






## The U.S. Census and the Arts

Census 2020 Timeline	
<p><b>March 2020</b> The public can begin responding to the 2020 Census online at <a href="https://2020census.gov">2020census.gov</a>. Replying by mail or phone is an option.</p>	<p><b>What is the U.S. Census?</b></p> <p>The census is much more than just a head count. It provides a picture of our nation that helps determine where to build new schools, hospitals, and businesses; how federal funding is distributed; and how congressional seats are apportioned. It also helps us see how our communities have changed over time. That's why an accurate count is so important.</p>
<p><b>April 1, 2020</b> Census Day observed</p>	<p><b>Why should this matter to the arts and culture field?</b></p> <p>The 2020 U.S. Census has the potential to impact the distribution of dollars from the federal cultural agencies, as well as the distribution of arts-related funds from other departments such as the Department of Education and the State Department. In the case of the National Endowment for the Arts, the 40 percent of the agency's budget mandated for distribution to state arts agencies is in large part determined on a per capita basis. Population density and demographics can also impact the placing of cultural facilities, transportation planning, zoning, and project prioritization.</p>
<p><b>June 2020 through July 2020</b> Census takers go door to door to count people who have not responded to the 2020 Census.</p>	<p>Population-based funding allocations exist throughout the government, including in the Departments of Education, Housing and Urban Development, Agriculture, etc., all of which also have pockets of funds that in part stream to the arts. Additionally, special government grants also are given to areas with large populations of historically marginalized communities. If the U.S. Census doesn't get an accurate count of these populations, then arts organizations engaged with those populations could be hindered in the amount of money they can get through government grants.</p>
<p><b>December 31, 2020</b> By this date, as required by law, the Census Bureau reports to the President of the United States the population count and the apportionment of seats in the U.S. House of Representatives to each state</p>	<p><i>Excerpt from "<a href="#">The U.S. Census and the Arts</a>" July 11, 2019 by Clayton Lord, <i>Americans for the Arts</i></i></p>
<p><b>2021</b> Initial 2020 Census data are made available to the public on <a href="https://census.gov">census.gov</a>.</p>	

## How can arts and culture agencies and organizations ensure the most comprehensive, and the most equitable, count possible?

- Big lift: Host community information meetings that don't shy away from how racial equity can be centered in your community's Census activities, and address chronic undercounting of communities that are also underrepresented in decision-making.
- Medium lift: Share marketing materials on social media
- Small lift: Talk about the Census at your already scheduled events
- Small lift: Add census language to your email signature

Sample post	Image
<p>In less time than it takes to finish your morning coffee you can respond to the 2020 census online. #2020Census #leapinginto2020</p> <p>Download image: <a href="https://unsplash.com/photos/-5IPpJvbByo">https://unsplash.com/photos/-5IPpJvbByo</a></p>	 A photograph of a light blue ceramic mug with a white handle, sitting on a wooden surface. In the background, there are some blurred yellow and orange objects, possibly other mugs or containers.
<p>Did you know that the next census will take place this year? Responding to the #2020Census affects the funding for our community's public resources (including the arts), how we plan for the future, and our voice in government. To learn more, visit <a href="https://2020census.gov">2020census.gov</a>.</p> <p>Download image: <a href="https://unsplash.com/photos/i3PS-UYgAUg">https://unsplash.com/photos/i3PS-UYgAUg</a></p>	 A photograph of a vibrant, colorful mural on a wall. The mural features abstract, organic shapes in shades of red, orange, yellow, and blue, set against a black background. The sky is visible in the upper right corner.
<p>What matters to you? Schools? Transportation? Art? Data from the @uscensusbureau help inform planning efforts for all these important community resources. To learn how census data impact you and your community, visit <a href="https://2020census.gov">2020census.gov</a>. #2020Census</p> <p>Download image: <a href="https://unsplash.com/photos/hhq1Lxtuwd8">https://unsplash.com/photos/hhq1Lxtuwd8</a></p>	 A photograph of a glowing question mark sign. The sign is made of a light-colored material and is illuminated from within, creating a warm, yellow glow. It is set against a dark background.