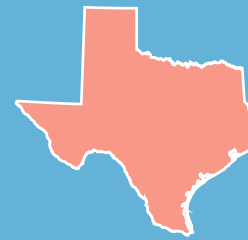


2020 CENSUS

WHY TEXAS NEEDS A STATEWIDE COMPLETE COUNT COMMITTEE



What is the Census?

Every 10 years, the United States Census Bureau carries out a constitutionally mandated count, known as the Census. The Constitution requires that we count everyone living in the United States. Unfortunately, not everyone gets counted—and that could have big consequences for Texas.

Why Should We Care About an Accurate Census?



OUR VOICE

The Census shows the number of people who live in an area, which determines how many representatives Texans have in Congress and the number of electoral votes Texas has in presidential elections. Some experts say Texas could gain up to three new congressional seats after the 2020 Census, but an undercount could cost Texas the representation we deserve.



OUR QUALITY OF LIFE

Much of our federal tax money that we send to Washington comes back to Texas in accordance with Census calculations, and supports housing, transportation, and other services we use. If Texans are undercounted, the state may have to pick up the tab for critical programs.



OUR BUSINESSES

Companies use population and demographic data from the Census to determine where to set up shop and expand, creating jobs and generating opportunities for Texans. Reliable data is key for planning the future of Texas.

What's at Stake?

Texas communities have been historically undercounted. Billions of dollars in federal aid depend on the accuracy of the Census, including significant support for health care, housing, transportation, food and more. Being undercounted by even one percent in 2020 could result in a **significant loss in federal funding for Texas—at least \$300 million a year.**

In 2010, significant undercounts occurred in areas across Texas, including in portions of:

- Large metropolitan areas
- College towns
- Rural counties
- Communities along the Texas/Mexico border

Texas is at risk of an even larger undercount in 2020. The addition of a controversial and untested citizenship status question, years of Congress underfunding the Census Bureau, an increase of hard-to-count populations, and changing demographics in our state all could add up to disaster for Texas. Learn about Texas' "hard-to-count" communities and encourage state and local leaders to begin reaching out to them now.

Visit www.censushardtocountmaps2020.us to find areas of Texas that are the hardest to count.

Proven Ways to Get People Get Counted

Every time there is a Census, it can be logistically challenging to count everyone. Very young children, immigrants, people who don't have a permanent address, people who live in rural areas, and people of color are often harder to count. Hard-to-count

2020 Census: Why Texas Needs a Statewide Complete Count Committee

communities include people who may move residences more often and may face language barriers.

- ✓ A state level **Complete Count Committee** (CCC) and state funding could provide a robust strategy to make sure Texans are counted. A CCC is composed of government and community leaders from education, business, health care, and other community organizations. As trusted voices, these leaders help implement awareness campaigns within their local communities in order to encourage increased response rates for the 2020 Census.

Texas has a history of working to count everyone. Governors Clements and Bush issued Executive Orders to promote a complete count of Texas residents.

Don't Let Texas Fall Behind Other States

- ✓ 17 states have already made significant commitments to ensure an accurate and full count of their states during Census 2020.
- ✓ Currently, four states (Georgia, California, Illinois, and Michigan) have adopted a Complete Count Committee with state funding that includes focused plans for hard-to count communities, websites to educate citizens on the 2020 Census, and funding to local communities or providers to conduct outreach efforts to increase Census participation.
- ✓ As a state with a larger population of hard-to-count communities than most other states, Texas is at risk of losing out on the federal funding and representation it deserves if Texans are counted with less accuracy than residents of other states.

How Can Texas Set Up a Complete Count Committee?

CCCs are usually formed by the highest elected official in a particular jurisdiction, such as a governor, mayor, or county commissioner. This official appoints a CCC chair and can also appoint members of the community to serve as representatives on the committee. Effective CCCs are often composed of subcommittees, which focus on specific strategies such as recruiting, lobbying, education, and media.

It is essential that local and state officials also understand how important it is to get a complete and accurate Census count. In advance of the 86th Texas Legislative Session, legislators must take the lead in informing their constituents about the Census and in appropriating funding to support an accurate Census. Time is of the essence, and a statewide CCC should be formed as soon as possible.

How Much Money Would a Complete Count Committee Cost?

CCCs do not have to involve expensive, multifaceted campaigns — strategies can be customized to best serve the needs of each community. At the statewide level, legislators could follow the lead of other states and set aside funds for CCC activities to promote an accurate Census count. To be on par with other states, Texas legislators could allocate between \$500,000 and \$5,000,000 to support accurate counts across the state. A CCC is an investment opportunity the Legislature should not pass up.

CPPP is an independent public policy organization that uses research, analysis and advocacy to promote solutions that enable Texans of all backgrounds to reach their full potential. Learn more at CPPP.org. For more information, please contact Oliver Bernstein at bernstein@cppp.org or call 512.823.2875.