



MEDIA RELEASE

July 29, 2019

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LOCAL CENSUS 2020 WEBSITE, LOGO LAUNCHED

Getting an accurate count in next year's U.S. Census is important to Knox County, Knoxville and Farragut. The Census is used to draw congressional district lines, and analyses show that a significant undercount can cost our three local governments several million dollars each year in federal funds that are collected and redistributed back to communities. Over the 10-year span until the next Census is conducted, tens of millions of dollars are at stake.

In the coming months, anticipate seeing nonpartisan educational information about Census 2020 and why a full and complete count matters.

Locally, the Joint Complete Count Committee is directing efforts to encourage greater citizen engagement. The committee is co-chaired by City of Knoxville Mayor Madeline Rogero and Knox County Mayor Glenn Jacobs and includes Town of Farragut Mayor Ron Williams, members of Knoxville City Council, Knox County Commission, and representatives of various organizations.

A local website – www.CountMeInKnox.com – has been created. There, you can find details about the Census timeline, Frequently Asked Questions, links to the national Census 2020 website, videos explaining how the Census shapes our future, and even information on Census jobs that pay \$15.50 an hour.

When a local Census office opens, or local Count Me In Knox events are scheduled, details will be available on the website.

Note the Count Me In Knox logo that emphasizes the positive importance of being counted. Look for the logo throughout a promotional campaign that will accelerate as the Census count draws closer.

Every 10 years, the federal government conducts a population count of everyone in the United States. Census 2020 will begin in mid-March 2020, when households are contacted through the mail and asked to complete Census forms.

This Census is the first in history in which people will be strongly encouraged to submit their forms electronically.

Members of the Knox County-Knoxville-Farragut Joint Complete Count Committee include:

- Knox County Mayor Glenn Jacobs;
- Knoxville Mayor Madeline Rogero;
- Farragut Mayor Ron Williams;
- Chris Battle, community advocate / urban farmer;
- Ben Bentley, Executive Director / CEO, Knoxville's Community Development Corp.;
- Justin Biggs, Knox County Commission;
- Myretta Black, Director, Knox County Public Library;
- Martha Buchanan, Director, Knox County Health Department;
- Claudia Caballero, Executive Director, Centro Hispano;
- Rick Emmett, Downtown Coordinator, City of Knoxville;
- Larsen Jay, Knox County Commission;
- Jane Jolley, Community Engagement Director, Knox County;
- Barbara Kelly, Executive Director, Community Action Committee (CAC);
- Gwen McKenzie, Knoxville City Council;
- Phyllis Nichols, Executive Director, Knoxville Area Urban League;
- Donde Plowman, Chancellor, University of Tennessee, Knoxville;
- Rhonda Rice, Executive Vice President, Knoxville Chamber;
- Bob Thomas, Superintendent, Knox County Schools;
- Gene Thomas, Pastor, Canaan Baptist Church of Christ;
- Stephanie Welch, Knoxville City Council;
- Gina Whitmore, Director, Compassion Coalition; and
- Anthony Wise, President, Pellissippi State Community College.

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