Cathy Lacy, Regional Director, U.S. Census Bureau

Counting Texas: Preparing for 2020 Texas Demographic Conference, Austin, TX

Thursday, June 6, 2019
ten years, in such manner as they shall by law direct.

United States, and within every subsequent term of

years after the first meeting of the Congress of the

The actual enumeration shall be made within three

Article 1, Section 2 of the US Constitution

Why We Do a Census?
The Decennial Census

Uses of Census data:

- Conduct a census of population and housing
- Disseminate results to the President, the States, and the American people
- Inform and local government and local planning decisions of federal, tribal, state
- Schedule districts and voting precincts
- Distribute federal dollars to states
- Inform organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

United States Census
2020
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard is sent to non-respondents.</td>
</tr>
<tr>
<td>April 8-15</td>
<td>A reminder letter and paper questionnaire are sent to non-respondents.</td>
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<tr>
<td>March 26-30</td>
<td>A reminder postcard is sent to non-respondents.</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter is sent to non-respondents.</td>
</tr>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census is sent to non-respondents.</td>
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</tbody>
</table>

Almost 71% of households will receive their census invitation in the mail. Nearly every household will receive an invitation to participate in the 2020 Census. How the 2020 Census Will Invite Everyone to Respond.
Confidentiality Is Key

Title 13 of the Code of Federal Regulations requires us to keep everyone's information confidential.

We cannot share responses with immigration, law enforcement, or allow information to be used to determine eligibility for benefits.

We can only use the information we collect for statistical purposes.
Measures of accuracy of Census

Coverage Measurement

Visit housing units that did not self respond

Non Response Follow-up (largest operation)

They can self respond

Drop questionnaire packet to households so list housing units delivered

Update leave (in areas where USPS does not institutionlize & non-institutionalized

Many operations

Group Quarters

Address canvassing (areas of high growth change)
Texas Area Census Offices
2020 Type of Enumeration Area (TEA)
Complete Count Committees

185 CCCs to date from the Rio Grande Valley, Panhandle, DFW, Houston, San Antonio, Austin, local governments
Thank You Campaign

• Outreach

• Trusted Voices

• Mobile Response Table

• Outreach

• Questioning/Queer Transgender and Lesbian, Gay, Bisexual,

• Program

• Higher Education

• Program

• Foreign-Born/Immigrant

• Outreach

• Faith-Based Community Organizations

• Protests/Social Service Commission/Non-

• Committees

• Complete Count

• Complete Count

• State Complete Count

• Alaska Native Program

• American Indian and Local Partnership Strategies
Promotional Materials (coming)
Classroom Resources
Statistics in Schools
Statistics in Schools
COUNTED... Texas's future begins here.

All of the Texas deserves to be SEEN and

EVERYONE...

Count

Place

In the Right

Only Once

Once