



*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



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





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

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.

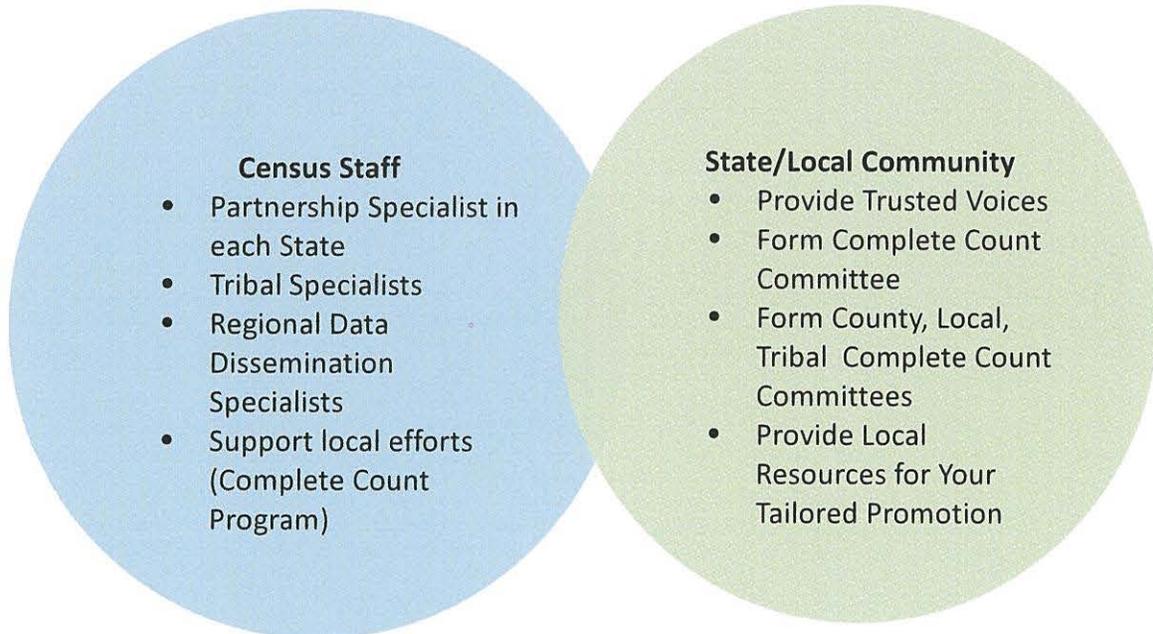
Structure of a Complete Count Committee

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.



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.

