



## New Braunfels Area Complete Count Committee

IN PARTNERSHIP  
WITH THE  
**United States<sup>™</sup>  
Census**  
Bureau

CAN WE COUNT YOU IN?

EVERYONE COUNTED IN 2020

### CONTACT INFORMATION

For additional  
information about the  
Complete Count  
Committees national  
initiative, please  
contact your regional  
census office:

**DALLAS**  
Dallas.rcc.partnership  
@census.gov

For more information  
about the  
New Braunfels Area  
Complete Count  
Committee  
please contact:

**CITY OF  
NEW BRAUNFELS**  
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### 2020 COMPLETE COUNT COMMITTEE TIMELINE

#### 2019

- Complete Count Committee formed
- Committee Receives 2020 Census training
- Committee develops strategy & work plan

#### 2020

- Committee begins community organization mobilization
- 2020 Census information campaign begins in early 2020
- Committee encourages self-response

#### April 1, 2020 — CENSUS DAY

- Committee urges households who have not already responded to cooperate with census takers

# THE 2020 CENSUS IS ALMOST HERE!



The 2020 Census provides an opportunity for everyone to be counted. Local governments, community-based organizations; faith-based groups; schools; businesses; the media and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community partners can reach the shared goal of counting **EVERYONE** in 2020.

The New Braunfels Area Complete Count Committee will utilize local knowledge, influence and resources to educate the community and promote the census through locally based, targeted outreach efforts.

The committee will meet initially in July of 2019 and establish a schedule for future meetings—as determined by the committee.

The committee will decide how best to reach the community. Some activities could include: incorporating census information in newsletters, social media posts, podcasts, mailings, sticker campaigns, websites and public meetings/events. However, the scope and specific actions will be developed in committee.

## WHY THE CENSUS MATTERS TO CITIES, COUNTIES AND STATES

An accurate census helps ensure fair representation at all levels of government.

The census directly impacts the federal funding local governments will receive over the next decade.

The census provides the most reliable and complete data for research, decision making and planning—both for the public and private sectors.

*The U. S. Census Bureau will provide initial training to the committee as well as support resources, such as the Census Community Outreach Toolkit.*

**THE COMPLETE  
COUNT COMMITTEES  
PROGRAM IS KEY TO  
CREATING AWARENESS  
AND PARTICIPATION IN  
COMMUNITIES  
NATIONWIDE**