



To the Mayor and Members of the City Council

September 24, 2019

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SUBJECT: FORT WORTH COMPLETE COUNT COMMITTEE FOR 2020 CENSUS

Every decade, the U.S. Census Bureau asks residents to complete a questionnaire and provide valuable information that allows us to document our population and households. This information will be used for determining congressional seats, and redistricting and distributing more than \$675 billion in federal funds. These funds support state, county and city programs that impact housing, education, transportation, employment, healthcare and other public policy.

In Fort Worth, the information gathered during the 2020 Census will be used for redistricting and to determine two new City Council districts.

The 2020 Census will begin on April 1. To prepare for this important national initiative, the City of Fort Worth has selected community members to serve on the city's Complete Count Committee (CCC).

The role of the Complete Count Committee is to:

- Influence members of the Fort Worth community to complete the 2020 Census questionnaire in a timely and accurate manner.
- Utilize the CCC's knowledge, expertise and influence to increase census awareness in the local community.
- Optimize the outreach to historically under-counted populations.
- Increase cooperation of residents with census workers.

The committee's first meeting is September 23, 2019. The Fort Worth 2020 Census CCC co-chairs are Councilmember Kelly Allen Gray who represents District 8 and Councilmember Carlos Flores who represents District 2. The co-chairs were appointed by Mayor Price. Committee members were then selected by the co-chairs.

Committee members will work on sub committees covering six different areas. These include:

- **Government** – Assists in all activities between the census bureau and the local government and identifies resources for CCC activities.
- **Education** – Facilitates census awareness for local schools from pre-kindergarten through 12th grade, as well as post-secondary education institutions in the area.
- **Faith-Based** – Creates and coordinates activities and materials that can be used by any faith-based institution in the promotion of the 2020 Census awareness and participation.
- **Media** – Creates and facilitates ways to get the census message to all community residents, utilizing all available sources such as social media, newsletters, fliers, local festivals, radio, television and newspapers.
- **Community-based organizations** – Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census.
- **Business** – Disseminates information about census job openings. Information will include the number of jobs available, types of jobs available and the locations of testing and training sites. Assist with getting local businesses to share census information with employees.



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Sub-committee chairs will be selected and other community members and organizations will be asked to join the sub-committees over the coming weeks.

A list of the committee members and the sub-committee chairs will be available at the September 24 Council Work Session.

The CCC will continue to meet monthly through the April launch date.

Questions about the Complete Count Committee should be directed to Michelle Gutt, Communications & Public Engagement Director, at 817-392-6248 or michelle.gutt@fortworthtexas.gov.

David Cooke
City Manager