GMA-ACCG Regional Workshop Series:
2020 Census: Organizing for a Complete Count
February 21, 2019

Welcome
1:00 – 1:05

Overview and Introductions
GMA and ACCG Staff
1:05-1:10

Complete Count Committees: Why They Are Important and How to Create One
Hector Montalvo, Partnership Specialist, U.S. Census Bureau
1:10-2:35 pm

Tina Khuyen Nguyen, Partnership Specialist - Bilingual Vietnamese Field Division/Atlanta Regional Census Center, U.S. Census Bureau

Break 2:35 – 2:45

Governor’s Complete Count Committee
Rusty Haygood, Deputy Commissioner, Georgia Department of Community Affairs
2:45-3:45

Q&A/ Discussion
3:45 – 4:00

Wrap-up
GMA and ACCG Staff

Adjourn
2020 Census: Complete Count Committees

Atlanta Regional Office
Managing Census Operations in AL, FL, GA, LA, MS, NC, SC
The U.S. Constitution and Decennial Census

• Conducted every 10 years since 1790, as required by the U.S. Constitution. Article I, Section 2. "Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . .

• The 1790 counted 3.9 million inhabitants.

• U.S. marshals conducted the enumerations between 1790 and 1870.

• Specially trained enumerators carried out the census beginning in 1880.
Why We Ask You to Allocate Resources to the 2020 Census

• Political Power
  – Census is constitutionally mandated for re-apportionment of Congress
  – Census results are used for Redistricting at national, state, and local levels.

• Money/Economic Impact
  – Over $675 Billion/year is distributed to state and local governments using Census numbers (Over $4 Trillion over the decade).
Apportionment of the U.S. House of Representatives Based on the 2010 Census

Change from 2000 to 2010
- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House

Total U.S. Representatives: 435
Numbers represent reapportioned totals of U.S. Representatives.
In Fiscal Year (FY) 2015, the 50 states plus the District of Columbia received $589.7 billion from 16 large Census-guided programs, such as Medicaid, Highway Planning and Construction, the National School Lunch Program, and Head Start.

For 15 of the 16 programs, the amount of funds a state received was guided by its 2010 Census count. The more accurate the state’s count, the more fair and equitable is its share of federal funds.
Census Data Are Used In Many Ways

• Forecasting of future transportation needs
• Determining areas eligible for housing assistance and rehabilitation loans
• Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
  – Education
  – Healthcare
  – Transportation
  – Social Services
  – Emergency response
• Designing facilities for people with disabilities, the elderly and children
Privacy and Confidentiality

• Under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.

• We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.

• The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.
It is important to note that the Census Bureau:

never asks for your full Social Security number;

never asks for money or a donation;

never sends requests on behalf of a political party;

never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.
Do You know that the Census Bureau Collects a Wide Variety of Data Every Month?

Demographics:
- Age
- Sex
- Marital
- Education
- Housing
- Health Ins and more

Business and Industry Data
- Import/Exports
- Employment
- Government Data

Data at a variety of Geographic Levels:
- National, State, County
- City/Place
- Tract
- Block
- Congressional Districts
The goal of the 2020 Census is to count everyone once, only once and in the right place.
New Initiatives for Census 2020 to help us reach our goal.

• Allowing people to respond anytime, anywhere, via phone or internet. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.

• The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.
Ultimately, the success of the 2020 Census depends on everyone’s participation. One way to ensure success is by forming a Complete Count Committee.

State and local governments, businesses and community leaders form Complete Count Committees to encourage participation in their community. They develop an outreach plan tailored to the unique characteristics of their community. Then they work together to implement the plan.
Complete Count Committees

– Complete Count Committees conduct a wide range of possible activities. For example, they host promotional events, display census information in government buildings, include census messages on customer billing statements or other correspondence, and they network with community leaders to ensure everyone is involved.

– Opportunity to “tailor” the Census outreach and messaging to most effectively influence local communities.

– Involve all constituent groups, and use “trusted voices” of community leaders to encourage self-response.
Get Organized Right NOW!

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

Highest elected officials or community leaders appoint chairpersons

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

The chairperson collaborates with the highest elected official or community leader to select subcommittees and chairs of the subcommittees
• Choose a CCC committee chairperson who is committed, knowledgeable, and active in the community
• Select subcommittee chairpersons who are purpose-driven, result oriented, and get results
• Customize and design the committee to reflect a true snapshot of the community
• Include diverse perspectives to achieve objectives. Assess which groups—locally and nationally—are able to provide support and assistance
• Include Trusted Voices
Local Government CCC’s

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

- Government
- Education
- Media
- Minority Organizations
- Community organizations
- Workforce developments
- Faith-based institutions
- Businesses
The Census Bureau encourages community leaders in hard-to-count areas to form CCC’s and include trusted voices from the community. Hard-to-count areas may, for example, have:

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

- Government
- Education
- Faith-based
- Media
- Housing
- Recruiting
- Community-based organizations
- Business
- Senior Citizens
- Philanthropic
- Service Providers
Explore the Response Outreach Area Mapper Web Application

- The U.S. Census Bureau has released the Response Outreach Area Mapper (ROAM) web application.
- An interactive map to identify areas that typically have low response rates for censuses and surveys.
- Community planners and local officials can use the ROAM to plan, focus and allocate resources for the 2020 Census.
- Provides tract-level data.
Mayor’s Youth Council Active In Census 2010 Promotion

This weekend was the first of four Saturdays in March that the Youth Council has volunteered to manage a Census information point. Since it was a beautiful Spring day on Saturday, we salute the high school students who volunteered to spend their Saturday afternoon telling people about the important reasons to return the Census questionnaires. Being located outside Chick-Fil-A was a great location in the busy McCain Mall food court.

Mayor Hays Hosts Lunch with North Little Rock Faith Leaders

On February 16, North Little Rock Mayor Patrick H. Hays hosted an Census 2010 information lunch for almost 30 pastors and ministers. Held just after a February snow storm that canceled school and closed City offices, the event was celebrated as a success by the participants who joined the City's outreach to make sure that every City resident is counted in the Census.
Complete Count Committee 2020 Timeline

An effective communication strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.
CCC Action Steps During the Education Phase

Action Steps for the 2020 Census – Education Phase

The period of Now - December 2019, is often referred to as the “education” phase

1. CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members understand the mission of the committee
2. Message to each member is the census is a civic activity that affects people of all ages, races, cultures and ethnicities, regardless of citizenship status
3. Conduct CCC training for members
4. Develop a work plan for promoting the census and motivating participation in your community
More CCC’s Action Steps During the Education Phase

More Action Steps for the 2020 Census – Education Phase - **Now - December 2019**

5. Hold regular meetings to report on tasks, other activities, including subcommittee reports
6. Proceed with census awareness-building activities generated by the committee or subcommittees
7. Evaluate the effectiveness of CCC activities
8. Saturate the community with at least one census awareness-building activity each month
CCC Action Steps During the Awareness Phase


1. Government and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is easy, important, and safe.
2. Hold regular CCC and subcommittee meetings
3. Finalize plans for activities surrounding responding to the Census
4. Review task lists and subcommittee plans
More CCC Action Steps During the Awareness Phase

Awareness Phase Action Steps from January 2020 to February 2020

5. Proceed with 2020 Census activities
6. Finalize plans for activities to encourage residents to complete and respond to the Census
7. Develop and finalize plans for motivating residents who do not participate to cooperate with census takers during non-response follow-up
Motivation Phase Action Steps from March 2020 – May 2020

1. Review and update plans to increase activities aimed at encouraging households to respond
2. Implement Census Day activities – Census Day April 1, 2020
3. Encourage households to respond quickly to the census.
4. Ensure that the committee is using the right activities in the right place and adjust as needed
5. Hold weekly CCC and subcommittee meetings
More CCC Action Steps During the Motivation Phase

More Action Steps for Motivation Phase

6. Review and modify plans to promote responding to the Census activities
7. Send a news release highlighting the 2020 Census activity schedule
8. Encourage residents to respond accurately and return it immediately
9. Prepare to implement activities for residents who do not return their questionnaire
10. Census Bureau plans to provide response rate numbers starting in April. Response rates may be used to determine where more outreach is needed
CCC Action Steps During the Reminder Phase

Reminder Phase Action Steps from May 2020 – July 2020

1. Encourage every household that did not respond that they still can respond or wait for the census taker to knock on their door.
2. Continue to meet and review the 2020 response rates and implement your plans to encourage cooperation.
3. Encourage the community to participate in the Non Response Follow Up (NRFU) phase when Census workers knock on their door.
4. The Census Bureau plans to provide response rate numbers by tract starting in April. Response rates may be used as a tool to determine where more outreach is needed.
2010 Census Mail Participation Rates Website

https://census.socialexplorer.com/2010ratemap/
CCC Action Steps During the Thank You Phase

Action Steps for Thank You Phase -- August through December 2020

1. Prepare a summary report of committee activities and member feedback
2. Share this report with Census Bureau staff
3. Celebrate the success of the 2020 Census and recognize the efforts of the CCC members
4. Thank your community for their support and response
• Let’s Do Some Brainstorming Based on Data
  – Data Source- Let’s Go to Census Quickfacts
  – Activity- What do you know about your community?
    • Demographics
    • Challenges
    • What Can the CCC Do?
Components of Work Plan

– Overview
  • Summary of the goals and objectives of the CCC and description of the community

– Committee Structure
  • Identify the name of the CCC
  • Describe the structure of the committee
  • Develop strategies for reaching their objectives

– Timeline
  • Develop broad timetable of events and activities with dates

– Reporting
  • Include a report of subcommittee activities to the committee
  • Modify future activities as needed based on feedback

– Thank you
  • Include strategies for thanking committee members, the community and others who provide support

– Final Report
  • Prepare a final evaluation of your activities and successes to help the Census Bureau guide future committees
# 2020 Census Key Dates

## Community Involvement – Offices – Data Collection Operations

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2018 through December 2019</td>
<td>Engage &amp; Educate Local Leaders, Partners &amp; Communities</td>
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<tr>
<td>January 2019</td>
<td>Early Area Census Offices Open (these offices run the Address Canvass Operation)</td>
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<tr>
<td>June 2019</td>
<td>Additional Area Census Offices Open (ACOS)</td>
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<tr>
<td>August 2019 through October 2019</td>
<td>Address Canvassing Operation</td>
</tr>
<tr>
<td>March 2020</td>
<td>Call to Action for Residents to Respond (starting March 23rd)</td>
</tr>
<tr>
<td>February 2020 through June 2020</td>
<td>Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Lodgings, Prisons, Military Bases, RV Parks, etc. Local governments &amp; Census identify &amp; plan these operations)</td>
</tr>
<tr>
<td>Mid-March 2020</td>
<td>Residents Invited to Respond</td>
</tr>
<tr>
<td><strong>Individual Housing Units (Hus) Invited by either:</strong></td>
<td><strong>Hand Delivery (to Rural/PO Box, non-USPS HU delivery)</strong></td>
</tr>
<tr>
<td>Mail (to USPS Mailable Addresses) or</td>
<td>1. Letter Mailed</td>
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<tr>
<td>1. Letter Mailed</td>
<td>2. Reminder Postcard</td>
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<tr>
<td>2. Reminder Postcard</td>
<td>3. Then Paper Questionnaire</td>
</tr>
<tr>
<td>Options to Self-Respond (all residents will have these 3 options &amp; decide what is best for them)</td>
<td><strong>Letter Delivery (to Rural/PO Box, non-USPS HU delivery)</strong></td>
</tr>
<tr>
<td>Internet</td>
<td>1. Leave Housing Units (operation is called Update Leave)</td>
</tr>
<tr>
<td>Telephone</td>
<td>2. Leave Questionnaire (Spanish in certain areas) &amp;</td>
</tr>
<tr>
<td>Paper</td>
<td>Letter w/other Response Options (internet &amp; phone)</td>
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</tbody>
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<tr>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>March 23, 2020</td>
<td>Self-Response Begins</td>
</tr>
<tr>
<td>April 1, 2020</td>
<td>Census Day – Reference Date = where you live on April 1</td>
</tr>
<tr>
<td>April 2020</td>
<td>Early Non-Response Follow-up begins (primarily areas around colleges/universities where the population leaves before early May)</td>
</tr>
<tr>
<td>May 2020</td>
<td>Non-Response Follow-up (NRFU) begins for households that do not self-respond (Households can continue to self-respond during this time)</td>
</tr>
<tr>
<td>Late August 2020 through September 2020</td>
<td>Areas Census Offices Begin Closing</td>
</tr>
<tr>
<td>August 2020 through December 2020</td>
<td>Quality Evaluation (re-contact of select Housing Units)</td>
</tr>
<tr>
<td>December 31, 2020</td>
<td>Deliver Counts to the President</td>
</tr>
</tbody>
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How the Census Bureau Will Support You

• We will provide staff from our regional offices to work directly with each Complete Count Committee.
• We will provide information, assist you in forming committees and subcommittees, and participate in local events and activities.
• We provide a guide for 2020 Census Complete Count Committees on our website at https://census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

• As the 2020 Census gets closer, the Census Bureau will also launch a robust communications campaign. We’ll use advertisements, conduct outreach. You can leverage our efforts in your own community through your Complete Count Committee.
Recruiting/Hiring Challenges

• Now an online application and assessment is required for 2020 Census hourly positions (paid weekly). website 2020census.gov/jobs

• Expected challenges from the online process
  – Applicants who do not have computer or smartphone access
  – Applicants who do not have internet access or easy internet access
  – Applicants who are not tech-savvy and possibly intimidated by the process
  – Applicants who do not have email addresses
Census Recruiting Help Needed

• Free space with computers
• Free space with good internet access
• Preferably, ADA accessible space
• Spread the word about jobs
Where to Direct Interested Applicants for 2020 Census Positions

www.usajobs.gov
or
Census.gov/fieldjobs
or
Toll Free Jobs Line
1-855-JOB-2020
(1-855-562-2020) or (1-855-889-8932)

2020census.gov/jobs for hourly jobs (paid weekly)
Next Steps

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

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

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P: 678-938-1042
Hector.Montalvo.Sanabria@2020census.gov
Local Governments & Local Complete Count Committee Involvement
Census 2020

- “Count Everyone Once, Only Once, and in the Right Place”
The Census

- Mandated by the United State Constitution
  - First Census was in 1790

- Purpose of the Census
  - Vast historical record
  - Reapportionment of congressional and state legislative districts
  - Planning decisions about community services
  - Business planning/expansion

- $675 billion in federal funds are distributed each year to local, state, and tribal governments for schools, roads, healthcare
  - The census is used to allocate the funds
Programs using Census Data

- Medicaid
- SNAP
- Medicare Part B
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- Title 1 Grants to Local Education Agencies
- National School Lunch Program
- S-CHIP
- IDEA Grant

- Head Start/Early Head Start
- WIC
- Health Center Programs
- Section 8 Housing Assistance Payment Program
- Health Center Programs (Community, Migrant, Homelessness, Public Housing)
- Foster Care (Title IV-E)
- Low Income Home Energy Assistance Program
Federal Aid: Where does the money go?

Distribution of 2015 Federal Funds by Category

- Public Health: 51.7%
- Families & Children: 28.7%
- Infrastructure: 13.5%
- Education: 6.1%
What is new for Census 2020?

- Online Responses
- Citizenship Question (maybe??)
  - Working its way through the court system right now
    - Expected to be concluded by Supreme Court in spring 2019
  - 630,000 households expected to skip this question (per U.S. Census Bureau)
    - Source: CNN - February 19, 2019
    - The data affects you for 10 years
Challenges Facing Census 2020

- Internet connectivity
  - Individuals are encouraged to respond to Census 2020 online
- Perception and trust
- Hard-to-count populations and hard-to-count areas include:
  - Hidden or overcrowded housing
  - Populations that speak little or no English
  - Off-campus apartments
  - New Immigrant populations
  - Those displaced by natural disasters
  - Children under 5
  - Gated Communities
Hard-to-Count Areas
21.6% of this population required an in-person follow up

Latest estimates show that about 18% of the district’s population live in HTC neighborhoods (135,262 people)

In 2017, 19.1% of this district reported that they had no internet or dial-up only access
Congressional District 2

- 24.0% of this population required an in-person follow up
- Latest estimates show that about 28% of the district’s population live in HTC neighborhoods (189,959 people)
- In 2017, 30.9% of this district reported that they had no internet or dial-up only access
Congressional District 3

- 21.0% of this population required an in-person follow up
- Latest estimates show that about 9% of the district’s population live in HTC neighborhoods (64,563 people)
- In 2017, 18.2% of this district reported that they had no internet or dial-up only access
Congressional District 4

- 25.6% of this population required an in-person follow up
- Latest estimates show that about 35% of the district’s population live in HTC neighborhoods (263,127 people)
- One of the hardest to count in the country
- In 2017, 15.4% of this district reported that they had no internet or dial-up only access
Congressional District 5

- **26.2%** of this population required an in-person follow up
- Latest estimates show that about **41%** of the district’s population live in HTC neighborhoods (**309,354** people)
- One of the hardest to count in the country
- In 2017, **18.2%** of this district reported that they had no internet or dial-up only access
Congressional District 6

- 22.1% of this population required an in-person follow up
- Latest estimates show that about 26% of the district’s population live in HTC neighborhoods (190,491 people)
- In 2017, 7.2% of this district reported that they had no internet or dial-up only access
Congressional District 7

- 24.4% of this population required an in-person follow up
- Latest estimates show that about 31% of the district’s population live in HTC neighborhoods (244,737 people)
- One of the hardest to count in the country
- In 2017, 9.7% of this district reported that they had no internet or dial-up only access
24.2% of this population required an in-person follow up

Latest estimates show that about 28% of the district’s population live in HTC neighborhoods (195,872 people)

One of the hardest to count in the country

In 2017, 27.2% of this district reported that they had no internet or dial-up only access
Congressional District 9

- 18.7% of this population required an in-person follow up
- Latest estimates show that about 6% of the district’s population live in HTC neighborhoods (46,439 people)
- In 2017, 23.4% of this district reported that they had no internet or dial-up only access
20.1% of this population required an in-person follow up

Latest estimates show that about 7% of the district’s population live in HTC neighborhoods (47,911 people)

In 2017, 21.6% of this district reported that they had no internet or dial-up only access
Congressional District 11

- 21.7% of this population required an in-person follow up
- Latest estimates show that about 19% of the district’s population live in HTC neighborhoods (139,052 people)
- In 2017, 10.1% of this district reported that they had no internet or dial-up only access
Congressional District 12

- 23.7% of this population required an in-person follow up
- Latest estimates show that about 22% of the district’s population live in HTC neighborhoods (154,192 people)
- In 2017, 27.9% of this district reported that they had no internet or dial-up only access
Congressional District 13

- 24.8% of this population required an in-person follow up
- Latest estimates show that about 33% of the district’s population live in HTC neighborhoods (237,832 people)
- One of the hardest to count in the country
- In 2017, 14.2% of this district reported that they had no internet or dial-up only access
20.4% of this population required an in-person follow up

Latest estimates show that about 6% of the district’s population live in HTC neighborhoods (43,995 people)

In 2017, 20.9% of this district reported that they had no internet or dial-up only access
Barrow County

- 74,856 people live in 24,588 households
- 243 people live in group quarters
- 77.1% of the county’s households mailed back their 2010 census questionnaire
- Approximately 4% of Barrow County’s current population lives in hard-to-count neighborhoods
- 18.3% of Barrow County’s households had either no internet access or dial-up-only

Georgia®
CENSUS 2020
Clarke County

- 113,099 people live in 46,291 households
- 10,455 people live in group quarters
- 76.6% of the county’s households mailed back their 2010 census questionnaire
- Approximately 28% of Clarke County’s current population lives in hard-to-count neighborhoods
- 19.2% of Clarke County’s households had either no internet access or dial up-only
Clayton County

- 269,618 people live in 91,604 households
- 4,532 people live in group quarters
- 71.3% of the county’s households mailed back their 2010 census questionnaire
- Approximately 60% of Clayton County’s current population lives in hard-to-count neighborhoods
- 20.4% of Clayton County’s households had either no internet access or dial up-only
Cobb County

- 729,418 people live in 274,361 households
- 9,654 people live in group quarters
- 77.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 22% of Cobb County's current population lives in hard-to-count neighborhoods
- 10.0% of Cobb County's households had either no internet access or dial up-only
DeKalb County

- 723,161 people live in 273,614 households
- 12,905 people live in group quarters
- 74.5% of the county's households mailed back their 2010 census questionnaire
- Approximately 39% of DeKalb County's current population lives in hard-to-count neighborhoods
- 14.3% of DeKalb County's households had either no internet access or dial up-only
Douglas County

- 138,826 people live in 48,426 households
- 1,326 people live in group quarters
- 75.5% of the county’s households mailed back their 2010 census questionnaire
- Approximately 36% of Douglas County’s current population lives in hard-to-count neighborhoods
- 13.4% of Douglas County’s households had either no internet access or dial up-only
Elbert County

- 19,044 people live in 7,730 households
- 244 people live in group quarters
- 84.5% of the county's households mailed back their 2010 census questionnaire
- 42.0% of Elbert County's households had either no internet access or dial up-only
Forsyth County

- 210,665 people live in 70,468 households
- 635 people live in group quarters
- 79.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 10% of Forsyth County's current population lives in hard-to-count neighborhoods
- 7.4% of Forsyth County's households had either no internet access or dial up only
Fulton County

- 975,745 people live in 391,850 households
- 34,675 people live in group quarters
- 75.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 35% of Fulton County's current population lives in hard-to-count neighborhoods
- 13.4% of Fulton County's households had either no internet access or dial-up-only
Gwinnett County

- 884,911 people live in 283,256 households
- 5,043 people live in group quarters
- 74.9% of the county's households mailed back their 2010 census questionnaire
- Approximately 34% of Gwinnett County's current population lives in hard-to-count neighborhoods
- 11.3% of Gwinnett County’s households had either no internet access or dial up-only
Hall County

- 190,934 people live in 63,095 households
- 1,931 people live in group quarters
- 80.5% of the county's households mailed back their 2010 census questionnaire
- Approximately 11% of Hall County's current population lives in hard-to-count neighborhoods
- 18.7% of Hall County's households had either no internet access or dial up-only
Harris County

- 32,675 people live in 12,088 households
- 523 people live in group quarters
- 80.9% of the county's households mailed back their 2010 census questionnaire
- 17.8% of Harris County's households had either no internet access or dial up-only
Jackson County

- 63,131 people live in 21,785 households
- 720 people live in group quarters
- 79.8% of the county's households mailed back their 2010 census questionnaire
- 21.8% of Jackson County's households had either no internet access or dial up-only
Madison County

- 28,355 people live in 10,571 household
- 245 people live in group quarters
- 84.2% of the county’s households mailed back their 2010 census questionnaire
- 29.0% of Madison County’s households had either no internet access or dial up-only
Meriwether County

- 20,874 people live in 8,108 households
- 278 people live in group quarters
- 80.7% of the county's households mailed back their 2010 census questionnaire
- 40.7% of Meriwether County's households had either no internet access or dial up-only
Newton County

- 103,683 people live in 35,823 households
- 1,359 people live in group quarters
- 77.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 8% of Newton County's current population lives in hard-to-count neighborhoods
- 15.7% of Newton County's households had either no internet access or dial up-only
Peach County

- 24,898 people live in 10,113 households
- 2,129 people live in group quarters
- 75.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 28% of Peach County's current population lives in hard-to-count neighborhoods
- 23.7% of Peach County's households had either no internet access or dial up-only
Stephens County

- 24,917 people live in 9,427 households
- 708 people live in group quarters
- 81.9% of the county's households mailed back their 2010 census questionnaire
- 28.5% of Stephens County's households had either no internet access or dial up-only
White County

- 28,103 people live in 11,250 households
- 406 people live in group quarters
- 84.4% of the county's households mailed back their 2010 census questionnaire
- 30.0% of White County's households had either no internet access or dial up-only
What has Georgia done to prepare for 2020?

- Census Alphabet Soup
  - Boundary Annexation Survey (BAS)
  - Local Update of Census Addresses (LUCA)
  - Participant Statistical Area Program (PSAP)
What has Georgia done to prepare for 2020?
What is Georgia doing?

- State Complete Count Committee (CCC)
  - Led by Governor’s Office of Planning and Budget and the Department of Community Affairs
  - Developing marketing strategies
  - Ensuring materials are consistent and provided down to local CCC’s

- The purpose of a CCC exists to plan and implement outreach campaigns to raise awareness of the census and ultimately increase self-response and participation rates
  - However, the State CCC cannot do this alone
    - Local engagement is key
    - Approx. 180 local CCC’s for Census 2010
What is Georgia’s CCC message?

- Three Points
  - Safe & Secure
  - Representation is at stake
  - Funding is determined by Census
Local Complete Count Committees

- Comprised of local government and community leaders from education, business, healthcare, and other community organizations
  - “Census Ambassadors”
  - Give communities a trusted voice
    - Local CCC members have a knowledge and understanding of what it takes to engage and inspire others within their community
  - Spread knowledge of the benefits of participating in the 2020 Census
  - Engage your librarians!

Georgia
CENSUS 2020
Starting a Local CCC

- Work with U.S. Census Bureau partnership specialists
- Sign up for Georgia state information at https://census.georgia.gov/webform/local-complete-count-committee-sign
- Those interested will receive the information and resources needed to get started
Local Complete Count Committee Sign-up

Name (required)

City or County of Residence (required)

Email Address (required)

Telephone Number (required)

Comments
Starting a Local CCC

- Committees should include members with experience in the following areas, which can be topics of subcommittees:
  - Government
  - Workforce development
  - Faith-based community
  - Education
  - Media
  - Technology
  - Community organizations
  - Business
2020 Census
Self-Response Mail Strategy

Self-Response
- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* “It’s not too late” Postcard</th>
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<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
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<td></td>
<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
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<tr>
<td>Internet Choice</td>
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<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
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</table>
Local CCC Strategies (2019)

- Create social media accounts on Instagram, Facebook, and Twitter and follow local people and businesses to build up followers
- Place census messages in water bills, property tax bills, and other correspondences governed by the jurisdiction
- Encourage local businesses to become official sponsors of census awareness events planned by the committee
- Have census posters in visible, public locations
  - Should feature languages used within the community (ex: Spanish)
- Sponsor a census booth at fairs, festivals, and carnivals
  - Prepare handouts and/or pamphlets that detail the federally funded programs that are affected by the census
Local CCC Strategies (January - March 2020)

- Add census message to city council, county commission, chamber of commerce, and other local meetings
- Host promotional event(s) around the time of the first mailing
  - (Ex: Q & A panel with the community)
- Ask elected officials to encourage residents to fill out survey
- Canvas low-response areas within the community
Local CCC Strategies (April-May 2020)

- Place public service announcements in local radio and social media asking residents to fill out the census questionnaire and cooperate with census workers
- Complete check-ins with census representative to ascertain census response rate
  - If response rate is low, plan events and/or activities to motivate residents to complete the survey
- Evaluate the experiences of community members
  - Create and distribute survey
- Celebrate!
Further information

- Visit:
  - https://www.census.gov/
  - https://census.georgia.gov/

- Email:
  - census@opb.georgia.gov

Contact:

- Anna Wrigley Miller
  - anna.miller@opb.georgia.gov

- Rusty Haygood
  - rusty.haygood@dca.ga.gov
2020 CENSUS KEY DATES
COMMUNITY INVOLVEMENT – OFFICES – DATA COLLECTION OPERATIONS

January 2018 through December 2019
Engage & Educate Local Leaders, Partners & Communities

January 2019
Early Area Census Offices Open (these offices run the Address Canvass Operation)

June 2019
Additional Area Census Offices Open (ACOs)

August 2019 through October 2019
Address Canvassing Operation

March 2020
Call to Action for Residents to Respond (starting March 23rd)

February 2020 through June 2020
Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)

Mid-March 2020
Residents Invited to Respond

Individual Housing Units (HUs) Invited by either:

Mail (to USPS Mailable Addresses) or
1. Letter Mailed
2. Reminder Postcard
3. Then Paper Questionnaire

Hand Delivery (to Rural/PO Box, non-USPS HU delivery)
1. List Housing Units (operation is called Update Leave)
2. Leave Questionnaire (Spanish in certain areas) & Letter w/other Response Options (internet & Phone)

Options to Self-Respond (all residents will have these 3 options & decide what is best for them)

Internet Telephone Paper

March 23, 2020
Self-Response Begins

April 1, 2020
Census Day – Reference Date = where you live on April 1

April 2020
Early Non-Response Follow-up begins (primarily areas around Colleges/Universities where the population leaves before early May)

May 2020
Non-Response Follow-up (NRFU) begins for households that do not self-respond (Households can continue to self-respond during this time)

Late August 2020 through September 2020
Areas Census Offices Begin Closing

August 2020 through December 2020
Quality Evaluation (re-contact of select Housing Units)

December 31, 2020
Deliver Counts to the President
Counting for Dollars 2020
16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

**Georgia**

Total Program Obligations: **$13,675,744,474**
Per Capita: **$1,339** (see note on proper use)

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<th>Program Name</th>
<th>Dept.</th>
<th>Type</th>
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### 2000 and 2010 CENSUS PARTICIPATION RATES

Source: Census Bureau 2010 Website. Retrieved from https://www.census.gov/cgi-bin/census2010/staterates.cgi

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Note: The 2010 Census Participation Rates, defined as the percentage of questionnaires mailed back by households that received them. The rates exclude households whose forms were returned by the U.S. Postal Service as 'undeliverable'.

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Note: The 2010 Census Participation Rates, defined as the percentage of questionnaires mailed back by households that received them. The rates exclude households whose forms were returned by the U.S. Postal Service as ‘undeliverable’.
Partnership Fact Sheet: Community Organizations

The once-a-decade population count affects your representation in government, determines how much funding your community receives, and provides data to help you plan for the future. Join us to spread the word about the importance of the 2020 Census and help ensure a complete and accurate count.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your stakeholders.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than $675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform business decisions, policy, community initiatives, and consumer advocacy.

The U.S. Census Bureau works with a broad spectrum of government and community leaders to form Complete Count Committees that educate and motivate residents to participate in the 2020 Census. To learn more about Complete Count Committees, or to start one in your community, visit census.gov/2020completecount.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you’re able to commit. As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census. These are some of the many ways you can get involved:

- Use Census Bureau tools, information, and messaging in creative ways to increase public participation; for example, share newsletter articles and co-branded products and posters social media.
- Host a workshop to devise possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Provide information to stakeholders about the importance and benefits of participating in the 2020 Census; for example, invite Census Bureau officials to speak to your audience.
- Encourage people in your community to work for the Census Bureau, and share this link with them: 2020census.gov/jobs.

2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to improve your community.
You will have access to personalized Census Bureau workshops on effective use of data, one-on-one support from our data trainers, and Census Bureau data products such as these online tools:

- **QuickFacts**: Find the most frequently requested information at the national, state, county, and city level.
- **Response Outreach Area Mapper**: Access socioeconomic and demographic profiles and learn about hard-to-count areas.
- **Census Business Builder**: Browse a variety of tools to help start or grow a business.

Visit [census.gov/data.html](http://census.gov/data.html) to explore more data tools and resources.

**INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?**

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at [census.partners@census.gov](mailto:census.partners@census.gov) to share ideas about how we can work together to ensure a complete and accurate count.

State and local organizations can reach out to their regional census center using the contact information below.

**Atlanta**  
Phone: 404-889-6520  
E-mail: [Atlanta.rcc.partnership@2020census.gov](mailto:Atlanta.rcc.partnership@2020census.gov)

**Chicago**  
Phone: 312-579-1605  
E-mail: [Chicago.rcc.partnership@2020census.gov](mailto:Chicago.rcc.partnership@2020census.gov)

**Dallas**  
Phone: 972-510-1800  
E-mail: [Dallas.rcc.partnership@2020census.gov](mailto:Dallas.rcc.partnership@2020census.gov)

**Los Angeles**  
Phone: 213-314-6500  
E-mail: [Los.Angeles.rcc.partnership@2020census.gov](mailto:Los.Angeles.rcc.partnership@2020census.gov)

**New York**  
Phone: 212-882-2130  
E-mail: [New.York.rcc.partnership@2020census.gov](mailto:New.York.rcc.partnership@2020census.gov)

**Philadelphia**  
Phone: 267-780-2530  
E-mail: [Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)

We look forward to welcoming you as a Census Bureau partner.

**KEY MILESTONES**

- **September 2018**—The Census Bureau’s recruitment Web site went live: [2020census.gov/jobs](http://2020census.gov/jobs). For each decennial census, the Census Bureau begins recruiting thousands of paid census takers to help ensure a complete and accurate count. Interested applicants can visit the Web site to apply for a variety of jobs beginning in 2019 and through summer 2020.

- **April 2019**—The 2020 Census Web site goes live: [2020census.gov](http://2020census.gov). This site will be available in multiple languages and will provide downloadable materials, answers to frequently asked questions, and more information about how individuals and organizations can help spread the word about the 2020 Census.

- **August 2019**—New Statistics in Schools classroom activities are available online: [census.gov/schools](http://census.gov/schools). The Statistics in Schools program provides resources for teaching and learning with real-life data.

- **January 2020**—The first enumeration of the 2020 Census takes place in Toksook Bay, Alaska. Local census takers must get a head start while the frozen ground allows easier access to remote areas with unique accessibility challenges.

- **March 2020**—The public can begin responding to the 2020 Census online at [2020census.gov](http://2020census.gov). Replying by mail or phone will also be an option.

- **April 2020**—Every 10 years, we observe Census Day on April 1.

- **June 2020 through July 2020**—Census takers go door to door to count people who have not responded to the 2020 Census. Census takers are Census Bureau employees and will provide proof that they are official government personnel.

- **December 31, 2020**—By this date, as required by law, the Census Bureau reports to the President of the United States the population count and the apportionment of seats in the U.S. House of Representatives to each state.

- **2021**—Initial 2020 Census data are made available to the public on [census.gov](http://census.gov).

For the latest updates on the 2020 Census, visit [2020census.gov](http://2020census.gov).
Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren’t counted in the 2010 Census. That’s about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here’s what our research tells us about why young children are missed and what you can do to help make sure they are counted.

Common situations where young children aren’t counted

The child splits time between two homes.
The child lives or stays with another family or with another relative such as a grandparent.

The child lives in a lower income household.

The child lives in a household with young parents or a young, single mom.

The child is a newborn.

How you can help?

- Emphasize that the census counts everyone where they live and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on Census Day, April 1. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it’s not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.

- Explain to service providers and families that responding to the census helps determine $675 billion in local funding for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children’s Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.
- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should only take about 10 minutes to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.

- Emphasize that parents should include babies on census forms, even if they are still in the hospital on April 1.
- Encourage facilities providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can fill it out online or over the phone in addition to paper at a time that works best for them.
**Common situations where young children aren’t counted**

The child lives in a household that is **large, multigenerational, or includes extended or multiple families.**

- Remind the person filling out the form to count all children, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.
- Spread the word that the census **counts all people living or staying** at an address, not just the person or family who owns or rents the property.

The child lives in a household that **rents or recently moved.**

- Encourage renters and recent movers to complete their census forms **online or over the phone,** right away. That way they don’t need to worry about paper forms getting lost in the move.
- **Focus efforts** on multiunit buildings that are likely to have renters.

The child lives in a household where they’re **not supposed to be,** for one reason or another.

- Please explain to those that have children living in places where they aren’t allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children because the **Census Bureau does not share information** so it can’t be used against them.
- Emphasize the Census Bureau’s legal commitment to keep census **responses confidential.**
- Explain that the Census Bureau will **never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.

The child lives in a **non-English or limited-English speaking** household.

- **Conduct outreach** and create resources in non-English languages that highlight the importance of counting young children.
- **Encourage non-English speakers to self-respond** to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English.

The child lives in a household of **recent immigrants or foreign-born adults.**

- Work with community members to conduct outreach in neighborhoods with recent immigrants. **Focus efforts** on the community’s gathering places like local grocery stores, places of worship, and small restaurants.
- Emphasize the **Census Bureau’s legal commitment** to keep census responses confidential. Explain that the Census Bureau will never share information with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.
Apply Online Today!

2020census.gov/jobs
1-855-JOB-2020
(1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASCII
www.gsa.gov/fedrelay

The Federal Relay Service (FedRelay) provides telecommunications services to allow individuals who are deaf, hard of hearing, and/or have speech disabilities to conduct official business with and within the federal government.

The U.S. Census Bureau is an Equal Opportunity Employer.

Join the 2020 Census Team!