



OTERO COUNTY COUNTS!



United States
Census
2020
2020census.gov

FOR IMMEDIATE RELEASE

Press Release: \$10,000 in Grand Prizes for Otero County Census Response Rate Challenge

Otero County, NM August 5, 2020 The County of Otero and City of Alamogordo Census 2020 Complete Count Committee (CCC) is excited to announce the grand prizes totaling \$10,000 for the 2020 Census Response Rate Challenge!

The Otero County CCC launched a Response Rate Challenge (RRC) in June to encourage residents to increase the self-response rates in each of the census tracts throughout the County. Many of the areas in the County have been very successful at increasing census self-response. So far 115 residents have won a total of \$10,650! An accurate count for the 2020 census is incredibly important to all our local communities. Census numbers affect the funding our communities receive for schools, public safety, healthcare and also impacts economic development.

Herbert Hoover – The Census is vital to the progress and determination of many social policies. In fact, it is the great stocktaking of American progress. - April 2, 1930.

How can an 18+ Otero County, NM resident win the Response Rate Challenge grand prize? If Otero County reaches the 60% self-response rate for the 2020 Census, 5 lucky individuals who have entered the RRC, will each win \$2,000!!! You can enter your name into the drawing and find additional details on the Otero County website at: <https://co.otero.nm.us/382/Census-2020-Response-Rate-Challenge>.

Reaching the 60% census self-response rate for the County is very attainable, but more households need to respond to the 2020 Census at <https://2020census.gov/> now! The census deadline is September 30, 2020. Census workers will soon be knocking on the doors of those who have not yet responded via mail, phone or online. Make sure you and everyone you know has responded to the census. The higher the self-response rates, the more drawings we will have for the RRC.

Remember an under count in population will impact our communities for the next 10 years! For each person not counted our community loses over \$3,000 per year for 10 years. Help shape your future, because I Count, You Count, Otero County Counts!



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i COUNT NM
i count because i care