2020 Census

Complete Count Committee Training

Chicago Region

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United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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Introduction

A Message from the Director

The Chicago Region is pleased to welcome you to the **Complete Count Committee Training.**

We look forward to this opportunity to provide you with information and tools that will be helpful in the development of your Complete Count Committees. Complete Count Committees play a vital role in the success of the Census operations and outcomes by public engagement, education and encouragement. **Our mutual goal is to count everyone once, only once, and in the right place!**

We will take every opportunity to work with and support the eight states in the Chicago Region: *Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri and Wisconsin.*

Marilyn A. Sanders
Chicago Regional Director

Introduction

A Message from the Director

Thank you for attending this Complete Count Committee training session with the Chicago Region's 2020 Census Partnership team. We are available as a resource and engaged at every level to achieve a complete count of the population in this region.

Feel free to email me, contact me by telephone or schedule a meeting if you desire. I can be reached at ***marilyn.a.sanders@census.gov*** **or 630-288-9301.**

I look forward to the 2020 Census Experience!

Introduction

Training: Objective

The objective of this training is to explain the **who, what, where, when, how, why, and why not** with respect to the forming, organization, planning, and development of Complete Count Committees (CCC).

Introduction

Training: Purpose

The purpose is to provide **instructions, guidelines, suggestions, and examples** on the implementation of the Complete Count Committees (CCC).

Introduction

Training: Scope

This training will cover **communications, promotions, initiatives, activities, events, platforms, vehicles and other measures** that seek to effectively educate, encourage, and engage the public in participating in the 2020 Census.

Introduction

Training: Response

Ways to respond to the census will be emphasized during this session such as, self-responding to questionnaire by mail, Internet, phone or seeking assistance at **Mobile Response Tables** in cities and communities.

2020 Census Non-English Support

(Order: Top to bottom, left to right)

- **Spanish**
- **Chinese**
- **Vietnamese**
- **Korean**
- **Russian**
- **Arabic**
- **Tagalog**
- **Polish**
- **French**
- **Haitian Creole**
- **Portuguese**
- **Japanese**
- Italian
- Farsi
- German
- Armenian
- Hindi
- Ukrainian
- Bengali
- Greek
- Amharic
- Somali
- Thai
- Gjurati
- Khmer
- Nepali
- Urdu
- Romanian
- Telugu
- Burmese
- Punjabi
- Lao
- Hmong
- Albanian
- Turkish
- Bosnian
- Tamil
- Navajo
- Hungarian
- Hebrew
- Malayalam
- Swahili
- Yiddish
- Indonesia
- Serbian
- Tigrinya
- Ilocano
- Dutch
- Croatian
- Bulgarian
- Twi
- Lithuanian
- Yoruba
- Czech
- Igbo
- Marathi
- Sinhala
- Slovak
- American Sign Language

Our Unique Approach

Every local government community can and should form a 2020 Census Complete Count Committee (CCC).

It is our belief in the Chicago Region that villages, towns, cities , or communities of all populations form a Complete Count Committee (CCC) and that **none is too large or too small** not to be involved and committed to participating in all ways possible to make certain that each and every person is counted, counted only once and counted in the right place.

Our Unique Approach

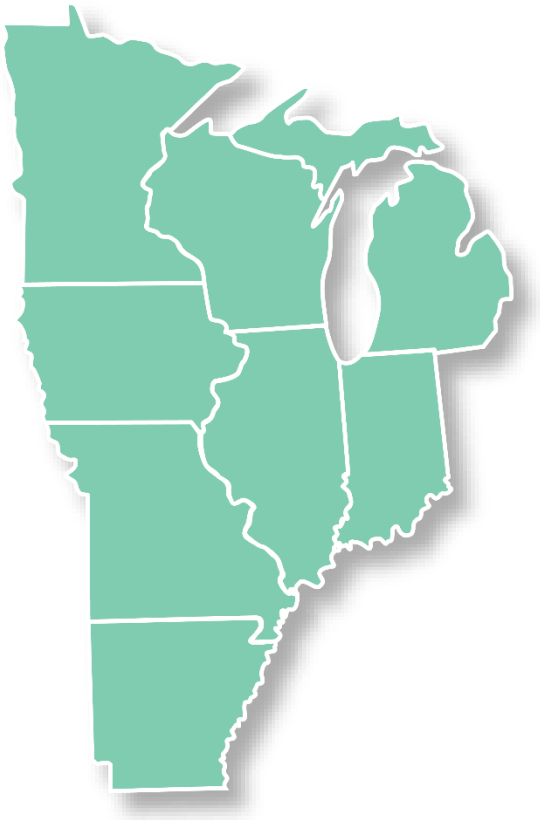
Our approach in the Chicago Region is to offer a range of useful and effective perspectives, strategies, techniques, and tools that can **empower any local government** to use, adapt and/or develop to educate the public about why the census is important and what it means in terms of local services, opportunities, economies, and futures.

Our approach is based on respect and the importance of CCCs taking stock and ownership of the 2020 Census in their communities.

Constitutional Mandate

Article 1, Section 2 of the U.S. Constitution mandates a headcount every 10 years, of everyone residing in the United States, *including people of all ages, races, ethnic groups, citizens, and noncitizens, from all 50 States, Washington DC, Puerto Rico, and the Island Areas.*

The Chicago Region

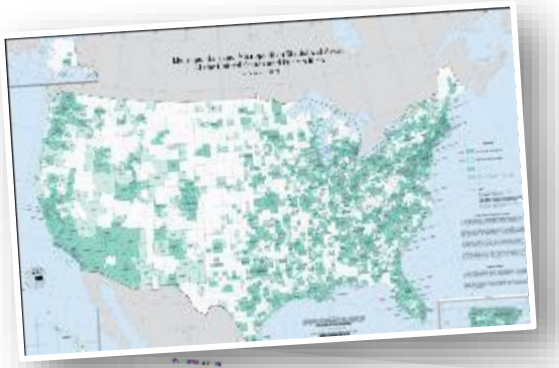


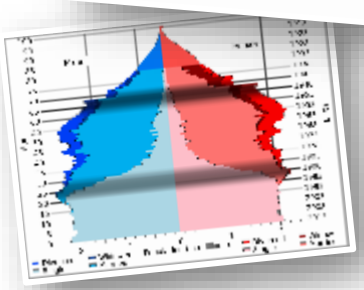
The Chicago Regional Office is responsible for **all data collection, data dissemination, and geographic operations** under the current service area boundaries.

States within the Chicago Region's service area are Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin

Geographic Framework

Geography is central to the work of the Census Bureau, providing the framework for survey design, sample selection, data collection, tabulation, and dissemination. Geography provides meaning and context to statistical data.

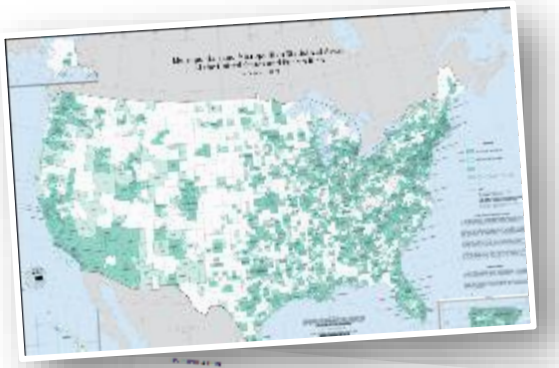


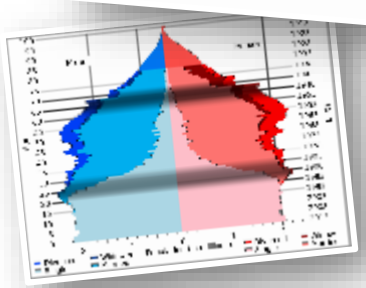


Standard Hierarchy of Geographic Entities

Two key types of census geography:

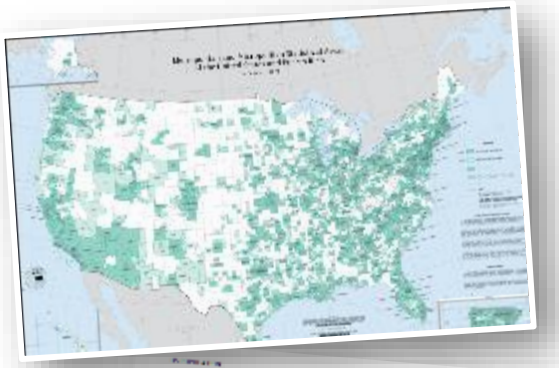
- **Tabulation/Statistical Geography**
  E.g. blocks, census block groups and census tracts, or zip code tabulation area, urban areas
- **Governmental (Legal/Administrative) Geography**
  Nation, state, regions, counties, congressional districts, school districts, voting districts, state legislative districts

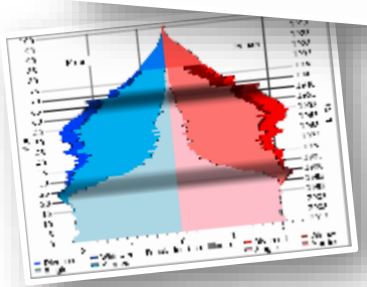




Geographic Entities

AREA	CENSUS BLOCKS
NATION	• Urban Areas • Core-Based Statistical Areas • ZIP Code Tabulation Areas
REGIONS	
DIVISIONS	
STATES	• Urban Growth Areas • State Legislative Districts • Public Use Microdata Areas • Places • School Districts • Congressional Districts
COUNTIES	• Voting Districts • Traffic Analysis Zones • County Subdivisions ------ Subminor Civil Divisions
CENSUS	
BLOCK GROUPS	





Data Stewardship

*When you trust us with your information, our goal - and legal duty - is to **keep it safe.***

Our mission is to serve as **the nation's leading provider** of quality data about its people and economy. We couldn't produce this information without you.

Being responsible stewards of your data is not only required by law, it's embedded in our culture.

Our Data Stewardship program includes ongoing training, accountability and the lifetime oath each of us swears to keep your information confidential.

Title 13 of the United States Code

- **The Census Bureau is bound by Title 13 of the United States Code.** These laws not only provide authority for the work we do, but also provide strong protection for the information we collect from individuals and businesses.
- All Census Bureau Employees swear a lifetime oath to **protect respondent data.**
- **It is a felony** for any Census Bureau employee to disclose any confidential census information. The penalties of wrongful disclosure include a 5 year imprisonment and/or a fine of $250,000.

Privacy and Security Principles

Necessity

- Do we need to ask this question?
- Do we need to collect this information?

Openness

- Do you know why we are collecting your information?

Respect

- Are our efforts reasonable?
- Did we treat you with respect?

Confidentiality

- How do we protect your information?

How is Census Data Used?

Recent examples include:

- Distributing over **$675 billion annually** in federal funds.
- Planning for **hospitals, nursing homes, clinics,** and the location of other health services.
- Determining areas eligible for **housing assistance** and rehabilitation loans
- Development of **rural** areas
- Building roads, bridges, and various **infrastructure**
- Establishing **fair market rents,** and enforcing fair lending practices.

CPEP Objectives

Community Partnership and Engagement Program (CPEP) Objectives:

- **Engage** community partners to increase decennial participation of those who are less likely to respond or are often missed
- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond

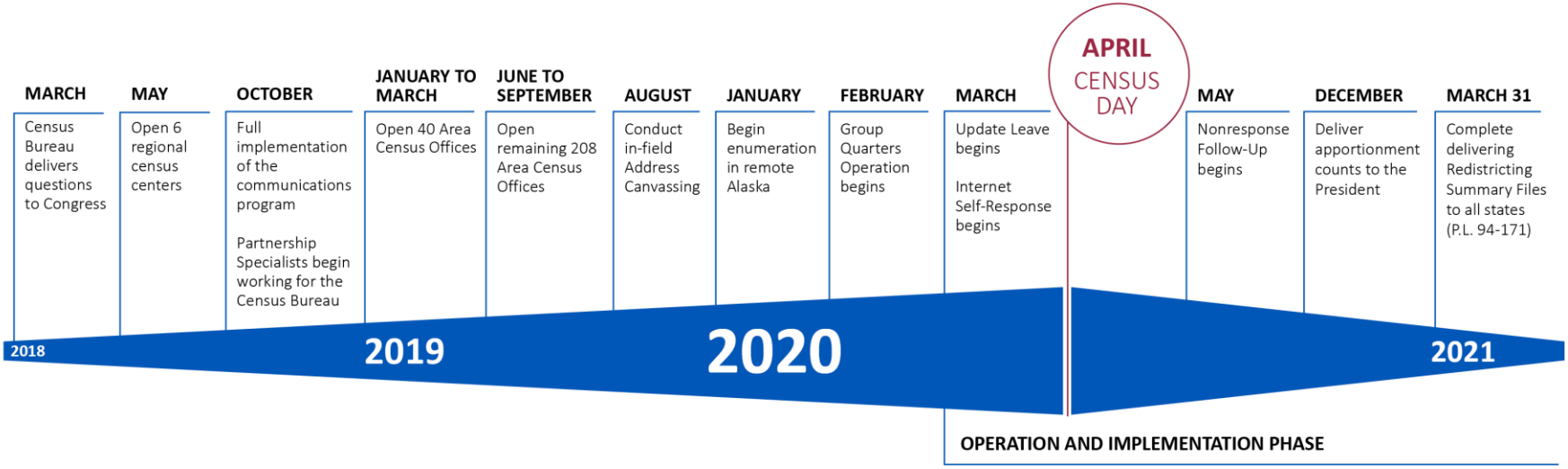
Operations

The goal of the 2020 Census is to count everyone once, only once and in the right place.

The Census Bureau will continue to improve its use of **mobile technology, geospatial innovations, and internet self-response.**

2020 Census

Operational Timeline



2020 Census

Tribal Populations

- Federally Recognized Tribes
- State Recognized Tribes
- Urban Populations
- On and Off Reservations
- AIAN Communities with No Recognition Status

Group Quarters (GQ)

Group Quarters is defined as a place where people who are **not related live or stay in a group living arrangement** that is owned or managed by an entity or organization providing housing and/or services for the residents.

When we think of group quarters, the examples that come to mind are:

- College Residence Hall
- Group Home
- Emergency Shelters
- Prisons
- Nursing Homes
- Residential Treatment Centers

Service Based Enumeration (SBE)

The Bureau counts people experiencing homelessness by locating them at places where they **receive services** and at outdoor locations including:

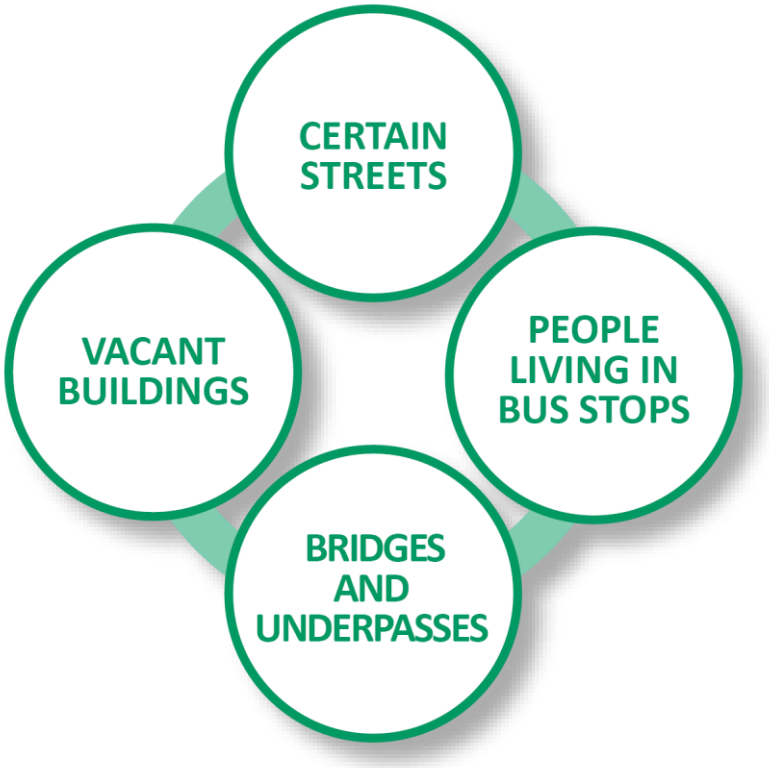
- Shelters
- Soup Kitchens and Food Vans
- Emergency Shelters

Targeted Non-Sheltered Outdoor Locations (TNSOL)

Non-sheltered outdoor locations (TNSOL) will be identified in advance. These are commonly known locations where individuals experiencing homelessness are most likely to congregate.

Examples of TNSOL would be:

- Certain Street Intersections
- Public Transportation Stops
- Vacant Buildings

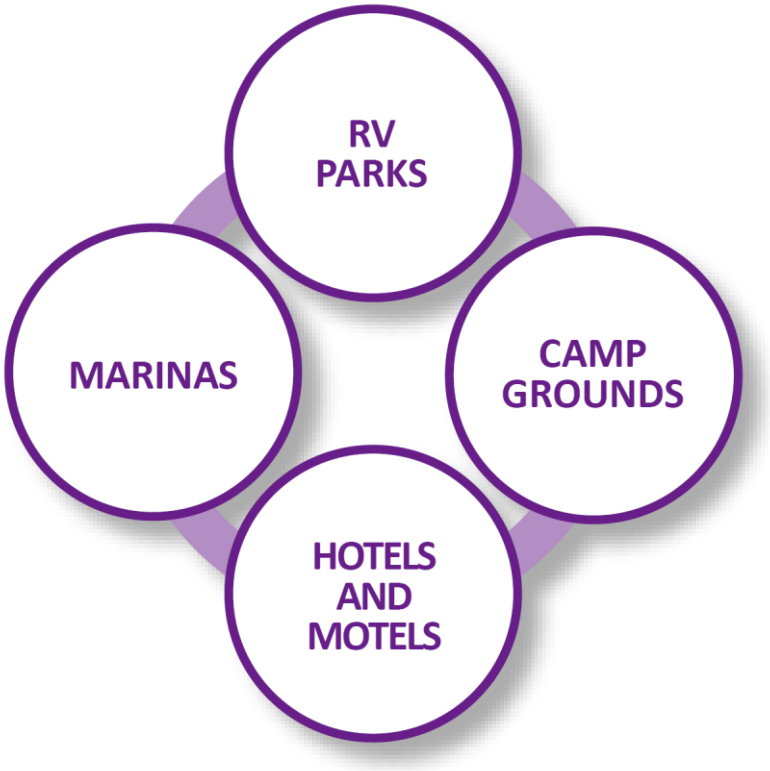


Enumeration of Transitory Locations (ETL)

Transitory Locations (TL) are locations where people live in non-traditional housing that is temporary or movable in nature. These are enumerated during ETL.

Types of TL include:

- Recreational Vehicle (RV) Parks
- Campgrounds
- Hotels/Motels
- Circuses
- Carnivals
- Marinas
- Racetracks



GQ and ETL Timeframes

All the activities for **GQ and ETL** take place during the time frame listed below:

- Conduct **GQ AC** Operation 2/3/20 – 3/6/20
- Conduct **ETL AC** Operation 1/24/20 – 3/20/20
- Conduct **SBE** 3/30/20 – 4/1/20
- Conduct **GQE** 4/1/20 – 6/12/20
- Conduct **eResponse** 4/1/20 – 5/1/20
- Conduct **ETL** 4/9/20 – 5/4/20

Complete Count Committees (CCC)

The Census Bureau needs help to count everyone. They require the assistance of partners—**individuals, groups, and organizations**—across the nation that help them build awareness about the Census, why it is important, and encourage their community to participate.

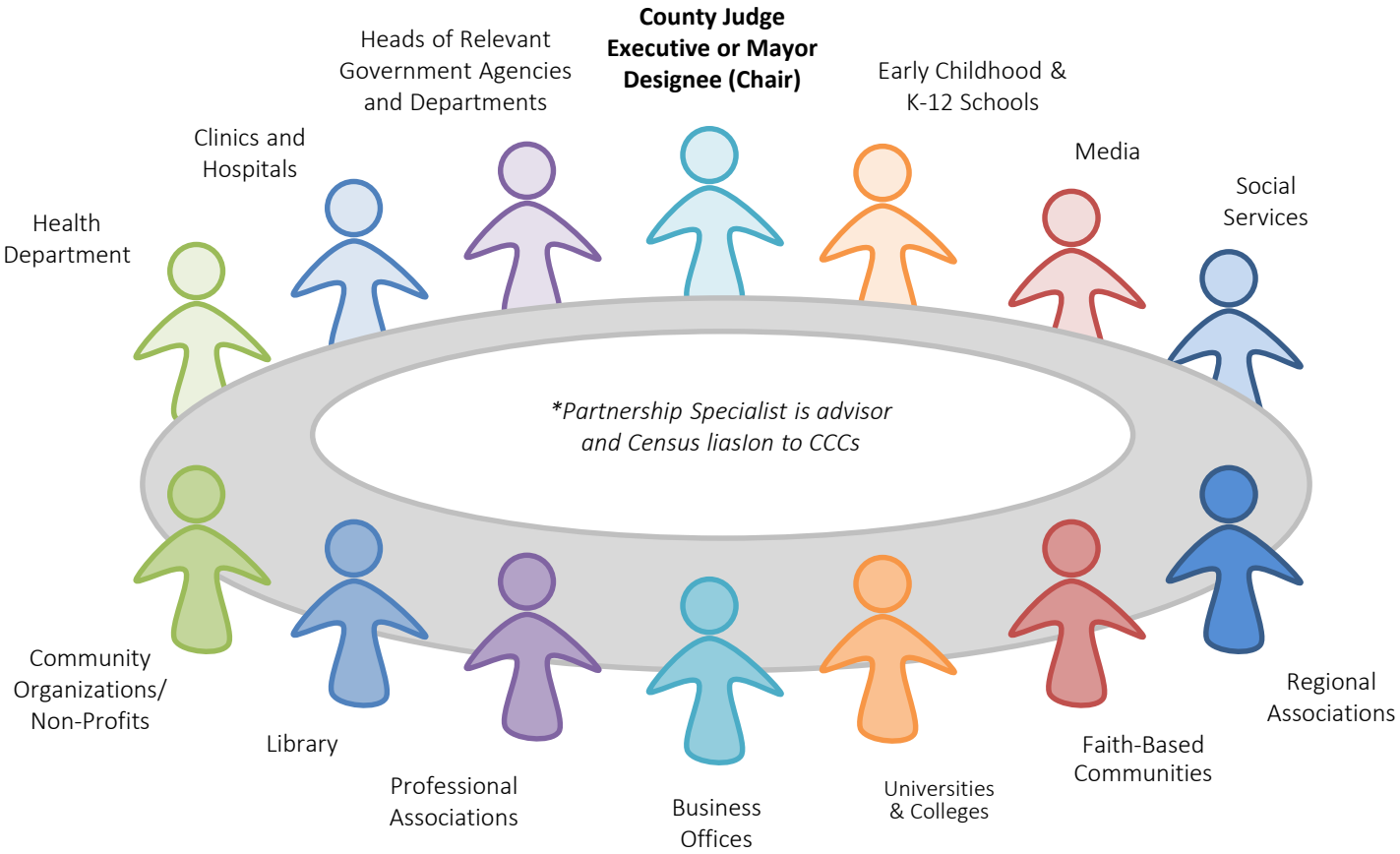
Complete Count Committees (CCC)

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.

Complete Count Committees (CCC)

The committees work best when they include a **cross section of community representatives** from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.

Who Should be Included on a CCC



Who, What, When, Why, and How

Tribal, state, and local governments work together with partners to form CCCs to **promote and encourage** response to the 2020 Census in their communities.

Community-based organizations also establish CCCs that reach out to their constituents.

WHO

Who, What, When, Why, and How

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations.

These Trusted Voices develop and implement a 2020 Census awareness campaign based upon their **knowledge of the local community** to encourage a response.

WHAT

Who, What, When, Why, and How

The formation of CCCs is happening NOW!

Leaders are **identifying resources and establishing local work plans.** In 2020, they will implement the plans and lead their communities to a successful census count.

WHEN

Who, What, When, Why, and How

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Community influencers create localized messaging that resonates with the population in their area. These Trusted Voices are best suited to mobilize community resources in an efficient manner.

WHY

Who, What, When, Why, and How

It's up to all of us! CCCs know the **best way** to reach the community and raise awareness. Some activities could include:

- Holding CCC kickoff meetings with media briefings
- Participating in Census rallies or parades
- Coordinating Census unity youth forums
- Hosting Interfaith breakfasts and weekend events
- Encouraging the use of Statistics in Schools classroom resources
- Incorporating census info in newsletters, social media posts, podcasts, mailings, and websites
- Helping recruit census workers when jobs become available

HOW

Benefits of Forming a CCC

Build trust of the Census among their stakeholders.

Increase the self-response rate for residents mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.

Implement outreach strategies in his/her own community or organization.

Track and report progress and efforts

Benefits of Forming a CCC

Develop ways to reach the hard-to-count (HTC) residents.

Utilize the local knowledge, expertise, and influence of each CCC member to design and implement a Census Awareness Campaign targeted to the community.

Bring together a cross section of community members whose focus is 2020 Census awareness.

Organizational Structure

One of the first steps is for the highest elected officials (HEO) to appoint a chair or co-chairs.

These positions will **serve in the key leadership role** to guide and govern the CCC functions and activities and cultivation and leverage of various resources within respective.

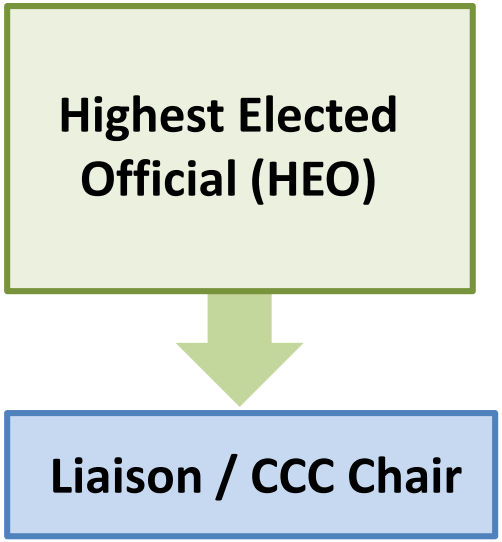
Highest Elected Official (HEO)

Organizational Structure

The HEO will then designate a CCC liaison.

Usually the role of serving as a liaison is given to someone who is a member of the local government staff, such as an department executive assistant city clerk, community development director, city planner, etc.

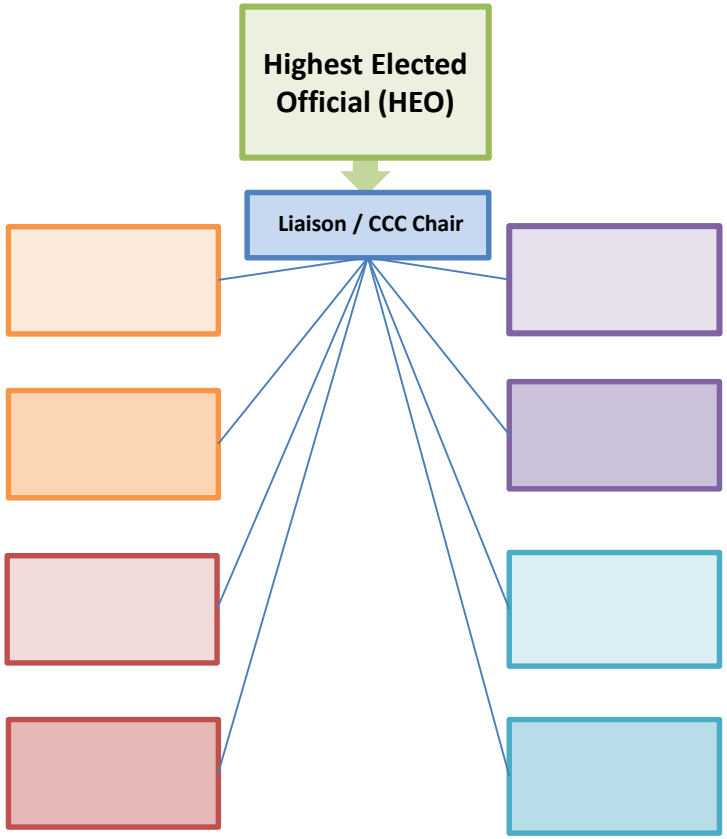
The **liaison serves as a conduit, facilitator or intermediary** between the Census Bureau and the CCC for relevant updates, operations, revisions, materials, resources, and communications.



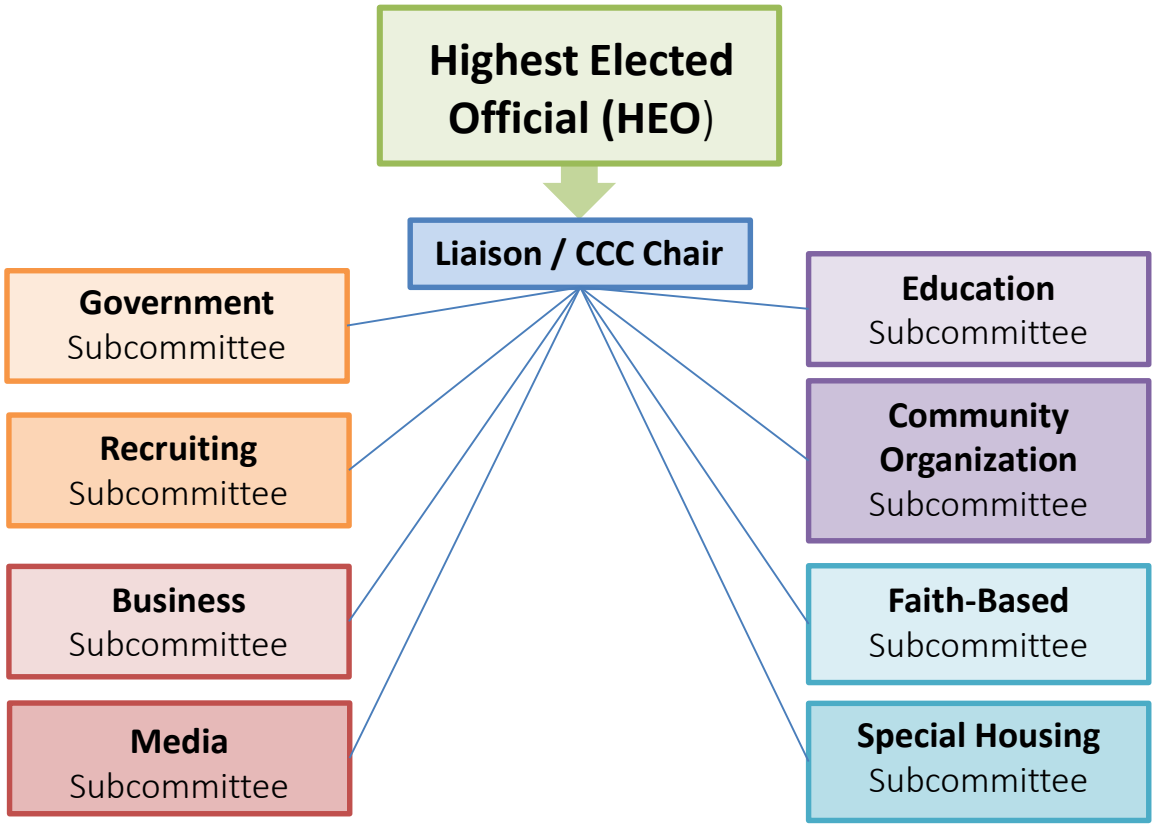
Organizational Structure

Appointment and designations of CCC chairs and liaisons are **flexible**.

There is no strict rule on the sequence of whether a CCC chair should be before a CCC liaison, or vice versa. Every situation is different and reflects different circumstances.



Sample Organizational Structure



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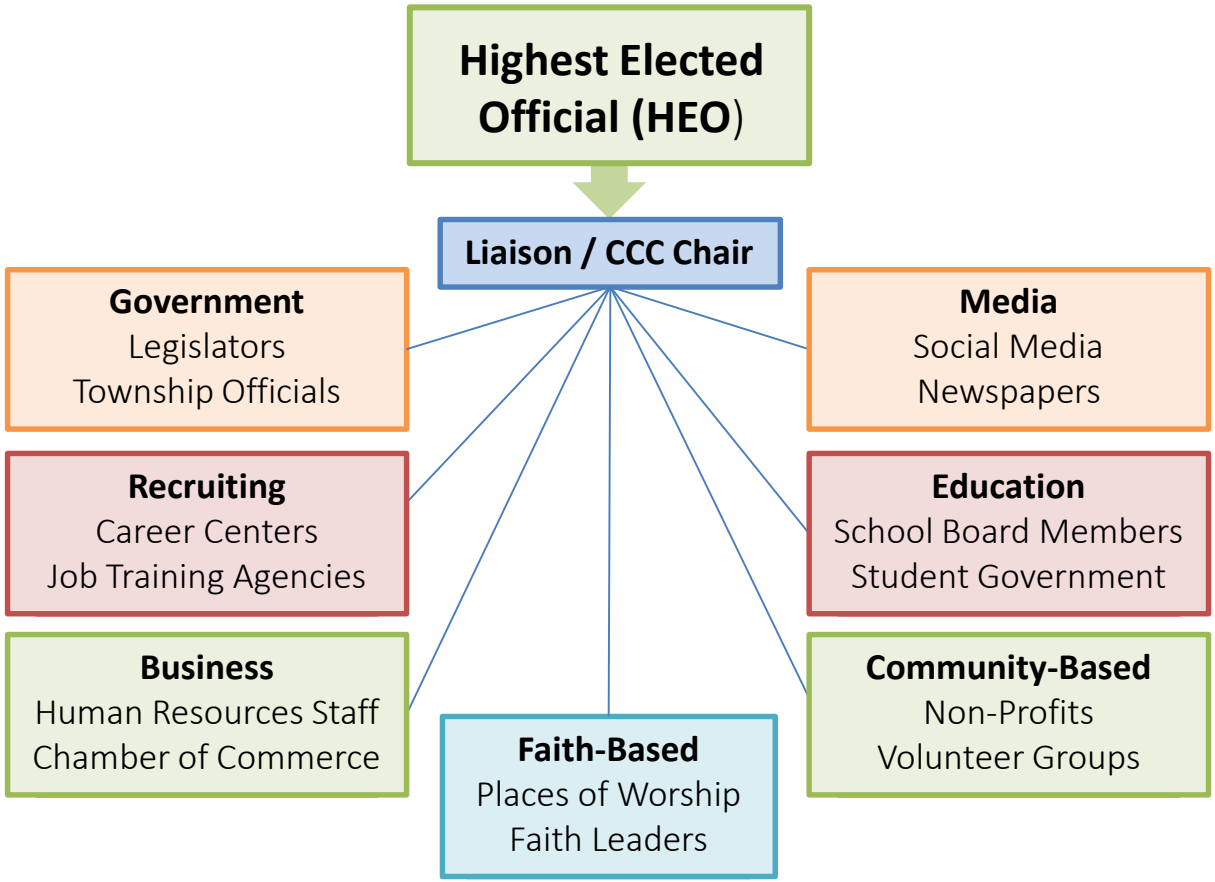


Creating Subcommittees

Subcommittee examples:

- Government
- Recruitment
- Media / Social Media
- *Other options include:* Education, Business, Faith-based Organizations, Community Organizations, and Workforce Development

Creating Subcommittees

Government-Focused

- Represents local and state governments in all programs involving Census Bureau
- Ensures that elected officials are aware of and are included in all committees activities

Creating Subcommittees

Recruitment-Focused

- Publicize Census job openings using all available resources
- Distribute recruitment materials received from the Partnership Specialists and assist in securing spaces for training

Creating Subcommittees

Media-Focused

- Assist the CCC in communicating the Census message throughout the entire jurisdiction
- Facilitate communication of CCC messages through multiple channels, such as ethnic media, local newsletter, electronic bulletin boards, and local websites

Leveraging Trusted Voices

Trusted Voices are respected spokespersons who can influence targeted populations to articulate the importance of the 2020 Census and encourage self-response.

These Trusted Voices can either be members of the CCC, or non-members who are secured and deployed for specific CPEP Events.

Other examples of Trusted Voices are area leaders, social influencers, and community mobilizers.

Hard-To-Count (HTC) Demographics

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)

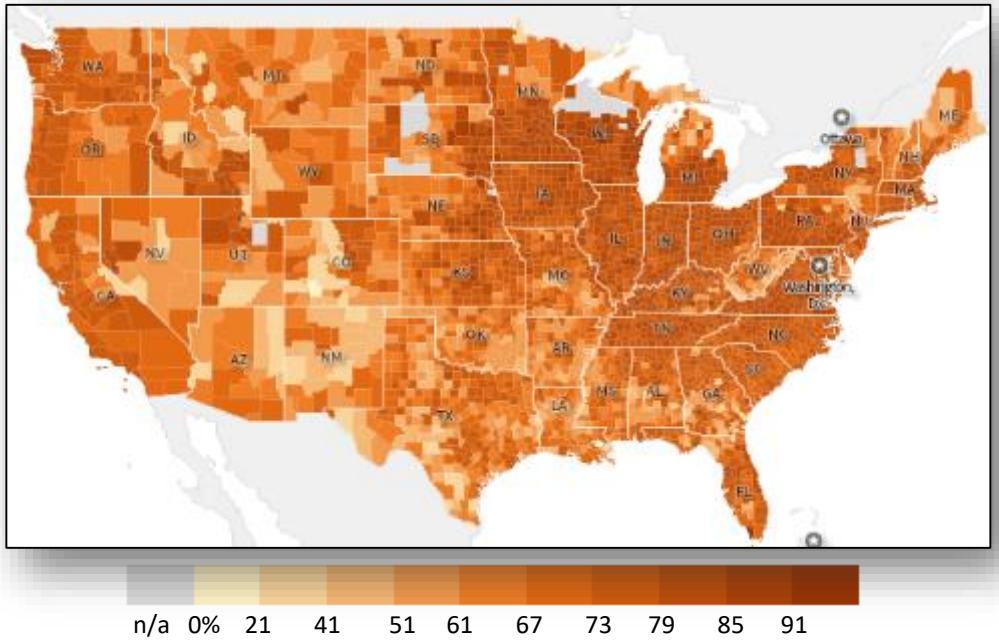
Strategies & Tactics

2010 Mail Participation Rate Map (MPR)

Mail Participation Rate Map explores areas and population groups with a low response rates in previous Censuses.

2010 Census Participation Rates

State	*Rate*	*Rank*
Arkansas	69%	38
Illinois	76%	11
Indiana	79%	3
Iowa	79%	3
Michigan	78%	5
Minnesota	81%	2
Missouri	74%	24
Wisconsin	82%	1
United States	74%	NA



census.gov/censusexplorer/2010ratemap.html

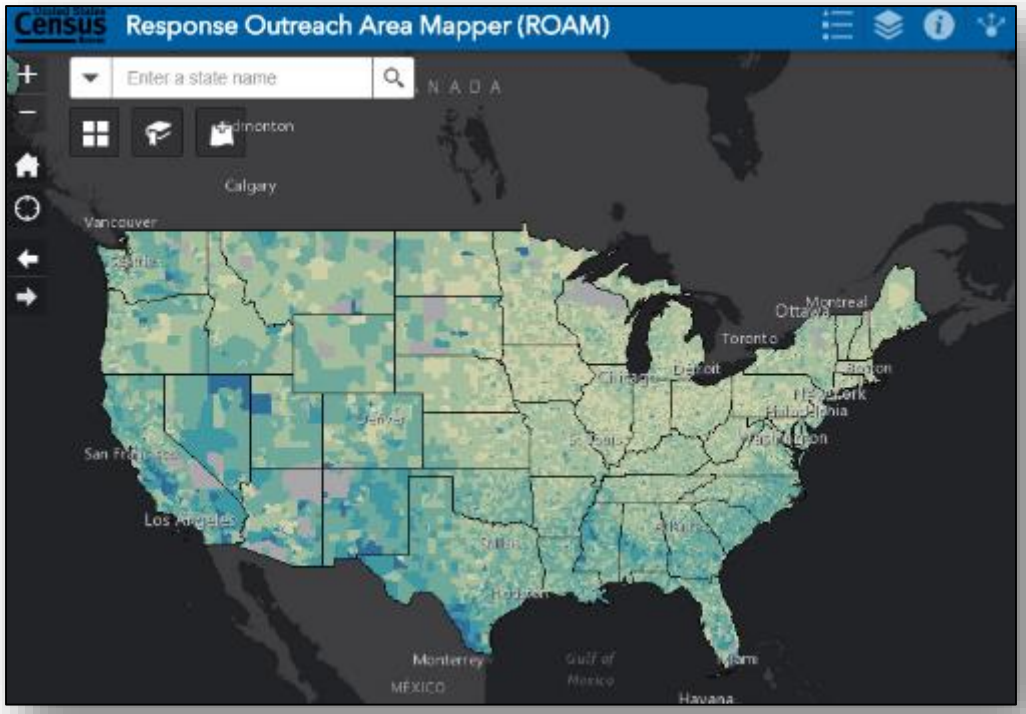
Strategies & Tactics

Response Outreach Area Mapper (ROAM)

Identifies hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile by census tract

Low Response Score

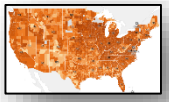
- 30.0 to 49.1
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9
- Not Calculated



census.gov/roam

Strategies & Tactics

Census Data Maps Compared

	MPR Map 	ROAM Map
Data Collection	Prior 2 Decennial Censuses 2000 & 2010	American Community Survey (ACS) 2012 - 2016 / 5 year estimate
Objective	Demonstrate the mailed-in responses & participation rate of the previous Decennial Censuses	Identify hard-to-survey areas and provide a socioeconomic & demographic profile of those Census Tracts
Timeframe	Past History	Most Current & Future Trends
Color Coding	Darker / Deeper the color, the higher the Census Mail Participation Rate (Light Orange to Dark Red)	Darker / Deeper the color, the higher the Low Response Score (Light Beige to Green to Dark Blue)
	census.gov/censusexplorer/2010ratemap.html	*Census.gov/roam*

Recruiting and Hiring Timeline

Summer 2018	2018	Fall 2018	Spring 2019	2019
Hiring starts in 2018 for Area Census Office (ACO) Management	Hiring **Regional Census Support Staff**	Recruiting and Hiring for **Area Census Office Positions**	Recruiting and Hiring for **ACO Field and Office Operations**	Continuous Recruiting and Hiring to **Support Field and Office Operations**
• IT Managers • Recruiting Managers	• Partnership Specialists • Regional Technicians	• Administrative Managers • Area Census Office Managers • Lead Census Field Managers • Recruiting Assistants	• Clerks • Office Operations Supervisors • Census Field Managers • Census Field Supervisors • Enumerators/Listers	• Clerks • Enumerators/Listers • Recruiting Assistants

Conclusion

CCC Activity Timeline

Dates	2020 Census Operations	CCC Actions	Phases
Fall 2018	Recruiting	Push Recruiting: make public aware of census jobs . Form & Organize CCCs; Set up Planning Committee. Educate public about upcoming census.	Education Awareness
January – February 2019	5 Early Area Census Offices Open	Make public aware of EACOs. Form, Organize CCCs; Set up Planning Committee. Educate public about upcoming census.	Education Awareness
Spring 2019	Recruiting - office operations: Clerks, OOSs, CFSs, Enumerators .	Push Recruiting	Education Awareness
June-August 2019	Area Census Offices open in selected areas	Organization, Planning & Development. ID HTE populations and/or areas. Develop plans to be implemented later .	Education Awareness
August- October 2019	Address Canvassing	Push public/community awareness of AdCan. Develop and expand other plans for public awareness, engagement and motivation.	Education Awareness
January- July 2020	GQ/UE/UL/ETL/SBE	Push promotion and participation; implement various ways, methods and outlets to reach public.	Motivation Awareness

Conclusion

CCC Activity Timeline

Dates	2020 Census Operations	CCC Actions	Phases
Mid-March- July 2020	Questionnaire Self-Response	Push various promotions that public can respond by mail, Internet, phone or by visiting Mobile Response Tables.	Motivation Awareness
April 1, 2020	CENSUS DAY	Continuation to push all effort and activities.	Motivation
April-July 2020	Non-Response Follow-Up Begins (NRFU)	Make public aware of census workers in communities and neighborhoods; push cooperation and participation.	Motivation
August 2020	NRFU Ends	Inform public census operations have ended.	Awareness
Post- August 2020	Thank you Campaign	Thank all partners and collaborators.	Recognition
December 31,2020	Apportionment Counts to President		Awareness
March 31,2021	Redistricting Counts to States		Awareness

Conclusion

Suggested Next Steps

- Have the Highest Elected Official (HEO) or other community leader officially form the committee
- Recruit members of your CCC from a cross-section of community groups
- Schedule the first meeting
- Organize subcommittees, selecting target populations, and potential activities
- Initiate a planning subcommittee
- Identify resources, hard-to-count (HTC) areas, and populations
- Create a plan to help promote Census jobs
- Raise awareness regarding Address Canvassing and Non-Response Follow-Up

Thank You for Your Partnership!

If you have any questions during the 2020 Census, our **Partnership Specialists** are here to help.

United States® Census 2020