

2020 Census: Complete Count Committee (CCC)

Instructors Training Guide



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Introduction

- Background and Structure of Complete Count Committees (CCCs)
 - Tribal, state and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their members.
 - Committee members are experts in the following areas:
 - Government
 - Media
 - Workforce development
 - Business
 - *Education
 - *Community Organizations
 - *Faith-Based Community
 - *Other, based on needs



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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)



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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



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Decennial Census Overview

- 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



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Forming CCCs

- Key Points About the CCC Structure
 - CCCs 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 CCC
 - CCC operations are governed by the highest elected official or community leader

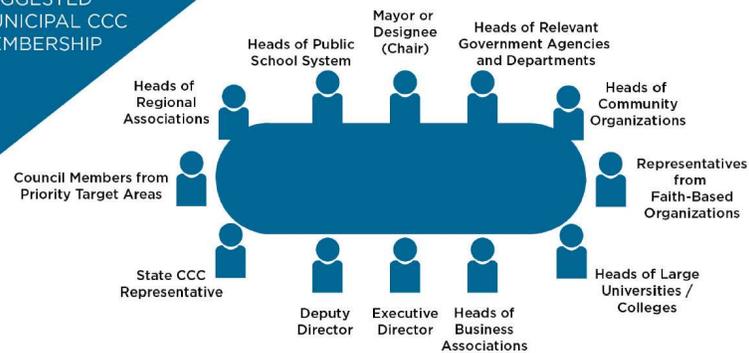


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Forming CCCs

Suggested CCC Membership

SUGGESTED MUNICIPAL CCC MEMBERSHIP



**Partnership Specialist is advisor and Census liaison to Municipal CCC's*

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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

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Planning Your Work and Working Your Plan

- Components of Work Plan
 - Overview
 - Summary of the goals and objectives of the CCC and description of the community
 - Committee Structure
 - Identify the name of the CCC
 - Describe the structure of the committee
 - Develop strategies for reaching their objectives
 - Timeline
 - Develop broad timetable of events and activities with dates



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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



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Planning Your Work and Working Your Plan

- Identifying Hard-to-Count Areas and Populations
 - 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



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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



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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>

Response Outreach Area Mapper

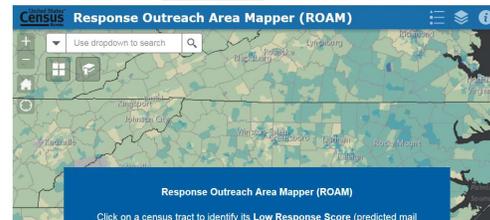
December 2017

Terms Share

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see Hard-to-Survey Populations and the U.S. Census. Making Use of Social Marketing Campaigns.

ROAM Application

Interact with the live application below, or [open it in a separate window](#).



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ROAM Live-Demo

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Planning Your Work and Working Your Plan

ACTIVITY – Create a Work Plan

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