how you might support Census outreach and engagement efforts