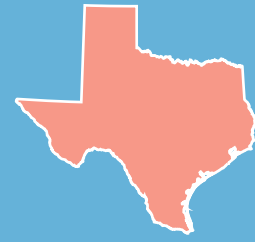


2020 CENSUS

TEXAS NEEDS TO INVEST IN A STATEWIDE COMPLETE COUNT COMMITTEE



What is the Census?

Every 10 years, the United States Census Bureau carries out a constitutionally mandated count, or Census, of the nation's residents. The Census is supposed to count everyone living in the United States to determine representation in Congress as well as the amount of federal dollars dispersed in any given location for health care, housing, education, transportation, and more. But not everyone gets counted.

Why should we care about an accurate Census?



Our Voice

The Census shows how many people live in an area, which determines the number of 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, we won't get as much money as we deserve back from the federal government, and 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. If businesses don't have accurate data, they cannot make the best decisions for growth, which could directly impact our economy.

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.¹ This conservative estimate demonstrates the burden that could fall to our state to fill in the funding gaps for the next decade.

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. Today, 25 percent of Texans (over 6 million people) live in hard-to-count neighborhoods, where past self-response rates have been relatively low.² Every time there is a Census, it can be logistically challenging to count everyone. Very young children, immigrants, people who live in rural areas, and people of color are often harder to count. Hard-to-count communities include people who may move residences more often and may face language barriers. The possible addition of a controversial and untested citizenship question, underfunding of the Census Bureau, an untested online version of the Census, and changing demographics in our state all could add up to a severe undercount for Texas.

1 Reamer, A. (2018). Counting for Dollars 2020 Report #2. GW Institute of Public Policy. <https://bit.ly/2pJmgkr>

2 Romalewski, Steven & O'Hare, William. Center for Urban Research, CUNY Graduate Center, analysis of U.S. Census Bureau, 2012–16 American Community Survey,

2020 Census: Why Texas Needs a Statewide Complete Count Committee

Learn about Texas' "hard to count" communities, and encourage state and local leaders to begin reaching out to them now.

Visit www.censushardtocomcountmaps2020.us to find areas of Texas that are the hardest to count.

Getting People Counted

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

- ★ A state level Complete Count Committee (CCC) and state funding 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 to increase response rates for the 2020 Census.

Don't Let Texas Fall Behind Other States

- ★ Over half of the states have made commitments to ensure an accurate and full count of their states for the 2020 Census, including plans to engage hard-to count communities, websites to educate residents on the 2020 Census, and funding to local communities to increase Census participation.
- ★ California has allocated over \$90 million to promote an accurate Census. Other states, such as Georgia – a much smaller and politically conservative state – has allocated over \$2 million toward Census outreach.
- ★ As a state with a larger population in hard-to-count communities than most other states, Texas could lose 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?

The Governor could form a statewide CCC through an executive order, or the Texas legislature could pass a bill to do so. The governor can appoint a chair and members of the community to serve on the statewide CCC. Statewide CCCs are often composed of subcommittees, which focus on specific strategies such as recruiting, lobbying, education, and media. It is essential that members of the 86th Texas Legislature understands the importance of a complete, accurate Census count. Our state lawmakers must take the lead in informing their constituents about the Census and in appropriating funding to support an accurate Census.

Why Invest in a Complete Count Committee?

A statewide CCC plays a key role in achieving a complete count because they can develop a robust plan to educate Texans on the 2020 Census and increase the response rate. There is so much at stake for Texas in this Census, including our representation and federal funding allocation for the upcoming decade. Given the large share of hard to count communities, new changes and threats to the Census and other states investing in a complete count, it is imperative that Texas invest in a statewide CCC and funding for outreach. Statewide CCCs do not have to involve expensive, multifaceted campaigns. At the statewide level, legislators could set aside funds for CCC activities to promote an accurate Census count. Time is of the essence, and a statewide CCC should be formed as soon as possible.

Get all the 2020 Census updates:
bit.ly/CPPP2020CENSUS

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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.

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