



Town of Addison
Complete Count Committee Training

November 13, 2019

U.S. Census Bureau / Denver Region / Dallas Census Center

Welcome

Member Introductions

- Name
- Organization

Group Guidelines

- Cell Phones to Vibrate
- Actively Participate, Take Turns Speaking



Our Training Today

- **Overview of the Complete Count Committee**
- **Census 101**
- **Structure of the CCC**
- **Response Outreach Area Mapping (ROAM)**
- **Planning Your Work / How We Work Together**
- **Questions**

Let's Get Started!

Introduction

- **Our Training**

- Helps Tribal, State, **Local Governments** and Community Members
- Form and Manage effective Complete Count Committees (CCC)

- **Training Materials**

- Complete Count Committee **Training Manual D-1255**

Introduction

Overview of CCC

- A core strategic element of the **Community Partnership and Engagement Program** for 2020 Census
- Census Bureau works with tribal, state and local governments, and community organizations to form **CCCs around the country**
- Plan, Implement **Locally-based Outreach Campaigns**
 - Raise Awareness of the Census
 - Drive Participation

Introduction

Background and Structure

- Local Governments work with **Community Partners**
- **Census Ambassadors** Promote the 2020 Census to their Constituents
- Community-based organizations also may create CCCs to reach their constituents
- Committee Members Represent these **Sectors:**

Government

Media

Workforce development

Business

Education

Community Organizations

Faith-Based Community

Other Sectors, based on needs

Census 101





Chapter 1: Decennial Census Overview

Why We Do A Census?

U.S. Constitution – Article 1, Section 2

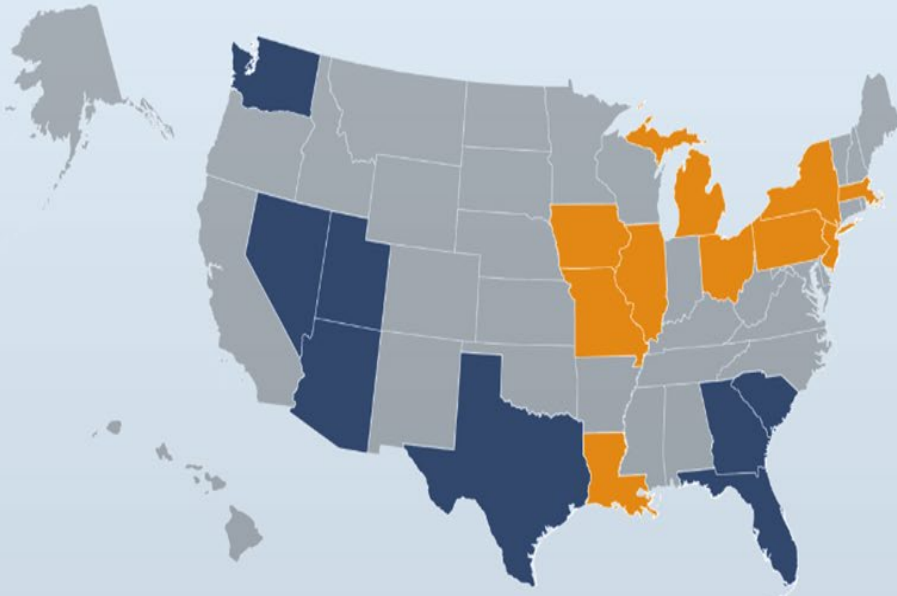
*The actual Enumeration shall be made within Three Years after the first Meeting of the Congress of the United States, and within **every subsequent Term of Ten Years**, in such manner as they shall by Law direct.*

Chapter 1: Decennial Census Overview

APPORTIONMENT

2010
OFFICIAL RESULTS

GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1

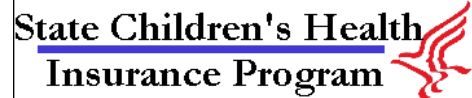


Census Data is Used to Determine Your Representation in:

- Congress
- Electoral College

Over \$675 Billion in Federal Funds Distributed to States, including Texas

Examples of Federally-Supported Programs:



Shape
your future
START HERE >

United States
Census
2020

Other Uses of Census Data

- **Draw Key Districts** – Congressional, State Legislative, School, Voting Precincts
- **Enforce Voting Rights, Civil Rights Legislation**
- **Inform Planning Decisions** - Federal, Tribal, State, Local Government
- **Inform Business, Non-Profit Organizational Decisions** – i.e., Where to locate, size of market, etc.

Chapter 1: Decennial Census Overview

2020 Census: Confidential and Required by Law

CENSUS BUREAU

- Required to keep **Information Confidential**
- We **DO NOT** share a Respondents **Personal Information with Government Agencies**
- All Census Bureau Employees - **Lifetime Oath** to Protect Respondent Information
- **Penalty for Wrongful Disclosure,**
5 years Imprisonment, \$250,000 Fine

YOUR INFORMATION

- **All Responses** on 2020 Census Questionnaire or to a Census Bureau employee, **Protected by Title 13, U.S. Code**
- Census Results are reported in **Statistical Format Only**
- **Records Confidential for 72 years** by law (Title 44, U.S. Code)

1 million Young Children weren't counted in the 2010 Census

Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.



Let's close the GAP in 2020!

Shape
your future
START HERE >

United States®
Census
2020

Chapter 1: Decennial Census Overview

Key Changes: 2020 Census vs 2010 Census

- New technology Makes it *Easier to Respond* to the Census
- Respond *Online, Phone, or Paper Form. Or, in Person*
 - *Online/Phone – English + 12 Languages*
 - *Paper Form – English, Spanish*
 - *In Person – Enumerator visits Household after 5 attempts to Reach by Mail*
- More accurate Address List, Automated Field Operations— Keep *Your Information Confidential and Safe*
- **2020 Census Sample Form:** <https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires/2020.html>

English
Chinese
Korean
Russian
Spanish
Vietnamese

NEW IN 2020
Arabic
French
Haitian Creole
Japanese
Polish
Portuguese
Tagalog

2020 Census Timeline

2019

Area Census Offices Open
Base of Operations

Farmers Branch ACO Supports
**Town of Addison and
surrounding Cities**

Address Canvassing Underway
through mid-October -
Completed

2020

Remote Areas of Alaska Counted Early
Ahead of Inclement Weather

**Most Households Receive Invitation to
Respond Online – March**

April 1st: Census Day

Early Group Quarters Begins

**Non-Response Follow Up,
Households Who Have Not Responded
– May/July**

Census Bureau Delivers Apportionment
Counts to the President –
December 31, 2020

2021

Data for Redistricting
Purposes Delivered to
States

Detailed Tabulation Tables
Released on a Flow Basis

CENSUS JOBS NOW LIVE!

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



Part-time and Full-time Jobs – Pay Range \$17-\$22/Hour

December 2019: Next Hiring Period

CCC Tools: census.gov & 2020census.gov/partners

COMMUNITY OUTREACH TOOLKIT

A quickstart guide to tailoring
census outreach efforts for the
people you serve



United States
Census
Bureau

www.census.gov/partners/toolkit.pdf



www.census.gov/programs-surveys/sis.html



CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

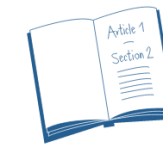
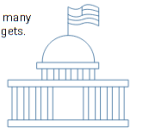
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

It means \$675 billion.



Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



It's about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



Taking part is your civic duty.

Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



More About CCCs...

Chapter 2: SCCCs/CCCs Overview

The Importance of CCCs

- 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 Ambassadors*, an integral, strategic component of the 2020 Census

Chapter 2: CCC ACTIVITY (Handout)

Question 1:

What are the Demographics of your Community?
(ex: education, income, age, gender)

Question 2:

How do these Demographics Present a Challenge to a Successful Census?

Chapter 3: Forming CCCs

CCC Structure

Government SCCCs/CCCs Include Members with Experience in these Areas:

- Government
- Workforce development
- Faith-based community
- Education
- Media
- Community organizations
- Business

Chapter 3: Forming CCCs

Local Government CCCs

- Formed by the Highest Elected Official in a Local Government, regardless of size.
- **Local Governments in Cities, Counties, Towns and Villages**
- Develop and Implementing a Census Awareness Campaign that:

***Motivates EVERY household to Respond to the 2020 Census
in a Timely Manner***

Chapter 3: 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

Chapter 3: Forming CCCs

Key Points About the SCCC/CCC Structure

- CCCs should be **Inclusive**, reflecting the 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**

Chapter 3: Forming CCCs

Exploring CCC Subcommittees

Chapter 3: Forming CCCs / Subcommittee Examples

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**

Chapter 3: Forming CCCs / Subcommittee Examples

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

Chapter 4: Timeline Key Communications Phases

The 2020 Census Phases

- Education 2018 – December 2019
- Awareness: January – February 2020
- Motivation: March – May 2020
- Reminder: May – July 2020
- Thank You: Starts July 2020

Local Governments and
Community Leaders
throughout the Nation

Implement Activities
Promoting 2020 Census Self-
Response

*Local Champions:
Census is Easy to Complete,
Important to the Community,
Safe to Participate*

Chapter 4: Timeline Key Communications Phases

Exploring Each Communication Phase

Chapter 4: Timeline Key Communications Phases

Education Phase (2018 - December 2019)

- CCC Chairpersons and Subcommittee Chairpersons Ensure their respective **Members Understand the Committee's Mission**
- **Regional & Area Census Offices Open October 10th**
- **Address Canvassing** Operations in Select Areas (30% of the country)

Chapter 4: Timeline Key Communications Phases

Awareness Phase – January 2020

- Government and Community Leaders throughout the Nation Participate in **Activities Highlighting the Message:**

The 2020 Census is Easy, Important, and Safe

Chapter 4: Timeline Key Communications Phases

Motivation Phase: March – May 2020

- Review and **Update Plans to Increase Activities** aimed at encouraging Households to Respond
- **Implement Census Day activities: April 1, 2020**
- Encourage **Households to Respond** quickly to the Census
- Ensure the Committee is using the **Right Activities** in the right place and adjust as needed

March 2020,
U.S. Households Receive
the 2020 Census at their
Residence Address
Mailboxes

Live Online Response Rates by Census Tract!
CCCs Can Mobilize to Improve Tract Response Rates

Chapter 4: Timeline Key Communications Phases

Reminder Phase: May – July 2020

- Encourage Every Household that has NOT RESPONDED to:
 - **Complete Census, or**
 - **Census Enumerator Will Come to Their Door**
- CCC Continues to Meet:
 - **Reviews the 2020 Local Response Rates**
 - **Implement your Plans to Encourage Cooperation**

2020 Census
Closes
July 31, 2020

Chapter 4: Timeline Key Communications Actions

Thank You Phase: August - December 2020

- Prepare a **Summary Report of Committee Activities** and Member Feedback;
Share report with Census Bureau staff
- Celebrate the **Success of the 2020 Census** and **Recognize the Efforts of the SCCC/CCC Members**
- **Thank the Community of Duncanville** for their Support and Response

Chapter 5: Developing your CCC Work Plan

Your CCC Work Plan

Chapter 5: Developing your CCC Work 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 Your Objectives
- **Timeline**
 - Develop a Broad Timetable of Events and Activities with Dates

Chapter 6: Planning Your Work, Working Your Plan

Identifying Hard-to-Count Areas and Populations

- CCC Work Plan **Utilizes 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

10 Minute BREAK

ROAM

**Response Area Outreach Mapping
Live-Demo**

www.census.gov/roam

Chapter 6: Planning Your Work, Working Your Plan

Response Outreach Area Mapping (ROAM):

- LRS: Low Response Score
- Predicted level of Census **Self-Nonresponse at the Tract Level**
- Values from 0-100
- For example,
If LRS = 25, We Estimate that 25% of Households in that Tract may not Self-Respond to the Census

Chapter 6: Planning Your Work, Working Your Plan

ROAM: LRS Limitations/Cautions

- LRS is only Considered Predictor of Mail Self-Response

2020 Census offers Internet, Phone and Mail Options to Self-Respond

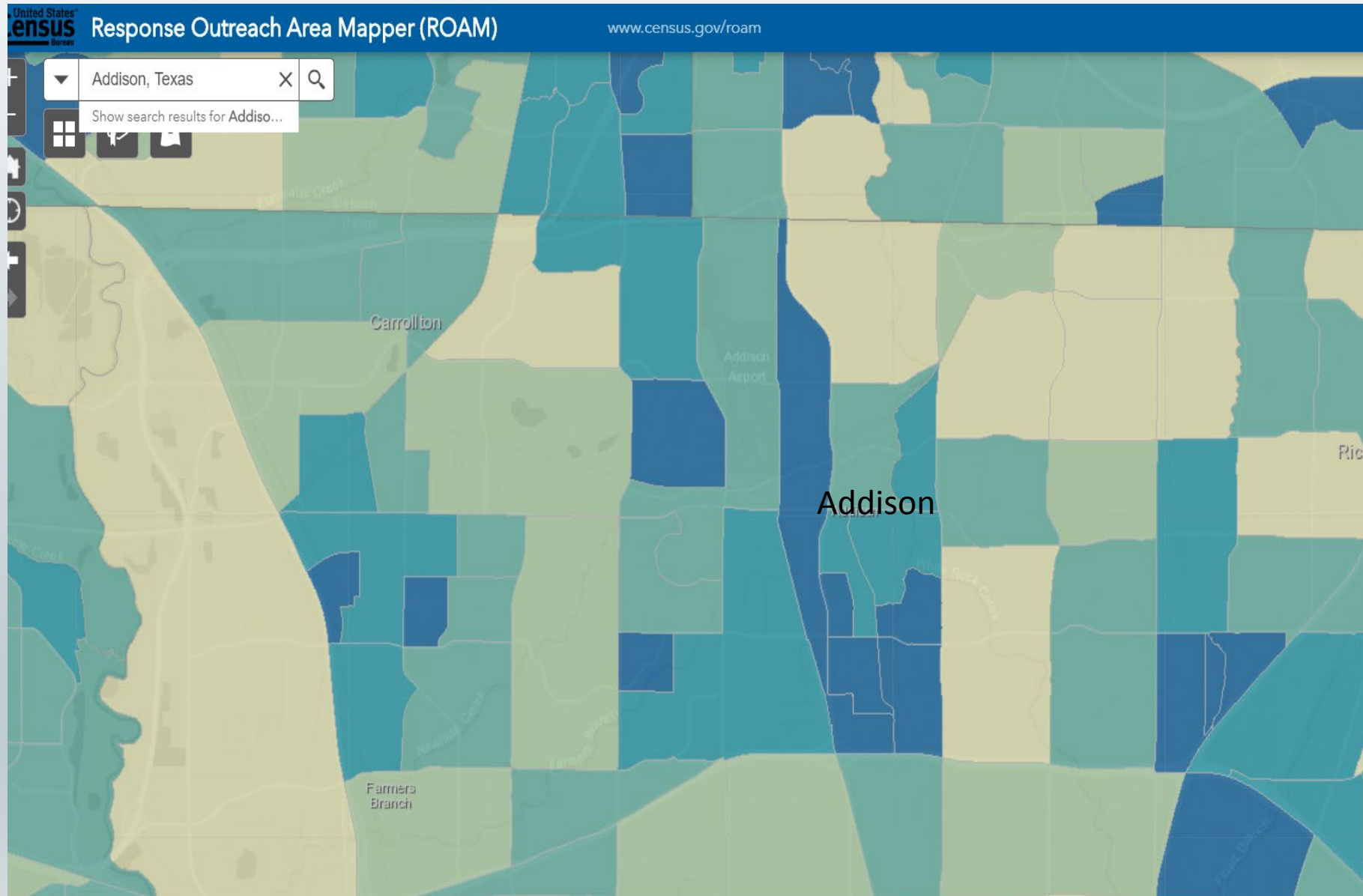
- LRS is not Calculated for all Census Tracts
- LRS identifies **Hard to Count/Hard to Survey** Census Tracts

The CCC can Implement Strategies to Promote and Increase Self-Response in Hard to Count Neighborhoods

Chapter 6: Planning Your Work, Working Your Plan

Response Outreach Area Mapper (ROAM)

[census.gov/roam](https://www.census.gov/roam)

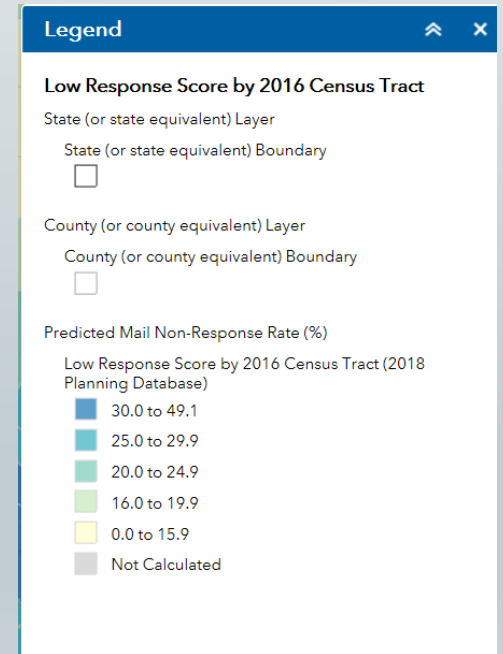
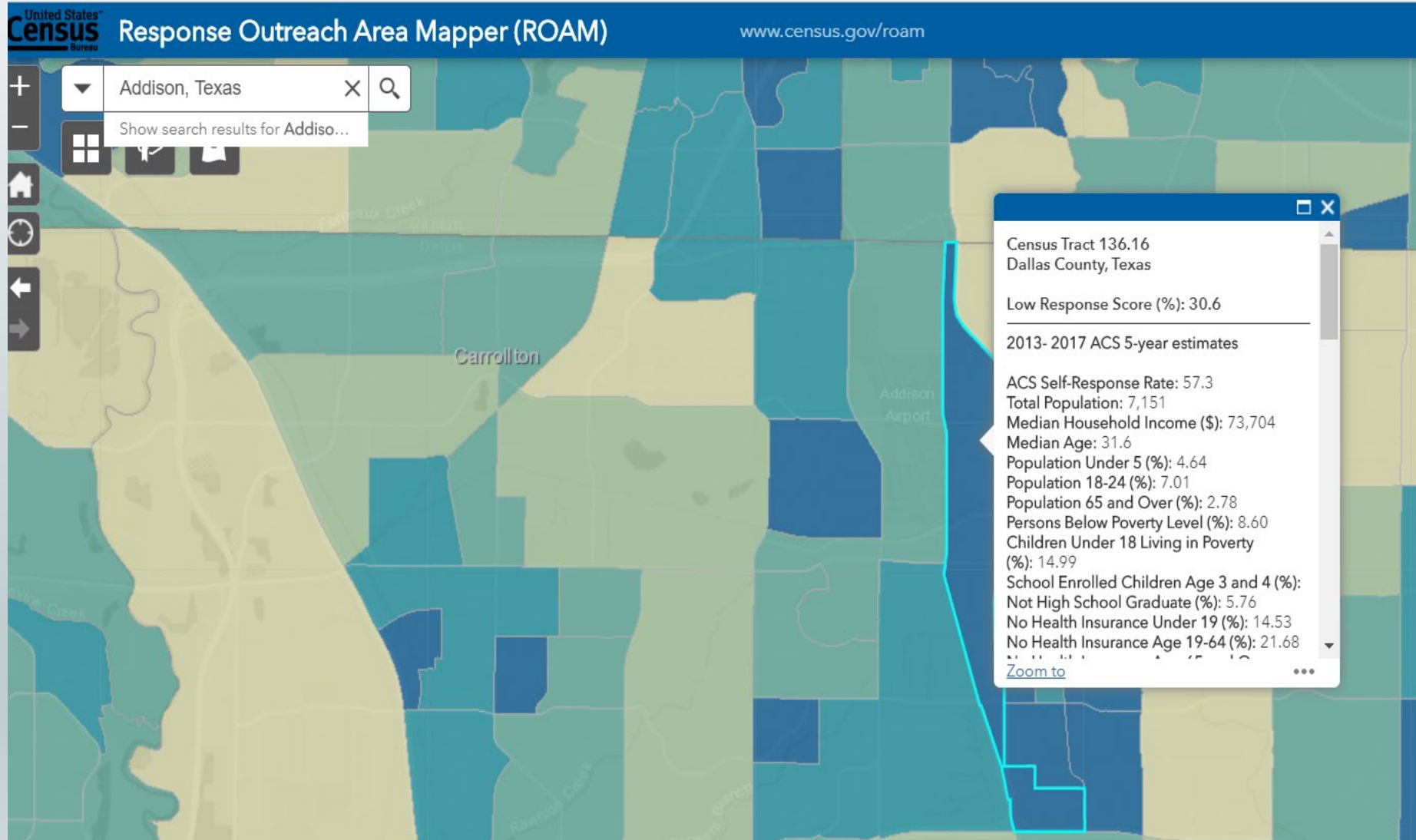


Chapter 6: Planning Your Work, Working Your Plan

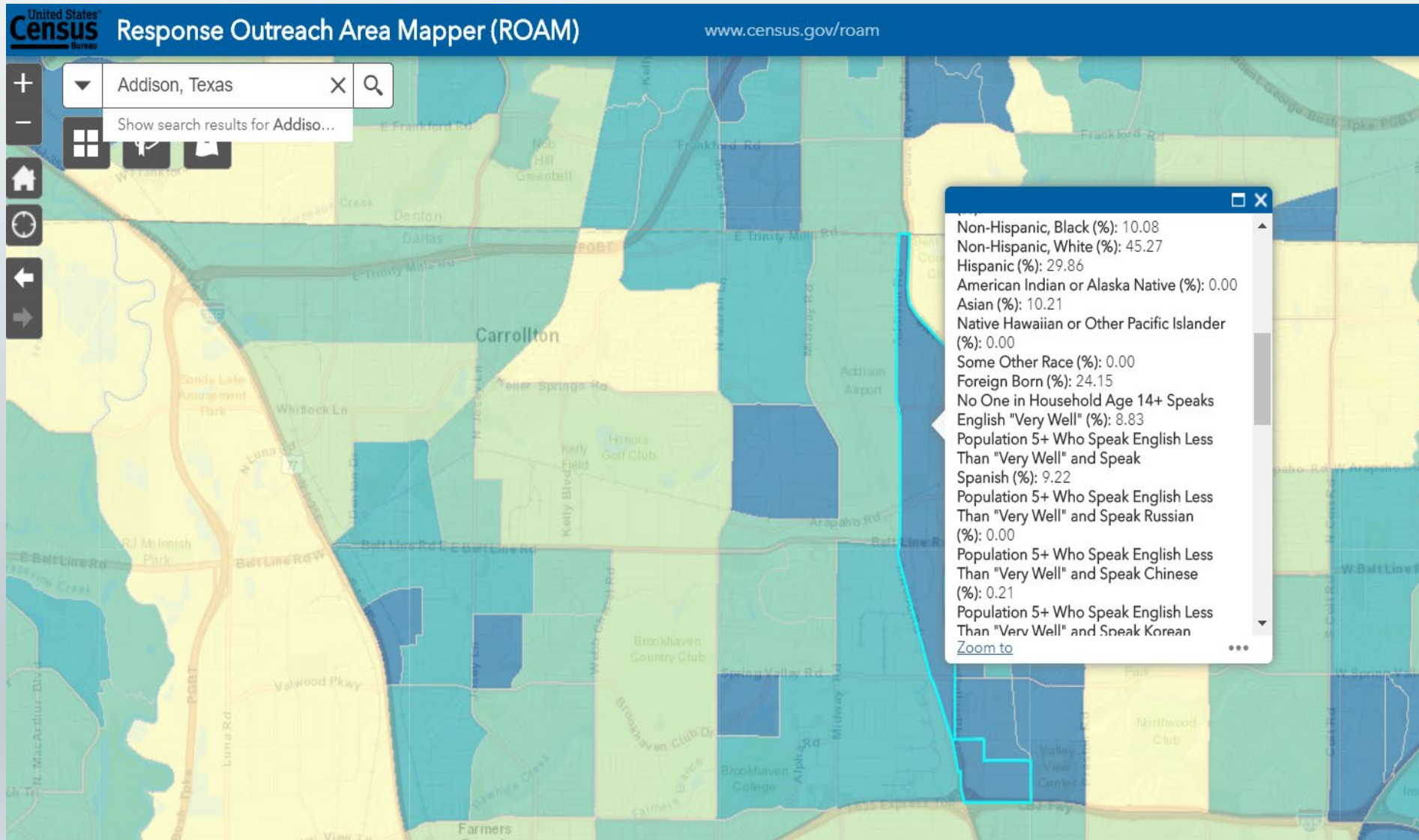
Response Outreach Area Mapper (ROAM)

[census.gov/roam](https://www.census.gov/roam)

Census Tract: 136.16
LRS (%): 30.6



Chapter 6: Planning Your Work, Working Your Plan



Census Tract 136.16
Town of Addison
Dallas County, TX

Low Response Score (%): 30.6

Legend

Low Response Score by 2016 Census Tract

State (or state equivalent) Layer

State (or state equivalent) Boundary

County (or county equivalent) Layer

County (or county equivalent) Boundary

Predicted Mail Non-Response Rate (%)

Low Response Score by 2016 Census Tract (2018 Planning Database)

30.0 to 49.1

25.0 to 29.9

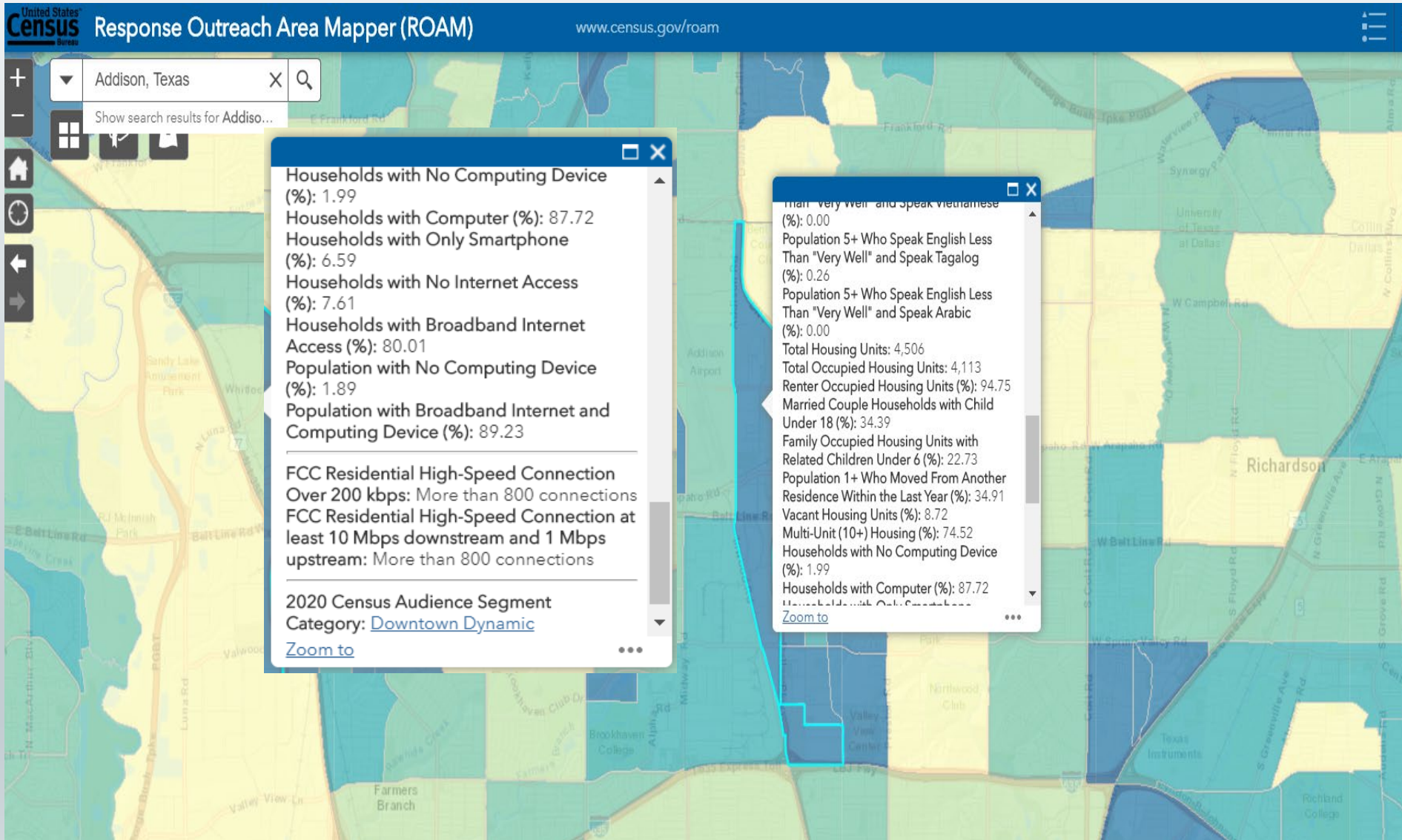
20.0 to 24.9

16.0 to 19.9

0.0 to 15.9

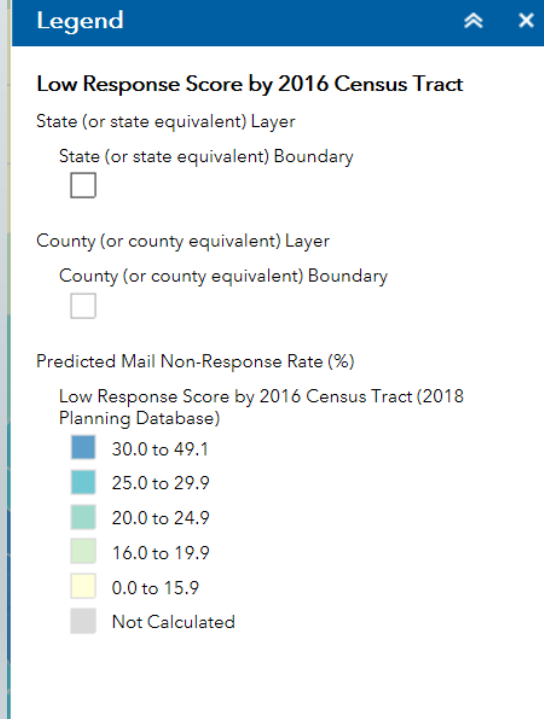
Not Calculated

Chapter 6: Planning Your Work, Working Your Plan



Census Tract 136.16
Dallas County, TX

Low Response Score (%): 30.6



ROAM Activity - Handout

From logging into the ROAM complete the following:

- 1. Select a geography for your area (like your city)
- 2. Select what appears to be a hard to count Census tract/neighborhood in that area.
- 3. Write below 3 key identifying variables (data) you see:
 - Low Response Score (LRS) _____
 - Key Variable _____
 - Key Variable _____
 - Key Variable _____

After identifying these key variables, what strategies, organizations, people/trusted voices, funders, etc. might you might add to your CCC workplan?

- Strategies:
- Organizations:
- People/Trusted Voices:
- Funders (monetary or in-kind):
- Other:

Chapter 6: Planning Your Work, Working Your Plan

Start Your Planning...

Chapter 6: Planning Your Work, 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:**

Chapter 6: Integrated Communications Campaign

On the Road to 2020

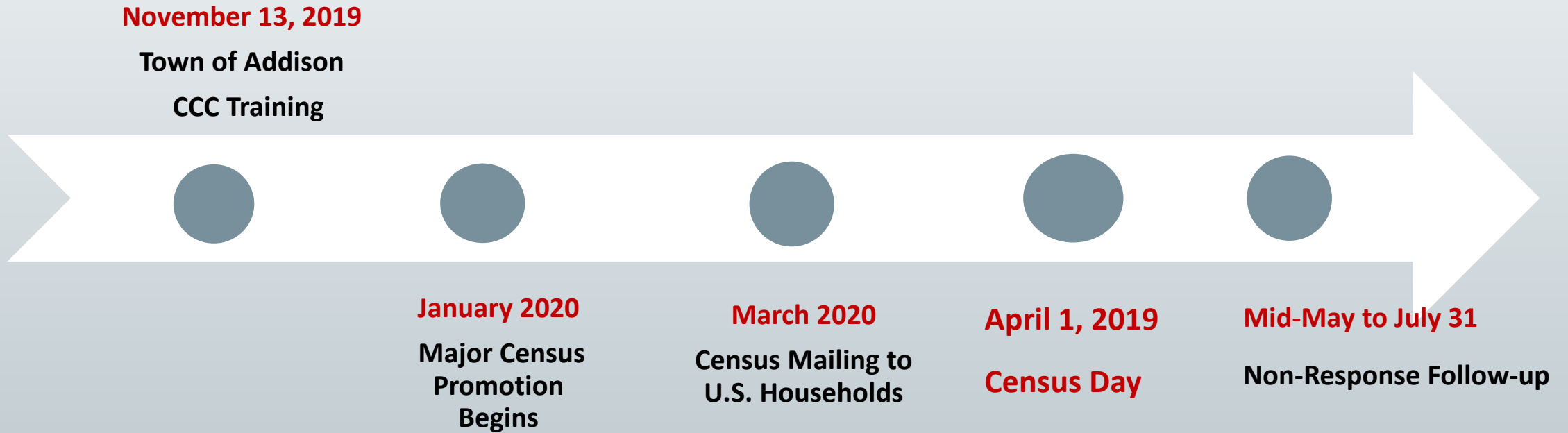
Additional Resources

- 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**
- **Major Businesses/Corporations/Foundations**

Your Timeline



Chapter 7: What to Expect From Your Census Bureau Staff Liaison

Role of the Partnership Specialist

- **Primary contact** between the U.S. Census Bureau and the CCC
- **Advisors and Information Resources** to CCCs
- Help identify Census **Awareness Building Activities** that are more effective in their community

Chapter 7: What to Expect From Your 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

Chapter 8: Summary and Closing

Summary

- CCC Training Manual has been created to provide Leaders and Members information to **form strong effective SCCCs/CCCs**
- SCCC/CCC can **develop Strategies and Activities** that are focused and make the best use of available resources

Town of Addison CCC Training

QUESTIONS?