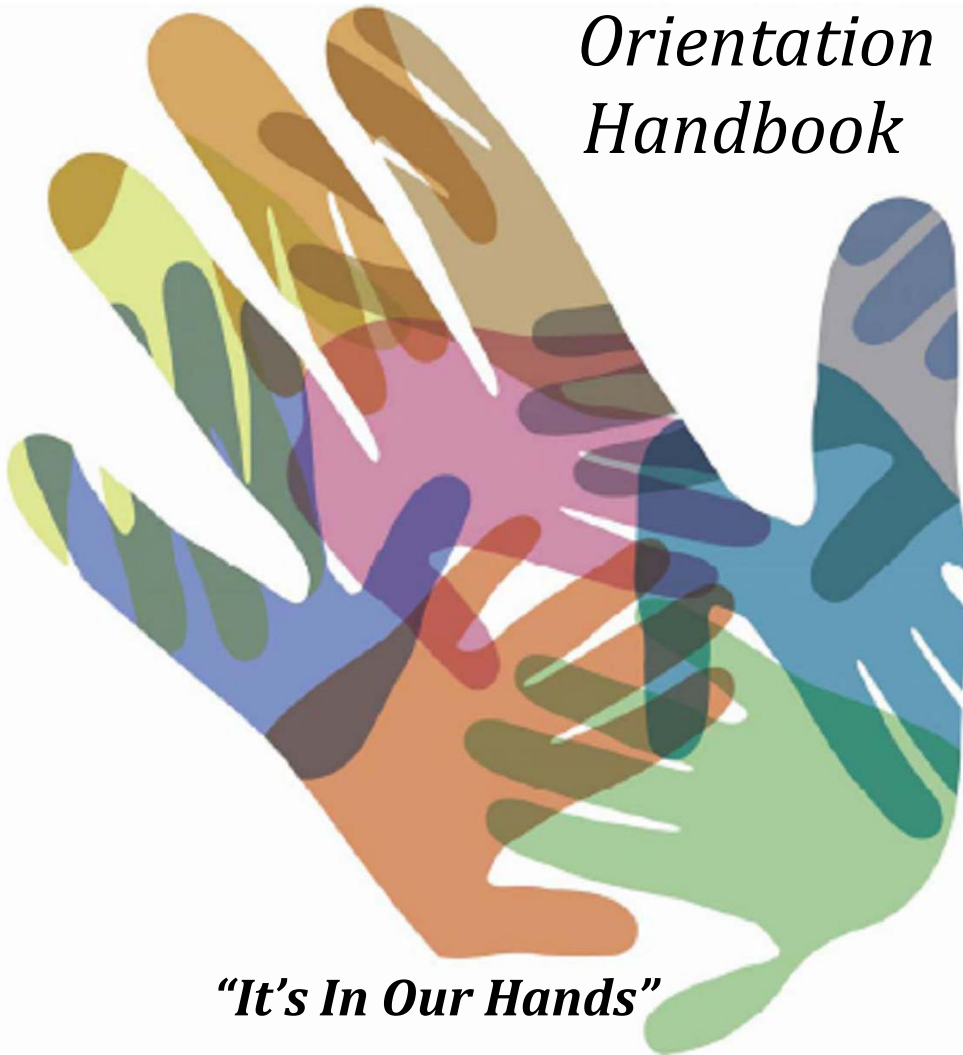


Complete Count Committee

Orientation Handbook



“It’s In Our Hands”

Kansas City Regional Census Center
U.S. Census Bureau
U.S. Department of Commerce

Table of Contents

I. Census 2010 and Complete Count Committees

About Census 2010

About Complete Count Committees

II. Organizing Complete Count Committees

A. The how and why

Organizing the committee

Conducting meetings

III. Complete Count Committee Activities

A. Action items

B. Timeline

C. Committee Activities





Census 2010 and Complete Count Committees



About Census 2010

The U.S. Census Bureau is an agency within the U.S. Department of Commerce and the county's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The U.S. Census Bureau conducts approximately 200 annual surveys, conducts the decennial census of the United States population and housing, the economic census, and the census of governments.

The Decennial Census of population and housing is taken by the Census Bureau in each year ending in zero. Article 1, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790. The Census Bureau first conducted the census of housing along with the population in 1940.

Census 2010 is on the horizon and the U.S. Census Bureau wants to ensure that everyone is counted. We are developing partnerships with state, local, and tribal governments; community based and faith-based organizations; schools; businesses; media; and others.

Through these collaborative relationships, we can reach our shared goal of counting all residents in Census 2010. By being informed about the census and better understanding the census process, residents are more likely to respond to the census questionnaire.

Privacy Act

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.



Confidentiality and Census Data

Confidentiality and Census data

All information collected by the Census Bureau, under authority of Title 13 of the U.S. Code, is **STRICTLY CONFIDENTIAL**. The same law that requires individuals to respond to the census also guarantees the confidentiality of the respondents.

Census workers must pass both security and employment reference checks. They are sworn to secrecy. The penalty for violating the confidentiality of responses is up to a \$5,000 fine and up to a 5 year prison term. No court of law — not even the President of the United States — can have access to individual responses.

The Census Bureau cannot share individual, personally identifiable responses with anyone. That includes the Internal Revenue Service, Federal Bureau of Investigation, Central Intelligence Agency, or state or Federal welfare departments, or other government agency.

- 1961— Congress strengthens the law so that even copies of census questionnaires kept in your possession cannot be used as evidence against you in court.
- 1980 — Armed with a search warrant authorizing them to seize census documents, four FBI agents entered the Census Bureau's Colorado Springs office. No confidential information was ever released because a census worker held off the agents until her superiors resolved the issue with the FBI.



Uses of Census Data

Uses of Census data

Census data is used for many things which can have a direct impact on communities. This service is used by the private sector as well as state and federal governments. Population statistics are in community profiles to give potential homeowners insight into the property values, income, and other demographic information about a particular community.

Corporations use population data for market research to determine locations for commercial enterprises, such as food stores, and other essential services.

The Federal government uses census data to allocate funds to state, local and tribal governments in the area of \$300 billion for a wide range of programs including:

- Public Transportation
- Programs for the Elderly
- Planning for congregations.
- Emergency Food and Shelter.
- Road Rehabilitation and Construction
- Developing adult education programs.
- Women, Infants, and Children (WIC food grants)
- Directing funds for services for people in poverty.
- Drawing federal, state, and local legislative districts.
- Title I grants to Educational Agencies Head Start Programs
- Estimating the number of people displaced by natural disasters.
- Establishing fair market rents and enforcing fair lending practices.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning for hospitals, nursing homes, clinics, and other health services.
- Developing assistance programs for American Indians and Alaska Natives.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Directing services to children and adults with limited English language proficiency.
- Providing evidence in litigation involving land use, voting rights, and equal opportunity.
- Creating maps to speed emergency services to households in need of assistance.



Census Summary

What

The census is a count of everyone residing in the United States: in all 50 states, Puerto Rico and the Island Areas.

Who

All residents of the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and non-citizens.

When

Every 10 years, and the next census occurs in 2010. Census questionnaires will be mailed or delivered to every household in the United States in March 2010. The questions ask you to provide information that is accurate for your household as of April 1, 2010.

The Census Bureau must count everyone and submit state population totals to the U.S. President by December 31, 2010. The first Census was conducted in 1790 and has been carried out every 10 years since.

Where

The census counts everyone residing in the United States: in all 50 states, Puerto Rico and the Island Areas. People should be counted where they live and sleep most of the year.

Why

The U.S. Constitution (Article I, Section 2) mandates a headcount of everyone residing in the United States. The population totals determine each state's Congressional representation. The numbers also affect funding in your community and help inform decision makers about how your community is changing.

How

The Census Bureau will mail or deliver questionnaires to your house in March 2010. We will mail a second form to households that do not respond to the initial questionnaire.

Households that still do not respond will be called or visited by a Census worker. (Census workers can be identified by a census badge and bag.)



Complete Count Committee Program

The **Complete Count Committee (CCC)** Program is key to making this happen in communities all across the country. CCCs incorporate local knowledge, influence and possible resources to educate residents and promote the census through a locally-based and targeted outreach and promotion effort. CCCs provide a vehicle for coordinating and nurturing a cooperative effort between local governments, communities, and the U.S. Census Bureau. Local governments and community organizations can help the census get a complete count in 2010.

A Complete Count Committee is a team of community leaders appointed by the highest-elected official to develop and implement a locally-based outreach and awareness campaign for the 2010 Census.

The role of the Complete Count Committee is to plan and implement a locally-based outreach and promotion effort to publicize the importance of responding to the census. It is a major vehicle for planning and implementing local, targeted efforts that will uniquely address the special characteristics of communities across the country.

Most Complete Count Committees are established by the highest-elected government official and are totally voluntary. During Census 2000, approximately 11,800 Complete Count Committees were established and the ultimate goal is to increase that number in 2010.

The beauty of the CCC Program is that it multiplies the outreach and promotion efforts of the Census Bureau every time a Complete Count Committee is established. As a result, local knowledge and intelligence are readily available as members of the CCCs live and work directly in those communities that elect to set up CCCs.

Complete Count Committees have been helping the Census Bureau reach out to the community since the 1980 Census. As such, there is a good body of knowledge and experience in what it takes for a CCC to achieve success.

The CCC ensures that its community will start the 21st century off on the right step by making each resident aware of the importance of an accurate census count and its impact on the overall well-being of each person.

The CCC increases the participation ratio and the mail-back response rate by continuing awareness in preparation for Census Day, April 1, 2010.

A Partnership Specialist from the Census Bureau meets with the governing organization to make a presentation which summarizes the organization and benefits of accurate census data for the community where the members will form the Complete Count Committee.



Complete Count Committee Guidelines

Based on past experience, some general guidelines for developing successful CCCs are:

Customize – Design the CCC to reflect the different needs and resources of different types and sizes of governments.

Get Online – Make effective use of the Internet to support CCCs.

Touch All Levels – Use a 3-tier communication strategy which includes on-going work with national governmental organizations, motivational communications with the highest elected officials, and technical assistance for the CCC chairpersons.

Coordinate – Timetable for support should be coordinated with lead times needed by local governments. Don't Reinvent the Wheel – Utilize experienced CCCs to motivate/support new CCCs.

Key Elements of Successful CCCs

These elements may be helpful in implementing the CCC Program in the local areas.

Composition of CCCs

Outreach – People who can communicate to hard-to-count groups

Resourceful – People who can bring resources to the table

Decision-makers – People who can approve initiatives

Credible – People of influence and respect

Committed – People willing to do the work

Size of CCCs

Relativity – Depends on type of community (10-30 members for small communities)

Grow the CCC – big cities start small and grow (small group for planning and larger group for outreach activities)

Roles and Responsibilities of CCC Members

Organize and implement census activities in the community

Communicate importance of census to peer groups

Advise local government officials

Leadership and Management of CCCs

Involve elected officials to provide leadership, advocate for funding, provide credibility, work with media, and deliver resources

Define CCC coordinator's role to be census outreach and CCC management

Involve faith-based organizations, educational groups, and businesses

Generate local media coverage

Provide translated materials



Complete Count Committee Guidelines

CCC Activities

- Provide translated materials
- Generate local media coverage
- Coordinate Public Service Announcements (PSAs)
- Provide materials in government and community agencies with public contact
- Involve faith-based organizations, educational groups, and businesses

Low or No Cost CCC Activities

- Organize volunteers
- Hand out census materials
- Develop a Speakers Bureau
- Partner with existing organizations and events
- Insert messages in utility bills, pay checks, grocery bags, etc.





Organizing Complete Count Committees



Complete Count Committee Organization

The Complete Count Committee is to be comprised of volunteers from local organizations that have direct contact with the community. This composition is effective in utilizing existing local community organizations and communication networks to promote the census, disseminating information regarding the importance of the census, and potentially increasing the mail-in/mail-back response rate.

A local Complete Count Committee may be comprised of more than one jurisdiction. Jurisdictions may partner with each other for a more effective Complete Count Committee.

A Complete Count Committee may also be comprised of a community group or a coalition of community groups in areas where it may be beneficial to have a CCC focused on specific ethnic groups or specific communities because of special needs, such as language, etc.

The mail-in/mail-back response rate is an indicator of the accuracy of the population count; the higher the percentage, the greater the number of residents that complete and return their form, and the fewer census-takers that must go door-to-door to encourage residents to complete census questionnaires.

Once developed, the Complete Count Committee should establish a reasonable schedule for the review of strategies to ensure a coordinated, yet non-duplicatory, effort among its subcommittees.

When initially formulating strategies for Census 2010, the Complete Count Committee should target additional outreach efforts on census tracts with low mail-in response rates during Census 2000.

Program Implementation

There are many ways to go about implementing this program, so it's best to think about what would be most effective in each local area. Materials will be made available that can be provided to local governments and community organizations upon meeting with them about establishing a CCC.

1. Here are some of the steps to implement this important program.

Meet with all the local governments in the local area to encourage them to establish a Complete Count Committee. There are many options available. Each local government may want to form their own CCC. Or, they may want to work with other local governments to form a regional or multi-county CCC. This may work in some areas but not in others.

2. Distribute CCC materials during initial meeting with local governments and community organizations.



Complete Count Committee Organization

3. Provide orientation/training for the CCCs. Headquarters will provide “train-the-trainer” materials for use in CCCs locally.
4. Provide them with the information they need to form their committee, appoint a chairperson, form subcommittees (if needed), hold meetings, plan activities, and execute activities. Remember, to provide motivational communications to the highest elected officials buy more technical support to the CCC chairpersons.
5. Ensure that the CCC develops a plan that they can follow in executing activities in support of the census. The key is to encourage local governments to establish CCCs and then ensure that they follow through with a localized, targeted, plan for outreach and promotion for the community. Headquarters will provide templates for use in developing work plans.
6. To the extent possible, provide support to the CCCs that are established by attending their meetings, providing guidance, recommending possible outreach and promotional activities, distributing promotional materials and items (as available), etc. However, remember to manage expectations – the CCC belongs to the local government or community organization sponsoring it. Make it clear that the PS will not be able to attend all CCC meetings.
7. Determine what kind of assistance is most needed from the CCCs for the local area and encourage them to provide it. They can provide help in all areas including recruitment, promotion and outreach, and operations. For example, if the CCC covers an area where recruiting is traditionally a problem, encourage the CCCs to place special emphasis on providing assistance with finding Census job applicants.

Benefits of a Complete Count Committee

The benefits of a Complete Count Committee are many. A Complete Count Committee speaks the culture and language of its community. It knows the pulse of the community. It can create a local census information network that no one outside the community can.

A Committee can gain valuable knowledge about the census process that has never before been disseminated at the local level. As a link to the national campaign of Census 2010, the Complete Count Committee can ensure that all residents receive firsthand information from someone they know and trust.

A Committee can significantly increase a community’s participation rate by maintaining an intense Census 2010 campaign from now until November 2010. By making residents aware that a complete census count can affect the future well-being of each resident, a Complete Count Committee can help the community enter the next century with community data vital to planning for the next generation.



Complete Count Committee Organization

A Complete Count Committee could be appointed to....

Bring together a representative team of active community members to develop and implement a Census 2010 awareness campaign that will help influence every person.

Organize a team of local people who can provide the cultural and community insights necessary to build Census 2010 awareness efforts that fit the community.

Promote understanding about the value of accurate and complete census data.

Explain how census data is used for purposes of planning future education, health, social and economical development for the community.

Have a positive impact on the questionnaire response rate by helping to develop a structured effort to reach every sector within the jurisdiction.

When to Organize a Complete Count Committee

The Census 2010 awareness campaign needs to start immediately. Although Census 2010 questionnaires will not be delivered until March-April 2010 (in Alaska, January 2010), a great deal must be done before then.

A Census 2010 awareness campaign will be most successful if it is done by an organized and representative group that is sponsored by the state, local, or tribal government.

The immediate creation of a Complete Count Committee will ensure that residents are kept up-to-date about plans and informed about the various census operations long before they actually occur.

The more residents know about Census 2010, the more they will understand how they will benefit in the future from having accurate and complete census data. The more residents know, the more willing and interested they are to participate in Census 2010.

Who should be on the Complete Count Committee

Generally, it's a good idea to have the Complete Count Committee made up of people who represent a broad cross-section of the community. However, it's up to each government to decide whom it wants to appoint to the Committee.

The Complete Count Committee members should be willing to invest time and effort into Committee activities, and be able to commit to serve from now until November 2010.



Complete Count Committee Organization

A Complete Count Committee may have a combination of representatives from the government; human services; youth groups; housing departments; language or cultural departments; employment and training departments; local cultural societies; colleges or other local institutions of higher education; and public schools; private businesses; planning agencies; religious entities; veterans groups; or local media.

The Complete Count Committee may include people who have ongoing networks with a wide range of community residents. The broader those networks are, the more people the Committee's outreach activities can easily reach.

Structure of Complete Count Committees

It's up to each organization to decide the structure of a Complete Count Committee. The government or the community organization, not the Census Bureau, creates the Complete Count Committee. The Census Bureau serves as an informational resource for the Committee. The design and structure of the Committee is determined by the government or community organization. Thus, it will vary from one community to another.

The Committee may or may not have subcommittees. That decision is up to the organization. Questions that might be useful in making that decision include:

Are there certain geographic considerations — for example: physically separated communities, checkerboard areas, or outlying reservation trust lands—that would best be represented through subcommittees?

Are there distinct subdivisions — for example: chapters, districts — that would be best represented through subcommittees?

Are there specific groups in the community — for example: youth, elders, veterans — that should be represented through subcommittees?

Are there specific groups, such as at-risk families or people in isolated communities, that would be best represented through subcommittees?

The operation of the Complete Count Committee flows from the highest elected official to the chairperson, to the subcommittee chairs, to the subcommittee members, then to the community-at-large.

Government subcommittee - Assists in all activities between the Census Bureau and the local government and identifies resources for Complete Count Committee activities.

Education subcommittee - Facilitates census awareness for local schools from pre kindergarten through 12th grade, as well as post-secondary education institution in the area.



Complete Count Committee Organization

Religion subcommittee - Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2008 Census Dress Rehearsal awareness and participation.

Media subcommittee - Creates and facilitates ways to get the census message to all community residents, utilizing all available sources such as local newspapers, newsletters, flyers, local festivals, radio, and television.

Community-based organization subcommittee - Collaborate with community organizations to inform residents of the importance of participating in the 2008 Census Dress Rehearsal, and providing space for testing job applicants and/or training new employees.

Business subcommittee - Disseminate information about census job openings in the 2008 Census Dress Rehearsal community. Information will include the number of jobs available, types of jobs available, and the location of testing and training sites.

Suggested Meeting Agendas

Schedules and agenda items for Complete Count Committee meetings are determined at the local level. However, some suggestions for consideration are provided below.

Immediately form the Committee through Resolution or other process. Disseminate news releases and other media announcements about the creation of the Committee. Establish membership and structure of the Committee.

Initial Meetings

Review and discuss the purpose and functions of the Committee. Discuss community perceptions and any cultural or language factors that may require attention in developing the census plans and activities.

Identify areas within the jurisdiction which may need special targeting for promotion and outreach because of remoteness, language, or other factors. Develop an ACTION PLAN for promoting census awareness in the community. Identify specific activities related to building awareness, motivating response, and encouraging community cooperation with census takers.

Break committee activities into three time-tables: (1) before census questionnaires are distributed in March 2010, (2) during the census questionnaire period (March-May 2010), and (3) after the questionnaire period.

Schedule dates for regular committee meetings. If meetings are to be open to the public, decide future meeting location (s); consider whether more residents will come if the meetings are held at the same place or different places in the community.



Complete Count Committee Meetings

Regular Meetings

Discuss and evaluate the effectiveness of outreach and census promotion activities to date. Review reports on Action Plan activities. Develop strategies for encouraging community-members to apply for temporary census jobs. Determine specific ways to actively encourage community participation during Address Canvassing operations. Review activities that need to be completed before questionnaires are distributed in March 2010. Review status of specific activities for groups or geographic areas which need special targeting. Revise Action Plan, as needed.

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| January 2010 | Review status reports on Action Plan activities. Identify specific items to be completed before questionnaires are distributed and before Census Day, April 1, 2010. Finalize Action Plan for Committee activities which encourage residents to complete and return census questionnaires as soon as they are received. Finalize Outreach Plan for residents who are not likely to receive questionnaires by mail. Review Plan for activities during Non-Response Follow-up. |
| February 2010 | Review reports on Action Plan activities. Decide what, if any, final outreach, promotion, or announcements might heighten community awareness, before questionnaires are distributed and before Questionnaire Assistance Centers and Be Counted Sites are opened. Finalize strategies for assisting with local census-taking activities.

Finalize Action Plan for addressing low response rates. Review and update plans for Census Week. Review and modify plans for Non-Response Follow-up activities. |
| March 2010 | Prepare news releases (for print, radio, and TV) reminding community members about the importance of being counted. |
| April 2010 | “Census Month”
Implement Census 2010 Day (April 1, 2010) and Census Week (April 1-8, 2010) activities. Discuss specific Committee tasks for Post-Census and After Delivery of Questionnaire time period. |
| May 2010 | If the community’s questionnaire response rate is low, implement the low response rate plan. Draft a Final Report with recommendations to the Census Bureau’s Complete Count Program.

Discuss the Final Report with officials and agencies that have representation on the Committee. Submit the Final Report to the officials and the Census Bureau. |



Complete Count Committee Information

Suggested Committee Action Plan

Before starting any Census 2010 awareness activities, each Complete Count Committee could develop an Action Plan. Suggested steps might be to:

1. Assess challenges that are likely to hinder widespread community participation in Census 2010.
2. Incorporate solutions to potential challenges into the design of the Committee's overall outreach and census awareness activities.
3. Make certain that the Action Plan outlines the Committee's activities and allows for ongoing assessment of progress in promoting census awareness throughout the community. Particular focus should be directed at residents who: are least likely to be reached through common media messages; may be reluctant to participate in the census for any number of reasons.

The more the Action Plan considers the different perspectives and circumstances of community members, the more effective the Committee will be in community participation.

In order to reflect an increasingly diverse population, Complete Count Committee membership should include more minority representatives. This includes representatives from populations considered 'hard to reach'. When considering representative organizations, those with outreach success should be invited to appoint representatives, such as fraternities and sororities, and the NAACP.

In addition to the Complete Count Committee membership, organizations should be encouraged to participate in subcommittees that target specific populations especially 'hard to reach' and cultural minorities. The Complete Count Committee can assist in recruitment of subcommittee members.

County agencies and departments should be engaged as a resource pool. An inventory of communication networks should be conducted. Committee outreach efforts should piggy back on existing resources whenever possible.

The Complete Count Committee should request that the county or city Web site be linked to the U.S. Bureau of the Census Web site, increasing opportunities for the dissemination of census information to residents.

The Committee should request involvement from the public school system:

- Develop a policy and communicate to all schools recommending that the Census Bureau be assisted.



Complete Count Committee Information

- Make school facilities available after hours for use by the Census Bureau for recruitment, testing and training.
- Waive fee for school facility use, and include a line item in the fiscal year 2010 budget for census activities.
- Allow School Board to appoint representatives to the Complete Count Committee.

The Committee should proactively encourage business participation in the Complete Count Committee effort by inviting appointments from organizations such as the Restaurant/Bar Association and the Small Business Administration.

The Complete Count Committee should encourage participation by youth groups such as the Boy and Girl Scouts, teen centers, college organizations, and community-based and non-profit organizations.

Non-appointee volunteers should be recognized and rewarded for their assistance with census outreach efforts.





Complete Count Committee Activities



Suggested Activities - Complete Count Committee

Media Activities (through March 2010)

Organize a media event announcing the formation and purpose of the Complete Count Committee.

- Invite representatives from local newspapers, television and radio stations; other agencies or organizations which publish newsletters and/or community bulletins.

Develop a plan for airing periodic public service announcements about census operations.

- Speakers might be community or business leaders; or other influential people.

Arrange for periodic radio or television talk show appearances about census related issues — for example, discuss how Census 2010 data can be used to plan and generate funding for future housing needs, health services, services for the elderly and economic development projects.

Develop a schedule for periodic media releases about:

- The location of Be Counted sites
- The confidentiality of census information
- Community questionnaire response rates
- Status of questionnaire delivery for Census 2010
- When recruitment for temporary jobs will begin, and where to apply
- The location and business hours of Questionnaire Assistance Centers

Promotional Activities (through March 2010)

Develop posters or flyers which stress the CONFIDENTIALITY of all census responses.

Aim messages directly at specific concerns that people in the community have about confidentiality. This is an issue for many and it can have a major effect on response rates.

Develop census flyers and fact sheets, specifically tailored to the community. Emphasize how Census 2010 data can help by providing information necessary for future planning on behalf of its citizens. Cite benefits derived from an accurate and complete count. Cite things the community stands to lose by an incomplete count. Highlight points that (1) address specific misconceptions about census data and (2) will encourage community participation.

Briefly explain the census process and time frames. Identify the programs serving residents (whether operated by the local, state or tribal government) which use federal funding based on population statistics — for example: Headstart, Home Energy Assistance, Housing and Urban Development programs.

Explain how funding allocations are based, in part, on census information.



Suggested Activities - Complete Count Committee

Tailor some promotion items specifically for segments of the community that it might be difficult to get participation from. If appropriate, have Census 2010 promotional materials translated into the specific language(s). Distribute Census 2010 awareness materials throughout the jurisdiction. Keep materials fully stocked in as many community facilities as possible — places like; community centers, and elder centers; employment and training offices; community libraries; cultural centers; businesses; clinics and other health and wellness facilities; and churches. Have flyers and promotional items available at all major events, socials, and meetings in the community.

Recruitment Activities (through March 2010)

Coordinate with the Census Bureau Partnership Specialist for the area. With that person, develop a recruiting and hiring plan. Include strategies for reaching into different parts of the community. Try to get representation of appropriate cultural and political entities. Keep current about information on census jobs that are available within the jurisdiction.

Arrange for facilities where the Census Bureau's application and testing can occur. Host job fairs to inform potential applicants about positions that will be available, qualifications needed, and testing and application processes. Keep sponsoring job fairs throughout Census 2010 operations to keep pace with staffing needs as they change. Offer the census job pre-test to interested applicants.

Partner with local newspapers, broadcast media and other agencies that publish newsletters or bulletins to publish articles about census jobs and to announce job openings.

Provide the Census Bureau with information about cultural and language issues that may impact recruitment and testing; work with the Bureau on addressing those issues.

Assign someone to assist Census staff in the recruitment and testing process to ensure that the process accommodates cultural and language needs of applicants. If needed, translate census job information into the needed language(s).

Ensure that at least some census applicants are fluent in the language(s) and include training for them in translating parts of the Census 2010 questionnaire — in case they have to administer the questionnaire orally.

If needed, set up training for community residents to get them prepared for the census job application process and tests, or to help them refresh skills they may need for the jobs. Partner with a college or other institution of higher education to help in this effort.

Keep publicizing testing dates and locations.



Suggested Activities - Complete Count Committee

Stay in contact with the Census Partnership Specialist about the status of jobs and about types of assistance potential applicants or temporary staff may need.

Help reach potential applicants who may live in geographically remote areas.

Coordinate with census workers to help reach community members from whom it may be difficult to get census responses — for example: low-income families, persons with limited reading abilities, persons in treatment facilities or incarcerated.

Schools/Education Institution Activities (through March 2010)

Collaborate with public/private schools to develop in-school initiatives which support Census 2010 activities including posters; computer presentations - students develop Census 2010 awareness displays for use at sports events, open houses, and parent nights.

Encourage public/private schools serving local students to use the Census Bureau's "Census in Schools Program" materials in their classrooms. Those materials are expected to be ready in early 2009, and will include Internet access.

Partner with schools to hang Census 2010 banners in gyms and in track and field areas where parents and community members will attend sports events.

Encourage schools to include census promotion messages in any notices that are sent home to parents. Provide schools with the necessary materials.

Partner with a college or other local institution of higher education to establish a bank of student volunteers for coordinating a program of community outreach. Volunteers could intensify their efforts once questionnaires are available and could encourage greater community participation by helping elders and others complete the questionnaire.

Encourage college, or vocational and technical institutions to allow students who take art, computer graphics, or media classes to develop census promotional materials for the community, in exchange for credit.

Encourage schools and colleges to designate space that could serve as "Questionnaire Assistance Centers" or "Be Counted sites." Schools could organize parent, teacher, and student volunteers to staff these centers.

Encourage staff from area colleges or other institutions of higher education to volunteer their time helping potential census job applicants refresh skills they may need for temporary census positions.



Suggested Activities - Complete Count Committee

Local Business Activities (through March 2010)

Compile a list of community businesses; host a meeting to solicit their partnership in promoting census awareness on job sites. Get everyone to agree to saturate all places of employment and public areas with Census 2010 information.

Solicit partnerships with businesses for hosting Census 2010 activities that involve families — such as community events, socials, sports events, rallies.

Work with agencies and businesses to combine Census 2010 promotion with information about their own services or business — for example: making banners or buttons with “(Business/Agency Name) says, Support the community and participate in Census 2010!”

As Census Day nears, encourage all businesses and agencies to display signs announcing the arrival of the census questionnaires (expected delivery is mid-March 2010).

General Activities (through March 2010)

Encourage passage of a community resolution requiring all leaders be briefed on Census 2010, so they can promote census awareness during their interactions with community residents.

Coordinate with other Complete Count Committees in the region or state. Develop a regional strategy for encouraging maximum participation in Census 2010. Collaborate with regional organizations to promote census awareness. To save on printing expenses, find out if those organizations already have materials that also could be used locally.

Maintain active partnerships with Census Bureau staff. Provide them with ongoing guidance on tailoring census activities to address cultural and language issues.

Coordinate with sponsors of community events that are occurring between now and Census Day. Arrange to have census information available for those events — or set up booths at large events. Keep a running list of these meetings, powwows, ceremonies, sports events. Contact organizers to help with the dissemination of census materials. Get information out for large gatherings, as well as smaller meetings of community members.

Tap all existing communication networks in the community (formal and informal) to help deliver census awareness messages.

Keep census awareness momentum high. Encourage persons to add a “Remember the Census” slogan to all written materials and telephone conversations during this month.



Complete Count Committee Activities

Partner with agencies, businesses, and schools to heighten awareness of activities during the week leading up to Census Day (April 1, 2010).

Increase the number of press releases and public service announcements. Emphasize the delivery dates of census questionnaires.

Hold a ceremonial kick-off to publicize the delivery of census questionnaires. Publicize the locations of Questionnaire Assistance Centers and Be Counted Sites.

Help establish student volunteer networks to assist community elders, native language-speakers, and others complete census questionnaires.

Suggest to employers who have telephone “hold” messages to replace their messages with a Census 2010 slogan which encourages people to complete their questionnaires.

CENSUS DAY Activities (APRIL 1, 2010)

Throughout the jurisdiction — in partnership with government departments, businesses, schools, community organizations — activate Census Day activities.

Have the local government pass a resolution acknowledging Census Day. Promote “being counted” as a way to plan for the next generation of community members.

Encourage all businesses, schools, and governmental departments to take some time during the day to promote Census 2010. Sponsor a Census Awareness Day rally.

Have Complete Count Committee members participate in Census Day activities sponsored by schools, businesses, and local organizations.

Post-Census Day Activities (through Nov. 2010)

Continue promotional activities to encourage people to complete their questionnaires. Reminder that census operations are still in progress and that Committee should continue to encourage people to complete the census questionnaire.

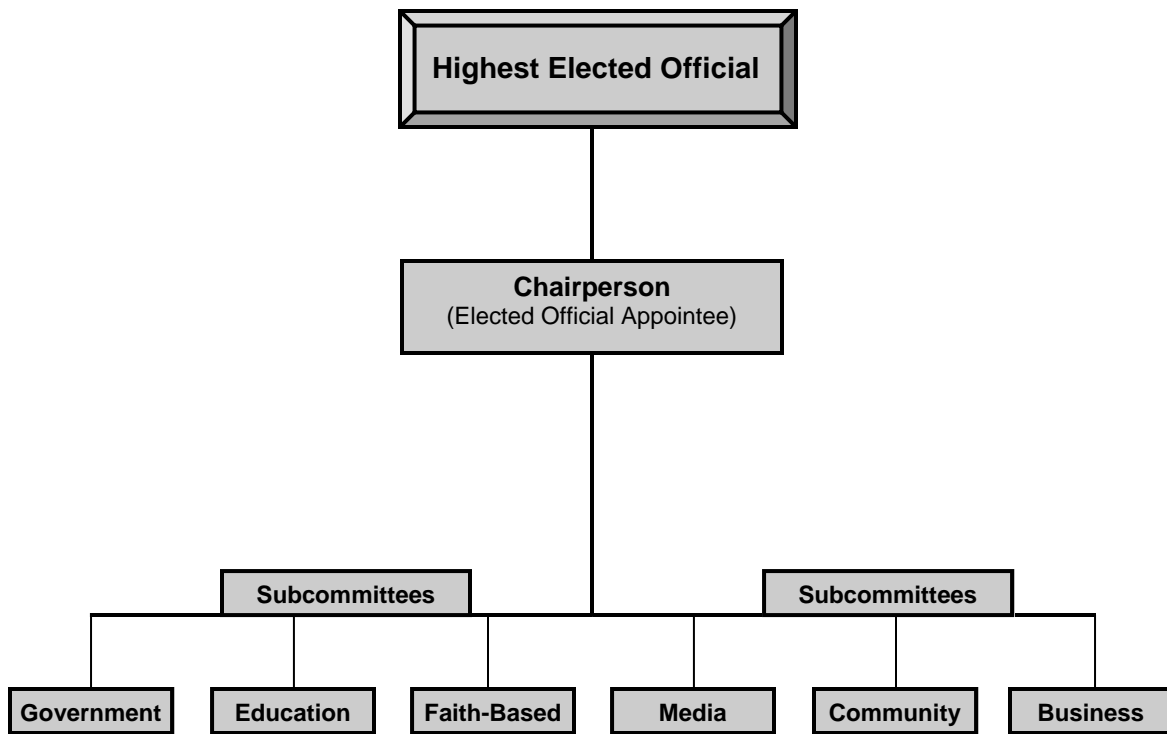
Stay in contact with communication networks, businesses, and schools in order to keep the census momentum strong. Review the suggested Post-Census period Committee Agenda Items that are listed in the section of this handbook, entitled “Suggested Agenda Items for Complete Count Committee Meetings.”



Suggested Activities - Complete Count Sub-Committee

Following are suggested activities and timelines for each subcommittee for the three phases of the census campaign: pre-census, census, and post-census. These are a **guide** to assist you in formulating and implementing Complete Count Committee activities. As these suggested activities are reviewed by your Complete Count Committee, you will add or delete activities to customize your plan.

Below is an organizational chart showing the members and operational flow of a Complete Count Committee. In the case of a community-led Complete Count Committee, the operation flows from the chairperson to the community at large.



Timeline — Complete Count Committee — General

Action Steps

2008 SUMMER and FALL

Highest elected official meets with a Partnership Specialist to discuss forming a partnership for the 2010 Census and the establishment of a Complete Count Committee (CCC).

Highest elected official appoints the chairperson of the CCC.

Highest elected official, with the assistance of the chairperson, appoints the subcommittee chairpersons (if necessary).

Highest elected official holds a press conference to announce the formation of a CCC and the appointment of the chairperson.

Jurisdiction issues a Proclamation/Resolution stating that it will formulate a Complete Count Committee for the 2010 Census.

2008 FALL AND WINTER

Hold first Complete Count Committee meeting:

Give an overview of the roles and responsibilities of a CCC.

Select a secretary to record minutes of meetings.

Establish committees (if necessary).

Develop a plan of action for 2010 Census awareness campaign to cover the period from now through October 2010.

Refer to the suggested activities schedule for each subcommittee found on the following pages.

Set a schedule for the CCC meetings as well as the subcommittees.



Timeline — Complete Count Committee — General

Action Steps

2009 JANUARY— DECEMBER

CCC members participate in Census CCC training.

Hold regularly scheduled meetings to report on tasks and subcommittee activities.

Proceed with census-awareness activities generated by each subcommittee.

Evaluate the activities for effectiveness.

Modify action plan as needed.

Saturate community with at least one census-awareness activity each month.

Encourage community members to participate with census workers during address canvassing operations.

2010 JANUARY

Hold monthly CCC and subcommittee meetings.

Finalize plans for activities surrounding questionnaire delivery days, and Census Day activities.

Review task lists and subcommittee activity plans.

Proceed with 2010 Census activities generated by subcommittees.

Finalize plans for activities to encourage residents to complete and return Census questionnaires.

Develop and finalize plans for Non-Response Follow-up and Census Coverage Measurement.

2010 FEBRUARY

Hold regular CCC and sub-committee meetings

Review and modify plans for questionnaire delivery, and Census Day activities.

Review and modify plans for Non-response Follow-up and Census Coverage.

Finalize plans for all activities scheduled for March and April.

Check with sub-committee chairs on the number and location of Questionnaire Assistance Centers and Be Counted Sites.



Timeline — Complete Count Committee — General

Action Steps

2010 March

- Review and implement activities leading to Census Day–April 1, 2010
- Finalize plans for all activities planned for the end of March and the month of April.
- Proceed with activities generated by subcommittees.
- Send press release highlighting 2010 Census activity schedule.

2010 April

CENSUS DAY — APRIL 1, 2010

- Implement Census Day Activities
- Hold daily activities to encourage residents to complete questionnaires accurately and to return them quickly.
- Evaluate activities and make changes as necessary.
- Prepare to implement activities for the Non-response Follow-up operation.
- Keep the momentum of the census awareness campaign moving strong.

2010 MAY — JULY

POST-CENSUS DAY (Non-response Follow-up)

- Hold meetings to review activity schedule for Non-response Follow-up operations.
- Use all sources to encourage residents to cooperate with census workers.
- Proceed with implementation of activities generated by subcommittees.
- Keep the momentum of census awareness campaign strong. Contact Census Bureau to ascertain the progress of the Census Coverage Measurement in your community.
- Implement activities to keep the census awareness and interest strong.
- Continue to meet regularly to give and receive 2010 Census progress reports.
- Prepare summary report of CCC activities, and member feedback. Send report to: Kansas City Regional Census Center, 2001 NE 46th Street, Kansas City, MO 64116
- Celebrate the success of the 2010 Census enumeration and recognize the efforts of the CCC members.



Suggested Activities - Government Sub-Committee

Action Steps —PRE-CENSUS DAY (through March 2010)

2008 GETTING STARTED

Develop a list of barriers, problems, or concerns that might impede the progress of the 2010 Census in your community, such as high crime areas, streets with a large number of unsecured pets, and communities with gated residences. Share this information with the Partnership Specialist.

Make census statements at all meetings.

Create different ways to dispel myths and alleviate fears about the confidentiality of census data.

Identify locations that can be used as Questionnaire Assistance Centers (QAC).

Identify locations for Be Counted (BC) sites.

2009 JANUARY — FEBRUARY 2010

Place Census messages in water bills, property tax bills and any other correspondence generated by the jurisdiction.

Develop and implement activities to involve government employees in 2010 Census awareness campaign.

Encourage corporations to become the official sponsor's of your Census activities.

Identify different ways to dispel myths and alleviate fears about privacy and the confidentiality of Census data.

Have Census banners, and other signage placed in highly visible public locations.

Include Census logo and message on bus schedules, brochures, and newsletters.

Sponsor a Census booth at local, state, and county fairs, carnivals, and festivals.

Display Census information in all government buildings.

Sponsor a contest to design a “city sticker” promoting the 2010 Census.

Have Census information available during voter registration drives.

Keep the 2010 Census message strong within governmental agencies/offices.



Suggested Activities - Government Sub-Committee

Action Steps

2010 March

Provide information on federally funded programs that have benefited the community.

Distribute a census awareness bookmark.

Partner with the United States Postal Service to create excitement about returning census to the April 15th (Tax Day) activity.

Saturate public access areas with easy-to-read and understandable census information your community.

Keep the census awareness momentum strong within the governmental agencies.

2010 April

CENSUS DAY — APRIL 1, 2010

Have government employees answer the phones with a 2010 Census greeting.

Change telephone hold messages to remind residents to complete and return their questionnaires immediately.

Continue to mail Census messages in water bills and other communications from the municipality.

Ask elected officials to encourage residents to complete and return questionnaires immediately.

Increase the number of 2010 Census posters, banners, and signs in all municipal buildings.

2010 MAY — JULY

POST-CENSUS DAY (Non-response Follow-up)

Distribute literature in all municipal buildings in dress rehearsal site urging residents to cooperate with census workers.

Ask elected officials to speak on the importance of the Census at all personal appearances as well as encourage residents to be cooperative with census workers.

Encourage officials to hold press conferences in areas with low response rates.

Keep the census awareness momentum strong within governmental agencies.

Continue to distribute literature in all municipal buildings encouraging residents to cooperate with census workers through this final operation.



Suggested Activities - Government Sub-Committee

Action Steps

2010 MAY — JULY (Non-response Follow-Up)

Remind elected officials that the census operation is still in progress and continue to encourage residents to be cooperative with census workers.

Prepare a summary of the activities generated by the subcommittee.

After the operation is completed, distribute literature in municipal buildings thanking the residents for a successful 2010 Census enumeration.

Celebrate the success of your work and recognize the efforts of the committee members.



Suggested Activities - Education Sub-Committee

Action Steps

2008 GETTING STARTED

Convene a meeting of private and public school educators (superintendents, principals, teachers, administrators), parents, education, advocacy organizations, parent-teacher organizations, college, and university administrators, and education personnel union representatives to discuss the role of all of educational institutions in a Census 2010 Census.

Ask the school board to designate space in key schools(hard to count areas) for Questionnaire Assistance Centers (QAC).

Ask each school to recruit parents, teachers, and community members who would be interested in working for the Census, especially for staffing the QAC.

Review the Census in schools Project materials for grades K-12.

2009 JANUARY — FEBRUARY 2010

Partner with local schools to develop a census awareness activity plan that will include utilizing the services of school clubs and organizations.

Work with schools to develop plans for activities leading up to the delivery of census questionnaires, census week, Census Day, or throughout the month of April.

Sponsor a census poster contest for school-age children. Use the winning poster as the design for census material distributed by the city.

Create a speakers' bureau of educators, parents, and students who would be available to deliver a Census message at all school assemblies, programs, and other events.

Encourage schools to use the Census in Schools materials as a supplement to the curriculum. The Census in Schools materials will be available in fall 2009. They will also be accessible on the Internet.

Coalesce with educators to draft a flyer or brochure on the PRIVACY/CONFIDENTIALITY issue of the Census.

Encourage schools to create Census awareness activities starting on April 1, 2009.

Ask each school to have a census bulletin board that is updated regularly and decorated attractively.



Suggested Activities - Education Sub-Committee

Action Steps

2009 JANUARY — FEBRUARY 2010

Sponsor a census newspaper clipping contest. Give prizes to students who develop the best “Census Bureau Gazette.” Encourage the students to create names for their newspaper.

Encourage schools to include census messages at sporting events through the use of special cheers, marching band presentations, half-time announcements, and banners.

Encourage and support student governments at the high school and university levels to develop special activities for census awareness.

Recruit student volunteers to distribute census literature to community residents.

Train students who speak other languages to be “Census Interpreters” to assist non-English speaking adults to complete the Census questionnaires.

Support the Census activities hosted and sponsored by the schools.

Encourage collaboration among private, parochial, and public schools in developing Census activities.

Ask local schools to create a scrapbook of all census activities.

2010 MARCH

Suggest to schools to have student school patrol members and crossing guards wear a census message on their vests and badges.

Encourage schools to place census posters and banners in student pick-up and drop-off areas. Intensify efforts to encourage schools to increase 2010 Census awareness activities.

Check to ensure that Questionnaire Assistance Centers and Be Counted centers located in schools are opened by the time Census questionnaires are delivered in mid-March 2010.

Sponsor a Census Day rally.

Assist schools with implementation of census awareness activities.

Distribute a flyer to all schools encouraging parents to make completing the census questionnaire a family activity.



Suggested Activities - Education Sub-Committee

Action Steps

2010 MARCH

Continue to emphasize the CONFIDENTIALITY of census data.

Finalize plans for activities scheduled in April to urge residents to return census questionnaires immediately.

Review plans for activities scheduled for the Non-response Follow-up operations to continue encouraging residents to cooperate with census workers.

2010 April

CENSUS DAY — APRIL 1, 2010

Implement Census Day activities.

Support Census Day activities hosted and created by area schools.

Encourage schools to urge parents to mail-back census questionnaires NOW.

Finalize plans for activities during the Non-response Follow-up operation.

Keep the 2010 census alive in the education community.

2010 MAY — JULY

POST-CENSUS DAY (Non-response Follow-up)

Encourage schools to send messages urging parents to cooperate with census workers.

Support activities scheduled for the period covering the Non-response Follow-up operation.

Ask schools serving students living in areas that have the lowest questionnaire mail-back response rate to assist census workers in urging the parents in these areas to cooperate with census workers. Perhaps make it a school project to track the response rates and watch the progress.

Furnish schools with updates on the progress of census operations.

Keep awareness strong among education community through final operation.

Encourage schools to continue to encourage parents to cooperate with census workers when they return for the Census Coverage Measurement operation.

Prepare a report of all census-awareness activities held by education institutions.



Suggested Activities - Faith-Based Sub-Committee

Action Steps

2008 GETTING STARTED

Formulate a list of faith-based organizations, seminaries, churches, synagogues, mosques, and other faith-based institutions in the dress rehearsal site.

Divide the list among committee members. Each member is encouraged to contact the names on their list and encourage them to develop a census-awareness campaign targeted to their followers.

Distribute resource materials generated by the Census Bureau to be used by faith-based organizations.

Develop a list of suggested activities for faith-based institutions.

2009 JANUARY — 2010 FEBRUARY

Convene a meeting of faith-based leaders for the purpose of creating inter-denominational census-awareness activities.

Draft a brochure on the CONFIDENTIALITY of census data to be distributed to all faith-based organizations.

Encourage faith-based leaders to allocate space in their facility for a Questionnaire Assistance Center (QAC).

Establish a communication link whereby the committee and the faith-based organizations can exchange and share information on a regular basis.

Partner with faith-based radio or television programs to spread the census message.

Develop a list of possible sermon titles that can be used in promoting census awareness among congregates.

Make public statements at all religious conferences, conventions, and events about the importance of support for and participation in the 2010 Census.

Support the census activities of all faith-based organizations.

Compile calendar of census activities sponsored by faith-based organizations.

Distribute census job notices to all religious institutions.

Create special census announcements that can be used in church bulletins and newsletters.



Suggested Activities - Faith-Based Sub-Committee

Action Steps

2009 JANUARY — 2010 FEBRUARY

Support, organize, and coordinate Census seminars at church conferences.

Sponsor an inter-denominational essay contest for youth with topics such as “Census Data Benefits the Entire Community” or “ Are You on The Census Roll?”

Create special Census announcements that can be used in church newsletters.

Encourage churches to include census awareness on all special programs, such as First Sunday, Children’s Day, Men’s Day, and Women’s Day.

Create tag lines for churches to use on their television or Web site broadcasts.

Encourage faith-based institutions to be testing sites for job applicants.

2010 MARCH

Encourage faith-based institutions to intensify their census campaign.

Contact religious institutions to ensure that Questionnaire Assistance Centers are opened on the day that the questionnaires are delivered to households.

Distribute a list of census messages that can be used to urge congregates to complete their questionnaires accurately and prepare to mail them back on April 1st.

Distribute “Countdown to Census Day” data sheets that will include the number of days, weeks, hours, and minutes to Census Day 2010.

Sponsor an inter-denominational Census Day activity.

Suggest activities that churches can host, such as a potluck supper, phone bank to congregates, Census Sunday, or Be Counted Sunday.

Sponsor an inter-denominational Census Day activity.

2010 April

CENSUS DAY — APRIL 1, 2010

Encourage faith-based leaders to emphasize the CONFIDENTIALITY of census data.

Check the progress made at church sponsored Questionnaire Assistance Centers.

Promote the toll-free Telephone Questionnaire Assistance number. Assistance is available in English, Spanish, Korean, Chinese, Russian, and Vietnamese.

Create flyer for congregates urging them to mail back their questionnaires.



Suggested Activities - Faith-Based Sub-Committee

Action Steps

2010 April

CENSUS DAY — APRIL 1, 2010

Check on the progress being made at church sponsored Questionnaire Assistance Centers.

Promote the usage of the toll-free Telephone Questionnaire Assistance number. Assistance is available in English, Spanish, Korean, Chinese, Russian, and Vietnamese.

Encourage faith-based leaders to emphasize the CONFIDENTIALITY of census data.

Keep the 2010 Census alive in the faith-based community.

2010 MAY — JULY

POST-CENSUS DAY (Non-response Follow-up)

Create and distribute flyers to encourage congregates to cooperate with census workers.

Contact faith-based leaders and inform them of the importance of the Nonresponse Follow-up operation.

Solicit the support of the faith-based leaders to explain to congregates that during the Nonresponse Follow-up operation persons who did not return their questionnaires are contacted.

Encourage faith-based institutions with facilities in areas with low response rates to sponsor activities to motivate residents to cooperate with census workers.

Keep the census awareness momentum strong among the faith-based community

Solicit the support of faith-based leaders to encourage congregates to cooperate with census workers.

Prepare reports of all census activities sponsored and hosted by faith-based institutions.

Celebrate the success of the 2010 Census and recognize the efforts of the committee members.



Suggested Activities - Media Sub-Committee

Action Steps

2008 GETTING STARTED

Arrange a press conference announcing the formation of the Complete Count Committee (CCC). Highlight the background, accomplishments, and role of the chairperson.

Ask the chairperson of the other subcommittees to compile an ongoing list of census activities generated in their area of focus.

Create a series of messages about the census tailored to address your community and its major concerns. Use them to create press releases.

Produce census messages and promotional materials tailored to your community. Include five things your community could stand to gain by participating in the census. List five things the community may lose without an accurate count. Ask the local newspapers to insert your materials into their publications, such as a flyer.

Create a flyer emphasizing the CONFIDENTIALITY of census data.

Identify community members who are fluent in each of the languages spoken in your community. Ask them to translate flyers, press releases, and other articles into that language.

Contact minority media in dress rehearsal area and ask their support in sharing census messages.

2009 JANUARY — 2010 FEBRUARY

Ask local media to do a series of stories on census operations such as hiring, address canvassing, completing and returning questionnaires, nonresponse follow-up, and activities generated by the CCC subcommittees.

Create a calendar of Census events and circulate it to local media.

Hold periodic press conferences for your highest elected official and other known community leaders and members to talk about the importance of the Census.

Develop and distribute public service announcements tailored to your community using popular local personalities as messengers.

Arrange for appearances on radio and television talk shows to discuss census subjects, such as CONFIDENTIALITY of the individual's responses to the census. If you wish, ask for a local Census Bureau representative to accompany you.



Suggested Activities - Media Sub-Committee

Action Steps

2009 JANUARY — 2010 FEBRUARY

Ask local radio stations to air regular Census “ Profile America” messages available to download from the Census website. www.census.gov.

Prepare messages that can be used on computerized displays at sports events, on office buildings, and for use by businesses.

Ask college officials to have marketing, advertising, journalism, television, and radio students to develop census promotional materials tailored to the student community in exchange for class credit.

2010 MARCH

Hold a press conference announcing the delivery of the questionnaires to the 2010 Census site households.

Contact college newspapers and radio stations and ask them to print and broadcast census stories and messages.

Ask highest elected official to send a letter to all residents urging them to complete their census questionnaires accurately and return them promptly.

Ask radio stations to earmark certain times of the day as census time, and have local leaders give a short motivational talk to residents encouraging them to participate in the census.

Keep the media abreast of all census activities generated by the CCC subcommittees.

2010 April

CENSUS DAY — APRIL 1, 2010

Hold a Census Day rally in a prominent location featuring the highest elected official, local personalities, entertainment, and prizes.

Continue to ask radio stations to earmark certain times of the day as census time, reminding residents to complete and return census questionnaires immediately.

Circulate a schedule of census activities generated by other subcommittees and organizations in the community.

Distribute balloons imprinted with “2010 Census ACT TODAY.” Ask residents to display them in their yards, on their balconies, in their windows, and on their doors as a show of support for and participation in the 2010 Census.



Suggested Activities - Media Sub-Committee

Action Steps

2010 MAY — JULY

POST-CENSUS DAY (Non-response Follow-up)

Ask radio and television stations to include Census speakers on their talk show programs.

Encourage local media to remind residents that the 2010 Census is not over and cooperation with census workers is still needed.

Hold press conferences to give the community an update on the progress of the Nonresponse Follow-up operation.

Hold press conferences in areas that have a low mail-response rate.

Keep the 2010 census alive in the minds of the media.

Encourage the media to continue reminding residents to cooperate with census workers.

Hold press conferences in areas where census workers are interviewing residents.

Keep the census awareness momentum in the forefront of the minds of the media.

Send a press release to announce the conclusion of the 2010 Census operations, and recognizing the efforts of the CCC members.

Celebrate the success of your work and recognize the efforts of the committee members.



Suggested Activities - Community-Based Sub-Committee

Action Steps

2008 GETTING STARTED

Compile a list of civic, social service, fraternal, neighborhood, and social organizations in the dress rehearsal areas.

Convene a meeting of the leaders of the organizations and solicit their assistance in creating a census-awareness campaign targeted for constituencies.

Organize a speaker's bureau of community leaders to be available to pitch the census message at conferences, town meetings, and other public gatherings.

Solicit Sponsorship for a "March to 2010" parade to be held close to Census Day—April 1, 2010.

Develop a list of agencies and organizations that are dependent on federal funding allocations based on population statistics, i.e. , Headstart, WIC - Women, Infants & Children, senior citizen programs, and social service programs. Ask them how census data benefits their agency/organization.

Develop a plan and solicit sponsorship for a 5K Walk/Run/Skate A-Thon with a theme, such as, "WALK/SKATE/RUN to a COMPLETE COUNT."

Ask each community organization to submit a list of activities they plan to sponsor for the 2010 Census.

Compile a list of organizations that can furnish space for Questionnaire Assistance Centers and will serve as a Be Counted site.

2009 JANUARY — 2010 FEBRUARY

Work with community organizations to draft a letter asking the city to donate a parcel of land to be given in a drawing to a lucky resident who complete and returns the Census questionnaire during April of 2010.

Encourage organizations to hold Census Day or Census Night activities and to sponsor a raffle of a new car or use of a new one for a year. Ask local dealership to donate the car. The winner must have completed and returned Census questionnaire by the end of April 2010.

Ask each organization to choose a month in which they will sponsor census activities or promote census awareness.

Ask organizations to include a census article in all of their publications from April 2009 through November 2010.



Suggested Activities - Community-Based Sub-Committee

Action Steps

2009 JANUARY — 2010 FEBRUARY

Sponsor a Census rally for community organizations, inviting all organizations to make banners with slogans in support of the Census.

Encourage each organization to include 2010 census on the agenda of their conferences, conventions, workshops, and meetings.

Ask organizations to conduct informal surveys among their constituents to determine what factors would prevent them from completing a Census questionnaire.

Create a fact sheet that addresses concerns of the 2010 Census respondents. Use this as a tool to eliminate misunderstandings about the census.

2010 MARCH

Ask organizations to distribute flyers announcing the delivery of the questionnaires to the nations site households.

Check to see if organizations are prepared to open Questionnaire Assistance Centers prior to the delivery of the questionnaires (Questionnaires are expected to be delivered in mid-March)

Support census activities generated by community organizations.

Host neighborhood coffee socials to inform residents of the many ways social service agencies use federal funding to ensure quality life for all community members.

Co-sponsor a “March to 2010” parade (based on plan that was developed in 2009).

Sponsor a contest to crown a Census king and queen.

Encourage organizations to urge their constituents to complete their questionnaires and return them promptly.

2010 April

CENSUS DAY — APRIL 1, 2010

Create a flyer with a watch or clock design on it and a slogan, such as “Don’t let the clock run out. Complete and mail back your census questionnaire TODAY.”

Ask organizations to have volunteers distribute flyers daily during the month of April.

Support the census activities generated by the community organizations.

Continue to keep the 2010 Census awareness momentum strong among community organizations.



Suggested Activities - Community-Based Sub-Committee

Action Steps

2010 MAY — JULY

POST-CENSUS DAY (Non-response Follow-up)

Continue to keep the 2010 Census awareness strong within the community.

Convene community organizations whose work is concentrated in the areas with the lowest mail-response rate to discuss ways to motivate residents to cooperate with census workers.

Partner with community organizations to design and distribute flyers, fact sheets, and other materials to help residents in difficult to count areas understand the importance of completing and mailing their questionnaire.

Emphasize in various forums that information given to census workers is strictly CONFIDENTIAL.

Inform community organizations that census operations are still in progress and to continue to urge their constituents to be cooperative.

Prepare a final report of all census activities generated by community organizations.

Celebrate the success of your work and recognize the efforts of the committee members.



Suggested Activities - Business Sub-Committee

Action Steps

2008 GETTING STARTED

Compile a list of all area businesses, regardless of size, especially minority businesses. Encourage all businesses to have a visible display of census literature.

Host a meeting of area business to discuss the many ways they can participate in the Census.

Develop a list of census-awareness activities that businesses can sponsor, For example, distributing business promotional items with company logo and census logo and Census message, in employee pay envelopes , or on check stubs, hosting a Census Day at their company or business.

Develop a list of census activities that businesses can implement during the week before Census Day —April 1, 2010.

Keep the 2010 Census awareness strong in the business community.

Solicit businesses that can provide space for Questionnaire Assistance Centers and/or Be Counted sites.

2009 JANUARY — 2010 FEBRUARY

Contact all business associations, such as the local Chamber of Commerce, Business Councils, or other business groups in your community and ask them to add a 2010 Census awareness update to the agenda of their regular meetings.

Encourage businesses to display census materials in areas that are exclusively “employees only,” as well as in public areas.

Organize a speakers bureau of local business leaders to spread the message of the benefits of the Census to the growth and economy of the community.

Solicit support among the business community to sponsor “family” Census activities such as giveaways at sports events, community picnics and special Census raffles.

Encourage businesses to create flyers outlining how they use census data to determine where to invest.

Contact tax firms, i.e., H&R Block ,an ask them to display Census literature and to remind their clients to compare their questionnaires accurately and return then promptly.

Encourage businesses to include census messages on electronic marquees.



Suggested Activities - Business Sub-Committee

Action Steps

2009 JANUARY — 2010 FEBRUARY

Contact sports event organizers and ask them to display census messages on scoreboards in the dress rehearsal area.

Ask business to include a Census message on their web site throughout the Census operation.

Create a “Countdown to Census Day” poster, showing the number of months, weeks, days, and hours until Census Day — April 1, 2010.

2010 MARCH

Ask businesses to display signs announcing the arrival of the census questionnaires to the nation’s households (expected delivery is mid-March).

Encourage businesses to have an aggressive display of “Go Census” signs similar to those displayed for sports teams.

Partner with business associations to create a lot of activity during the week leading up to Census Day — April 1, 2010.

Check with businesses to see that the Questionnaires Assistance Centers are opened by the time the questionnaires are delivered.

Keep 2010 census awareness high in the business community.

2010 April

CENSUS DAY — APRIL 1, 2010

Ask businesses to display signs encouraging customers to complete their questionnaires accurately and return them immediately.

Encourage businesses to include census messages in all written communications to their customers, e.g., “ACT NOW! COMPLETE AND MAIL BACK YOUR CENSUS QUESTIONNAIRE TODAY!”

Check on progress being made at the Questionnaire Assistance Center located in area businesses.

Send messages urging businesses to continue their campaign until all census operations are completed.



Suggested Activities - Business Sub-Committee

Action Steps

2010 MAY — J JULY

POST-CENSUS DAY (Non-response Follow-up)

Contact business leaders and inform them of the importance of the Nonresponse Follow-up operation.

Encourage businesses to urge their customers to cooperate with census workers.

Solicit the support of businesses in the areas where the response rate was lowest to sponsor activities to motivate their customers to cooperate with census workers.

Keep 2010 Census awareness strong in the business community.

Continue to ask businesses to encourage their customers to cooperate with census workers.

Encourage businesses to leave census displays visible until this final operation is completed.

Keep the Census awareness momentum strong in the business community.

Prepare a final report of the activities generated by area business throughout the 2010 Census.

Celebrate the success of your work and recognize the efforts of the committee members.



Suggested Activities - Recruiting Sub-Committee

Action Steps

2008 GETTING STARTED

Obtain information regarding the availability of jobs in your area from the U.S. census Bureau Partnership Specialist assigned to your jurisdiction.

Develop a plan to host a job fair that would inform potential applicants about the positions available, qualifications needed, and the application process.

Compile a list of sites that could be donated for applicant testing and training.

Obtain a list of Census operations that will necessitate the hiring of community members in your area.

2009 JANUARY — 2010 FEBRUARY

Stay in contact with the Partnership Specialist for an update of available jobs.

Forward the list of sites that have been donated for testing and training to the Partnership Specialist that serves as your contact.

Compile a list of festivals, county fairs, cultural events, and other affairs where brochures and information regarding Census job announcements. In prominent locations.

Publicize testing dates and locations.

Organize several job fairs to keep pace with the staffing needs for the various Census operations.

Solicit the assistance of the media subcommittee to get local media outlets to broadcast the availability of Census jobs as well as testing and training sites.

2010 MARCH

Stay in contact with the Partnership Specialist for an update of available jobs, if any.

Publicize testing and training sites.

Ask local businesses to continue to display Census job announcements.

Prepare a report of the number of job fairs held and the feedback received from job applicants.

Celebrate the success of the 2010 Census and recognize the efforts of the committee members.



Complete Count Committee Timeline

General Census 2010 Timeline

2008

- Local Census Offices begin opening
- Local governments review address list (LUCA)
- Highest Elected Official or community leaders develop Complete Count Committee (CCC)

2008/2009

- CCC is established
- CCC receives census training
- CCC develops strategy and work plan
- CCC spreads word about census jobs

2010

- Questionnaires are delivered to every address
- CCC continues community organization mobilization
- CCC continues Census 2010 publicity campaign

April 1, 2010 – Census Day

- Households return completed questionnaires
- CCC urges non-responding households to cooperate with census takers
- CCC thanks the community for their participation in the Census 2010

December 31, 2010

- Census delivers population counts to the President





Complete Count Committees Supporting Information



Complete Count Committee Glossary

Address Canvassing

An operation that helps improve and refine the Census Bureau's master list of living quarters prior to enumeration activities. It involves traveling over each census block and identifying every place where people live, stay, or could live or stay. This ensures that the Master Address File (MAF) and the maps are as accurate as possible, ensuring the counts are as accurate as possible as well. (*See Master Address File.*)

Advance Letter

A Census Bureau letter sent to alert households that the census questionnaire will be mailed or delivered to them soon.

American Community Survey (ACS)

A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it is expected to replace the long form for the 2010 Census. Beginning in 2004, ACS will provide annual data for social and economic characteristics for many geographic entities and population groups. In 2004, ACS must have a minimum population sample of 65,000; in 2006, 20,000; and in 2008, there will be no population sample limit. The data will be available for census tracts and perhaps block groups, as well.

American FactFinder ®(AFF)

An electronic system for accessing and disseminating Census Bureau data on the Internet. The system offers prepackaged data products and the option for users to build tables and maps. The system serves as the vehicle for accessing and disseminating data from Census 2000, the 1990 Census, the 2002 Economic Census, and the American Community Survey. The system was formerly known as the Data Access and Dissemination System (DADS).

Be Counted Site

The Be Counted Program provides a means for people who believe they were not counted to be included in the 2010 Census. Special Be Counted census forms in five different languages - Spanish, Chinese, Korean, Vietnamese and Russian, will be available at different locations in the community. Businesses and organizations may agree to be a Be Counted site by donating space to display a Be Counted box with forms in appropriate languages for their location. The Be Counted program runs for about 4 weeks in spring 2010.

Census

A complete enumeration of a population or business and commercial establishments, factories, farms, or governments in an area. (*See decennial census.*)



Complete Count Committee Glossary

Census Bureau

An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The U.S. Census Bureau conducts approximately 200 annual surveys, conducts the decennial census of the United States population and housing, the quinquennial economic census, and the census of governments.

Census Day

The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 census. April 1, 2010, is the reference date, Census Day, for the 2010 Census.

Census in Schools (CIS)

A program to distribute instructional materials about the decennial census to school administrators, teachers, and children.

City-Style Address

An address that consists of a house number and street or road name; for example, 201 Main Street. The address may or may not be used for the delivery of mail, and may include an apartment number/designation, or similar identifier.

Commitment

An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

Complete Count Committee (CCC)

A volunteer committee established by local, tribal, and sometimes state governments to include a cross-section of community leaders, including representatives from government agencies; education, business, and religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

Confidentiality

The guarantee made by Title 13, U.S. Code, to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to anyone except sworn census employees.



Complete Count Committee Glossary

Decennial Census

The census of population and housing taken by the Census Bureau in each year ending in zero. Article 1, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790. The Census Bureau first conducted the census of housing along with the population in 1940.

Economic Census (EC)

The collective name for the censuses of construction, manufactures, minerals, minority- and women-owned businesses, retail trade, service industries, transportation, and wholesale trade conducted by the Census Bureau every 5 years in years ending in 2 and 7.

Enumeration

The process of interviewing people and recording the information on census forms.

Enumerator

A Census Bureau employee who collects census information by visiting households during census field operations.

Governmental Unit (GU)

A geographic entity established by legal action for the purpose of implementing specified general- or special-purpose governmental functions. Most governmental units have legally established boundaries and names. GU officials (elected or appointed) have the power to carry out legally prescribed functions, provide services for the residents, and raise revenues. To meet Census Bureau criteria, a government must be an organized entity that, in addition to having governmental character, has sufficient discretion in the management of its own affairs to distinguish it as separate from the administrative structure of any other governmental unit. To have governmental character, an entity must exist as a legally organized entity and have legally defined responsibilities to its residents.

Group Quarters (GQ)

Group quarters are part of other living quarters (OLQs). The GQs are the actual buildings, units, wards, or areas of OLQs where people can live or stay that is not a typical household. GQs include residential treatment centers, hospices, hospital wards, college residence halls, nursing homes, prison wards, juvenile institutional dormitories, workers' dormitories, and facilities for people experiencing homelessness.

Hard to Enumerate (HTE)

An area for which the environment or population may present difficulties for enumeration.



Complete Count Committee Glossary

Highest Elected Official (HEO)

The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place.

Household (HH)

A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

Housing Unit (HU)

A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as a separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

Local Census Office (LCO)

A temporary office established to oversee census test operations.

Mailout/Mailback (MO/MB)

A method of data collection in which the U.S. Postal Service delivers questionnaires to housing units, based on geocoded addresses (usually city-style mailing addresses) recorded in the Census Bureau's Master Address File. Residents are asked to complete and mail the questionnaires to a specified data capture center.

Mail Return Rate (MRR)

The total number of households returning a questionnaire by mail divided by the number of estimated housing units that received a questionnaire by mail or from a census enumerator (the only units that can return a questionnaire). This measure cannot be finalized until the enumeration is completed and the final number of occupied housing units is determined.

Master Address File (MAF)

A Census Bureau computer file of every address, including their geographic locations, that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by state, local, and tribal governments.

Nonresponse (NR)

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Bureau did not receive a telephone or Internet response.



Nonresponse Follow-up (NRFU)

A field operation designed to obtain a completed interview from households where a questionnaire was not returned. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will enter respondents' answers to interview questions or information about the status of the housing unit (for example, vacant or nonexistent) into a handheld computer and transmit the information back to the Census Bureau via a modem. If all attempts to contact the residents of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

Other Living Quarters (OLQs)

Places where people live, or stay that are normally owned or managed by an entity or organization providing housing and/or services for the residents. Residency is commonly restricted to those receiving services. These services may include custodial or medical care, as well as other types of assistance. Other living quarters are usually not family oriented and the people living in them are not necessarily considered to be members of a household. Types of OLQs can include: correctional institutions, dormitories for migrant workers, juvenile institutions, nursing homes, college and university housing, and assisted living and other places.

Partner

A partner is a group or individual that participates in some way with census activities.

Partnership

An agreement with state, local, and tribal governments and community groups that allows their active participation in various census activities.

Partnership Specialist

The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are:

- Increasing awareness and outreach in the communities involved in the 2008 Census Dress Rehearsal.
- Gaining cooperation and participation from those communities.

Privacy Act

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.



Complete Count Committee Glossary

Questionnaire Assistance Center (QAC)

A center established by a local census office to assist people with completing their questionnaires. For Census 2000, the centers were established in community centers, large apartment buildings, churches, and so forth. The centers are staffed by Census Bureau employees. QAC's are open when Census questionnaires are mailed, about four weeks from mid-March to mid-April 2010. Also called walk-in questionnaire assistance centers.

Regional Office (RO)

The permanent Census Bureau office that directs and advises Local Census Offices for the 2010 Census. The Regional Office also conducts other one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to provide communities a fresh look at how they are changing.

Respondent

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

Title 13 (U.S. Code)

The law under which the Census Bureau operates. The law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

Value Added

Refers to any service or activity provided by partners that would ordinarily require payment such as room/space for testing or training, use of staff time, and use of other business resources.



Complete Count Committee Proclamation

City of _____ 2010 Census Proclamation

Whereas, the next Decennial Census will be taken in the year 2010, and political representation to the United States House of Representatives, state legislatures and local governments is determined by the Decennial Census, and the City of _____ recognizes the equal importance of each resident in the 2010 Census count; and,

Whereas, the City of _____ has agreed to be one of 39,000 government entities in partnership with the U.S. Census Bureau; and,

Whereas, the City of _____ understands that its primary role in this partnership is to formulate a COMPLETE COUNT COMMITTEE that should include, but is not limited to the following sub-committees: Government, Education, Media, Faith-Based/Religion, Community-based Organizations, Business, and Recruiting; and,

Whereas, the role of the Government sub-committee is to bridge all gaps between the community and the Census Bureau on geographic matters, outreach activities, and information centers; and,

Whereas, the role of the Education sub-committee is to create census awareness programs for prekindergarten to college-age students, coalesce with educational institutions, distribute Census Bureau Education programs, and to encourage parents and college students to apply for Census jobs; and,

Whereas, the role of the Media sub-committee is to utilize all aspects (print and electronic) of its industry to inform, motivate, and educate the city's residents in the necessity and importance of their rapid response and 100% participation in the 2010 Census; and,

Whereas, the role of the Faith-Based/Religion sub-committee is to form a cross denominational coalition for the dissemination of Census information.



Complete Count Committee Contact Information

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