Forming 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 reapportionment 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).
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
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.
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.
New Initiatives for Census 2020

• 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.
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
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
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
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.
Subcommittee Worksheet

Take a moment to brainstorm
• Think about trusted voices
• Think about organizations that have an impact and serve
• Think about areas that may be hard to count and identify leaders or trusted voices in those communities
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 plan to provide a guide for 2020 Census Complete Count Committees, but you can begin now. In the meantime, you can refer to a Complete Count Committee guide and other information available online from the 2010 Census for historical reference. Keep a big change in mind though: we’ll primarily ask people to respond to the 2020 Census online (not by mail).
• 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.
Recruiting/Hiring Challenges

• Starting **September 4, 2018**, an online application and assessment will be required for 2020 Census hourly positions.

• 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

- Testing space with computers
- Testing space with good internet access
- Preferably, ADA accessible space
- Preferably, no cost public space
- Spread the word about jobs
Sources for Job Information

USAJOBS.GOV

Regional Offices & National Processing Center
https://census.gov/about/regions/atlanta.html

Click on Employment Opportunities
Next Steps

• Continue to 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 (404) 730-3834
  atlanta.rcc.partnership@census.gov
- Atlanta Recruiting 1-855-889-8932
  atlanta.rcc.recruiting@census.gov