2020 Census

Complete Count Committee Training

Chicago Region

Marilyn A. Sanders
Regional Director, Chicago Region
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Introduction

A Message from the Director

The Chicago Region is pleased to welcome you to the Complete Count Committee Training.

We look forward to this opportunity to provide you with information and tools that will be helpful in the development of your Complete Count Committees. Complete Count Committees play a vital role in the success of the Census operations and outcomes by public engagement, education and encouragement. Our mutual goal is to count everyone once, only once, and in the right place!

We will take every opportunity to work with and support the eight states in the Chicago Region: Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri and Wisconsin.
Thank you for attending this Complete Count Committee training session with the Chicago Region’s 2020 Census Partnership team. We are available as a resource and engaged at every level to achieve a complete count of the population in this region.

Feel free to email me, contact me by telephone or schedule a meeting if you desire. I can be reached at marilyn.a.sanders@census.gov or 630-288-9301.

I look forward to the 2020 Census Experience!
The objective of this training is to explain the **who, what, where, when, how, why, and why not** with respect to the forming, organization, planning, and development of Complete Count Committees (CCC).
Introduction

Training: Purpose

The purpose is to provide instructions, guidelines, suggestions, and examples on the implementation of the Complete Count Committees (CCC).
Introduction

Training: Scope

This training will cover communications, promotions, initiatives, activities, events, platforms, vehicles and other measures that seek to effectively educate, encourage, and engage the public in participating in the 2020 Census.
Introduction

Training: Response

Ways to respond to the census will be emphasized during this session such as, self-responding to questionnaire by mail, Internet, phone or seeking assistance at **Mobile Response Tables** in cities and communities.
Introduction

2020 Census Non-English Support

(Order: Top to bottom, left to right)

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese
- Italian
- Farsi
- German
- Armenian
- Hindi
- Ukrainian
- Bengali
- Greek
- Amharic
- Somali
- Thai
- Gjurati
- Khmer
- Nepali
- Urdu
- Romanian
- Telugu
- Burmese
- Punjabi
- Lao
- Hmong
- Albanian
- Turkish
- Bosnian
- Tamil
- Navajo
- Hungarian
- Hebrew
- Malayalam
- Swahili
- Yiddish
- Indonesian
- Serbian
- Tigrinya
- Ilocano
- Dutch
- Croatian
- Bulgarian
- Twi
- Lithuanian
- Yoruba
- Czech
- Igbo
- Marathi
- Sinhala
- Slovak
- Slovak
- American
- Sign Language
Every local government community can and should form a 2020 Census Complete Count Committee (CCC).

It is our belief in the Chicago Region that villages, towns, cities, or communities of all populations form a Complete Count Committee (CCC) and that none is too large or too small not to be involved and committed to participating in all ways possible to make certain that each and every person is counted, counted only once and counted in the right place.
Our approach in the Chicago Region is to offer a range of useful and effective perspectives, strategies, techniques, and tools that can **empower any local government** to use, adapt and/or develop to educate the public about why the census is important and what it means in terms of local services, opportunities, economies, and futures.

Our approach is based on respect and the importance of CCCs taking stock and ownership of the 2020 Census in their communities.
Article 1, Section 2 of the U.S. Constitution mandates a headcount every 10 years, of everyone residing in the United States, including people of all ages, races, ethnic groups, citizens, and noncitizens, from all 50 States, Washington DC, Puerto Rico, and the Island Areas.
The Chicago Regional Office is responsible for all data collection, data dissemination, and geographic operations under the current service area boundaries.

States within the Chicago Region's service area are Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin.
Geography is central to the work of the Census Bureau, providing the framework for survey design, sample selection, data collection, tabulation, and dissemination. Geography provides meaning and context to statistical data.
Census Overview

Standard Hierarchy of Geographic Entities

Two key types of census geography:

- **Tabulation/Statistical Geography**
  E.g. blocks, census block groups and census tracts, or zip code tabulation area, urban areas

- **Governmental (Legal/Administrative) Geography**
  Nation, state, regions, counties, congressional districts, school districts, voting districts, state legislative districts
### Census Overview

#### Geographic Entities

<table>
<thead>
<tr>
<th>AREA</th>
<th>CENSUS BLOCKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATION</td>
<td>• Urban Areas</td>
</tr>
<tr>
<td></td>
<td>• Core-Based Statistical Areas</td>
</tr>
<tr>
<td></td>
<td>• ZIP Code Tabulation Areas</td>
</tr>
<tr>
<td>REGIONS</td>
<td></td>
</tr>
<tr>
<td>DIVISIONS</td>
<td></td>
</tr>
<tr>
<td>STATES</td>
<td>• Urban Growth Areas</td>
</tr>
<tr>
<td></td>
<td>• State Legislative Districts</td>
</tr>
<tr>
<td></td>
<td>• Public Use Microdata Areas</td>
</tr>
<tr>
<td></td>
<td>• Places</td>
</tr>
<tr>
<td></td>
<td>• School Districts</td>
</tr>
<tr>
<td></td>
<td>• Congressional Districts</td>
</tr>
<tr>
<td>COUNTIES</td>
<td>• Voting Districts</td>
</tr>
<tr>
<td></td>
<td>• Traffic Analysis Zones</td>
</tr>
<tr>
<td></td>
<td>• County Subdivisions ----- Subminor Civil Divisions</td>
</tr>
</tbody>
</table>

### United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

United States Census 2020
Census Overview

Data Stewardship

When you trust us with your information, our goal - and legal duty - is to keep it safe.

Our mission is to serve as the nation's leading provider of quality data about its people and economy. We couldn’t produce this information without you.

Being responsible stewards of your data is not only required by law, it’s embedded in our culture.

Our Data Stewardship program includes ongoing training, accountability and the lifetime oath each of us swears to keep your information confidential.
The Census Bureau is bound by Title 13 of the United States Code. These laws not only provide authority for the work we do, but also provide strong protection for the information we collect from individuals and businesses.

All Census Bureau Employees swear a lifetime oath to protect respondent data.

It is a felony for any Census Bureau employee to disclose any confidential census information. The penalties of wrongful disclosure include a 5 year imprisonment and/or a fine of $250,000.
Census Overview

Privacy and Security Principles

Necessity
• Do we need to ask this question?
• Do we need to collect this information?

Openness
• Do you know why we are collecting your information?

Respect
• Are our efforts reasonable?
• Did we treat you with respect?

Confidentiality
• How do we protect your information?
Census Overview

How is Census Data Used?

Recent examples include:

• Distributing over **$675 billion annually** in federal funds.

• Planning for **hospitals, nursing homes, clinics,** and the location of other health services.

• Determining areas eligible for **housing assistance** and rehabilitation loans.

• Development of **rural** areas.

• Building roads, bridges, and various **infrastructure**

• Establishing **fair market rents,** and enforcing fair lending practices.
CPEP Objectives

Community Partnership and Engagement Program (CPEP) Objectives:

- **Engage** community partners to increase decennial participation of those who are less likely to respond or are often missed
- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
The goal of the 2020 Census is to count everyone once, only once and in the right place.

The Census Bureau will continue to improve its use of mobile technology, geospatial innovations, and internet self-response.
2020 Census

Tribal Populations

- Federally Recognized Tribes
- State Recognized Tribes
- Urban Populations
- On and Off Reservations
- AIAN Communities with No Recognition Status
Group Quarters is defined as a place where people who are not related live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents.

When we think of group quarters, the examples that come to mind are:

- College Residence Hall
- Group Home
- Emergency Shelters
- Prisons
- Nursing Homes
- Residential Treatment Centers
2020 Census

Service Based Enumeration (SBE)

The Bureau counts people experiencing homelessness by locating them at places where they receive services and at outdoor locations including:

- Shelters
- Soup Kitchens and Food Vans
- Emergency Shelters
2020 Census

Targeted Non-Sheltered Outdoor Locations (TNSOL)

Non-sheltered outdoor locations (TNSOL) will be identified in advance. These are commonly known locations where individuals experiencing homelessness are most likely to congregate.

Examples of TNSOL would be:
- Certain Street Intersections
- Public Transportation Stops
- Vacant Buildings

[Diagram showing four locations: Certain Streets, Vacant Buildings, People Living in Bus Stops, Bridges and Underpasses]
Transitory Locations (TL) are locations where people live in non-traditional housing that is temporary or movable in nature. These are enumerated during ETL.

Types of TL include:

- Recreational Vehicle (RV) Parks
- Campgrounds
- Hotels/Motels
- Circuses
- Carnivals
- Marinas
- Racetracks
2020 Census

GQ and ETL Timeframes

All the activities for **GQ and ETL** take place during the time frame listed below:

- Conduct **GQ AC** Operation 2/3/20 – 3/6/20
- Conduct **ETL AC** Operation 1/24/20 – 3/20/20
- Conduct **SBE** 3/30/20 – 4/1/20
- Conduct **GQE** 4/1/20 – 6/12/20
- Conduct **eResponse** 4/1/20 – 5/1/20
- Conduct **ETL** 4/9/20 – 5/4/20
The Census Bureau needs help to count everyone. They require the assistance of partners—individuals, groups, and organizations—across the nation that help them build awareness about the Census, why it is important, and encourage their community to participate.
A Complete Count Committee (CCC) is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census, and motivate residents in the community to respond.
The committees work best when they include a **cross section of community representatives** from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.
2020 Census

Who Should be Included on a CCC

- County Judge Executive or Mayor Designee (Chair)
- Early Childhood & K-12 Schools
- Health Department
- Community Organizations/Non-Profits
- Clinics and Hospitals
- Heads of Relevant Government Agencies and Departments
- Library
- Professional Associations
- Business Offices
- Universities & Colleges
- Faith-Based Communities
- Regional Associations
- Media
- Social Services
- Health Department
- Community Organizations/Non-Profits
- Clinics and Hospitals
- Heads of Relevant Government Agencies and Departments
- Library
- Professional Associations
- Business Offices
- Universities & Colleges
- Faith-Based Communities
- Regional Associations
- Media
- Social Services

*Partnership Specialist is advisor and Census liaison to CCCs
Complete Count Committee

Who, What, When, Why, and How

Tribal, state, and local governments work together with partners to form CCCs to **promote and encourage** response to the 2020 Census in their communities.

Community-based organizations also establish CCCs that reach out to their constituents.
A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations.

These Trusted Voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.
The formation of CCCs is happening NOW!

Leaders are **identifying resources and establishing local work plans.** In 2020, they will implement the plans and lead their communities to a successful census count.
Complete Count Committee

Who, What, When, Why, and How

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

**Community influencers** create localized messaging that resonates with the population in their area. These Trusted Voices are best suited to mobilize community resources in an efficient manner.
Complete Count Committee

Who, What, When, Why, and How

It’s up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

• Holding CCC kickoff meetings with media briefings
• Participating in Census rallies or parades
• Coordinating Census unity youth forums
• Hosting Interfaith breakfasts and weekend events

• Encouraging the use of Statistics in Schools classroom resources
• Incorporating census info in newsletters, social media posts, podcasts, mailings, and websites
• Helping recruit census workers when jobs become available
Benefits of Forming a CCC

**Build** trust of the Census among their stakeholders.

**Increase** the self-response rate for residents mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.

**Implement** outreach strategies in his/her own community or organization.

**Track and report** progress and efforts
**Benefits of Forming a CCC**

**Develop** ways to reach the hard-to-count (HTC) residents.

**Utilize** the local knowledge, expertise, and influence of each CCC member to design and implement a Census Awareness Campaign targeted to the community.

**Bring** together a cross section of community members whose focus is 2020 Census awareness.
One of the first steps is for the highest elected officials (HEO) to appoint a chair or co-chairs.

These positions will serve in the key leadership role to guide and govern the CCC functions and activities and cultivation and leverage of various resources within respective.
The HEO will then designate a CCC liaison.

Usually the role of serving as a liaison is given to someone who is a member of the local government staff, such as an department executive assistant city clerk, community development director, city planner, etc.

The liaison serves as a conduit, facilitator or intermediary between the Census Bureau and the CCC for relevant updates, operations, revisions, materials, resources, and communications.
Appointment and designations of CCC chairs and liaisons are flexible.

There is no strict rule on the sequence of whether a CCC chair should be before a CCC liaison, or vice versa. Every situation is different and reflects different circumstances.
Creating Subcommittees

Subcommittee examples:

- Government
- Recruitment
- Media / Social Media
- Other options include: Education, Business, Faith-based Organizations, Community Organizations, and Workforce Development
Creating Subcommittees

Government-Focused

- Represents local and state governments in all programs involving Census Bureau
- Ensures that elected officials are aware of and are included in all committees activities
Creating Subcommittees

Recruitment-Focused

- Publicize Census job openings using all available resources
- Distribute recruitment materials received from the Partnership Specialists and assist in securing spaces for training
**Media-Focused**

- Assist the CCC in communicating the Census message throughout the entire jurisdiction
- Facilitate communication of CCC messages through multiple channels, such as ethnic media, local newsletter, electronic bulletin boards, and local websites
Trusted Voices are respected spokespersons who can influence targeted populations to articulate the importance of the 2020 Census and encourage self-response.

These Trusted Voices can either be members of the CCC, or non-members who are secured and deployed for specific CPEP Events.

Other examples of Trusted Voices are area leaders, social influencers, and community mobilizers.
CCC Planning & Development

Hard-To-Count (HTC) Demographics

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)
2010 Mail Participation Rate Map (MPR)

Mail Participation Rate Map explores areas and population groups with a low response rates in previous Censuses.

2010 Census Participation Rates

<table>
<thead>
<tr>
<th>State</th>
<th>Rate</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>69%</td>
<td>38</td>
</tr>
<tr>
<td>Illinois</td>
<td>76%</td>
<td>11</td>
</tr>
<tr>
<td>Indiana</td>
<td>79%</td>
<td>3</td>
</tr>
<tr>
<td>Iowa</td>
<td>79%</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>78%</td>
<td>5</td>
</tr>
<tr>
<td>Minnesota</td>
<td>81%</td>
<td>2</td>
</tr>
<tr>
<td>Missouri</td>
<td>74%</td>
<td>24</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>82%</td>
<td>1</td>
</tr>
<tr>
<td>United States</td>
<td>74%</td>
<td>NA</td>
</tr>
</tbody>
</table>

census.gov/censusexplorer/2010ratemap.html
Strategies & Tactics

Response Outreach Area Mapper (ROAM)

Identifies hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile by census tract

Low Response Score

- 30.0 to 49.1
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9
- Not Calculated

census.gov/roam
## Strategies & Tactics

### Census Data Maps Compared

<table>
<thead>
<tr>
<th>Data Collection</th>
<th>MPR Map</th>
<th>ROAM Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior 2 Decennial Censuses 2000 &amp; 2010</td>
<td>American Community Survey (ACS) 2012 - 2016 / 5 year estimate</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate the mailed-in responses &amp; participation rate of the previous Decennial Censuses</td>
</tr>
<tr>
<td>Identify hard-to-survey areas and provide a socioeconomic &amp; demographic profile of those Census Tracts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past History</td>
</tr>
<tr>
<td>Most Current &amp; Future Trends</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Coding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Darker / Deeper the color, the higher the Census Mail Participation Rate (Light Orange to Dark Red)</td>
</tr>
<tr>
<td>Darker / Deeper the color, the higher the Low Response Score (Light Beige to Green to Dark Blue)</td>
</tr>
</tbody>
</table>

* [census.gov/censusexplorer/2010ratemap.html](http://census.gov/censusexplorer/2010ratemap.html)  
  [Census.gov/roam](http://Census.gov/roam)
# 2020 Census

## Recruiting and Hiring Timeline

<table>
<thead>
<tr>
<th>Summer 2018</th>
<th>2018</th>
<th>Fall 2018</th>
<th>Spring 2019</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hiring starts</strong> in 2018 for Area Census Office (ACO) Management</td>
<td>Hiring <strong>Regional Census Support Staff</strong></td>
<td>Recruiting and Hiring for <strong>Area Census Office Positions</strong></td>
<td>Recruiting and Hiring for <strong>ACO Field and Office Operations</strong></td>
<td>Continuous Recruiting and Hiring to <strong>Support Field and Office Operations</strong></td>
</tr>
</tbody>
</table>

- IT Managers
- Recruiting Managers

- Partnership Specialists
- Regional Technicians

- Administrative Managers
- Area Census Office Managers
- Lead Census Field Managers
- Recruiting Assistants

- Clerks
- Office Operations Supervisors
- Census Field Managers
- Census Field Supervisors
- Enumerators/Listers

- Clerks
- Enumerators/Listers
- Recruiting Assistants
## Conclusion

### CCC Activity Timeline

<table>
<thead>
<tr>
<th>Dates</th>
<th>2020 Census Operations</th>
<th>CCC Actions</th>
<th>Phases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2018</td>
<td>Recruiting</td>
<td>Push Recruiting: make public aware of census jobs. Form &amp; Organize CCCs; Set up Planning Committee. Educate public about upcoming census.</td>
<td>Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Awareness</td>
</tr>
<tr>
<td>January – February 2019</td>
<td>5 Early Area Census Offices Open</td>
<td>Make public aware of EACOs. Form, Organize CCCs; Set up Planning Committee. Educate public about upcoming census.</td>
<td>Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Awareness</td>
</tr>
<tr>
<td>Spring 2019</td>
<td>Recruiting - office operations: Clerks, OOSs, CFSs, Enumerators.</td>
<td>Push Recruiting</td>
<td>Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Awareness</td>
</tr>
<tr>
<td>June-August 2019</td>
<td>Area Census Offices open in selected areas</td>
<td>Organization, Planning &amp; Development. ID HTE populations and/or areas. Develop plans to be implemented later.</td>
<td>Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Awareness</td>
</tr>
<tr>
<td>August- October 2019</td>
<td>Address Canvassing</td>
<td>Push public/community awareness of AdCan. Develop and expand other plans for public awareness, engagement and motivation.</td>
<td>Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Awareness</td>
</tr>
<tr>
<td>January- July 2020</td>
<td>GQ/UE/UL/ETL/SBE</td>
<td>Push promotion and participation; implement various ways, methods and outlets to reach public.</td>
<td>Motivation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Awareness</td>
</tr>
</tbody>
</table>
## Conclusion

### CCC Activity Timeline

<table>
<thead>
<tr>
<th>Dates</th>
<th>2020 Census Operations</th>
<th>CCC Actions</th>
<th>Phases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-March- July 2020</td>
<td>Questionnaire Self-Response</td>
<td>Push various promotions that public can respond by mail, Internet, phone or by visiting Mobile Response Tables.</td>
<td>Motivation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Awareness</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td>CENSUS DAY</td>
<td>Continuation to push all effort and activities.</td>
<td>Motivation</td>
</tr>
<tr>
<td>April-July 2020</td>
<td>Non-Response Follow-Up Begins (NRFU)</td>
<td>Make public aware of census workers in communities and neighborhoods; push cooperation and participation.</td>
<td>Motivation</td>
</tr>
<tr>
<td>August 2020</td>
<td>NRFU Ends</td>
<td>Inform public census operations have ended.</td>
<td>Awareness</td>
</tr>
<tr>
<td>Post- August 2020</td>
<td>Thank you Campaign</td>
<td>Thank all partners and collaborators.</td>
<td>Recognition</td>
</tr>
<tr>
<td>December 31,2020</td>
<td>Apportionment Counts to President</td>
<td></td>
<td>Awareness</td>
</tr>
<tr>
<td>March 31,2021</td>
<td>Redistricting Counts to States</td>
<td></td>
<td>Awareness</td>
</tr>
</tbody>
</table>
Conclusion

Suggested Next Steps

- Have the Highest Elected Official (HEO) or other community leader officially form the committee
- Recruit members of your CCC from a cross-section of community groups
- Schedule the first meeting
- Organize subcommittees, selecting target populations, and potential activities
- Initiate a planning subcommittee
- Identify resources, hard-to-count (HTC) areas, and populations
- Create a plan to help promote Census jobs
- Raise awareness regarding Address Canvassing and Non-Response Follow-Up
2020 Census

Thank You for Your Partnership!

If you have any questions during the 2020 Census, our Partnership Specialists are here to help.