

Complete Count Committee
A City of Lawton Collaborative Project

FREQUENTLY ASKED QUESTIONS

1. What is the Complete Count Committee?

The Complete Count Committee is a group of concerned citizens that will oversee our outreach efforts for the 2020 Census, to best inform our community about the importance of participating in the upcoming Census.

2. What is the importance of the 2020 Census?

The Census is important for a variety of reasons. For our purposes, it is of the utmost importance to have an accurate count in the Census because the federal government allocates funding (tax dollars) based on population and we want to ensure that we are getting back our fair share of the taxes we pay. Currently, approximately \$1,675 per person per year is the value in federal spending based upon the Census count. Every person that is not counted results in a loss of that money to our community, every year for a decade.

An accurate census count also aids in attracting new businesses to our community, which positively impacts our economy. Many businesses have preferred population thresholds before they will consider locating in a new market. A minimum population of 100,000 people is a level commonly used. If we have an actual population of 100,000 people in our city; we want to make sure that we are all counted so that we can more readily attract those businesses.

3. Are our Census results not accurate?

The Lawton Fort Sill community has significant populations of groups that are traditionally undercounted. Racial and ethnic minorities, the elderly, non-English speaking people, minors, individuals whose income levels fall below the poverty line, and the homeless are all groups who are traditionally undercounted. If people fail to voluntarily fill out their Census form, Census takers will attempt to visit homes and obtain the counts, but if unsuccessful, those individuals will remain uncouned, regardless of the reason why they could not be reached.

4. What are the expectations of individuals on the Complete Count Committee?

Our goal is to come up with ideas for reaching out to people with whom you interact with, and then effectively executing those ideas. Brainstorming outreach methods as a committee can generate ideas that can potentially be used to better reach all sectors of our community. You are entrusted with knowing how best to reach and communicate with your community members, and how to best relay the importance of this project.

5. What is the window for actually filling out the 2020 Census and in what ways can community members fulfill this task?

Citizens may fill out the Census form online or by mail from March 23 to April 1, 2020. They can learn more about the process and purpose at [census.gov](https://www.census.gov).