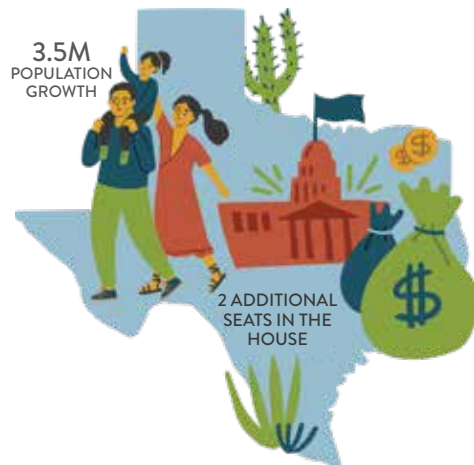


### BACKGROUND

Data from the Census informs the distribution of billions of dollars of federal funding and state representation in the U.S. House of Representatives.

The population of Texas has grown tremendously since the 2010 Census, and as a result, the state is eligible for more federal funding that supports critical services such as hospitals, schools, emergency services, infrastructure improvements, and more.

Achieving a complete and accurate count requires a strong collaborative effort among all members of the community. Leading up to the 2020 Census count, the U.S. Census Bureau recommended each community establish a Complete Count Committee (CCC) to organize their collaborative efforts.



### PURPOSE

A Complete Count Committee is a volunteer organization made up of local leaders to encourage households in their community to complete their Census questionnaire. Ultimately, the Census Bureau cannot conduct a complete and accurate Census count on their own. Common ways a CCC can get their area engaged with the Census include community outreach and messaging campaigns to achieve a complete count in their community.

### MEMBERSHIP

Government officials—including tribal governments—at the state, county, and city level, as well as trusted voices from the community, come together to establish a Complete Count Committee with the shared goal to encourage households in their area to complete the Census.

Trusted voices in any given community can include faith-based groups, school districts, businesses, local media, and other well-known influencers. Local leaders' participation in the CCC and Census outreach is especially influential because there is a shared sentiment towards the needs and representation of the community.



GOVERNMENT



PHILANTHROPY



BUSINESS



HEALTHCARE



FAITH-BASED



EDUCATION



COMMUNITY

### BENEFITS

By forming a diverse Complete Count Committee with members across all sectors of the community, organizers can present a unified campaign for the Census in their area. CCCs utilize the collective knowledge and resources of their members, as well as resources and guidance from the Census Bureau, to ensure a complete and accurate count of residents, especially those in hard-to-count (HTC) communities.

## HOW TO ESTABLISH A CCC

The U.S. Census Bureau recommended that the highest elected official of a community establish their area's Complete Count Committee two years prior to the Census count. This includes a city mayor, county judge, or tribal leader.

In reality, many CCCs were established by city or county governments, sometimes in partnership with one another. Examples include the City of Austin/Travis County CCC, the City of Dallas/Dallas County CCC, and the Paso del Norte CCC (City of El Paso & El Paso County).

Recruit members for your CCC by identifying local leaders, school districts, nonprofits, businesses, and other community organizations that serve the community and request that they support the CCC. Businesses, school districts, and nonprofits can provide a point of contact within their administration to attend CCC meetings and participate in outreach activities. Likewise, City and County governments can appoint staff to be dedicated to Census work.

Strategies to further organize CCCs include:

- Forming an Action Committee, similar to a nonprofit board of directors, who are responsible for making final decisions and monitoring the campaign's budget.
- Creating sub-committees in the CCC dedicated to different sectors of public life, such as education, healthcare, government, and nonprofit.
- Hiring a professional consultant to provide additional support in fundraising, organizing, and community outreach.

Soon after CCCs were established, the Census Bureau provided training sessions to help inform, prepare, and plan for the 2020 Census count. In 2018, the Census Bureau established six regional offices in Atlanta, Chicago, Dallas, Los Angeles, New York, and Philadelphia, and introduced Census liaisons between the bureau and CCCs.

## GALLERY



AUSTIN/TRAVIS COUNTY CCC



HOUSTON/HARRIS COUNTY CCC



PASO DEL NORTE CCC

## ABOUT THE TEXAS CENSUS

TexasCensus.org is an online archive funded by the Communities Foundation of Texas in partnership with Every Texan to document the challenges, strategies, successes, and lessons learned from the 2020 Census.



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