2020 Census:
State Complete Count Commission / Complete Count Committee

Instructors Training Guide
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 SCCCs/CCCs

• Training Materials
  – SCCC/CCC Guide D-1280
  – State Complete Count Commission/Complete Count Committee program Brochure D-1256
  – State Complete Count Commission/Complete Count Committee Manual D-1255
Introduction

• State Complete Count Commission/Complete Count Committee (SCCC/CCC) Training Manual

  – Provides information to educate SCCC/CCC leaders and members about the census and their roles
  – Equip SCCC/CCC leaders with information needed to train their members about ways they can promote participation in the census
Introduction

• Overview of SCCCs/CCC
  – SCCCs/CCC 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 SCCCs/CCC around the country
  – SCCCs/CCC exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation
Introduction

• 2020 Goal

— To achieve at least 10,000 SCCCs/CCCs that are:
  • Well-organized
  • Highly productive
  • Have quality outreach strategies in place
Introduction

• Background and Structure of SCCCs/CCCs
  – Tribal, state and local governments work together with partners in their communities to form SCCCs/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

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 1st 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

• Background
  – Some examples include:
    • 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
    • Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
      – Education
      – Healthcare
      – Transportation
      – Social Services
      – Emergency response
  • Designing facilities for people with disabilities, the elderly and children
• 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 SCCCs/CCCs
  – A SCCC enters into a formal partnership with the Census Bureau either by executive order or legislation. It provides the structure and support to engage the state’s stakeholders and encourage participation.
  – 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
  – SCCCs/CCCs are “census ambassador” that play an integral part in the 2020 Census
Chapter 2
SCCCs/CCCs Overview

• Government SCCC/CCC
  
  – A committee of state officials and community members usually appointed by the highest elected officials of a tribal, state, county or local government for the purpose of developing and implementing a census awareness campaign that motivates every resident to complete the census thoroughly and return it in a timely manner
Chapter 2
SCCCs/CCC Overview

• Community CCC
  – A team of community leaders and/or organizations brought together to design an outreach plan for low response score areas or populations in their community
  – Their focus is to encourage individuals in their community to self respond on line, on the phone or by mail (if they received a questionnaire by mail)
Chapter 3
Forming SCCCs/CCCs

• **SCCC/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 SCCCs/CCCs

• State Government SCCCs/CCCs
  – Consist of influential community leaders who are charged with developing an awareness campaign that:
    • Encourages all local governments to form CCCs
    • raises awareness of the census throughout the state
    • Motivates every household in the state to participate in the census by responding to the Census in a timely manner
    • Increases the state’s response rate
Chapter 3
Forming SCCCs/CCCs

• Tribal or 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 SCCCs/CCC

• 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 SCCCs/CCC

• Key Points About the SCCC/CCC Structure
  – SCCCs/CCC 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
  – SCCC/CCC operations are governed by the highest elected official or community leader
Chapter 3
Forming SCCCs/CCC

• Recommended Subcommittee Structure

  – The Census Bureau recommends subcommittees focus on:
    • Government
    • Education
    • Faith-based community
    • Media
    • Community-based organizations
    • Business
    • Recruiting
Chapter 3
Forming SCCCs/CCC

• Government Subcommittee – Focus
  – Represents tribal, state and local government in all programs between the Census Bureau and the local government, 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/CCC

• Education Subcommittee – Focus
  – Creates, facilitates, and coordinates census awareness activities among various educational levels
  – Ensures the wide distribution and awareness of the Census in Schools program and materials
  – Works with area colleges and universities to raise awareness of the census among students housed on and off campus
  – Raises awareness through adult education and English Language Learner programs

Education Subcommittee – Composition
  – Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students, and university housing coordinators
Chapter 3
Forming SCCCs/CCC

• Faith-Based Subcommittee – Focus
  – Facilitates and coordinates census awareness activities between faith-based institutions and organizations, ministerial alliances and forums, and ecumenical councils across racial, cultural and ethnic divisions

• Faith-based Subcommittee – Composition
  – Faith-based leaders from denominations representing the community, ministerial alliances, ecumenical councils and seminary administrators
Chapter 3
Forming SCCCs/CCCs

• Media Subcommittee – Focus
  – Assist the SCCC/CCC in communicating census message to ALL residents
  – Facilitates communication of SCCC/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 3
Forming SCCCs/CCC

• Community-based Subcommittee – Focus
  – Coordinates the building of coalitions with community organizations that serve the special needs of various racial, ethnic, cultural, civic, fraternal and advocacy groups, immigrants, and people with disabilities

• Community Subcommittee – Composition
  – Executive directors from community organizations, Community Development Block Grant (CDBG) directors, leaders of fraternities and sororities, membership and non-membership organizations and advocacy groups, and disability organizations.
Chapter 3
Forming SCCCs/CCC

• Business Subcommittee – Focus
  – Coordinates and generates census awareness activities that involve businesses of all types and sizes

• Business Subcommittee – Composition
  – Chambers of Commerce, business alliances, neighborhood business associations, franchise owners and operators, financial institution officers, owners of small community and ethnic businesses, and utility company managers
• **Recruitment Subcommittee – Focus**
  – Distributes recruiting materials received from Partnership Specialists and assists them in securing donations for space to train employees
  – Publicizes Census Bureau job opening using all available resources, including local festivals and job fairs

• **Recruitment Subcommittee – Composition**
  – Employment security staff and staff from job training agencies
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

• Action Steps for the 2020 Census – Education Phase
  – Period from Now - December 2019, and is often referred to as the “education” phase
  – SCCC/CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members understand the mission of the committee
  – Message to each member is the census is a civic activity that affects people of all ages, races, cultures and ethnicities, regardless of citizenship status
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

• Action Steps for the 2020 Census – 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 For the 2020 Census

– 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

– Education Action Steps – Now thru December 2019
  • Conduct SCCC/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
  • Saturate the community with at least one census awareness-building activity each month
Chapter 4: Timeline
Key Communications Actions

• Awareness Phase Action Steps starting January 2020
  – Hold regular SCCC/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 residents to complete and respond to the Census
  – Develop and finalize plans for motivating residents who do not participate to cooperate with census takers during non-response follow-up
Chapter 4: Timeline
Key Communications Actions

• Action Steps for Motivation Phases
  – Hold weekly SCCC/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 residents to respond accurately and return it immediately
  – 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
Chapter 4: Timeline

Key Communications Actions

• Action Steps for the Reminder Phase – May 2020 through July 2020

  – Encourage the community to participate in the Non Response Follow Up (NRFU) phase when Census workers knock on their door
  – Census Bureau plans to provide response rate numbers by tract starting in April. Response rates may be used as a tool to determine where more outreach is needed
Chapter 4: Timeline
Key Communications Actions

• Action Steps for Reminder 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
Chapter 5: Planning Your Work and Working Your Plan

• Components of Work Plan
  – Overview
    • Summary of the goals and objectives of the SCCC/CCC and description of the community
  – Committee Structure
    • Identify the name of the SCCC/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

• Components of Work Plan
  
  – Reporting
    • Include a report of subcommittee activities to the committee
    • Modify future activities as needed based on feedback
  
  – Thank you
    • Include strategies for thanking committee members, the community and others who provide support
  
  – Final Report
    • Prepare a final evaluation of your activities and successes to help the Census Bureau guide future committees
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 5: Planning Your Work and Working Your Plan

• Identifying Hard-to-Count Areas and Populations
  – SCCC/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

- Low Response Score (LRS)
  - 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
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

• How do I access the LRS?
  – Census Planning Database (PDB)
  – Reach Out Area Mapper (ROAM) Web Application
Chapter 5: Planning Your Work and Working Your Plan

• Planning Database Contains
  – Housing
  – Demographic
  – Socioeconomic
  – Census Operational Data

• Census Planning Database (PDB) contains the LRS
• PDB and LRS are available on both block group and census tract level files
• Requires analytic software (e.g. Excel, SAS, SPSS)

https://www.census.gov/research/data/planning_database/
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
ROAM Live-Demo
Chapter 5: Planning Your Work and Working Your Plan

• ACTIVITY – Create a Work Plan
Chapter 6: 2020 Census Integrated Communications Campaign

• On the Road to 2020
  – Overview – Integrated Communication Campaign features:
    • Advertising, events, public relations and partnership activities
  – Objective
    • To surround every household in the country with credible and memorable messages
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
Chapter 6: 2020 Census Integrated Communications Campaign

- **Key dates of the 2020 Census Operational Timeline:**
  - Early Area Census Offices (ACO) opens -------- January 2019
  - Address Canvassing Conducted ------------------- August 2019
  - Area Census Offices ----------------------------- July 2019
  - CENSUS DAY ------------------------------------- April 1, 2020
  - NRFU ------------------------------------------- May 2020
  - Census Bureau delivers appointment counts to the President of the United States -------- December 31, 2020
  - Redistricting counts are delivered to states -- March 2021
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 SCCC/CCC
- Serve as advisors and information resources to SCCCs/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:

- Meet with local governments in the area to encourage the formation of SCCCs/CCCs
- Distribute materials
- Provide orientation/training for SCCC/CCC leaders or Chairpersons
- Provide advisory support to SCCC/CCC Chairpersons
- Assist SCCCs/CCCs in developing a strategy and work plan
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/CCC
Chapter 8: Summary and Closing

• Summary
  – SCCC/CCC Training Manual has been created to provide leaders and members information to form strong effective SCCCCs/CCCs
  – SCCC/CCC can develop strategies and activities that are focused and make the best use of available resources