

United States<sup>®</sup>  
**Census**  
**2020**

City of Richmond  
Complete  
Count  
Committee



# Welcome

- Introductions
- Housekeeping

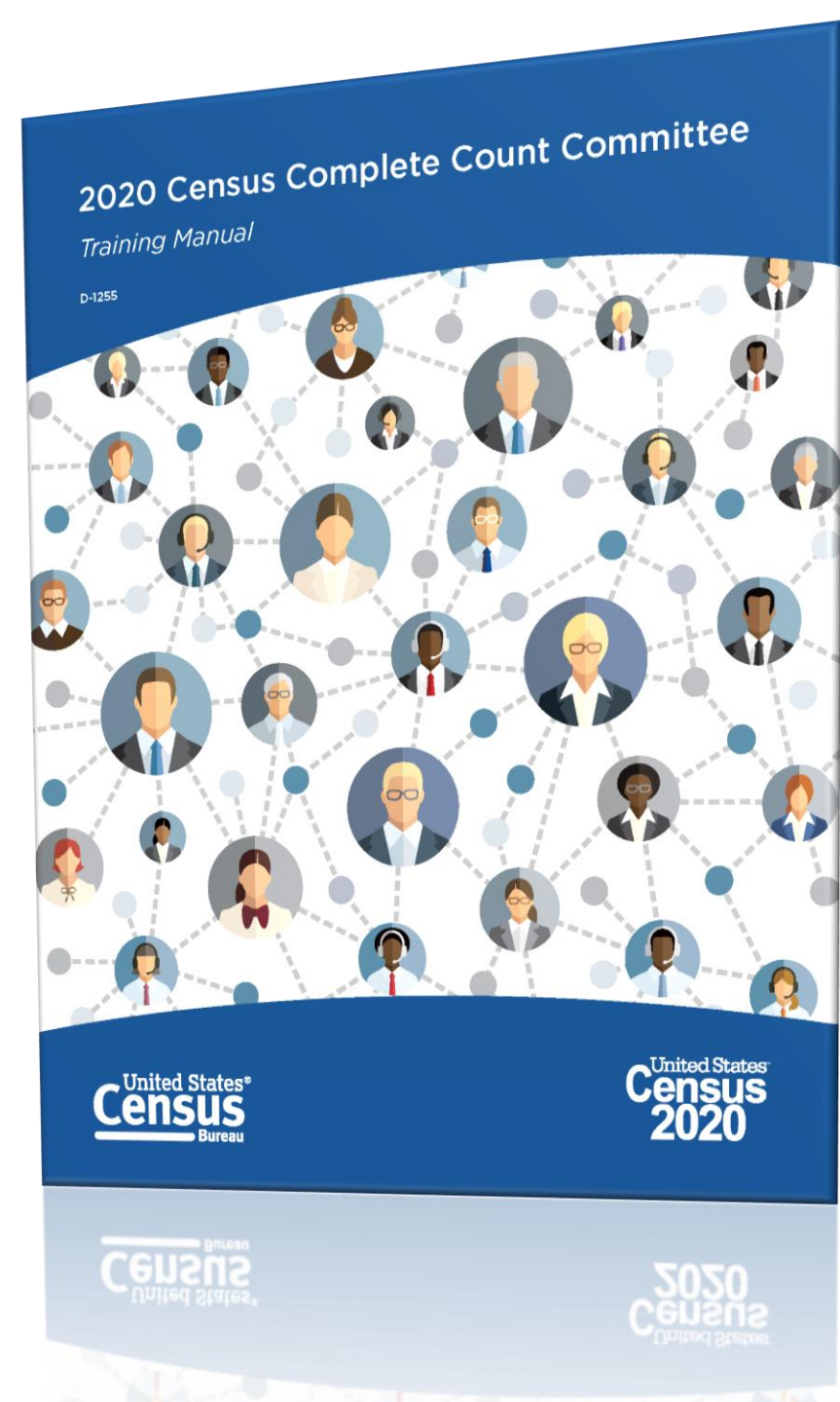
## Basic Ground Rules

- Please set cellphones to vibrate
- Actively participate
- Take turns speaking

# Introduction

## Complete Count Committee (CCC) Training Manual

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



# Background Information

## About This Training

- These materials are used to help tribal, state and local governments and community members form and manage effective CCCs

## Training Materials

- CCC Guide D-1280
- Complete Count Committee program Brochure D-1256



# Overview of CCCs

- CCCs 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 CCCs around the country
- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation

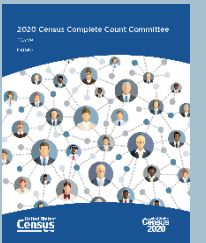


# Background and Structure of CCCs

- 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 constituents.
- Committee members are experts in the following areas:
  - Government
  - Media
  - Workforce development
  - Business
  - Education
  - Community organizations
  - Faith-based community
  - Other, based on needs

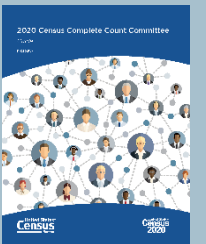
# Why do we take the census?

- U.S. Constitution, Article 1, Section 2 mandates Census to provide the data for 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) so that apportionment can be taken



# 2020 Census vs 2010 Census

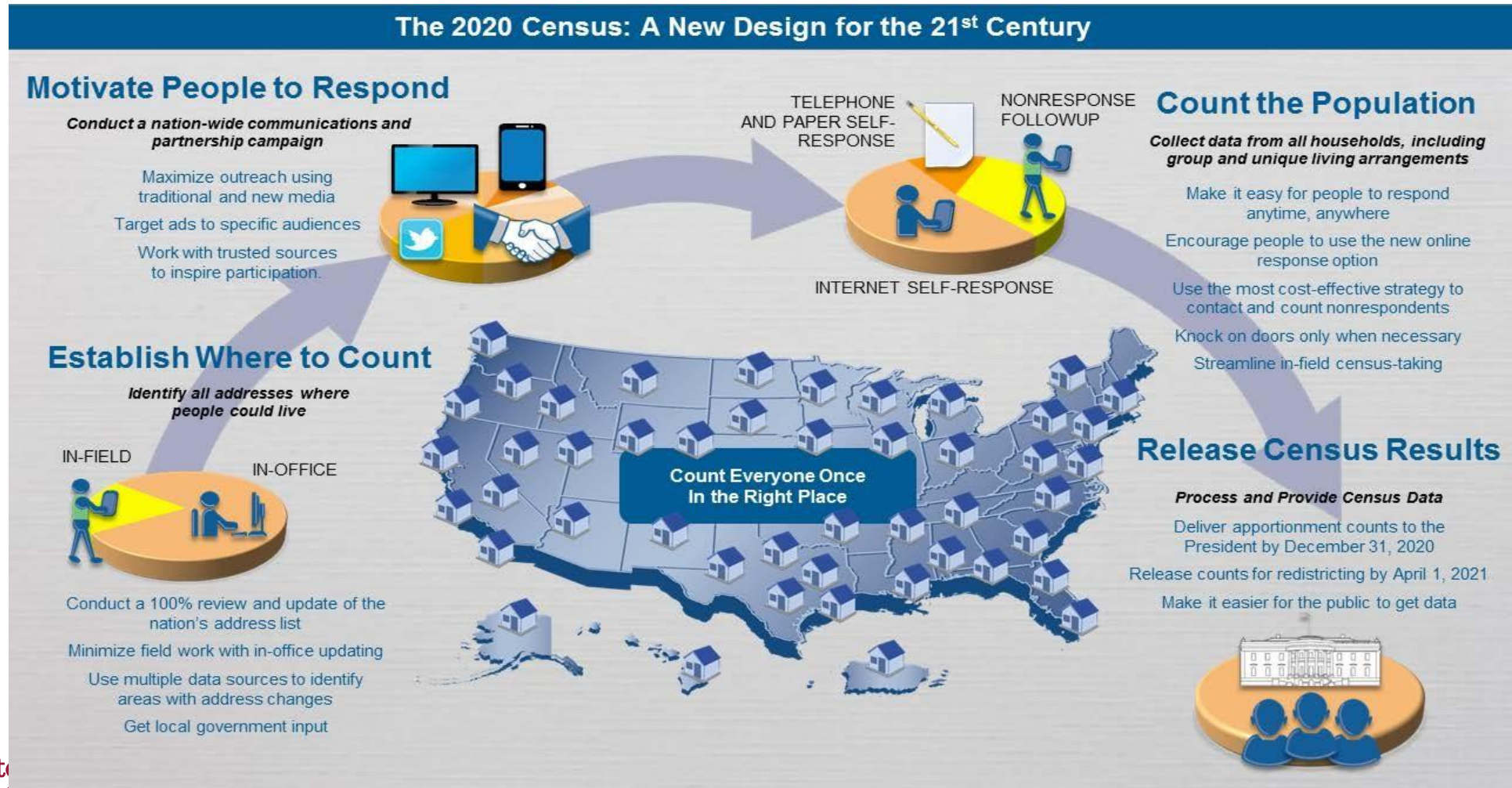
- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the 1st time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.





# The 2020 Census

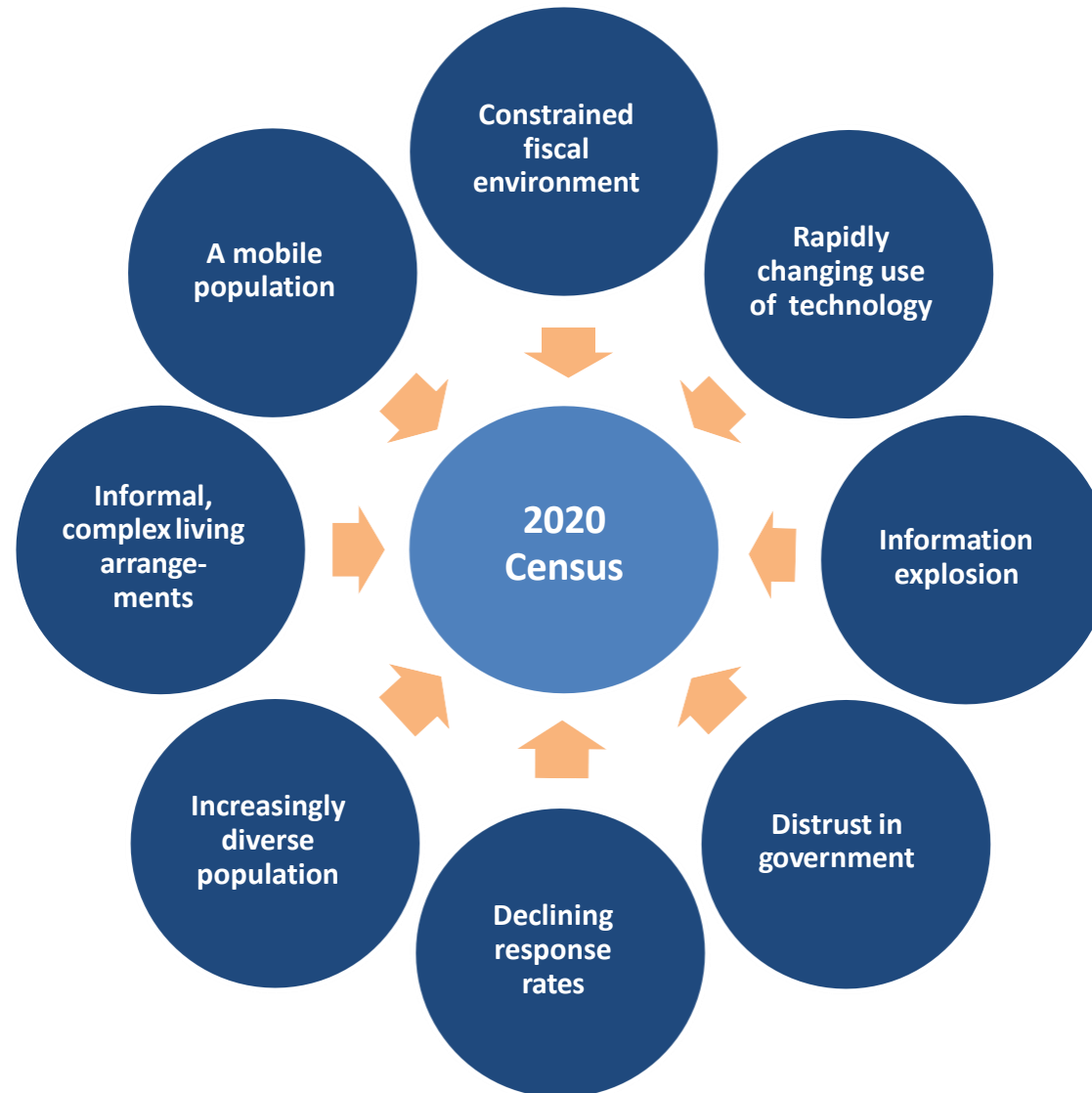
A New Design for the 21<sup>st</sup> Century



# The Decennial Census

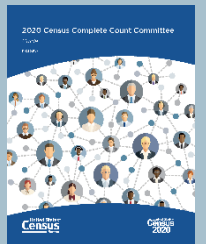
## The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.

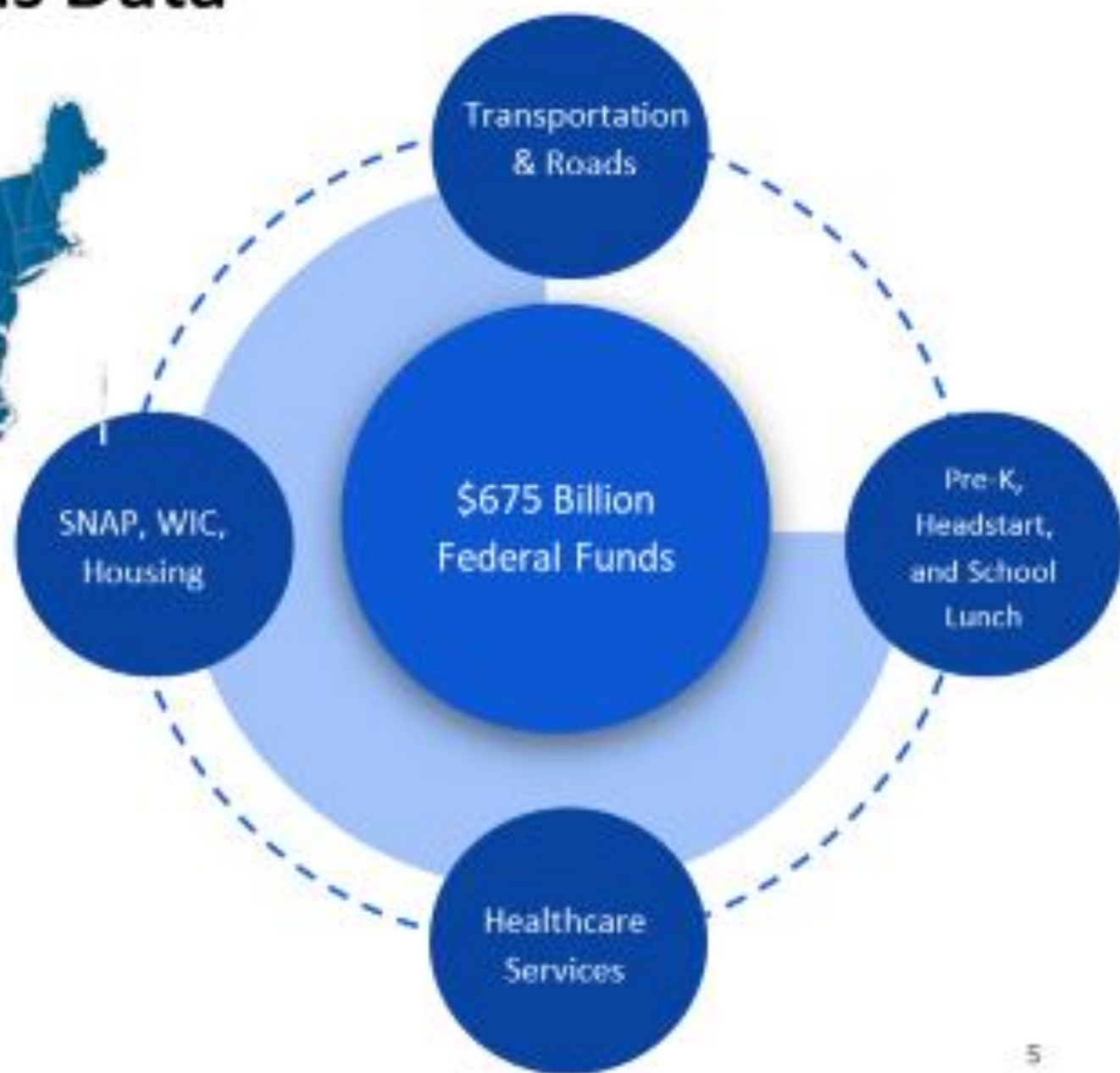


# How are census data used?

- Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
  - Education
  - Health care
  - Transportation
  - Social services
  - Emergency response
- 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



# Even More Uses for Census Data



**What Does  
This Mean  
for  
Richmond?**

**\$2,000**

**Approx. Federal funds potentially  
lost for each person that is not  
counted (each year for 10 years)**

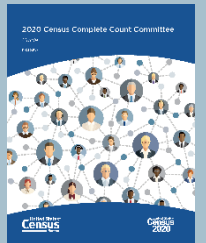




# The Census is Confidential, and that confidentiality is required by Law

1. The Census Bureau is required by law 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 summary 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

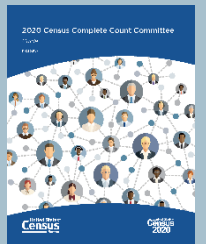
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# What are Complete Count Committees?

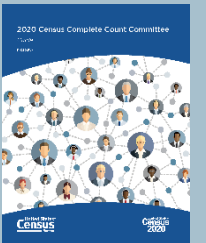
- CCC is a committee established by tribal, state and local governments, and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census
- CCCs are “census ambassadors” that play an integral part in the 2020 Census



# Tribal and Government CCC's

- 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 everyone to complete the census thoroughly and in a timely manner

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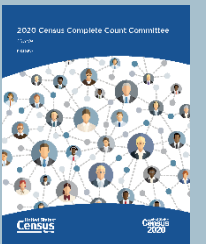


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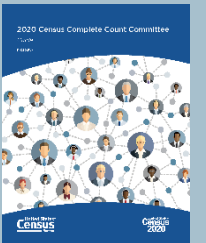
# Community CCC

- 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 online, on the phone or by mail (if they received a questionnaire by mail)



# When should a CCC organize?

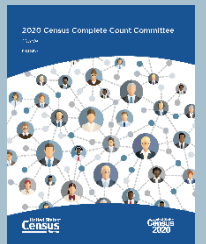
- **Now**



# What is the subcommittee structure of CCC?

State Government CCCs can be a SCCC or a CCC. The structure should consist of influential members. Below are suggested membership for this sub team:

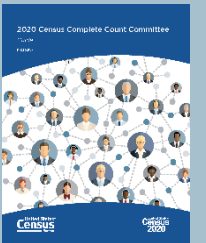
- Government
- Workforce development
- Faith-based community
- Education
- Media
- Technology
- Community organizations
- Business



# 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

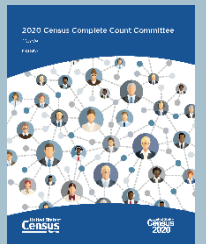
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# Community CCCs

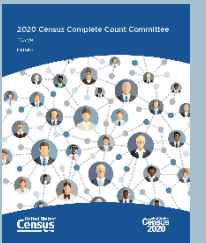
- Formed in probable low response areas
- Formed to fill a gap in areas where there is no government-sponsored CCC
- Includes representation from the following suggested areas of the community:
  - Business leaders
  - Educators
  - Media representatives
  - Organization leaders
  - Community-based organization leaders
  - Faith-based organizations



# 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 elected officials or community leaders

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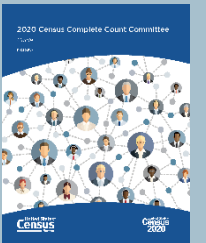


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# Recommended Subcommittee Structure

The Census Bureau recommends the following subcommittees structure:

- Recruitment
- Government
- Education
- Faith-based community
- Media
- Community-based organizations
- Business



# 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 openings using all available resources, including local festivals and job fairs

## Composition

- Staff from local job training agencies or organizations

# Government Subcommittee

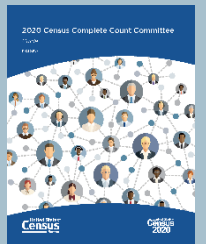
## Focus

- Represents tribal, state and local government in all programs between the Census Bureau and the local government, such as new construction programs
- Ensures that elected officials are aware of and are included in all committee activities

## Composition

- Elected officials, city planners, demographers, cartographers and municipal employees

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# Education Subcommittee

## Focus

- Creates, facilitates, and coordinates census awareness activities among various educational levels
- Ensures the wide distribution and awareness of the Statistics 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

## Composition

- Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students, and university housing coordinators

# Faith-based Subcommittee

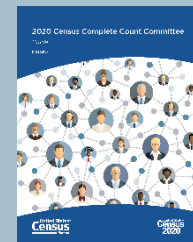
## Focus

- 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

## Composition

- Faith-based leaders from denominations representing the community, ministerial alliances, ecumenical councils and seminary administrators

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# Media Subcommittee

## Focus

- Assist the CCC in communicating census message to ALL households
- Facilitates communication of CCC messages through multiple channels, such as ethnic media, local newsletters, electronic bulletin boards, bloggers, local websites, bloggers, and any social media platforms.

## Composition

- Local media representatives, communication directors, publishers and editors of neighborhood newspapers, and ethnic media representatives

# Community-based Subcommittee

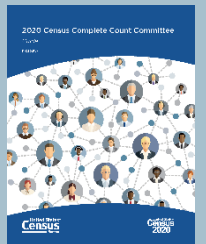
## Focus

- Coordinates the building of coalitions with community organizations that serve the needs of various racial, ethnic, cultural, civic, fraternal and advocacy groups, immigrants, and people with disabilities.

## Composition

- Executive directors from community organizations, leaders of fraternities and sororities, membership and non-membership organizations and advocacy groups, and disability organizations.

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# Business Subcommittee

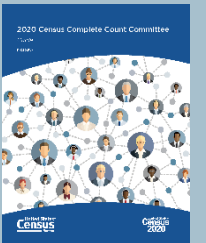
## Focus

- Coordinates and generates census awareness activities that involve businesses of all types and sizes

## 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

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# The 2020 Census Phases



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.

- Education Phase – 2018 - 2019
- Awareness Phase – January – February 2020
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

# Education Phase



## Action Steps for now thru December 2019

- Conduct 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
- Conduct at least one census awareness-building activity each month

# Awareness Phase



## Action steps starting January 2020

- Hold regular 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 households to complete and respond to the census
- Develop and finalize plans for motivating residents who do not participate to cooperate with census takers during nonresponse follow-up

# Motivation Phases



## Action steps for March 2020 – April 2020

- Hold weekly 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 households to respond accurately and expediently
- 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

# Reminder & Thank You Phase



## Action steps for May 2020 – 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 CCC plans. Please plan to use the 2020 daily response rates that will become available to the public in April to implement your plans to encourage cooperation.
- Prepare a summary report of committee activities and member feedback
- Share this report with your Partnership Specialist
- Celebrate the success of the 2020 Census and recognize the efforts of the CCC members
- Thank your community for their support and response



# Components of a CCC 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

## 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

# Effective committee activities used in 2010

- Public Service Announcement (PSAs)
- Advertising campaign
- Banner, posters, billboards, advertising on benches
- Print materials
- Faith-based activities
- Translation of materials
- Local media coverage (including social media)



## ACTIVITY

Create a Work Plan

# On the Road to 2020

## Identifying Hard-to-Count Areas and Populations

- Your CCC work plan should utilize the local knowledge of members and data of the makeup of the community
- Data tools such as Response Outreach Area Mapper (ROAM) can provide assistance to the committee to identify predicted areas of low response at the community level

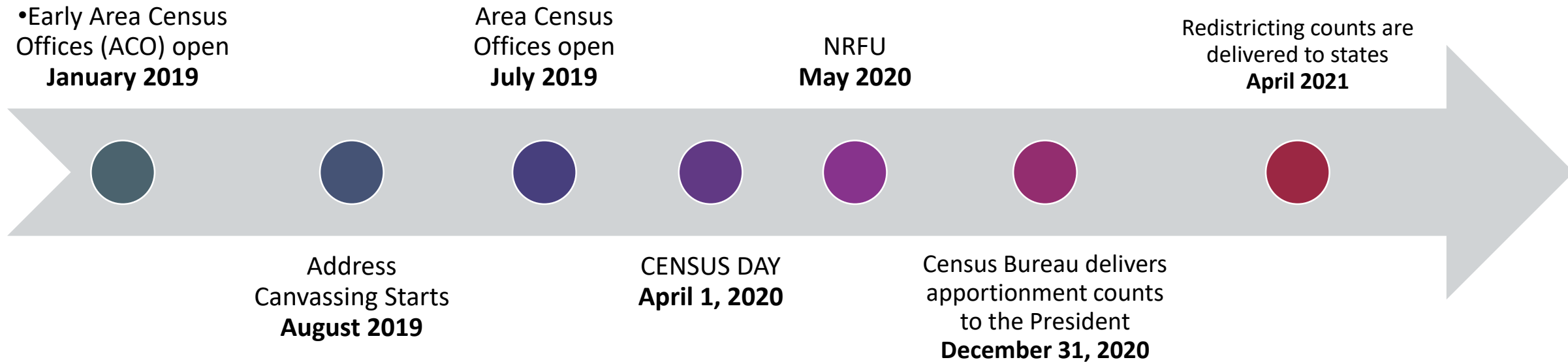
## Overview – Integrated Communication Campaign features:

- Advertising, events, public relations and partnership activities

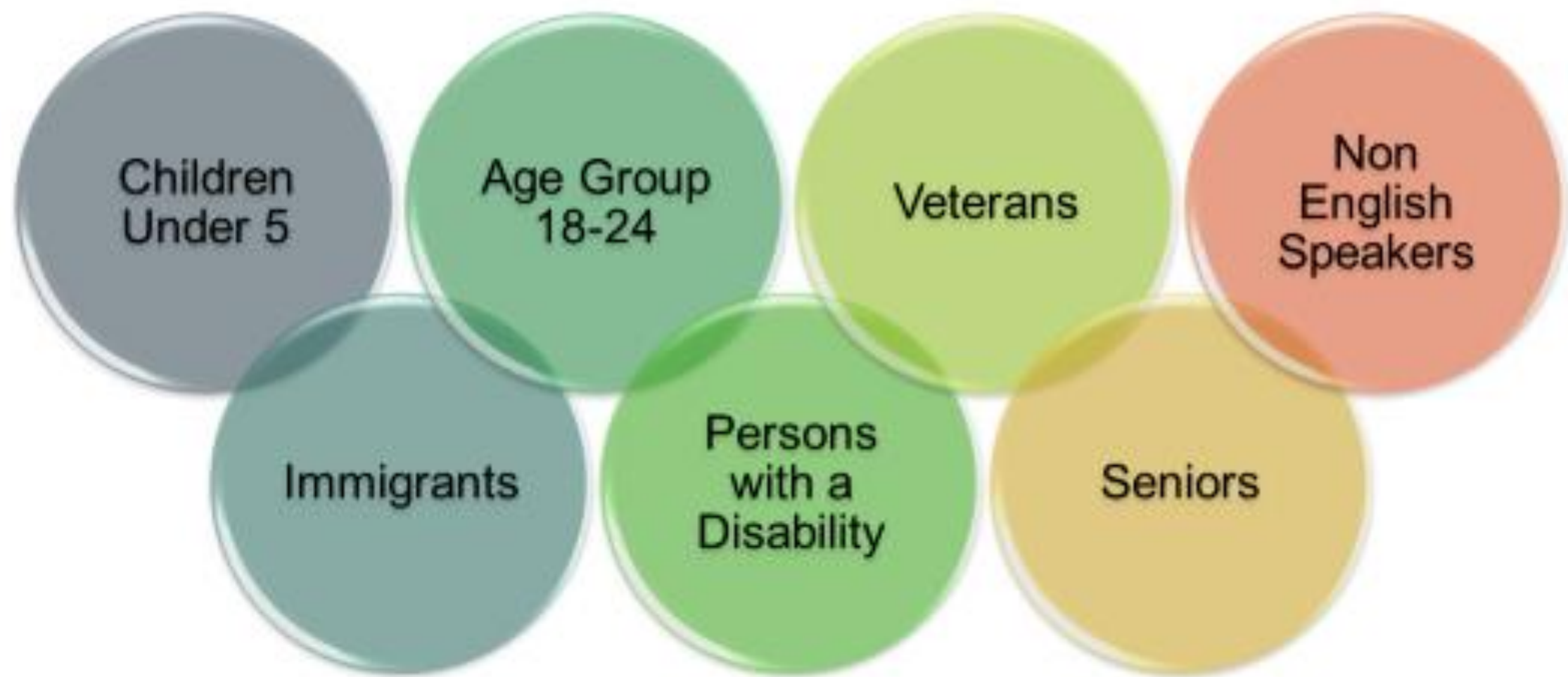
## Objective

- To surround every household in the country with credible and memorable messages

# Key dates of the 2020 Census Operational Timeline



# Historically Undercounted Groups



# Low Response Score (LRS)

## Overview

- LRS = predicted level of census 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

## LRS Limitations/Cautions

- Uses 2010 mail self-response and current ACS data – 2020 Census will offer internet, phone and mail options to self-respond
- LRS are not calculated for all census tracts (-1)

## How do I access the LRS?

- Census Planning Database (PDB)
- Response Outreach Area Mapper (ROAM) Web Application

# Response Outreach Area Mapper (ROAM)

- Public mapping application that displays characteristics of hard-to-count areas from the PDB
- ACS 5-year estimates data
- Census tract level

2016 Census Tract (from 2018 Planning Database)

Options Filter by Map Extent Zoom to Clear Selection Refresh

STATEFP	COUNTYFP	TRACTCE	GEOID	NAMESAD	STCOUFP	FULLNAME	COUNAME	ST
20	173	007800	20173007800	Census Tract 78	20173	Census Tract 78, Sedgwick County, KS	Sedgwick County	Ke
20	173	008300	20173008300	Census Tract 83	20173	Census Tract 83, Sedgwick County, KS	Sedgwick County	Ke

72541 features 0 selected



United States<sup>®</sup>  
**Census**  
**2020**

ROAM

# United States<sup>®</sup> Census 2020

Census Tract 607  
Richmond city, Virginia

Low Response Score (%): 33.0  
2012-2016 ACS 5-year estimates

Total Population: 5,448  
Median Household Income (\$): 25,027  
Population Under 5 (%): 11.18  
Population 18-24 (%): 12.46  
Population 65 and Over (%): 6.28  
Below Poverty Level (%): 36.44  
Not High School Graduate (%): 24.76  
Non-Hispanic, Black (%): 86.01  
Non-Hispanic, White (%): 5.82  
Hispanic (%): 2.15  
American Indian or Alaska Native (%): 0.00  
Asian (%): 0.00

# United States<sup>®</sup> Census 2020

Census Tract 305  
Richmond city, Virginia

Low Response Score (%): 31.1  
2012-2016 ACS 5-year estimates

Total Population: 3,633  
Median Household Income (\$): 27,682  
Population Under 5 (%): 0.00  
Population 18-24 (%): 37.27  
Population 65 and Over (%): 5.28  
Below Poverty Level (%): 38.97  
Not High School Graduate (%): 3.93  
Non-Hispanic, Black (%): 19.13  
Non-Hispanic, White (%): 54.34  
Hispanic (%): 4.65  
American Indian or Alaska Native (%): 1.57  
Asian (%): 16.02

# United States<sup>®</sup> Census 2020

Census Tract 204  
Richmond city, Virginia

Low Response Score (%): 36.2  
2012-2016 ACS 5-year estimates

Total Population: 4,768  
Median Household Income (\$): 15,511  
Population Under 5 (%): 10.00  
Population 18-24 (%): 13.26  
Population 65 and Over (%): 7.19  
Below Poverty Level (%): 60.16  
Not High School Graduate (%): 41.52  
Non-Hispanic, Black (%): 92.95  
Non-Hispanic, White (%): 2.66  
Hispanic (%): 2.35  
American Indian or Alaska Native (%): 0.10  
Asian (%): 0.00

# Partnership Specialists

## Role of the Partnership Specialists

- Primary contact between the U.S. Census Bureau and the CCC
- Serve as advisers and information resources to CCCs
- Help identify census awareness building activities that are more effective in their community

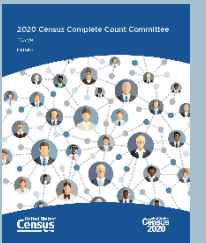
## Steps Partnership Specialists will follow:

- Meet with local governments in the area to encourage the formation of CCCs
- Distribute materials
- Provide orientation/training for CCC leaders or Chairpersons
- Provide advisory support to CCC Chairpersons
- Assist CCCs in developing a strategy and work plan
- When possible, attend 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 CCCs

# Summary

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

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