Census 2020:
Forming YOUR Complete Count Committee

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Michigan Municipal Executives
Summer Institute
Alpena, Michigan
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Complete Count Committees

What are they?
Why are they important?
How do you form one?
What’s the goal?
What are Complete Count Committees?

• CCC is a committee established by tribal, state and local governments, and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census

• CCCs are “census ambassadors” that play an integral part in the 2020 Census
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
The 2020 Census
A New Design for the 21st Century

**Motivate People to Respond**
- Conduct a nation-wide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation

**Establish Where to Count**
- Identify all addresses where people could live
- Conduct a 100% review and update of the nation’s address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

**Count the Population**
- Collect data from all households, including group and unique living arrangements
- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

**Release Census Results**
- Process and Provide Census Data
- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data
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.

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

Action Steps for now thru December 2019

• Conduct CCC training for members
• Develop a work plan for promoting the census and motivating participation in your community
• Hold regular meetings to report on tasks, other activities, including subcommittee reports
• Proceed with census awareness-building activities generated by the committee or subcommittees
• Evaluate the effectiveness of CCC activities
• Conduct at least one census awareness-building activity each month
Awareness Phase

Action steps starting January 2020

• Hold regular CCC and subcommittee meetings
• Finalize plans for activities surrounding responding to the census
• Review task lists and subcommittee plans
• Proceed with 2020 Census activities
• Finalize plans for activities to encourage households to complete and respond to the census
• Develop and finalize plans for motivating residents who do not participate to cooperate with census takers during nonresponse follow-up
Motivation Phases

Education → Awareness → Motivation → Reminder → Thank You

**Action steps for March 2020 – April 2020**

- Hold weekly CCC and subcommittee meetings
- Review and modify plans to promote responding to the census activities
- Send a news release highlighting the 2020 Census activity schedule
- Encourage households to respond accurately and expeditiously
- Prepare to implement activities for residents who do not return their questionnaire
- Census Bureau plans to provide response rate numbers starting in April. Response rates may be used to determine where more outreach is needed
Reminder & Thank You Phase

Action steps for May 2020 – 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 CCC plans. Please plan to use the 2020 daily response rates that will become available to the public in April to implement your plans to encourage cooperation.

• Prepare a summary report of committee activities and member feedback

• Share this report with your Partnership Specialist

• Celebrate the success of the 2020 Census and recognize the efforts of the CCC members

• Thank your community for their support and response
Key dates of the 2020 Census Operational Timeline

- Early Area Census Offices (ACO) open: January 2019
- Address Canvassing Starts: August 2019
- Area Census Offices open: July 2019
- CENSUS DAY: April 1, 2020
- NRFU: May 2020
- Census Bureau delivers apportionment counts to the President: December 31, 2020
- Redistricting counts are delivered to states: April 2021
When should a CCC organize?
# Contact Information

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<tr>
<th>Please contact:</th>
<th>If you reside in:</th>
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<tr>
<td>ATLANTA</td>
<td>Alabama, Florida, Georgia, Louisiana, North Carolina and South Carolina</td>
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<td><a href="mailto:Atlanta.rcc.partnership@2020Census.gov">Atlanta.rcc.partnership@2020Census.gov</a></td>
<td></td>
</tr>
<tr>
<td>CHICAGO</td>
<td>Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin</td>
</tr>
<tr>
<td><a href="mailto:Chicago.rcc.partnership@2020Census.gov">Chicago.rcc.partnership@2020Census.gov</a></td>
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</tr>
<tr>
<td>DALLAS</td>
<td>Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming</td>
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<tr>
<td><a href="mailto:Dallas.rcc.partnership@2020Census.gov">Dallas.rcc.partnership@2020Census.gov</a></td>
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</tr>
<tr>
<td>LOS ANGELES</td>
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</tr>
<tr>
<td>NEW YORK</td>
<td>Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico</td>
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<tr>
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“According to Census figures released Tuesday, it dropped by 54,804, or 0.6 percent, to 9,883,640 in November. As a result, the state lost one of its 15 congressional seats.

The decline runs counter to the regional trend in the Midwest as a whole, which saw population rise 3.9 percent” - December 22, 2010
BE COUNTED
MICHIGAN 2020

URL to save: https://becountedmi2020.com/
State doubles support for nonprofit census outreach with $5 million appropriation

As Crain's reported in June, census counts are critical because they provide demographic data that directly influences federal funding to states for the next decade, the number of congressional seats in each state and where businesses choose to locate.

The state estimates it will lose $1,800 per person every year for the next decade for each person not counted, based on current federal funding to the state. And that can quickly add up to billions over 10 years.
If 57,000 minorities are undercounted, the state could lose $1,026,000,000 over the next 10 years.

40% of the Michigan Budget comes from the Federal Government.
Why is the Census important to your community, and more importantly, the State of Michigan?

- affects your representation in government
- determines how much funding your community receives, and
- provides data to help you plan for the future.

An uncounted person accounts for $18,000 in lost federal funding over 10 years.
“difficult to enumerate populations”
2000 to 2010 comparisons
https://www.census.gov/censusexplorer/2010ratemap.html
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.
It’s not too late to get started!
What is the purpose of a Complete Count Committee?

CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.

CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.

CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.
Reaching out to Stakeholders

Schools
Hospitals
First Responders
Chambers of Commerce
Libraries
City Planners
Churches
Non-Profits (Rotary/Kiwanis/Lions)
Business Community
Veterans
Senior Housing
How we created our CCC...

We thought working together with our neighboring communities was more efficient than working alone.

We have a lot of shared stakeholders. Is partnering with another city or Township right for you? Or should you go it alone? Make the CCC that works the best for your community!
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Example:
City of Grand Haven
City Manager Patrick McGinnis

Are Ferrysburg and Spring Lake potential partners?

The surrounding Townships? What shared stakeholders do you have?
Roosevelt Park
City Manager Jared Olsen

Surrounded by: Muskegon, Muskegon Heights and Norton Shores.

Shared Stakeholders: “The amount of overlap and interaction between our communities is astounding and is probably more prevalent than other urban areas our size. We share an EDO, Chamber, Dispatch Center, and several other community wide efforts. We also contract sectors of operations between our government entities in several areas.”
How to begin forming your CCC?

Reaching out to stakeholders in your community
Make a phone call first! Create your elevator pitch.
Email a follow-up
Have a kick-off meeting
Create a logo
Some early goals of your CCC

Get people excited about the Census!
Use social media – relatively low cost! Stickers, posters, incorporate CONTENT (photos!)
Make the Census normal as early as possible. Talk about it.
Add the 2020 census to your council/town/township agendas – beginning in January
make it a standing item?
Example timeline

Now: you’re at the conference learning what you can do and the stakeholders or neighboring communities you should reach out to.

August: use the quiet month of August to make your phone calls. Create your pitch, explain why you need to form a Complete Count Committee.

Set a date for your Kick-Off: After Labor day, set a date for your kick-off meeting. Mid-to-end of September is a great time because everyone is getting back into the groove after summer.

Block 2 hours minimum. Invest in some Timbits and coffee.

Reach out to your Census ‘person’ out of the Chicago regional office – they will come to your meeting!

Send out a press release: why not? If it’s a slow news week your newly formed Complete Count Committee could make the front page.