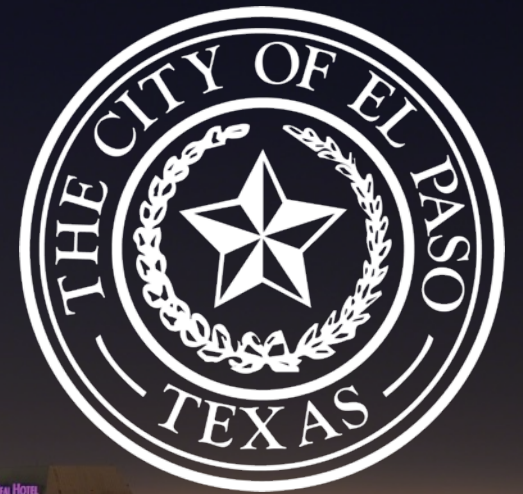




CENSUS 2020

THE DECENNIAL CENSUS



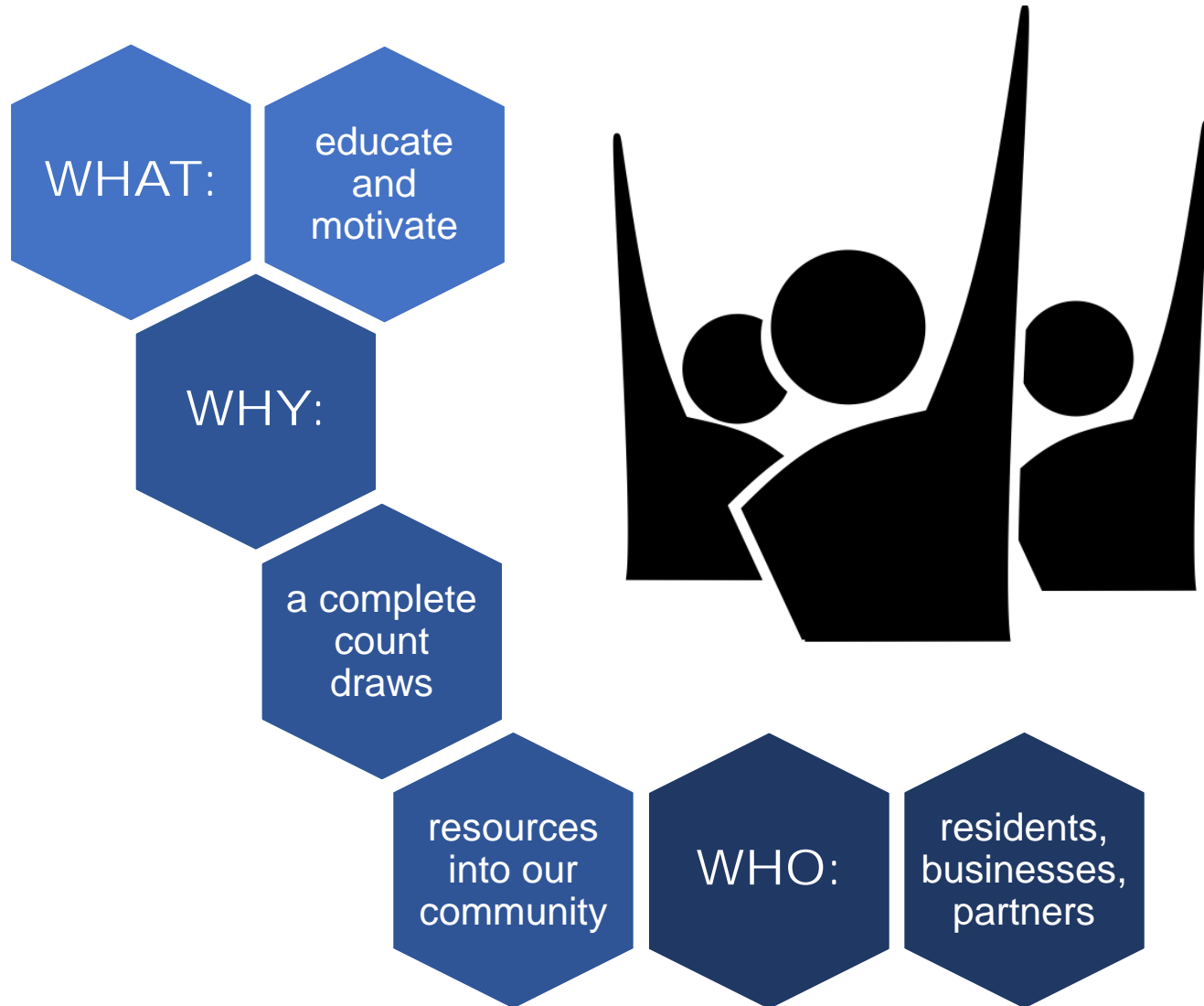
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- 01 OVERVIEW
 - 02 KEY DATES
 - 03 COMMUNITY GOALS
 - 04 RESOLUTION



01

OVERVIEW

an opportunity for all of us to be counted...



- Texas receives over **\$43 Billion** per year based on Decennial Census data.
- Per Capita allocation in Texas is **\$1,578**

Census data is used in many ways.

- Redistricting of state legislative districts.
- Forecasting of future transportation needs for all segments of the population.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Assisting federal, tribal, state, and local governments in planning and implementing programs and services and emergency response.
- Designing facilities for people with disabilities, the elderly, and children.

01 OVERVIEW



02

KEY DATES



EDUCATION

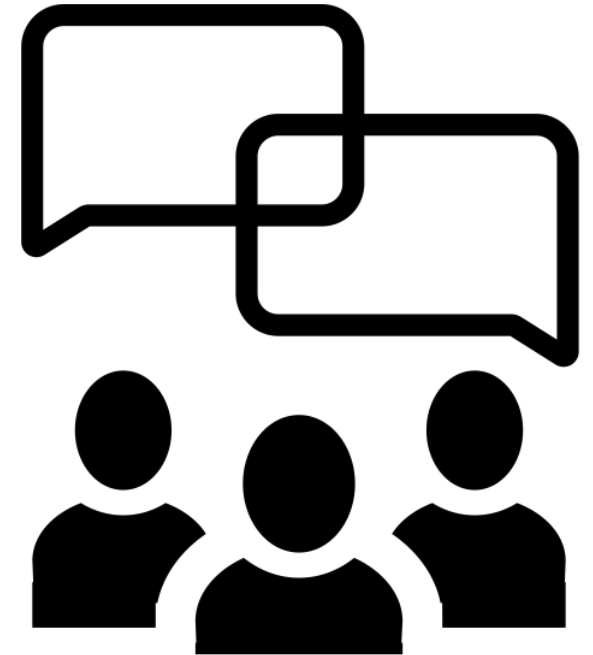
- training, informational materials, one on one meetings with Census Staff
- Mission + Message
- Workplan

AWARENESS


- Beginning April 1, 2019
- highlighting mission + message

CALL TO ACTION

- Work plan Implementation
- Activate Communication networks
- Census should be everywhere



02 KEY DATES



03

COMMUNITY GOALS



•1) Speak the language of the whole community and know how to best reach residents.

2) Help ensure an accurate and comprehensive Census 2020 count for the entire region.

3) Increase the participation ratio and the response rate in our community.

4) Draw increased resources to our community aimed at achieving our goals and maximizing our potential.

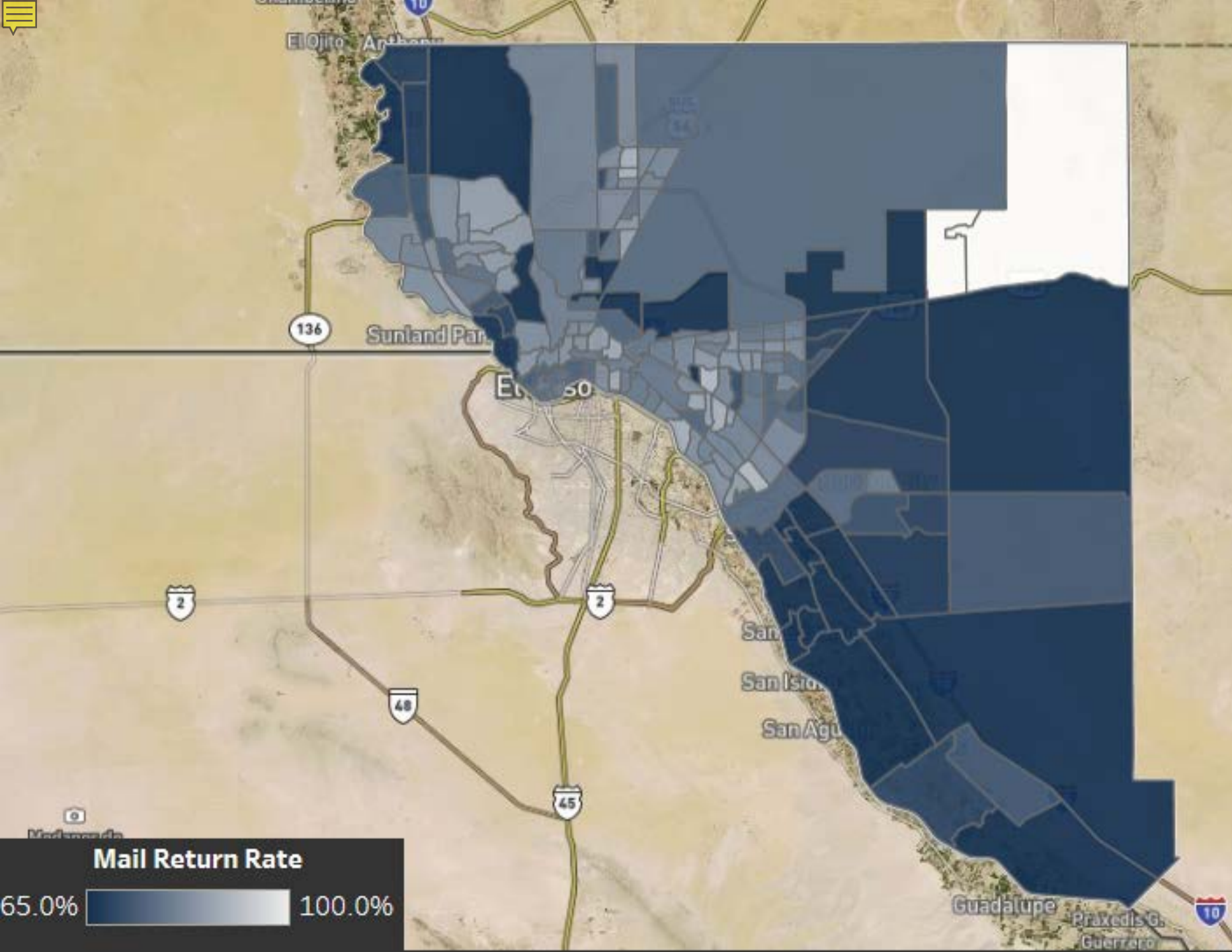
03 COMMUNITY GOALS

 how do we rank...

City	2010 Rank	2010	2017
El Paso, TX	19	649,121	683,577
Denver, CO	--	600,158	704,621
Seattle, WA	--	608,660	724,745
Detroit, MI	18	713,777	673,104
Charlotte, NC	17	731,424	859,035

(source: US Census Bureau)

03 COMMUNITY GOALS



SUPPORT TOOLS

- In partnership with the US Census Bureau, our community has access to a variety of tools that aid in reaching the hard to reach to make sure everyone has the opportunity to be counted.



Total population	2,404
Persons under 5 years (percent)	8.3
Persons 65 years and over (percent)	21.3
Median household income (in 2016 dollars)	11,497
Persons in poverty (percent)	74.5
High school graduate or higher (age 25+, percent)	28.3
Foreign-born persons (percent)	42.8

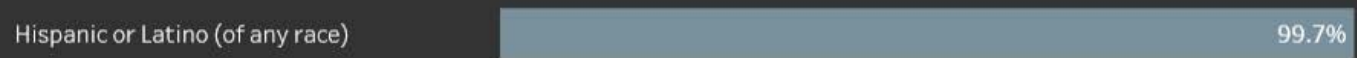
FOR EXAMPLE

- Our team can zero in on specific areas to better understand previous participation as well as other data reported for that area.
- The data may help the team understand how to better reach that population.

Race (Non-Hispanic) in Tract 19, El Paso County: 2012-2016

White alone	0.3%
Black or African American alone	0.0%
American Indian and Alaska Native alone	0.0%
Asian alone	0.0%
Native Hawaiian and Pacific Islander alone	0.0%
Some Other Race alone	0.0%
Two or more races	0.0%

Hispanic or Latino Origin



Language Spoken at Home
(Population 5 years and over)

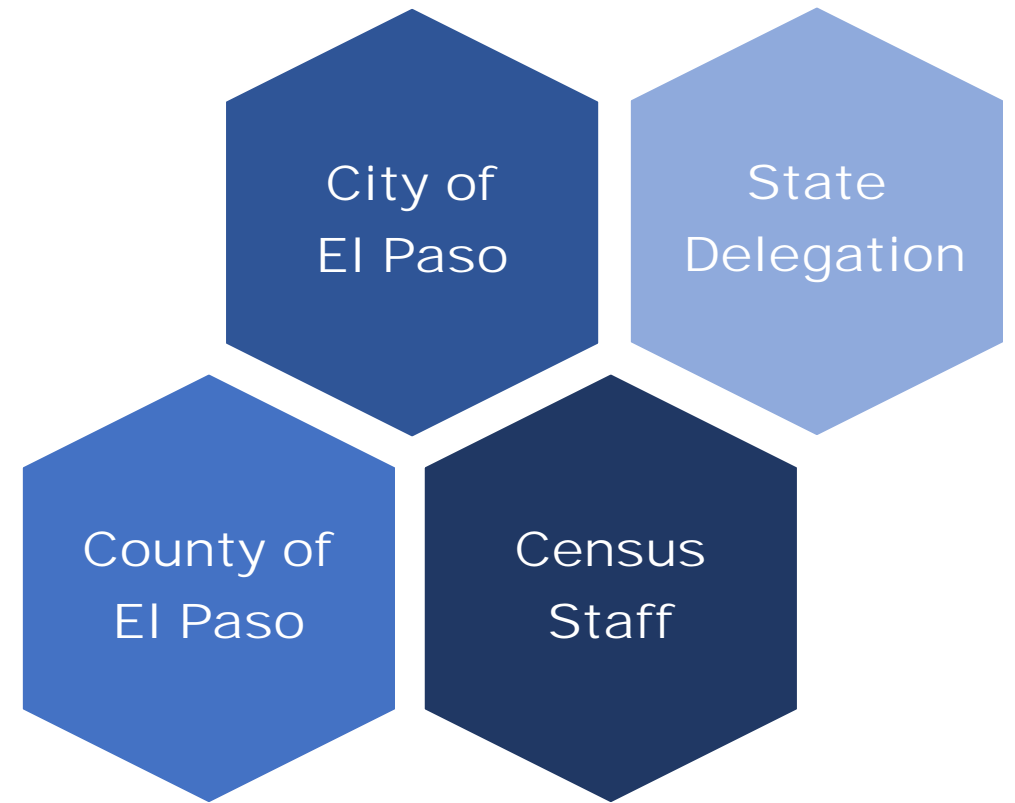


- English only
- Spanish
- Asian language
- Indo-European
- Other language




assembling the team...

- The City of El Paso is leading through the Office of the Mayor
 - Assigned the **Chief Resilience Officer** as Liaison and Team Lead
- The County of El Paso has reached out through the Office of Commissioner Stout
 - Assigned the **Senior Policy Advisor** as Liaison
- The State Delegation has reached out and supported the formation of the Complete Count Committee.
- US Census is supporting through the Regional Office
 - Assigned Paulina Lopez as **Partnership Specialist for El Paso** and the surrounding communities

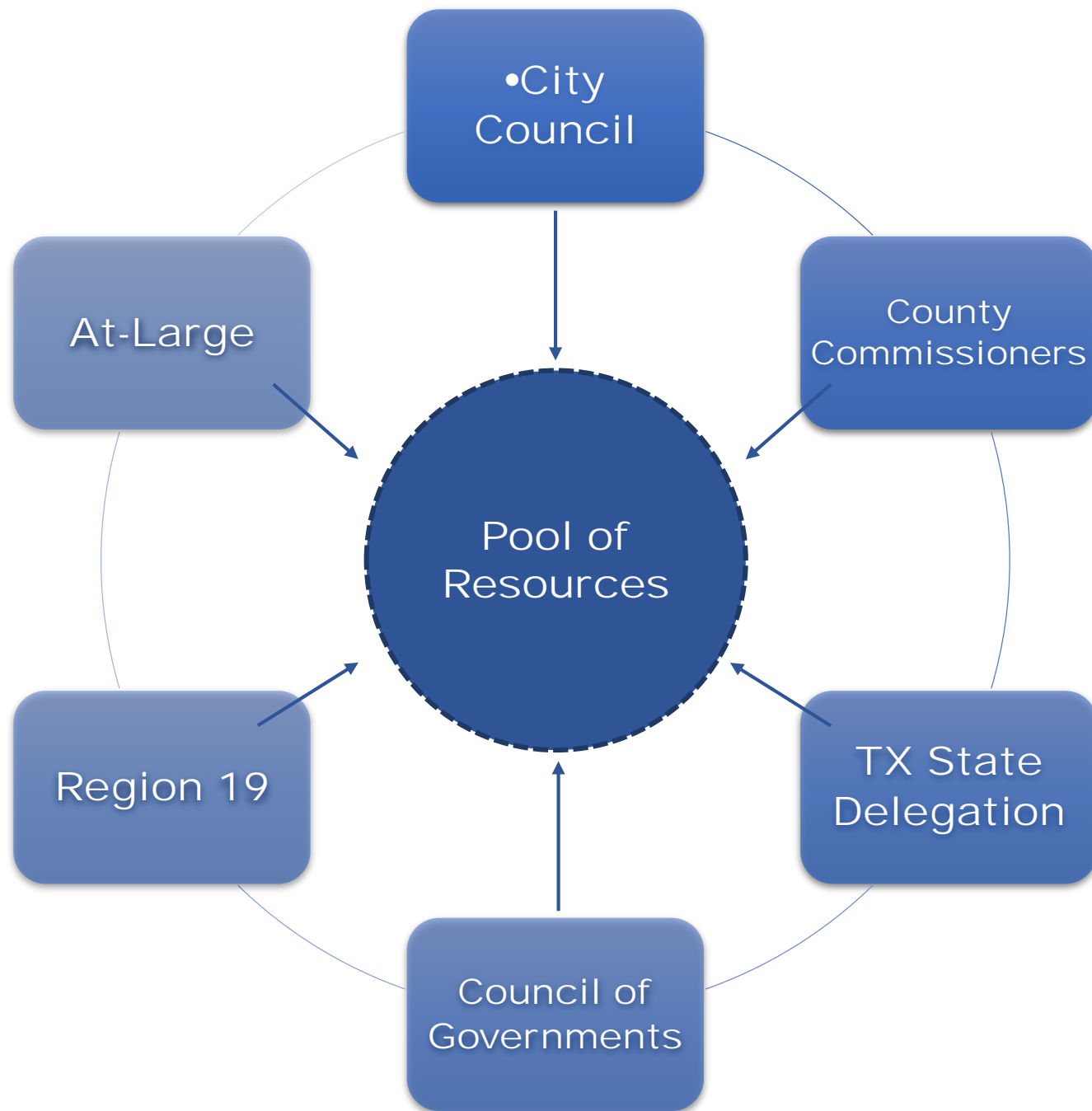


03 COMMUNITY GOALS



04

RESOLUTION



A 2020 Census Action Team is established to [coordinate efforts](#) and [deploy resources](#) across the community.



Education

Non-Profit

Community

Government

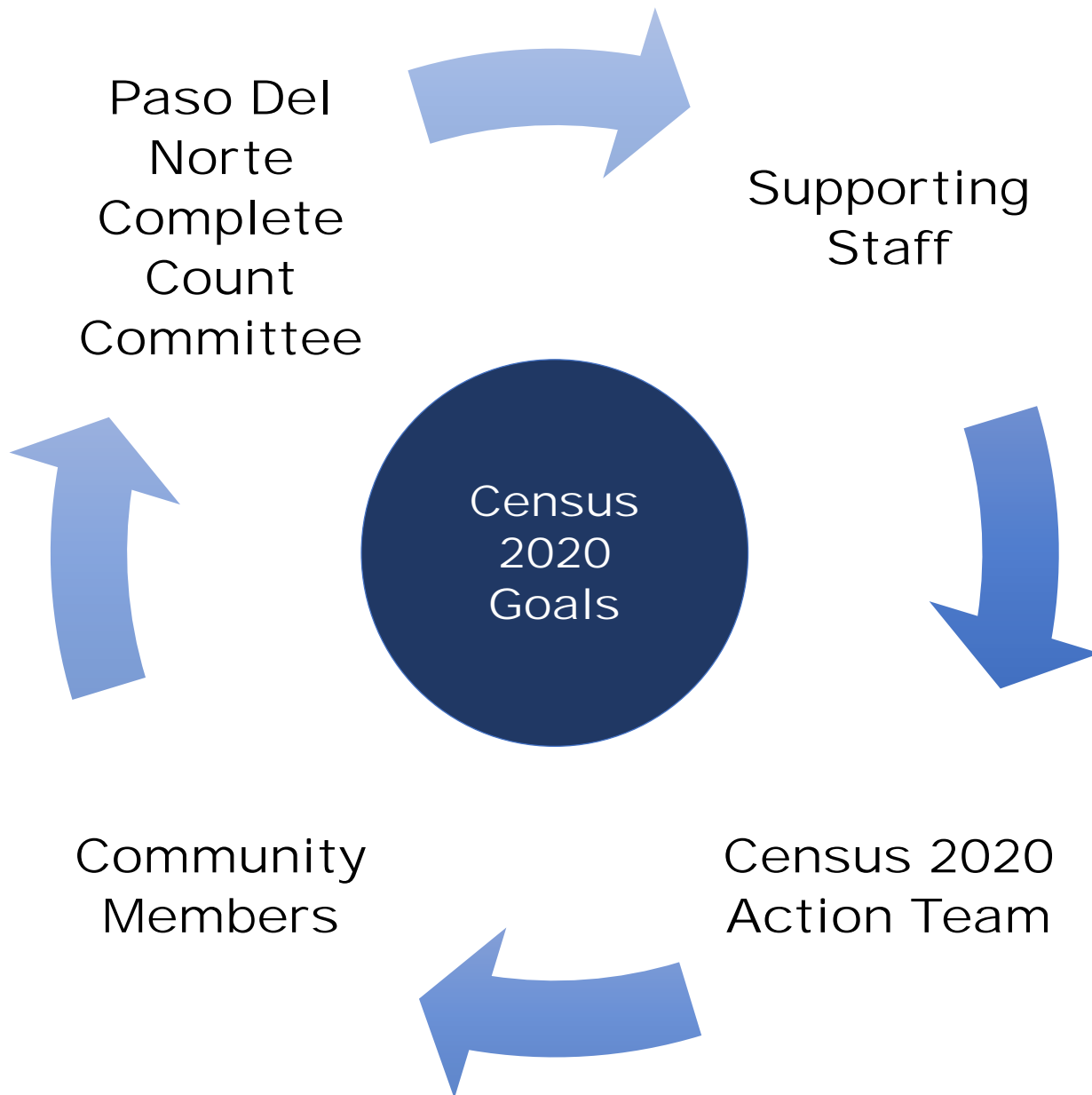
Business

Media

Faith
Based

The Census 2020 Complete Count Committee, is established to serve and shall be called the
Paso Del Norte Count Committee.

04 RESOLUTION



The goal is to obtain the **most accurate and complete count** for Census 2020 by increasing the response rate through focused, structured community minded action.

The committee will utilize the knowledge and expertise of each committee member to **implement a census awareness campaign** targeted to residents.

The census effort will be driven from the Complete Count Committee as **an inclusive community effort** supported by the 2020 Census Action Team.

04 RESOLUTION

CENSUS 2020

THE DECENNIAL CENSUS

