**WHY IS THE 2020 CENSUS IMPORTANT TO URBAN OHIO?**

Every resident in this state must be counted to ensure that the population of Ohio is accurately reflected on the national stage.

For renters and frequent movers, often residing in Ohio’s more urban areas, the Census poses a particular challenge.

Funding for critical community and development programs is disseminated based on census-derived data. For our urban centers this includes Community Development Block Grants and transit grants. Additionally, businesses often use the Census to determine where to invest.

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**BARRIERS TO CONSIDER:**

- Lack of understanding the impact of the Census
- Lack of knowledge about the Census process

**MOTIVATORS:**

- Trusted community-based messengers-local government
- Community education and information sessions

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**About the Ohio Census Advocacy Coalition**

The Ohio Census Advocacy Coalition (OCAC) is a nonpartisan network of statewide nonprofit organizations, advocacy organizations, and trusted faith, business, education, and community leaders working to prepare for and conduct outreach to encourage full participation in the 2020 Census, with a focus on historically undercounted or “hard-to-count” (“HTC”) populations. The OCAC executive committee consists of Children’s Defense Fund-Ohio, Innovation Ohio Education Fund, Ohio Voice, ASIA Inc., Philanthropy Ohio and Faith in Public Life.