Complete Count Census 2020
Webinar for the North Texas Commission

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We believe in a Texas that offers everyone the chance to compete and succeed in life.

We envision a Texas where everyone is healthy, well-educated, and financially secure.
Why the **2020 Census** Matters to Texas

**OUR VOICE**
The Census shows how many people live in an area, which determines the number of representatives Texas has in Congress and the number of electoral votes Texas has in presidential elections.

**OUR QUALITY OF LIFE**
Much of our federal tax money that we send to Washington comes back to Texas in accordance with Census calculations, and supports housing, transportation, and other services we use. If Texans are undercounted, the state may have to pick up the tab for critical programs.

**OUR BUSINESSES**
Companies use population and demographic data from the Census to determine where to set up shop and expand, creating jobs and generating opportunities for Texans.
$300 million per year could be lost from 1% undercount in TX

OUR SERVICES

- Health care
- Quality schools
- Affordable housing
- Hunger programs
Businesses rely on data from the Census for:

- Market research
- Locations
- Economic development
Census 2020: Hard-to-count communities

- Children under 5
- Immigrants
- People of color
- Families that move frequently
- People who face language barriers
Census 2020: What local communities can do

➢ Form a Complete Count Committee

➢ Develop a plan for outreach to hard-to-count communities

➢ Donate funds and services to support outreach efforts

➢ Advocate with local and state officials
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