



*"The Peak of Good Living"*

Office of the Mayor  
Jacques K. Gilbert

Dear Friends and Neighbors:

It is once again time for the decennial Census! The 2020 Census mailer is coming soon and I want to share with you a few reasons why the Census is extremely important to Apex.

### **More Than Just a Headcount**

The true significance of the Census is much more than just an accurate count of the number of people in our community. The results of the 2020 Census will determine:

- The number of seats given to North Carolina in the House of Representatives.
- The boundaries of State and Congressional Legislative districts.
- The amount of money we will receive from State and Federal sources over the next ten years for roads, bridges, hospitals, police and fire facilities, festivals, parks and other recreational facilities that add to the quality of life we have come to enjoy.

**For every person not accounted for, the Town of Apex will lose between \$1,500-\$2,500 per year in federal and state funding. Over the next decade, that equates to a loss of \$15,000 - \$25,000 per person.**

### **Watch Your Mailbox**

Census instructions will arrive by mail at your home between March 12<sup>th</sup>-20<sup>th</sup>. The questionnaire is short and should take just ten minutes of your time to complete. For the first time ever, the census can be completed online or by phone, in addition to the traditional response by mail. Census takers will start visiting homes that have not completed their Census forms in May; the best way to avoid a knock on the door is to complete the form in March or April.

### **Who is Counted?**

Everyone living at your address should be counted, even if they are not related to you. Children need to be included, as well as babies born on or before April 1<sup>st</sup>.

### **It's Confidential**

The Census is mandated by the US Constitution and conducted by the US Census Bureau, a nonpartisan government agency. Census takers are sworn to confidentiality, and revealing your information is a federal crime!

### **Census Day is April 1<sup>st</sup>**

Get counted for a cone! The Town will host a Census Day event at the downtown Depot (220 N. Salem St) on April 1<sup>st</sup>. Drop by any time between 10am – 6pm to complete your census and pick up a coupon for Fresh Local Ice Cream.

Your effort will pay great dividends to our community over the next ten years by providing significant financial support and reducing your personal tax burden. As always if I can ever be of assistance to you, please feel free to contact me by email at [Jacques.Gilbert@apexnc.org](mailto:Jacques.Gilbert@apexnc.org). You can also visit the Census website for more info at [www.2020census.gov](http://www.2020census.gov).

Sincerely,

Jacques K. Gilbert  
Mayor, Town of Apex

Para leer esta carta en español, por favor visite [www.apexnc.org/Census](http://www.apexnc.org/Census)