

## Friona Star Weekly Article Week #1 - February 21, 2020

In December 2019, area representatives from Bovina, Farwell, Friona, and Lazbuddie partnered with the U.S. Census Bureau to create a Census 2020 Complete Count Committee. This committee, chaired by Friona City Manager Lee Davila and Bovina City Manager Cesar Marquez, is comprised of about 20 individuals from the community, local schools, county offices and city governments. They are responsible for outreach and education for the 2020 Census in Parmer County. Their goal is to



perform outreach to residents regarding the upcoming census and the benefits of an accurate count for each city. In the coming weeks, the Friona Star will assist them in sharing information about this year's census in order to encourage residents to promptly self-respond to the census, eliminating the time and tax dollars spent sending employees door-to-door to gather information. But first, here's a quick refresher of what the census is and why it's essential for everyone to be counted.

Every ten years, the United States Census Bureau conducts a census to count the number of people living in the United States and determine the number of seats each state receives in the U.S. House of Representatives. Other uses of census data include political redistricting, distribution of federal funding, planning for infrastructure and social services, as well as understanding demographics changes in the country. The census can also assist Parmer County by helping fund school programs, attracting new businesses to the area, and improving health care programs. A complete and accurate count is essential to these efforts. The census is SAFE, EASY and IMPORTANT.

For more information on the Parmer County 2020 Complete Count Committee, please visit [www.cityoffriona.com/2020census](http://www.cityoffriona.com/2020census).