

The Paso del Norte Complete Count Committee (the CCC) was established in 2018 to develop and implement a robust, collaborative campaign to ensure a complete and accurate count of residents, especially residents who are hard to reach, in El Paso County for the 2020 Census.

WHO IS PART OF THE CCC?

More than 80 representatives from the City of El Paso, County of El Paso, Paso del Norte Community Foundation, Region 19, businesses, and other governmental and nonprofit organizations committed to a complete count. The CCC members, who represent a wide variety of government and community leaders, are serving as the trusted voices to develop and implement a census awareness campaign that will encourage a response. In 2020, El Paso County has set an ambitious goal to count 95% of the population (150,000 more residents counted, taking the County's population from 840,000 to just under 1 million).

THE CENSUS IS USED FOR THREE REASONS:

1

To adjust appointment of seats in the U.S. House of Representatives

2

To determine how much money states receive from the federal government

3

To provide demographic data used by marketers – this drives business intelligence in America today

WHY CENSUS COUNT COUNTS FOR BUSINESS:

Census data is a snapshot of a region's economic opportunity, so if the region is undercounted, we attract less outside business and therefore fewer jobs. Census data is key in:

- Strategic Planning & Market Research
- National Media Strategy
- Local Market Promotion
- Product Distribution
- Channel Management
- Customer Relationship Management

The Census tells us how many people live in a given area and describes their living arrangements, ages, income, educational attainment, commuting patterns and occupations. It also tells us the types of homes people have and the availability of telephones and cars. That information can be taken, in an aggregated form and crunched to help determine markets or determine skill levels and reasonable commute distance for the labor market. Because the census asks about language spoken at home, it can even be used to determine if a given area may have a large number of people who speak a particular language.

STRATEGIC DIRECTION

The strategic direction for the CCC's outreach campaign is about leaning into the power of the collective and being clear and honest about what is at stake. Our goal is to close the undercount gap — bolstering participation and preventing a dramatic drop — in El Paso County for the 2020 Census by empowering residents, in particular residents that have been historically hard to count, to come together with the strength of their community and stand for what's at stake in their lives.

MAKE IT COUNT

El Paso County does not exist on an island; we're part of an area of the state that has more on the line than another when it comes to representation, especially minority representation. It's time we come together and stand for what's at stake. In order to reach residents, we need to implement a robust outreach campaign. The Census Bureau will do their own national messaging, but is up to the Paso del Norte CCC to raise the funds for our El Paso-centric messaging and campaign. Help us close the participation gap and support a complete count in El Paso County!

