

# 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.



1910 Enumeration  
A census enumerator interviews Winnebago Indians in Wisconsin in 1910.

*Schedule of the whole number of Persons in the Territory of the United States North West of the Ohio.*

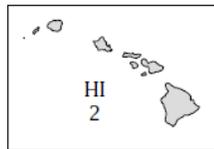
Names of Counties	Free white Males					Free white Females					Slaves
	Under five years of Age	From 5 years to 10 years	From 10 years to 15 years	From 15 years to 20 years	From 20 years to 25 years	Under five years of Age	From 5 years to 10 years	From 10 years to 15 years	From 15 years to 20 years	From 20 years to 25 years	
Jefferson	1937	758	749	731	417	1708	719	718	606	538	35
Washington	1035	379	568	642	292	991	328	472	507	193	18
Adams	727	273	319	341	177	664	261	267	273	115	15
Hamilton	3273	1335	1502	1251	480	3090	1105	1297	954	544	0
Wayne	540	201	332	584	198	467	193	352	198	100	139
Rock	1648	630	928	1061	336	1413	604	760	698	292	125
Summit	202	71	228	223	75	206	83	93	106	21	5
The aggregate amount of each description.	9362	3647	4036	4833	1985	8644	3353	3861	3302	1393	327
<i>The whole number of Inhabitants in the Territory 45,365.</i>											

Historic census records are maintained and released by the National Archives and Records Administration, not the U.S. Census Bureau. Visit <http://www.archives.gov> for more information about publicly available records like the one shown here.

# Why We Ask You to Allocate Resources to the 2020 Census

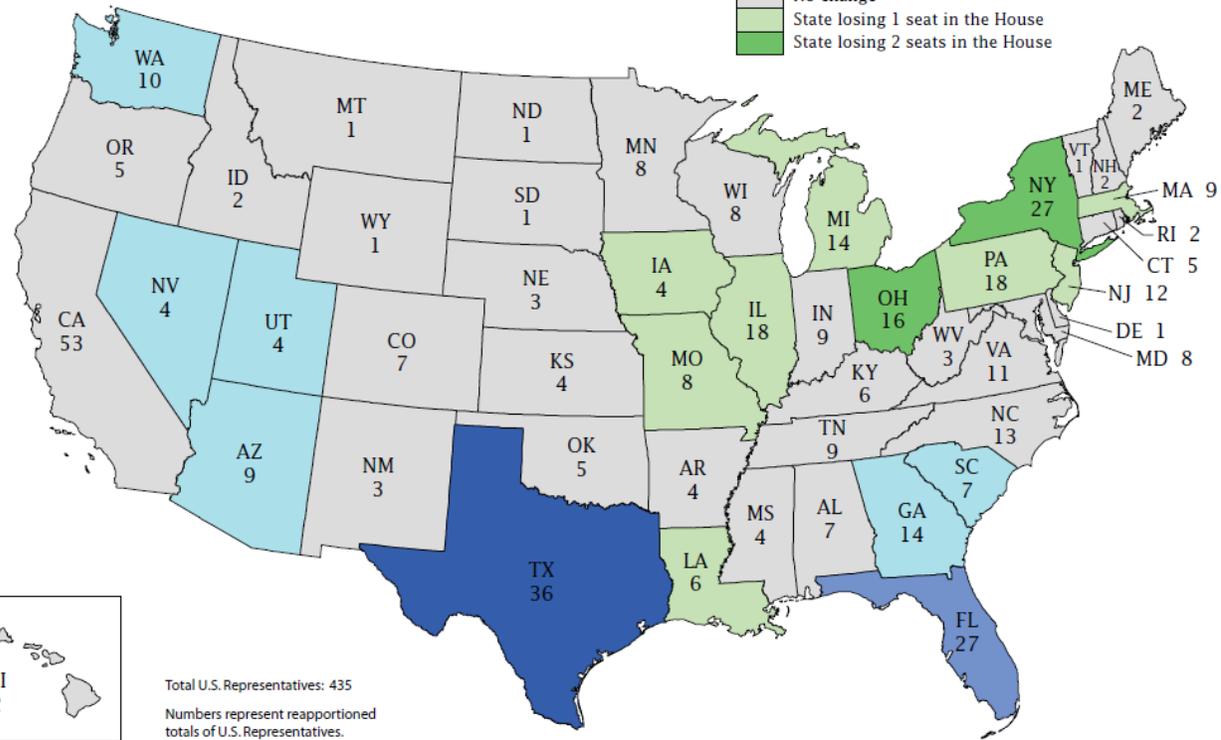
- Political Power
  - Census is constitutionally mandated for re-apportionment of Congress
  - Census results are used for Redistricting at national, state, and local levels.
- Money/Economic Impact
  - Over \$675 Billion/year is distributed to state and local governments using Census numbers (Over \$4 Trillion over the decade).

## 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 reapportioned totals of U.S. Representatives.

U.S. Department of Commerce

USCENSUSBUREAU  
Helping You Make Informed Decisions

# THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

## Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial  
Census-derived Statistics (Fiscal Year 2015)

### United States

Total Program Obligations: \$589,695,029,211

Per Capita: \$1,838 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$311,975,766,352
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$69,489,854,016
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$64,176,725,988
20.205	Highway Planning and Construction	DOT	Grants	States	\$38,331,904,422
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$19,087,549,000
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$13,859,180,910
10.555	National School Lunch Program	USDA	Grants	States	\$11,560,852,485
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$11,233,112,681
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$11,089,152,000
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$9,238,092,008
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$8,259,130,975
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$6,347,680,031
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$4,635,733,000
93.224/ 93.527	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$4,181,407,055
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$3,370,228,288
93.596	Child Care and Development Fund – Entitlement	HHS	Grants	States	\$2,858,660,000

## 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:

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never asks for your full Social Security number;

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never asks for money or a donation;

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never sends requests on behalf of a political party;

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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?

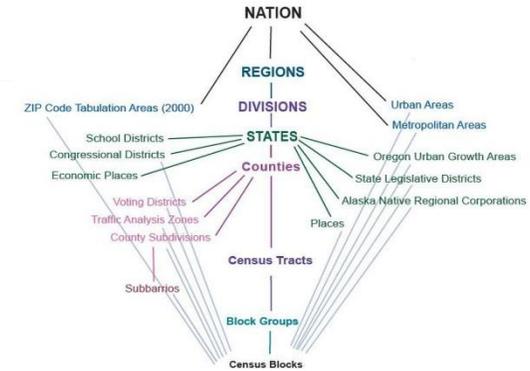


Demographics:  
Age  
Sex  
Marital  
Education  
Housing  
Health Ins and more



Business and  
Industry Data  
Import/Exports  
Employment  
Government Data

Standard Hierarchy of Census Geographic Entities



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.*

# Complete Count Committees

- 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

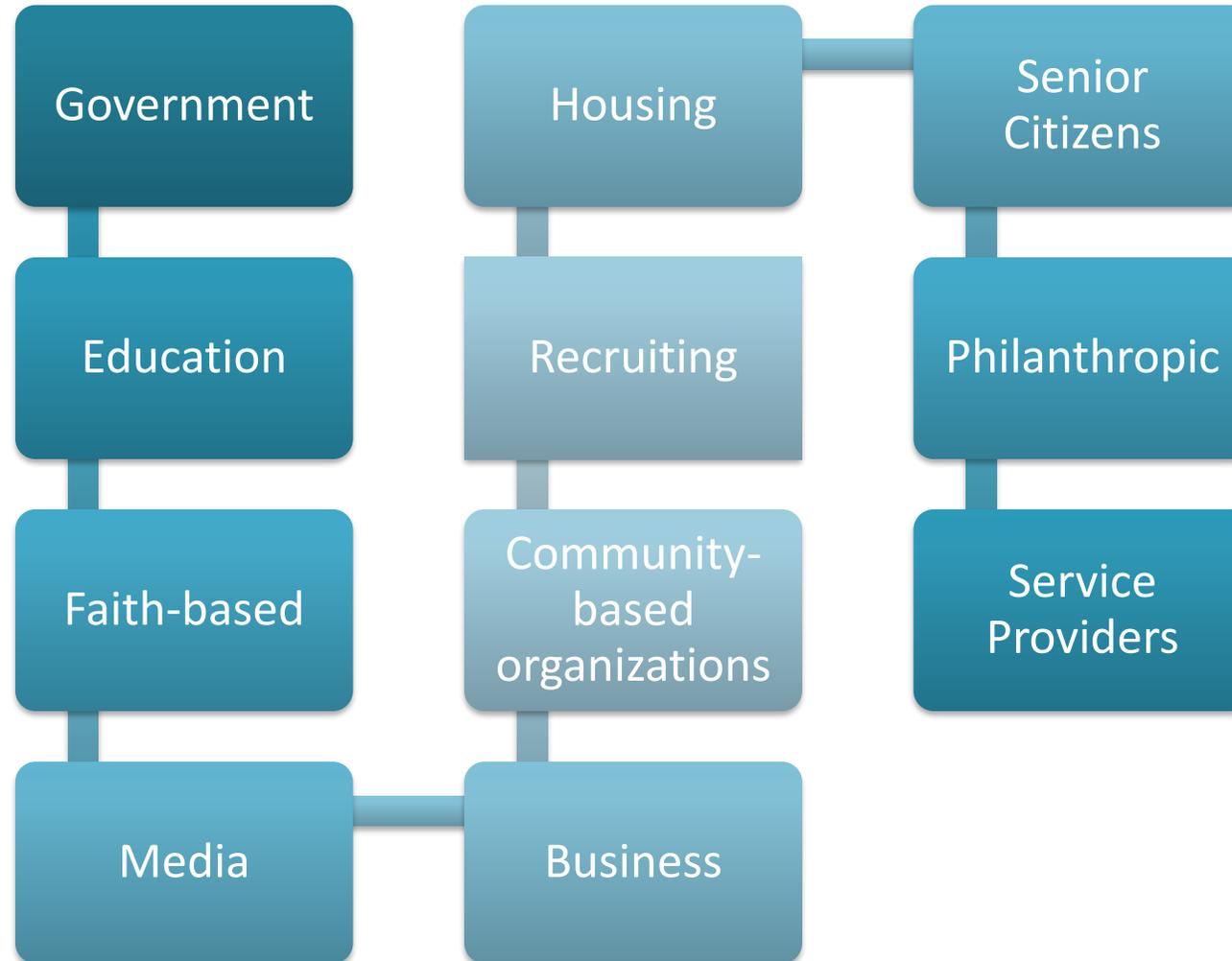
The Census Bureau encourages community leaders in hard-to-count areas to form CCC's and include trusted voices from the community.

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





## Mayor's Youth Council Active In Census 2010 Promotion

Posted on [March 9, 2010](#) | [Leave a comment](#)

### Teens Volunteer to Lead Census Promotion and Education on Saturdays at McCain Mall

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 of Chick-Fil-A was a great location in the busy McCain Mall food court.

## Mayor Hays Hosts Lunch with North Little Rock Faith Leaders

Posted on [March 8, 2010](#) | [Leave a comment](#)



Ministers join May Hays for lunch and offer their support for Census 2010 outreach.

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 Town Center 2010 Awareness Event



Seminole County Wekiva Riverfest 2010 Census Event Photo



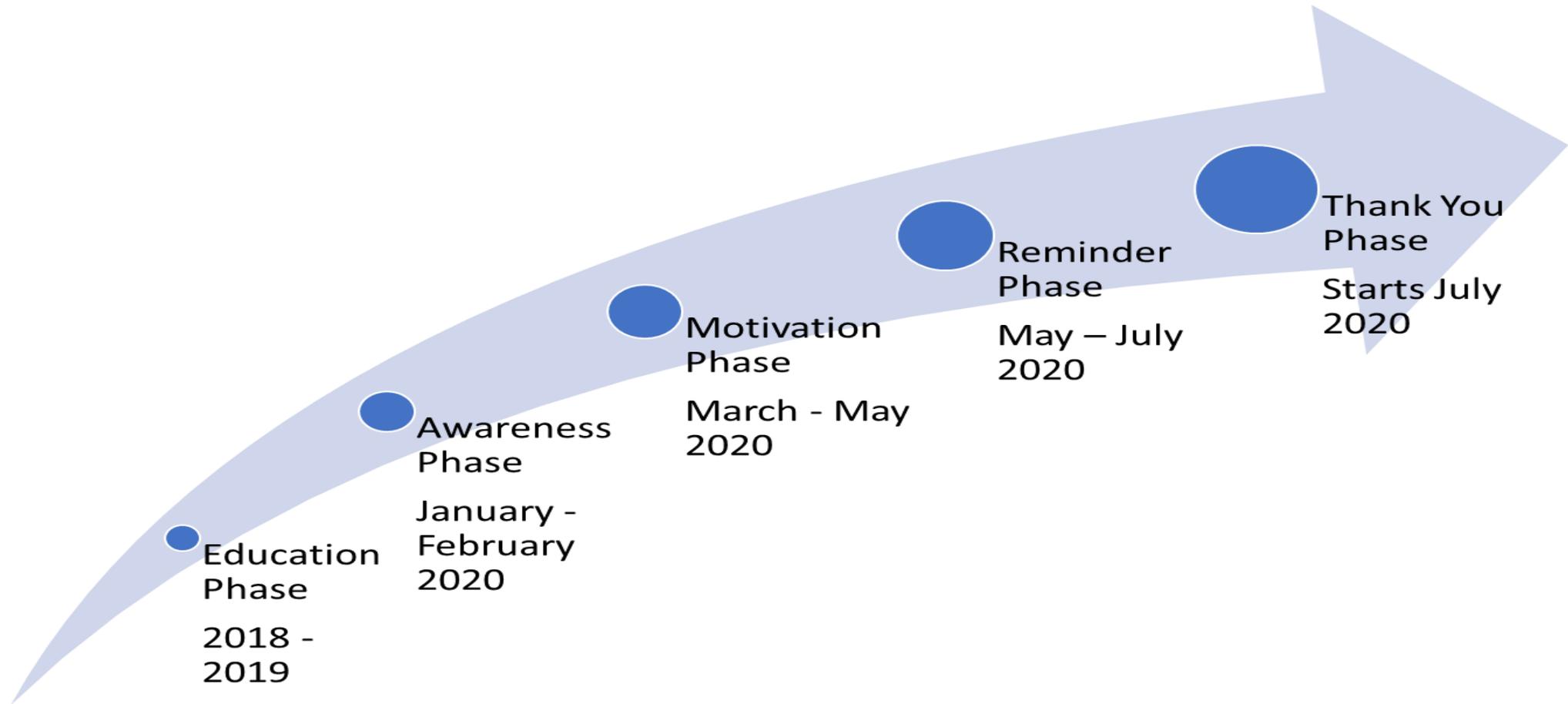
Seminole Co FL,-March to the Mailbox 2010



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



# CCC Action Steps During the Awareness Phase



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

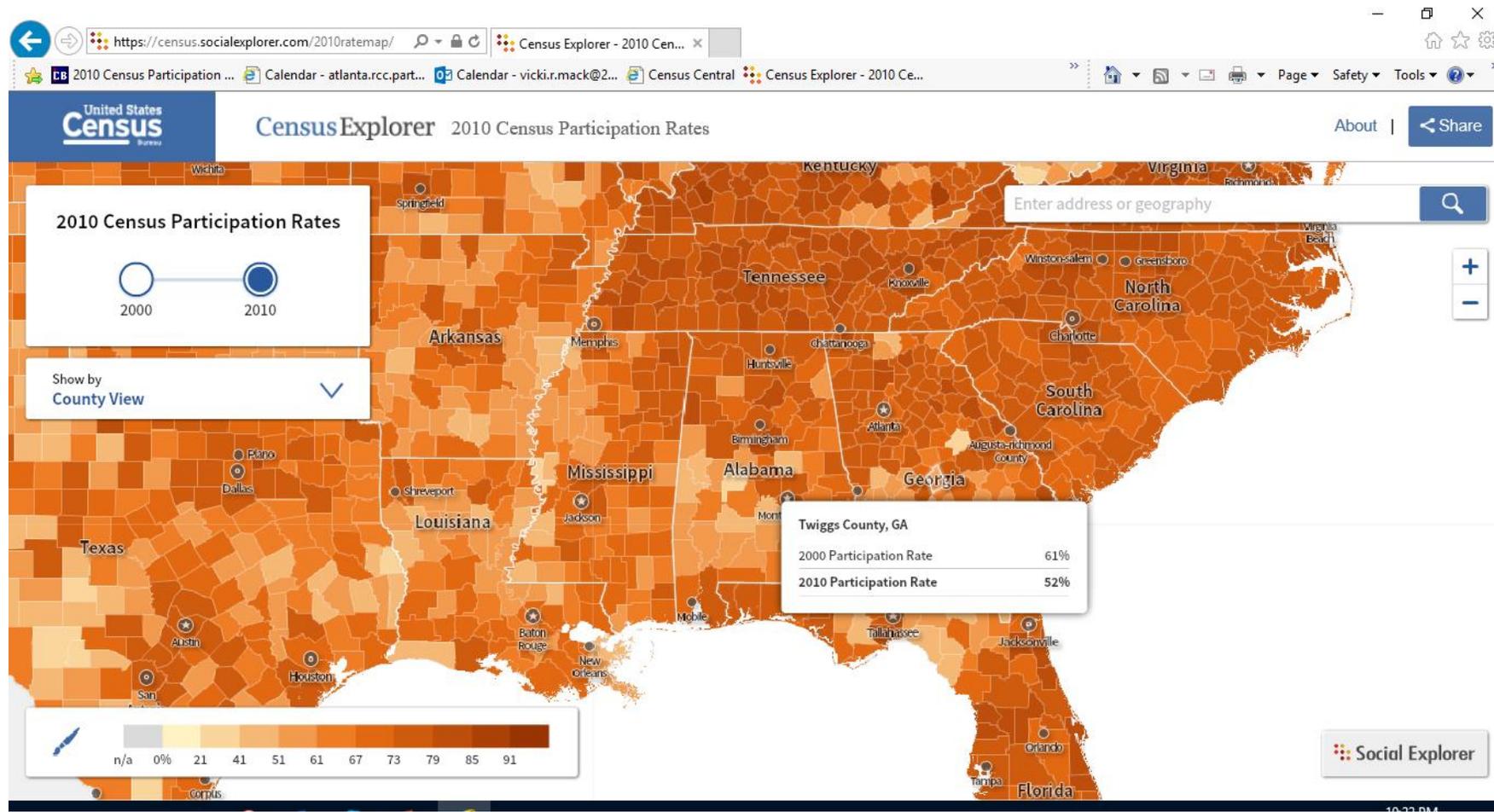


## Reminder Phase Action Steps from May 2020 – July 2020

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



# 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

Engage & Educate Local Leaders, Partners & Communities

January 2019

Early Area Census Offices Open (these offices run the Address Canvass Operation)

June 2019

Additional Area Census Offices Open (ACOs)

August 2019 through October 2019

Address Canvassing Operation

March 2020

Call to Action for Residents to Respond (starting March 23<sup>rd</sup>)

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:

Mail (to USPS Mailable Addresses)

or

Hand Delivery (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

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](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](https://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



# 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](http://www.usajobs.gov)

or

[Census.gov/fieldjobs](http://Census.gov/fieldjobs)

or

Toll Free Jobs Line

**1-855-JOB-2020**

**(1-855-562-2020) or (1-855-889-8932)**

[\*\*2020census.gov/jobs\*\*](http://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](mailto:atlanta.rcc.partnership@census.gov)
- Atlanta Recruiting 1-855-889-8932  
[atlanta.rcc.recruiting@census.gov](mailto:atlanta.rcc.recruiting@census.gov)
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