

**MEDIA ALERT**

**FEB 4, 2019**

## Houston Mayor Sylvester Turner Launches *City's Student Initiative to Erase Our Undercount in the 2020 Census*

**WHEN:** SATURDAY / FEBRUARY 9, 2019 / 2:00 PM

**WHERE:** 2019 Lunar New Year Houston - 'Lion Stage' <https://www.lunarnewyearhouston.com/>  
Viet Hoa Center / 8388 W Sam Houston Parkway South

**WHO:** Mayor Sylvester Turner, Grand Marshall 2019 Lunar New Year Houston  
HCC IDEAS Academy / Design Challenge Scholars  
Juliet Stipeche, Mayor's Office of Education Carlos Duarte, Mi Familia Vota  
Bala Balachandran, City Planning Margaret Wallace Brown, City Planning

**WHAT:** Mayor Turner Launches First-in-the-Nation Early Start Initiative to  
*Erase Houston's Undercount*

In 2017, Mayor Turner directed research to identify innovative best practices to erase Houston's persistent Undercount in our US Census. For this challenge, he identified the City's most ubiquitous, but unrecognized resource for Census response - ***Our Students***.

Houston Students mirror all our Undercount Communities - All our language communities, all income levels, all faiths, all apartment dwellers & renters - ***All Houston's Undercount Targets***.

HCC West Houston Institute's IDEAS Academy premiers their Student Engagement Campaign in their 2019 Design Challenge. Their Early Start Census work serves as road maps for Houston's Complete Count Committees, and as the launch for all students to Erase the Undercount in their own neighborhoods.

<https://library.hccs.edu/ideas> [IDEAS Academy Spring 2019: Home](#) [Erase the Undercount!](#)

**2019 celebrates the Year of the Pig!** In their first ad graphic, IDEAS Academy showcases our "***Piggy Bank***" for Houston's future. Their message: "***CAN WE COUNT ON YOU?***"

**BACKSTORY:** For every 'Houstonian Not Counted' in our 2020 Census, we lose \$15,780 over the decennial. If, as projected, the City's non-response rate for the Census approaches 30%, that means *Houston loses access to almost \$45B in Federal dollar support due our region.* When we pay taxes, but don't answer the Census, our tax dollars go to other cities- *without an Undercount.*

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