



DEEP EAST TEXAS COUNTS! CENSUS 2020 COMPLETE COUNT COMMITTEES

To: County and City Leaders in the DETCOG Region:

We all know about the importance of the 2020 Census. Deep East Texas has much at stake -- fair representation in Austin and Washington and our fair share of state and federal funding. Each year, the federal government distributes hundreds of billions of dollars to states and communities based on US Census Bureau data. A recent study found that federal dollars to Texas amounted to \$1,578 *per capita*.

Failure to count residents could result in a substantial loss of revenue for the next decade. With so much riding on the Census, how can your county or city motivate people to respond? The Complete Count Committee (CCC) is one of the most effective outreach strategies. The CCC is charged with developing and implementing a 2020 Census outreach plan of action designed to target and address the needs of your community. It is important that we have an active CCC in each of our 12 counties. Cities may have their own CCC or participate in the County CCC.

How does it work? A Complete Count Committee is a mutually beneficial partnership at the highest level-within each county/city. The County Judge or Mayor appoints members of the CCC. Committees consist of influential leaders who are charged with developing a census awareness campaign that:

- Increases the city/county's self-response rate. (There's a new way to self-respond by internet/phone that should spark new ideas about engaging communities to respond.)
- Communicates the importance of the census through local messaging. (Local news media such as newspapers and radio stations are very important, but social media will also be very important this year.)
- Raises awareness of the census throughout the community.
- Motivates every household to participate in the census.

The size and makeup of the CCC is determined by each county or city.

Who should be on the committee? Potential representatives may include but are not limited to:

- Public School System Heads
- Faith based organization Leaders
- Heads of Community Organizations
- Council Members from Priority Target Areas
- Heads of Chambers of Commerce, Corporate Leaders and Small Business Leaders
- Heads of Relevant Government Agencies and Departments
- Foundations & Non-Profits
- Media organizations

How do you get started?

- Attend the Regional Census Planning Meeting for the Deep East Texas region. The workshop will be held on Thursday January 9, 2020 at 2 pm at the new DETCOG building located at 1405 Kurth Drive in Lufkin. Our goal is to have participation from each of the 12 DETCOG counties. Representatives of the US Census Bureau will be present to help us organize and plan, and we will form a Regional Complete Count Committee which will serve as a support mechanism for local Complete Count Committees in each county.



TYLER COUNTY COMMISSIONERS COURT

County Courthouse, Room 101 / Woodville, Texas

Monday, January 27, 2020

Martin Nash
Commissioner, Pct. 1

Stevan Sturrock
Commissioner, Pct. 2

Jacques L. Blanchette
County Judge

Mike Marshall
Commissioner, Pct. 3

Buck Hudson
Commissioner, Pct. 4

STATE OF TEXAS

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COUNTY OF TYLER

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RESOLUTION

A RESOLUTION CREATING A CENSUS 2020 COMPLETE COUNT COMMITTEE TO PLAN AND CONDUCT LOCAL EDUCATIONAL INITIATIVES, PUBLICITY, AND PROMOTIONAL ACTIVITIES TO INCREASE COMMUNITY AWARENESS AND PARTICIPATION IN CENSUS 2020

WHEREAS, April 1, 2020 is Census Day for the United States of America pursuant to Article 1, Section 2 of the U.S. Constitution; and

WHEREAS, an accurate census is essential for the allocation of representatives with the legislative bodies of the U.S. House of Representatives, the Texas State Legislature and within the Tyler County voting districts; and

WHEREAS, correct apportionment of Federal dollars for health, education, transportation, child and elder care, emergency preparation and response, public and social support programs of all kinds depends on complete and accurate age, population, and other ethnic and demographic information gathered every ten years; and

WHEREAS, accurate census information is critical to planning for future growth, development and social needs of Tyler County; and

WHEREAS, the 2020 Census promises to be the easiest to respond to in our nation's history because you will be able to complete the census online on the Census web site or by calling in and responding over the phone. Residents will still be able to complete the Census in paper form or give answers to an enumerator. However, those methods are less preferred and if you answer the Census early, there will not be an enumerator coming to your door.

NOW THEREFORE BE IT RESOLVED, that the Tyler County Commissioners Court encourages all citizens, local governments, and community organizations to actively participate in "Census 2020 Complete Count".

PASSED AND APPROVED this ____ day of _____, 2020 by the Tyler County Commissioners Court.

Martin Nash, Commissioner Pct. 1

Stevan Sturrock, Commissioner Pct. 2

Mike Marshall, Commissioner Pct. 3

Charles "Buck" Hudson, Commissioner Pct. 4

Jacques L. Blanchette
County Judge

ATTEST: _____
Donece Gregory, County Clerk