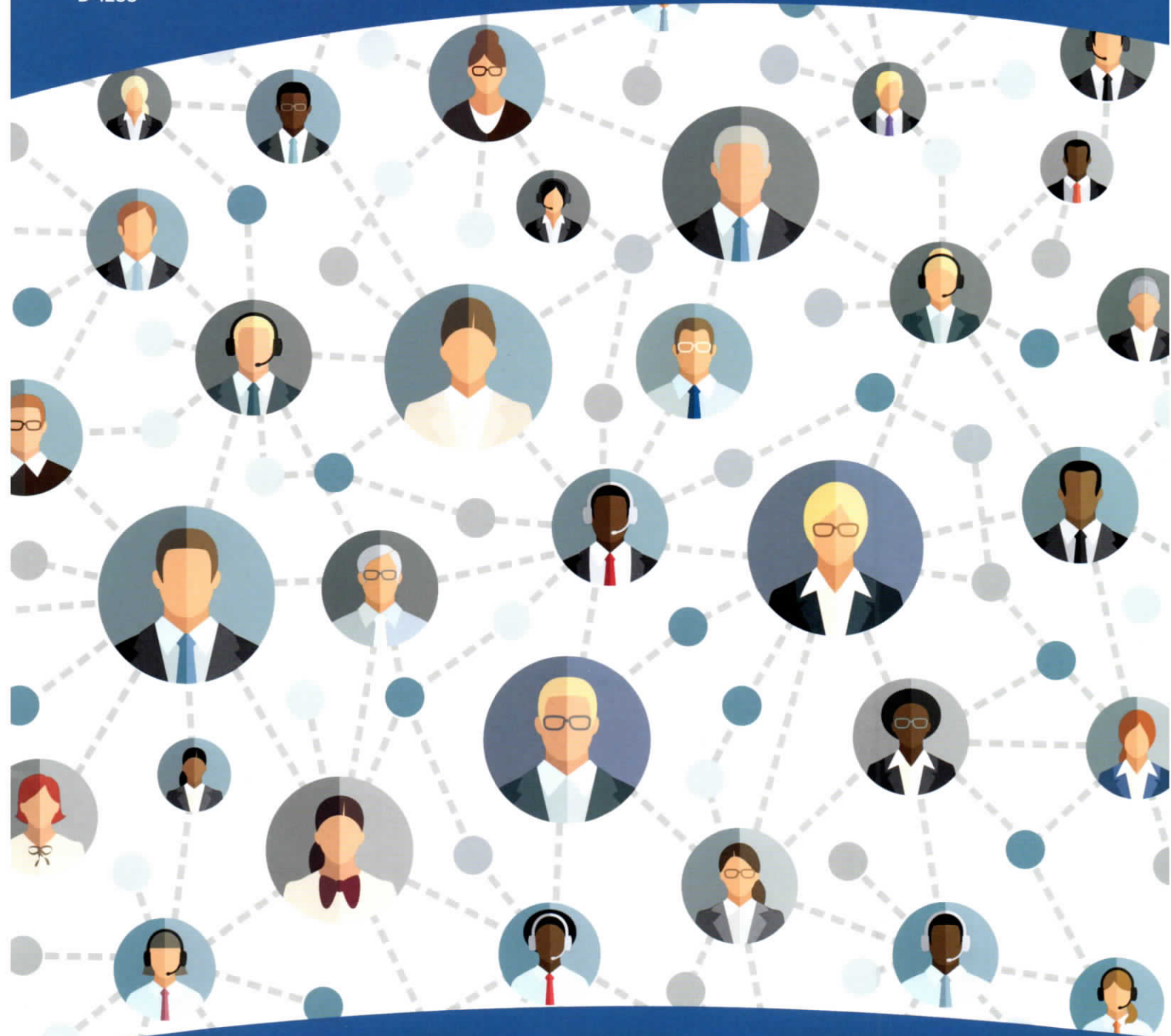


# 2020 Census Complete Count Committee

## *Training Manual*

D-1255



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# CONTENTS

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Introduction .....	1
Chapter 1. The 2020 Census.....	3
Chapter 2. Complete Count Committees Overview .....	5
Chapter 3. Forming Complete Count Committees .....	7
Chapter 4. Timeline .....	11
Chapter 5. Planning Your Work and Working Your Plan .....	13
Chapter 6. 2020 Census Integrated Communications Campaign .....	15
Chapter 7. What to Expect From Your Census Bureau Staff Liaison .....	19
Chapter 8. Summary and Closing .....	21
Appendix A. Census Solutions Workshop Overview.....	23

# Introduction



## COVERED TOPICS

The *2020 Census Complete Count Committee Training Manual* provides information to educate Complete Count Committee (CCC) leaders and members about the 2020 Census and their role in the committees. The goal of this manual is to equip CCC leaders with the information they need to train their members on ways they can help promote participation in the census.

Content covers a combination of topics, such as:

- Background and structure of the committees.
- Recommended subcommittees.
- Resources and tools available to help drive participation in the 2020 Census.
- Lessons learned from the 2010 Census.
- Discussion on community needs, developing strategies, and creating an effective work plan.

This manual also includes details about the purpose of the decennial census and the Integrated Communications Campaign in support of the 2020 Census.

### About This Training

The Census Bureau's Regional Partnership staff will use this manual to help state, local, and tribal governments and community leaders/members form and manage effective CCCs. On the following pages you will find background information on the U.S. Census Bureau, details about the decennial census, and tips for ensuring a successful count in 2020. The goal of

this manual is to “train the trainers,” so CCC leaders are fully equipped to manage the committees and train their own committee members to lead and operate effectively.

The following documents should be included in the training package:

- CCC Guide D-1280
- CCC Program Brochure D-1256
- CCC Training Manual D-1255

### Overview of the CCCs

The CCCs are one of the core strategic elements of the Census Bureau's partnership program for the 2020 Census.

These committees exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately increase self-response and participation rates. The CCCs can achieve this goal through grassroots outreach efforts that promote the importance and benefits of responding to the census. One of the key reasons these committees are effective in raising awareness is because of the members' knowledge and understanding of what it takes to engage and inspire others within their community.

The Census Bureau Partnership Specialists will serve as technical advisors and information resources for all CCCs; the daily management responsibilities rest solely with the community leader serving as chair of the CCC.

## Background and Structure of CCCs

State and local government CCCs consist of influential community members and trusted voices who are appointed by the highest elected government official. Typically, committee members are experts in the following areas:

- Government
- Education
- Media
- Technology
- Community organizations
- Workforce development
- Faith-based institutions
- Businesses
- Other, based on community needs

The Census Bureau encourages community leaders in hard-to-count areas and populations to form CCCs. Hard-to-count areas or populations, for example, have:

- Hidden or overcrowded housing.
- Populations that speak little or no English.
- Off-campus apartments.
- New immigrant populations.
- People displaced by natural disasters such as floods, fires, and hurricanes.
- Children under age 5.
- Gated communities.

One of the principal benefits of the CCC program is the synergistic effect of working together as trusted voices in their communities to spread the word about the importance of the census and value of participating/being counted in the census process. Every time a CCC is established, the Census Bureau is one-step closer to conducting the most successful census ever.

Getting an accurate count can't be achieved without local involvement and support. Establishing a CCC can significantly help ensure your community is counted.

# Chapter 1

## The 2020 Census



## DECENNIAL CENSUS OVERVIEW

### U.S. Constitution

The United States began conducting a census of population and housing in 1790. The U.S. Constitution, Article 1, Section 2, mandates an apportionment of representatives among the states for the House of Representatives every 10 years.

Apportionment is the process of dividing the 435 seats in the U.S. House of Representatives among the 50 states. 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). The report will provide the population counts by state and the number of seats in the U.S. House of Representatives apportioned to each state.

### The Census Is Confidential and Required by Law

All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential. We will never share a respondent's personal information with immigration enforcement agencies, like ICE; law enforcement agencies, like the FBI or police; or allow it to be used to determine eligibility for government benefits. The results from any census or survey are reported in statistical format only.

Individual records from the decennial censuses are, by law (Title 44, U.S. Code), confidential for 72 years.

In addition, under Title 13, U.S. Code, 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 during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.

### Technology in the 2020 Census

There are some important changes in 2020:

- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.
- For the first time, you will be able to respond online, by mail, or by phone.
- We will use data that the public has already provided to cut down on in-person follow up visits to nonresponding households.

### The Many Uses of Census Data

Census data are used in many ways. Some examples include:

- Distribution of more than \$675 billion annually in federal funds back to tribal, state, and local governments.
- Redistricting of state legislative districts.
- Forecasting of future transportation needs for all segments of the population.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Assisting federal, tribal, state, and local governments in planning and implementing programs and services and emergency response.
- Designing facilities for people with disabilities, the elderly, and children.

# Chapter 2

## Complete Count Committees Overview



# THE IMPORTANCE OF COMPLETE COUNT COMMITTEES

## What Is a CCC?

A Complete Count Committee (CCC) is a volunteer 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 serve as state and local “census ambassador” groups that play an integral part in ensuring a complete and accurate count in their community in the 2020 Census. Success of the census depends on community involvement at every level. The Census Bureau cannot conduct the 2020 Census alone.

## Government CCC

The first type of CCC are Government CCCs. They include Tribal Complete Count Committees, State Complete Count Committees, and Local Government Complete Count Committees. These are committees of government officials and community members appointed by the highest elected officials of a tribal, state, or local government for the purpose of developing and implementing a census awareness campaign that motivates their communities to complete the census thoroughly and in a timely manner. Government CCCs may be small (5–20 members), medium (20–50 members), or large (50–100 or more members).

## Community-Based CCC

The second type of CCCs are comprised of a team of community leaders and/or organizations brought together to design an outreach plan for hard-to-count areas or populations in their community. Their focus is to encourage individuals in their community to respond to the 2020 Census by Internet, mail, or by phone. Community CCCs are usually small to medium in size with about 5 to 30 members.

## Lessons Learned From the 2010 Census

Since the 1980 Census, Complete Count Committees have played a major role in raising awareness of the census among all groups and populations. The expertise, influence, knowledge, and experience of committee members are invaluable resources to a complete and accurate count. The following are lessons learned for future committees:

- These committees were a prime example of partners taking ownership of the census process and leading outreach efforts. Partnership specialists said the Complete Count Committee Initiative was among the most effective strategies for comprehensively reaching the hard-to-count populations.
- Although the CCC Initiative was very successful, it needs to start sooner. Previously, it began 2 years before Census Day. By starting earlier, it allows for better integration into organization planning and budgets.

## Recommendations for Successful CCCs

The Census Bureau has learned from previous censuses and has formulated recommendations for success in 2020. These recommendations are based on information gathered from the committees, focus group sessions, and summary reports submitted by Partnership Specialists.

- Customize and design the committee to reflect a true snapshot of the community.
- Use technology effectively. Communicate with committee members through electronic mediums including social media and e-mail.
- Include diverse perspectives to achieve objectives. Assess which groups—locally and nationally—are able to provide support and assistance.
- Choose a committee chair who is committed, knowledgeable, and active in the community.
- Select subcommittee chairpersons who are purpose-driven and results oriented.
- Review CCC activities in your area from the 2010 Census. Repeat what worked well. Eliminate what did not work well. Modify activities and incorporate new innovative activities in your plan, as needed.
- Incorporate census awareness in all existing community festivals and activities scheduled.
- Recruit experienced members to motivate and support new members.
- Keep detailed records of CCCs' strategies and activities so that the program can be better assessed and best practices can be replicated.

# Chapter 3

## Forming Complete Count Committees



## HOW TO GET STARTED

### CCC Structure

The Census Bureau's recommended structure for Complete Count Committees (CCC) maximizes the effectiveness of committee outreach strategies in their communities. However, the committees are encouraged to adopt their own structure based on the unique community needs and develop a strategy to meet them. A committee may choose to create subcommittees dedicated to these needs. Regardless of the structure, government committees should include members with experience in the following areas:

- Government
- Workforce development
- Faith-based community
- Education
- Media
- Technology
- Community organizations
- Business

People who are selected to serve on the CCC and the subcommittees are expected to communicate the importance of the 2020 Census to their peer groups and guide them in implementing strategies to increase participation in their respective communities. The committee will use multiple strategies and tactics to deliver key messages during different phases of the census.

### Tribal and Government CCCs

Tribal and Government CCCs are formed by the highest elected official in a government, regardless of size. This includes tribal leader or chairman, local governments in cities, counties, towns, and villages. Tribal and government CCCs are charged with developing and implementing a census awareness campaign that motivates every person living in every household to be counted in the 2020 Census in a timely manner.

### Community CCCs

Community CCCs are usually formed in support of specific hard-to-count communities. Grassroots community organizing efforts are essential to reach populations who have not responded well in previous censuses or who have a history of being undercounted in the census. In some instances, community CCCs are formed to fill a gap in areas where there is no government sponsored CCC.

Community CCCs usually include representation from the following areas of the community:

- Businesses.
- Educators.
- Media representatives.
- Faith-based organization leaders.
- Community-based organization leaders.
- The entire group selects the chairperson and subcommittee chairpersons. Committee members determine the committee size.



## Key Points

Key points to remember about the CCC structure include:

- The committees should be all-inclusive, addressing the various racial, ethnic, cultural, and geographic considerations of the community.
- The Census Bureau staff serve as liaisons and information resources for the committees. The Census Bureau provides technical assistance in developing the committees but does not manage the committees.
- The committee operations are governed by the highest elected official or community leader. Responsibility then falls to the chairperson, the committee members, and finally to the community.

## Recommended Subcommittee Structure

It is essential that the committees address and reflect key facets of the community. The decision to form subcommittees is based on community need and the challenges and opportunities in reaching areas or populations that may not respond or may potentially be undercounted. The Census Bureau recommends including subcommittees focused on:

- Recruitment
- Government
- Business
- Education
- Housing
- Media, communications, and technology
- Faith-based
- Community organizations
- Senior citizens
- Philanthropic

It is important to note that in the past, committees have also created subcommittees devoted to data and maps; youth; homeless; Lesbian, Gay, Bisexual, Transgender, Questioning (LGBTQ); veterans; special housing; immigrants; and homeowners associations. These subcommittees can help reach the most challenging areas to count.

Different subcommittee structures and sizes are appropriate for different types of committees. The subcommittee structure is determined by the size and needs of the community it serves.

If the CCCs choose to form subcommittees, here are examples of the various subcommittees structures and functions:

### Recruitment Subcommittee

#### Focus

- Distributes recruiting materials received from Partnership Specialists and assists Partnership Specialists in securing donations for space to train employees.
- Publicizes Census Bureau job openings using social media and all other available resources, including local festivals and job fairs.
- Enhances the ability of the Census Bureau to plug into existing recruiting resources.

#### Composition

- Employment security staff and staff from job training agencies (i.e., job training agencies such as Goodwill, United Way, and city, state, and federal employment agencies).

### Government Subcommittee

#### Focus

- Represents local government in all programs between the Census Bureau and local government, such as new construction program and others.
- Elected officials are aware of and are included in committee activities.

#### Composition

- Elected officials, city/county planners, demographers, cartographers, and municipal employees.

### Education Subcommittee

#### Focus

- Creates, facilitates, and coordinates census awareness activities among the various educational levels from prekindergarten to post-graduate, including day care centers, Head Start programs, and parochial, private, charter, and home schools.
- Ensures the wide distribution and awareness of the Statistics in School program and materials.
- Works with area colleges and universities to implement Census Bureau's Higher Education Program and raise awareness among students housed on and off campus.
- Raises awareness through adult education and English Language Learner Programs.

### **Composition**

- Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students, Parent Teacher Organizations (PTOs), teachers organizations, and university housing coordinators.

### **Faith-Based Subcommittee**

#### **Focus**

- Facilitates and coordinates census awareness activities between faith-based institutions and organizations, ministerial alliances, ecumenical councils, and seminary administrators.

#### **Composition**

- Faith-based leaders from all denominations, ministerial alliances, ecumenical councils, and seminary administrators.

### **Media, Communications, and Technology Subcommittee**

#### **Focus**

- Assists the committee in communicating census messages to all.
- Facilitates communication of the committee messages through multiple channels, such as ethnic media, local newsletters, electronic bulletins, local Web sites, and utilizing different social media venues.
- Assists the community organizations in utilizing census toolkit materials that enable organizations to innovate.
- Countering false and misinformation about the census.

#### **Composition**

- Local media representatives, communication directors, bloggers, publishers and editors of neighborhood newspapers, graphic designers, social media users, and ethnic media representatives.

### **Community Organizations 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.

#### **Composition**

- Executive directors from community organizations, Community Development Block Grant (CDBG) directors, leaders of fraternities and sororities, membership and nonmembership organizations, and advocacy groups. Most major cities have offices that cater to the needs of immigrant, refugee, and minority populations (i.e., Mayor's Office of the Latino, African Affairs (Washington, DC), and Department of Neighborhood/Super Neighborhood councils (City of Houston)).

### **Business Subcommittee**

#### **Focus**

- Coordinates and generates census awareness activities that involve businesses of all types and sizes.
- Creates a unifying element that reaches every household within the community.
- Encourages their employees to respond to the census.

#### **Composition**

- Chambers of Commerce, business alliances, neighborhood business associations, franchise owners and operators, financial institution officers (i.e., bank managers), owners of small community and ethnic businesses, and utility company managers.

# Chapter 4

## Timeline



## KEY COMMUNICATIONS PHASES

This timeline describes some of the phases of the 2020 Census Campaign that CCCs may find beneficial in developing outreach strategies for their work plan.



### Education Phase

### Awareness Phase

### Motivation Phase

#### Education Phase (2018–2019)

The education phase is the period from 2018 through December 2019. During this period, key community and municipal leaders receive training, informational materials, and one-on-one meetings with the Census Bureau partnership staff about the importance of the census and the need for local support to ensure a successful count.

This is also the period when the CCC leadership develops the mission and message with all members. They identify how to bring awareness to the community.

The public must understand that the census is their civic responsibility that affects people of all ages, races, cultures, and ethnicities, regardless of citizenship status.

#### Awareness Phase—January–February 2020

The awareness phase of the 2020 Census officially starts January 1, 2020. Government and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is easy, important, and safe.

#### Motivation Phase (March–May) 2020

The motivation phase starts in March 2020. During this phase, the committees implement activities of the work plan through their government, faith, community, business, media, and recruitment partners. The goal is that every person living in the United States will encounter census messages during time of work, play, leisure, school, and worship.

#### April 2020

In April 2020, the focus is to motivate everyone in the community to take ownership of the census, make a conscious decision to participate, know where to go for assistance in answering the census, and be poised and ready to answer questions on April 1, 2020.

#### April 1, 2020—Census Day is here!

One of the primary goals of the CCC is to increase the response rate to the 2020 Census and reduce the cost of the Nonresponse Followup operations.

## Reminder Phase (May–July 2020)

Starting in April 2020, we will begin following up with households that did not participate in the census. This operation is called “nonresponse followup.”

### May 2020

We will continue the nonresponse followup operation.

The objective is to get nonresponding households to cooperate on the first visit.

### August 2020

As the census operation winds down, special thank-you sessions for the work of the census will be held throughout the nation.

## Timeline and activities

These are just a few examples of activities or action steps for the committees. They are not all inclusive, just examples to get the committees started and thinking about what activities will work best in the community served.

### Education Phase

#### *Action Steps for Now Through December 2019*

- Conduct CCC training for members.
- Conduct a Census Solutions workshop with CCC members to generate ideas to increase participation in your community (see Appendix A).
- Develop a work plan for promoting the census and motivating participation in your community.
- Hold weekly/monthly meetings to report on tasks and other activities, including subcommittee reports as appropriate.
- Proceed with census awareness-building activities generated by the committee or subcommittees.
- Evaluate the effectiveness of the CCC activities and adjust accordingly.
- Saturate the community with at least one census awareness-building activity each month and communicate regularly through social media and print.

### Awareness Phase

#### *Action Steps for January 2020–February 2020*

- Hold weekly meetings and subcommittee meetings.
- Finalize plans for activities surrounding Census Day activities.

- Review task lists and subcommittee plans.
- Proceed with 2020 activities.
- Finalize plans for activities to encourage respondents to complete and return the census questions.
- Develop and finalize plans for motivating households who did not respond to cooperate with census takers during nonresponse followup activities.

### Motivation Phase

#### *Action Steps for March 2020–April 2020*

- Hold regular CCC and subcommittee meetings.
- Finalize plans for all activities scheduled for March and April.
- Review and implement activities leading up to Census Day—April 1, 2020.
- Send a news release highlighting the 2020 Census activity schedule. Get the word out via social media.
- Encourage respondents to immediately complete the questionnaire online, by mail, or by phone.
- Implement Census Day activities.
- Hold daily activities to encourage respondents to complete and return their questionnaires.
- Review outreach activities to ensure the committee is using the right activities in the right place. Make changes as needed.
- Prepare to implement activities for respondents who do not complete their questionnaire.
- The Census Bureau plans to provide response rate numbers starting in April. These response rates may be used to determine where more outreach activity is needed in your community.

#### *Action Steps for May 2020–July 2020*

- Use all resources to encourage respondents to cooperate with census takers.
- Continue to meet, give, and receive 2020 Census progress reports.
- Prepare a summary report of the CCC activities and member feedback. Share this report with Census Bureau staff.
- Celebrate the success of the 2020 Census and recognize the efforts of the CCC members.

Thank your community for their support and response.

# Chapter 5

## Planning Your Work and Working Your Plan



# DEVELOPING YOUR CCC WORK PLAN

## Components of a CCC Work Plan

This chapter provides a model for developing a CCC work plan, outlining goals, strategies, and time frames for achieving a complete and accurate census count in the community. The plan should address local challenges such as populations speaking languages other than English, highly transient population areas, and low educational attainment. Components of an effective work plan include:

- **Overview**—Define the goals and objectives of the CCC and provide a description of the community including hard-to-count populations or areas considered most critical to reach and motivate, and areas with residents displaced by floods, hurricanes, or tornados who currently live in temporary housing. Identify the general strategies for implementing the work plan.
- **Committee Structure**—Identify the name of the CCC, such as Burke County Complete Count Committee or Carsville Census Community Action Committee. Describe the structure of the committee, including the names of any subcommittees and their focus or outreach objectives. CCCs may

develop strategies for reaching their target area/population. The strategies presented may include:

- Promotional materials to be developed by the committee.
- Strategic assets, such as members, volunteers, and space, along with additional resources from the census media markets/outlets that are important to reaching the target area/population.

**Reporting**—Include a report of subcommittee activities to the CCC after an activity has taken place to gain insight on best practices. Modify future activities as needed based on feedback from the activity reports.

**Thank You**—Include strategies for thanking committee members, the community, and others who provided support throughout the campaign.

**Final Report**—Prepare a final evaluation of CCC activities and successes to help the Census Bureau guide future committees and to plan appropriately for the 2030 Census.

## Effective CCC Activities

Here are some examples that CCC leaders identified as effective during previous campaigns:

- **Public service announcements (PSAs)**—CCCs ranked PSAs among the top five most effective activities.
- **Advertising campaign**—Previous committees noted that advertising was effective at the national level, but that it was important to conduct a local campaign targeting hard-to-count populations. Radio and social media are effective mediums in many communities.
- **Banners, posters, billboards, and advertising on benches**—CCCs said these types of promotions worked best in tribal, rural, and non-English-speaking communities.
- **Print Materials**—Print materials were deemed especially effective for committees working on ethnic communities or rural areas.
- **Faith-based activities**—Activities coordinated by faith-based organizations were tremendously successful in building awareness of the census in previous censuses.
- **Translation of materials**—Committees in large urban areas noted the great value of providing materials in multiple languages.
- **Local Media Coverage**—All previous committees felt local media coverage was essential to getting the word out about the census, but noted the need to enlist support from others. Some committees could get media exposure by enlisting politicians and sports figures as spokespeople and promoting school contests and projects centered on the census.

# Chapter 6

## 2020 Census Integrated Communications Campaign



## ON THE ROAD TO 2020

### Identifying Hard-to-Count Areas and Populations

The CCC should utilize the local knowledge of its members and data on the makeup of the community. One resource that will provide data about hard-to-count populations is the Census Bureau's Response Outreach Area Mapper (ROAM) <[www.census.gov/roam](http://www.census.gov/roam)>.

Based on this information in ROAM, the committee may want to develop activities that target communities with high Low Response Score (LRS). The LRS is an indicator of the percentage of households that are most likely not to participate initially in the census. Previous history indicates that tracts with higher percentages of rental households likely will need extra encouragement. For example, the CCC may want to include rental management or association representatives or representatives from social welfare/social service departments as members on the committee. These representatives work with these populations on a regular basis and may have insight on the best way to reach them and motivate their participation. Using the ROAM and identifying areas with low response scores in the community can help the committee focus outreach strategies in the work plan in areas where they are needed most. This targets the committee's outreach and promotion more precisely and helps improve the accuracy of the 2020 Census.

### Overview

Building on the lessons learned from the 2010 Census, the 2020 Census will conduct a fully integrated Communications Campaign featuring advertising events, public relations, and partnership activities. The public relations objective for the Integrated Campaign is to surround every household in the

country with credible, memorable messages through trusted conversations that motivate people to respond to the census.

### Additional Resources

The Census Bureau plans to provide materials that will be customizable, allowing CCCs the flexibility to include additional information and graphics. Many others will be turnkey and can be dropped into a newsletter or posted on a partner's Web site.

All materials will include consistent messaging to maximize the effectiveness of communications across the regions.

The Census Bureau is hiring for 2020. Information on available positions and how to apply can be found at Census Jobs Web site at <[2020census.gov/jobs](http://2020census.gov/jobs)> (to be activated later).

### General Operational Timeline

The 2020 Census Integrated Communications Campaign, that includes the integration of paid advertising, public relations, special events, marketing, Statistics in Schools, and promotional efforts, will rely heavily on partner participation and outreach at both the national and local levels. The Census Bureau plans to launch the campaign with an Awareness phase beginning in January 2020. In March 2020, the focus will shift from Awareness to Motivation, encouraging people to respond immediately. The Reminder phase will begin in May 2020 and will not only encourage immediate response, but will also encourage those that have not responded to cooperate with the census enumerators when they are visited. Finally, there will be a Thank You phase where the Census Bureau thanks everyone for their assistance and participation.

Key Dates of the 2020 Census Operational timeline include:

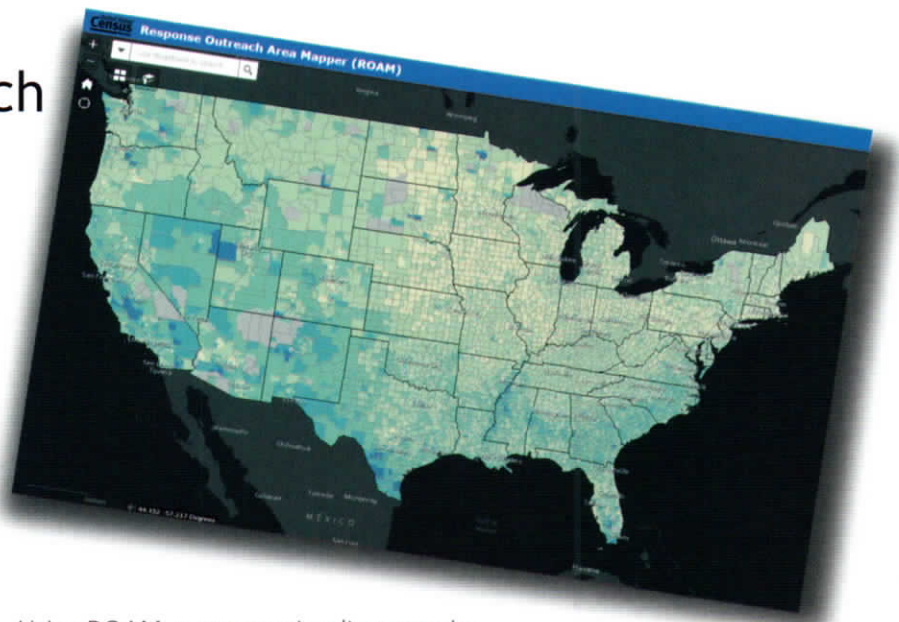
Address Canvassing conducted	August 2019
Area Census Offices open	Some ACOs open in January 2019, while the bulk will open in the fall of 2019
<b>CENSUS DAY</b>	<b>April 1, 2020</b>
Census Bureau delivers apportionment counts to the President of the United States	December 31, 2020
Redistricting data released	By April 1, 2021



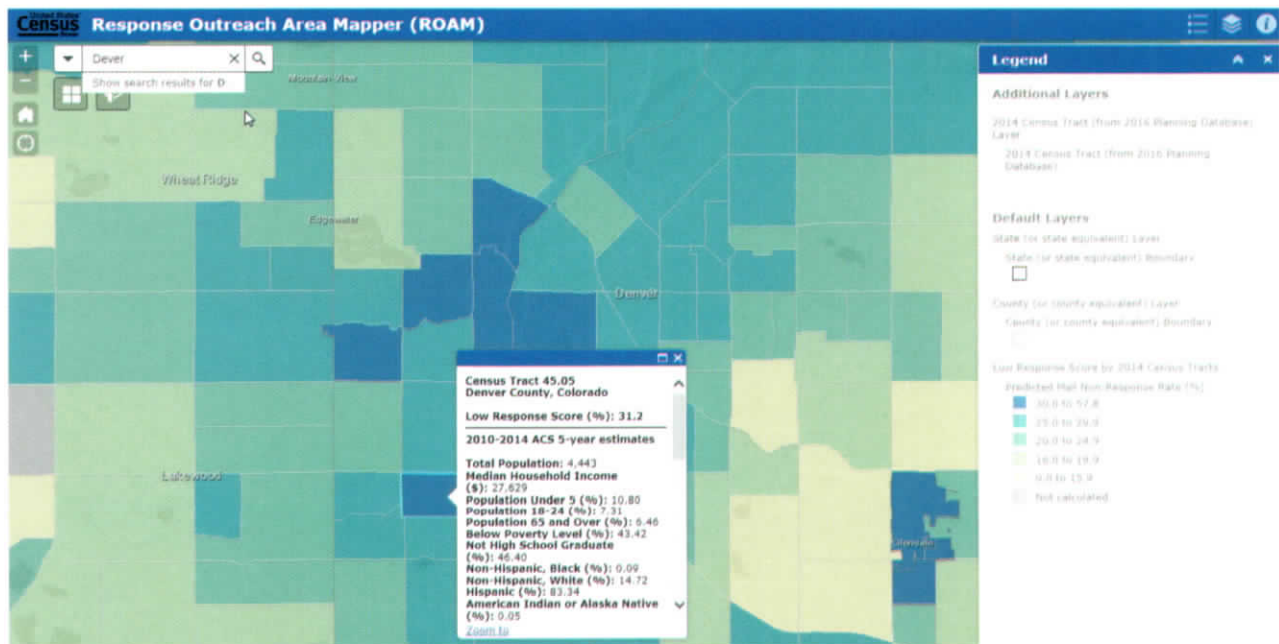
# Response Outreach Area Mapper (ROAM)

**Response Outreach Area Mapper (ROAM)** is an interactive Web mapping application that allows users to access the Census Bureau's Planning Database (PDB) to determine areas, down to the tract level, that are harder to count.

The PDB includes the Low Response Score, 2010 Census data, and select American Community Survey (ACS) estimates. These data help create a picture of hard-to-survey areas—those identified by *high* Low Response scores.



Using ROAM, users can visualize areas by predicted mail nonresponse rates, determine contributing socioeconomic or demographic factors, and plan outreach, marketing, and promotional efforts. These data also help the Census Bureau hire staff who reflect the diversity and speak the languages of the community. These and other efforts can improve response rates.



# Chapter 7

## What to Expect From Your Census Bureau Staff Liaison



# THE ROLE OF PARTNERSHIP SPECIALISTS

## Program Implementation

Partnership specialists are the primary contact between the Census Bureau and the CCC. They serve as technical advisors and information resources to CCCs. However, they will not manage the committee in any way.

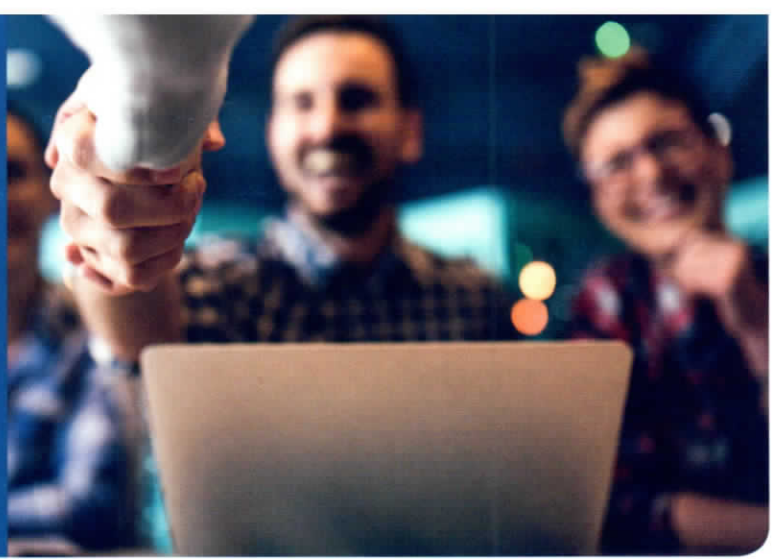
Partnership Specialists help the committees identify census awareness building activities that are most effective in their community. They will (depending on funding) also provide promotional materials to tribal and local governments and community organizations throughout the CCC formation and implementation process.

Here are some steps partnership specialists will follow to assist local governments:

- Meet with all local governments in the area to encourage the formation of CCCs to promote the importance of the 2020 Census and increase participation.
- Provide orientation/training for CCC leaders or chairpersons, including information needed to form the committee, the characteristics of effective chairpersons, the various subcommittee structures, and possible actions.
- Provide technical support to CCC chairpersons.
- Assist CCCs in developing a strategy and work plan.
- Attend, when possible, CCC meetings, provide guidance, recommend possible outreach and promotional activities, and distribute promotional materials and items, as available.
- Encourage the development of innovative activities geared to specific groups within the community.
- Maintain an open line of communication with CCCs. This will lead to a more collaborative relationship and more effective CCCs.

# Chapter 8

## Summary and Closing



### Summary

This CCC training manual provides local leaders and partners the information needed to form strong and effective committees. By drawing on the local knowledge of the committee and on census data, the CCC will develop focused and efficient strategies to support the 2020 Census.

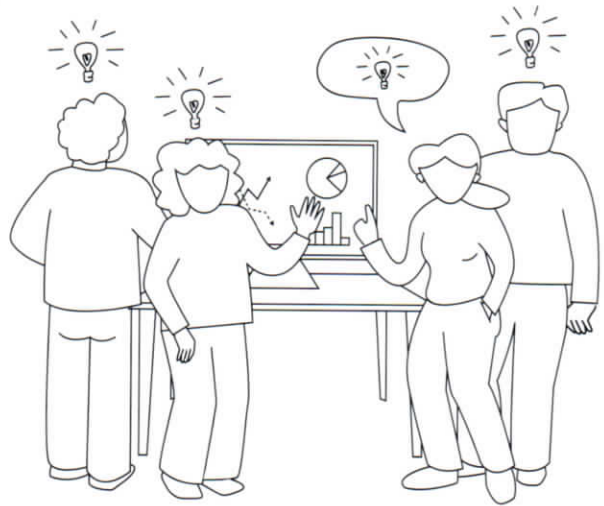
- CCCs speak the language of the community and know how to best reach residents.
- CCCs help ensure an accurate 2020 Census count.
- CCCs increase participation in their communities.

### Closing

This manual was intended to provide CCC leaders/ members with tools to train their team. We have provided some basic information about the Census Bureau and covered some essential elements of successful CCCs. The most successful CCCs will use the information in this guide to create promotions, messaging, and local grassroots outreach tailored to their respective communities.

# What Is A Census Solutions Workshop?

A solutions workshop is a creative, collaborative, problem-solving event that brings together diverse thinkers. A Census Solutions Workshop generates new ways of communicating the importance of census data, reaching hard-to-count populations, and encouraging participation in Census Bureau surveys and programs.



## Why It Matters

A complete count ensures accurate census data that is critical for government programs, policies, and decision-making, but participation in Census Bureau surveys has declined in recent decades. We want to support your efforts to generate innovative and engaging ways to reach your communities.



## How Can You Host A Workshop?

Businesses, city officials, community-based organizations, or anyone else can host a workshop. We created a toolkit to give you step-by-step guidance on how to host one.

The toolkit is available at:  
[www.census.gov/partners](http://www.census.gov/partners).

For more information, please contact us at:  
[census.partners@2020census.gov](mailto:census.partners@2020census.gov).



# Why We Ask

*The 2020 Census is easy. The questions are simple.*

The census asks questions that provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

When you fill out the census, you help:

- Determine how many seats your state gets in Congress.
- Guide how **more than \$675 billion** in federal funding is distributed to states and communities each year.
- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

## Population Count (Number of People Living or Staying)

We ask this question to collect an accurate count of the number of people at each address on Census Day, April 1, 2020. Each decade, census results determine how many seats your state gets in Congress. State and local officials use census counts to draw boundaries for districts like congressional districts, state legislative districts and school districts.

## Any Additional People Living or Staying

Our goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure that everyone living at an address is counted.

## Owner/Renter

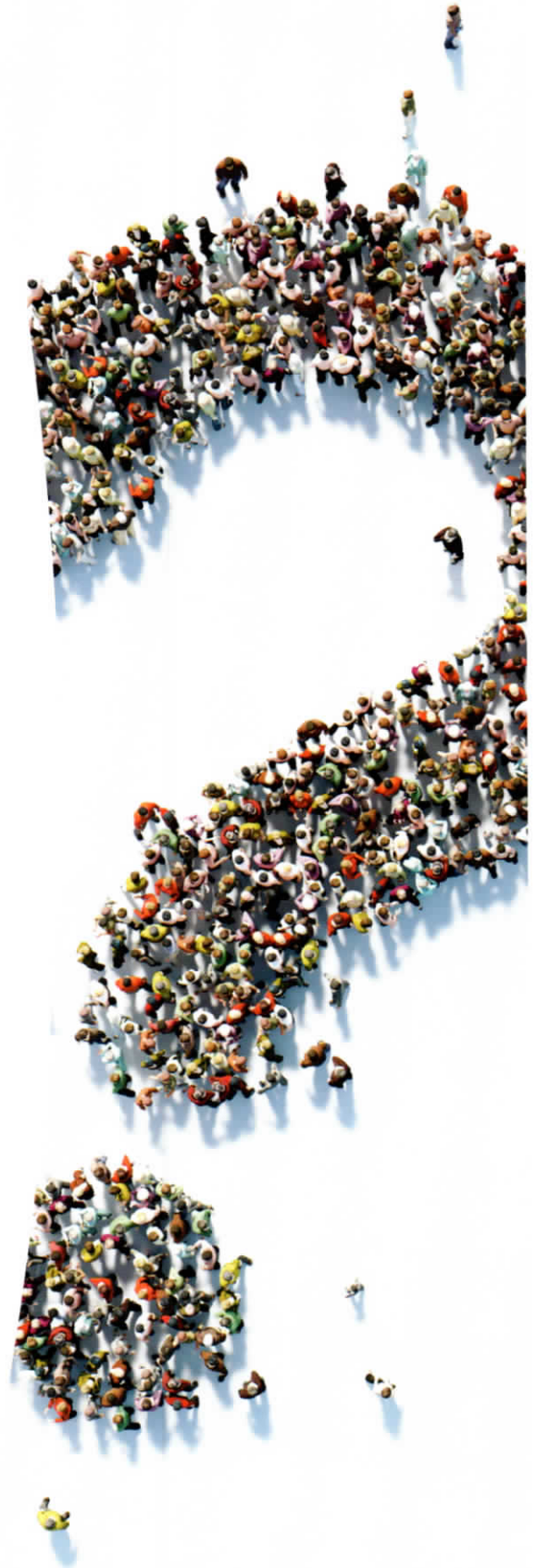
We ask about whether a home is owned or rented to create statistics about homeownership and renters. Homeownership rates serve as an indicator of the nation's economy and help in administering housing programs and informing planning decisions.

## Phone Number

We ask for a phone number in case we need to contact you. We will never share your number and will only contact you if needed for official Census Bureau business.

## Name

We ask for names to ensure everyone in the house is counted. Listing the name of each person in the household helps respondents include all members, particularly in large households where a respondent may forget who was counted and who was not.



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## Sex

We ask about the sex of each person to create statistics about males and females. Census data about sex are used in planning and funding government programs, and in evaluating other government programs and policies to ensure they fairly and equitably serve the needs of males and females. These statistics are also used to enforce laws, regulations and policies against discrimination in government programs and in society.

## Age and Date of Birth

We ask about age and date of birth to understand the size and characteristics of different age groups and to present other data by age. Local, state, tribal and federal agencies use age data to plan and fund government programs that provide assistance or services for specific age groups, such as children, working-age adults, women of childbearing age, or the older population. These statistics also help enforce laws, regulations and policies against age discrimination in government programs and in society.

## Hispanic, Latino or Spanish Origin

We ask about whether a person is of Hispanic, Latino or Spanish origin to create statistics about this ethnic group. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act.

## Race

We ask about a person's race to create statistics about race and to present other statistics by race groups. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act. State governments use the data to determine congressional, state and local voting districts.

## Whether a Person Lives or Stays Somewhere Else

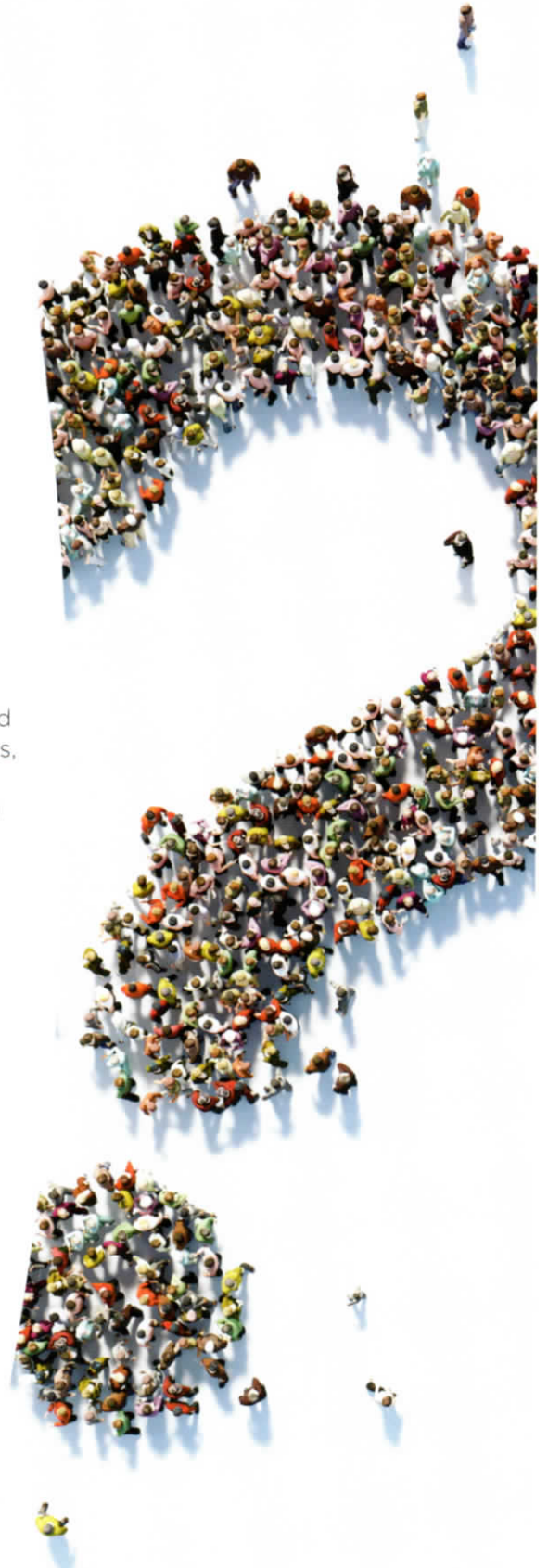
Our goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure individuals are not included at multiple addresses.

## Relationship

We ask about the relationship of each person in a household to one central person to create estimates about families, households and other groups. Relationship data are used in planning and funding government programs that provide funds or services for families, people living or raising children alone, grandparents living with grandchildren, or other households that qualify for additional assistance.

## Citizenship

A question about a person's citizenship is used to create statistics about citizen and noncitizen populations. These statistics are essential for enforcing the Voting Rights Act and its protections against voting discrimination. Knowing how many people reside in the community and how many of those people are citizens, in combination with other information, provides the statistical information that helps the government enforce Section 2 of the Voting Rights Act and its protections against discrimination in voting.



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