

Complete Count Committee Guide for Elected Officials



A CAMPAIGN OF **NALEO**
Educational Fund

What is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer group that state and local governments and/or community leaders establish to increase awareness about the Census and motivate residents to respond to the census questionnaire.

CCC's will play a key role in ensuring the 2020 Census counts **everyone**. Residents are more likely to take part in the census count if they learn and understand the importance of it and the process for getting counted.

There are some key changes to the process for the 2020 Census. For instance, the Internet will be the primary response option for the first time. While a paper form will still be available, individuals will be able to complete the 2020 Census form online, or by phone or mail. CCC's will play a critical role in educating residents about these and other key changes to the Census.

Why are Complete Count Committees important?

COOPERATION

By acting as census ambassadors and community liaisons, CCC's facilitate information flow between local government, communities, and the U.S. Census Bureau (Bureau). They play an important role in the complete and accurate count of their communities.

DEEP COMMUNITY KNOWLEDGE

Community leaders know how best to reach all populations in their area. The committees can also mobilize community resources in a highly efficient and cost-effective manner. The success of the 2020 census depends on community involvement at every level, and CCC's will be a vital tool.

THE IMPACT OF TRUST

Elected officials and community leaders can effectively target outreach to historically undercounted communities— including immigrants, very young children (ages 0-5), low-income and communities of color— and achieve gains in the areas most crucial to achieving an accurate census.

How can I help develop a Complete Count Committee?

As an elected official, you can call for your jurisdiction's governing body to create a CCC by introducing a resolution. (Sample Resolutions are available on our website at www.naleo.org/Census2020).

You can help convene stakeholders, identify members and chairpersons, and reach out to community organizations and partners who can work together to create a comprehensive outreach strategy.

Once created, you can establish subcommittees within the CCC, using the expertise of members to focus on subgroups. For instance:

THE EDUCATION SUBCOMMITTEE:

Ensures that local school districts, community college districts, and universities are aware of the upcoming census. Early childhood advocates can also be a part of this subgroup to promote a full count of very young children ages 0-5. The Bureau has also created "The Statistics in Schools" program (www.census.gov/schools), which provides resources for teaching and learning with real life data and standards-aligned, classroom-ready activities.

THE BUSINESS SUBCOMMITTEE:

Develops strategies for engaging the private sector, including partnering with local chambers of commerce and similar organizations to ensure that people can find census information at commercial establishments throughout the area.

THE FAITH-BASED SUBCOMMITTEE:

Reaches out to religious groups and coordinates activities and material that all faith-based institutions can use for census promotion.

THE COMMUNITY OUTREACH SUBCOMMITTEE SUBCOMMITTEE:

Brings together non-profits, community based organizations, coalitions, community leaders, media representatives and other stakeholders to develop and implement a community-based grassroots "Get Out The Count" (GOTC) strategy focused on promoting the full participation of communities of color, including Latinos, in the 2020 Census.

Once you have developed a Complete Count Committee, what are the next steps?

1. Partner with NALEO Educational Fund's *iHAGASE CONTAR!* (Make Yourself Count) Campaign. Your CCC will then have access to trainings and material for your census efforts. You will get help in promoting local events and become a part of a trusted, nationwide leadership campaign that speaks to the Latino community.
2. Conduct a socioeconomic and demographic assessment of your jurisdiction. In preparation for a complete and accurate count of your jurisdiction, identify the "hard-to-count" (HTC) census tracts as well as the barriers that are unique or particularly prevalent to your community. Use resources provided by NALEO Educational Fund and the Bureau to assist you with Census planning and outreach, including making use of tools such as the Response Outreach Area Mapper (www.census.gov/roam) application, the Bureau's web mapping application, and other resources.

3. Follow the *2020 Census Suggested Timeline for Elected Officials* in this guide for action items that will allow your CCC and jurisdiction to plan effectively for April 1, 2020, National Census Day.
4. Consider establishing an inter-agency or inter-departmental working group within your jurisdiction that includes representative(s) from each of your agencies or departments to help promote Census activities across your entire jurisdiction.
5. Assess your jurisdiction's capacity to operate 2020 Census Community Information and Assistance Centers, where community members can use safe and confidential computer or technology facilities at trusted locations to complete the Census form. CCC's should plan on establishing Information and Assistance Centers at libraries, school computer labs and similar facilities available to the public in your jurisdiction.
6. Contact the Bureau liaison in your region about your participation in the CCC program. The Bureau can be a great help in your efforts.

IF YOU RESIDE IN:

PLEASE CONTACT:

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



ATLANTA

Atlanta.rcc.partnership@2020census.gov

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



CHICAGO

Chicago.rcc.partnership@2020census.gov

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



DALLAS

Dallas.rcc.partnership@2020census.gov

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



LOS ANGELES

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

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



NEW YORK

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

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



PHILADELPHIA

Philadelphia.rcc.partnership@2020census.gov

CCC's 2020 Census Suggested Timeline For Elected Officials:

2018

- Establish Complete Count Committee (CCC) through a resolution or administrative action
- Determine structure of the CCC (e.g. chairperson, committee members, subcommittees)
- Build relationships with regional Bureau staff
- Receive an update on the status of the Local Update of Census Addresses Operation (LUCA) program in your local community
- Receive a training from the Bureau on their Response Outreach Area Mapper (ROAM) application (www.census.gov/roam), a useful web mapping tool that can assist with Census planning and outreach
- Establish an inter-agency or interdepartmental working group within your jurisdiction which meets regularly
- Assess the capacity of your jurisdiction to establish 2020 Census Community Information and Assistance Centers at trusted locations with computers and Internet access
- Identify “hard-to-count” (HTC) census tracts and other potential barriers to ensuring a full count unique or particularly prevalent to your community; prioritize strategies to count HTC populations and to overcome any roadblocks
- Partner with the NALEO Educational Fund’s *iHAGASE CONTAR!* Campaign
- Work with local government jurisdictions (school districts, city councils, county and state government) to appropriate funding and resources for outreach and promotion of a full census count in your community
- Conduct a 2020 Census training for CCC
- Hold 2020 Census stakeholder informational convenings
- Promote 2020 Census awareness

2019

- Develop work plan with outreach strategies for your region
- Continue promoting 2020 Census awareness
- Disseminate information on the 2020 Census (e.g. importance of the census, key dates, steps on filling out census form)
- Work in close coordination with the Bureau to open Area Census Offices and establish 2020 Census Community Information and Assistance Centers

2020

- Continue disseminating information on the 2020 Census
- CCCs support the 2020 Census
- Mobilize all partners and stakeholders to help Get Out The Count (GOTC)
- Encourage your communities to self-respond
- Implement specific GOTC activities such as:
 - March 2020 – Amplify the Bureau’s 2020 Census advertising campaign, and promote the *iHAGASE CONTAR!* Campaign’s GOTC efforts, which will include phone, text, door, and social media canvassing
 - March 23, 2020 – Participate in “National Census Week of Action” activities
 - March 23, 2020 – Organize “Census Week” Regional Community Forums
 - March 29, 2020 – Promote March 29, 2020 as “Census Sunday” and establish Census Community Information and Assistance Centers at churches on this day
- Mid-March - April 1 – Encourage self-responses via internet, phone, or paper form
- **April 1, 2020 - Census Day – Census Day community and media events**
- Late-April - July – Census Bureau follow-up and enumerator visits to nonresponsive households

GET YOUR COMPLETE COUNT COMMITTEE STARTED NOW!

www.NALEO.org/Census2020