



AUSTIN-TRAVIS COUNTY 2020 CENSUS

COMPLETE COUNT COMMITTEE



What is the Census?

- The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place from March through July of 2020.
- Census data are important to our democracy. This data determines apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.
- Census data also guide the allocation of more than \$800 billion in federal funding to programs across the U.S. that are crucial to the well-being of families and communities.
- The top 10 Census Guided Federal Programs are: Medicaid, Medicare, Highway Planning and Construction, Section 8 Housing, Title 1 Grants to Local Education Agencies, National School Lunch Program, Special Education Grants, State Children's Health Insurance (CHIP), and Head Start / Early Head Start
- We only get one chance every 10 years at achieving a full count. This data will inform important policy decisions and determine federal funding allocations for a decade.

What is a Complete Count Committee and why is it Important?

Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments as well as community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCC's serve as state and local "Census Ambassador" groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census.

Success of the Census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone. This is why the City of Austin & Travis County are forming a Complete Count Committee and joining other communities across the country to promote the importance of the Census to everyone.

What is new with the 2020 Census?

The biggest changes in 2020 versus the 2010 Census include:

- The possible addition of the U.S. citizenship question is pending response from the U.S. Supreme Court. This could put the success of the 2020 Census at risk.
- For the first time, you will be able to respond online, by phone, or by mail.
- There will be more accurate and automated field operations to improve the master address list while keeping your information confidential and safe.
- The Census Bureau will use administrative data that the public has already provided to cut down on in-person follow up visits to nonresponding households.

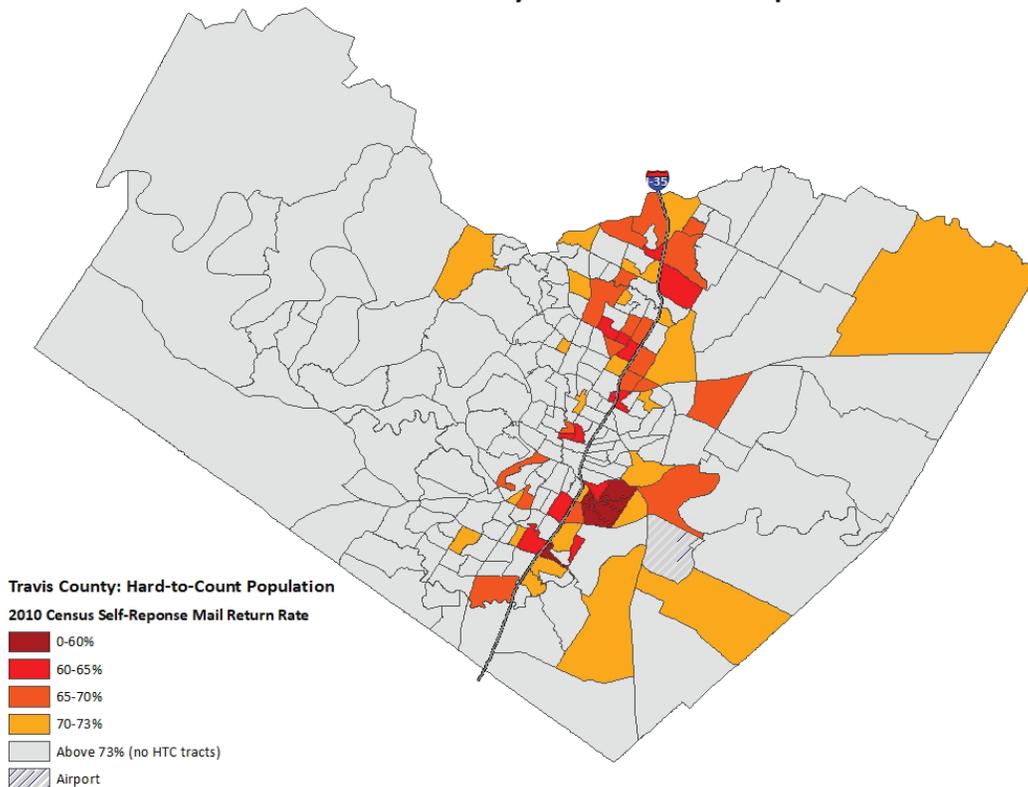
What are the challenges?

- The pending citizenship question could hurt the accuracy of the data by costing the Census Bureau \$55 million more to administer due to the expensive efforts required to recover missing data. It could also be described as a scare tactic for immigrants and undocumented families.
- A lack of adequate funding that could limit the Census Bureau's ability to conduct the operations and outreach it will need to count all Americans.
- A shift to making the Internet the primary response option for the first time in the history of the Census.
- Census 2020 could take place at a time of heightened fear and distrust in the government and its ability to protect private data.
- Complete Count Committee members will play a critical role in educating the hard to count population in our community about these and other key changes to the Census.

Why does the 2020 Census matter locally?

- 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. This conservative estimate demonstrates the burden that could fall to cities or counties to fill in the funding gaps for the next decade.
- In 2010, significant undercounts occurred across local communities in Texas, including in portions of: Large metropolitan areas, College towns, Rural counties, and Communities along the Texas/Mexico border.
- The mail-in self-response rate for Travis County in the 2010 Census was 75.9%, which required a costly and difficult in-person follow-up for the remaining 24.1% of residents.
- Historically, children under 5 have been undercounted, 2.1% of children under the age of five in Travis County were undercounted in the 2010 Census.
- Texas is at risk of an even larger undercount in 2020. Today, 25% of Texans (over 6 million people) live in hard-to-count neighborhoods, where past self-response rates have been relatively low. Today in Travis County, 32% (over 370,000 people) of the population live in hard-to-count neighborhoods.
- Research estimates that reaching Travis County residents in hard-to-count neighborhoods at a basic level of \$2 dollars per person (mailers, a couple public forms, and some level of direct outreach) would cost at least \$742,000 dollars.
- Most recent data (2017), shows that 11.6% of the county's households had either no internet access or dial-up only.

Travis County: Hard-to-Count Map



Learn about your community's "hard to count" neighborhoods, and encourage local leaders to begin comprehensive outreach plans now. Visit www.censushardtocountmaps2020.us to find areas of Texas that are the hardest to count.