

# **EASTTEXAS CENSUS 2020 COMPLETE COUNT COMMITTEE UPDATE**

**NANCY RANGEL**

**COMMITTEE CHAIR**

**PRESIDENT/CEO**

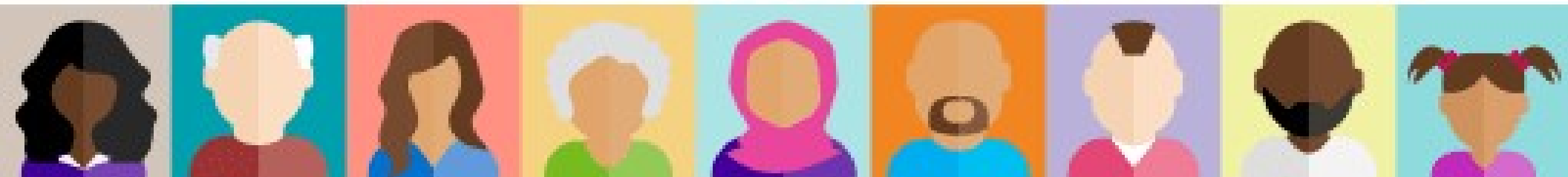
**HISPANIC BUSINESS ALLIANCE**

**MICHAEL HOWELL**

**COMMITTEE VICE CHAIR**

**MPO MANAGER**

**TYLER AREA MPO**





# What Is A Census?

- A count of people and households in the U.S.
- Helps decision-making in governments and communities.



# CENSUS MISSION & PURPOSE

## MISSION

- To serve as the nation's leading provider of quality data about its people and economy

## PURPOSE

- To conduct a census of population and housing and disseminate the results to the President, the States, and the American People.

United States®  
**Census**  
**2020**

# Why Should We Do It?

Census  
Data  
Impacts  
Our Daily  
Lives

- Public housing and healthcare programs
- Early learning, schools, and financial aid
- Hospitals and nursing homes
- Roads and highways
- Emergency services



#### RESOLUTION NO. R-2018-39

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TYLER, TEXAS, RESOLVING TO SUPPORT THE GOALS AND IDEALS FOR THE 2020 CENSUS AND WILL DISSEMINATE 2020 CENSUS INFORMATION TO ENCOURAGE PARTICIPATION, ASK AFFILIATES AND MEMBERSHIP TO WORK TOGETHER TO ACHIEVE AN ACCURATE AND COMPLETE COUNT, AND TO ENCOURAGE PEOPLE IN OUR COMMUNITY TO PARTICIPATE IN EVENTS AND INITIATIVES THAT WILL RAISE THE OVERALL AWARENESS OF THE 2020 CENSUS AND INCREASE PARTICIPATION AMONG ALL POPULATIONS AND ESTABLISH A COMPLETE COUNT COMMITTEE IN COOPERATION WITH ALL OTHER AGENCIES WITHIN SMITH COUNTY; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population and provides a historic opportunity to help shape the foundation of our society and play an active role in American democracy; and

WHEREAS, it is important to seek to ensure that every resident is counted; and

WHEREAS, billions of dollars in federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based, in part, on census data, including health care, community development, housing, education, transportation, social services, employment and much more; and

WHEREAS, census data helps to determine how many seats each state will have in the U.S. House of Representatives and often is used for the redistricting of state legislatures, county and city governing bodies and voting districts; and

WHEREAS, the 2020 Census creates hundreds of thousands of jobs across the nation; and

WHEREAS, under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data, and under Title 44, U.S. Code, the Census Bureau must ensure that individual records from the decennial censuses remain confidential for 72 years; and

WHEREAS, a united voice from business, government, community-based and faith-based organizations, educators, media and others will allow the 2020 Census message to reach a broader audience, providing trusted advocates who can spark positive conversations about the 2020 Census; and

WHEREAS, it is deemed necessary and advisable that this Resolution be adopted, and that adoption of this Resolution is in the public interest;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TYLER, TEXAS:

## COMPLETE COUNT COMMITTEE

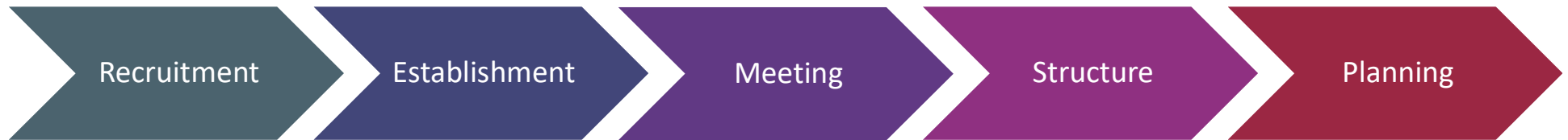
**DECEMBER 2018:** In order to raise public awareness, the Census Bureau partnered up with local governments and organizations to raise awareness of the census and to actively pursue historically underrepresented and hard to reach populations.

The United States Census Bureau provided assistance through a program called the Complete Count Committee (CCC).

A presentation and request was made to City of Tyler Council to establish a CCC in Tyler.

A Resolution was recommended and approved to support and authorize the establishment of a Complete Count Committee to include community partners within Smith County.

# 2020 Census Complete Count Committee



A 2020 Census Complete Count Committees (CCC) was established with local government and community leaders throughout the East Texas Region with the mission and purpose of highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

- CCC Recruitment – July/Aug. 2018
- CCC Establishment – December 2018
- CCC Launches First Meeting – January 2019
- Area Census Office Opens – October 2019
- CCC Schedules Meetings, Structure of the CCC, and its Planned Efforts – Jan. 2019 through Feb. 2020

## COMPLETE COUNT COMMITTEE

**JANUARY 2019:** The Complete Count Committee launched its first committee meeting to meet and greet all volunteers and state purpose and mission of the CCC.

**FEBRUARY 2019:** Complete Count Committee learned more about the data and resources available from the Census Bureau. Such resources included the ROAM (Responsive Outreach Area Mapper).

**APRIL 2019:** CCC discussed and brainstormed on appropriate pathways to conduct outreach to all communities, including the hard-to-reach population groups.

**JUNE-AUGUST 2019:** Complete Count Committee was renamed “You Count East Texas” during CCC meeting time. Sub-Committee work groups and chairs were established: Government, Media, Education, Nonprofit, Hispanic, African American, Veteran, Faith-Based Communities.

**SEPTEMBER 2019:** Census 2020 Outreach at HBA Hispanic Heritage Kick-Off Celebration event Rose City Fiesta

**OCTOBER 2019:** Grand Opening of Area Census Office.

**NOVEMBER 2019:** CCC Social Media platforms were established and made available to the public.

**DECEMBER 2019:** Complete Count Committee finalized its list of 2020 community outreach events and location where Census participation would provide education and awareness.





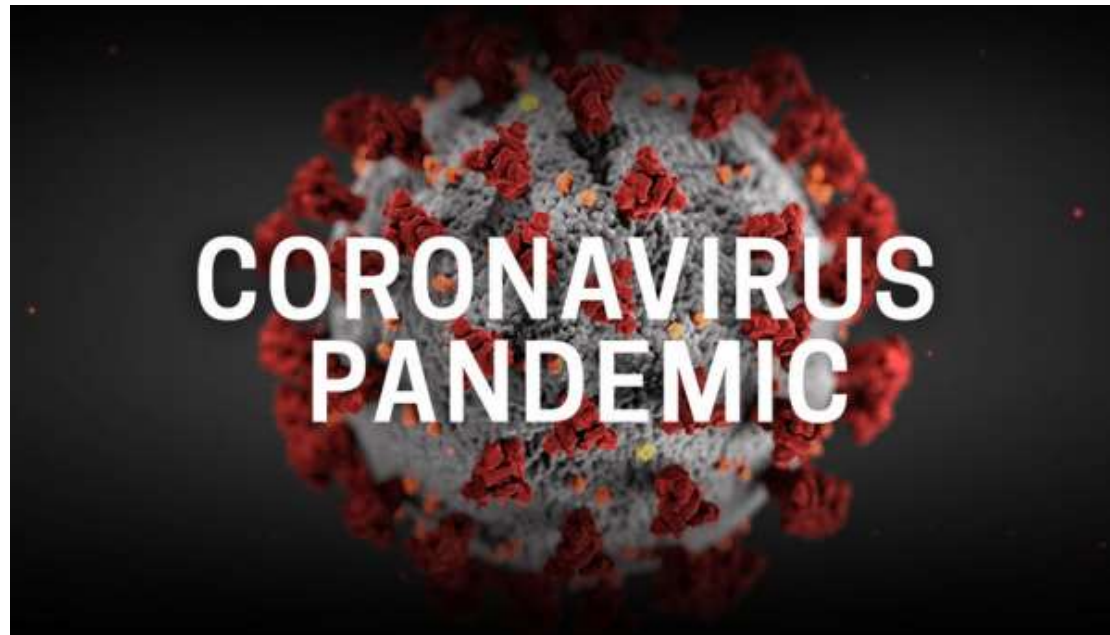
# GRAND OPENING AREA CENSUS OFFICE 3193



## COMPLETE COUNT COMMITTEE

**FEBRUARY 2020:** Met with the Census Outreach Area Representative and finalized additional outreach initiatives that the CCC would assist within each representatives' communities.

**MARCH 2020:** CORONAVIRUS PANDEMIC - ALL CAME TO A STANDSTILL AND ALL PLANNED INITIATIVES WERE CANCELED, INCLUDING THE CENSUS BUREAU'S EMPLOYEES VISITING HOMES TO COMPLETE SELF RESPONSE SURVEYS IN PERSON – WHICH WAS SCHEDULED FOR APRIL 1<sup>ST</sup>.



**CENSUS 2020 COMPLETE COUNT COMMITTEE  
YOU COUNT EAST TEXAS  
ESTABLISHED COMMUNITY PARTNERSHIPS**



**In its short time span, the Complete Count Committee was able to establish nearly 250 Community Partners in the Cities of Tyler, Arp, Bullard, Lindale, Noonday, Troup, Whitehouse, and Winona.**

- ❖ **Elected Officials**
- ❖ **Colleges and Universities**
- ❖ **School Districts**
- ❖ **Libraries**
- ❖ **Government Offices**
- ❖ **Community Organizations and Associations**
- ❖ **Media Outlets**
- ❖ **Local Businesses and Business Community**



**You Count East Texas**  
Apr 1, 2020 · 🌐

**Tyler ISD** ✓  
Mar 31, 2020 · 🌐

Did you know, that for the first time ever, you can respond to the census online? Responding by mail will still be an option too. Ge... See More

WE  
ALL  
COUNT!  
2020  
CENSUS



**You Count East Texas**  
Apr 11, 2020 · 🌐

**City of Tyler, Texas Government**  
Apr 11, 2020 · 🌐

**You Count East Texas!** Use this time at home to submit the 2020 Census. Visit [www.2020Census.gov](http://www.2020Census.gov).



You can respond to the 2020 Census online at **2020census.gov**.

You can also respond by **phone** or by **mail**.

Text **"ICount"** to **313131**



Puedes responder al Censo 2020 en el Internet en **2020census.gov**.

También puedes responder por **teléfono** y por **correo**.

Texto **"YoCuento"** a **313131**

**You Count East Texas**  
May 5, 2020 · 🌐

**Smith County**  
May 5, 2020 · 🌐

The 2020 Census is **#Essential** and has never been easier! Respond to the **U.S. Census Bureau** online today at [2020census.gov](http://2020census.gov) **You Count East Texas** JoAnn Hampton **#ShapeYourFuture**



### The 2020 Census is Essential

The 2020 Census dictates how essential resources are provided to communities. Make sure you're counted for your community to benefit from new roads, schools, and so much more. Shape your future by filling out your census form today.

Also, you can keep track of how your state is doing with self-response by using the Response Rate Map here: [2020census.gov/response-rates](http://2020census.gov/response-rates)

Respond today at **2020census.gov** or call **844-330-2020**

Shape  
your future  
START HERE >

United States  
Census  
2020



**Let's Talk Tyler**



Virtual Town Hall Meeting

**Why Am I NEEDED in the Count?**

***"Let's Talk Census"***

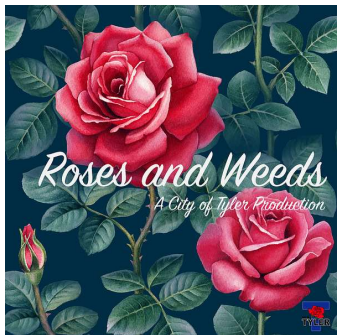
**Thursday, 8/27/20 @ 7pm ~ Facebook Live:  
Let's Talk Tyler FB Page**



The 2020 Census will provide a snapshot of our nation—who we are, where we live, and so much more. The results will also inform how hundreds of billions of dollars in federal funding are allocated to more than 100 programs, including Medicaid, Head Start, block grants for community mental health services, and the Supplemental Nutrition Assistance Program, also known as SNAP. Get your questions in now to [letsstalktyler@gmail.com](mailto:letsstalktyler@gmail.com)!!!

For more information, please contact Dr. Pamela Phoenix, 903.941.5578

# COMMUNITY PARTNERSHIPS



# Mola Hello BILINGUAL



You can respond to the  
2020 Census online at  
**2020census.gov.**

You can also respond  
by **phone** or **by mail.**

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to **313131**

Shape  
your future  
START HERE >

United States  
Census  
2020



Puedes responder al  
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Texto  
**"YoCuento"** a **313131**

Dale forma  
a tu futuro  
EMPIEZA AQUÍ >

United States  
Census  
2020

**NUEVA  
FECHA**

**Completa  
El Formulario**

**31 de OCTUBRE**

**Empieza Aquí:**

**[www.2020Census.Gov/Es](http://www.2020Census.Gov/Es)**

**¡Todos Contamos!**

**Este de Texas**

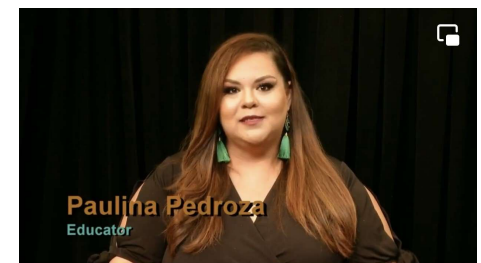
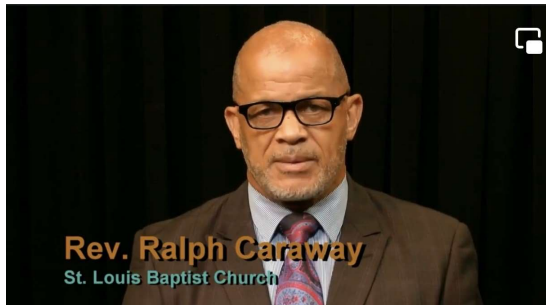
**NEW** Self-Response  
Deadline

**SEPTEMBER 30th**

**Let's Count  
East Texas**

**Respond  
Now  
[2020Census.Gov](http://2020Census.Gov)**

**Mola Hello**  
**BILINGUAL**



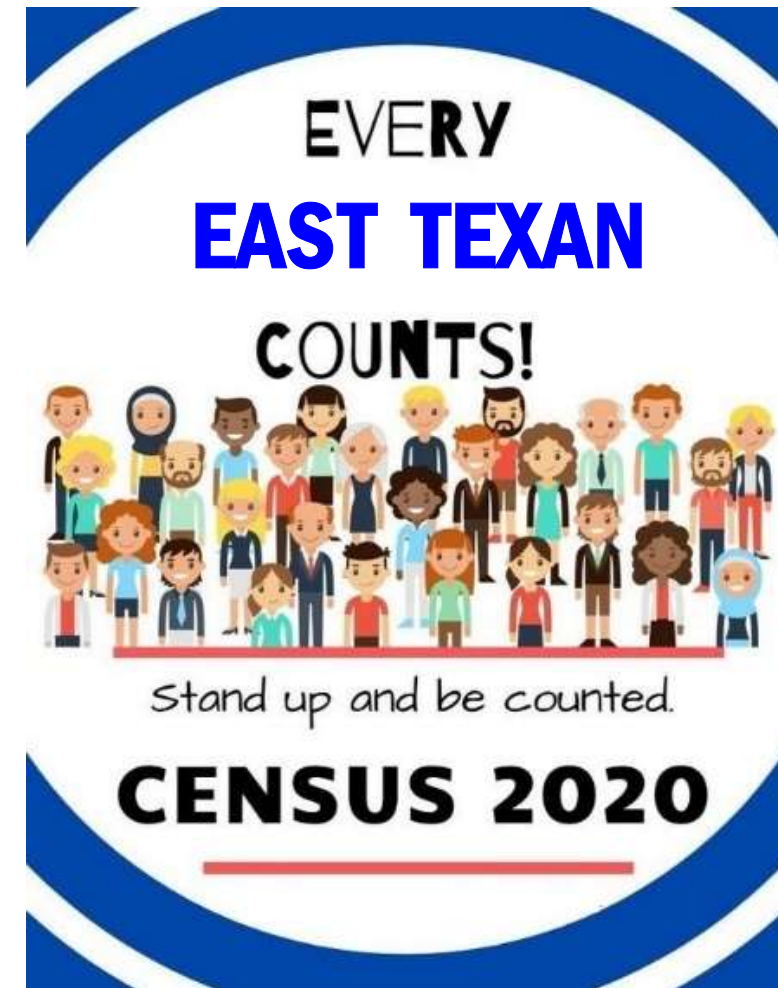
# CENSUS 2020 COMPLETE COUNT COMMITTEE YOU COUNT EAST TEXAS

EDUCATION

- ❖ PUBLIC SERVICE ANNOUNCEMENTS
- ❖ PRINTED MATERIALS
- ❖ TRANSLATION OF MATERIALS
- ❖ SOCIAL MEDIA
- ❖ EVENT PARTICIPATION
- ❖ COMMUNITY PARTNERS
- ❖ SOCIAL MEDIA
- ❖ TELEVISION
- ❖ RADIO
- ❖ CENSUS CALL TO ACTION EAST-TEXAS WIDE EVENT

AWARENESS

CALL TO  
ACTION





# 903 COUNTS KICK-OFF!

**Come Celebrate with us on 9/03**  
to Kick-Off "903 Counts" Census 2020 Campaign Week!

Thursday, September 3rd  
Bergfeld Park • 4-7pm

**LIVE MUSIC  
& FOOD TRUCKS!**

[WWW.2020CENSUS.GOV](http://WWW.2020CENSUS.GOV)



**COUNT EAST TEXAS BECAUSE EAST TEXAS COUNTS!**



## **Come Celebrate With Us** "903 Counts" Census 2020 Campaign Week!

- 9/03: Kick Off! "903 Counts" Campaign, [Bergfeld Park](#), 4-7pm
- 9/04: City U, [212 N. Bonner Ave.](#), 10am-2pm
- 9/05: City of Tyler Library, [201 S College Ave](#), 11am-3pm
- 9/06: Faith and Church Community Partners
- 9/07: Labor Day
- 9/08: Goodwill Industries of East Texas, [1817 W SW Loop 323](#), 10am-2pm
- 9/09: Faith and Church Community Partners
- 9/10: East Texas Immigrant Advocacy Resource Center,  
[3201 W NW Loop 323](#), 10am-2pm
- 9/11: KVNE, La Fuzion, [7695 Old Jacksonville Hwy](#), 10am-2pm
- 9/12: City of Tyler "Hit the Bricks"  
[Downtown Square](#), 10am-2pm

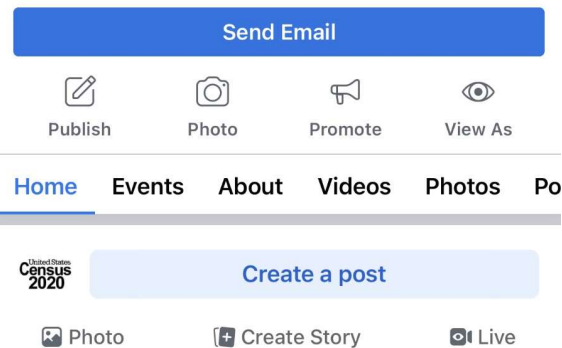
[WWW.2020CENSUS.GOV](http://WWW.2020CENSUS.GOV)



**COUNT EAST TEXAS BECAUSE EAST TEXAS COUNTS!**



United States  
Census  
2020  
+ You Count East Texas  
@YouCountEastTexas





***YOU COUNT EAST TEXAS***



METROPOLITAN  
PLANNING  
ORGANIZATION

ABOUT US

PLANS AND PROJECTS

RESOURCES

PARTNERS

PUBLIC NOTICE



Rural

Rural Town

Suburban

Urban

Urban Core



Upcoming  
Projects



Special Studies



Interactive  
Maps



Population  
Estimates



FAQs



Contact Us

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