**2020 Census: Don’t Let Texas Fall Behind**

For Texas, a state so large and diverse, it is necessary that our state begin to invest in our own state-level Census outreach efforts to reduce an undercount. The 2020 Census less than two years away and other states are already investing in the 2020 Census. In order to develop a Texas-size plan, we can learn from what other states are already doing.

*State Complete Count Commissions and Funding*

Two efforts that can happen at the state level include a State-level Complete Count Commission[[1]](#footnote-1) and funding Census outreach efforts. Currently, 5 states are doing both to ensure a complete count in their state.

* 4 States: CA, GA, IL, MI
* A state-level Complete Count Commission and state funding provide the most robust strategy to reduce undercount for the 2020 Census.
* The goals of a commission are to develop, recommend, and coordinate census outreach efforts.
* For states taking this robust approach they have enacted on their own or in partnership with non-profit partners websites to educate their citizen on the 2020 Census.

*States with Census Outreach Efforts*

Other states have committed to Census outreach efforts, but may either lack a complete count commission or state investment in the outreach efforts. For 17 states, they have taken steps towards Census Outreach efforts.

* 17 States: AL, CA, CO, DE, GA, IL, KY, MD, MI, MN, MS, NJ, NY, OR, RI, VA, WA
* 2020 Census strategies for these states include Local Update of Census Address (LUAC) efforts, some have established grant matching programs to fund census outreach efforts, partnerships with universities or non-profit organizations to lead efforts, and others have enacted unfunded Executive orders to establish Complete Count Commissions.

*States with only Complete Count Committees*

* 8 States: AL, CO, DE, KY, MS, NJ, NY, RI

*Legislation & Executive Orders*

* With the 2020 Census less than two years away, 18 states have filed bills or resolutions to support an accurate count for their state. Out of those 18 states, 15 states have successfully passed legislation to support Census outreach efforts.
* Of the 18 states who have passed legislation, 11 states have established Complete Count Commissions at the state-level. The Commissions work to develop, recommend, and coordinate census outreach efforts, ensure all citizens in their state are counted.
* For other states, the executive branch has taken lead on establishing Complete Count Commissions. Currently, 6 Governors have signed Executive Orders to establish a Complete Count Commission in their state.
* For 3 states, support from both the executive branch and legislative branch have made it possible to pass legislation and sign executive orders to support Census outreach efforts.
* For some states, resolutions have been passed to direct the Federal Government to ensure a fully funded Census and support policies that ensure an accurate count.

*Funding Census Outreach*

* The state funding levels for the Census vary in some states providing no funding, just support in the form of legislation or an Executive Order, but for some states they plan to invest over a million for outreach efforts for the 2020 Census.
* States have chosen to invest or support different strategies to ensure an accurate count in their state. Some have put their efforts behind Local Update of Census Address (LUAC) efforts, some have established grant matching programs to fund census outreach efforts, and others have enacted state-level Complete Count Commissions.
* Funding for grant programs range from 5 million to 7 million. Funding for state-level Complete Count Commissions in some states receive no funding. However, other states fund their Commissions, which ranges from 1.5 to 3 million in funding to support Census outreach efforts.

*Complete Count Commission Organization*

* Majority of the efforts for Complete Count Commissions or other Census outreach efforts have been proposed under the direction of the Office of the Governor or Secretary of State.
* State-Level Complete Count Commissions differ in their number of appointees. Some states choose a smaller Commission of 2-5 members who can solicit help from experts. Other Complete Count Commissions have 35-45 members appointed, which tend to encourage subcommittees or working groups to work on specific areas of the outreach effort. Some subcommittee ideas highlighted were: Government, Education, Faith-based Groups, Community-based Groups, Economic Development/Industry, Health Care, Rural and Outreach—which are provided by Census Bureau’s CCC guide.

1. Language varies state to state for CCCs, so for the purpose of these talking points “Complete Count Commission” will be used. [↑](#footnote-ref-1)