

To: Citizens of Brookland, Craighead County, State of Arkansas  
Subject: **2020 Census**

09/17/2020

Dear Citizens,

Our chance to shape Brookland's future financially by being counted in the 2020 Census, ends September 30, 2020. As of now, Census numbers show that we are at 64% self-response.

Enumerators for Census Bureau are now in Brookland going door to door, trying to get all citizens counted before the September 30, 2020 deadline.

I want to show you what difference it will make over the next ten (10) years to Brookland, Craighead County, and the State of Arkansas if these percentages stay as they are now.

2020 Census numbers currently show **Percentage of NRFU Workload Complete for Little Rock ACO (2557): 86.5%. This area includes Craighead County.**

This means **13.5%** citizens in Craighead County **have not** been counted. Brookland has an estimated population of around 4,750 citizens. Currently Brookland receives in county turn back money around \$20.59 dollars per citizen according to 2010 Census Population.

13.5% of estimated 4,750 citizens equals **641** citizens that **have not** been counted in **2020 Census. This would mean a loss in revenue of \$13,198.19 a month, or \$158,378.28 a year.** 2030 would be the next Census, and in that ten-year period our city would loose **\$1,583,782.80.**

**This loss would not just be Brookland but would affect Brookland Fire Protections District, Brookland Street Department, Brookland School, and the list goes on.**

**So, I ask you to be counted for your city, county, and state. The revenue generated by just being counted can mean the difference of having parks for citizens to enjoy, an animal park, curb and guttering on city streets and better drainage; which equals a strong self-sustaining City of Brookland.**

When a Census Enumerator knocks on your door, they should identify themselves as Census Workers. If you feel uncomfortable, ask for their credentials; they should show them to you. This should be in the form of an ID badge and picture. If you still are not sure they are a Census Worker, ask them for their Census Area Directors phone number, so you can call and verify who they are. If they cannot furnish that information, call 870-935-5552. This is the non-emergency dispatch line and you can ask for a City Police Officer to be sent to your address. If the Census employee is impatient, call 911.

During COVID-19 we want you to be safe. Census workers should be following CDC guidelines. Masks are required and a 6-foot distance should be kept. We want you to be counted, but at NO time should you feel unsafe!

If you have not been counted and need help, call us at Brookland City Hall, 870-935-0538 and we will set a time up for you to come by and we will help you do your Census online here at city hall.

Sincerely,

*Kenneth D. Jones, Mayor*