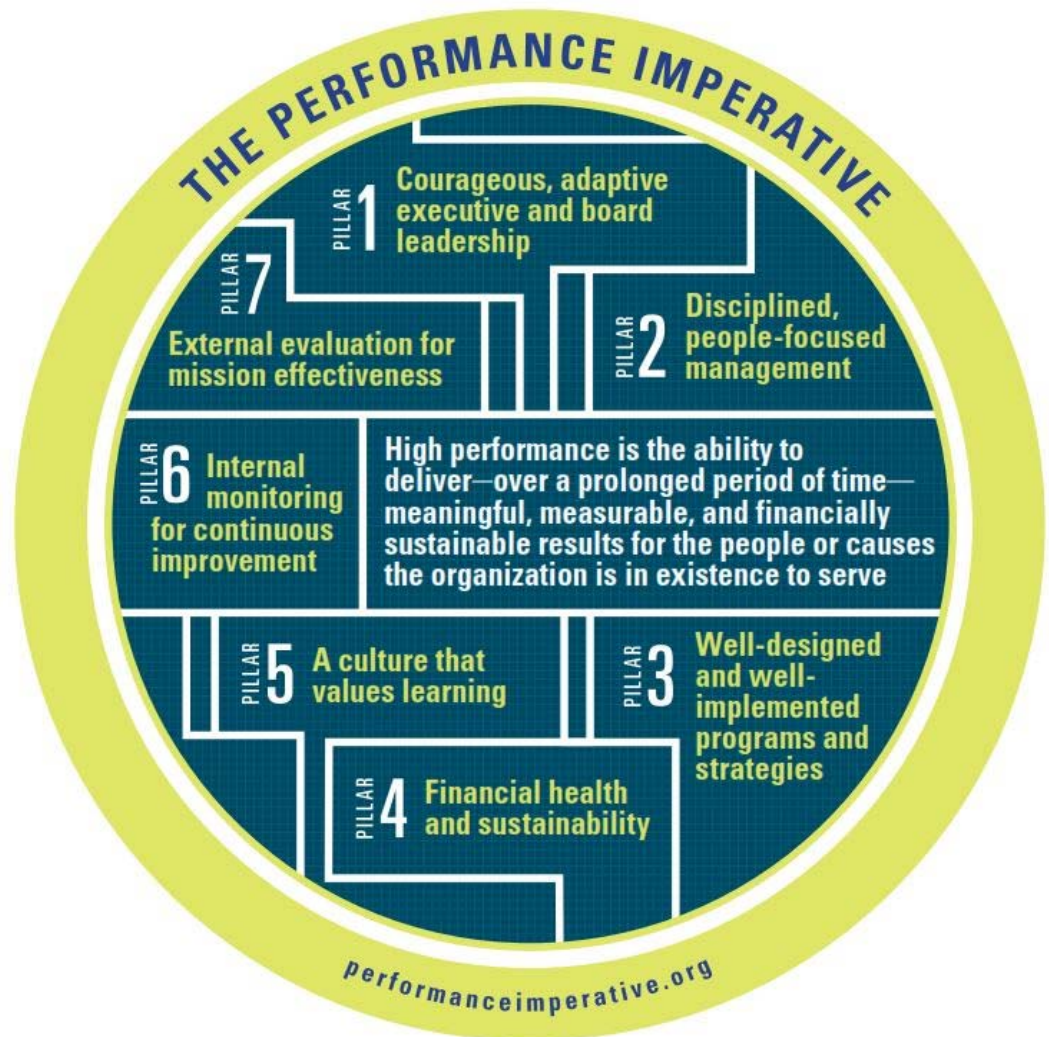


THE PERFORMANCE IMPERATIVE

A FRAMEWORK FOR SOCIAL
SECTOR EXCELLENCE



PILLAR
3

WELL-DESIGNED AND WELL-IMPLEMENTED PROGRAMS AND STRATEGIES

In high-performance organizations:

LEADERS & MANAGERS:

- Are clear on the target population or audience they serve and are passionate about serving them.
- Base the design of their programs and strategies on a sound analysis of the issues, insights from intended beneficiaries, and evidence informed assumptions about how the organization's activities can lead to the desired change (often referred to as a "theory of change").
- Design programs with careful attention to the larger ecosystem in which they operate, including racial, cultural, geographic, historical, and political dynamics.

Waco's Complete Count Committee 2020 Census



Census Committee Members

- Andrea Barefield – Mayor Pro Tem
- Hector Sabido – Council Member
- Margie Cintron – Consultant
- Angela Evilia – TSTC
- Dr. Liz Palacios – Baylor
- Cuevas Peacock – Community Organizer
- Taina Maya – Co-Chair - KISD
- Dale Fisseler – Co-Chair - Musician



Andrea Barefield



Dr. Liz Palacios



Hector Sabido



Margie Cintron



Angela Evilia



Cuevas Peacock



Taina Maya



Dale Fisseler

The Census Act of 1790

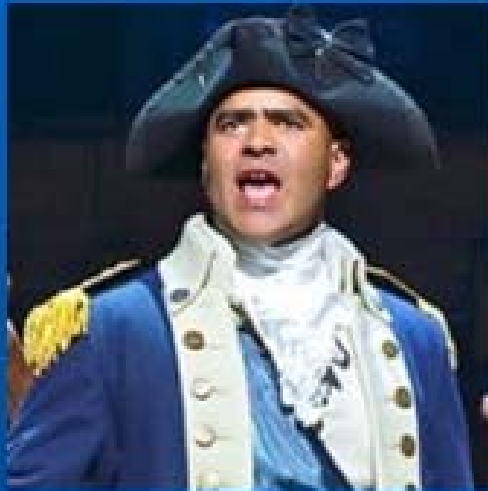
CHAP. II.—*An Act providing for the enumeration of the Inhabitants of the United States.*(a)

SECTION I. *Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,* That the marshals of the several districts of the United States shall be, and they are hereby authorized and required to cause the number of the inhabitants within their respective districts to be taken; omitting in such enumeration Indians not taxed, and distinguishing free persons, including those bound to service for a term of years, from all others; distinguishing also the sexes and colours of free persons, and the free males of sixteen years and upwards from those under that age;

This
is
the

original act which provided for the very first taking of the census in 1790, which was passed during the 2nd Session of the First Congress in March of 1790.

George, Thomas, and Al





- Both Secretary of State Thomas Jefferson and President George Washington expressed skepticism over the results, believing that the true population had been undercounted

1970 Census



Enumerators



2020 Census

The goal of the 2020 Census is to count everyone once, only once and in the right place. The Census Bureau will continue to improve its use of mobile technology, geospatial innovations, and internet self-response.

Census 101

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's in the constitution.

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



Census data are being used all around you.



Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your privacy is protected.

It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.



2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



United States
Census
Bureau

FIND OUT HOW TO HELP
AT [CENSUS.GOV/PARTNERS](https://www.census.gov/partners)

United States
Census
2020

Fun Facts

- Each person not counted = \$1578 loss in funds to City/ County per year for ten years!
- 1% of 134,000 = 1340
- $1340 \times \$1578 = \$2,144,520$
- $\$2,144,520 \times 10 \text{ years} = \$21,145,200$

Fun Facts

- 94% of the low income population can be reached by their smart phone
- Census will use three methods for complete count: postcards, phone, and online
- Cities need to get the word out in order to get a complete count
- We need Census Ambassadors!

Fun Facts



United States
**Census
2020**

U.S. Census Bureau
Washington, DC 20233-0001
Office of the Director

March 12, 2020

A Message from the Director, U.S. Census Bureau

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1st at:
XXXX.XXXX.gov

Your Census ID is:

The Census Bureau is using the Internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free 1-844-330-2020.

Thank you in advance for your prompt response.

Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite **XXXX.XXXX.gov** o llame gratis al 1-844-468-2020.

census.gov



United States
**Census
2020**

U.S. Census Bureau
Washington, DC 20233-0001
Office of the Director

12 de marzo de 2020

Mensaje del Director de la Oficina del Censo de los EE. UU.

Estimado residente de esta vivienda:

Esta es su invitación para responder al **Censo del 2020**. Necesitamos su ayuda para contar a todas las personas en los Estados Unidos al proveer información básica sobre todos los adultos, niños y bebés que viven o se quedan en esta dirección.

Los resultados del Censo del 2020 se usarán para:

- Destinar miles de millones de dólares de fondos federales a las comunidades locales para escuelas, carreteras y otros servicios públicos.
- Ayudar a su comunidad a prepararse para satisfacer necesidades relacionadas con el transporte y la preparación para emergencias.
- Determinar el número de escaños que tiene cada estado en la Cámara de Representantes de los EE. UU., así como su representación política a todos los niveles del gobierno.

Responda antes del 1 de abril en:
XXXX.XXXX.gov

Su identificación del Censo es:

La Oficina del Censo está usando Internet para recopilar su información de manera segura. Responder por Internet nos ayuda a conservar recursos naturales, a ahorrar dinero de los contribuyentes y a procesar los datos de manera más eficiente. Si usted no puede completar el cuestionario del Censo 2020 por Internet, dentro de unas semanas le enviaremos un cuestionario impreso para que lo complete y lo envíe de vuelta por correo.

El censo es tan importante que la ley requiere que usted responda, y sus respuestas se mantienen completamente confidenciales. Si usted no responde, tendremos que enviar a un entrevistador de la Oficina del Censo para que recopile sus respuestas en persona. Si necesita ayuda para completar el cuestionario del Censo del 2020, llame gratis al 1-844-468-2020.

Gracias de antemano por su rápida respuesta.

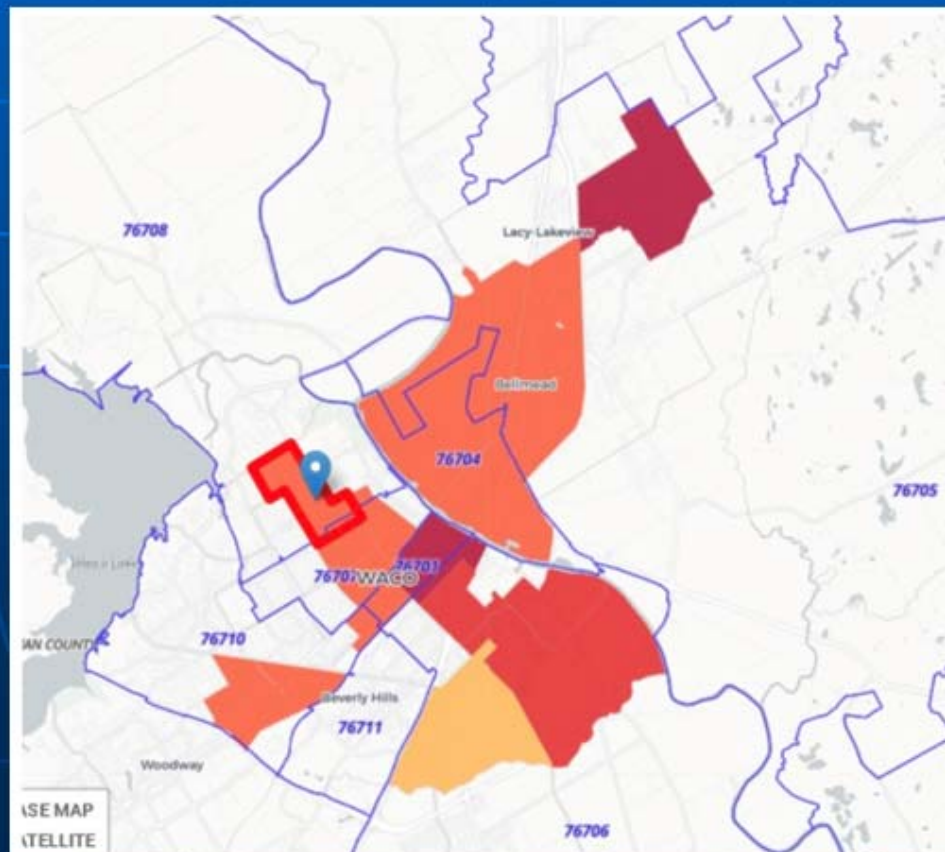
Documentos adjuntos

Fun Facts

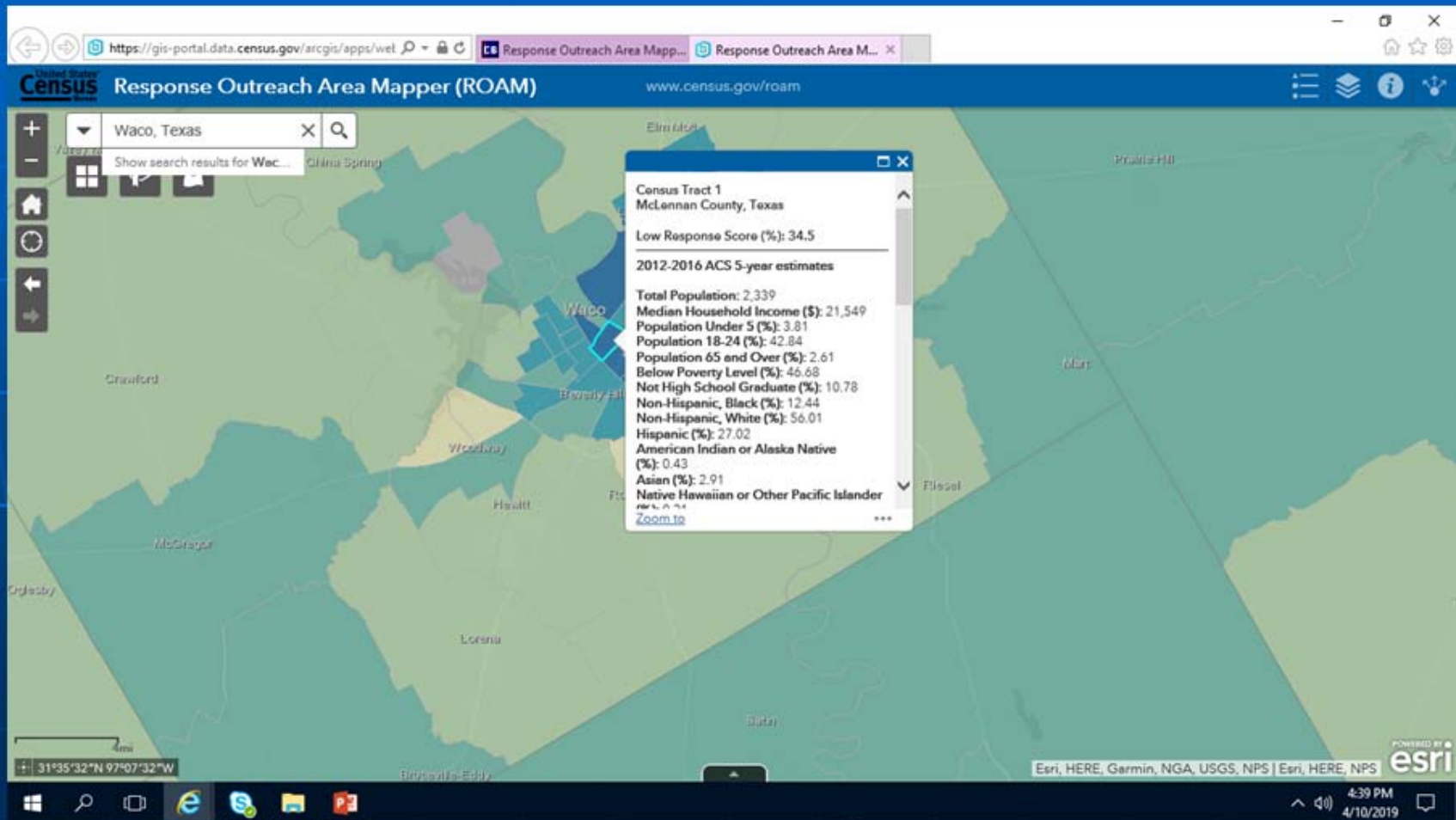


Fun Facts

- Waco has a large number of "hard to count" census tracts



Response Outreach Area Mapper (ROAM)



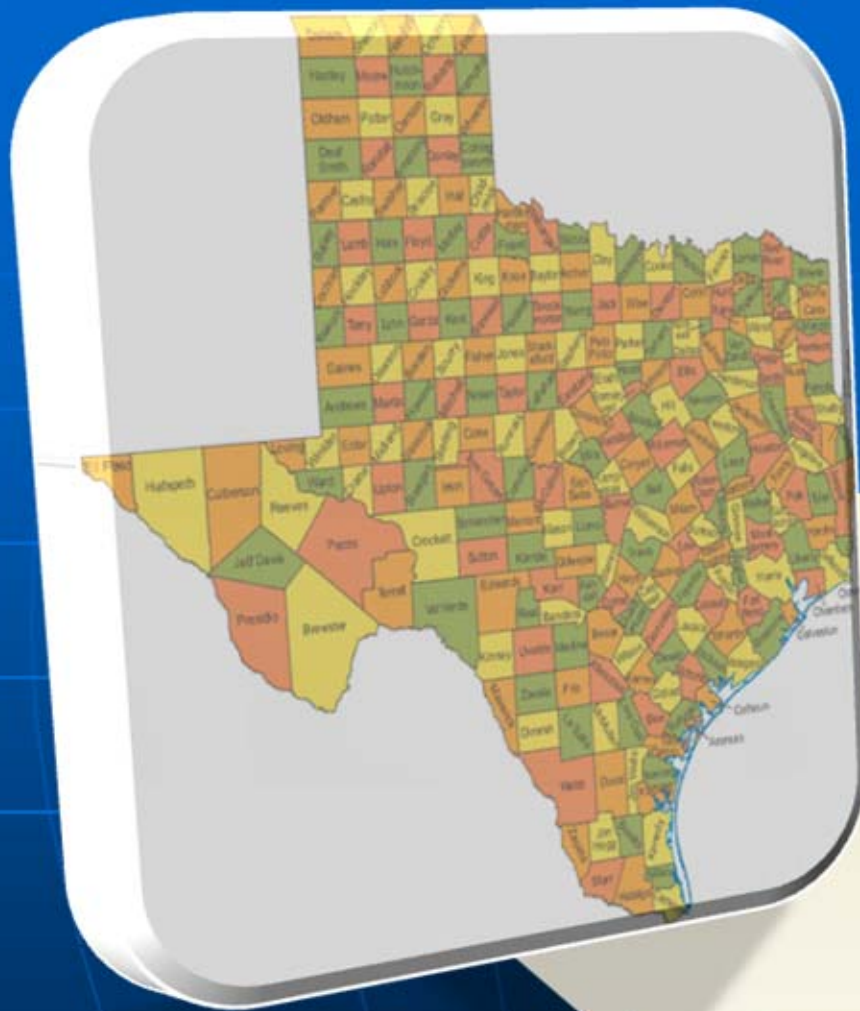
census.gov/roam

“Hard to Count” Groups

- Children under 5 years old and K-12
- Racial and ethnic minorities
- Limited English proficiency households
- Immigrants
- Renters and residents who move often
- Alternative or overcrowded housing units
- Anyone fearful of government

“Hard to Count” Groups

- Persons displaced by natural disasters
- Persons experiencing homelessness
- Young mobile adults
- College Students
- Single –parent headed households
- Former Inmates
- Veterans



Texas Census

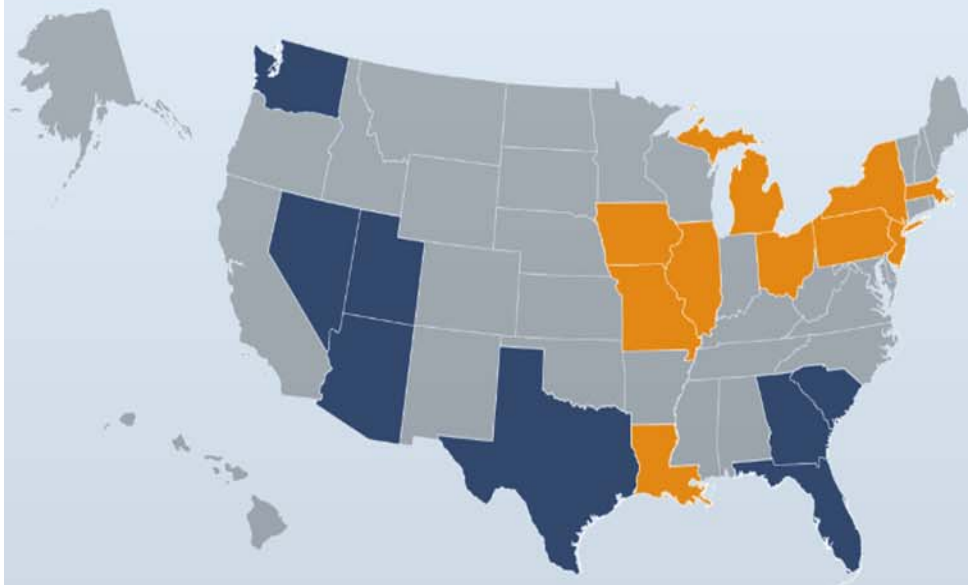
1950 = 7,711,194
1960 = 9,579,677
1970 = 11,196,730
1980 = 14,229,191
1990 = 16,986,335
2000 = 20,851,820
2010 = 25,373,947

2019 = 29,104,064 estimate

Texas won the 2010 Census!

APPORTIONMENT

2010
OFFICIAL RESULTS



GAINED

LOST

Arizona +1

Illinois -1

Florida +2

Iowa -1

Georgia +1

Louisiana -1

Nevada +1

Massachusetts -1

South Carolina +1

Michigan -1

Texas +4

Missouri -1

Utah +1

New Jersey -1

Washington +1

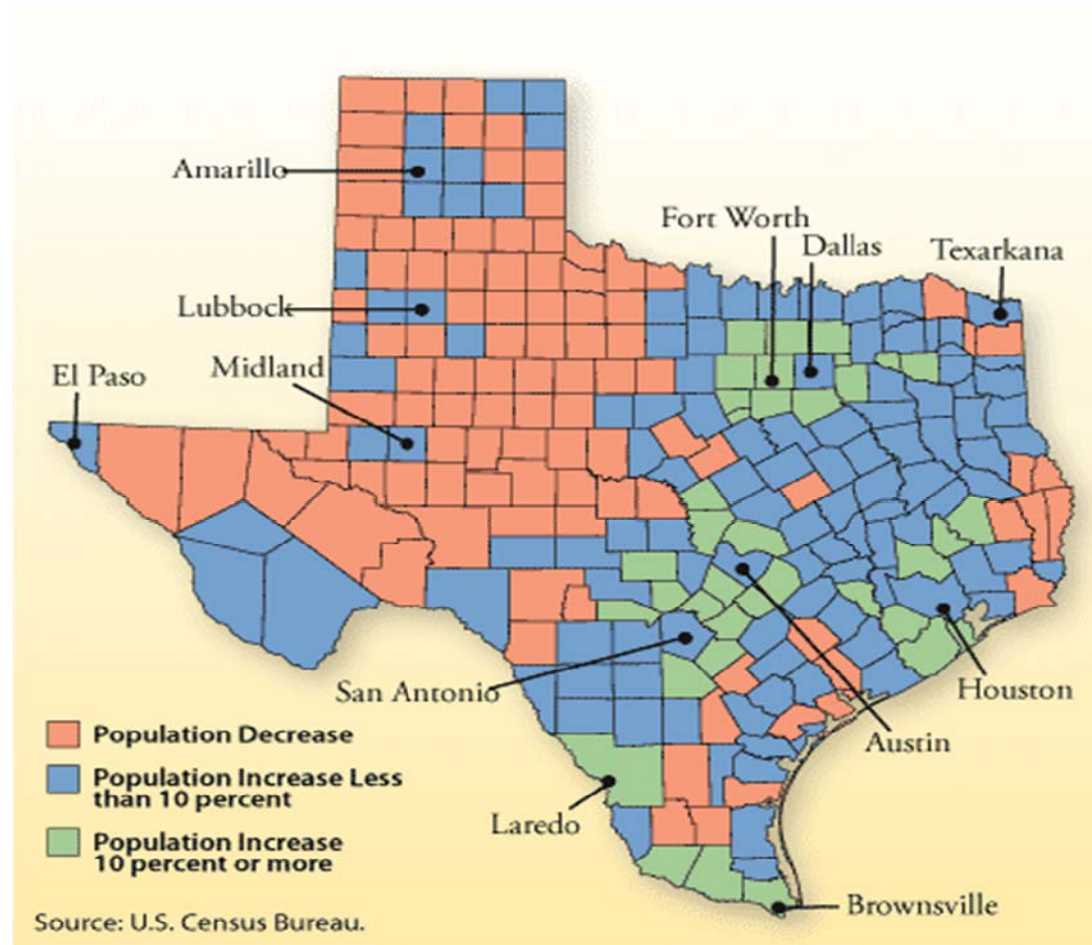
New York -2

Ohio -2

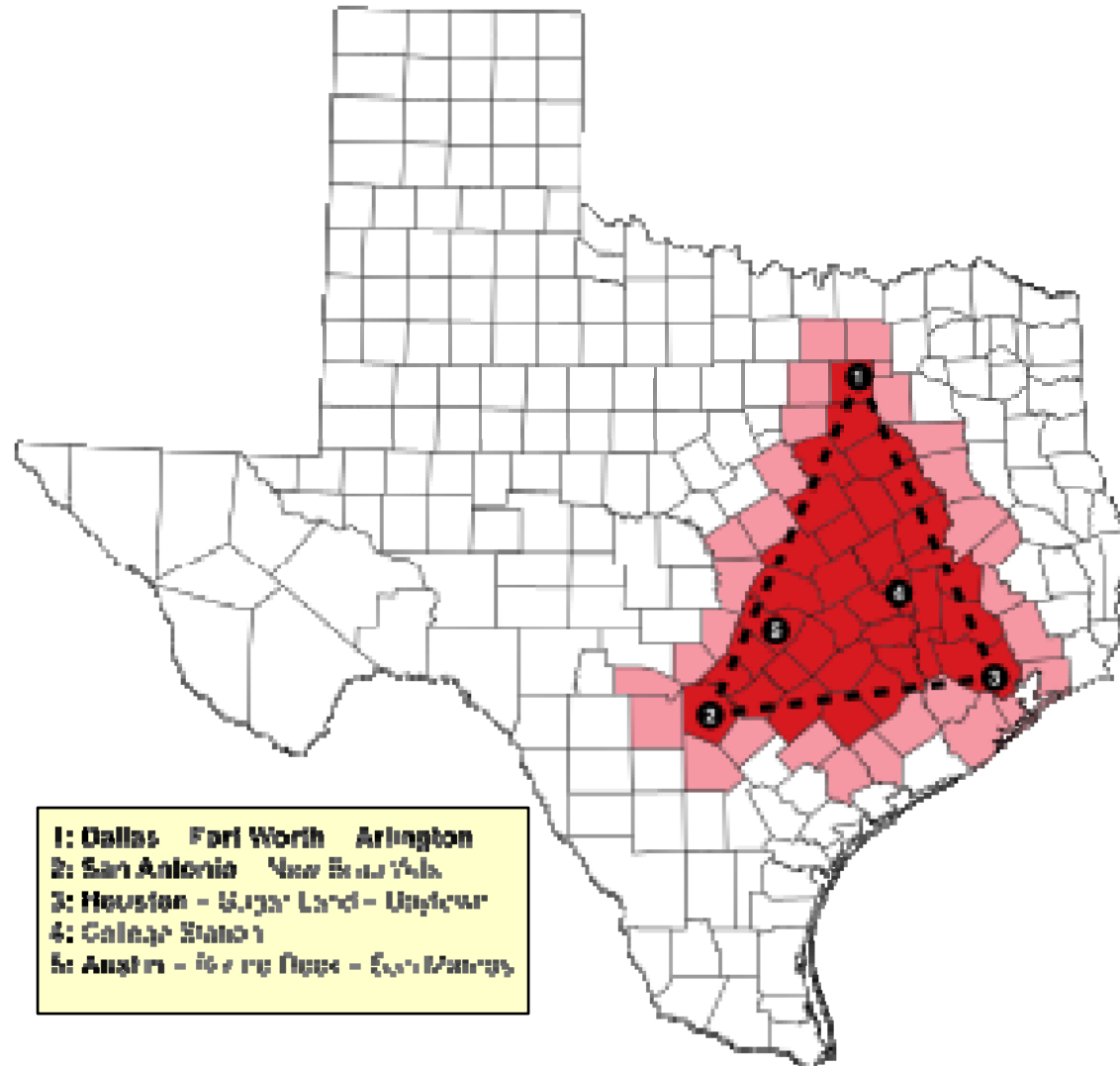
Pennsylvania -1

- **From 2000 to 2005:**

- **11 “metro” counties experienced growth of 20% or more**
- **93 non-metro counties had declining populations**



Texas Urban Triangle



Texas Urban Triangle (at night)



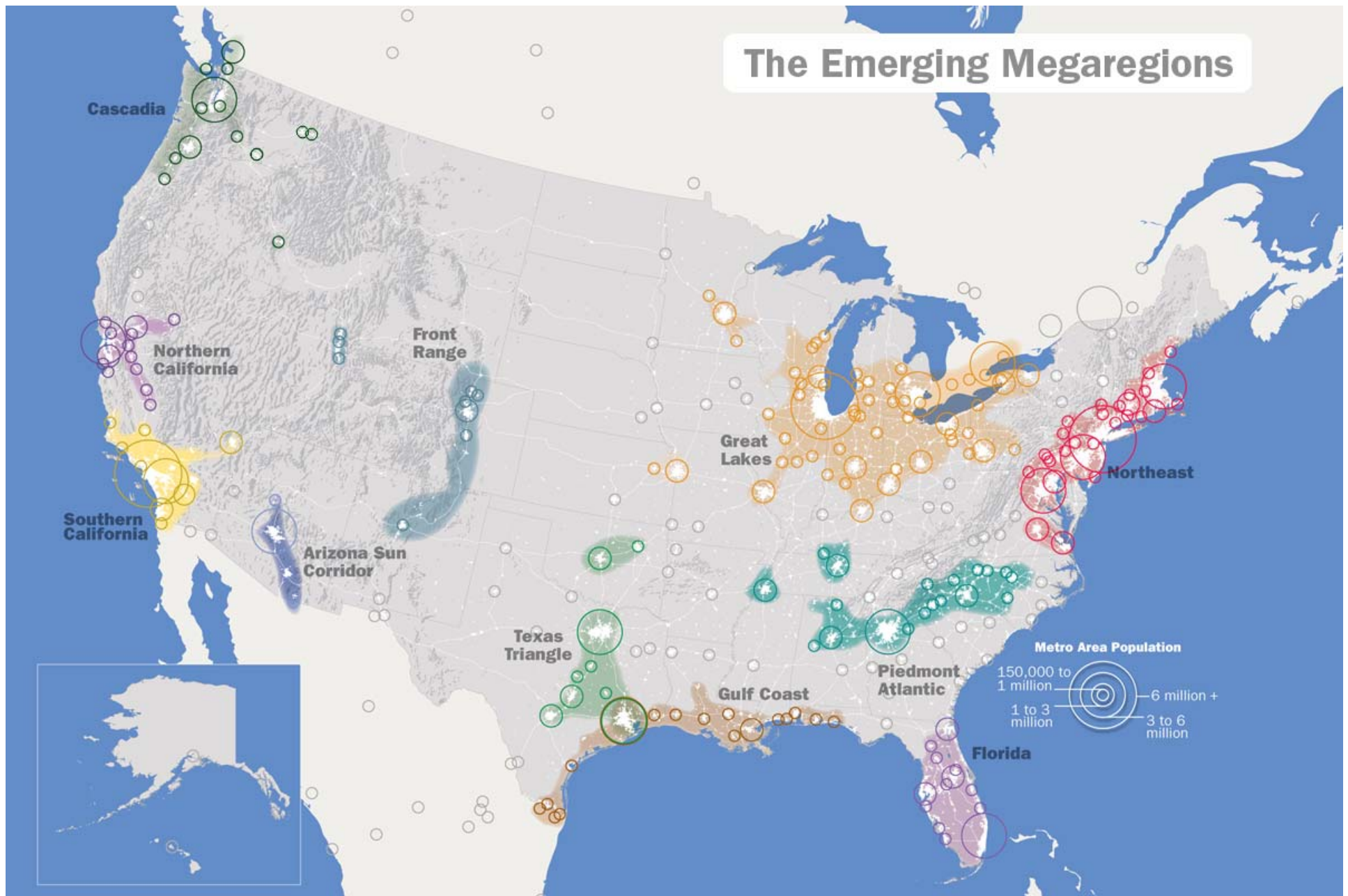
Texas Urban Triangle (at night)



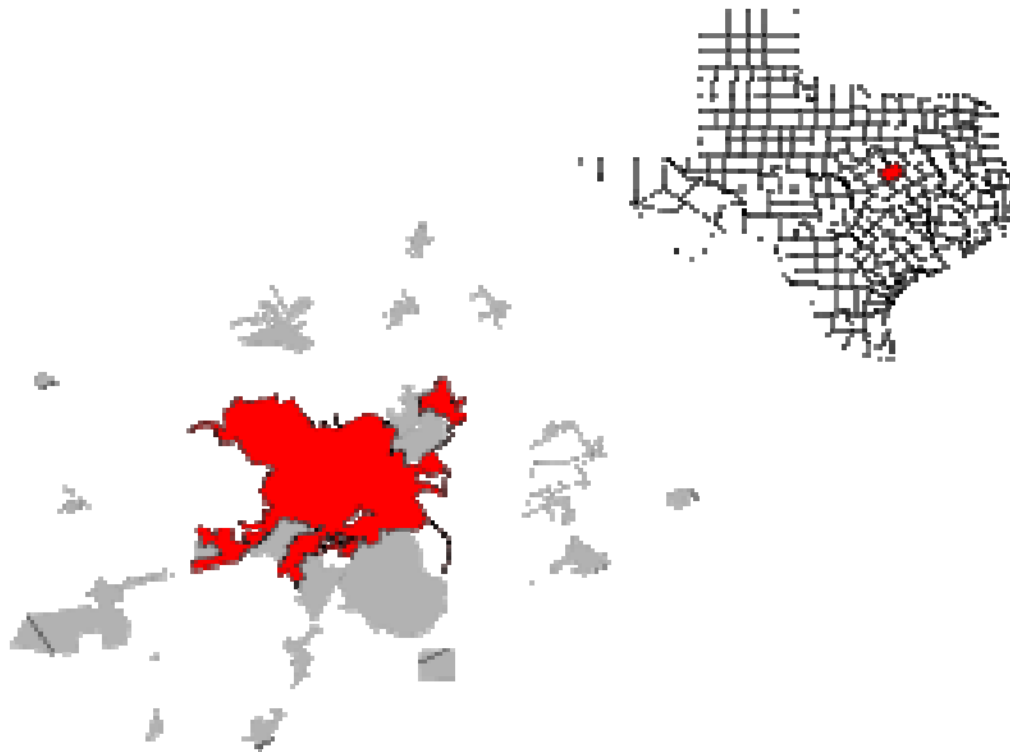
Texas Urban Triangle (at night)



The Emerging Megaregions

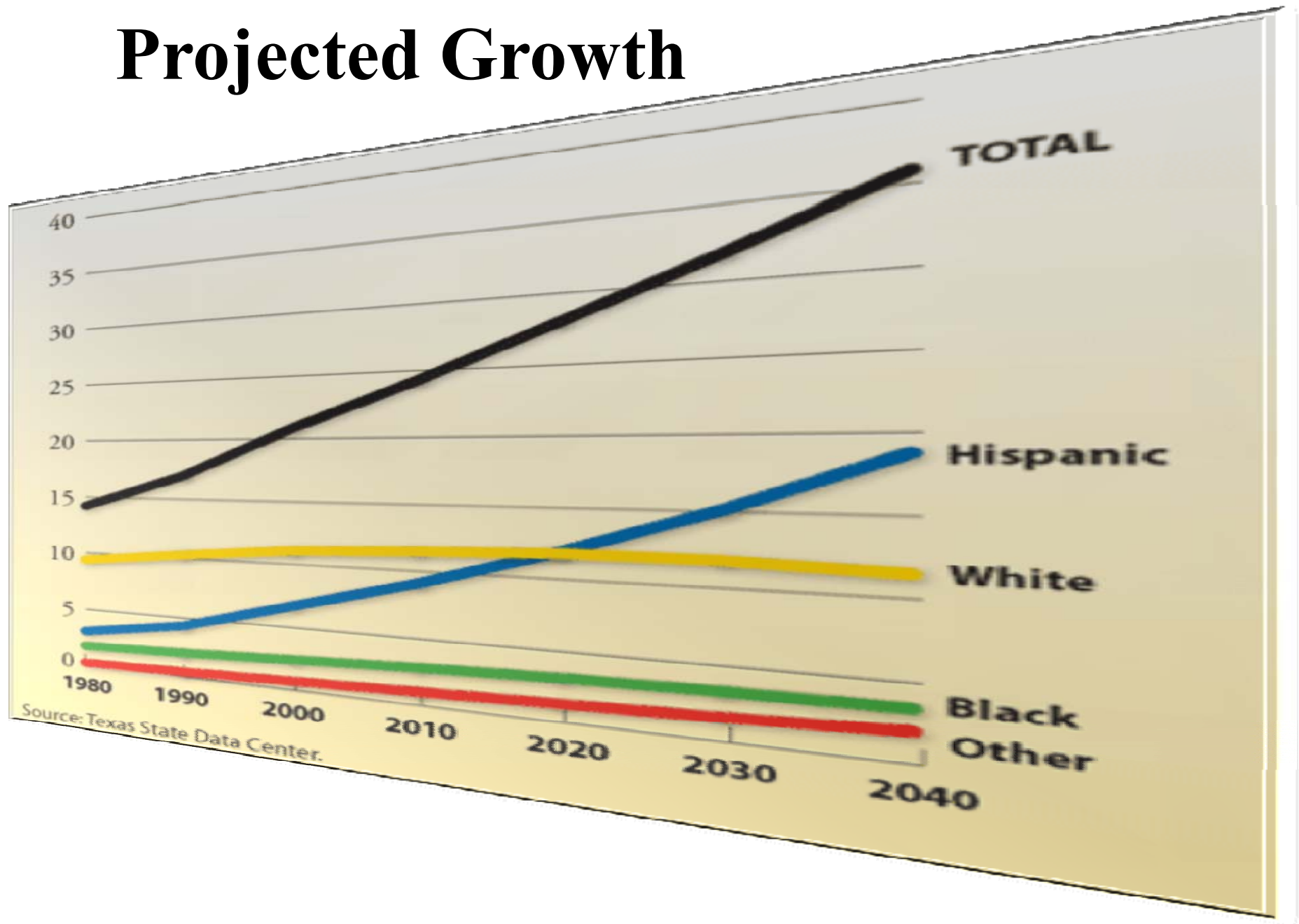


City of Waco



Historical population		
Census	Pop.	%±
1870	3,008	—
1880	7,295	142.5%
1890	14,445	98.0%
1900	20,686	43.2%
1910	26,425	27.7%
1920	38,500	45.7%
1930	52,848	37.3%
1940	55,982	5.9%
1950	84,706	51.3%
1960	97,808	15.5%
1970	95,326	−2.5%
1980	101,261	6.2%
1990	103,590	2.3%
2000	113,726	9.8%
2010	124,805	9.7%
Est. 2017	136,436 ^[25]	9.3%
U.S. Decennial Census ^[26]		

Projected Growth



72 Year Rule for Public Information

Complete your 2010 Census form when it arrives in March. By law, your responses are safe and cannot be shared with anyone.

Counting is our job.
Keeping your answers **confidential** is our solemn oath.

All Census Bureau employees take an oath of nondiscrimination and are sworn for life to protect the confidentiality of the data. The penalty for intentional disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both. Your personal information is protected by the Internal Revenue Service, Immigration and Customs Enforcement, Federal Bureau of Investigation, Central Intelligence Agency or any other government agency. Not even the President of the United States.

Participate in the 2010 Census and improve life in your community.

WE CAN'T MOVE FORWARD UNTIL YOU MAIL IT BACK.

2010 Census
IT'S BE HERE

It's Your America!

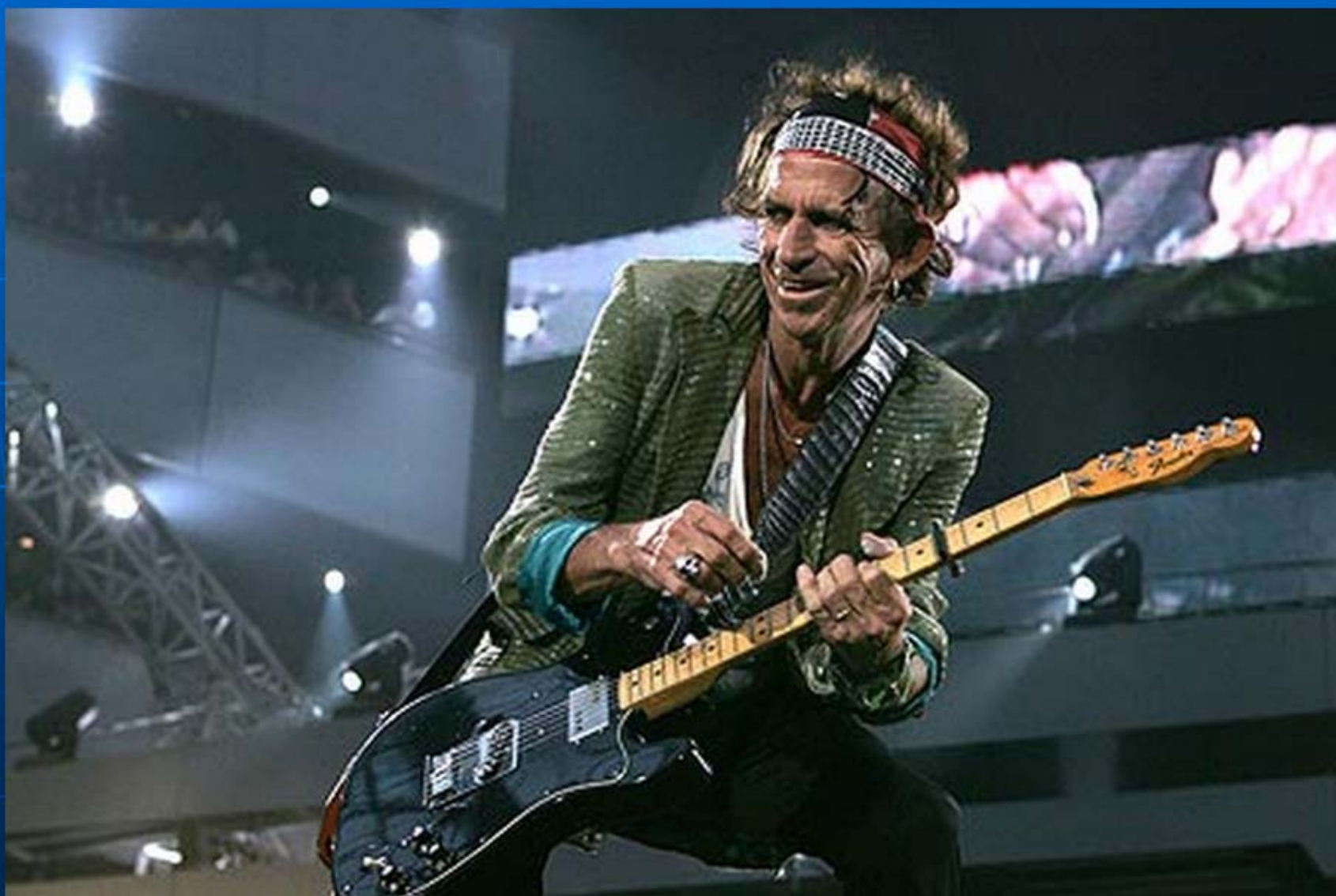
HELP THE
TEN-YEAR
ROLL CALL

PEOPLE • HOMES • FARMS • BUSINESS • FACTORIES • MINES

1940 CENSUS

HARRY L. HOPKINS ★ U.S.A ★ WILLIAM L. AUSTIN

72 Year Rule



BRAZOS NIGHTS FRIDAY, APRIL 12
INDIAN SPRING PARK
WACO, TEXAS
BOOKER T. JONES



Booker T. Jones



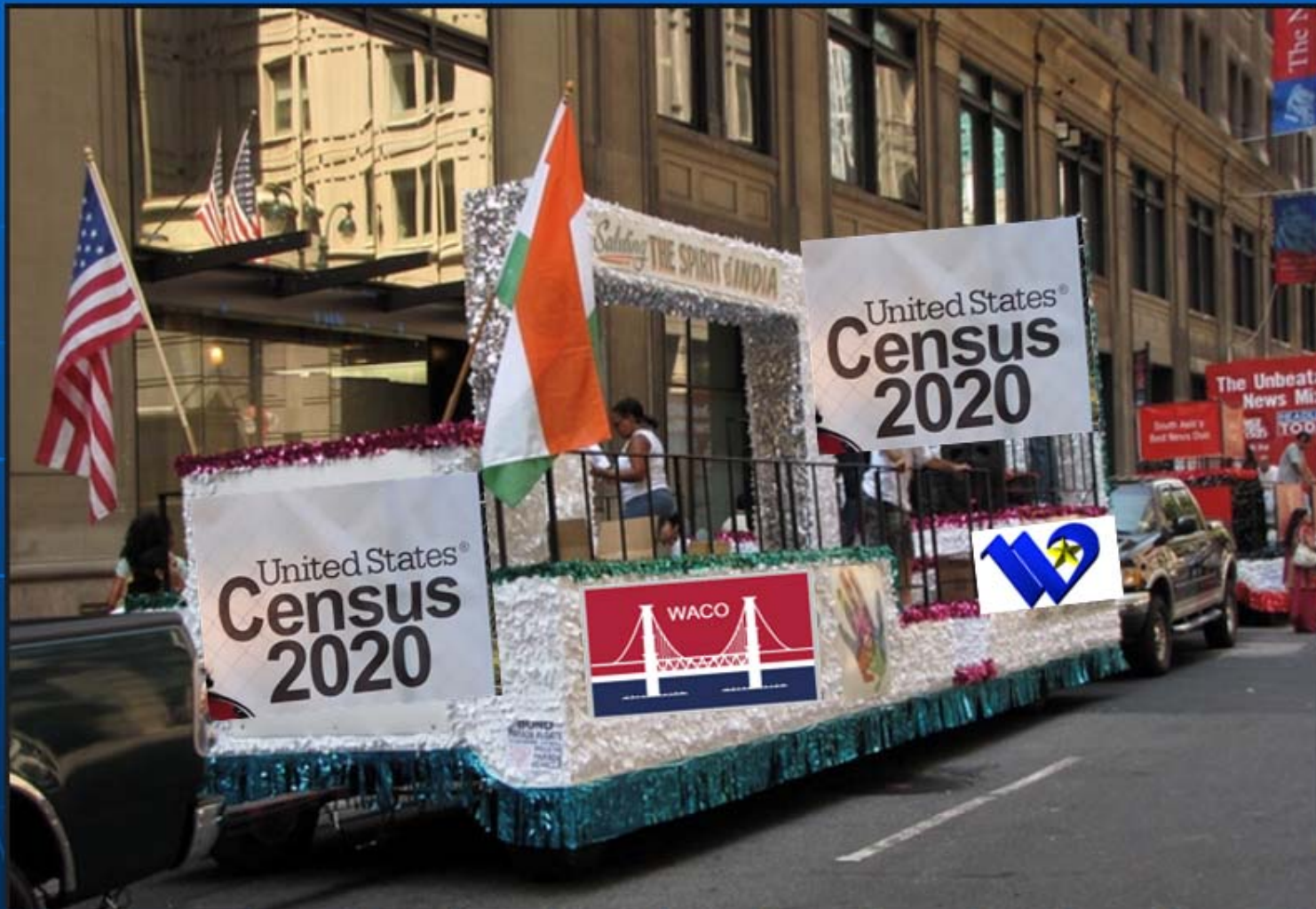


Booker T and the MGs





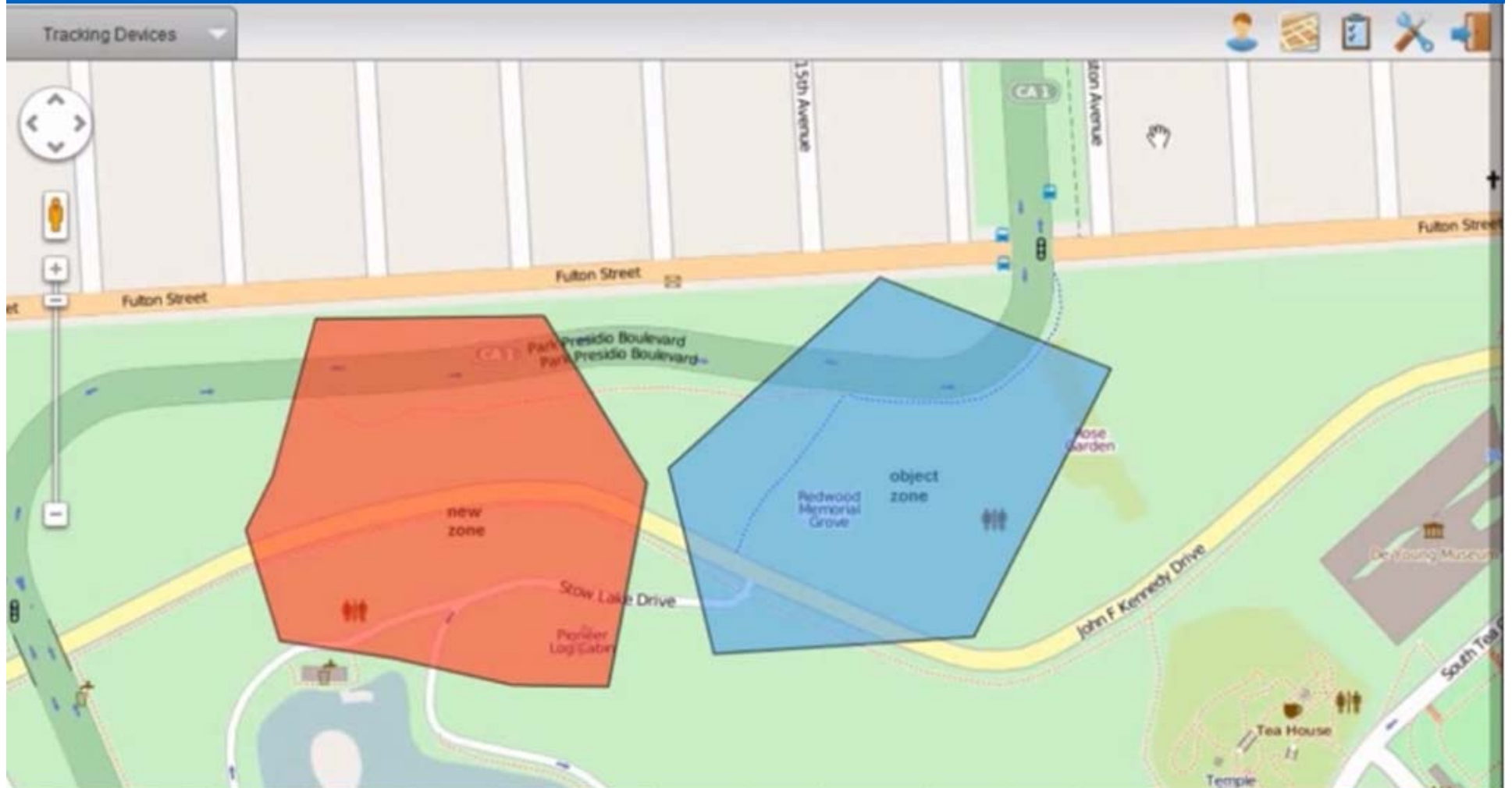
Waco Parade Float



Parade Float



Brain Storming Ideas



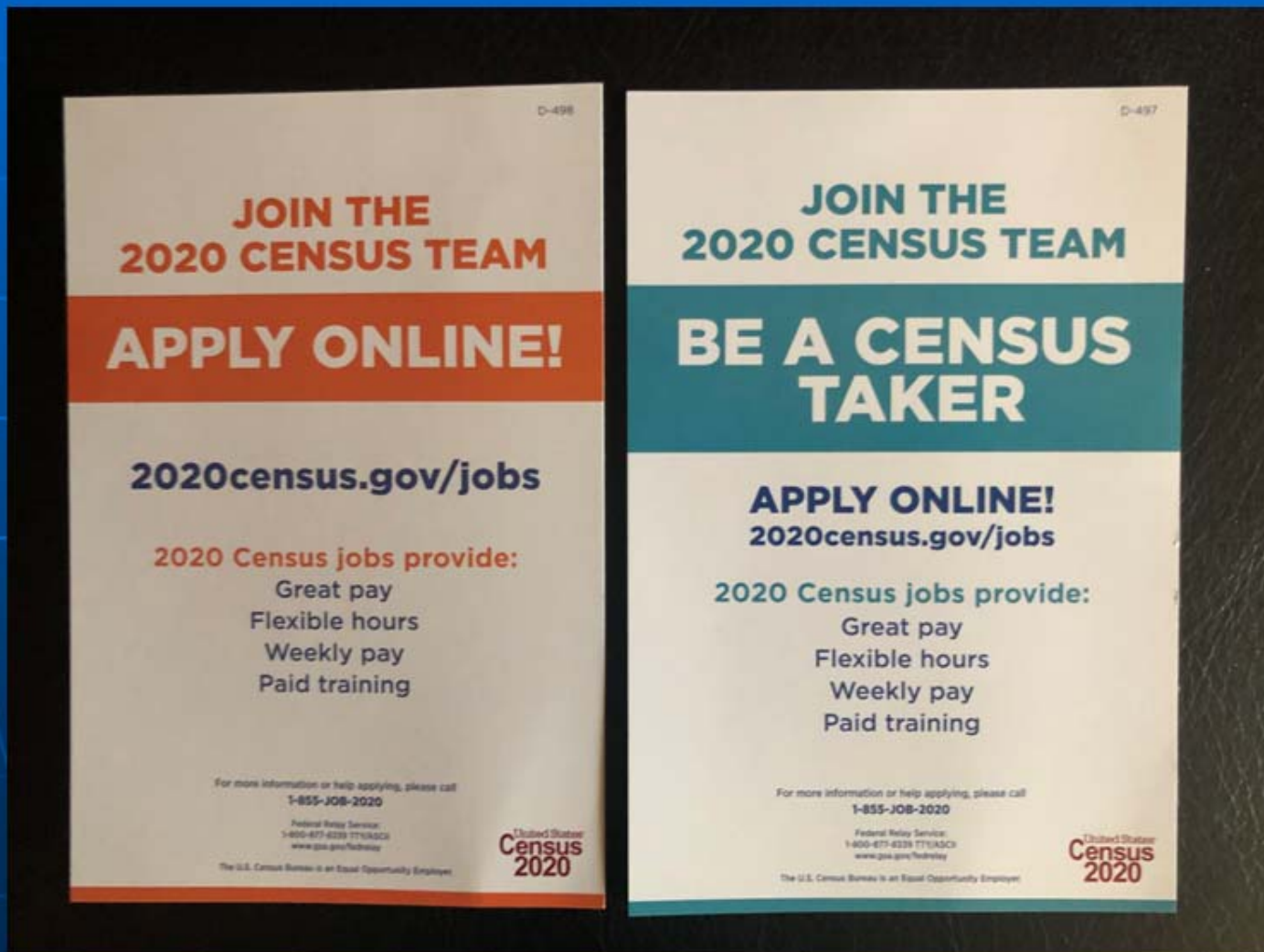
City of Waco Dirigible



Can't Nobody Count Me Out Yet!



Census Jobs!

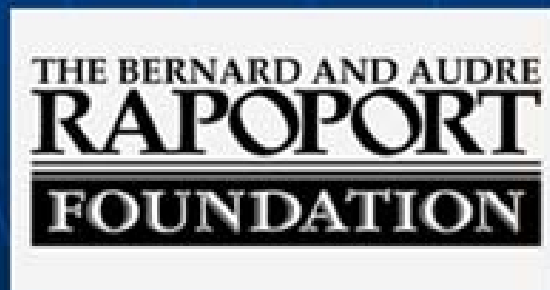


April 1 – Census Day



Webinar and Press Conference

Community Support

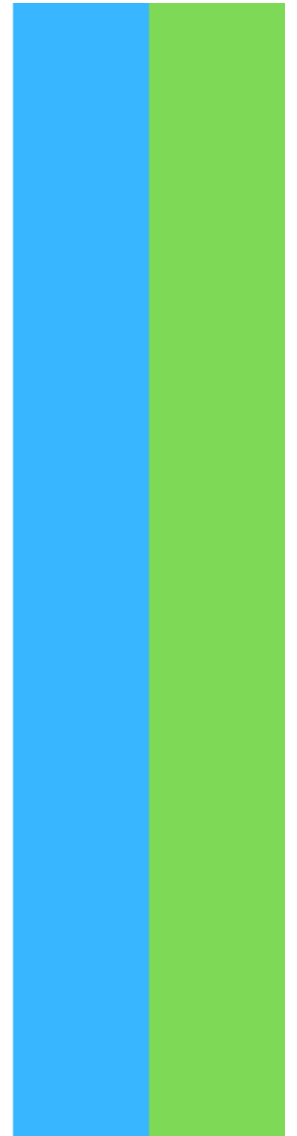


WACO CENSUS 2020 RESOURCES

... AND HOW YOU CAN GET
INVOLVED



- Visit and share whyicountwaco.org.
- Follow, like and share Waco Census social media pages and posts.





[@whyicountwaco](#)



facebook.com/whyicountwaco

- Attend an ambassador training by emailing Ehudson@wacotx.gov.
- Explore the Census toolkit on whyicountwaco.org/toolkit
- Share information from the Census toolkit in your organizations' communications and in one-on-one conversations.

CENSUS 2020

IMPORTANT DATES

Phase I – Education (September – December 2019)

During this phase, efforts focus on educate leading voices in hard-to-count communities

- **September 2019 - Outreach to community leaders begins**
- **October 2019 - Census Ambassador training begins**

1

2

Phase II – Awareness (January – February 2020)

During this phase, efforts focus on educate leading voices in hard-to-count communities

- January 2020 - community voices begin pushing Census messages to audiences

Phase III – Motivation (March – May 2020)

Messages move from educational to motivational and focus on where, when and how to fill out the Census.

3

- March 2020- Internet self-response begins
- April 1, 2020- Census day
- April 30, 2020 - Last day to self respond
- May 1, 2020 - Door-to-door non-response follow up begins
- December 31, 2020 - Apportionment counts delivered to President



@whyicountwaco



facebook.com/whyicountwaco

Thanks for your help!

- Questions?