

Forming 2020 Census Complete Count Committees



Atlanta Regional Office

Managing Census Operations in

AL, FL, GA, LA, MS, NC, SC

The U.S. Constitution and Decennial Census

- Conducted every 10 years since **1790**, as required by the U.S. Constitution. Article I, Section 2. *"Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . ."*
- The 1790 counted 3.9 million inhabitants.
- U.S. marshals conducted the enumerations between 1790 and 1870.
- Specially trained enumerators carried out the census beginning in 1880.



1910 Enumeration
A census enumerator interviews Winnebago Indians in Wisconsin in 1910.

Schedule of the whole number of Persons in the Territory of the United States North (out of the Ohio)

Names of Counties	Free white Males					Free white Females					Slaves
	Under ten years of Age	From 10 years to 16	From 16 to 20 years	From 20 to 25 years	From 25 years to 65 years	Under ten years of Age	From 10 years to 16	From 16 to 20 years	From 20 to 25 years	From 25 years to 65 years	
Jefferson	1937	738	749	731	417	1768	719	718	606	538	35
Washington	1035	379	568	642	292	991	328	472	507	193	18
Adams	727	273	219	341	177	664	261	267	273	115	15
Hamilton	3273	1335	1502	1251	480	3090	1165	1297	954	344	0
Wayne	540	201	332	584	198	467	193	352	198	100	139
Rich	1648	630	928	1061	336	1413	604	760	698	293	125
Franklin	202	71	228	223	55	206	83	93	106	21	5
The aggregate amount of each description.	9362	3647	4036	4833	1955	8644	3353	3861	3302	1393	327

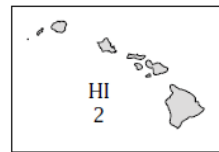
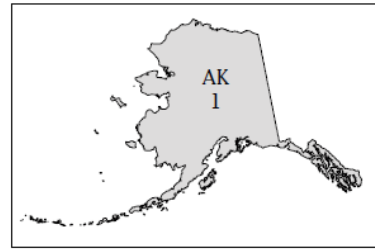
The whole number of Inhabitants in the Territory 45,365.

Historic census records are maintained and released by the National Archives and Records Administration, not the U.S. Census Bureau. Visit <http://www.archives.gov> for more information about publicly available records like the one shown here.

Why We Ask You to Allocate Resources to the 2020 Census

- Political Power
 - Census is constitutionally mandated for re-apportionment of Congress
 - Census results are used for Redistricting at national, state, and local levels.
- Money/Economic Impact
 - Over \$675 Billion/year is distributed to state and local governments using Census numbers (Over \$4 Trillion over the decade).

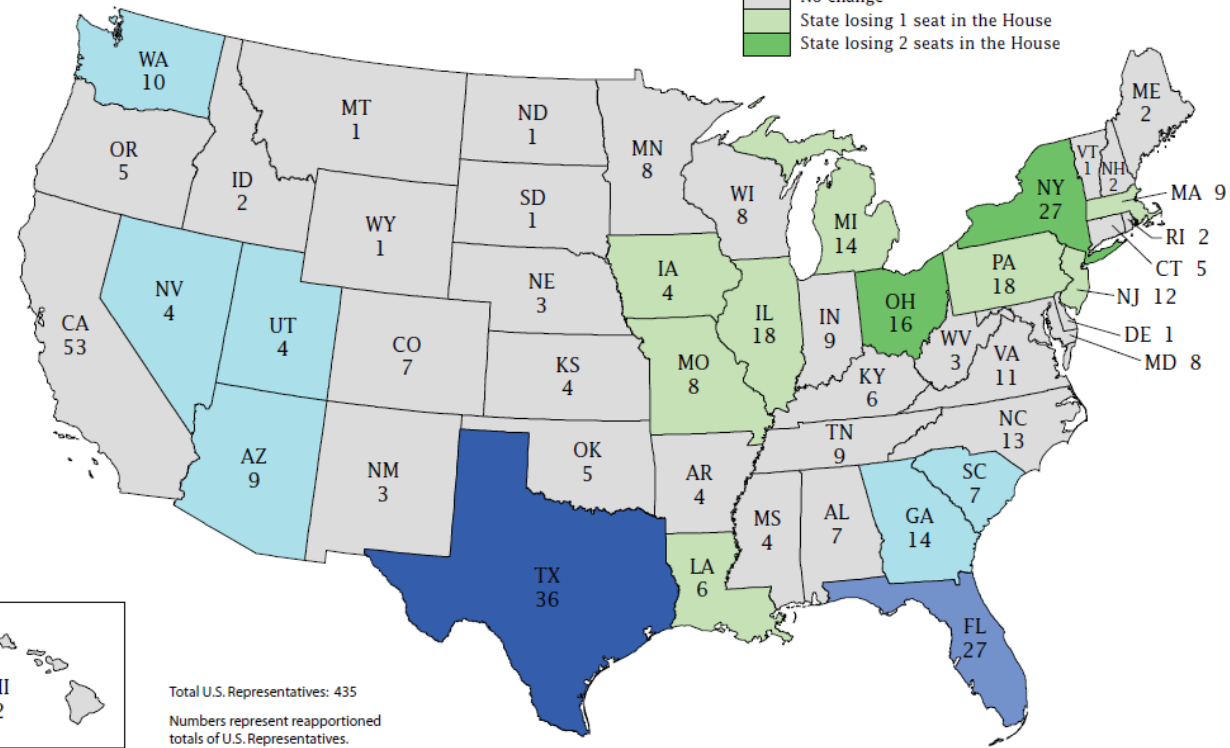
Apportionment of the U.S. House of Representatives Based on the 2010 Census



U.S. Department of Commerce

Change from 2000 to 2010

- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House



Total U.S. Representatives: 435
Numbers represent reapportioned totals of U.S. Representatives.

USCENSUSBUREAU
Helping You Make Informed Decisions

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

United States

Total Program Obligations: \$589,695,029,211
Per Capita: \$1,838 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$311,975,766,352
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$69,489,854,016
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$64,176,725,988
20.205	Highway Planning and Construction	DOT	Grants	States	\$38,331,904,422
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$19,087,549,000
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$13,859,180,910
10.555	National School Lunch Program	USDA	Grants	States	\$11,560,852,485
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$11,233,112,681
93.767	State Children’s Health Insurance Program (S-CHIP)	HHS	Grants	States	\$11,089,152,000
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$9,238,092,008
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$8,259,130,975
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$6,347,680,031
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$4,635,733,000
93.224/ 93.527	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$4,181,407,055
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$3,370,228,288
93.596	Child Care and Development Fund – Entitlement	HHS	Grants	States	\$2,858,660,000

Counting For Dollars Project 2020

Initial Analysis: 16 Large Census-guided Financial Assistance Programs

- ***In Fiscal Year (FY) 2015, the 50 states plus the District of Columbia received \$589.7 billion from 16 large Census-guided programs, such as Medicaid, Highway Planning and Construction, the National School Lunch Program, and Head Start.***
- ***For 15 of the 16 programs, the amount of funds a state received was guided by its 2010 Census count. The more accurate the state’s count, the more fair and equitable is its share of federal funds.***

Privacy and Confidentiality

- 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.
- We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.
- The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.



It is
important to
note that the
Census
Bureau:

never asks for your full Social Security number;

never asks for money or a donation;

never sends requests on behalf of a political party;

never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.

Do You know that the Census Bureau Collects a Wide Variety of Data Every Month?

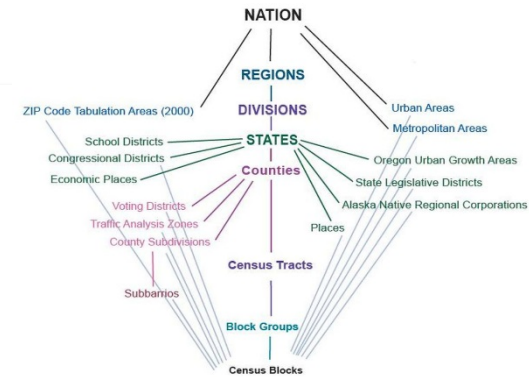


Demographics:
Age
Sex
Marital
Education
Housing
Health Ins and more



Business and
Industry Data
Import/Exports
Employment
Government Data

Standard Hierarchy of Census Geographic Entities



Data at a variety of
Geographic Levels:
National, State, County
City/Place
Tract
Block
Congressional Districts

Economic Census of All Businesses is Happening Now



- The economic census is the most comprehensive measure of the U.S. economy, providing industry and market statistics at the national, state and local levels.
- It is currently being conducted with companies reporting their 2017 year-end numbers.
- It is the official five-year measure of American businesses collected for years ending in “2” and “7.”
- Economic census data serve as the foundation for the gross domestic product (GDP) and other leading economic indicators for the nation. These statistics are also used by trade associations, economic development agencies, governments and individual businesses for business decisions and policymaking.
- **Please remind businesses to respond by the end of the year**

About the Economic Census

The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census.

The next Economic Census will be in 2018. Data collection starts in May, with a response deadline of June 12, 2018.

The census is conducted online, and responses are required by law. Companies report their 2017 year-end numbers for each business location, including sales or revenue, employment, payroll, and industry-specific information. By law, all responses are kept confidential and company data are used for statistical purposes only.

Results from the Economic Census are free and available online to guide business decisions and policy-making.

By completing the census, companies are contributing to a wealth of valuable data—and sometimes surprising insights—that can help grow their business.

A vertical collage of three images. The top image shows a man wearing a white hard hat and a light blue shirt, smiling. The middle image shows a man in a grey suit and tie, smiling with his hands clasped. The bottom image shows a woman with dark hair, smiling.

DATA FROM THE NATION'S BUSINESSES
+
STATS ON EVERY INDUSTRY AND GEOGRAPHY
=
ONE VALUABLE RESOURCE FOR YOUR BUSINESS

The Economic Census. See how it all adds up.

For more information, please visit:
www.census.gov/EconomicCensus

Connect with us!
www.facebook.com/census

United States
Census
2018

New Initiatives for Census 2020

- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.
- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.



Complete Count Committees

- Ultimately, the success of the 2020 Census depends on everyone's participation. One way to ensure success is by forming a Complete Count Committee.
- State and local governments, businesses and community leaders form Complete Count Committees to encourage participation in their community. They develop an outreach plan tailored to the unique characteristics of their community. Then they work together to implement the plan.

Complete Count Committees

- Complete Count Committees conduct a wide range of possible activities. For example, they host promotional events, display census information in government buildings, include census messages on customer billing statements or other correspondence, and they network with community leaders to ensure everyone is involved.
- Opportunity to “tailor” the Census outreach and messaging to most effectively influence local communities.
- Involve all constituent groups, and use “trusted voices” of community leaders to encourage self-response.



Get Organized Right NOW!

- Households will begin to experience, by the end of 2018, some type of census operation such as address listing. These necessary operations verify the accuracy and location of each address.
- The immediate formulation of a CCC will ensure that local households are kept abreast of the various census operations before the information is nationally circulated.
- The more informed households are about the 2020 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of the successful enumeration in 2020.

What is the Structure of a CCC?

Highest elected officials or community leaders appoint chairpersons



The Chairperson is the liaison or main source of contact between the CCC and the Census Bureau



The chairperson collaborates with the highest elected official or community leader to select subcommittees and chairs of the subcommittees

CCC Chairs and Subcommittee Chairs

- Choose a CCC committee chairperson who is committed, knowledgeable, and active in the community
- Select subcommittee chairpersons who are purpose-driven, result oriented, and get results
- Customize and design the committee to reflect a true snapshot of the community
- Include diverse perspectives to achieve objectives. Assess which groups—locally and nationally—are able to provide support and assistance
- Include Trusted Voices

Local Government CCC's

Local government CCC's should include members with experience in the following areas:

- Government
- Education
- Media
- Minority Organizations
- Community organizations
- Workforce developments
- Faith-based institutions
- Businesses



Community-based CCC's

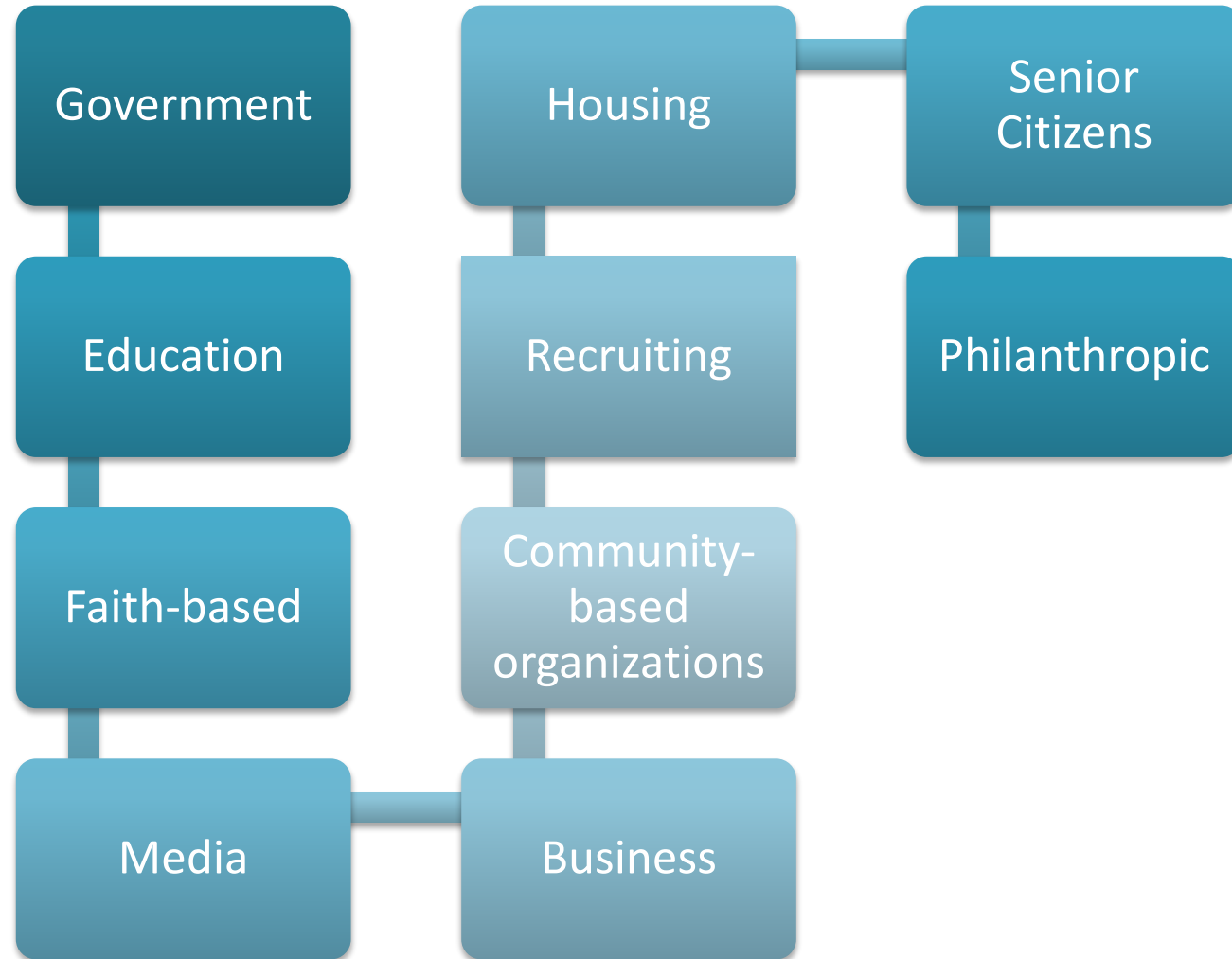
The Census Bureau encourages community leaders in hard-to-count areas to form CCC's and include trusted voices from the community.

Hard-to-count areas may, for example, have:

- Hidden or overcrowded housing
- Populations that speak little or no English
- Off-campus apartments
- New immigrant populations
- High poverty areas
- People displaced by natural disasters such as floods, fires, and hurricanes



Subcommittee Examples



Subcommittee Worksheet

Take a moment to brainstorm

- Think about trusted voices
- Think about organizations that have an impact and serve
- Think about areas that may be hard to count and identify leaders or trusted voices in those communities



How the Census Bureau Will Support You

- We will provide staff from our regional offices to work directly with each Complete Count Committee.
- We will provide information, assist you in forming committees and subcommittees, and participate in local events and activities.
- We plan to provide a guide for 2020 Census Complete Count Committees, but you can begin now. In the meantime, you can refer to a Complete Count Committee [guide](#) and [other information available online](#) from the 2010 Census for historical reference. Keep a big change in mind though: we'll primarily ask people to respond to the 2020 Census online (not by mail).
- As the 2020 Census gets closer, the Census Bureau will also launch a robust communications campaign. We'll use advertisements, conduct outreach. You can leverage our efforts in your own community through your Complete Count Committee.



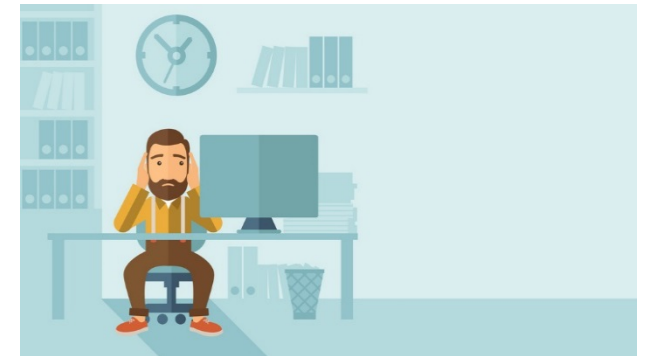
Prepare for 2020 Census, Now!

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too. **Call the Atlanta Regional Office to schedule a CCC Workshop.**
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.
- Help recruit census workers when jobs become available.



Recruiting/Hiring Challenges

- Starting **September 4, 2018**, an online application and assessment will be required for 2020 Census hourly positions.
- Expected challenges from the online process
 - Applicants who do not have computer or smart phone access
 - Applicants who do not have internet access or easy internet access
 - Applicants who are not tech-savvy and possibly intimidated by the process
 - Applicants who do not have email addresses



Census Recruiting Help Needed

- Testing space with computers
- Testing space with good internet access
- Preferably, ADA accessible space
- Preferably, no cost public space
- Spread the word about jobs



Where to Direct Interested Applicants for 2020 Census Positions Currently

www.usajobs.gov

or

Census.gov/fieldjobs

or

Toll Free Jobs Line

1-855-JOB-2020

(1-855-562-2020)

Next Steps

- Continue to finalize your list of CCC members
- Inform the Census Bureau Partnership staff of the selected Chairperson, Committee members, Subcommittee chairpersons and members
- Schedule a Census workshop on CCC Workplans and Strategies.





Contact Information:

- Atlanta Partnership Staff 470-889-6530
atlanta.rcc.partnership@census.gov
- Atlanta Recruiting 1-855-889-8932
atlanta.rcc.recruiting@census.gov
- Atlanta Geography 470-889-6550
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