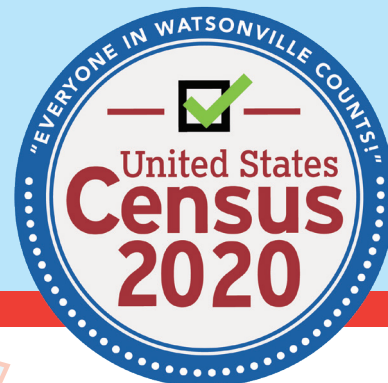


EVERYONE IN WATSONVILLE COUNTS!



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



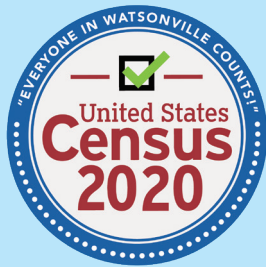
PUBLIC HEALTH



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

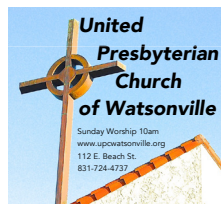
Working Together for a Healthy Community



Pajaro Valley Shelter Services
Building the Skills for Self-Sufficiency



United Way
of Santa Cruz County



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