



*Message  
From Cathy Lacy, Regional Director  
U.S. Census Bureau-Denver Region*

Every decade since 1790, the U.S. Census Bureau has conducted a constitutionally mandated census to determine the number of people living within the United States and our territories. These data are used by our nation's leaders to help make vital decisions on behalf of all residents, including reapportionment and redistricting. Census data also affect how federal funds are distributed to tribal, state, and local governments each year.

One of the primary goals of the 2020 Census is to maximize the self response to the Census. This not only reduces the overall cost of the census, but it also increases the accuracy of these data as well. Tribal, state, and local governments, as well as community and business organizations can help us achieve this goal by bringing local knowledge and expertise to the process.

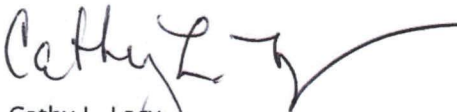
The Complete Count Committee is a major vehicle for planning and implementing local, targeted efforts that will uniquely address the special characteristics of your community. The role of the Complete Count Committee will be to plan and implement local outreach efforts to publicize the importance of the 2020 Census. The work of this committee will be innovative, exciting, and rewarding.

This informational packet provides guidelines for the active involvement of government officials, community leaders, and businesses in promoting the 2020 Census to residents of your community. The materials we have provided suggest a beginning format for organizing a campaign, provides examples of activities that may be implemented, and gives a timetable for these activities.

Your participation in the 2020 Census program is voluntary. However, many states understand that their participation is vital to help ensure an accurate and complete count of their community.

The Census Bureau is strongly committed to the most accurate and efficient census in 2020. With your help, we will ensure every resident is counted once—only once—and in the right place. We look forward to partnering with you to obtain an accurate count.

Sincerely,

  
Cathy L. Lacy



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## **Agenda**

### **Complete Count Committee Formation Meeting**

#### **Welcome and Introduction**

##### ***Complete Count Committee Basics***

- Purpose and Goals
- Structure
- Roles, Local vs. Census
- Interaction with other CCC's in state and with Census Bureau

##### ***Sub Committees***

- What kind of subcommittees work for your area?
- Challenges and Opportunities

##### ***Data – Facts about your CCC Area***

- The 2020 Census at a Glance
- The George Washington University Counting For Dollars 2020
- ROAM – (Response Outreach Area Mapper)
- U.S. Census Bureau QuickFacts

##### ***Timeline of Activities***

- Census Operations
- CCC Activities

##### ***Determining Local Resource Needs***

- What already exists that can be used?
  - Events
  - Communication Strategies
  - Major Businesses/Corporations
- What additional resources might need to be secured?

##### ***Next Steps***

- Local Action Items
- Census Action Items
  - Chair Appointed Deadline
  - CCC Committee Training – Tentative Month





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### ***How Does a Complete Count Committee Work?***

The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, educate about its importance, and encourage their community to participate. One very effective way to accomplish this is through **Complete Count Committees**.

### ***What Is a Complete Count Committee?***

A **Complete Count Committee (CCC)** is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of representatives from government agencies, education, business, faith-based and community-based organizations, and the media. Establishing a Complete Count Committee is not an exact science or technical endeavor.

### ***The Purpose and Goals of a Complete Count Committee***

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The CCC is charged with developing and implementing a 2020 Census outreach, promotion, recruitment, and enumeration assistance plan of action designed to target and address the needs of their communities.

The overall purpose of the Complete Count Committee is three-fold:

1. It provides high-level oversight for participation in the 2020 Census
2. It provides a group of “trusted voices” to act as Census ambassadors
3. It serves as a knowledgeable contact point for the regional director in meeting the goal of a timely, accurate and cost-effective complete count.

The goals of the Complete Count Committee are to act as “champion” for the 2020 Census by:

1. **Motivating** the community to self-respond;
2. **Educating** the public about the importance of the Census to the local community;
3. **Informing** the community about the Census activities and timelines;
4. **Involving** the community in activities to build awareness;
5. **Increasing** the response rate.



## *Structure of a Complete Count Committee*

The mayor/county official appoints the members of the Complete Count Committee. The key elements of a successful CCC are:

- **Outreach** – People who can communicate to hard-to-count groups
- **Resourceful** – People who can bring resources to the table
- **Decision-makers** – People who can approve initiatives
- **Credibility** – People of influence and respect
- **Commitment** – People willing to doing the work
- **Bipartisan**
- Representative of all major races and ethnicities within the community/emerging population
- Creation of a coalition of businesses, community groups, government officials and large university representatives

Once the committee is formed, the Census Partnership staff member serves as liaison and advisor to the Complete Count Committee. The Partnership staff member will attend the meetings in an advisory capacity.



### **Census Staff**

- Partnership Specialist in each State
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)

### **State/Local Community**

- Provide Trusted Voices
- Form Complete Count Committee
- Form County, Local, Tribal Complete Count Committees
- Provide Local Resources for Your Tailored Promotion



## Suggested Subcommittees

**Government subcommittee** – Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, providing free space for Mobile Response Tables, recruitment and training, and identifying other resources for CCC activities.

**Education subcommittee**—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. Encourages school administrators, teachers, and students to use Statistics In Schools materials where appropriate.

**Faith-based subcommittee**—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census for awareness and participation purposes.

**Media subcommittee**—Creates and facilitates ways to get the census message to all community residents, using all available sources such as social media, local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.

**Community-based organizations subcommittee**—Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census and the benefits derived from census data.

**Business subcommittee**—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

**Recruiting subcommittee**—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a **Complete Count Committee** are community members who have expertise, influence, and experience in the area of the respective committee. Committees are more productive and successful when they invest time, resources, and energy to this effort.

## Suggested Complete Count Committee Activities

**Develop an action plan** that will include activities, events, etc., which will support your efforts and help you meet your goals and objectives.

**Create ways to dispel myths** and alleviate fears about the privacy and confidentiality of census data.

**Encourage corporations and foundations** to become official sponsors of your census activities.

**Implement special events** that will generate interest and participation in the census.

**Plan a Census Day** event to motivate community response.





# The 2020 Census at a Glance

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

The U.S. Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all individual responses the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—or a census—of America's population.



The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress and is used to redraw district boundaries. Redistricting counts are sent to the states by March 31, 2021.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to determine where to open places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on Census Bureau data.

In 2020, we will implement new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, as well as by mail. We will use data that the public has already provided to reduce followup visits. And, we are building an accurate address list and automating our field operations—all while keeping your information confidential and safe.

## KEY MILESTONES

- 2018**
  - 2018 End-to-End Census Test
  - 2020 Census questions sent to Congress by March 31, 2018
  - Six regional 2020 Census offices and 40 area census offices open
- 2019**
  - Partnership activities launch
  - Complete Count Committees establish
  - Remaining 248 area census offices open
- 2020**
  - Advertising begins in early 2020
  - Public response (online, phone, or mail) begins
  - Census Day—** April 1, 2020
  - In-person visits to households that haven't responded begin
  - Apportionment counts sent to the President by December 31, 2020
- 2021**
  - Redistricting counts sent to the states by March 31, 2021

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## 2020 Census Key Dates

### Community Involvement - Offices - **Data Collection Operations**

January 2018 through September 2019	Engage & Educate Local Leaders, Partners & Communities
April 2019 through January 2020	Promote Participation in the Census Locally
January 2019 & February 2019	Early Area Census Offices Open (these offices run the Address Canvass Operation)
June 2019 through August 2019	Area Census Offices Open (ACOs)
August 2019 through October 2019	Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)
March 2020 through June 2020	Call To Action for Residents to Respond (starting March 23)
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
<b>Individual Housing Units (HUs) Invited by either:</b>	
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <u>Mail</u> (to USPS Mailable Addresses)           <ol style="list-style-type: none"> <li>1. Letter Mailed</li> <li>2. Reminder Postcard</li> <li>3. Then Paper Questionnaire</li> </ol> </div> <div style="width: 10%; text-align: center;">or</div> <div style="width: 45%;"> <u>Hand Delivery</u> (to Rural/PO Box, non-USPS HU delivery)           <ol style="list-style-type: none"> <li>1. List Housing Units (operation is called Update Leave)</li> <li>2. Leave Questionnaire (Spanish in certain areas) &amp; Letter w/other Response Options (internet &amp; phone)</li> </ol> </div> </div>	
<b>Options to Self-Respond (all residents will have these 3 options &amp; decide what is best for them)</b>	
Internet	Telephone
	Paper
March 12, 2020	Self-Response Begins & Continues through July 2020
APRIL 1, 2020	<b>Census Day – Reference Date = where you live on April 1</b>
Mid-April 2020	Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)
May 2020 through July 2020	Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)
Late August 2020 through September 2020	Area Census Offices Close
August 2020 through December 2020	Quality Evaluation (re-contact of select HUs)
December 31, 2020	Deliver Counts to the President

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# Overview of Census Bureau Programs

## CENSUSES

- The **decennial census** is the once-a-decade population and housing count of all 50 states, the District of Columbia, Puerto Rico, and the Island Areas. The results of the census determine the number of seats for each state in the U.S. House of Representatives and are used to draw congressional and state legislative districts. Federal agencies use the results to distribute more than \$675 billion in federal funds each year.
- The **economic census** measures the nation's economy every five years, providing vital statistics for virtually every industry and geographic area in the country.
- The **Census of Governments** provides comprehensive data about the 90,000 state and local governments in the nation every five years.

## SURVEYS

- The **American Community Survey (ACS)** is an ongoing national survey—sampling approximately 3.5 million addresses annually—that provides vital information about our nation's housing and people. The ACS is the only source of comparable, quality information about the people in all our communities. These data show what the U.S. population looks like and how it is changing. ACS data are used to assess the past and present and to plan for the future.
- **Demographic surveys** measure income, poverty, education, health insurance coverage, housing quality, crime victimization, computer usage, and many other subjects.
- **Economic surveys** are conducted monthly, quarterly, and yearly. They cover selected sectors of the nation's economy and supplement the economic census with more-frequent information about the dynamic economy. These surveys yield more than 400 annual economic reports, including principal economic indicators.
- **Sponsored surveys** are demographic and economic surveys that we conduct for other government agencies. They include the Current Population Survey, the National Health Interview Survey, and the National Survey of College Graduates.

For more information, go to [census.gov](https://census.gov).

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Contact us at:



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

## Your information is protected by law

The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics. We cannot publicly release your responses in any way that could identify you. We will never share your information with immigration enforcement agencies such as ICE, law enforcement agencies such as the FBI or police, or allow it to be used to determine your eligibility for government benefits.

## Our Mission

To serve as the nation's leading provider of quality data about its people and economy.

## Our Vision

To be the trusted source for timely and relevant statistical information, and the leader in data-driven information.

## Census History

Thomas Jefferson directed the first decennial census in 1790. As required by the U.S. Constitution, a census has been taken every 10 years thereafter. In 1840, the Census Act authorized the establishment of a centralized Census Office. In 1902, the Census Office became a permanent organization within the Department of the Interior. A year later, it was renamed the Bureau of the Census and moved to the new Department of Commerce and Labor.

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# CENSUS 101: What You Need To Know

The 2020 Census is closer than you think! Here's a quick refresher of what it is & why it's essential 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 in the Constitution.

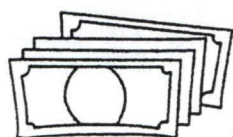
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

## It's about fair representation.

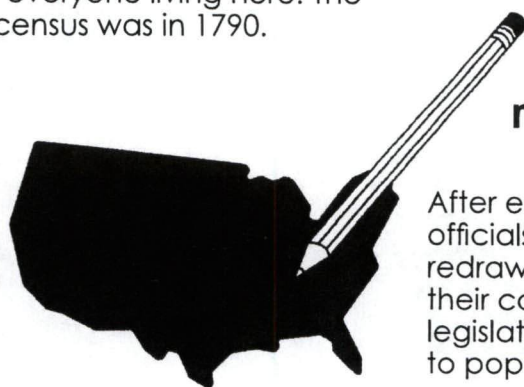
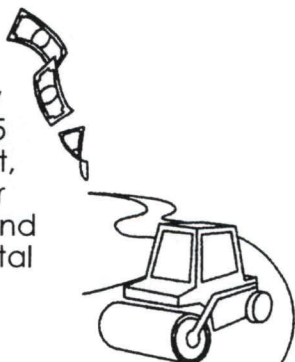
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



## It's about \$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!"



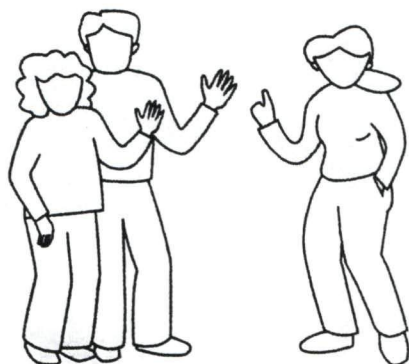
**2020census.gov/jobs**  
**1-855-JOB-2020**

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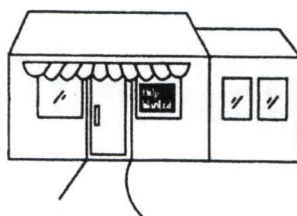
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# Census Data is Used All Around You

Find out how you can help at [www.census.gov/partners](http://www.census.gov/partners)

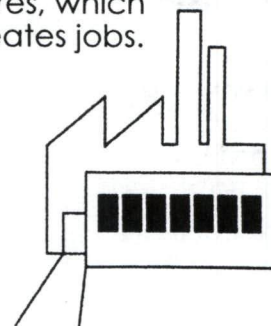
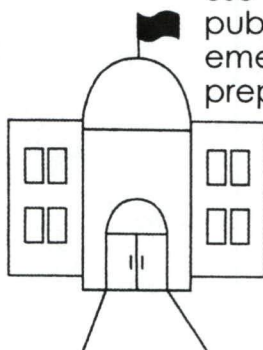


Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

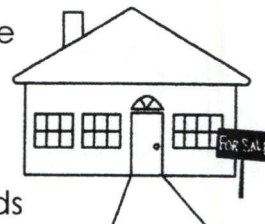


Businesses use census data to decide where to build factories, offices and stores, which creates jobs.

Local governments use the census for public safety and emergency preparedness



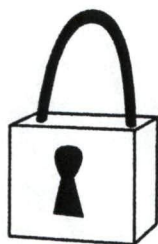
Real estate developers use the census to build new homes and revitalize old neighborhoods



## Your data is confidential.

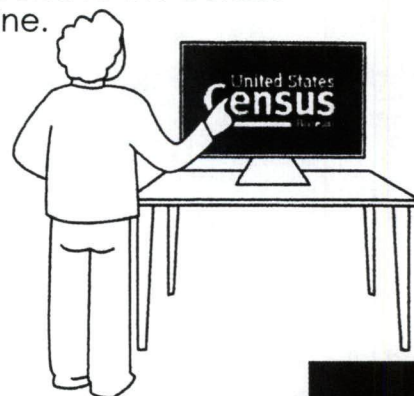
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies or allow it to be used to determine your eligibility for government benefits



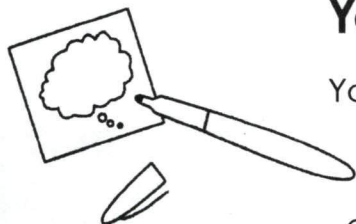
## 2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



## You can help.

You are the expert—we need your ideas on the best way to make sure every one in your community gets counted.



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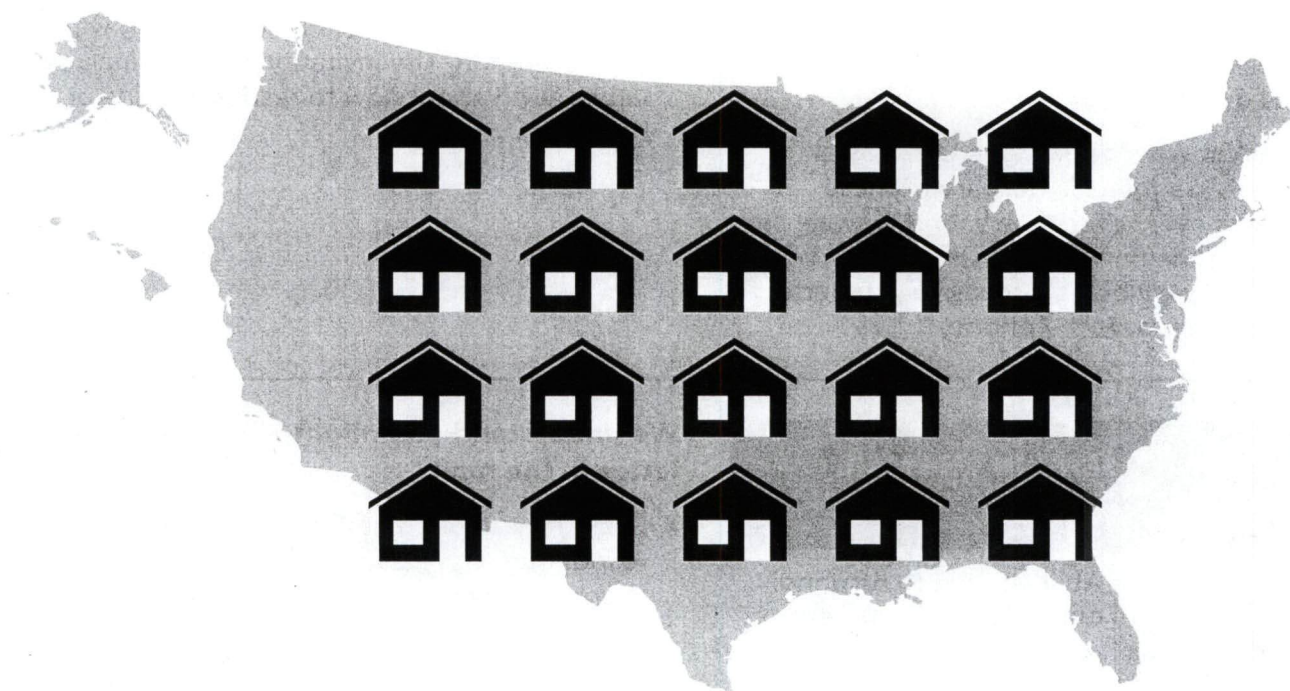



# How the 2020 Census will invite everyone to respond


**Every household will have the option of responding online, by mail, or by phone.**

**Nearly every household** will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



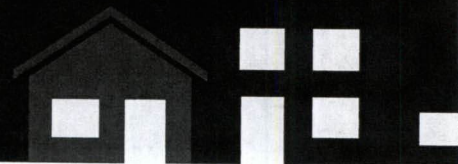
 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.



# How the 2020 Census will invite everyone to respond



## What to Expect in the Mail

**When it's time to respond, most households will receive an invitation in the mail.**

**Every household will have the option of responding online, by mail, or by phone.**

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

### Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

### Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

## WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

## We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.