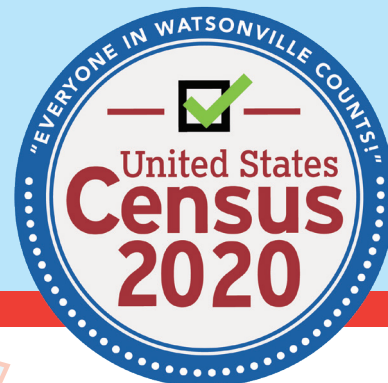


# EVERYONE IN WATSONVILLE COUNTS!



## 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



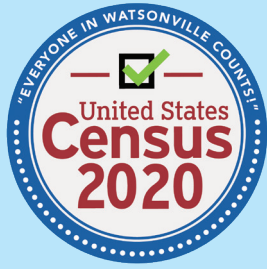
PUBLIC HEALTH



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!



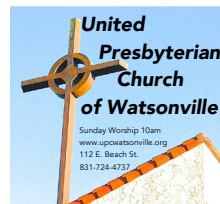
COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD



Salud Para La Gente  
*Working Together for a Healthy Community*



Pajaro Valley Shelter Services  
*Building the Skills for Self-Sufficiency*



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