Local Governments & Local Complete Count Committees
The Census

- Mandated by the United State Constitution
  - First Census was in 1790

- Purpose of the Census
  - Vast historical record
  - Reapportionment of congressional and state legislative districts
  - Planning decisions about community services
  - Business planning/expansion

- $675 billion in federal funds are distributed each year to local, state, and tribal governments for schools, roads, healthcare
  - The census decides how the money is allocated
Programs using Census Data

- Medicaid
- SNAP
- Medicare Part B
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- Title 1 Grants to Local Education Agencies
- National School Lunch Program
- S-CHIP
- IDEA Grant

- Head Start/Early Head Start
- WIC
- Health Center Programs
- Section 8 Housing Assistance Payment Program
- Health Center Programs (Community, Migrant, Homelessness, Public Housing)
- Foster Care (Title IV-E)
- Low Income Home Energy Assistance Program
Federal Aid: Where does the money go?

Distribution of 2015 Federal Funds by Category

- Public Health: 51.7%
- Families & Children: 28.7%
- Infrastructure: 13.5%
- Education: 6.1%
Challenges Facing Census 2020

- Internet connectability
  - The 2020 census will be primarily held online

- Perception and trust

- Hard-to-count populations and hard-to-count areas
  - Hidden or overcrowded housing
  - Populations that speak little or no English
  - Off-campus apartments
  - New Immigrant populations
  - Those displaced by natural disasters
  - Children under 5
  - Gated Communities
Hard-to-Count Areas
Congressional District 1

- 21.6% of this population required an in-person follow up
- Latest estimates show that about 18% of the district’s population live in HTC neighborhoods (135,262 people)
- In 2017, 19.1% of this district reported that they had no internet or dial-up only access
Congressional District 2

- 24.0% of this population required an in-person follow up
- Latest estimates show that about 28% of the district’s population live in HTC neighborhoods (189,959 people)
- In 2017, 30.9% of this district reported that they had no internet or dial-up only access
Congressional District 3

- 21.0% of this population required an in-person follow up
- Latest estimates show that about 9% of the district’s population live in HTC neighborhoods (64,563 people)
- In 2017, 18.2% of this district reported that they had no internet or dial-up only access
Congressional District 4

- 25.6% of this population required an in-person follow up
- Latest estimates show that about 35% of the district’s population live in HTC neighborhoods (263,127 people)
- One of the hardest to count in the country
- In 2017, 15.4% of this district reported that they had no internet or dial-up only access
Congressional District 5

- 26.2% of this population required an in-person follow up
- Latest estimates show that about 41% of the district’s population live in HTC neighborhoods (309,354 people)
- One of the hardest to count in the country
- In 2017, 18.2% of this district reported that they had no internet or dial-up only access
Congressional District 6

- 22.1% of this population required an in-person follow up
- Latest estimates show that about 26% of the district’s population live in HTC neighborhoods (190,491 people)
- In 2017, 7.2% of this district reported that they had no internet or dial-up only access
Congressional District 7

- 24.4% of this population required an in-person follow up
- Latest estimates show that about 31% of the district’s population live in HTC neighborhoods (244,737 people)
- One of the hardest to count in the country
- In 2017, 9.7% of this district reported that they had no internet or dial-up only access
Congressional District 8

- 24.2% of this population required an in-person follow up
- Latest estimates show that about 28% of the district’s population live in HTC neighborhoods (195,872 people)
- One of the hardest to count in the country
- In 2017, 27.2% of this district reported that they had no internet or dial-up only access
Congressional District 9

- **18.7%** of this population required an in-person follow up
- Latest estimates show that about **6%** of the district’s population live in HTC neighborhoods (**46,439 people**)
- In 2017, **23.4%** of this district reported that they had no internet or dial-up only access
Congressional District 10

- 20.1% of this population required an in-person follow up
- Latest estimates show that about 7% of the district’s population live in HTC neighborhoods (47,911 people)
- In 2017, 21.6% of this district reported that they had no internet or dial-up only access
21.7% of this population required an in-person follow up

Latest estimates show that about 19% of the district’s population live in HTC neighborhoods (139,052 people)

In 2017, 10.1% of this district reported that they had no internet or dial-up only access
Congressional District 12

- **23.7%** of this population required an in-person follow up
- Latest estimates show that about **22%** of the district’s population live in HTC neighborhoods (154,192 people)
- In 2017, **27.9%** of this district reported that they had no internet or dial-up only access
24.8% of this population required an in-person follow up.

Latest estimates show that about 33% of the district’s population live in HTC neighborhoods (237,832 people).

One of the hardest to count in the country.

In 2017, 14.2% of this district reported that they had no internet or dial-up only access.
Congressional District 14

- **20.4%** of this population required an in-person follow-up

- Latest estimates show that about 6% of the district’s population live in HTC neighborhoods (43,995 people)

- In 2017, **20.9%** of this district reported that they had no internet or dial-up only access
Bibb County

- 147,595 people live in 57,319 households
- 6,328 people live in group quarters
- 76.0% of the county's households mailed back their 2010 census questionnaire
- Approximately 32% of Bibb County's current population lives in hard-to-count neighborhoods
- 28.3% of Bibb County's households had either no internet access or dial-up only
Ben Hill County

- 16,949 people live in 6,361 households
- 323 people live in group quarters
- 77.9% of the county's households mailed back their 2010 census questionnaire
- 35.7% of Ben Hill County's households had either no internet access or dial up-only
**Bleckley County**

- 11,286 people live in 4,155 households
- 1,493 people live in group quarters
- 72.9% of the county’s households mailed back their 2010 census questionnaire
- Approximately 36% of Bleckley County’s current population lives in hard-to-count neighborhoods
- 31.9% of Bleckley County’s households had either no internet access or dial up-only
Butts County

- 20,907 people live in 8,053 households
- 2,649 people live in group quarters
- 78.9% of the county’s households mailed back their 2010 census questionnaire
- 29.0% of Butts County’s households had either no internet access or dial up-only
Clayton County

- 269,618 people live in 91,604 households
- 4,532 people live in group quarters
- 71.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 60% of Clayton County's current population lives in hard-to-count neighborhoods
- 20.4% of Clayton County's households had either no internet access or dial up-only
Cook County

- 17,026 people live in 6,065 households
- 164 people live in group quarters
- 76.7% of the county’s households mailed back their 2010 census questionnaire
- Approximately 22% of Cook County’s current population lives in hard-to-count neighborhoods
- 32.9% of Cook County’s households had either no internet access or dial-up only
Crawford County

- 12,212 people live in 4,715 households
- 173 people live in group quarters
- 69.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 58% of Crawford County's current population lives in hard-to-count neighborhoods
- 31.1% of Crawford County's households had either no internet access or dial up-only
Dodge County

- 18,983 people live in 7,858 households
- 2,080 people live in group quarters
- 64.8% of the county's households mailed back their 2010 census questionnaire
- Approximately 100% of Dodge County's current population lives in hard-to-count neighborhoods
- 44.0% of Dodge County's households had either no internet access or dial up-only
Fulton County

- 975,745 people live in 391,850 households
- 34,675 people live in group quarters
- 75.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 35% of Fulton County’s current population lives in hard-to-count neighborhoods
- 13.4% of Fulton County’s households had either no internet access or dial up-only
Habersham County

- 41,386 people live in 15,106 households
- 2,492 people live in group quarters
- 82.7% of the county's households mailed back their 2010 census questionnaire
- 33.8% of Habersham County's households had either no internet access or dial up-only
Hancock County

- 6,016 people live in 2,970 households
- 2,651 people live in group quarters
- 68.8% of the county’s households mailed back their 2010 census questionnaire
- Approximately 77% of Hancock County’s current population lives in hard-to-count neighborhoods
- 50.4% of Hancock County’s households had either no internet access or dial-up-only
Heard County

- 11,458 people live in 4,379 households
- 149 people live in group quarters
- 82.7% of the county's households mailed back their 2010 census questionnaire
- 35.9% of Heard County's households had either no internet access or dial up-only
Henry County

- 216,519 people live in 72,697 households
- 987 people live in group quarters
- 78.2% of the county’s households mailed back their 2010 census questionnaire
- Approximately 13% of Henry County’s current population lives in hard-to-count neighborhoods
- 10.0% of Henry County’s households had either no internet access or dial up-only
Houston County

- 148,737 people live in 55,200 households
- 1,604 people live in group quarters
- 77.4% of the county's households mailed back their 2010 census questionnaire
- Approximately 20% of Houston County's current population (or 29,442 people) lives in hard-to-count neighborhoods
- 18.8% of Houston County's households had either no internet access or dial-up-only
Jenkins County

- 8,852 people live in 3,375 households
- 77 people live in group quarters
- 81.5% of the county's households mailed back their 2010 census questionnaire
- 49.6% of Jenkins County's households had either no internet access or dial up-only
Lamar County

- 17,044 people live in 6,263 households
- 1,238 people live in group quarters
- 75.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 22% of Lamar County's current population lives in hard-to-count neighborhoods
- 27.8% of Lamar County's households had either no internet access or dial up-only
Laurens County

- 46,347 people live in 17,437 households
- 1,104 people live in group quarters
- 78.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 9% of Laurens County's current population lives in hard-to-count neighborhoods
- 39.1% of Laurens County's households had either no internet access or dial-up-only
Macon County

- 11,788 people live in 4,618 households
- 1,887 people live in group quarters
- 70.9% of the county’s households mailed back their 2010 census questionnaire
- Approximately 51% of Macon County’s current population lives in hard-to-count neighborhoods
- 38.3% of Macon County’s households had either no internet access or dial up only
Meriwether County

- 20,874 people live in 8,108 households
- 278 people live in group quarters
- 80.7% of the county's households mailed back their 2010 census questionnaire
- 40.7% of Meriwether County's households had either no internet access or dial up-only
Miller County

- 5,705 people live in 2,326 households
- 179 people live in group quarters
- 79.8% of the county's households mailed back their 2010 census questionnaire
- 53.7% of Miller County's households had either no internet access or dial up-only
Monroe County

- 25,636 people live in 9,590 households
- 1,159 people live in group quarters
- 79.3% of the county's households mailed back their 2010 census questionnaire
- 28.2% of Monroe County's households had either no internet access or dial up-only
Muscogee County

- 190,626 people live in 73,179 households
- 8,021 people live in group quarters
- 75.4% of the county's households mailed back their 2010 census questionnaire
- Approximately 31% of Muscogee County's current population lives in hard-to-count neighborhoods
- 21.0% of Muscogee County's households had either no internet access or dial up-only
Peach County

- 24,898 people live in 10,113 households
- 2,129 people live in group quarters
- 75.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 28% of Peach County's current population lives in hard-to-count neighborhoods
- 23.7% of Peach County's households had either no internet access or dial up-only
Pike County

- 17,671 people live in 5,963 households
- 248 people live in group quarters
- 78.3% of the county's households mailed back their 2010 census questionnaire
- 21.4% of Pike County's households had either no internet access or dial-up only
21,239 people live in 8,662 households
191 people live in group quarters
83.1% of the county's households mailed back their 2010 census questionnaire
20.5% of Putnam County's households had either no internet access or dial up-only
Seminole County

- 8,448 people live in 3,353 households
- 101 people live in group quarters
- 71.1% of the county’s households mailed back their 2010 census questionnaire
- Approximately 68% of Seminole County’s current population lives in hard-to-count neighborhoods
- 41.8% of Seminole County’s households had either no internet access or dial up-only
Talbot County

- 6,405 people live in 2,801 households
- 18 people live in group quarters
- 66.2% of the county’s households mailed back their 2010 census questionnaire
- Approximately 100% of Talbot County’s current population lives in hard-to-count neighborhoods
- 44.5% of Talbot County’s households had either no internet access or dial up-only
Taylor County

- 8,053 people live in 3,554 households
- 214 people live in group quarters
- 71.8% of the county's households mailed back their 2010 census questionnaire
- Approximately 53% of Taylor County's current population lives in hard-to-count neighborhoods
- 40.5% of Taylor County's households had either no internet access or dial-up-only
Telfair County

- 13,030 people live in 5,167 households
- 3,309 people live in group quarters
- 53.5% of the county's households mailed back their 2010 census questionnaire
- Approximately 100% of Telfair County’s current population lives in hard-to-count neighborhoods
- 67.2% of Telfair County’s households had either no internet access or dial-up-only
Troup County

- 67,825 people live in 24,679 households
- 1,608 people live in group quarters
- 76.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 20% of Troup County's current population lives in hard-to-count neighborhoods
- 27.1% of Troup County's households had either no internet access or dial up-only
Twiggs County

- 8,248 people live in 2,943 households
- 75 people live in group quarters
- 63.8% of the county’s households mailed back their 2010 census questionnaire
- Approximately 100% of Twiggs County’s current population lives in hard-to-count neighborhoods
- 47.6% of Twiggs County’s households had either no internet access or dial up-only
Washington County

- 18,732 people live in 7,384 households
- 1,774 people live in group quarters
- 81.4% of the county's households mailed back their 2010 census questionnaire
- 33.3% of Washington County's households had either no internet access or dial up-only
Wilkinson County

- 9,041 people live in 3,288 households
- 106 people live in group quarters
- 80.2% of the county’s households mailed back their 2010 census questionnaire
- 40.3% of Wilkinson County’s households had either no internet access or dial up-only
Worth County

- 20,652 people live in 7,899 households
- 157 people live in group quarters
- 84.8% of the county’s households mailed back their 2010 census questionnaire
- 29.7% of Worth County’s households had either no internet access or dial up-only
What has Georgia done to prepare for 2020?

- Census Alphabet Soup
  - Boundary Annexation Survey (BAS)
  - Local Update of Census Addresses (LUCA)
  - Participant Statistical Area Program (PSAP)
What has Georgia done to prepare for 2020?
What is Georgia doing?

- State Complete Count Committee (CCC)
  - Led by Governor’s Office of Planning and Budget and the Department of Community Affairs
  - Developing marketing strategies
  - Ensuring materials are consistent and provided down to local CCC’s

- The purpose of a CCC exists to plan and implement outreach campaigns to raise awareness of the census and ultimately increase self-response and participation rates
  - However, the State CCC cannot do this alone
    - Local engagement is key
    - Approx. 180 local CCC’s for Census 2010
What is Georgia’s CCC message?

- Three Points
  - Safe & Secure
  - Representation is at stake
  - Funding is determined by Census
Local Complete Count Committees

- Comprised of local government and community leaders from education, business, healthcare, and other community organizations
  - “Census Ambassadors”
  - Give communities a trusted voice
    - Local CCC members have a knowledge and understanding of what it takes to engage and inspire others within their community
  - Spread knowledge of the benefits of participating in the 2020 Census
  - Engage your librarians!
Starting a Local CCC

- Work with U.S. Census Bureau partnership specialists
- Sign up for Georgia state information at https://census.georgia.gov/webform/local-complete-count-committee-sign
- Those interested will receive the information and resources needed to get started
Local Complete Count Committee Sign-up

Name *(required)*

City or County of Residence *(required)*

Email Address *(required)*

Telephone Number *(required)*

Comments
Starting a Local CCC

- Committees should include members with experience in the following areas, which can be topics of subcommittees:
  - Government
  - Workforce development
  - Faith-based community
  - Education
  - Media
  - Technology
  - Community organizations
  - Business
## 2020 Census
### Self-Response Mail Strategy

#### Self-Response
- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter/Internet First or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* &quot;It’s not too late&quot; Postcard</th>
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<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
<td>April 20, 2020</td>
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<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
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<td>Internet Choice</td>
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<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
</tbody>
</table>

Dates in the table below are in-home dates.

(*) Targeted only to nonresponding households
Local CCC Strategies (2019)

- Create social media accounts on Instagram, Facebook, and Twitter and follow local people and businesses to build up followers
- Place census messages in water bills, property tax bills, and other correspondences governed by the jurisdiction
- Encourage local businesses to become official sponsors of census awareness events planned by the committee
- Have census posters in visible, public locations
  - Should feature languages used within the community (ex: Spanish)
- Sponsor a census booth at fairs, festivals, and carnivals
  - Prepare handouts and/or pamphlets that detail the federally funded programs that are affected by the census
Local CCC Strategies (January - March 2020)

- Add census message to city council, county commission, chamber of commerce, and other local meetings
- Host promotional event(s) around the time of the first mailing
  - (Ex: Q & A panel with the community)
- Ask elected officials to encourage residents to fill out survey
- Canvas low-response areas within the community
Local CCC Strategies (April-May 2020)

- Place public service announcements in local radio and social media asking residents to fill out the census questionnaire and cooperate with census workers
- Complete check-ins with census representative to ascertain census response rate
  - If response rate is low, plan events and/or activities to motivate residents to complete the survey
- Evaluate the experiences of community members
  - Create and distribute survey
- Celebrate!
Further information

- Visit:
  - [https://www.census.gov/](https://www.census.gov/)
  - [https://census.georgia.gov/](https://census.georgia.gov/)
- Email:
  - [census@opb.georgia.gov](mailto:census@opb.georgia.gov)

- Contact:
  - Anna Wrigley Miller
    - [anna.miller@opb.georgia.gov](mailto:anna.miller@opb.georgia.gov)
  - Rusty Haygood
    - [rusty.haygood@dca.ga.gov](mailto:rusty.haygood@dca.ga.gov)