



**2020 Census:
Introduction to Complete Count Committees
CCC Formation**

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U.S. CENSUS BUREAU
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Agenda

- Introduction to Complete Count Committees
- Census Timeline
- CCC Formation
- Hard-to-Count Outreach
- Response Area Outreach Mapper Demonstration

Introduction

Overview of CCCs

- CCCs are one of the core strategic elements of the Partnership program for the 2020 Census

Introduction

Overview of CCCs

- Census Bureau works with tribal, state and local governments, and community organizations to form CCCs around the country

Introduction

Overview of CCCs

- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation

Introduction

- Background and Structure of CCCs
 - Local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their constituents.

Introduction

- Committee members are experts in the following areas:
 - Government
 - Media
 - Workforce development
 - Business
 - Education
 - Community Organizations
 - Faith based communities

Decennial Census Overview

More than \$675 billion dollars of federal funds may be disbursed nationally based upon Decennial Census data.

Decennial Census Overview

- The Census is Confidential and Required by Law
 1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
 2. We will never share a respondents personal information with other government agencies
 3. Results from the census are reported in statistical format only
 4. Records are confidential for 72 years by law (Title 44, U.S. Code)
 5. All Census Bureau employees swear a lifetime oath to protect respondent information.
 6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

Timeline

Key Communications Phases

- The 2020 Census Phases
 - Education Phase – 2018-2019
 - Awareness Phase – Jan 2020 – Feb 2020
 - Motivation Phase – March – May 2020
 - Reminder Phase – May – July 2020
 - Thank You Phase – Starts July 2020
- Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

Timeline

Key Communications Phases

- Education Phase
 - Period from Now - December 2019
 - CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members understand the mission of the committee
 - Regional Census Offices Open
 - Early Area and Area Census Offices Open
 - Address Canvassing Operations in Select Areas (30% of the country) takes place

Timeline

Key Communications Phases

- **The Awareness Phase**

The awareness phase of the 2020 Census officially starts in January 2020. Government and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is easy, important, and safe.

Timeline

Key Communications Phases

- Motivation Phase
 - March 2020 – April 2020
 - Review and update plans to increase activities aimed at encouraging households to respond
 - Implement Census Day activities
 - Encourage households to respond quickly to the census.
 - Ensure that the committee is using the right activities in the right place and adjust as needed

Timeline

Key Communications Phases

- Reminder Phase
 - May – July 2020
 - Encourage every household that did not respond that they still can respond or wait for the census taker to knock on their door.
 - Continue to meet and review the 2020 response rates and implement your plans to encourage cooperation.

SCCCs/CCCs Overview

- The Importance of CCCs
 - CCC is a committee established by local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census
 - CCCs are “census ambassador” that play an integral part in the 2020 Census

Forming CCCs

- CCC Structure
 - Government SCCCs/CCCs should include members with experience. Below are suggested areas:
 - Government
 - Workforce development
 - Faith-based community
 - Education
 - Media
 - Community organizations
 - Business

CCC formation

- **Question 1: What are the demographics of your community? (Demographics include, education, income, age, gender, etc)**
- **Question 2: How do these demographics present a challenge to a successful census?**

Forming CCCs

- Local Government CCCs
 - Local Government CCCs are formed by the highest elected official in a local government, regardless of size. This includes:
 - Local governments in cities, counties, towns and villages
 - Charged with developing and implementing a census awareness campaign that motivates EVERY household to respond to the 2020 Census in a timely manner

Forming CCCs

- Community CCCs
 - Formed in specific low response score areas
 - Formed to fill a gap in areas where there is no government-sponsored SCCC/CCC
 - Includes representation from the following suggested areas of the community:
 - Business leaders
 - Educators
 - Media representatives
 - Organization leaders
 - Community-based organization leaders
 - Faith Based Organizations

Forming CCCs

- Key Points About the SCCC/CCC Structure
 - CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community
 - Census Bureau staff serve as liaisons and information resources for SCCC/CCC
 - CCC operations are governed by the highest elected official or community leader

Forming CCCs

- **Government Subcommittee – Focus**
 - Represents local government in all programs between the Census Bureau, such as new construction programs and others
 - Ensures that elected officials are aware of and are included in all committee activities
- **Government Subcommittee – Composition**
 - Elected officials, city planners, demographers, cartographers and municipal employees

Forming SCCCs/CCCs

- Media Subcommittee – Focus
 - Assist the CCC in communicating census message to ALL residents
 - Facilitates communication of CCC messages through multiple channels, such as ethnic media, local newsletters, electronic bulletin boards, bloggers, local Websites, and all any social media platforms.
- Media Subcommittee – Composition
 - Local media representatives, communication directors, publishers and editors of neighborhood newspapers, and ethnic media representatives

Planning Your Work and Working Your Plan

- Components of Work Plan
 - Overview – Official Next Steps
 - 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

Planning Your Work and Working Your Plan

- Identifying Hard-to-Count Areas and Populations
 - CCC work plan should utilize the local knowledge of members and data of the makeup of the community
 - Data tools can provide assistance to the committee to identify predicted areas of low response at the community level

Hard to Count Outreach Plan Activity

- Break out into groups
- Discuss potential barriers that exist in each group
- Brainstorm potential outreach ideas/messaging that could help increase participation
- Each group share out one idea

Breakout Groups

- Youth, 0 – 5
- Latinos
- African American
- Asian
- Veterans
- People with Disabilities
- Homeless community
- Multi-family housing
- Immigrant/Refugee
- College students

ROAM Live-Demo



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Chapter 5: Planning Your Work and Working Your Plan: Using ROAM

- ROAM

- LRS = predicted level of Census self nonresponse at the tract level
- Values from 0-100
- For example,

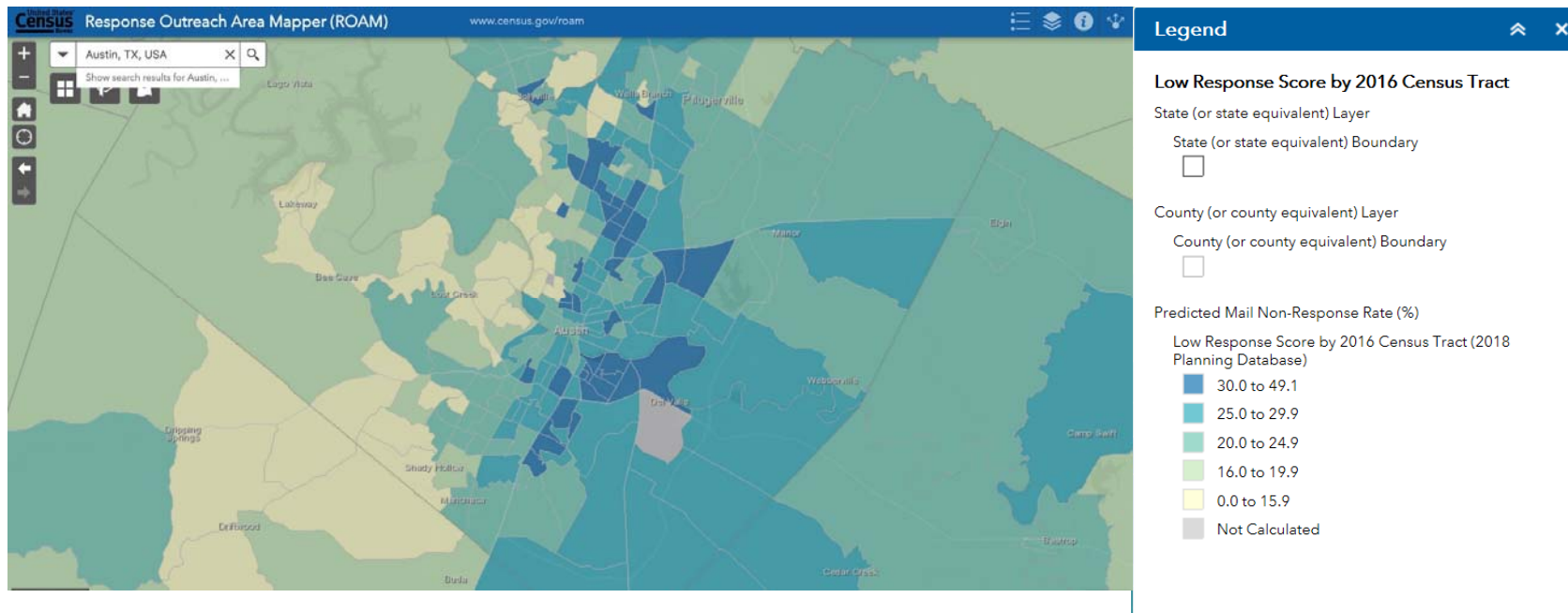
If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the Census

Chapter 5: Planning Your Work and Working Your Plan: Using ROAM

- LRS Limitations/cautions
 - Only considered mail self-response – 2020 Census will offer internet, phone and mail options to self-respond
 - LRS are not calculated for all census tracts (-1)

Chapter 5: Planning Your Work and Working Your Plan

Response Outreach Area Mapper (ROAM) census.gov/roam



Chapter 5: Planning Your Work and Working Your Plan: Using ROAM

Census Tract 18.13 Travis County, Texas

Low Response Score (%): 31.3

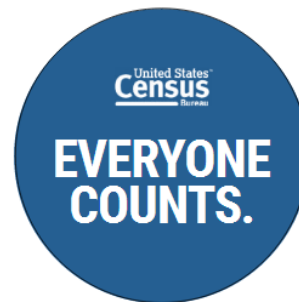
2012-2016 ACS 5-year estimates

Total Population: 6,970
Median Household Income (\$): 31,996
Population Under 5 (%): 10.75
Population 18-24 (%): 11.54
Population 65 and Over (%): 4.73
Below Poverty Level (%): 33.81
Not High School Graduate (%): 29.66
Non-Hispanic, Black (%): 12.98
Non-Hispanic, White (%): 14.09
Hispanic (%): 67.42
American Indian or Alaska Native (%): 0.00
Asian (%): 3.29
Native Hawaiian or Other Pacific Islander (%): 0.00
Some Other Race (%): 0.00
Foreign Born (%): 39.56
No One in Household Age 14+ Speaks English "Very Well" (%): 31.67
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 38.03
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.32
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.16
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 1.09
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 1.51
Total Housing Units: 2,506
Total Occupied Housing Units: 2,280
Renter Occupied Housing Units (%): 65.57
Family Occupied Housing Units with Related Children Under 6 (%): 38.22
Population 1+ Who Moved From Another Residence Within the Last Year (%): 22.28
Vacant Housing Units (%): 9.02
Multi-Unit (10+) Housing (%): 28.93

CCC Tools From census.gov



<https://www.census.gov/programs-surveys/sis.html>



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<https://www.census.gov/partners/toolkit.pdf>

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<https://2020census.gov/jobs>



Planning Your Work and Working Your Plan

- **Effective Committee Activities**
- Public Service Announcement (PSAs)
- Advertising campaign
- Banner, posters, billboards & advertising on benches
- Print materials
- Faith-based activities
- Translation of materials
- Local media coverage

Complete Count Committee Work Plan Example Template-handout

- **Chair(s) Name/Org Name/Org**
- **Members:**

- **Kick off Meeting Date:**
- **Meeting Frequency**
- **Education Phase....**
- **Awareness Phase....**
- **Motivation Phase**
- **Hard to Count Areas/Key Outreach Needs:**

2020 Census Integrated Communications Campaign

- On the Road to 2020

Additional Resources

- Promotional outreach materials will be available in multiple languages (to be determined)
- Others are turnkey and can be dropped right into a newsletter or posted on a partner's Web site

Determining Local Resource Needs

- **Local Budgets**
- **Free/existing communication/media**
 - **Social Media**
 - **Existing Events**
- **Businesses/Corporations/Foundations**

What to Expect From Your U.S. Census Bureau Staff Liaison

Role of the Partnership Specialists

- Primary contact between the U.S. Census Bureau and the CCC
- Serve as advisors and information resources to CCCs
- Help identify census awareness building activities that are more effective in their community

What to Expect From Your U.S. Census Bureau Staff Liaison

Steps Partnership Specialists will follow:

- When possible, attend SCCC/CCC meetings, provide guidance, recommend outreach and promotional activities and distribute promotional materials and items
- Encourage the development of innovative activities geared to specific groups within the community
- Maintain an open line of communication with SCCCs/CCCs

Summary and Closing

- **Summary**

- CCC Training Manual has been created to provide leaders and members information to form strong effective SCCC/CCCs
- SCCC/CCC can develop strategies and activities that are focused and make the best use of available resources