

Agenda

Complete Count Committee Formation Meeting

Welcome and Introduction

Complete Count Committee Basics

- Purpose and Goals
- Structure
- Roles, Local vs. Census
- Interaction with other CCC's in state and with Census Bureau

Sub Committees

- What kind of subcommittees work for your area?
- Challenges and Opportunities

Data – Facts about your CCC Area

- The 2020 Census at a Glance
- The George Washington University Counting For Dollars 2020
- ROAM – (Response Outreach Area Mapper)
- U.S. Census Bureau QuickFacts

Timeline of Activities

- Census Operations
- CCC Activities

Determining Local Resource Needs

- What already exists that can be used?
 - Events
 - Communication Strategies
 - Major Businesses/Corporations
- What additional resources might need to be secured?

Next Steps

- Local Action Items
- Census Action Items
 - Chair Appointed Deadline
 - CCC Committee Training – Tentative Month



*Message
From Cathy Lacy, Regional Director
U.S. Census Bureau-Denver Region*

Every decade since 1790, the U.S. Census Bureau has conducted a constitutionally mandated census to determine the number of people living within the United States and our territories. These data are used by our nation's leaders to help make vital decisions on behalf of all residents, including reapportionment and redistricting. Census data also affect how federal funds are distributed to tribal, state, and local governments each year.

One of the primary goals of the 2020 Census is to maximize the self response to the Census. This not only reduces the overall cost of the census, but it also increases the accuracy of these data as well. Tribal, state, and local governments, as well as community and business organizations can help us achieve this goal by bringing local knowledge and expertise to the process.

The Complete Count Committee is a major vehicle for planning and implementing local, targeted efforts that will uniquely address the special characteristics of your community. The role of the Complete Count Committee will be to plan and implement local outreach efforts to publicize the importance of the 2020 Census. The work of this committee will be innovative, exciting, and rewarding.

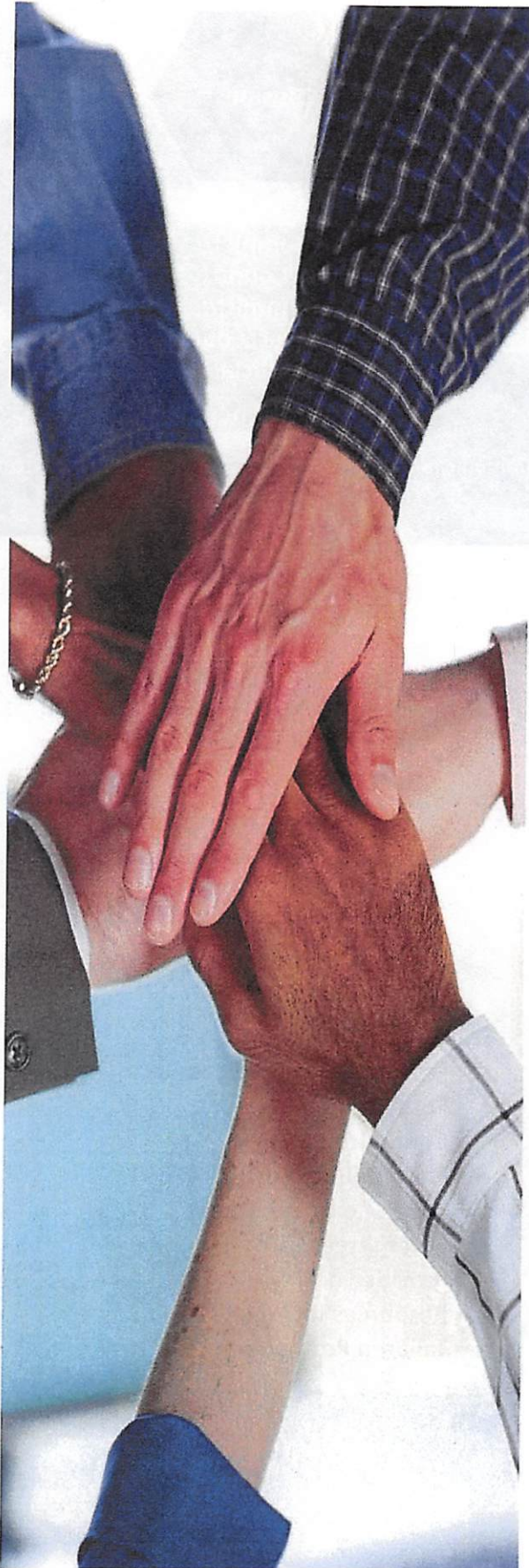
This informational packet provides guidelines for the active involvement of government officials, community leaders, and businesses in promoting the 2020 Census to residents of your community. The materials we have provided suggest a beginning format for organizing a campaign, provides examples of activities that may be implemented, and gives a timetable for these activities.

Your participation in the 2020 Census program is voluntary. However, many states understand that their participation is vital to help ensure an accurate and complete count of their community.

The Census Bureau is strongly committed to the most accurate and efficient census in 2020. With your help, we will ensure every resident is counted once—only once—and in the right place. We look forward to partnering with you to obtain an accurate count.

Sincerely,


Cathy L. Lacy



How Does a Complete Count Committee Work?

The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, educate about its importance, and encourage their community to participate. One very effective way to accomplish this is through **Complete Count Committees**.

What Is a Complete Count Committee?

A **Complete Count Committee (CCC)** is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of representatives from government agencies, education, business, faith-based and community-based organizations, and the media. Establishing a Complete Count Committee is not an exact science or technical endeavor.

The Purpose and Goals of a Complete Count Committee

The CCC is charged with developing and implementing a 2020 Census outreach, promotion, recruitment, and enumeration assistance plan of action designed to target and address the needs of their communities.

The overall purpose of the Complete Count Committee is three-fold:

1. It provides high-level oversight for participation in the 2020 Census
2. It provides a group of "trusted voices" to act as Census ambassadors
3. It serves as a knowledgeable contact point for the regional director in meeting the goal of a timely, accurate and cost-effective complete count.

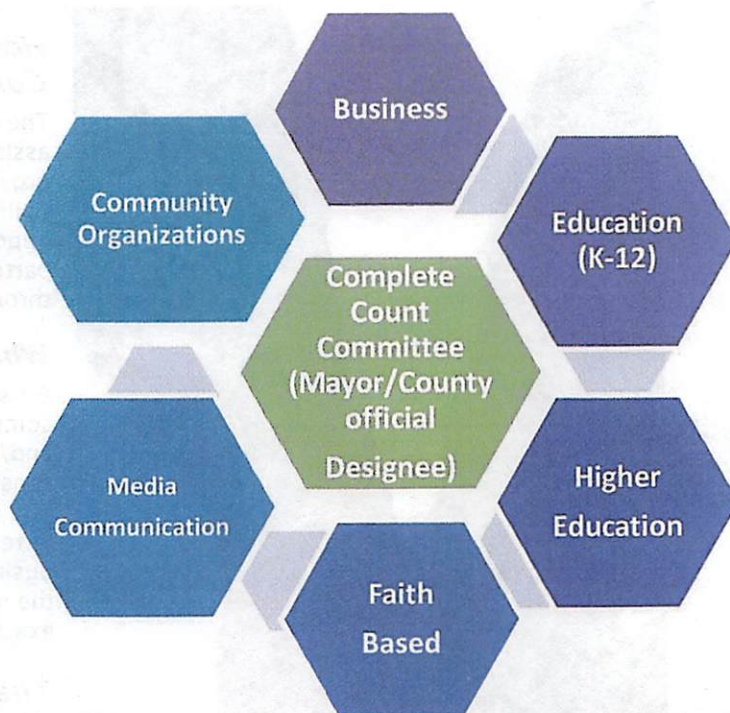
The goals of the Complete Count Committee are to act as "champion" for the 2020 Census by:

1. **Motivating** the community to self-respond;
2. **Educating** the public about the importance of the Census to the local community;
3. **Informing** the community about the Census activities and timelines;
4. **Involving** the community in activities to build awareness;
5. **Increasing** the response rate.

Structure of a Complete Count Committee

The mayor/county official appoints the members of the Complete Count Committee. The key elements of a successful CCC are:

- **Outreach** - People who can communicate to hard-to-count groups
- **Resourceful** - People who can bring resources to the table
- **Decision-makers** - People who can approve initiatives
- **Credibility** - People of influence and respect
- **Commitment** - People willing to doing the work
- Bipartisan
- Representative of all major races and ethnicities within the community/emerging population
- Creation of a coalition of businesses, community groups, government officials and large university representatives



Once the committee is formed, the Census Partnership staff member serves as liaison and advisor to the Complete Count Committee. The Partnership staff member will attend the meetings in an advisory capacity.

Census Staff

- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)

State/Local Community

- Provide Trusted Voices
- Form Complete Count Committee
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion

Suggested Subcommittees

Government subcommittee – Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, providing free space for Mobile Response Tables, recruitment and training, and identifying other resources for CCC activities.

Education subcommittee—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. Encourages school administrators, teachers, and students to use Statistics In Schools materials where appropriate.

Faith-based subcommittee—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census for awareness and participation purposes.

Media subcommittee—Creates and facilitates ways to get the census message to all community residents, using all available sources such as social media, local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.

Community-based organizations subcommittee—Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census and the benefits derived from census data.

Business subcommittee—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

Recruiting subcommittee—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a **Complete Count Committee** are community members who have expertise, influence, and experience in the area of the respective committee. Committees are more productive and successful when they invest time, resources, and energy to this effort.

Suggested Complete Count Committee Activities

Develop an action plan that will include activities, events, etc., which will support your efforts and help you meet your goals and objectives.

Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.

Encourage corporations and foundations to become official sponsors of your census activities.

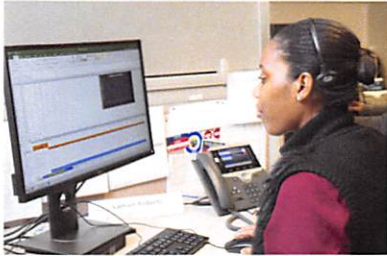
Implement special events that will generate interest and participation in the census.

Plan a Census Day event to motivate community response.



The 2020 Census

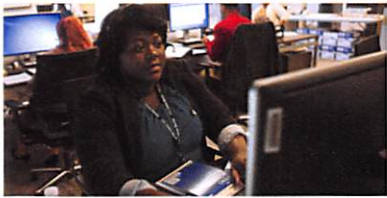
4 Ways to Respond



1. Secure Internet

New and Quick, Respond Online.

It's safe, secure and confidential. Your information and privacy are protected. It's economical both for you and for the taxpayers. It's greener saving trees and it's user friendly—offering you help screens and the ability to review your answers.



2. Respond by Phone

Our enumerators are ready to take your information question by question from the convenience of your phone from any location.



3. Respond by Mail

Wait until you receive your paper form through the mail or dropped at your residence. It can be filled out at home and dropped into your mailbox or post office.



4. In-person Interview

Our enumerators will visit residences that choose not to self respond.

Multiple Languages Available

Phone & Internet		Paper Mailer	In-Person Interview
English	Spanish	English & Spanish	Numerous Community individuals hired to interview others in their own community and language
Chinese	Vietnamese		
Korean	Russian		
Arabic	Tagalog		
Polish	French		
Japanese	Portuguese		
Haitian Creole			

Each completed survey
is a building block to
a better America.

Shape
your future
START HERE >

United States[®]
Census
2020

THE 2020 CENSUS:

AN IMPORTANT WAY TO SUPPORT YOUR COMMUNITY

Every ten years, the U.S. Census Bureau is responsible for conducting the nationwide census. While the next census itself will be taken in 2020, the Census Bureau is already recruiting to fill important positions. With the help of organizations like yours, we plan to recruit and employ thousands of Americans as Census Takers throughout the country. Since most communities are best known by the people who live and work there, you can help us—and help your community—by getting the word out about 2020 Census jobs in your community.

Why should you or your organization help the Census Bureau recruit applicants?

An accurate count is the goal of every census, the 2020 Census included. The results of the census have real-world impacts—and consequences—for communities across our country. From determining the number of seats each state has in the U.S. House of Representatives to planning for roads, schools, and hospitals, an accurate count is crucial. By helping to recruit Census Taker applicants from your community, you can help to ensure that your community is properly represented.

How can you or your organization help to get the word out about 2020 Census jobs?

You can help by doing any of the following:

- Posting information about 2020 Census jobs using your organization's social media channels, as well as by tagging other organizations that might also be willing to share this information
- Posting information about 2020 Census jobs on your organization's website and/or in newsletters
- Distributing promotional materials about 2020 Census jobs to your clients, customers, and/or members
- Displaying promotional materials about 2020 Census jobs in your offices and other facilities
- Allowing a Census Bureau recruiter to distribute promotional materials to your clients, customers, and/or members
- Sending an email with 2020 Census jobs information to your contacts
- Inviting a Census Recruiter to present information about 2020 Census jobs at your meetings or other gatherings, or being willing to provide 2020 Census jobs materials at those times yourself
- We are also very interested in any ideas you may have; since nobody knows your organization better than you, we look forward to working with you in what you believe will be the most effective ways

How will you know what information to distribute? Or will the Census Bureau provide the materials and messages?

We will make sure you have everything you need. To learn more about this, and to obtain materials and messaging, please visit www.census.gov/regions for information on how to contact your Regional Census Center.

Applicants are encouraged to apply online at 2020census.gov/jobs or to call the toll-free number at 1-855-JOB-2020 with questions, or to obtain more information or assistance.

Thank you for your interest in helping to promote 2020 Census jobs!

Best regards,
2020 Census Recruiting Team

United States
Census
2020

2020 Census Key Dates

Community Involvement - Offices - Data Collection Operations

January 2018 through September 2019	Engage & Educate Local Leaders, Partners & Communities	
April 2019 through January 2020	Promote Participation in the Census Locally	
January 2019 & February 2019	Early Area Census Offices Open (these offices run the Address Canvass Operation)	
June 2019 through August 2019	Area Census Offices Open (ACOs)	
August 2019 through October 2019	Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)	
March 2020 through June 2020	Call To Action for Residents to Respond (starting March 23)	
February 2020 through June 2020	Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)	
Mid-March 2020	Residents Invited to Respond	
Individual Housing Units (HUs) Invited by either:		
<u>Mail</u> (to USPS Mailable Addresses)	or	<u>Hand Delivery</u> (to Rural/PO Box, non-USPS HU delivery)
1. Letter Mailed		1. List Housing Units (operation is called Update Leave)
2. Reminder Postcard		2. Leave Questionnaire (Spanish in certain areas) &
3. Then Paper Questionnaire		Letter w/other Response Options (internet & phone)
Options to Self-Respond (all residents will have these 3 options & decide what is best for them)		
Internet	Telephone	Paper
March 23, 2020	Self-Response Begins & Continues through July 2020	
APRIL 1, 2020	Census Day – Reference Date = where you live on April 1	
Mid-April 2020	Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)	
May 2020 through July 2020	Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)	
Late August 2020 through September 2020	Area Census Offices Close	
August 2020 through December 2020	Quality Evaluation (re-contact of select HUs)	
December 31, 2020	Deliver Counts to the President	

Confidentiality

The 2020 Census & Data Stewardship



When you trust us with your information, our goal — and legal duty — is to keep it safe. Our mission is to serve as the nation's leading provider of quality data about its people and economy. We couldn't produce this information without you.

Employees take an oath for life to safeguard your information. If they break that oath they can be fined up to \$250,000 and jailed up to 5 years. All of our employees take a mandatory annual training reminding them of our confidentiality policies.

The Law Protects Your Information

By law, your information is confidential. Your answers cannot be used against you by any government agency or court. The law is found in Title 13 of the U.S. Code. Anyone who violates this law faces severe penalties.

Our Privacy Principles Guide Our Work

Our privacy principles guide our actions so that we respect your privacy and protect your confidentiality.

- We do not identify individuals in the data
- We can only publish statistics.
- Our Disclosure Review Board verifies that any data product we release meets our confidentiality standards.

From the beginning of the data collection process through the final storage of information, we protect your data following industry best practices and federal requirements. We use data encryption and two forms of authentication to secure system access. The security of our systems is a top priority and we continually refine our approach to address emerging threats.

We Keep Your Data Safe!

Shape
your future
START HERE >

United States
Census
2020