

Austin-Travis County Census 2020 Preparations & Activity

- In October 2018, the City of Austin and Travis County entered into a partnership to jointly fund a Census Program Manager (CPM) position. The role of the CPM is to coordinate and engage with other institutional organizations, governmental entities, the business community, grassroots organizations, non-profits, and the community at large to develop a strategy to bolster community-wide participation in the 2020 Census.
- On April 1, 2019, the first meeting of the Austin/Travis County Census 2020 Complete Count Committee (CCC) was held. The CCC is chaired by Judge Sarah Eckhardt and Mayor Steve Adler. Membership of the CCC includes 30 plus community leaders that represent the institutional foundations of Austin/Travis County and reflect the diversity of our community.
- In June 2019, the CCC held its second meeting where the group organized into subcommittees to expand their reach into the sectors they represent. In subsequent meetings, some of the subcommittees have begun to develop smaller, more focused subsets in order to execute hyper-localized planning and action.
- John Lawler was hired in July 2019 as the Census Program Manager. Since coming on board, John has been supporting the work of the subcommittees and developing new community partnerships. Additionally, John has been working on a coordinated media and messaging strategy that will ramp up in the early part of 2020, leading up to Census Day on April 1st.
- As part of the budget process in September 2019, both the City of Austin and Travis County committed an additional \$200K each to be used for Census activities. The CPM is also working on fundraising efforts within the private sector and through grant opportunities.
- Along with funding the CPM and allocating additional financial support, the City of Austin and Travis County have also made significant investments towards the effort both in staff manpower and talent.
- January 2020 will see a significant increase of activity and urgency around the Census, which will continue after April 1st, as the second-wave of participation efforts begin. Following the official Census day, the City and County will continue to reach hard-to-count communities that might not have participated in the initial count.
- As a final deliverable, the CPM will produce an after-action report that will serve as the foundational roadmap for the 2030 Census.