St. Johns County’s 2020 Census Complete Count Committee launched an educational campaign today designed to inform residents on the community-wide benefits of St. Johns County receiving the most accurate and complete census count possible in 2020.

The four-part campaign consists of an educational program, special events, speaking opportunities, and partnership engagement. The multi-media educational campaign includes customized branding and messaging, a new website, social media presence, educational videos, and printed materials. Residents can now also communicate with the committee via a dedicated email address and sign up for census alerts directly from the Census Bureau.

In addition, St. Johns County’s 2020 Census Complete Count Committee will have a presence at special events and local farmers markets. Committee members will speak to local organizations and community groups. Partnership engagement will occur throughout the county to demonstrate united support for an accurate census count. The Complete Count Committee is comprised of numerous notable St. Johns County organizations including the Chamber of Commerce, the School District, the Veterans Council, the Florida Department of Health, the City of St. Augustine, and the City of St. Augustine Beach to name a few.

Information collected by the Census Bureau is utilized to distribute more than $675 billion in federal funds and grants to states, counties, and communities. It also helps determine how many representatives each state gets in Congress and is used to redraw district boundaries. Communities also rely on census statistics to plan for a variety of needs including new roads, schools, and emergency services. Some businesses even utilize the data to expand or relocate their offices or headquarters to specific communities.

For more information on St. Johns County’s 2020 Census Complete Count Committee, please visit www.sjcfl.us/census or www.facebook.com/SJC2020Census, email 2020census@sjcfl.us, or call 904.209.0573.

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