

# CHERRY BLOSSOM FESTIVAL RETURNS



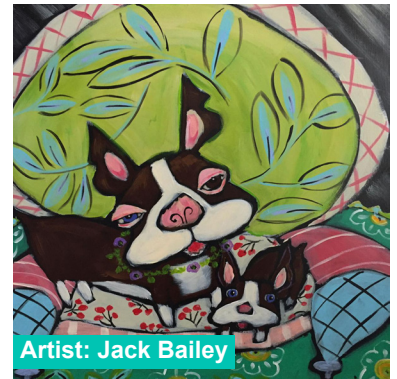
Sunday Headliner: Better Than Ezra

Photo by Greg Miles

Fun is in season when the Brookhaven Cherry Blossom Festival returns to Blackburn Park March 28-29. The music and arts extravaganza is back with an exciting music lineup, a large variety of artisans (below), food trucks, and more.



Artist: Amy Gressens



Artist: Jack Bailey



Saturday Headliner: Rachel Platten

Headlining the Brookhaven Cherry Blossom Festival this year are Better Than Ezra on Sunday, March 29, and Rachel Platten on Saturday, March 28. Other performers include Howie Day, Nightly, Saleka, Baylee Littrell, Hailey Whitters, and Wesley Cook.



A Music & Arts Extravaganza

[www.BrookCherryFest.org](http://www.BrookCherryFest.org)

Returning this year:

- Artists Market
- Pet World
- Kidz Zone
- Classic Car Show
- Festival 5K



Artist: Anna Fleckenstein



Artist: Dustin Headrick



# From the Desk of the Mayor

## You can help keep Brookhaven blooming



**John Ernst, Mayor**  
[John.Ernst@BrookhavenGA.gov](mailto:John.Ernst@BrookhavenGA.gov)

Spring is almost here and Brookhaven is in full bloom - the Brookhaven Cherry Blossom Festival is right around the corner, so get ready to celebrate with thousands of your neighbors!

Now in its sixth year, we continue to build on the festival's success by bringing you another great and free concert headlined this year by Better Than

Ezra and Rachel Platten. To add to the excitement, our partner Splash Festivals will bring back the expanded artists market with a hundred local and regional vendors selling unique handmade items. I can't wait for a weekend of live music, arts, food and fun, and look forward to seeing you there!

You can read more about what this year's Brookhaven Cherry Blossom Festival and the City has to offer in the following pages of this newsletter.

The excitement in Brookhaven didn't wait around for Spring to arrive, though. In December we celebrated the grand opening of what is probably the most important project in the City's history to date - the

Peachtree Creek Greenway. It's so good to see so many people already using our multi-use path, and I'm looking forward to the second phase opening in the future.

There's a way you can be a part of Brookhaven continuing to move forward. Pretty soon you will receive an invitation in the mail to fill out a 2020 Census form. You can complete the census online or by mail, and to make things easier and more convenient, you will also be able to visit City Hall or any library if you need an internet connection. We'll be announcing more information about this initiative soon.



**Census 2020 • Brookhaven Counts**

But no matter where and how you answer the census, I strongly encourage you to do it. The count informs federal funding for roads, transit, healthcare, schools, etc. Local, state and federal representation are all impacted, and our business community depends on data collected for almost every aspect of planning. It is vital to all of us that every household participate in the census, and include every household member, especially children. Remember: You Count, Brookhaven Counts, We All Count.

You can learn more about the census in the final pages of this newsletter and by visiting [www.BrookhavenGa.gov/Census2020](http://www.BrookhavenGa.gov/Census2020) and [www.Census.gov](http://www.Census.gov).

Don't hesitate to contact me at [John.Ernst@BrookhavenGA.gov](mailto:John.Ernst@BrookhavenGA.gov) or at 404-637-0710 with any questions or concerns. I hope to see you at a City event or Council meeting.

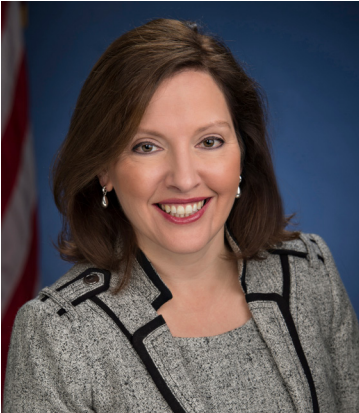
Thank you for all you do to make Brookhaven better!

*Yours truly,*



Officials, volunteers and residents celebrate the grand opening of the Peachtree Creek Greenway in Brookhaven.

# City Council

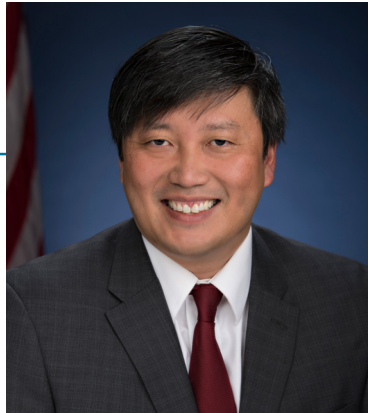


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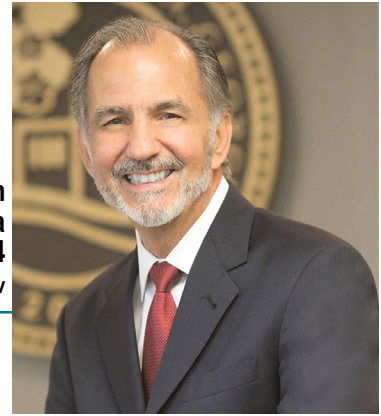


**Madeleine Simmons**  
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**John Park**  
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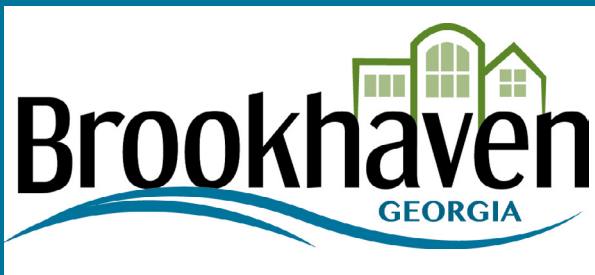


**Mayor Pro Tem**  
**Joe Gebbia**  
District 4  
[Joe.Gebbia@BrookhavenGA.gov](mailto:Joe.Gebbia@BrookhavenGA.gov)



**The Brookhaven City Council generally meets the second and fourth Tuesday of each month at 3:30 and 7 p.m. at 4362 Peachtree Road. Visit [www.BrookhavenGA.gov](http://www.BrookhavenGA.gov) for schedule changes.**

**City meetings are streamed online and archived at [www.BrookhavenGA.gov](http://www.BrookhavenGA.gov). To access meetings and videos, go to the Meetings & Agendas tab near the bottom of the homepage.**



## City Vision and Mission

The following are vision and mission statements of the City of Brookhaven.

### Vision

Brookhaven will be nationally recognized as a beautiful community where multiple generations can live in safety, flourish in business and succeed in a historic, sustainable environment with exceptional education and transportation options.

### Mission

In support of the Brookhaven vision, the City government shall: encourage and maintain a beautiful community, meet public safety needs, develop an environment for business success, promote sustainable projects and activities, identify and preserve historic and neighborhood resources, facilitate educational opportunities, and improve transportation conditions, connectivity, and options while listening to and communicating with the public.



# Cherry Blossom Festival 2020



***6th Annual Cherry Blossom Festival, a bonanza of live music and art, returns March 28-29***

Winter's chill is beginning to fade more each day with rebuds bursting into bloom, daffodils reaching for the sky and some of the best live music and art in the metro area set to gather in Brookhaven for the annual Cherry Blossom Festival. Marking its sixth consecutive year and already being touted as the biggest and best yet, this year's celebration is slated for March 28-29 at Blackburn Park, 3493 Ashford Dunwoody Road. The festival is open to the public from 10 a.m. to 6 p.m. each day and admission is free.

Last year, an estimated 40,000 fans crowded into the park over the two-day event.

Combining new entertainers with past crowd favorites, taking the stage as headliners are chart-topping alternative music band Better Than Ezra (Sunday) and Emmy winner and multi-platinum recording artist Rachel Platten (Saturday). A fixture on radio and MTV in the mid-90s, Better Than Ezra's "Good" from the band's breakthrough album "Deluxe" captured No. 1 on the Hot Modern Rock Tracks Chart and went multi-platinum. Platten topped countless radio and iTunes charts worldwide with her empowering hit, "Fight Song."

Rounding out the performance schedule over the weekend are: Howie Day, whose inventive melodies have earned him a legion of devoted fans; Baylee



Littrell, who has starred on Broadway and is now embarking on an exciting country music career; Nightly offering bright beats and powerful melodies; and lush pianos and vocals will be on tap with a performance by Saleka.

Additional entertainment will be provided by Hailey Whitters, one of Nashville's elite songwriters and artists who has written songs for Alan Jackson, Martina McBride and Little Big Town. Returning for the sixth year to the festival is crowd favorite Wesley Cook, dubbed as "Best Atlanta Singer-Songwriter" in 2014 by Jezebel magazine.

For the third year, the City of Brookhaven is part-



# Cherry Blossom Festival 2020

nering with Splash Festivals and Live Nation. Splash will operate the Arts & Crafts Market (see a sampling of participating artists on the cover) and ever-popular Kidz Zone as well as handle logistics for the event. “Our partnership with Live Nation in booking these world-class musicians continues to pay dividends,” said Brookhaven Mayor John Ernst. “I couldn’t be more excited about the music lineup this year, and I encourage Brookhaven residents and our neighbors to come out and enjoy two great days of live music, amazing artisans, food trucks, and more.”



“This great lineup proves why the Brookhaven Cherry Blossom Festival is the City’s marquee event,” said District 1 Councilwoman Linley Jones. “This event is becoming not only a staple for the community, but the metro area as well.”

In addition to nearly 100 artist booths, several talented artisans will be on hand demonstrating their craft. Patti Pun will show visitors how she makes her unique jute sculptures of everything from dragons to various whimsical animals. Southwestern artist Jodi Ohl, known for her colorful abstract and mixed media art, will also be on hand to entertain the crowds.

The festival will also bring back perennial favorites such as the Classic Car Show (Saturday only), Pet World and food trucks. The Cherry Blossom Festival 5k race, a 2020 Peachtree Road Race qualifier, will be held the weekend before the festival on Saturday, March 21.

For more information about the Brookhaven Cherry Blossom Festival, visit [www.BrookCherryFest.org](http://www.BrookCherryFest.org), and follow us on Facebook, Twitter and Instagram at @BrookCherryFest.

## Registration open for 5K

Registration is now open for the 2020 Brookhaven Cherry Blossom Festival 5K, taking place Saturday, March 21, at 7:30 a.m. at Blackburn Park, 3493 Ashford Dunwoody Road. This year’s 5K, which is USATF-certified for 2020 Peachtree Road Race qualifying and a fundraiser for Children’s Healthcare of Atlanta, will take runners through Brookhaven’s Blackburn Park.

Participants can register online by March 17 by visiting [www.BrookCherryFest.org](http://www.BrookCherryFest.org) and clicking on race registration link.

(Participants must register online by March 12 to guarantee a T-shirt.)

Participants can save by taking advantage of Early Bird pricing through March 12 with registration set at \$25 for adults and \$20 for children (13 & under). Regular pricing until race day and onsite will cost \$30 for adults and \$25 for children (13 & under).

## RACE SCHEDULE

**March 17:** Online registration closes

**March 19-20, noon-7 p.m.:** Packet pickup at Big Peach Running Co., Town Brookhaven

**March 21 race day:**  
**6:30-7:15 a.m.:** Race day registration and packet pickup  
**7:30 a.m.:** 5K race start

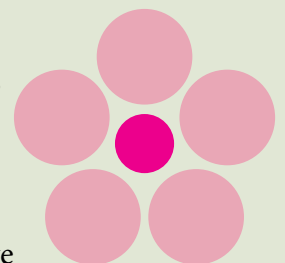


## Volunteers wanted!

Volunteers are needed for the 2020 Brookhaven Cherry Blossom Festival 5K, taking place Saturday, March 21, and the Brookhaven Cherry Blossom Festival, taking place Saturday and Sunday, March 28 and 29. All events are held at Blackburn Park, 3493 Ashford Dunwoody Road.

Volunteer opportunities include artist setup, breakdown, hospitality suite, and 5K race duties. Shifts range from two to four hours. Volunteers must be at least 14 years of age.

For more information on volunteering go to: [www.BrookhavenGA.gov/festival/page/volunteer](http://www.BrookhavenGA.gov/festival/page/volunteer)





## New CVB touts City's key features



*“You are a guest in Brookhaven. For a day or forever.”*



Brookhaven Convention and Visitor's Bureau staff (L-R): Elizabeth Young, Digital Media and Design Coordinator; Lizbeth Rangel, Department Coordinator; Renée Areng, Executive Director; Jehan Williams, Director of Marketing; and Heather Blanchard, Destination Development Director.

From finding office space and hiring a staff to helping mold a viable marketing/tourism strategy, it's been a hectic year for Renee Areng, Brookhaven's Convention and Visitor's Bureau Executive Director. Recent milestones, however, appear to validate the notion that she is up to the task of creating a new agency and getting the City's branding initiative on track.

The Brookhaven tourism bureau was authorized by the City Charter in December 2012 and its bylaws were conceived in 2015. The impetus to move forward took off in 2018 when the City Council appointed a Board of Trustees and Areng was recruited to lead the organization. That's when everything began to come together into a functioning entity.

Creating a bureau from ground zero has been both a challenge and exhilarating experience for Areng. “This was like a dream come true,” she recalled. “I was starting from scratch and not having to come in and ‘fix’ an existing bureau. Further, we could create an agency that was truly custom-made to meet Brookhaven's needs.”

No stranger to the industry, Areng previously led tourism initiatives in Mississippi and Louisiana, creating award-winning marketing, tourism and branding campaigns. Immediately prior to coming to Brookhaven, she was a successful CEO with HMA Hospitality Consultants, focused on destination marketing in southern states along the Gulf coast. Additional credentials include a certified destination management

executive designation from Destination Marketing International, the world's largest resource for destination organizations. She won the Mississippi Gulf Coast Chamber's Coast Young Professional Forever Young Award in 2017.

Charged with launching an in-depth effort to create a unique identity and marketing campaign for Brookhaven, Areng engaged BrandStrategy, Inc. and Zehnder Communications to assist with the process.

BrandStrategy, a Washington-based firm that specializes in destination strategy, is leading the research and market analysis side of the process that is constantly evolving into a comprehensive marketing game plan. Zehnder, a fully integrated advertising agency with offices in Louisiana and Tennessee, is providing a range of marketing services including logo creation, digital ads, website development, paid media, public relations and social media.

For the past year, the primary focus has been on creating a business plan that is now completed. This included everything from creation of an organizational chart and hiring appropriate staff to locating temporary office space in Town Brookhaven. “We had four new staff members in place on Nov. 1,” said Areng. “Also, we just completed Phase 3 of our brand strategy that included doing research and surveys of more than 700 residents, elected officials, people that travel frequently and people that may not know Brookhaven that well. Their feedback included thoughts on the



City's unique offerings and impressions and from that we developed a brand promise that Brookhaven is now incorporating into their community profile, collateral material and messaging.”

Survey results revealed that the more residents knew about the City, the higher their opinion. Four basic tenets from the survey will determine the bureau's direction in the months ahead: that

Brookhaven is a very neighborly and neighbor-centric community; Brookhaven residents enjoy the many outdoor family-friendly things to do; Brookhaven residents are very welcoming and project a sense of belonging; and Brookhaven is a community of chef-owned restaurants, not just fast food chain eateries.

Areng is also excited about the recent launching of the microsite, [www.explorebrookhaven.com](http://www.explorebrookhaven.com) in early October and slated to be completely built out this year. Its genesis was prompted by the brand strategy study involving the 700 surveys. People seemed to already know about many of Brookhaven's offerings, so it was not so much about encouraging them to “discover” Brookhaven as it was to encourage them to “explore” more areas of the City.

“We incorporated into the brand promise the concept that ‘you are a guest in Brookhaven for a day ... or forever,’” noted Areng. “We wanted residents to feel like a guest as well. As a result, we will be encouraging residents to step out of their comfort zone and embrace the different districts located throughout the City. We will be focusing on five distinct geographical areas, each one with its own unique perspective in terms of shopping, dining, places to stay, walkability, and outdoor recreation options.”

Those five districts include: Murphy Candler, Blackburn, Town Brookhaven, Dresden and Buford Highway. “We will be promoting these five areas as ‘experiences,’ noting the distinct differences that can be found in each one,” added Areng. “Buford Highway will be one of the most challenging and we plan extensive bilingual outreach. Our research showed that 24-27% of Brookhaven residents speak Spanish and we want to make sure everyone in our community is included in our messaging because they are all our ambassadors.”

With the building blocks in place, Areng's team is

now turning toward tangible branding and planning for 2020. In a nod to the concept that a common thread runs throughout the fabric of our community, new branding collateral is beginning to emerge from Zehnder that will become more visible in 2020 marketing campaigns. Featured prominently is a new

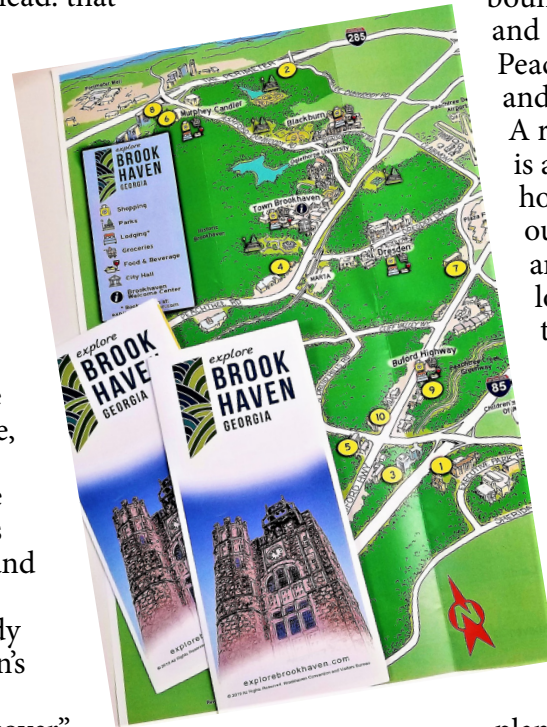
logo that emulates the shape of the City's boundaries and contains swaths of blue and green to represent our parks, the Peachtree Creek Greenway, tree canopy and neighborhoods, according to Areng. A recently completed marketing tool is a destination map for distribution at hotels, businesses and various tourism outlets. The whimsical map denotes area hotels, shopping and grocery locations and the five designated districts, in addition to City parks.

Events to promote the City have also begun with the inaugural Taste Brookhaven gala held last August that featured 22 Brookhaven restaurants serving dishes from their respective businesses. The event, a fundraiser for Children's Healthcare of Atlanta, raised almost \$70,000.

Looking forward to 2020, a board development and strategic planning session is planned early in the new year where CVB goals will be set for the next three years. Brand blueprint guidelines are also on tap to be developed as well as a brand sustainability outline. Hotel surveys have been conducted to determine how the bureau can help them meet any needs and provide a profile of who is staying at a particular hotel and why.

Famed poet Maya Angelou once noted that “People may forget what you said, people may forget what you did, but people will never forget how you made them feel.” This sentiment is the crux of future efforts planned by Areng and the new bureau team. “In the future, I would like to see Brookhaven recognized as one of the best experiences in the metro Atlanta area or even the entire South,” she concluded. “That is why we are trying to create a true sense of belonging for people who travel here and who live here.”

“Tourism is one of those industries that we have lots of tools to measure our efforts, but in reality it's about the feeling that you create for people and I think that is one of the areas where Brookhaven can grow the most. This is what I think the branding process has really helped us begin to figure out, not just for the visitors, but for the people who live here as well.”







Activities abound in Brookhaven. Arts festivals, Easter egg hunts, National Night Out, Cherry Blossom Festival and Light Up Brookhaven are just a few of the multitude of events available to Brookhaven residents throughout the year.

## Blending the shades of work and play

*Brookhaven buzzes with activities, from youth sports to regional festivals*

From concerts in one of its many parks to movies under the stars, food truck delicacies to youth activities, Brookhaven residents can find plenty of ways to relax, thanks to a steady stream of public entertainment offerings available year-round. The abundance of activities all correlate with the City's ongoing efforts to model itself as an ideal live, work and play community likely to attract residents from across the spectrum including professionals, young families and retirees.

As Brookhaven celebrates the seventh anniversary of its inception, there are a multitude of reasons why DeKalb County's largest city is steadily attracting new businesses and residents. Recently voted Atlanta's #1 suburb by the Atlanta Journal-Constitution, its greatest assets are its creative residents, businesses and organizations working together to make sure there is always something to do to not only engage established residents and business, but to encourage continued

growth. Although the City manages many of the year-round activities, it also partners with civic groups to stage events such as the Brookhaven Arts Festival and Brookhaven Bolt 5k race.

"A truly livable community is designed for all ages and not only supports but appeals to the youngest children to the oldest adults," said City Manager Christian Sigman. "This proves to be true overall when looking at established live, work and play criteria. For example, well-maintained sidewalks and safe crosswalks help older people with limited mobility as well as parents pushing strollers. Transportation options help residents who may no longer drive get to the grocery store and students get to class. Affordable housing helps retirees remain in homes they can afford and young professionals to live near their jobs."

Since the myriad of City events are peppered throughout the year, residents may not realize all of

the many activities available to them. When looking at the events schedule collectively, it's striking how many opportunities are offered for people to meet and spend time together. (See below sidebar.)

While some cities only have one area to serve as a local gathering spot, many of Brookhaven's 16 public parks and green spaces often host the lion's share of public events. Crowds at the Cherry Blossom Festival each spring have grown to 40,000 strong and the annual Light Up Brookhaven draws hundreds of youngsters and their parents out to usher in the holidays. Both events are held at Blackburn Park.

Brookhaven is also home to Briarwood Park, an 18-acre park that includes a recreation center with a gym, basketball court and meeting room, a playground, tennis courts, picnic tables and walking trails. Coming in 2020, there will be a new swimming pool with splash pad. The 135-acre Murphey Candler Park, the largest park in DeKalb County, offers multi-use athletic fields, a swimming pool, playground and picnic areas, and a lake for fishing (the lake is stocked with largemouth bass, bluegill, and channel catfish, among others).

Visitors to Brookhaven's historic Lynwood Park can find a swimming pool, recreation center and newly-redesigned basketball court, compliments of the Atlanta Hawks and State Farm Insurance. An \$11 million renovation will provide additional new upgrades for visitors to enjoy in 2020.

In addition to special events, the City's parks are home to year-round activities including summer youth sports camps, baseball and softball athletic leagues, youth and adult athletic leagues, kickball, youth soccer, tennis, swimming, basketball leagues, and pet education classes. Other ongoing activities include gymnastics, cheerleading, Zumba classes, fitness classes,

senior programs and social club, art classes, dance classes, computer technology courses, and volunteer opportunities. Included in the mix are Eagle Scout projects, parks/wildlife conservation, Lego workshops, swimming, creative movement and dance, martial arts, recreational cornhole leagues, and performance arts dance classes.

"With the funds approved by voters in the Parks Bond Referendum, we will be making Master Plan improvements to many of our parks that will allow us to provide improved and/or additional events for residents moving forward," noted Brian Borden, Brookhaven Parks and Recreation Director. "This reflects how these monies are paid forward in terms of additional activities that can become a reality and provide opportunities for people to meet and spend time together now and into the future."

Day-to-day options abound for Brookhaven residents too. On any given day, residents have a wide variety of chef-driven, locally owned restaurants at their disposal. Local restaurants offer a variety of tastes to please any palate from upscale Italian or new American cuisine on Dresden Drive to quick and easy casual meals in Town Brookhaven. Or they may opt to travel the world with international food fare along Buford Highway. Thanks to Oglethorpe University, a rich cultural gumbo is available with its playbill of lectures, drama presentations, musicals and art exhibits.

"The residual effect of all of this social interaction available to Brookhaven residents can have a lasting effect because it often spurs innovation through shared ideas," noted Mayor John Ernst. "Shared experiences available through local activities and events encourage the development of social capital which is a feeling of being connected to the community."

## Looking for something fun to do?

*Brookhaven provides activities year-round that provide fun for all ages. Here are a few examples:*

### SPRING

Cherry Blossom Festival  
Easter Egg Hunts  
Lynwood Park Community Day  
Community Yard Sale

### SUMMER

Memorial Day Pool Party  
Food Truck Roundups begin  
Bark in the Park  
Movies in the Moonlight  
Touch a Truck  
Doggy Dip Day

National Night Out  
City Hall Selfie Day  
Brookhaven Beer Fest

### FALL

Light Up Brookhaven  
Hot Pursuit Glow Run 5K  
Paint the Park  
Indoor Movie Night  
Brookhaven Arts Festival

### WINTER

MLK Dinner/Celebration

Daddy/Daughter Dance  
Arbor Day Tree Planting

### MISCELLANEOUS

Coffee with a Cop  
Coffee with a Councilwoman  
Murphey Candler Park  
Conservancy Spring Social  
Oglethorpe University exhibits  
and theater  
Mayor or Council Town Halls



# Mark Your Calendars

## Community Yard Sale

**DATE:** Saturday, March 7

**TIME:** 9 a.m.-12 p.m.

**LOCATION:** Briarwood Park

**DETAILS:** Instead of traveling all over town to find the best yard sales, why not visit them all in one place? Event is free to attend, or you can purchase a table to sell your items. Cost to vendors is \$20 for one 8' table or \$30 for two tables. Call 404-637-0512 for more information.

## Brookhaven Cherry Blossom Festival

**PRICE:** Free to attend

**DATE:** Saturday-Sunday, March 28-29

**5K:** Saturday, March 21

**LOCATION:** Blackburn Park

**DETAILS:** The fun includes musical performances, food trucks, arts and crafts vendors, a children's area and pet world and activities.

Visit [www.BrookCherryFest.org](http://www.BrookCherryFest.org) for more info.

## Eggstra-ordinary Easter Egg Hunt

**PRICE:** Free

**DATE:** Saturday, April 4

**TIME:** 10 a.m.-12 p.m.

**LOCATION:** Lynwood Park

**DETAILS:** This event accommodates extra sensory or special needs youngsters and is held on the handicap accessible basketball courts. Activities include beeping eggs, magnetic eggs

with wands to help find them, a bean bag hunt for sensory-sensitive children and other activities specially tailored to the youngsters. The Easter Bunny will also be on hand for pictures.

## Dog Gone Easter Egg Hunt

**PRICE:** Free

**DATE:** Saturday, April 4

**TIME:** 2-4 p.m.

**LOCATION:** Brookhaven Park

**DETAILS:** This event is being offered for all residents and their fur babies. Specially prepared Easter eggs, containing pet treats, will be hidden throughout the dog run. Pet owners are encouraged to keep their dog on a leash throughout the hunt to maintain pet control and help prevent accidental ingestion of the treat-filled plastic eggs. Peter Rabbit will also be on hand to pose for photos.

## Easter Egg Scramble

**PRICE:** Free

**DATE:** Saturday, April 11

**TIME:** 9-11 a.m. (Scramble begins at 10 sharp)

**LOCATION:** Blackburn Park

**DETAILS:** Brookhaven Parks and Recreation invites all families to join us at Blackburn Park for our annual Easter Egg Scramble. Light breakfast will be provided. Egg hunters will be split into age groups (3 & under, 4-6, 7+) with separate hunting areas for each.

**Visit [www.BrookhavenGA.gov](http://www.BrookhavenGA.gov) for updated calendar and event schedule.**



# CENSUS 2020: ITS IMPACT ON BROOKHAVEN

The City of Brookhaven believes it is critical for all residents to be counted on the 2020 census. To ensure a complete count, Brookhaven staff, local leaders, and community members have been working behind the scenes to learn about the changes to the census and spread the word of the importance of a complete count. Here are some of the essential facts about the census you need to know.

## WHY IT MATTERS?

Census data isn't collected just to have a count of the number of people living in the country; the impact the census has on our local community is massive. According to The U.S. Census Bureau, more than \$675 billion in federal funds and grants given to communities —like Brookhaven— will be decided based on census data.

## Resources

Healthcare, education, and public transit make up some of the public resources that could receive funding based on census data. A complete count is necessary so everyday resources our communities depend on can receive proper funding.

## Business

When a business looks into which communities to offer their products and services, open a new store, or expand, they use census data to make their decisions.

## Representation

Congressional redistricting is based on census data. That means that depending on census data, districts could gain or lose a seat(s) in 2021. To ensure our community is properly represented in Congress, a complete count is essential.

## ADAPTING TO DIGITAL

The census will make its debut in the digital age. Instead of the traditional paper form mailed to every household, this year residents will receive a postcard with a unique code that will allow them to complete the census online. For anyone who still prefers to use pen and paper, don't worry! Residents can still request a paper form or complete the census by phone.

## PRIVACY ENSURED

Privacy is top of mind during the census. Title 13 is a federal code that prohibits The Census Bureau from sharing any identifiable information of you, your home, or your business with any government agency or court. Your answers are confidential and anonymous.

For more information visit <https://www.census.gov>

Did you know?

The Constitution mandates a census every 10 years. The first U.S. census was in 1790.

## Timeline

### March

Postcards inviting residents to complete the census online using a unique code will be mailed.

### April

April 1 is Census Day. The census can be completed online, by phone, or by mail. Visit Brookhaven City Hall or any public library for reliable internet connection to complete the census.

Census workers will visit people living in senior centers, college campuses —like Oglethorpe University— and other living situations to ensure a complete count.

### May

Census workers will reach out to homes that have not responded to the census.

### December

The Census Bureau will deliver count information to the President and Congress.



Census 2020 • Brookhaven Counts





# The 2020 Census is here, and You Count! A few minutes can help shape your family's future.

## HOME AND COMMUNITY

Roads, Sidewalks, Sewer

MARTA trains and buses

Parks, Trails, Programs

Local business support

## SOCIAL SERVICES

Healthcare

Schools and Education

School Nutrition & WIC

Senior Services

**When:** In March, households will receive a census invitation by mail.

**How:** You can respond on-line, by mail, or by phone in 52 different languages!

**Where:** In your home, in community centers like libraries, parks and more.

Visit [BrookhavenGA.gov/Census2020](http://BrookhavenGA.gov/Census2020) for locations



Census 2020 • Brookhaven Counts

Remember, the government is not allowed to use your census response for any other purpose.