EVERYONE IN WATSONVILLE COUNTS!

YOU COUNT IN THE 2020 CENSUS

Watsonville Population
54,098
In 2017

Persons Per Household
3.75
Between 2013 - 2017

We Need Your Help!
Goal: As the 2020 Census approaches, it’s never been more important to ensure that everyone in Watsonville is counted. An undercount means millions of dollars lost in federal funding, which equals less money to improve our schools, fix our roads and highways, and provide vital programs for our community. Every person counts - this includes people of all ages, races, ethnic groups, citizens and noncitizens. Your participation is vital. Everyone in Watsonville counts!

CENSUS FUNDING IMPACTS

16 large programs account for
$76.6 Billion allocated to California
Some Programs include: Medicaid, SNAP, WIC, Foster Care, Section 8, Highway Planning & Construction and National School Lunch Program.

In California, the total obligation from the 16 programs was $76.6 Billion Dollars.
This results in a potential loss of funding of
$1,958 per person, per year.

In Watsonville, for example, a 5% undercount of the population in the 2020 Census would result in a loss of:
$53 Million fewer dollars over ten years for Medicaid, SNAP, WIC, Foster Care, Section 8, Highway Planning & Construction and National School Lunch Program.

AN ACCURATE CENSUS COUNT IS VITAL TO OBTAIN FEDERAL FUNDING FOR:

EDUCATION
ECONOMIC DEVELOPMENT
HOUSING
PUBLIC HEALTH
RESEARCH
POLITICAL POWER
What Can You Do to Help?
• Talk to your family, neighbors, co-workers about the importance of the Census
• Watch for the Census invitation form in the mail in March 2020
• There will be four options to respond: via the internet, by telephone, paper questionnaire or in person.
• Complete the Census upon receipt or by April 1, 2020 to avoid a Census enumerator coming to your door.

WATSONVILLE COMPLETE COUNT COMMITTEE
We can’t do this alone - Thank you to our community partners!

Together we’ll make sure everyone in Watsonville is Counted!

FOR THE 2020 CENSUS
STAY IN THE LOOP BY
SENDING CONTACT INFORMATION TO YOUR COMMUNITY LIAISON:

ELIZABETH PADILLA
ELIZABETH.PADILLA@CITYOFWATSONVILLE.ORG

CITYOFWATSONVILLE.ORG