2020 Census: Complete Count Committees

Atlanta Regional Office
Managing Census Operations in AL, FL, GA, LA, MS, NC, SC

Shape your future START HERE >
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
  – Billions of dollars are distributed to state and local governments using Census numbers.
Apportionment of the U.S. House of Representatives
Based on the 2010 Census

Change from 2000 to 2010
- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House

Total U.S. Representatives: 435
Numbers represent repositioned total of U.S. Representatives.
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.
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.
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
Subcommittee Examples

Government
Education
Faith-based
Media
Housing
Recruiting
Community-based organizations
Business
Senior Citizens
Philanthropic
Service Providers
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 McCain 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 Chick-Fil-A was a great location in the busy McCain 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.
### 2020 CENSUS KEY DATES

**COMMUNITY INVOLVEMENT – OFFICES – DATA COLLECTION OPERATIONS**

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| Mail (to USPS Mailable Addresses) | 1. Letter Mailed  
2. Reminder Postcard  
3. Then Paper Questionnaire |
| **Options to Self-Respond (all residents will have these 3 options & decide what is best for them):** | **Internet**  
**Telephone**  
**Paper** |

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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.
2010 Census Mail Participation Rates Website

https://census.socialexplorer.com/2010ratemap/
An effective communication strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.
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 smart phone 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
Where to Direct Interested Applicants for 2020 Census Positions

2020census.gov/jobs

Toll Free Jobs Line

1-855-JOB-2020
(1-855-562-2020) or (1-855-889-8932)
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.
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?
# 2020 Census Key Dates

## Community Involvement – Offices – Data Collection Operations

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1. Mail (to USPS Mailable Addresses)
2. Letter Mailed
3. Reminder Postcard
4. Then Paper Questionnaire

**Hand Delivery (to Rural/PO Box, non-USPS HU delivery):**

1. List Housing Units (operation is called Update Leave)
2. Leave Questionnaire (Spanish in certain areas & 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

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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.
Prepare for 2020 Census, Now!

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too. Call the Atlanta Regional Office to schedule a CCC Workshop.

- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.

- Help recruit census workers when jobs become available.
Census Recruiting Help Needed

- Free space with computers
- Free space with good internet access
- Preferably, ADA accessible space
- Spread the word about jobs
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