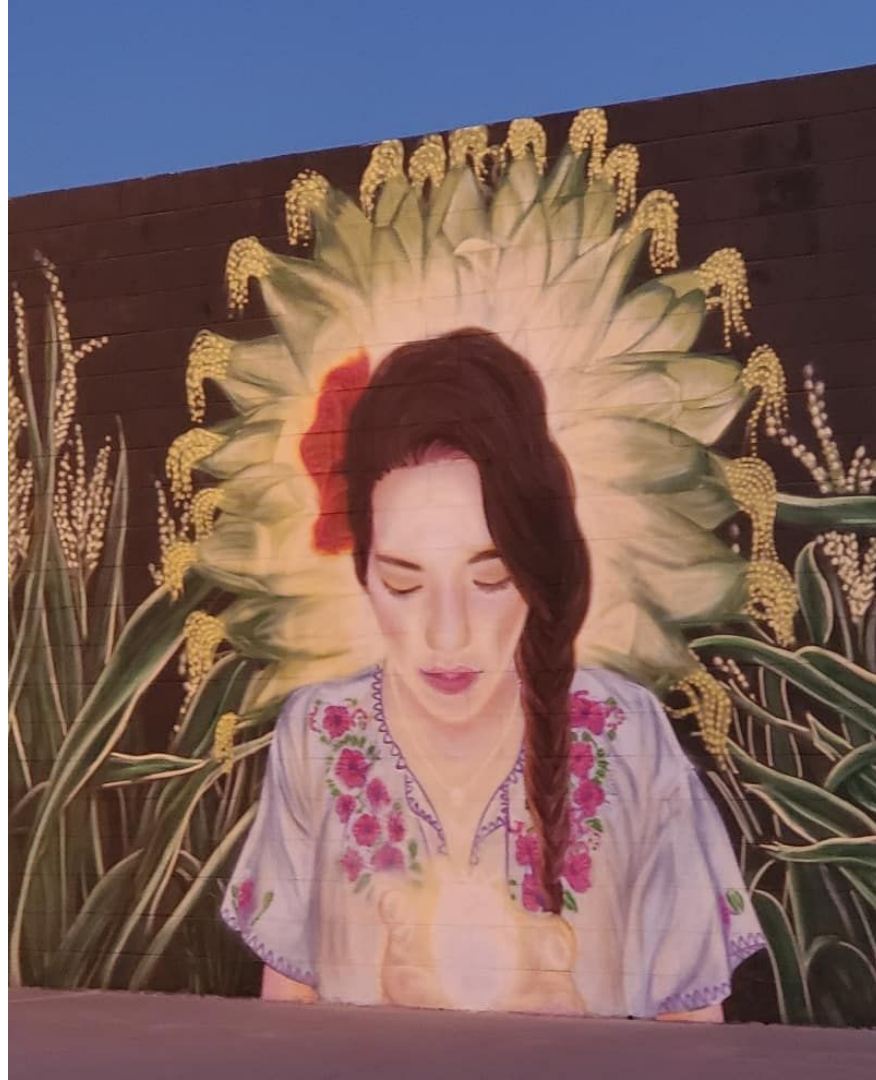




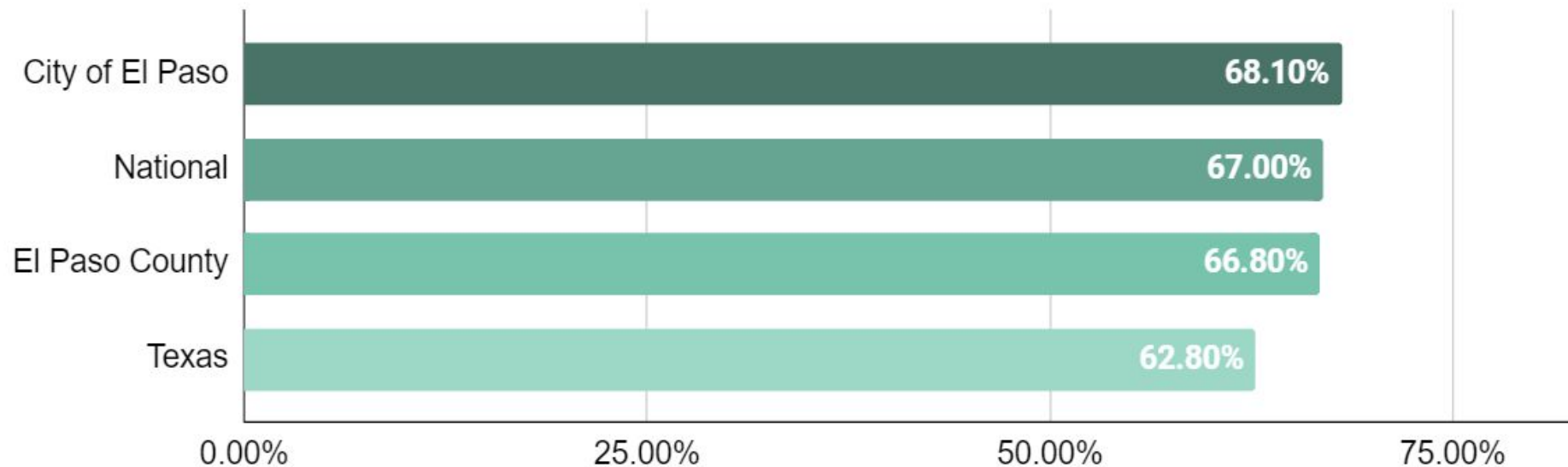
# Paso del Norte Complete Count Committee

**2020 Census  
Final Report**



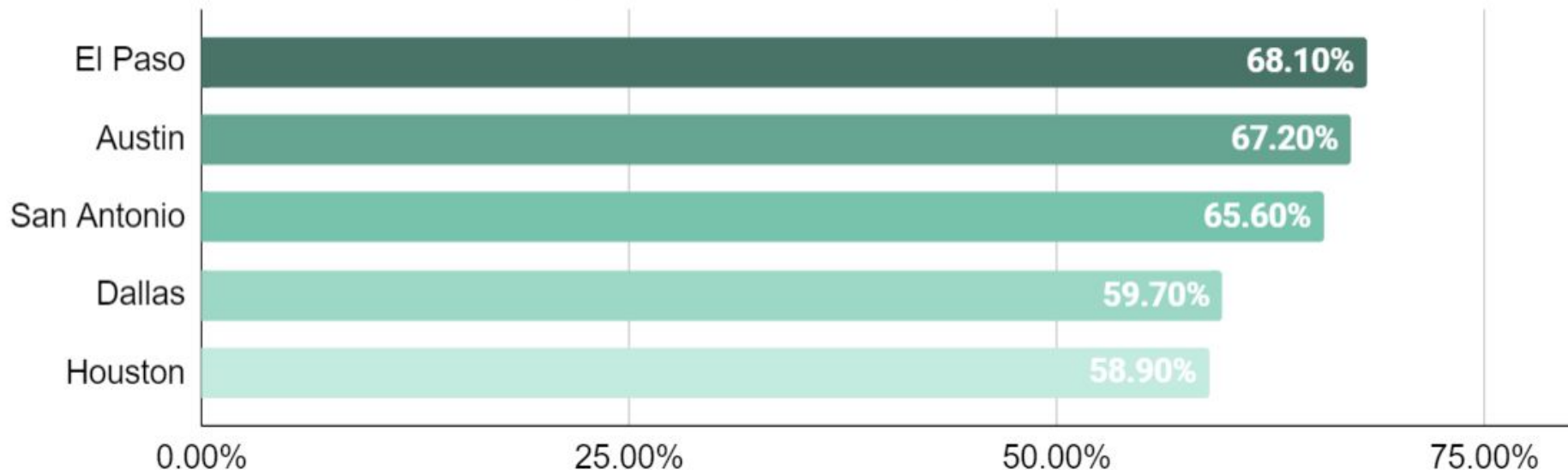
# Final Results

## Final 2020 Census Self-Response Rates



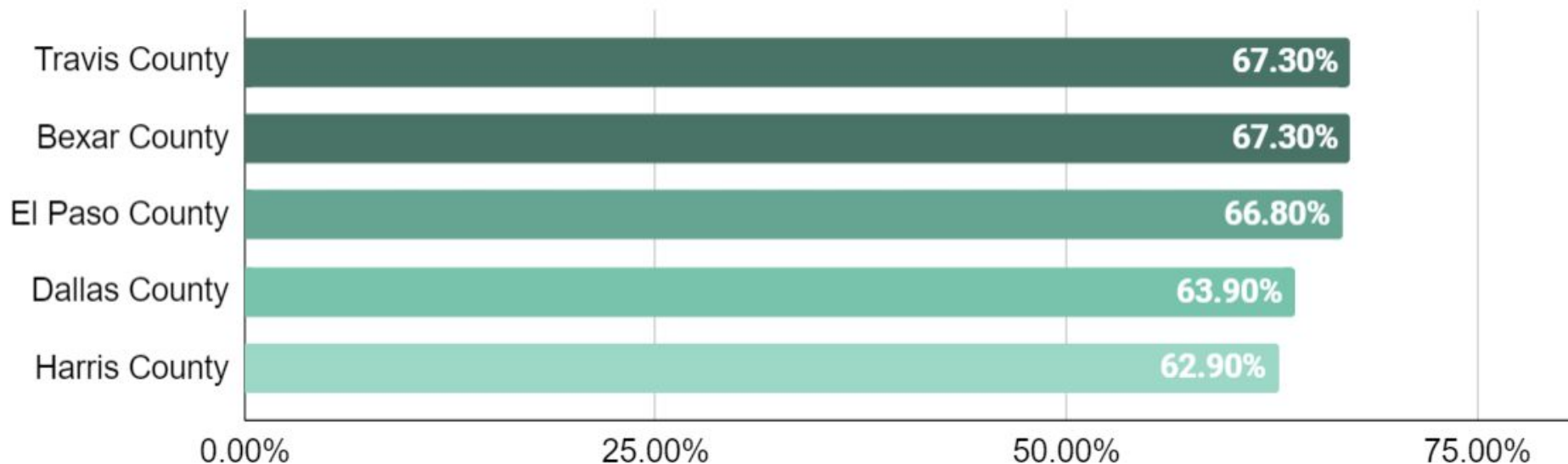
# Final Results

Final 2020 Census Self-Response Rates by City



# Final Results

## Final 2020 Census Self-Response Rates by County





Washington city, District of Columbia

#20 705.75

Boston city, Massachusetts

#21 692.6

El Paso city, Texas

#22 681.73

Nashville–Davidson metropolitan  
government (balance), Tennessee

#23 670.82

Detroit city, Michigan

#24 670.03

**Boston, MA #21**

Pop: 692,600  
Self-response: 59.2%

**Detroit, MI #24**

Pop: 670,030  
Self-response: 51.0%

**Washington, D.C., #20**

Pop: 705,750  
Self-response: 63.9%

**Nashville, TN #23**

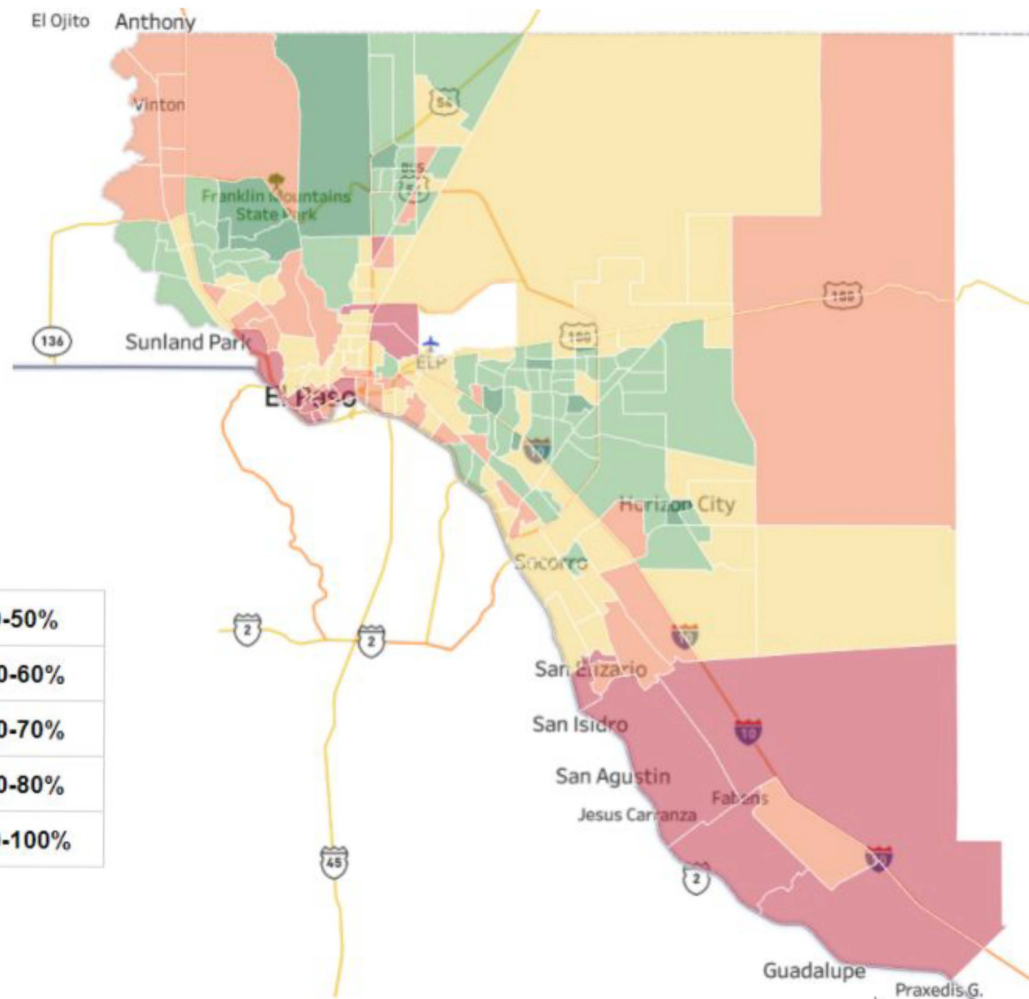
Pop: 670,820  
Self-response: 64.7%

**El Paso, TX #22**

Pop: 681,730  
Self-response: 68.1%



Red	0-50%
Orange	50-60%
Yellow	60-70%
Light Green	70-80%
Dark Green	80-100%



# Early 2020 Timeline

**January 20**



MLK Day of  
Service  
kick-off event  
for the 2020  
Census

**March 11**



WHO declares  
COVID-19 a  
global  
pandemic

**March 12 - 20**



US Census  
Bureau mails  
Census  
questionnaires

**March 13**



CCC decides  
to postpone  
all planned  
events

**March 30**



US Census  
Bureau extends  
Census deadline  
from July 31 to  
August 14

**April 1**



Census Day  
takeover on  
social media

## Adapting to the Pandemic



# Census outreach by the numbers

**3,825,578** mobile impressions

**\$936,880** raised for CCC

**329,450** social media impressions

**83,939** reach on Census Day

**45,000** parents reached via text

**17,254** phone banking calls

**15,115** reach from promotoras

**1,693** radio spots

**1,501** social media followers

**917** TV spots

**650** census contest entries

**102** press articles

**101** outreach events

**69** organizations in the CCC



# Budget

Investor	Amount
El Paso County	\$460,500
City of El Paso	\$350,500
Foundations/Donors	\$114,800
RGCOG	\$11,080
<b>Total</b>	<b>\$936,880</b>







Train-The-Trainer



MLK Day of Service



Expo Familia



Census Press Conference



Food Bank Events



Church events





Virtual events



Armijo Park event



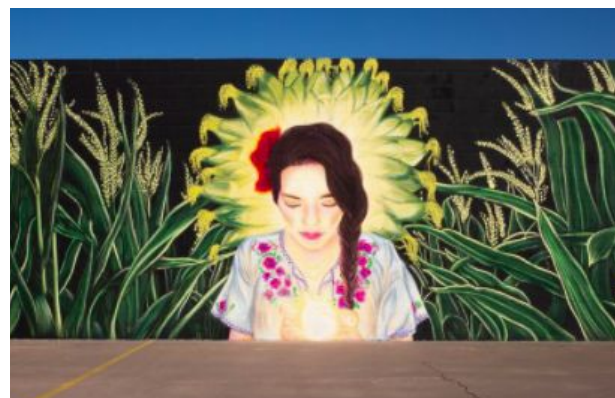
Census caravans



Supermarkets



EPCC Census event



Census mural

Timeline	Milestone
2021 - 2028	<p><b>Build Census awareness</b> with the City and County</p> <ul style="list-style-type: none"> <li>Promoting the Census consistently over the next decade</li> <li>Seize every opportunity to recognize improvements to the community with the Census count</li> </ul> <p>City and County should <b>put aside annual funding toward the 2030 Census</b> count</p> <ul style="list-style-type: none"> <li>The cumulative power of setting aside a bit of funding each year can have an impact on the total budget for the 2030 CCC</li> <li>Coordinate with Paso del Norte Foundation to house 2030 Census fund</li> </ul>
January 2028	<p><b>Establish CCC 2 years in advance</b> of the 2030 Census and immediately begin fundraising to hire a consulting team to lead</p>
Mid-2028	<p><b>Use initial funds to hire a lead team.</b> Benefits of hiring team sooner include:</p> <ul style="list-style-type: none"> <li>Organization and teamwork</li> <li>Early media coverage</li> <li>Professional assistance with fundraising</li> <li>Planning outreach efforts</li> </ul>



# Lessons Learned/Future Recommendations

- Partnerships with school districts were extremely effective
  - Each district should designate a Census liaison
- Hire a designated data analyst for Census mapping
- Develop a strong relationship with US Census Bureau
  - Outline clear roles and responsibilities
- Form sub-committees dedicated to HTC areas instead of issues/organizations, based on 2020 learnings
- Recruit Action Committee members again for 2030
  - Leverage their learnings
- Have a dedicated emergency fund in Paso del Norte Foundation



# Special Thanks To:

Mayor Dee Margo

City Representatives

Rep. Alexandra Annello and Raneem Karboji

Rep. Isabel Salcido

Nicole Ferrini, Nickole Rodriguez, Cindy Mam  
and Clarissa Cervantes

El Paso Neighborhood Coalition

