

## #DelawareCounts: 2020 Census

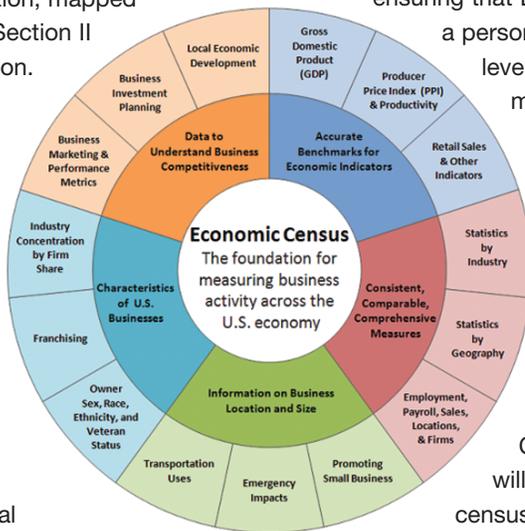
»» April 1, 2020 will mark the 24th decennial census in our nation's history. The first took place in 1790 as a "simple count" and recorded approximately 3.9 million people living in our nation. This year the State looks to count over 300 million people living in our nation. The taking of the census is considered to be one of the foundations of American Democracy and is a requirement for our nation, mapped out in Article I, Section II of the Constitution.

Census data, whether we realize it or not, is influencing our lives every day. The numbers and demographics calculated in the census determine federal dollars allocated to states from all national programs for the next 10 years. Census data informs the fair allocation of public, private, and nonprofit resources, guides foundation strategies, investments, and evaluations, and measures socio-economic conditions.

The nonprofit sector uses census data to determine needs, provide services, and measure success. Businesses use census data to consider moving to an area, expanding locations and whether to hire more people.

Participating in the Census is crucial to ensuring that Delawareans on both a personal and professional level have their needs met. The Delaware Complete Count Commission is working diligently to ensure that each Delawarean is counted in the 2020 Census. For the first time, the U.S. Census Bureau will offer an online census form. Despite the opportunities this presents,

several hurdles threaten the accuracy of the count, including adequate federal funding and the ability to reach traditionally hard-to-count communities including young children, rural households and minority communities.



# United States<sup>®</sup> Census 2020

What can businesses do to help promote the Census?

### Engage on Social Media

Beginning in mid-March, households will receive census information inviting them to complete their questionnaires. Messages to employees, customers, and the public on social media can help explain why the census is important for their communities and encourage them to complete their questionnaires. Engagement can be as simple as sharing posts from the Delaware Census Facebook, Twitter and Instagram (@DelawareCounts on all platforms) or using the hashtag #DelawareCounts on Census-related posts.

### Become a Census Partner

Becoming an official partner with the U.S. Census Bureau is an excellent way to help raise awareness and ensure that your constituents, customers and stakeholders are represented. As a partner, you will gain access to free resources for engagement, and updates

*“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . . The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.” Article I, Section II of the Constitution*

for ongoing opportunities and events regarding the census. You can also show your support by hosting a Census event or workshop to encourage your customers and community to participate. Learn more at [census.gov/partners](https://census.gov/partners).

### Join the National Business Network for an Accurate Census

The National Business Network for an Accurate Census is a digital network of businesses with a number of free resources, toolkits and materials for you to use. You will also receive updates and new resources as they become available. There are no dues and no obligations. Learn more at [strongnation.org/census](https://strongnation.org/census).

We all have a stake in an accurate count! Count yourself in Delaware and support the community outreach efforts by visiting [census.delaware.gov](https://census.delaware.gov)

## Census Timeline

In **MARCH** the U.S. Census Bureau will send every household an invitation to respond to the 2020 Census. Use your code to respond in one of three ways:

- Online using a computer, smartphone or tablet
- Call a toll-free number and give response over the phone
- Call and request a traditional paper form

**April 1, 2020:** Census Day

**Late April 2020:** Reminder postcard

**May 2020:** U.S. Census Bureau will follow up with households who haven't responded.

## Carvertise Announces International Expansion

» Carvertise, Inc., a leading provider of transit-based outdoor advertising solutions, has announced its expansion into international markets with the launch of the first ever rideshare campaign in Toronto, Canada. Visit Tampa Bay ("VTB"), now in their 4th campaign with Carvertise, is a launch partner of Carvertise's international marketing solution. To date, Carvertise has placed 118 rideshare cars on the road for VTB that have driven over 400,000 miles, created over 60 million impressions, and picked up over 42,900 passengers - all experiencing VTB's message firsthand. VTB has also worked with Carvertise to deliver their message to the New York, Boston, Chicago, Philadelphia, Dallas, Miami, and Orlando markets.

"Carvertise has been a terrific partner with innovative solutions to help us capture the attention of our target audience," said Patrick Harrison, CMO of Visit Tampa Bay. "We were thrilled to utilize their international offerings, with out-of-home inventory that helps remind those in colder climates of the warmth and benefits of visiting Tampa Bay. There's no better opportunity to help promote our message to those outside in those cold environments. Their connected solutions also help us easily track campaign performance, which can be used to further maximize the use of our ad dollars."

"As a mobile canvas for visual storytelling, we love Carvertise," said

Gina Kline, Group Media Director at FKQ Advertising + Marketing, VTB's advertising agency of record. "Given the success of our domestic campaigns, we're excited to expand our reach internationally with a fleet of captivating cars that maximize metrics."



"We're very excited to announce our global capabilities to the Carvertise suite of products, as well as our continued partnership with Visit Tampa Bay," said Mac Macleod, CEO of Carvertise, Inc. "Our team is fanatical about serving the needs of both our driver network and our advertising partners, and these global product extensions are great examples of the work our team is doing to bring new excitement to out-of-home advertising."

"I notice I get a lot of looks on the street and people are definitely checking out the advertisement," said Richard P., a Toronto-based driver with Carvertise. "People ask where Tampa Bay is located, [and] they think warm weather sounds good right about now. The south birds...who usually go to Mexico or Miami, are now interested in Tampa Bay. It's bringing awareness!"