

CENTER *for* PUBLIC POLICY PRIORITIES

Complete Count Census 2020

Webinar for the North Texas Commission

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We believe in a Texas

that offers everyone the chance
to compete and succeed in life.

We envision a Texas

where everyone is healthy,
well-educated, and financially secure.

CENTER *for* PUBLIC POLICY PRIORITIES

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Why the 2020 Census Matters to Texas



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.



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.

OUR SERVICES

\$300 million per year could be lost from 1% undercount in TX

- Health care
- Quality schools
- Affordable housing
- Hunger programs

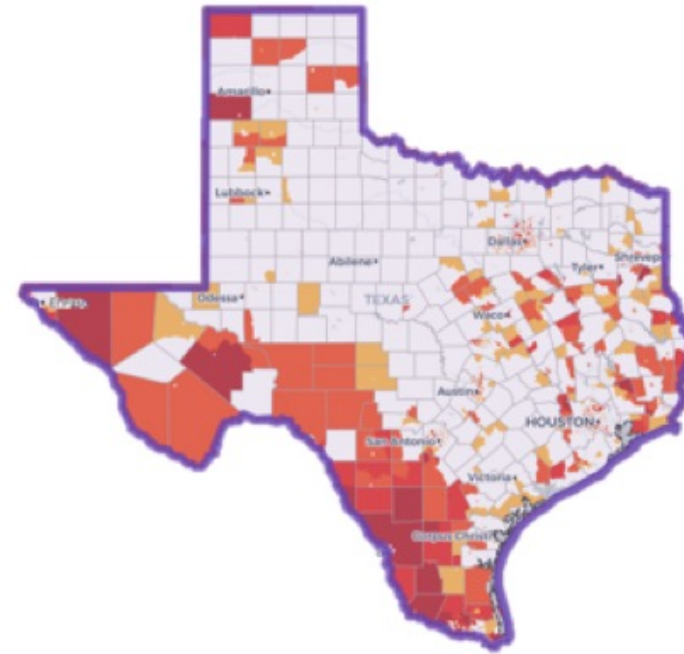
OUR BUSINESSES

Businesses rely on data from the Census for:

- ❖ Market research
- ❖ Locations
- ❖ Economic development

Census 2020: Hard-to-count communities

- Children under 5
- Immigrants
- People of color
- Families that move frequently
- People who face language barriers



Census 2020: What local communities can do



- Form a Complete Count Committee
- Develop a plan for outreach to hard-to-count communities
- Donate funds and services to support outreach efforts
- Advocate with local and state officials

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