



Census 2020: Forming *YOUR* Complete Count Committee

Presented By:
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Summer Institute
Alpena, Michigan
July 25, 2019

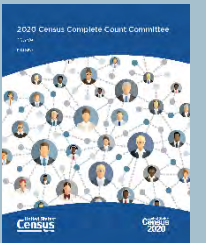


Complete Count Committees

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



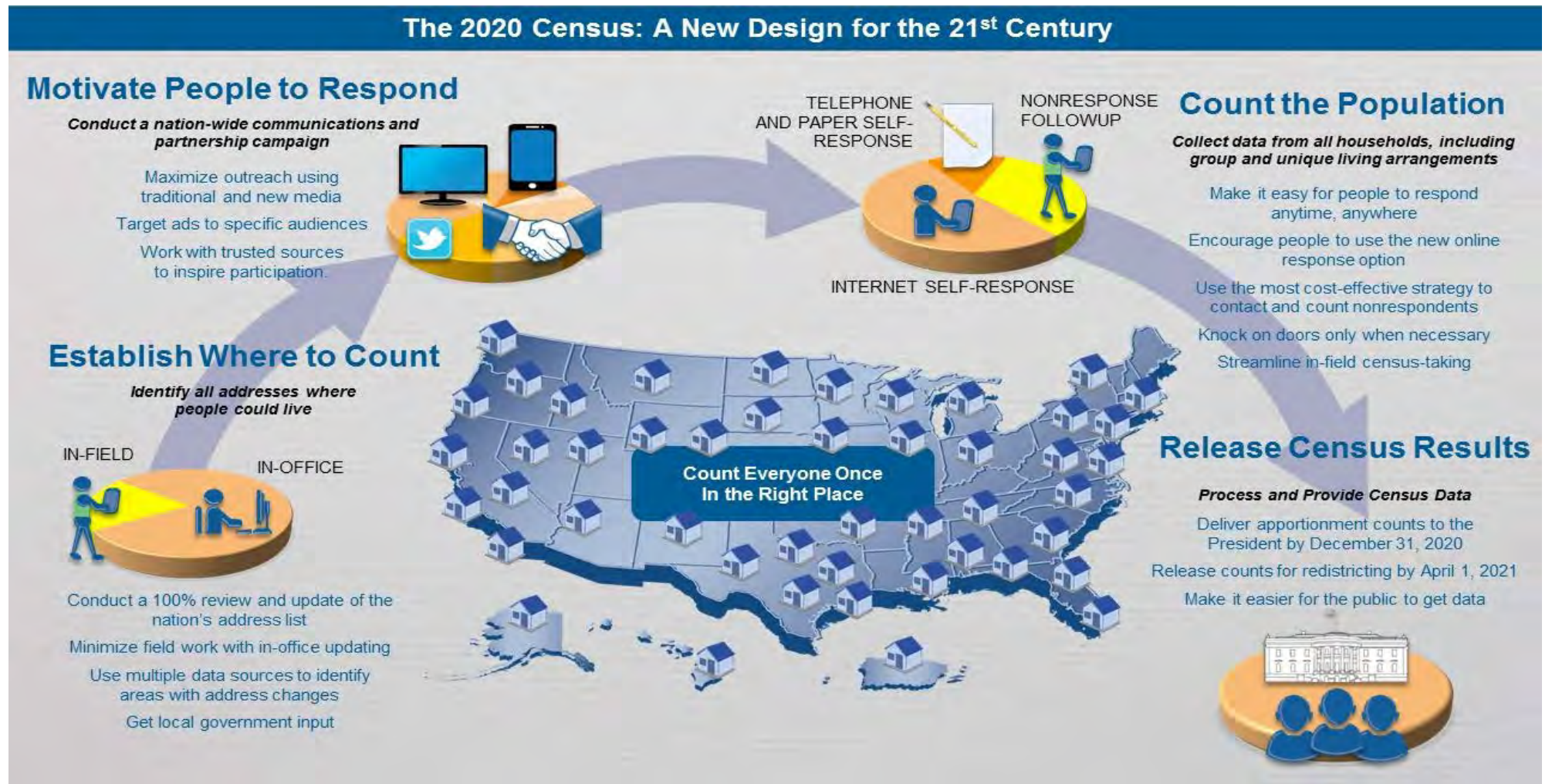
Overview of CCCs

- 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



The 2020 Census Phases



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



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 expediently
- 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

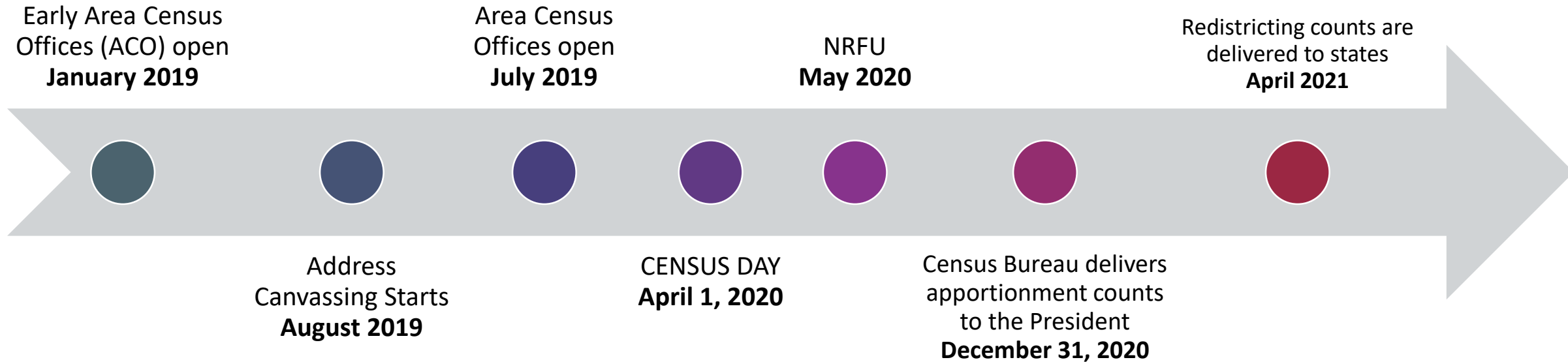
Reminder & Thank You Phase



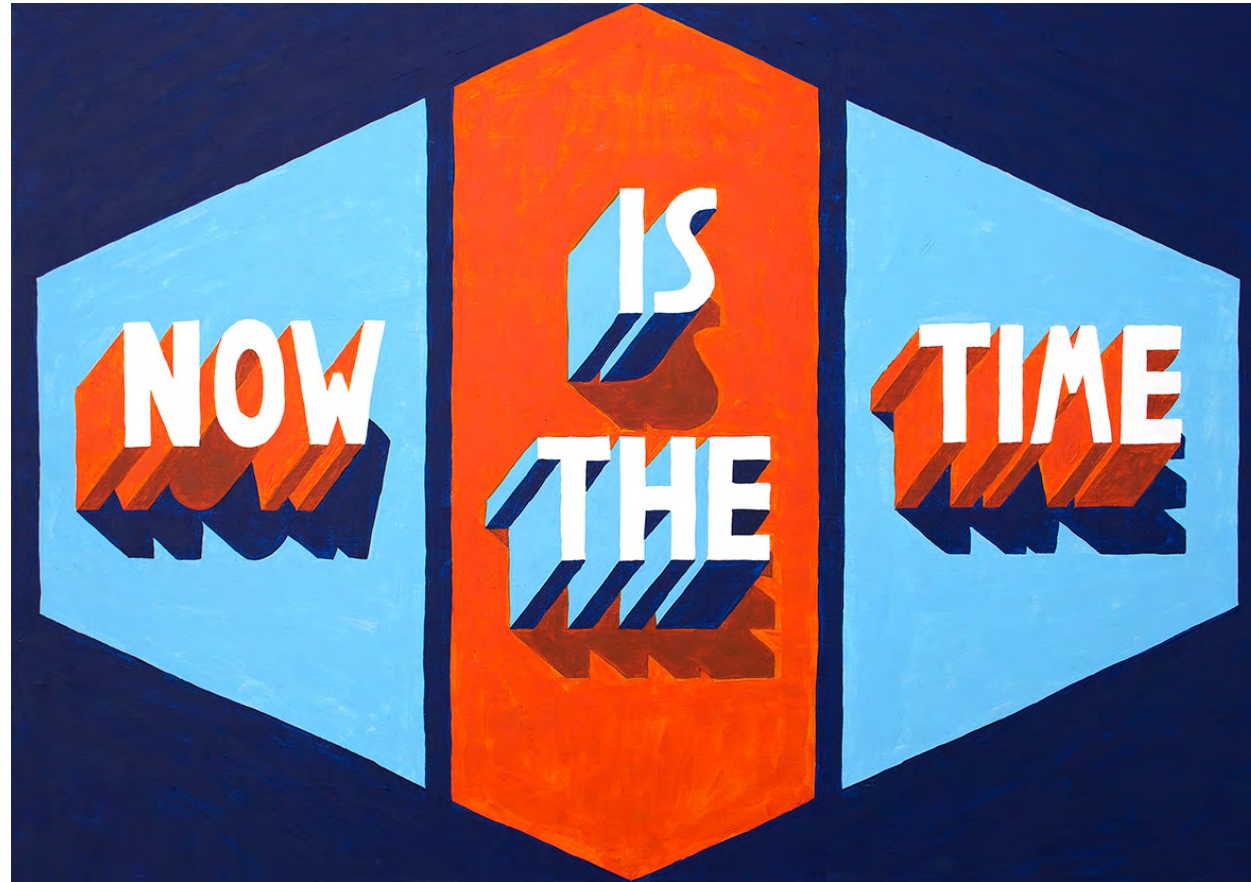
Action steps for May 2020 – July 2020

- 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

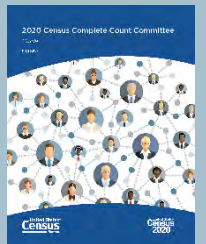
Key dates of the 2020 Census Operational Timeline



When should a CCC organize?



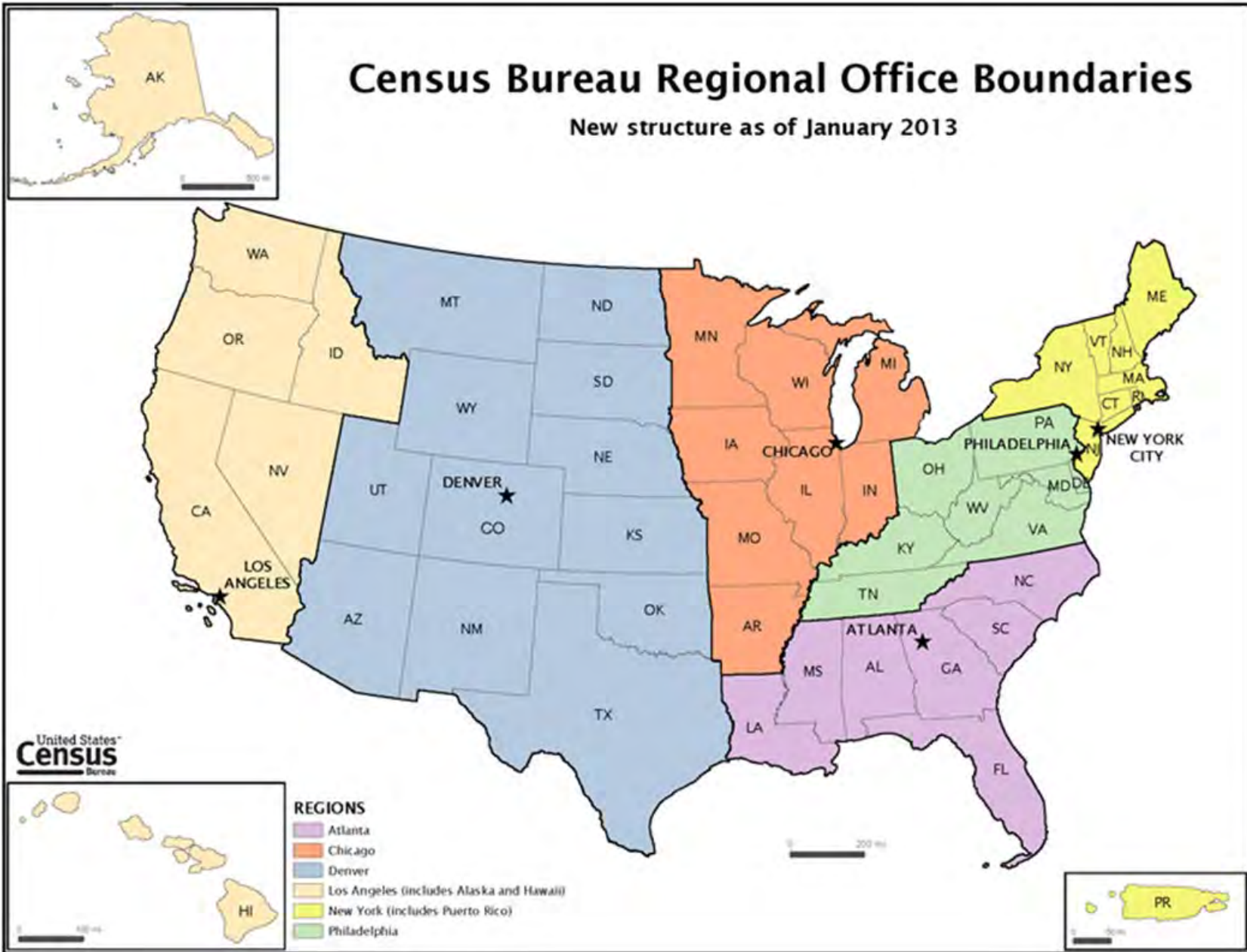
FOLLOW
ALONG



PAGE
9

Census Bureau Regional Office Boundaries

New structure as of January 2013



Contact Information

Please contact:

ATLANTA

Atlanta.rcc.partnership@2020Census.gov

CHICAGO

Chicago.rcc.partnership@2020Census.gov

DALLAS

Dallas.rcc.partnership@2020Census.gov

LOS ANGELES

Los.Angeles.rcc.partnership@2020Census.gov

NEW YORK

New.York.rcc.partnership@2020Census.gov

PHILADELPHIA

Philadelphia.rcc.partnership@2020Census.gov

If you reside in:

Alabama, Florida, Georgia, Louisiana, North Carolina and South Carolina

Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin

Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming

Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico

Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia



BE COUNTED MICHIGAN 2020



MAKE NC
COUNT
CENSUS 2020

2000 to 2010

What's up with Michigan? US Census shows its population stuck in reverse.

According to the US Census, Michigan is the one state in the nation to see its population drop over the past decade. The steep decline in the auto industry is mostly to blame for driving people out.

“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 MICHIGAN2020

URL to save: <https://becountedmi2020.com/>

The screenshot shows the Michigan Nonprofit Association (MNA) website. At the top left is the MNA logo with the text "Michigan Nonprofit Association". To the right are links for "Become a Member" and "Member Login", and a search bar. A navigation menu below the logo includes: Home, Membership, Public Policy & Advocacy, Research & Publications, Civic & Community Engagement, Technology Services, and Who We Are. The main banner features a landscape background with a graphic of two hands holding a heart, and the MNA logo. Below the banner are three buttons: "Become a Member" (red), "Services & Programs" (teal), and "Nonprofit Job Center" (orange). At the bottom, there are two sections: "Upcoming Events" and "Census 2020".

June 26, 2019 04:59 PM

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.

Gretchen Whitmer on Census: Get counted or lose money, clout for Michigan

June 11, 2019



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?

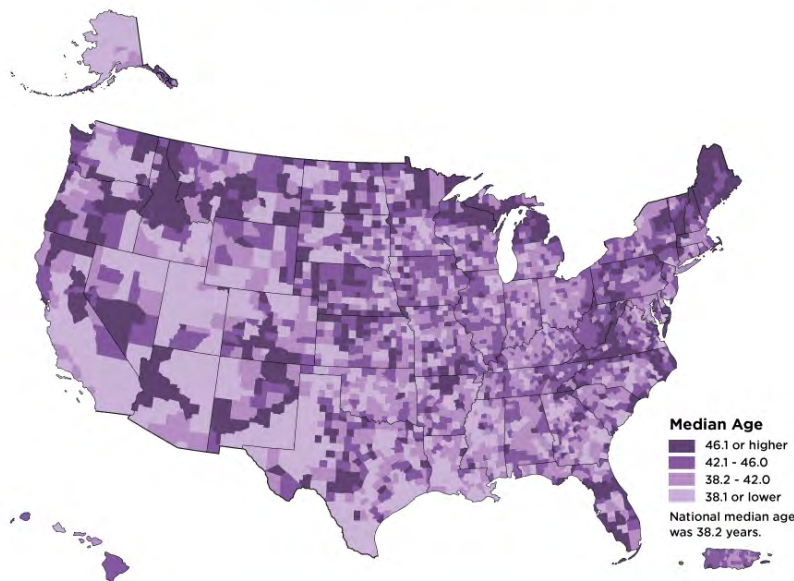
- ✓ affects your representation in government
- ✓ determines how much funding your community receives, and
- ✓ provides data to help you plan for the future.

An uncounted person accounts for \$18,000 in lost federal funding over 10 years.

“difficult to enumerate populations”

Youngest and Oldest Counties

Median Age of U.S. Counties in 2018



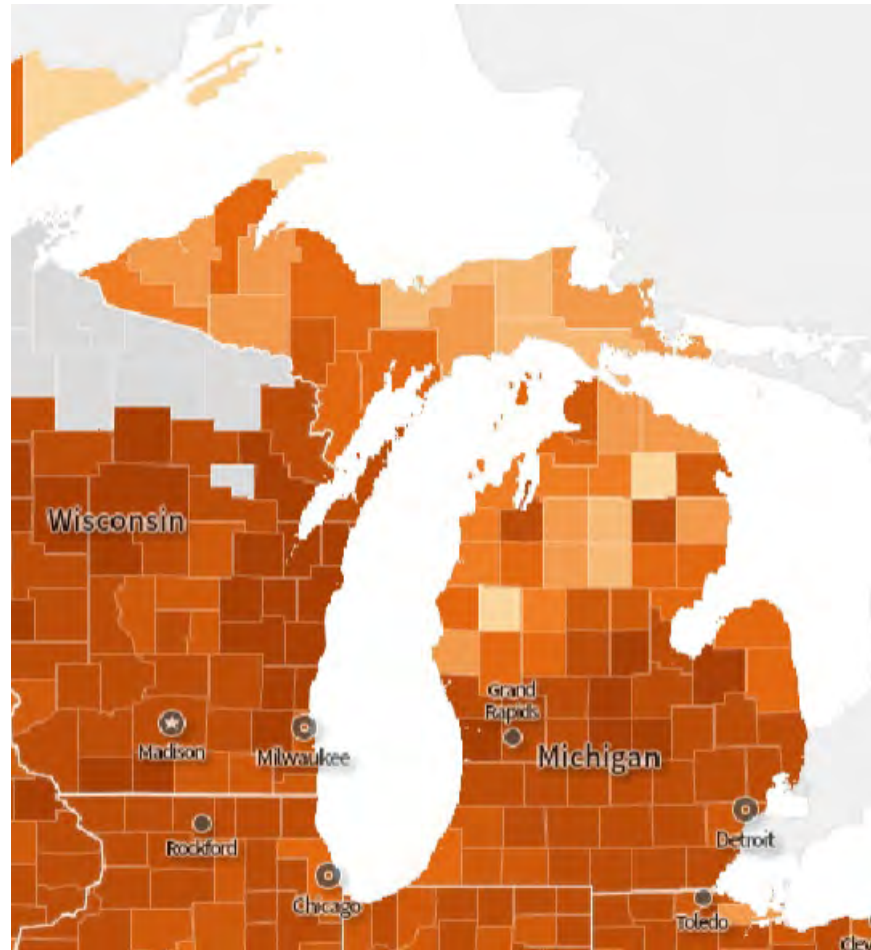
United States[®]
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Source: Vintage 2018 Population Estimates
www.census.gov/programs-surveys/popest.html

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.

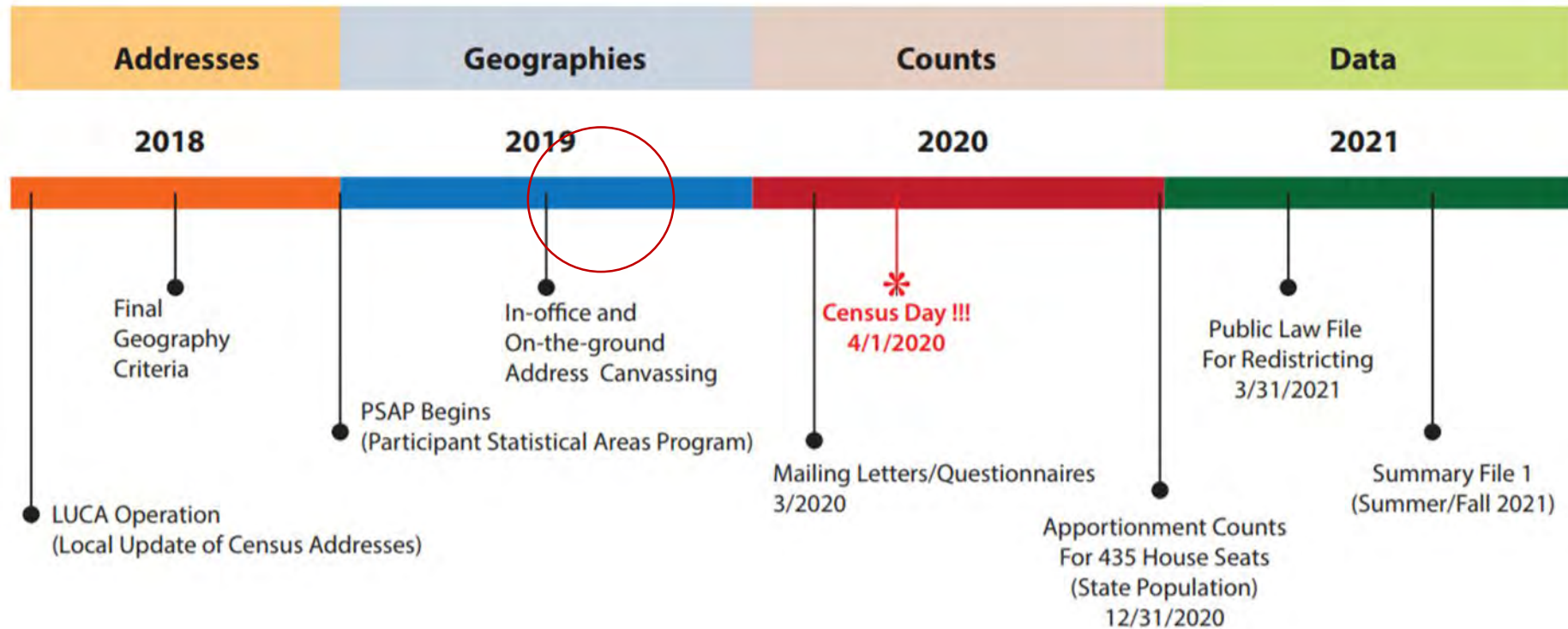
We need your help closing this gap in the 2020 Census. Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.



It's not too late to get started!

Road to the 2020 Census

(6/6/2018)



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Census
2020

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

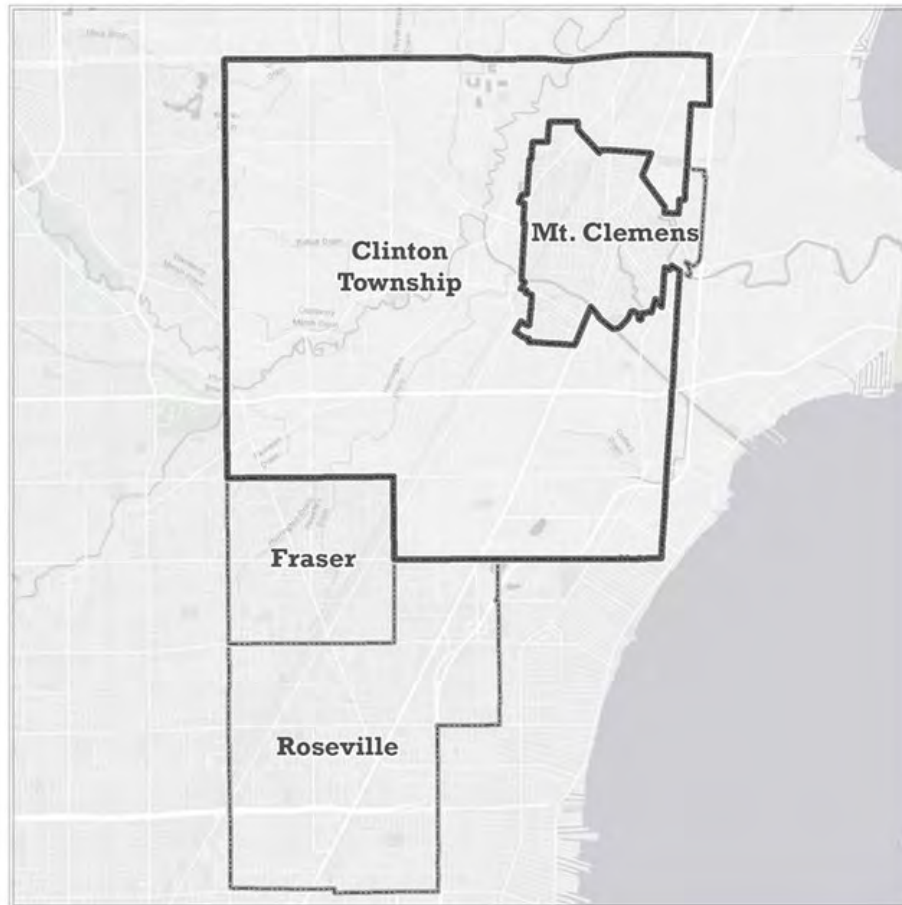
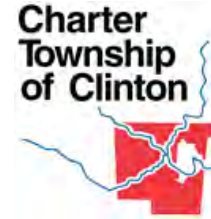
Non-Profits (Rotary/Kiwanis/Lions)

Business Community

Veterans

Senior Housing

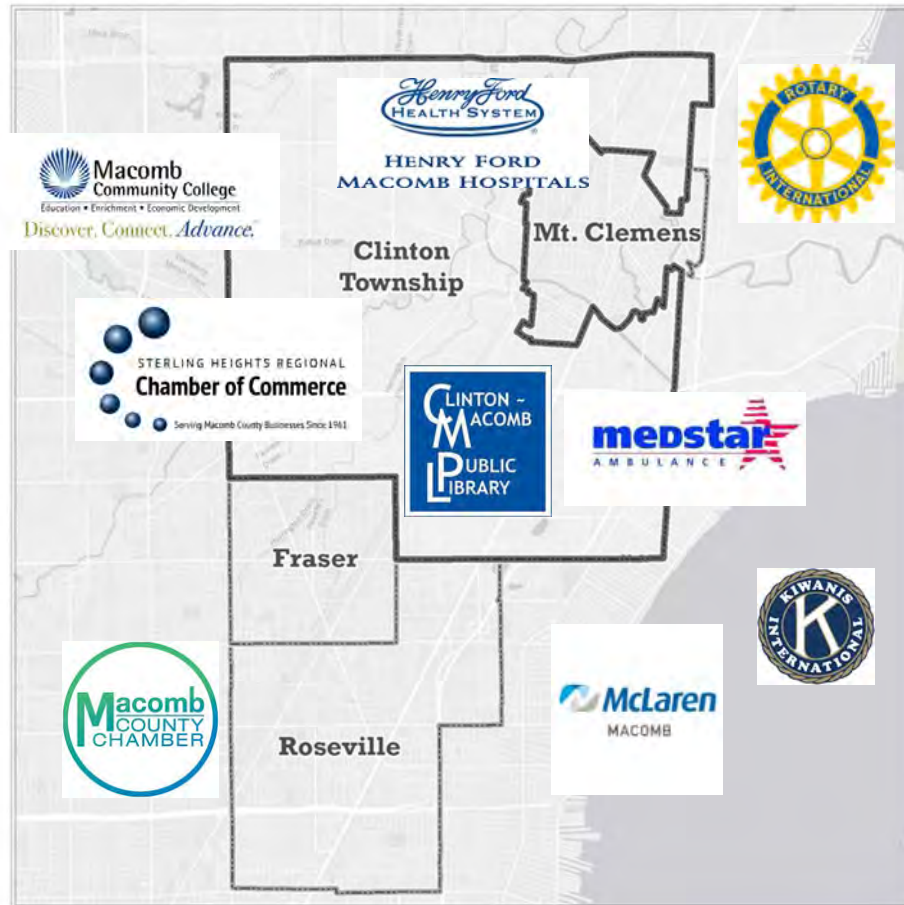
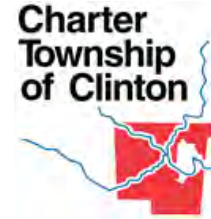
How we created our CCC...



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!

How we created our CCC...

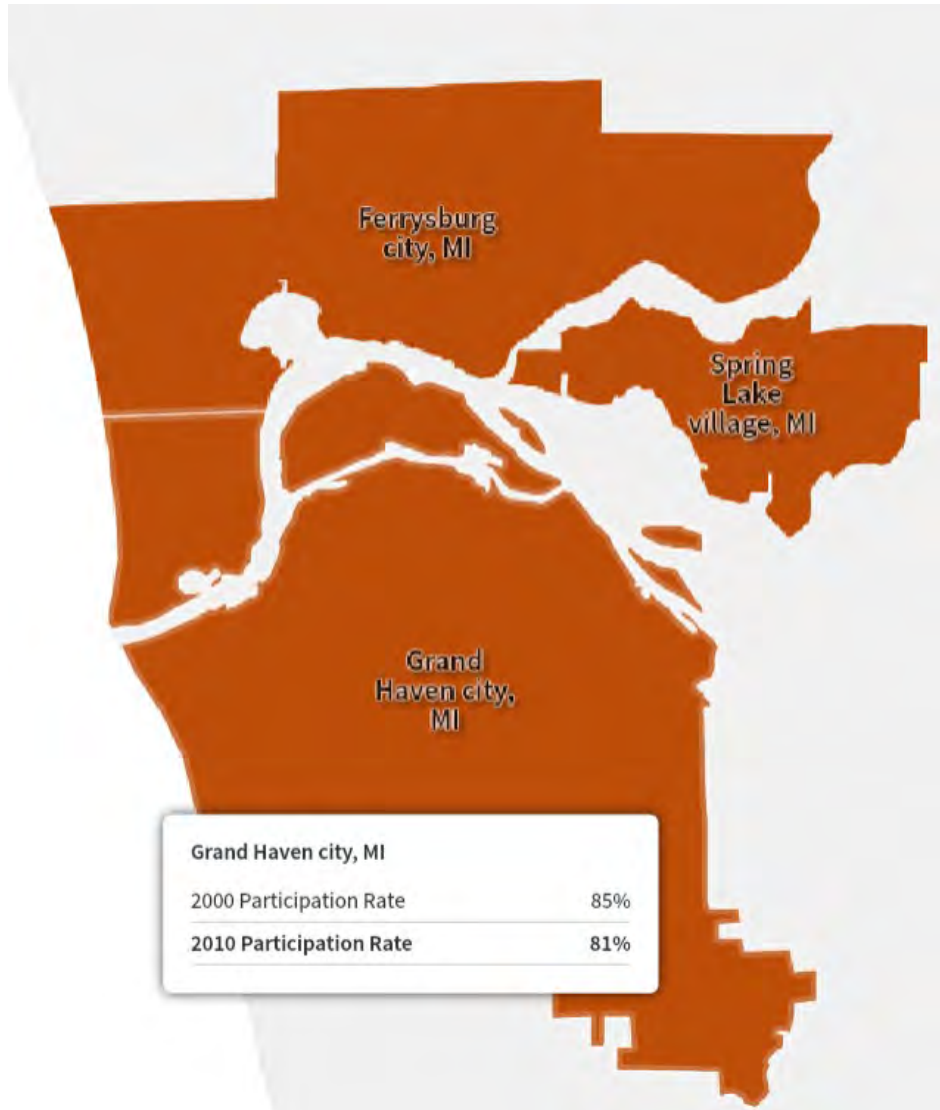


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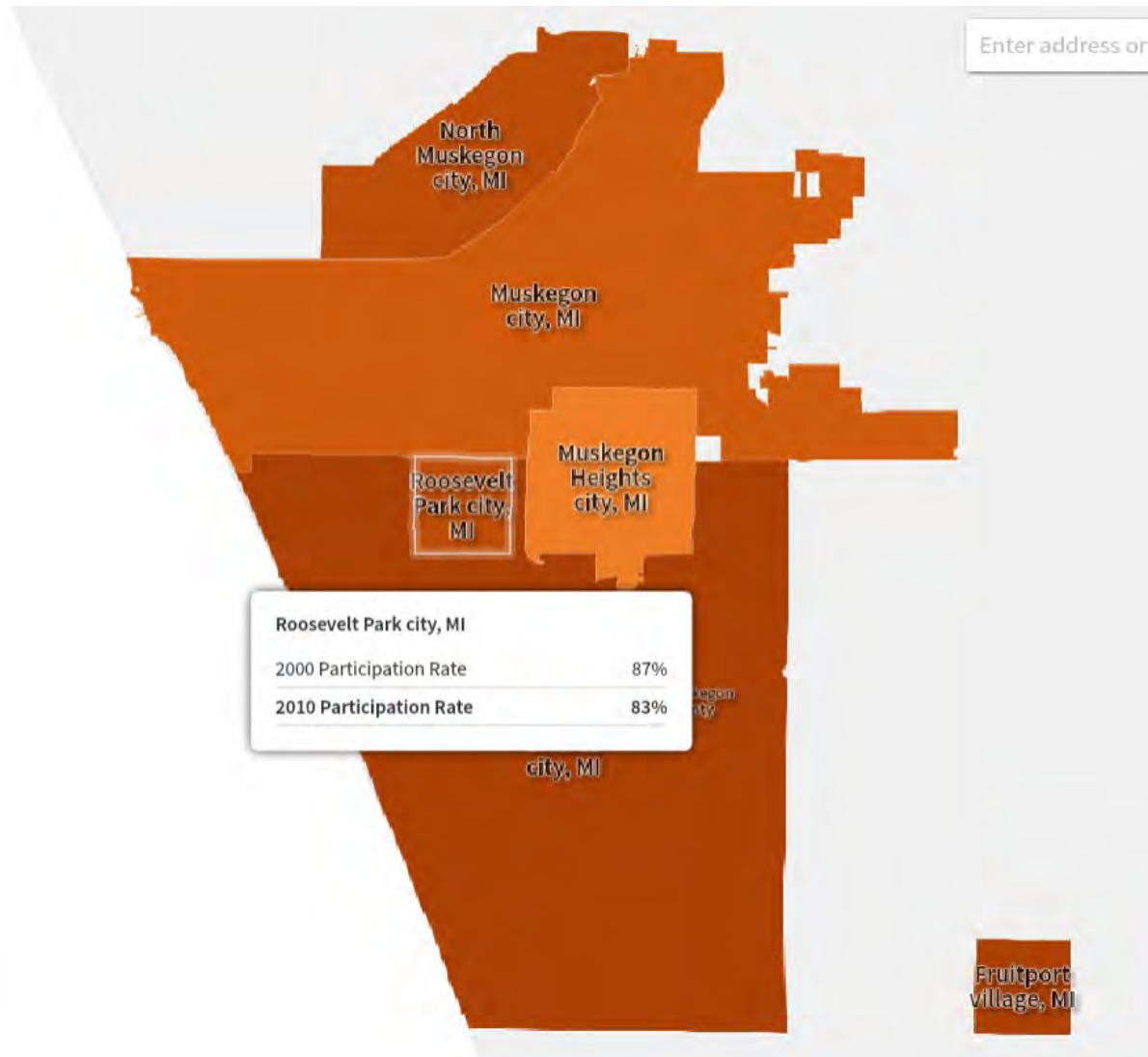
CENSUS
CLINTON TWP
FRASER  **ROSEVILLE**
MT CLEMENS
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Example:
City of Grand Haven
City Manager Patrick McGinnis

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?

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2020

Example timeline



Now: you
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.