



NUECES TOGETHER

A bipartisan non-profit 501 c(3) formed to assist in getting a complete and accurate count of the Nueces County population in the 2020 Census.



The Census is Critical

- Mandated by the United States Constitution, Article I, Section 2 to provide for “fair and informed governance”.
- Every ten years since 1790.
- Next census- April 1, 2020.



Census Counts Determine Dollars

- The federal tax money we send to Washington comes back to Texas in accordance with Census calculations.
- Billions of dollars in federal aid depend on the accuracy of the Census including support for health care, housing, transportation and other infrastructure.
- Being undercounted by even one percent in 2020 could result in significant loss in federal funding for Texas, leaving the burden of funding services to state and local governments.
- According to estimates, each person in Nueces County represents between \$1,500 to \$1,900 in federal aid.



The Census Determines Representation

- The Census determines the number of representatives Texas will have in Congress and the number of electoral votes in presidential elections.
- Some experts say Texas could gain up to three new congressional seats after the 2020 Census.



The Census = Economic Opportunity

- Businesses are the biggest consumers of Census data.
- They use population and demographic data to determine where to set up shop and expand.
- A complete and accurate count of Nueces County will make us more competitive in attracting new industries to locate here creating jobs and investing in the local economy.



Promoting Census 2020 Takes \$

- More than half of the other states have allocated funds to promote an accurate Census.
- California has allocated \$90 million. The state of New York recently allocated \$40 million while the state of Georgia, much smaller and more conservative, has allocated \$ 2 million.
- The Texas Legislature convened without funding Census 2020 outreach.
- Texas cities and counties are funding public outreach campaigns.
- Houston recently approved \$650,000. Dallas has a fundraising goal of 2.5 million.



U.S. Census Bureau – Online vs. Field

For the first time ever, the Census will be online, in addition to the traditional mail forms. While this should increase participation, it remains untested on hard to count communities.

The Census Bureau's budget for online participation means there will be fewer workers in the field to follow up with the no response rates.



The U.S. Census Bureau Recommends Complete Count Committees

- The Census Bureau recommends local communities develop Complete Count Committees to help identify hard to count populations and figure out how to reach them effectively.
- Complete Count Committees will consist of business leaders, faith leaders, elected officials and representatives from social services agencies.
- Nueces Together staff have begun to recruit members for the Nueces County Complete Count Committee. Nueces Together will serve as staff support to implement outreach strategies recommended by the Committee.



Hard to Count Populations

- Young children
- College students
- County jail inmates
- Homeless
- Rural
- Undocumented residents



Nueces Together Outreach Plan

- Nueces Together will serve as the hub of all census-related information and outreach in both English and Spanish.
- The public engagement campaign includes paid advertising, billboards, radio and TV public service announcements, social media, and outreach to the press.
- Once the 2020 official count begins Nueces Together will launch a full ground campaign with trained personnel assisting residents in completing the census in both traditional and online methods. This will include two countywide rounds of in person outreach.



Nueces Together Will Not Have Data

- It is against the law for U.S. Census workers, or anyone else, to have access to Census data.
- The Nueces Together field workers will assist people by directing them to the legal and confidential methods provided to participate in the Census.
- Nueces Together will keep a tally of how many residents they have reached on the phone or in person.



Timeline

- **June 2019 – September 2019**
- Engage and educate local leaders, partners and communities to participate in the Complete Count Committee (CCC). Identify tracts where there may be hard to count populations including nursing homes, transitory camps, military bases, RV parks, shelters, dorms and remote rural communities
- Produce communication materials including U.S. Census public information packets, social media platforms, web-based outreach tools and press kits.
- **September 2019- December 2019** -Execute public engagement strategy promoting 2020 census in historically hard to count areas.
- **January 2020** – Begin recruiting and training field staff to help residents of Nueces County complete surveys.
- **March 23, 2020**- Self responses can begin.
- **April 1, 2020** – Census Day- the census is based on where you reside as of April 1.
- **March 2020 – July 2020** -Call to action for residents to respond to census. Field officers go door to door in hard to count areas.
- **May 2020** – Begin to contact households that have not responded. Target universities before students leave for the summer.
- **July 31, 2020** – Area census offices close.