2020 Census:
Complete Count Committees

Atlanta Regional Office
Managing Census Operations in
AL, FL, GA, LA, MS, NC, SC
The U.S. Constitution and Decennial Census

- Conducted every 10 years since 1790, as required by the U.S. Constitution. Article I, Section 2. "Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . .
- The 1790 counted 3.9 million inhabitants.
- U.S. marshals conducted the enumerations between 1790 and 1870.
- Specially trained enumerators carried out the census beginning in 1880.
Why We Ask You to Allocate Resources to the 2020 Census

• Political Power
  – Census is constitutionally mandated for re-apportionment of Congress
  – Census results are used for Redistricting at national, state, and local levels.

• Money/Economic Impact
  – Over $675 Billion/year is distributed to state and local governments using Census numbers (Over $4 Trillion over the decade).
Counting For Dollars Project 2020

Initial Analysis: 16 Large Census-guided Financial Assistance Programs

- In Fiscal Year (FY) 2015, the 50 states plus the District of Columbia received $589.7 billion from 16 large Census-guided programs, such as Medicaid, Highway Planning and Construction, the National School Lunch Program, and Head Start.

- For 15 of the 16 programs, the amount of funds a state received was guided by its 2010 Census count. The more accurate the state’s count, the more fair and equitable is its share of federal funds.
Census Data Are Used In Many Ways

- Forecasting of future transportation needs
- Determining areas eligible for housing assistance and rehabilitation loans
- Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
  - Education
  - Healthcare
  - Transportation
  - Social Services
  - Emergency response
- Designing facilities for people with disabilities, the elderly and children
Privacy and Confidentiality

- Under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.

- We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.

- The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.
It is important to note that the Census Bureau:

- never asks for your full Social Security number;
- never asks for money or a donation;
- never sends requests on behalf of a political party;
- never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.
Do You know that the Census Bureau Collects a Wide Variety of Data Every Month?

Demographics:
- Age
- Sex
- Marital
- Education
- Housing
- Health Ins and more

Business and Industry Data
- Import/Exports
- Employment
- Government Data

Data at a variety of Geographic Levels:
- National
- State
- County
- City/Place
- Tract
- Block
- Congressional Districts
The goal of the 2020 Census is to count everyone once, only once and in the right place.
New Initiatives for Census 2020 to help us reach our goal.

• Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.

• The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.

_The goal of the 2020 Census is to count everyone once, only once and in the right place._
• Ultimately, the success of the 2020 Census depends on everyone’s participation. One way to ensure success is by forming a Complete Count Committee.

• State and local governments, businesses and community leaders form Complete Count Committees to encourage participation in their community. They develop an outreach plan tailored to the unique characteristics of their community. Then they work together to implement the plan.
Complete Count Committees

- Complete Count Committees conduct a wide range of possible activities. For example, they host promotional events, display census information in government buildings, include census messages on customer billing statements or other correspondence, and they network with community leaders to ensure everyone is involved.

- Opportunity to “tailor” the Census outreach and messaging to most effectively influence local communities.

- Involve all constituent groups, and use “trusted voices” of community leaders to encourage self-response.
Get Organized
Right NOW!

• Households will begin to experience, by the end of 2018, some type of census operation such as address listing. These necessary operations verify the accuracy and location of each address.

• The immediate formulation of a CCC will ensure that local households are kept abreast of the various census operations before the information is nationally circulated.

• The more informed households are about the 2020 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of the successful enumeration in 2020.
What is the Structure of a CCC?

- Highest elected officials or community leaders appoint chairpersons

- The Chairperson is the liaison or main source of contact between the CCC and the Census Bureau

- The chairperson collaborates with the highest elected official or community leader to select subcommittees and chairs of the subcommittees
CCC Chairs and Subcommittee Chairs

- Choose a CCC committee chairperson who is committed, knowledgeable, and active in the community
- Select subcommittee chairpersons who are purpose-driven, result oriented, and get results
- Customize and design the committee to reflect a true snapshot of the community
- Include diverse perspectives to achieve objectives. Assess which groups—locally and nationally—are able to provide support and assistance
- Include Trusted Voices
Local Government CCC’s

Local government CCC’s should include members with experience in the following areas:

- Government
- Education
- Media
- Minority Organizations
- Community organizations
- Workforce developments
- Faith-based institutions
- Businesses
Community-based CCC’s

The Census Bureau encourages community leaders in hard-to-count areas to form CCC’s and include trusted voices from the community. Hard-to-count areas may, for example, have:

- Hidden or overcrowded housing
- Populations that speak little or no English
- Off-campus apartments
- New immigrant populations
- High poverty areas
- People displaced by natural disasters such as floods, fires, and hurricanes
Subcommittee Examples

- Government
- Education
- Faith-based
- Media
- Housing
- Recruiting
- Community-based organizations
- Business
- Senior Citizens
- Philanthropic
- Service Providers
Explore the Response Outreach Area Mapper Web Application

- The U.S. Census Bureau has released the Response Outreach Area Mapper (ROAM) web application.
- An interactive map to identify areas that typically have low response rates for censuses and surveys.
- Community planners and local officials can use the ROAM to plan, focus and allocate resources for the 2020 Census.
- Provides tract-level data.
Mayor’s Youth Council Active In Census 2010 Promotion

The Mayor’s Youth Council of North Little Rock kicked-off its Census 2010 promotion activities at Mc Cain Mall where students set-up a Census information booth on Saturday, March 6th for Census Awareness Week.

This weekend was the first of four Saturdays in March that the Youth Council has committed to volunteer to manage this important Census information point. Since it was a beautiful Spring day on Saturday, we salute the high school students who volunteered to spend their Saturday afternoon telling people about the important reasons to return the Census questionnaires. Being located outside of Chick-Fil-A was a great location in the busy Mc Cain Mall food court.

Mayor Hays Hosts Lunch with North Little Rock Faith Leaders

On February 16, North Little Rock Mayor Patrick H. Hays hosted an Census 2010 information lunch for almost 30 pastors and ministers. Held just after a February snow storm that canceled school and closed City offices, the event was celebrated as a success by the participants who joined the City’s outreach to make sure that every City resident is counted in the Census.

Seminole Co FL-March to the Mailbox 2010

Seminole County Wekiva Riverfest 2010 Census Event Photo

Seminole Town Center 2010 Awareness Event

2010 Lakewood NJ Article Photo on Participation rates
Complete Count Committee 2020 Timeline

An effective communication strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.
CCC Action Steps During the Education Phase

Action Steps for the 2020 Census – Education Phase

The period of Now - December 2019, is often referred to as the “education” phase

1. CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members understand the mission of the committee
2. Message to each member is the census is a civic activity that affects people of all ages, races, cultures and ethnicities, regardless of citizenship status
3. Conduct CCC training for members
4. Develop a work plan for promoting the census and motivating participation in your community
More CCC’s Action Steps During the Education Phase

More Action Steps for the 2020 Census – Education Phase- **Now - December 2019**

5. Hold regular meetings to report on tasks, other activities, including subcommittee reports
6. Proceed with census awareness-building activities generated by the committee or subcommittees
7. Evaluate the effectiveness of CCC activities
8. Saturate the community with at least one census awareness-building activity each month
The awareness phase of the 2020 Census officially starts in January 2020. Goes through February 2020

1. Government and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is easy, important, and safe.
2. Hold regular CCC and subcommittee meetings
3. Finalize plans for activities surrounding responding to the Census
4. Review task lists and subcommittee plans
More CCC Action Steps During the Awareness Phase

Awareness Phase Action Steps from January 2020 to February 2020

5. Proceed with 2020 Census activities
6. Finalize plans for activities to encourage residents to complete and respond to the Census
7. Develop and finalize plans for motivating residents who do not participate to cooperate with census takers during non-response follow-up
CCC Action Steps During the Motivation Phase

Motivation Phase Action Steps from March 2020 – May 2020

1. Review and update plans to increase activities aimed at encouraging households to respond
2. Implement Census Day activities – Census Day April 1, 2020
3. Encourage households to respond quickly to the census.
4. Ensure that the committee is using the right activities in the right place and adjust as needed
5. Hold weekly CCC and subcommittee meetings
More CCC Action Steps During the Motivation Phase

More Action Steps for Motivation Phase

6. Review and modify plans to promote responding to the Census activities
7. Send a news release highlighting the 2020 Census activity schedule
8. Encourage residents to respond accurately and return it immediately
9. Prepare to implement activities for residents who do not return their questionnaire
10. Census Bureau plans to provide response rate numbers starting in April. Response rates may be used to determine where more outreach is needed
CCC Action Steps During the Reminder Phase

Reminder Phase Action Steps from May 2020 – July 2020

1. Encourage every household that did not respond that they still can respond or wait for the census taker to knock on their door.

2. Continue to meet and review the 2020 response rates and implement your plans to encourage cooperation.

3. Encourage the community to participate in the Non Response Follow Up (NRFU) phase when Census workers knock on their door.

4. The Census Bureau plans to provide response rate numbers by tract starting in April. Response rates may be used as a tool to determine where more outreach is needed.
2010 Census Mail Participation Rates Website

https://census.socialexplorer.com/2010ratemap/
CCC Action Steps During the Thank You Phase

Action Steps for Thank You Phase -- August through December 2020

1. Prepare a summary report of committee activities and member feedback
2. Share this report with Census Bureau staff
3. Celebrate the success of the 2020 Census and recognize the efforts of the CCC members
4. Thank your community for their support and response
• Let’s Do Some Brainstorming Based on Data
  – Data Source- Let’s Go to Census Quickfacts
  – Activity- What do you know about your community?
    • Demographics
    • Challenges
    • What Can the CCC Do?
Components of Work Plan

– Overview
  • Summary of the goals and objectives of the CCC and description of the community

– Committee Structure
  • Identify the name of the CCC
  • Describe the structure of the committee
  • Develop strategies for reaching their objectives

– Timeline
  • Develop broad timetable of events and activities with dates

– Reporting
  • Include a report of subcommittee activities to the committee
  • Modify future activities as needed based on feedback

– Thank you
  • Include strategies for thanking committee members, the community and others who provide support

– Final Report
  • Prepare a final evaluation of your activities and successes to help the Census Bureau guide future committees
# 2020 Census Key Dates

## Community Involvement – Offices – Data Collection Operations

*January 2018 through December 2019*

January 2019

- Engage & Educate Local Leaders, Partners & Communities
- Early Area Census Offices Open (these offices run the Address Canvass Operation)

June 2019

- Address Canvassing Operation
- Call to Action for Residents to Respond (starting March 23rd)

**Group Quarters Operations:** Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Lodgings, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations.

**Residents Invited to Respond**

**Mid-March 2020**

- Individual Housing Units (HUs) Invited by either:
  1. Mail (to USPS Mailable Addresses) or Hand Delivery (to Rural/PO Box, non-USPS HU delivery)
  2. Letter Mailed
  3. Reminder Postcard
  4. Then Paper Questionnaire

- Options to Self-Respond (all residents will have these 3 options & decide what is best for them)
  *Internet, Telephone, Paper*

**March 25, 2020**

Self-Response Begins

**April 1, 2020**

Census Day – Reference Date = where you live on April 1

**April 2020**

Early Non-Response Follow-up Begins (primarily areas around colleges/universities where the population leaves before early May)

**May 2020**

Non-Response Follow-up (NRFU) begins for households that do not self-respond (Households can continue to self-respond during this time)

**Late August 2020 through September 2020**

Areas Census Offices Begin Closing

**August 2020 through December 2020**

Quality Evaluation (re-contact of select Housing Units)

**December 31, 2020**

Deliver Counts to the President
How the Census Bureau Will Support You

- We will provide staff from our regional offices to work directly with each Complete Count Committee.
- We will provide information, assist you in forming committees and subcommittees, and participate in local events and activities.
- We provide a guide for 2020 Census Complete Count Committees on our website at https://census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

- As the 2020 Census gets closer, the Census Bureau will also launch a robust communications campaign. We’ll use advertisements, conduct outreach. You can leverage our efforts in your own community through your Complete Count Committee.
Recruiting/Hiring Challenges

• Now an online application and assessment is required for 2020 Census hourly positions (paid weekly). website 2020census.gov/jobs
• Expected challenges from the online process
  – Applicants who do not have computer or smartphone access
  – Applicants who do not have internet access or easy internet access
  – Applicants who are not tech-savvy and possibly intimidated by the process
  – Applicants who do not have email addresses
Census Recruiting Help Needed

• Free space with computers
• Free space with good internet access
• Preferably, ADA accessible space
• Spread the word about jobs
Where to Direct Interested Applicants for 2020 Census Positions

www.usajobs.gov
or
Census.gov/fieldjobs
or
Toll Free Jobs Line
1-855-JOB-2020
(1-855-562-2020) or (1-855-889-8932)

2020census.gov/jobs for hourly jobs (paid weekly)
Next Steps

• Continue to Identify and/or finalize your list of CCC members
• Inform the Census Bureau Partnership staff of the selected Chairperson, Committee members, Subcommittee chairpersons and members
• Schedule a Census workshop on CCC Workplans and Strategies.
Contact Information:

• Atlanta Partnership Staff 470-889-6530  
  atlanta.rcc.partnership@census.gov

• Atlanta Recruiting 1-855-889-8932  
  atlanta.rcc.recruiting@census.gov

• Atlanta Geography 470-889-6550  
  atlanta.geography@census.gov