

CENSUS 2020 EVERYONE COUNTS

OK, Let's Count! Census 2020

What Stillwater's Complete Count Committee is Doing

As home to Oklahoma State University, Stillwater's population is approximately 50/50 permanent to temporary resident. The temporary portion of the population utilizes the area's roads, water system, and sewer system as much as, if not more than, the permanent residents.

Stillwater is home to residents from approximately 140 countries. The demands and expectations of the diverse population puts added pressure on the community to be able to attract and keep certain restaurants, retail outlets, and entertainment venues. By achieving an accurate and complete count, Stillwater will have a better chance to compete for industrial, retail, and business attention.

To get the word out about the 2020 Census, Stillwater established a county-wide Complete Count Committee (PayneCountyCensus.org). The Complete Count Committee (CCC) is represented by all local governments throughout Payne County, Chambers of Commerce, Oklahoma State University Transit - Parking and Transportation Services, Our Daily Bread (food pantry), Stillwater Public Schools, OSU Leadership and Campus Life/ Greek Life, local Apartment Association, League of Women Voters, OSU Non-Traditional Student Services (off-campus housing), and Grand River Dam Authority. By communicating with various audiences, including intergovernmental agencies, the business community, media relations, educational institutions, community stakeholders, and historically hard to count population, the group is promoting the Census.



**On Campus. Off Campus.
Your Count Matters**

Responding to the census is an easy way to shape your future!

If you live off campus, responding to the 2020 Census is an important and easy way to shape your future. The census impacts federal funding that goes toward critical programs like Pell Grants and health care services.

Students who live on campus count too, with the help of campus housing officials.

Paid for by The City of *Stillwater*, OKLAHOMA 2020CENSUS.GOV



The City is also utilizing social media; attending county and community events with a "Pop-Up City Hall"; marketing the Stillwater Public Library as "Census Central" with assistance once the Census count begins; placing banners in select areas in a few of the communities; providing speakers across the county; giving out SWAG; holding radio/TV sessions and Council announcements regarding the Census and Census facts.

Join the partner email list! Sign up to receive updates at okletscount.org/signup. You'll receive best practices ideas from organizations and high-impact, quick action items.