



# Complete Count Committee Training

**Maricopa Association of Governments  
in Partnership with  
U.S. Census Bureau-Denver Region**

# Welcome

- Welcome
  - Introductions
  - Housekeeping
- Basic Ground Rules
  - Please set cell phones to vibrate
  - Actively participate
  - Take turns speaking

# Background Information

- About This Training
  - These materials are used to help tribal, state and local governments and community members form and manage effective CCCs
- Training Materials
  - Complete Count Committee Training Manual D-1255

# Introduction

- Overview of CCCs
  - CCCs are one of the core strategic elements of the Partnership program for the 2020 Census
  - Census Bureau works with tribal, state and local governments, and community organizations to form CCCs around the country
  - 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.
  - Committee members are experts in the following areas:
    - Government
    - Media
    - Workforce development
    - Business
    - \*Education
    - \*Community Organizations
    - \*Faith-Based Community
    - \*Other, based on needs

# Chapter 1

## Decennial Census Overview

- Why Do We Take the Census?
  - U.S. Constitution, Article 1, Section 2 mandates an apportionment of representatives among the states for the House of Representatives every 10 years
  - By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within 9 months of Census Day (on or before December 31, 2020)

# Chapter 1

## Decennial Census Overview

- Distribution of Resources
  - Distribution of more than \$675 billion annually in federal funds
  - Redistricting of state legislative districts
  - Forecasting of future transportation needs
  - Determining areas eligible for housing assistance and rehabilitation loans
  - Designing facilities for people with disabilities, the elderly and children

# Chapter 1

## Decennial Census Overview

### 2020 Census vs 2010 Census

- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the 1<sup>st</sup> time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

# Chapter 1

## 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

# Chapter 2

## 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

# Chapter 2

## CCC ACTIVITY

- **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?**

# Chapter 3

## 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

# Chapter 3

## 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

# 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 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

# Chapter 3

## 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

# Chapter 3

## 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

# Chapter 4: Timeline

## Key Communications Phases

- The 2020 Census Phases
  - Education Phase – 2018-2019
  - Awareness Phase – April 2019
  - 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

# Chapter 4: Timeline

## Key Communications Phases

- Education Phase
  - Period from Now - December 2019, and is often referred to as the “education” phase
  - 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

# Chapter 4: Timeline

## Key Communications Phases

- **The Awareness Phase**

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

# Chapter 4: 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

# Chapter 4: 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.

# Chapter 4: Timeline

## Key Communications Actions

- **Thank You Phase -- August through December 2020**
  - Prepare a summary report of committee activities and member feedback
    - Share this report with Census Bureau staff
  - Celebrate the success of the 2020 Census and recognize the efforts of the SCCC/CCC members
    - Thank your community for their support and response

# 10 Minute BREAK

# Chapter 5: 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

# Chapter 5: 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

# Chapter 5: Planning Your Work and Working Your Plan

- Reach Out Area Mapper (ROAM)
  - Public mapping application that displays characteristics of hard-to-count areas from the PDB
  - 2010-2014 ACS 5-year estimates
  - Census tract level

<https://www.census.gov/roam>

## Response Outreach Area Mapper

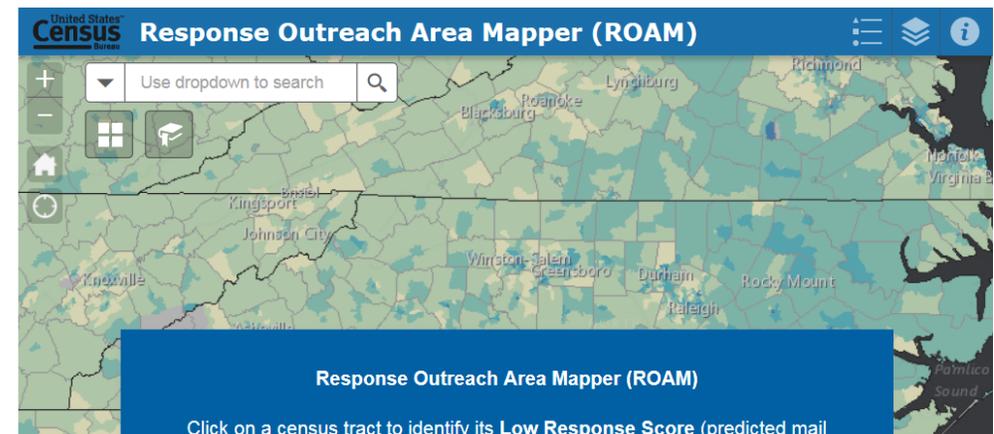
December 2017



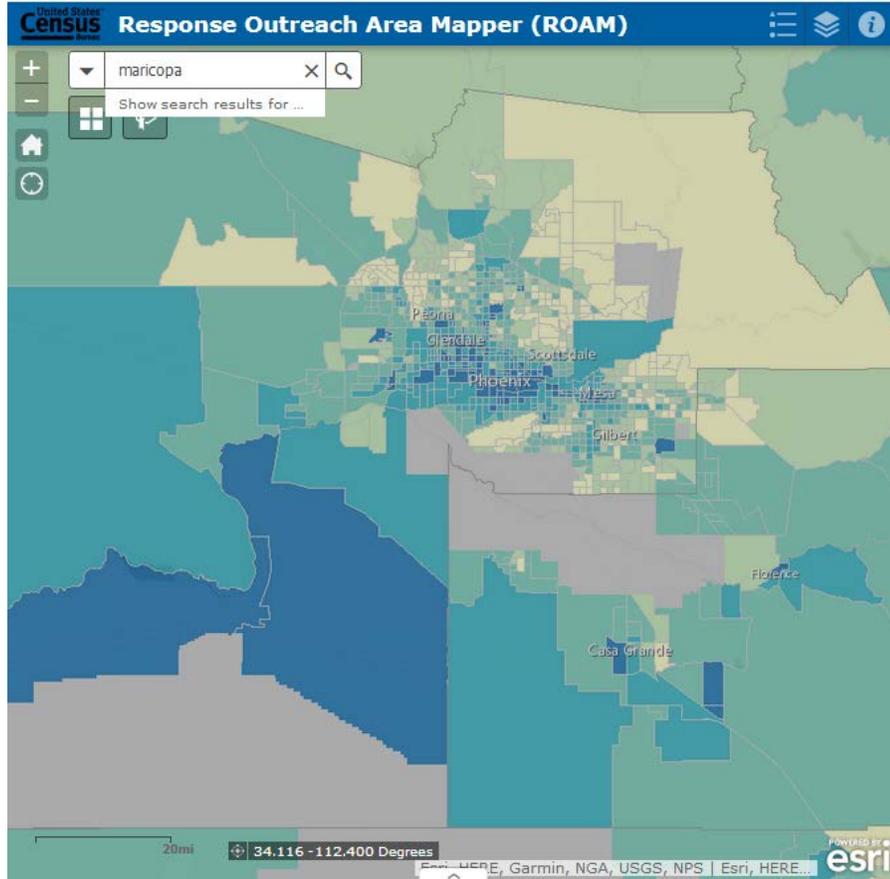
The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the [Planning Database](#). Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see [Hard-to-Survey Populations](#) and the U.S. Census: [Making Use of Social Marketing Campaigns](#).

### ROAM Application

Interact with the live application below, or [open it in a separate window](#).



# ROAM-Data Driven Plan



## Legend

### Additional Layers

2014 Census Tract (from 2016 Planning Database) Layer

2014 Census Tract (from 2016 Planning Database)

### Default Layers

State (or state equivalent) Layer

State (or state equivalent) Boundary



County (or county equivalent) Layer

County (or county equivalent) Boundary



Low Response Score by 2014 Census Tract

Predicted Mail Non-Response Rate (%)

30.0 to 57.8

25.0 to 29.9

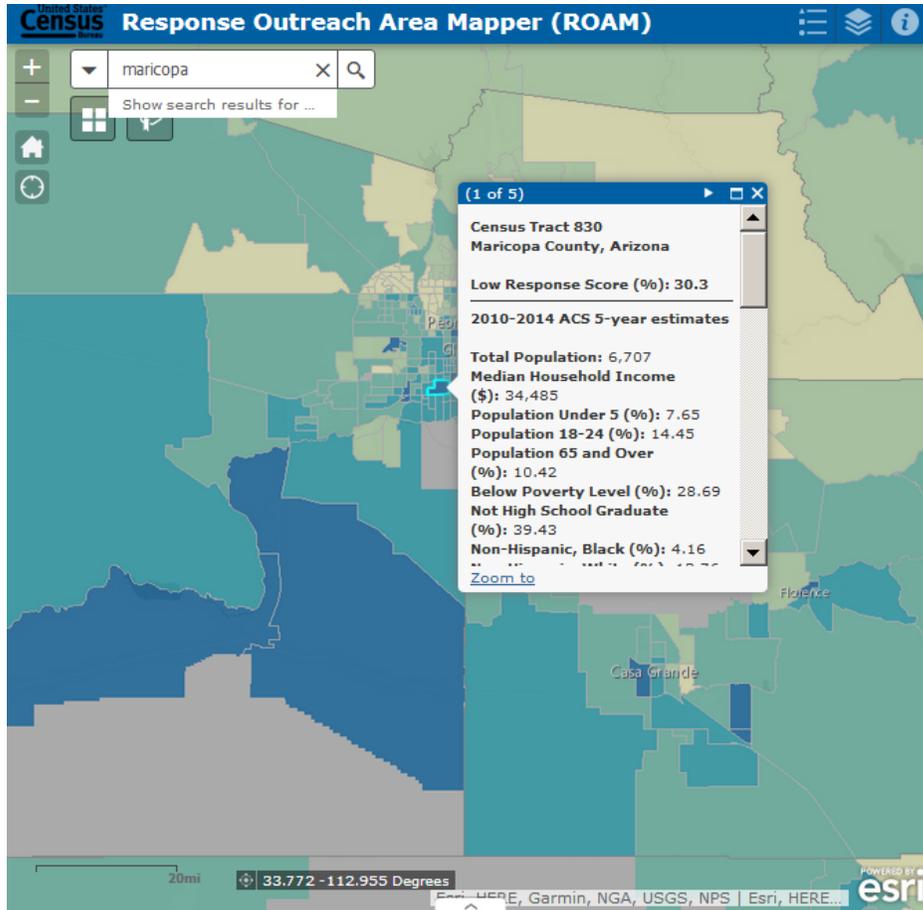
20.0 to 24.9

16.0 to 19.9

0.0 to 15.9

Not calculated

# ROAM-Data Driven Plan



Census Tract 830  
Maricopa County, Arizona

Low Response Score (%): 30.3

2010-2014 ACS 5-year estimates

Total Population: 6,707  
Median Household Income (\$): 34,485  
Population Under 5 (%): 7.65  
Population 18-24 (%): 14.45  
Population 65 and Over (%): 10.42  
Below Poverty Level (%): 28.69  
Not High School Graduate (%): 39.43  
Non-Hispanic, Black (%): 4.16  
Non-Hispanic, White (%): 13.76  
Hispanic (%): 80.90  
American Indian or Alaska Native (%): 0.94  
Asian (%): 0.00  
Native Hawaiian or Other Pacific Islander (%): 0.00  
Some Other Race (%): 0.00  
Foreign Born (%): 22.66  
No One in Household Age 14+ Speaks English "Very Well" (%): 14.93  
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 17.31  
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 (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00  
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 (%): 0.00  
Total Housing Units: 2,411  
Total Occupied Housing Units: 2,070  
Renter Occupied Housing Units (%): 56.38  
Family Occupied Housing Units with Related Children Under 6 (%): 26.63  
Population 1+ Who Moved From Another Residence Within the Last Year (%): 19.27  
Vacant Housing Units (%): 14.14  
Multi-Unit (10+) Housing (%): 15.43

[Zoom to](#)

# Chapter 5: Planning Your Work and Working Your Plan

- 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

# ROAM Live-Demo

## Roam Exercise

# Chapter 5: Planning Your Work and Working Your Plan

- 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

- **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

# Chapter 6: 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**
    - **Major  
Businesses/Corporations/Foundations**

# Chapter 7: 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

# Chapter 7: 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

# 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