

# **2020 Census:** **Complete Count Committees**



## **Atlanta Regional Office**

Managing Census Operations in  
AL, FL, GA, LA, MS, NC, SC

United States  
**Census  
2020**

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

# The U.S. Constitution and Decennial Census

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



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

*Schedule of the whole number of Persons in the Territory of the United States (Part of the whole)*

Name of Counties	Free white Males					Free white Females					Total
	Under 10 years of age	10 years and over	Total	Under 10 years of age	10 years and over	Total	Under 10 years of age	10 years and over	Total		
Jefferson	1927	748	749	751	117	1791	717	718	686	531	51
Washington	1835	379	108	642	593	941	328	472	187	193	18
Adams	737	273	319	341	177	502	261	267	273	115	15
Hanilton	3273	1525	1525	1571	280	2048	1161	1297	914	324	0
Waynes	548	301	322	544	191	267	193	212	192	100	139
Rich	1641	626	321	1061	326	1411	602	760	691	342	125
Summit	303	71	328	323	25	206	33	93	186	21	5
The aggregate for each District	9362	3647	2036	4333	1413	5644	2323	3461	2702	1397	237

*The whole number of Inhabitants in the Territory 43,365.*

Where census records are maintained and released by the National Archives and Records Administration, use the U.S. Census Bureau's [www.census.gov](http://www.census.gov) for more information about publicly available records like the 1910 Census.



# Why We Ask You to Allocate Resources to the 2020 Census

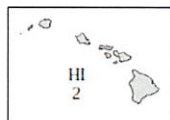
- Political Power
  - Census is constitutionally mandated for re-apportionment of Congress
  - Census results are used for Redistricting at national, state, and local levels.
- Money/Economic Impact
  - Over \$675 Billion/year is distributed to state and local governments using Census numbers (Over \$4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



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

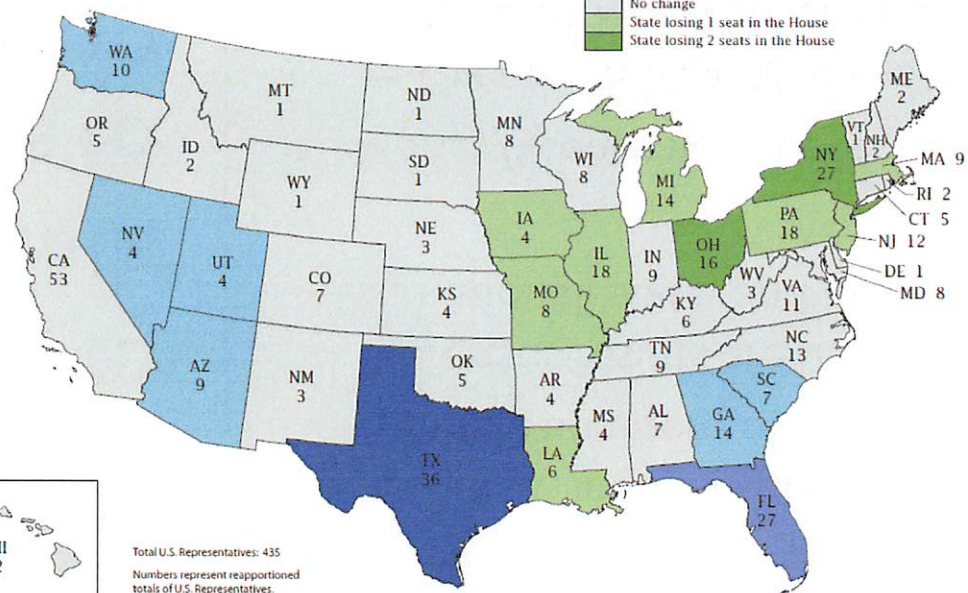
Change from 2000 to 2010

- 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



U.S. Department of Commerce

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



USCENSUSBUREAU  
Mapping New Starts 10/20/10 2010/10/20/10



## THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

## Counting for Dollars 2020

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

## United States

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

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

Counting For Dollars Project 2020

## Initial Analysis: 16 Large Census-guided Financial Assistance Programs

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

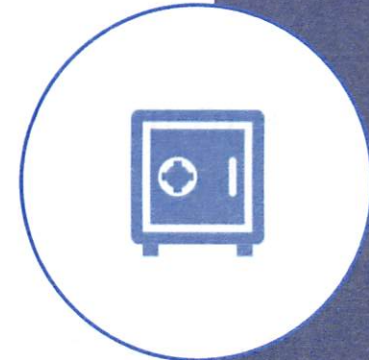
## Census Data Are Used In Many Ways

- 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:

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never asks for your full Social Security number;

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never asks for money or a donation;

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never sends requests on behalf of a political party;

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



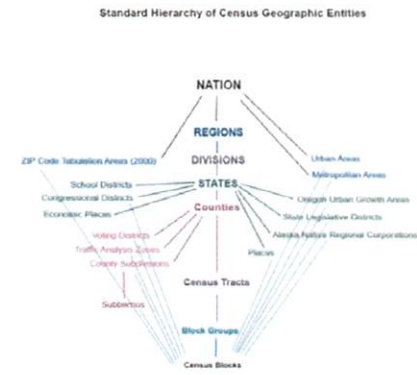
## Do You know that the Census Bureau Collects a Wide Variety of Data Every Month?



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.



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

# Complete Count Committees

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



# Complete Count Committees

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



## Get Organized Right NOW!

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



# What is the Structure of a CCC?

Highest elected officials or community leaders appoint chairpersons

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

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



## CCC Chairs and Subcommittee Chairs

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

# Local Government CCC's

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

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





# Community-based CCC's

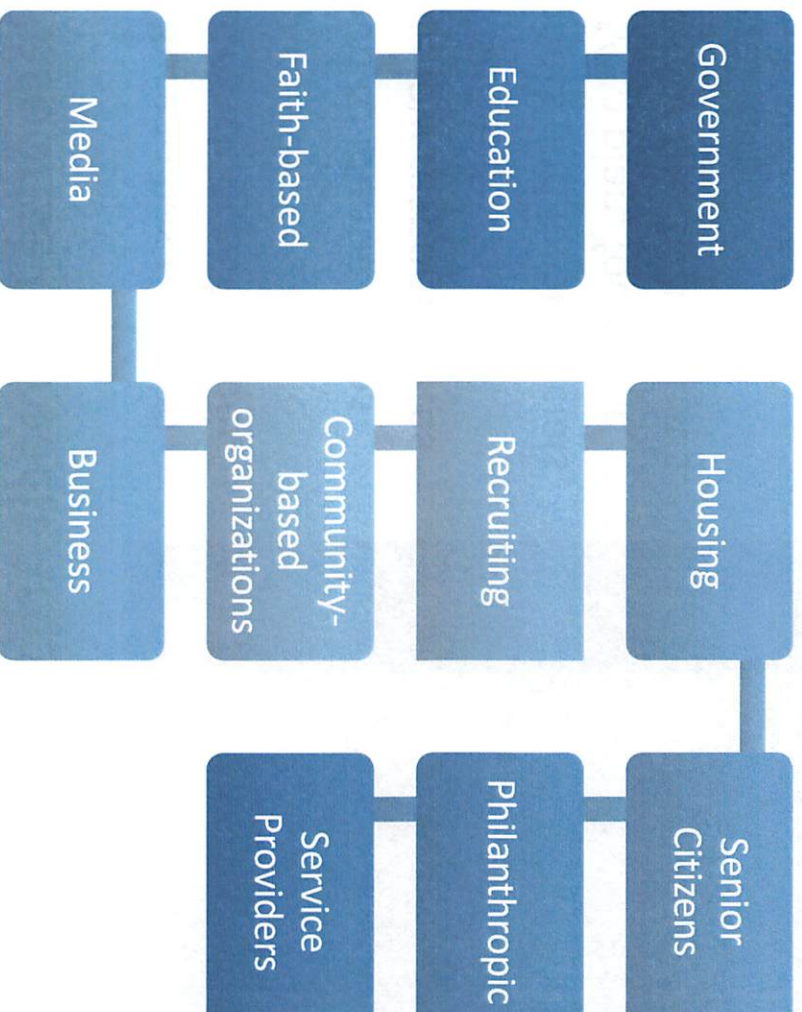
The Census Bureau encourages community leaders in hard-to-count areas to form CCC's and include trusted voices from the community.

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

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



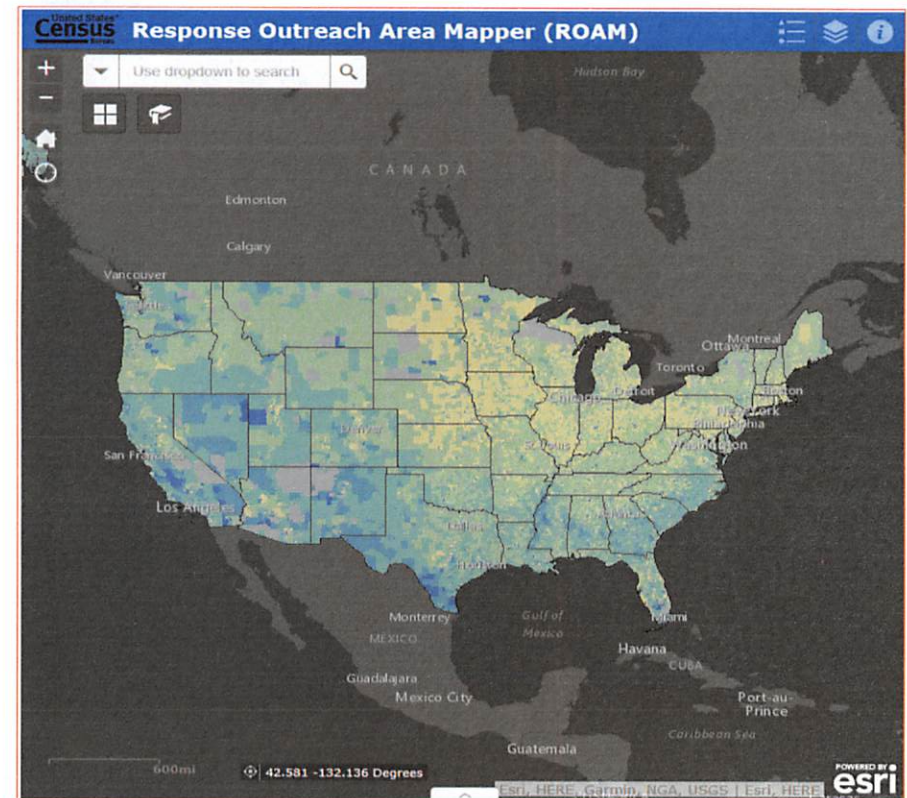
# Subcommittee Examples





# 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

Posted on March 9, 2010 | [Leave a comment](#)

### Teens Volunteer to Lead Census Promotion and Education on Saturdays at McCain Mall

The Mayor's Youth Council of North Little Rock kicked-off its Census 2010 promotion activities at [McCain Mall](#) where students set-up a Census information booth on Saturday, March 6th for Census Awareness Week.



This weekend was the first of four Saturdays in March that the Youth Council has committed to volunteer to manage this important 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 of Chick-Fil-A was a great location in the busy McCain Mall food court.



Seminole Town Center 2010 Awareness Event



Seminole County Wekiva Riverfest 2010 Census Event Photo

## Mayor Hays Hosts Lunch with North Little Rock Faith Leaders

Posted on March 8, 2010 | [Leave a comment](#)



Ministers join May Hays for lunch and offer their support for Census 2010 outreach.

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.



Seminole Co FL,-March to the Mailbox 2010

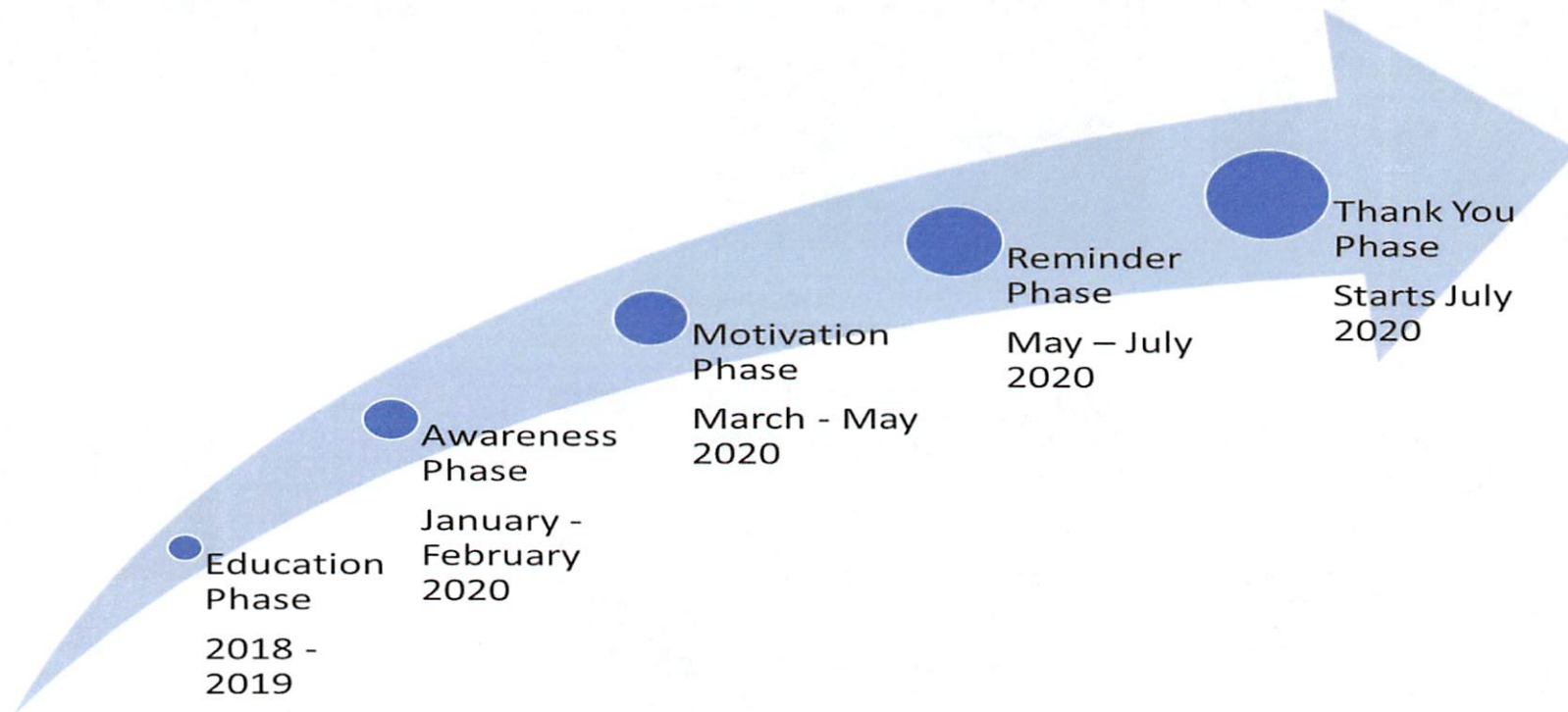


2010 Lakewood NJ Article Photo on Participation rates



# 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

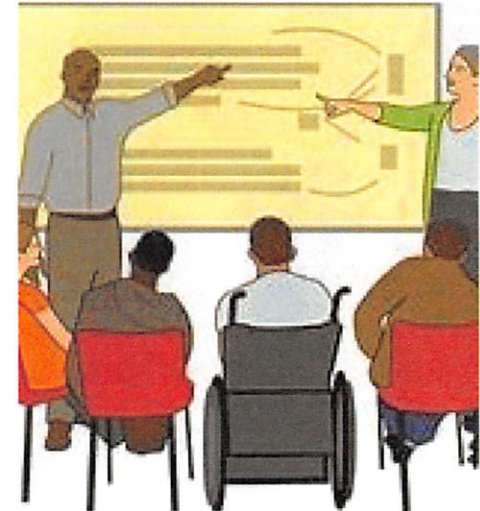




# More CCC's Action Steps During the Education Phase

## 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



The awareness phase of the 2020 Census officially starts in January 2020. Goes through February 2020

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



# CCC Action Steps During the Motivation Phase

## 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



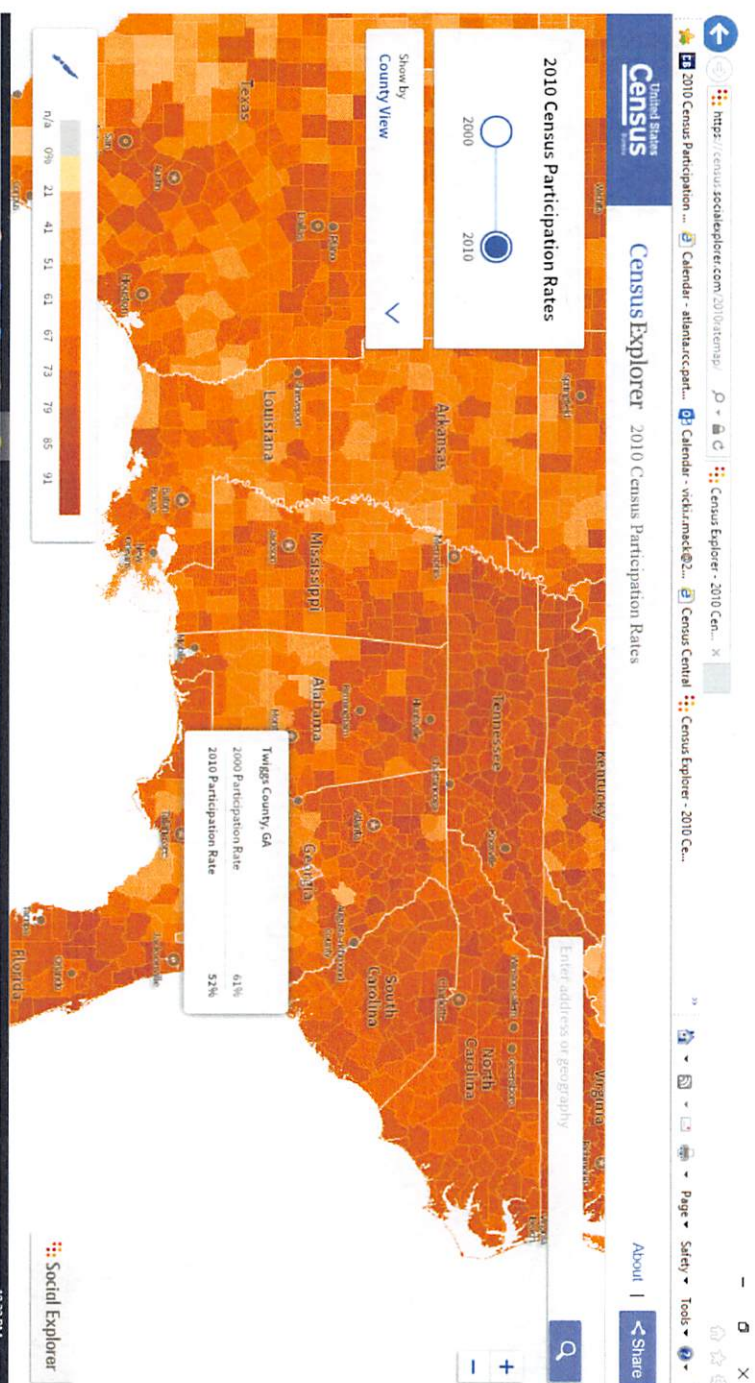
## Reminder Phase Action Steps from May 2020 – July 2020

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



# 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

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 23<sup>rd</sup>)

February 2020 through June 2020

Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Lodgings, 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

Hand Delivery (to Rural/PO Box, non-USPS HU delivery)

1. Letter Mailed

1. List Housing Units (operation is called Update Leave)

2. Reminder Postcard

2. Leave Questionnaire (Spanish in certain areas) &

3. Then Paper Questionnaire

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

United States  
Census  
2020

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)



# 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](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.



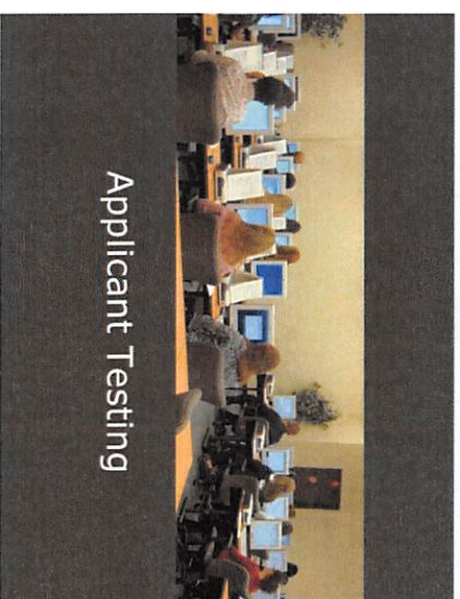
# Recruiting/Hiring Challenges

- Now an online application and assessment is required for 2020 Census hourly positions (paid weekly). website [2020census.gov/jobs](https://2020census.gov/jobs)
- Expected challenges from the online process
  - Applicants who do not have computer or smart phone access
  - Applicants who do not have internet access or easy internet access
  - Applicants who are not tech-savvy and possibly intimidated by the process
  - Applicants who do not have email addresses



# Census Recruiting Help Needed

- 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](http://www.usajobs.gov)

or

[Census.gov/fieldjobs](http://Census.gov/fieldjobs)

or

Toll Free Jobs Line

**1-855-JOB-2020**

**(1-855-562-2020) or (1-855-889-8932)**

**[2020census.gov/jobs](http://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](mailto:atlanta.rcc.partnership@census.gov)
- Atlanta Recruiting 1-855-889-8932  
[atlanta.rcc.recruiting@census.gov](mailto:atlanta.rcc.recruiting@census.gov)
- Atlanta Geography 470-889-6550  
[atlanta.geography@census.gov](mailto:atlanta.geography@census.gov)

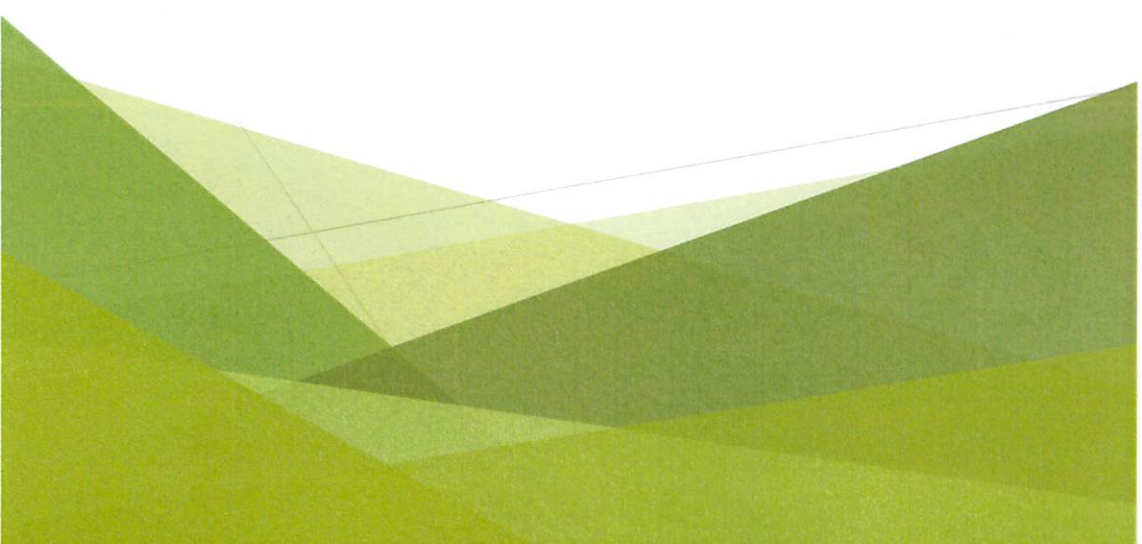


# Local Governments & Local Complete Count Committees



# 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 decides how the money is allocated





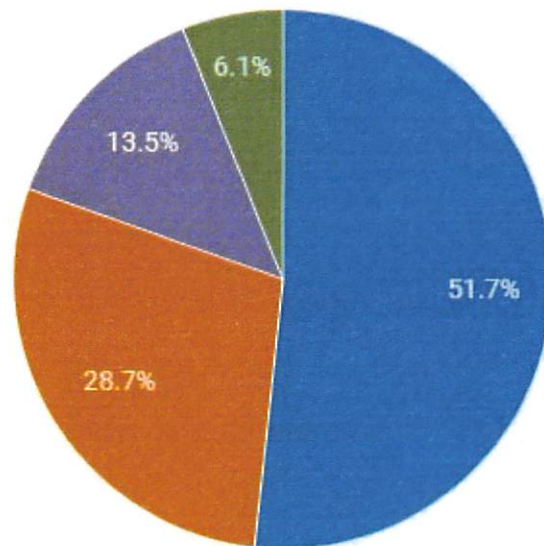
## Programs using Census Data

- ▶ 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?

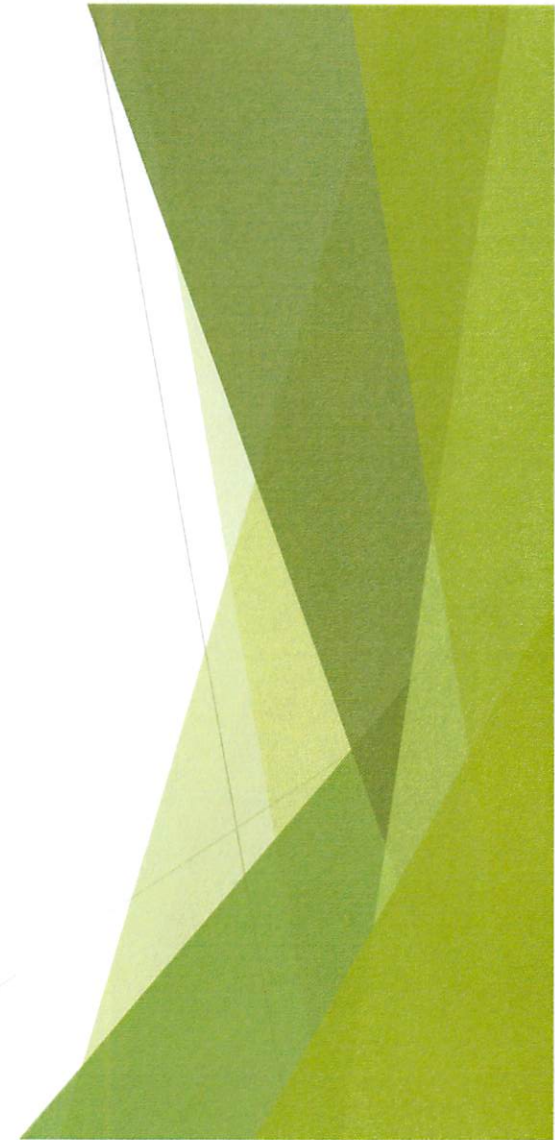
Distribution of 2015 Federal Funds by Category



● Public Health ● Families & Children ● Infrastructure ● Education

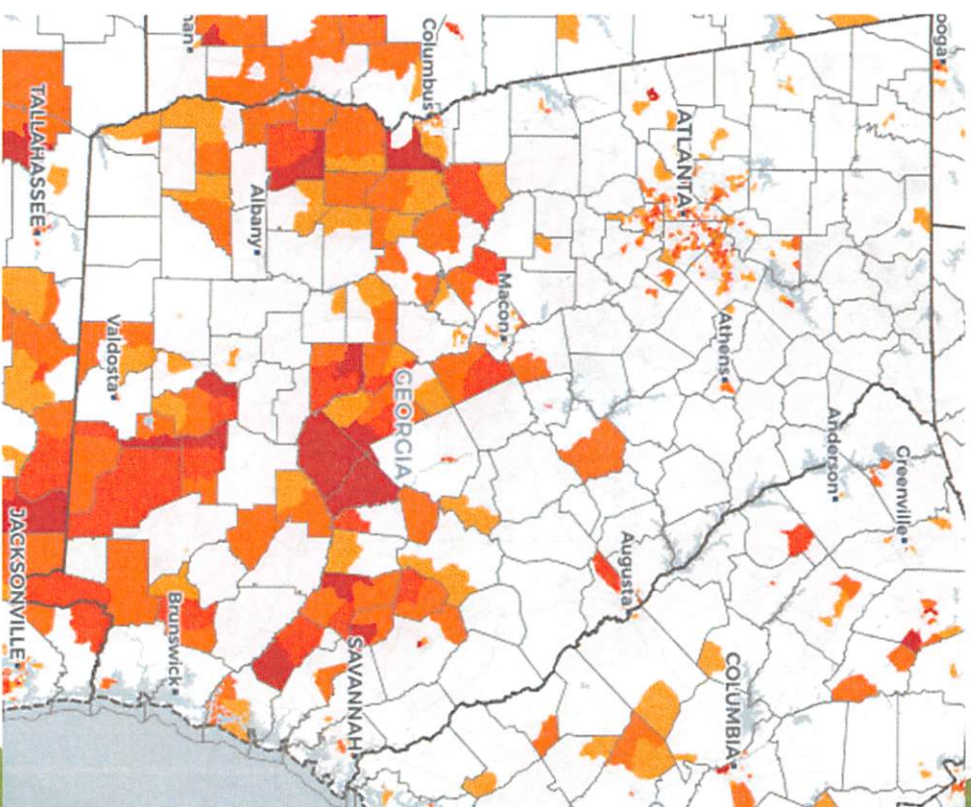
# Challenges Facing Census 2020

- ▶ Internet connectability
  - ▶ The 2020 census will be primarily held online
- ▶ Perception and trust
- ▶ Hard-to-count populations and hard-to-count areas
  - ▶ 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



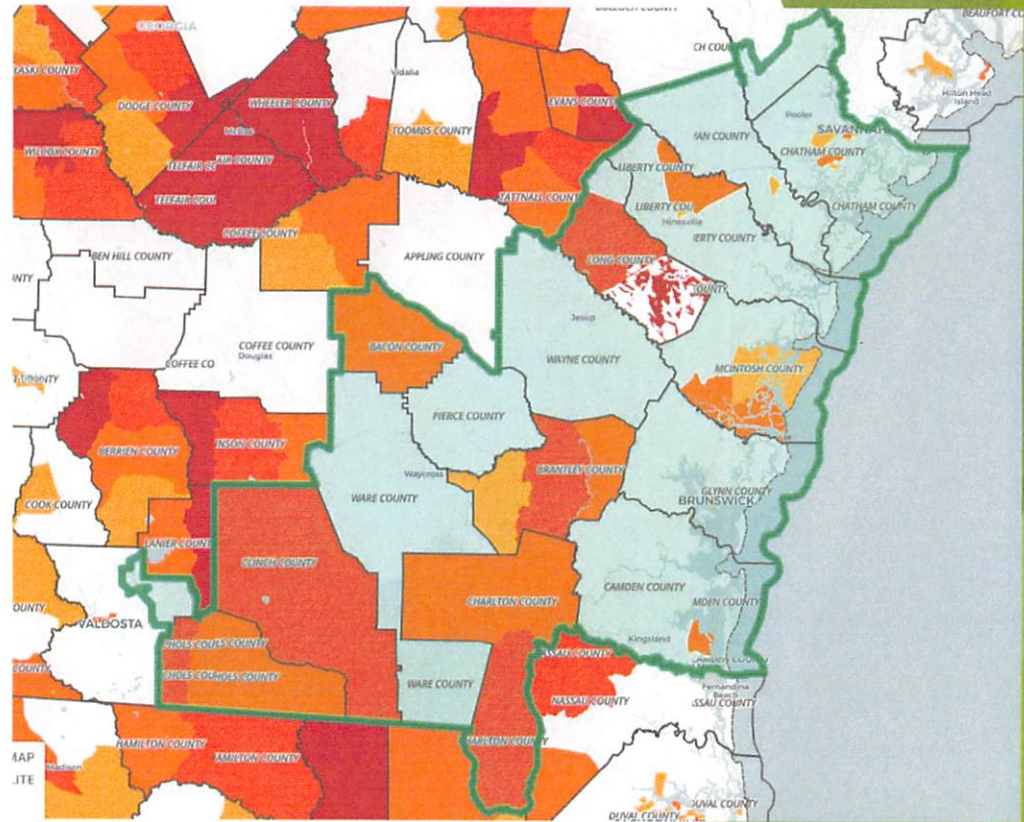


# Hard-to-Count Areas



# Congressional District 1

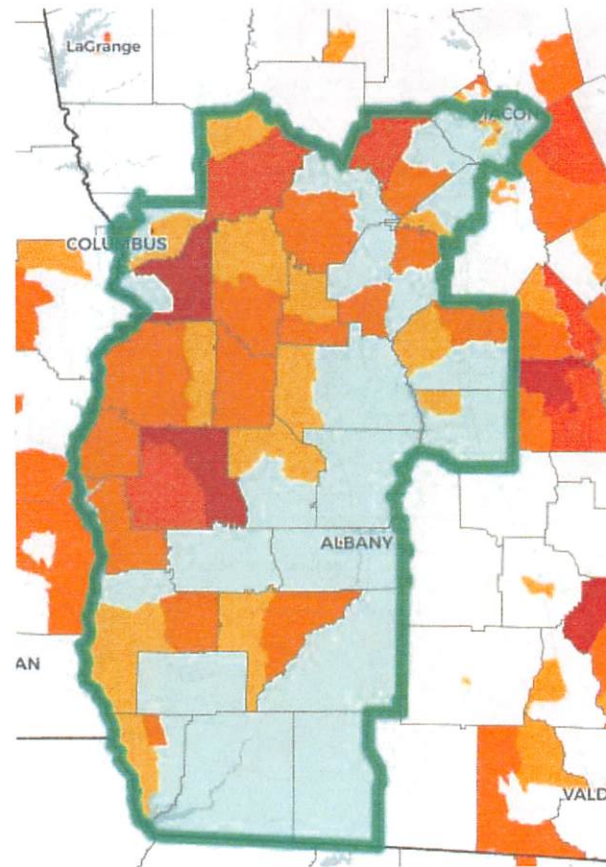
- ▶ 21.6% of this population required an in-person follow up
- ▶ Latest estimates show that about 18% of the district's population live in HTC neighborhoods (135,262 people)
- ▶ In 2017, 19.1% of this district reported that they had no internet or dial-up only access





## Congressional District 2

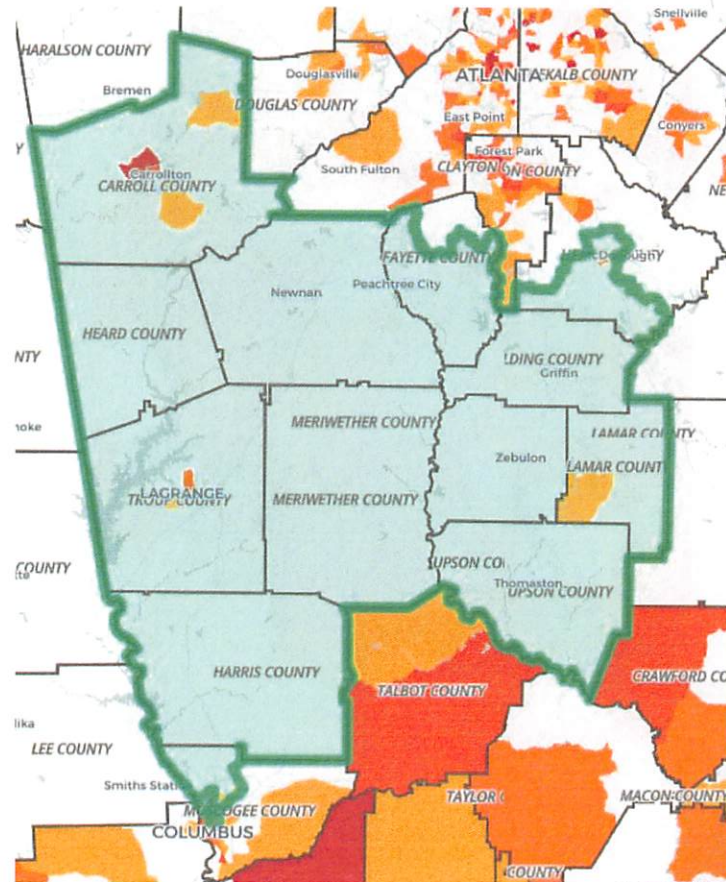
- ▶ 24.0% of this population required an in-person follow up
- ▶ Latest estimates show that about 28% of the district's population live in HTC neighborhoods (189,959 people)
- ▶ In 2017, 30.9% of this district reported that they had no internet or dial-up only access





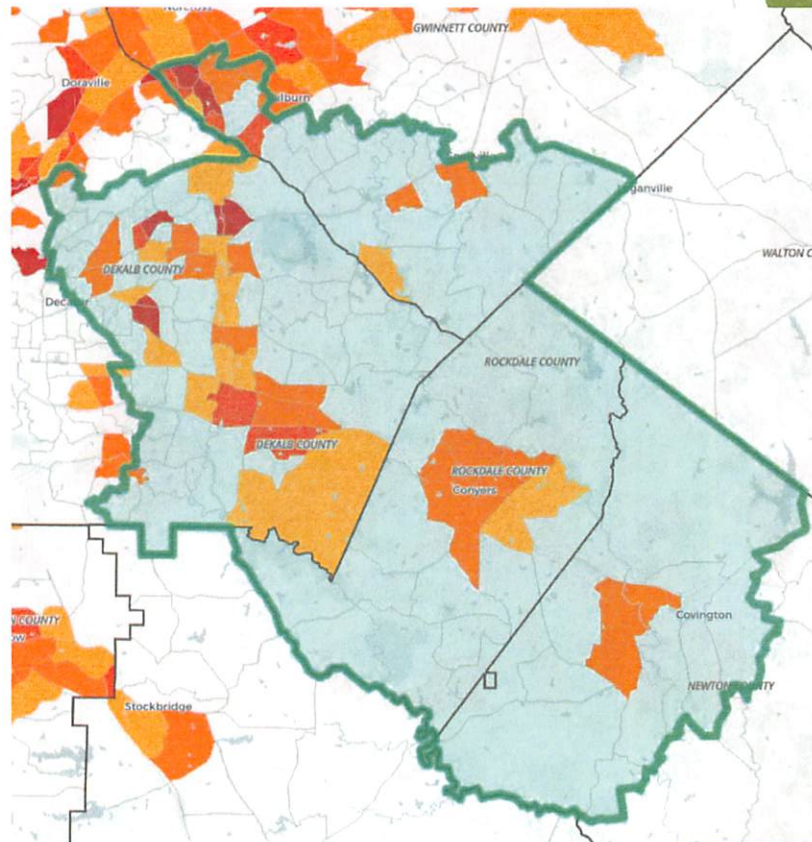
## Congressional District 3

- ▶ 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

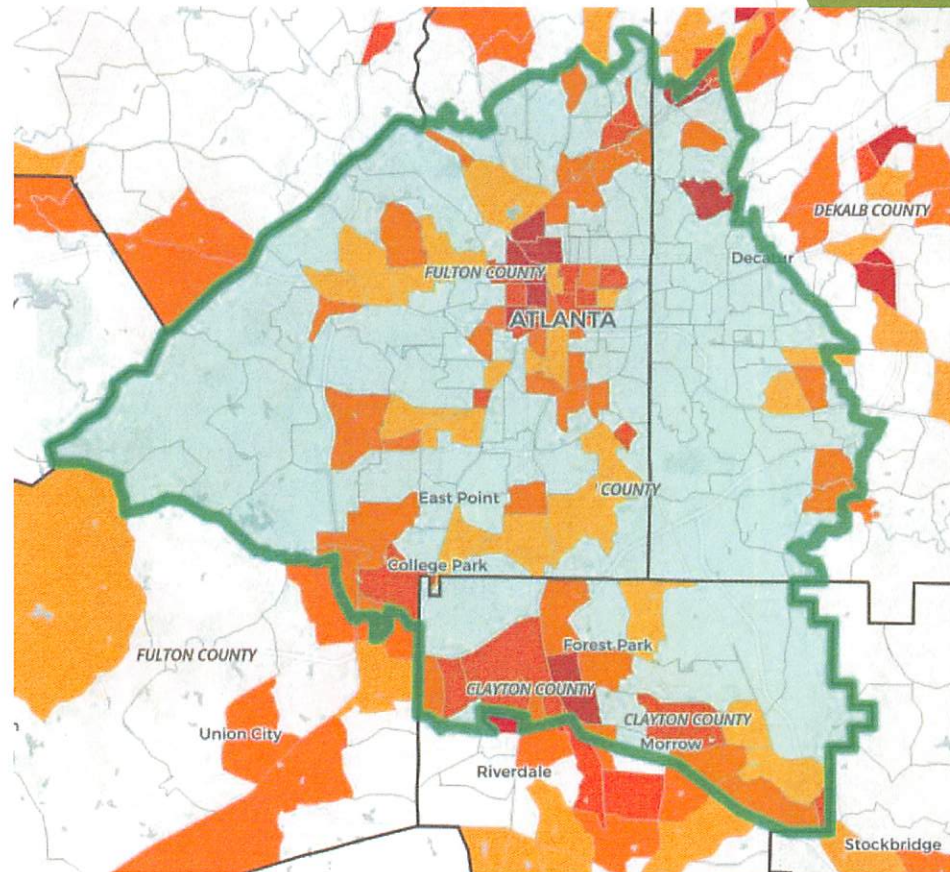
- ▶ 25.6% of this population required an in-person follow up
- ▶ Latest estimates show that about 35% of the district's population live in HTC neighborhoods (263,127 people)
- ▶ One of the hardest to count in the country
- ▶ In 2017, 15.4% of this district reported that they had no internet or dial-up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





## Congressional District 5

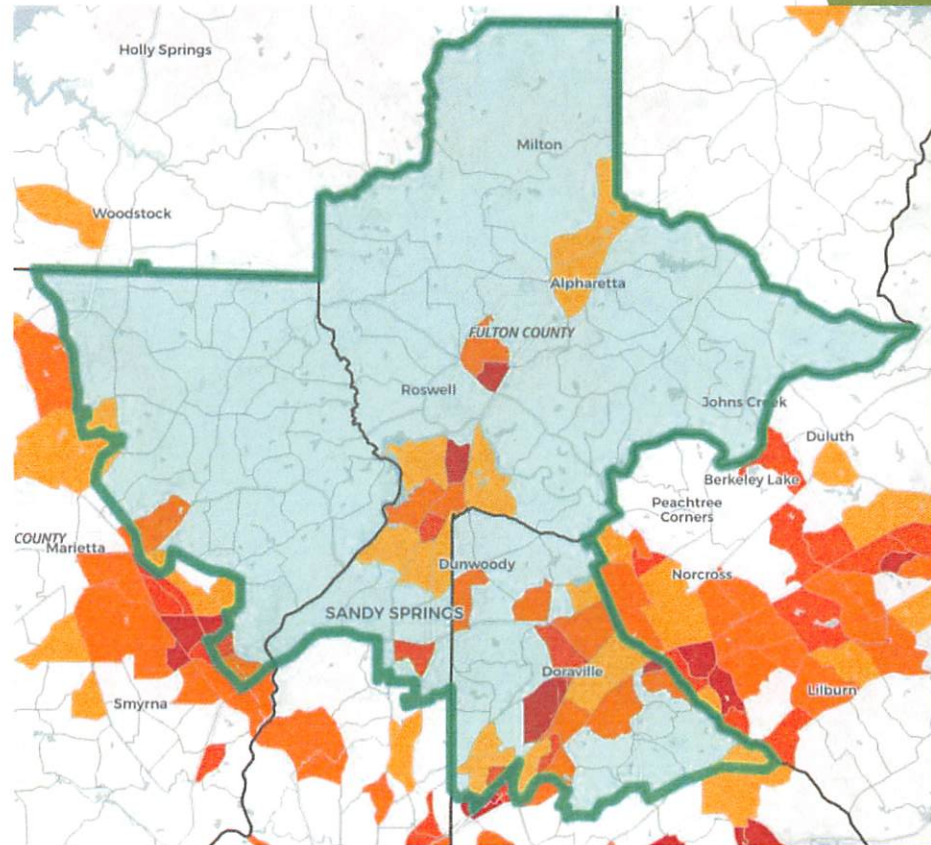
- ▶ 26.2% of this population required an in-person follow up
- ▶ Latest estimates show that about 41% of the district's population live in HTC neighborhoods (309,354 people)
- ▶ One of the hardest to count in the country
- ▶ In 2017, 18.2% of this district reported that they had no internet or dial-up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





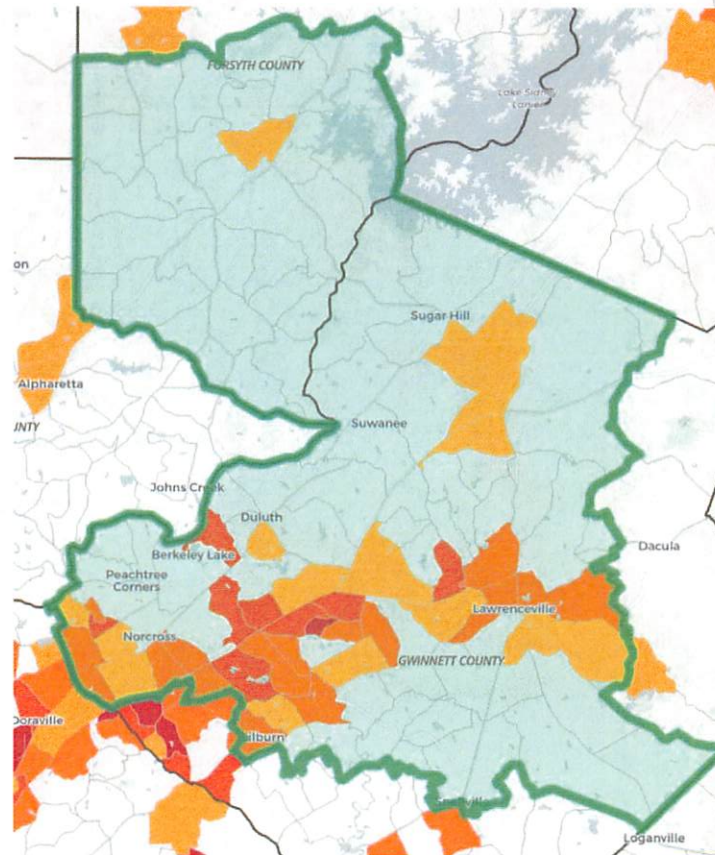
## Congressional District 6

- ▶ 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

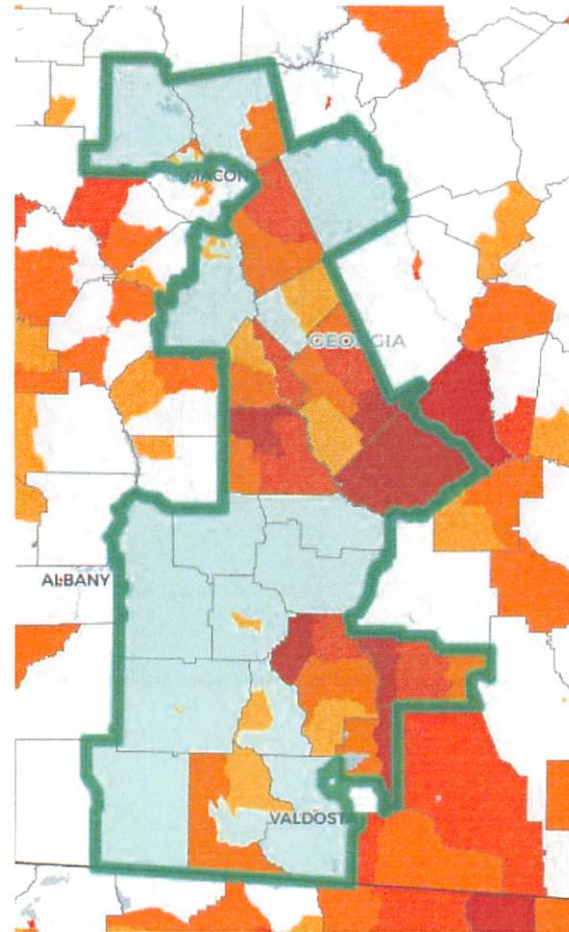
- ▶ 24.4% of this population required an in-person follow up
- ▶ Latest estimates show that about 31% of the district's population live in HTC neighborhoods (244,737 people)
- ▶ One of the hardest to count in the country
- ▶ In 2017, 9.7% of this district reported that they had no internet or dial-up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





## Congressional District 8

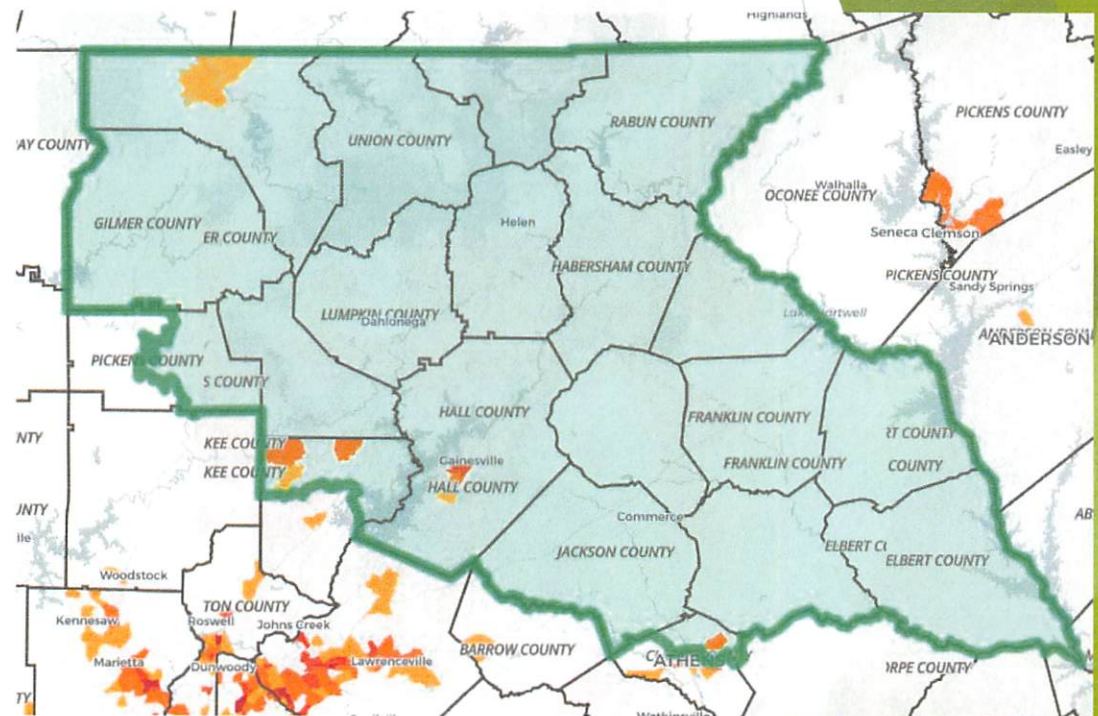
- ▶ 24.2% of this population required an in-person follow up
- ▶ Latest estimates show that about 28% of the district's population live in HTC neighborhoods (195,872 people)
- ▶ One of the hardest to count in the country
- ▶ In 2017, 27.2% of this district reported that they had no internet or dial-up only access





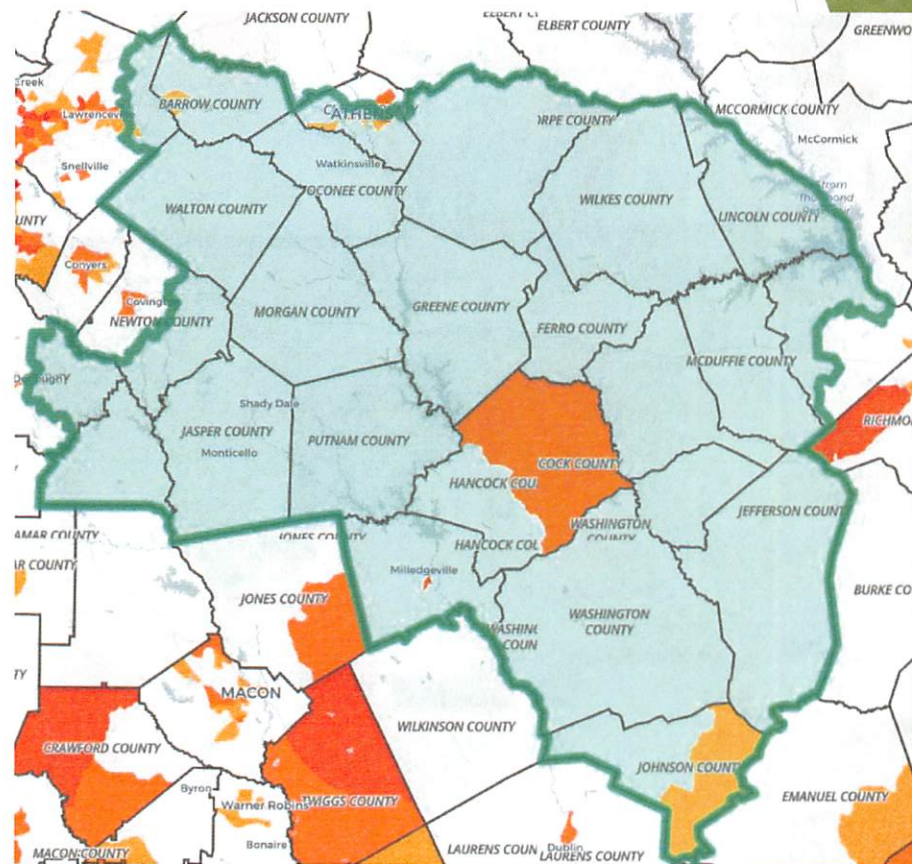
## Congressional District 9

- ▶ 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



# Congressional District 10

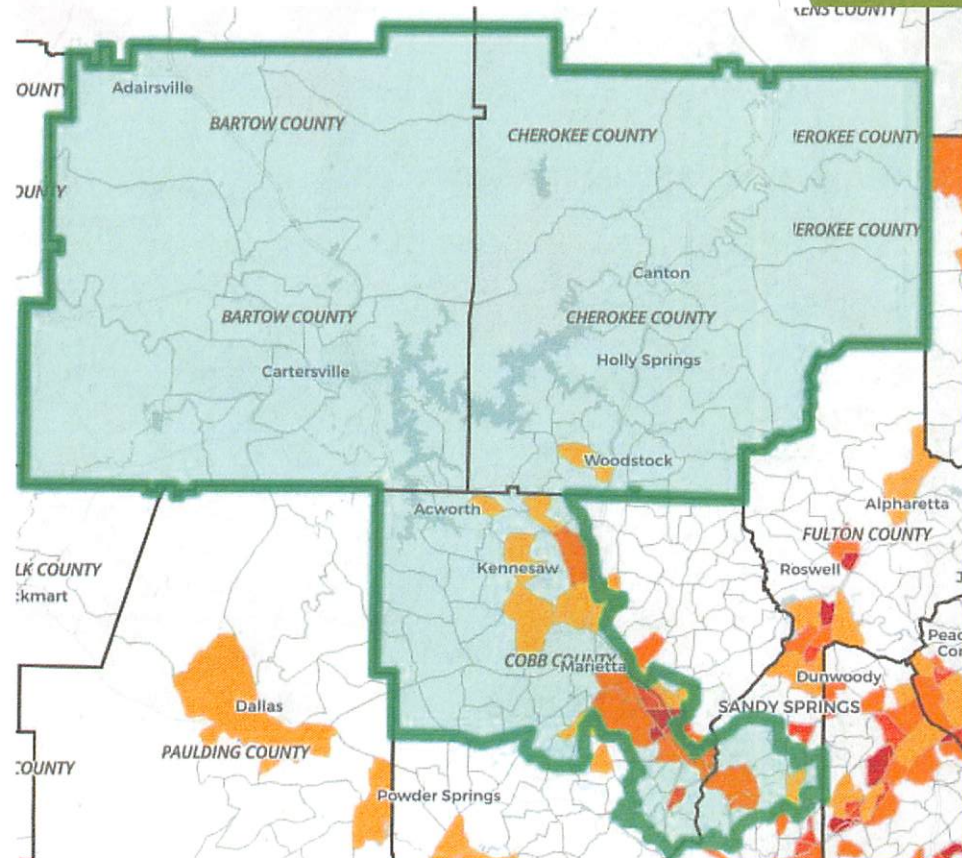
- ▶ **20.1%** of this population required an in-person follow up
- ▶ Latest estimates show that about **7%** of the district's population live in HTC neighborhoods **(47,911 people)**
- ▶ In 2017, **21.6%** of this district reported that they had no internet or dial-up only access





# Congressional District 11

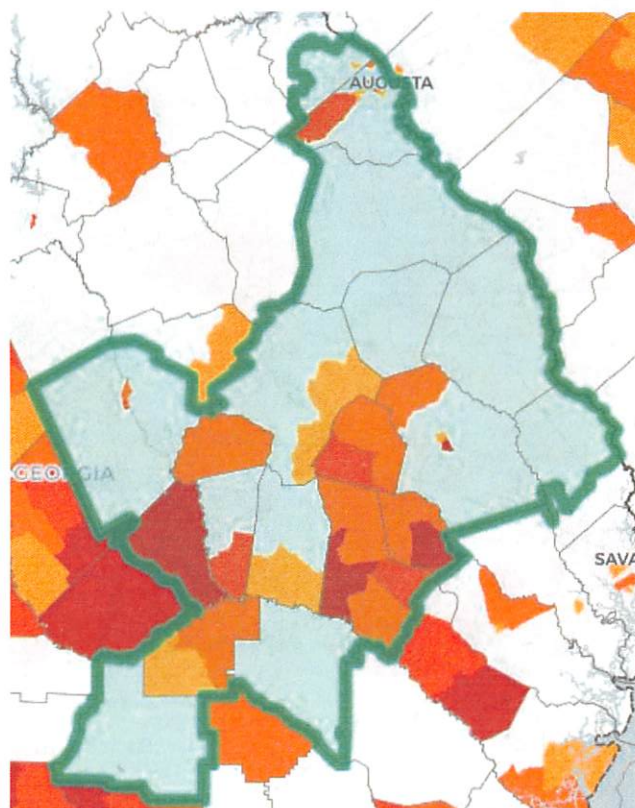
- ▶ 21.7% of this population required an in-person follow up
- ▶ Latest estimates show that about 19% of the district's population live in HTC neighborhoods (139,052 people)
- ▶ In 2017, 10.1% of this district reported that they had no internet or dial-up only access





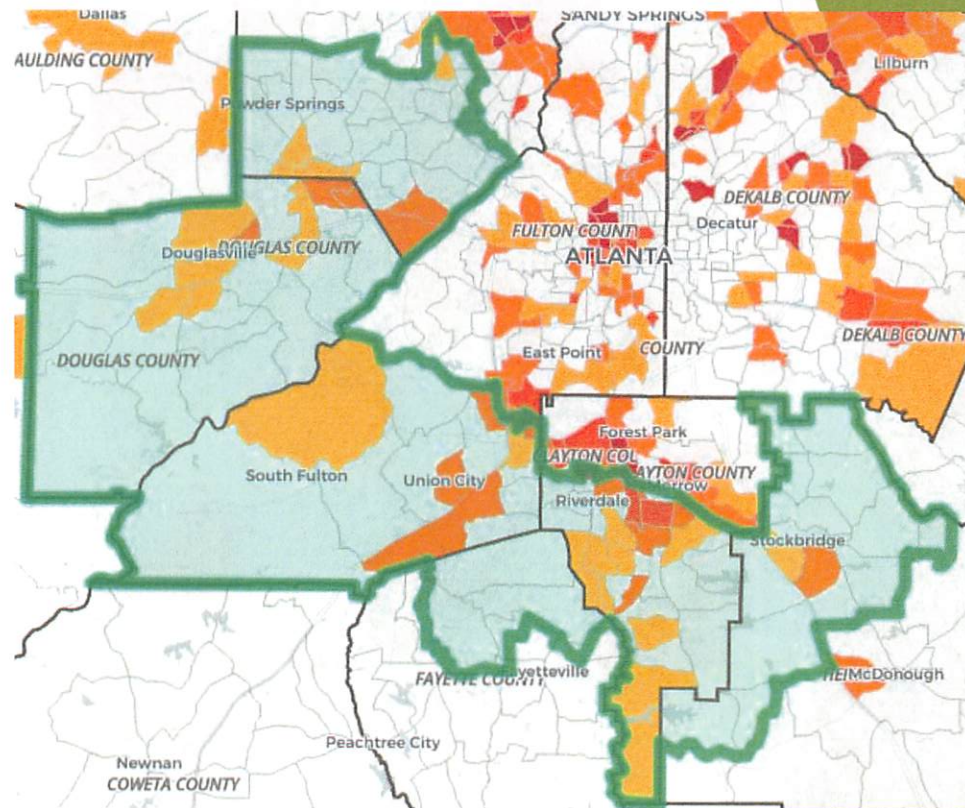
## Congressional District 12

- ▶ 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

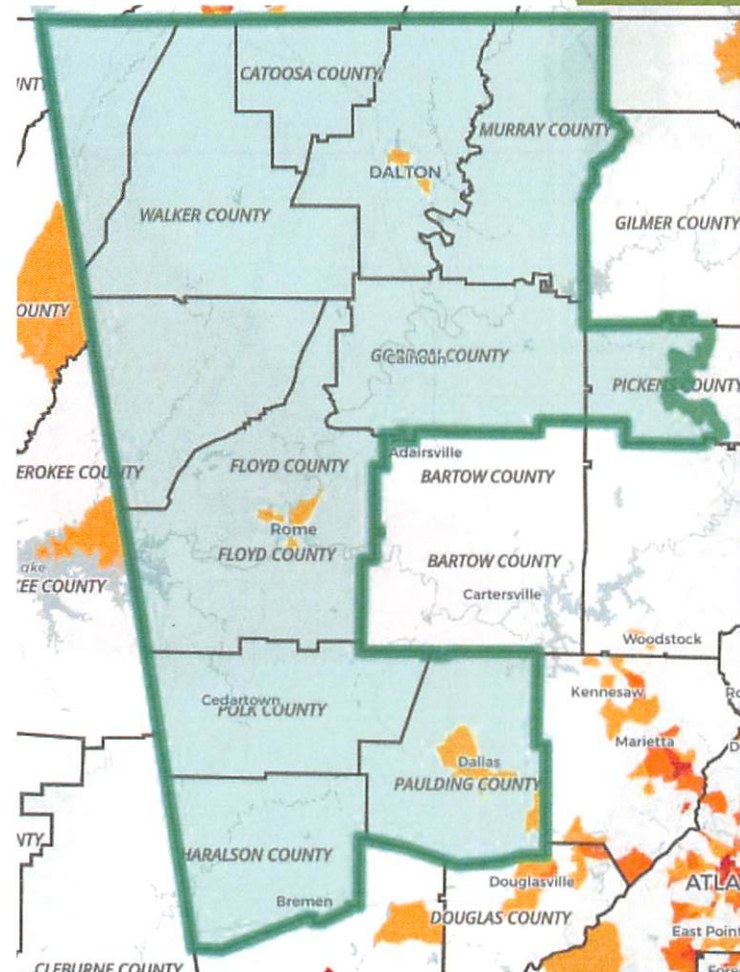
- ▶ 24.8% of this population required an in-person follow up
- ▶ Latest estimates show that about 33% of the district's population live in HTC neighborhoods (237,832 people)
- ▶ One of the hardest to count in the country
- ▶ In 2017, 14.2% of this district reported that they had no internet or dial-up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





## Congressional District 14

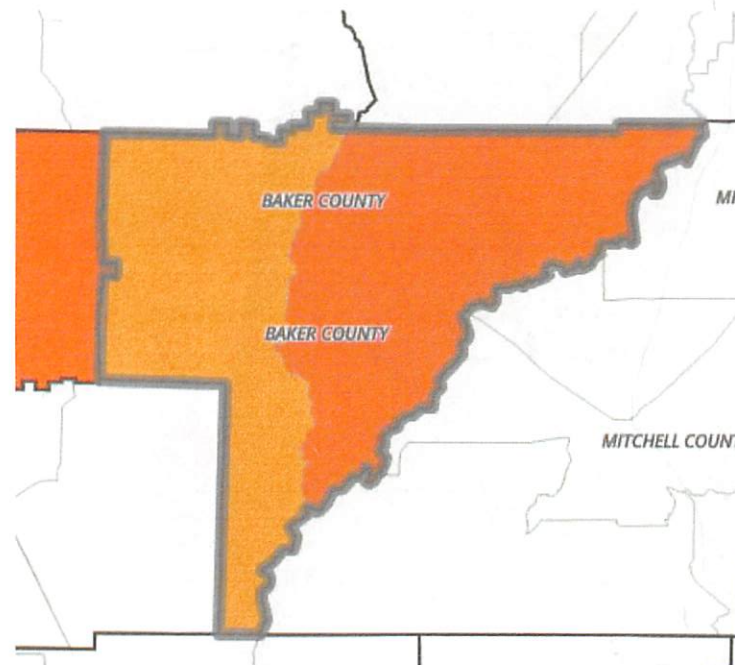
- ▶ 20.4% of this population required an in-person follow up
- ▶ Latest estimates show that about 6% of the district's population live in HTC neighborhoods (43,995 people)
- ▶ In 2017, 20.9% of this district reported that they had no internet or dial-up only access





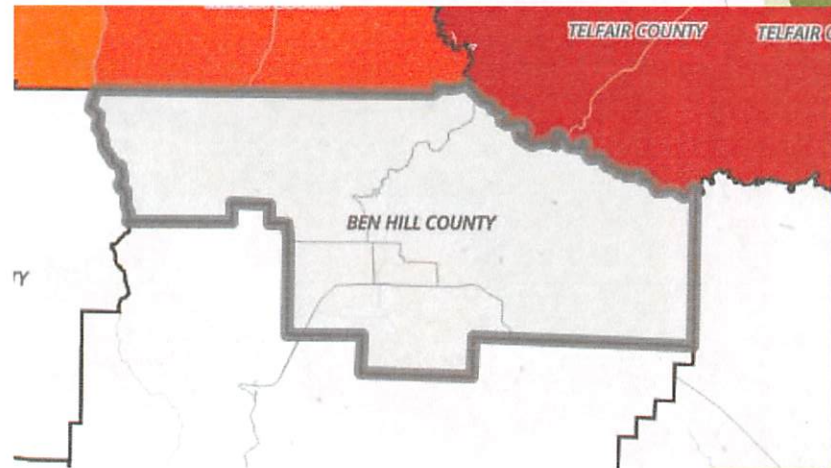
# Baker County

- ▶ 3,248 people live in 1,321 households
- ▶ 3 people live in group quarters
- ▶ 69.3% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 100% of Baker County's current population lives in hard-to-count neighborhoods



# Ben Hill County

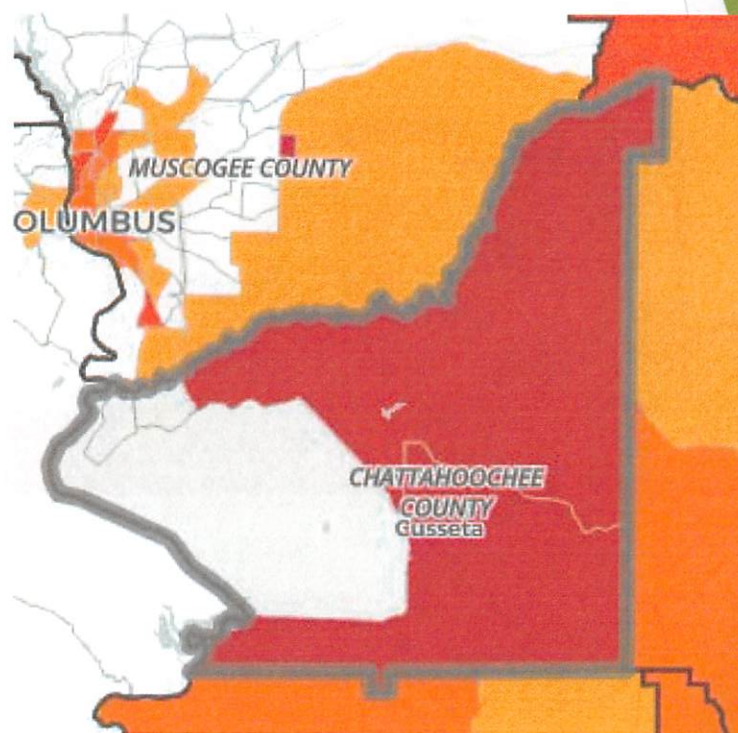
- ▶ 16,949 people live in 6,361 households
- ▶ 323 people live in group quarters
- ▶ 77.9% of the county's households mailed back their 2010 census questionnaire
- ▶ 35.7% of Ben Hill County's households had either no internet access or dial up-only





# Chattahoochee County

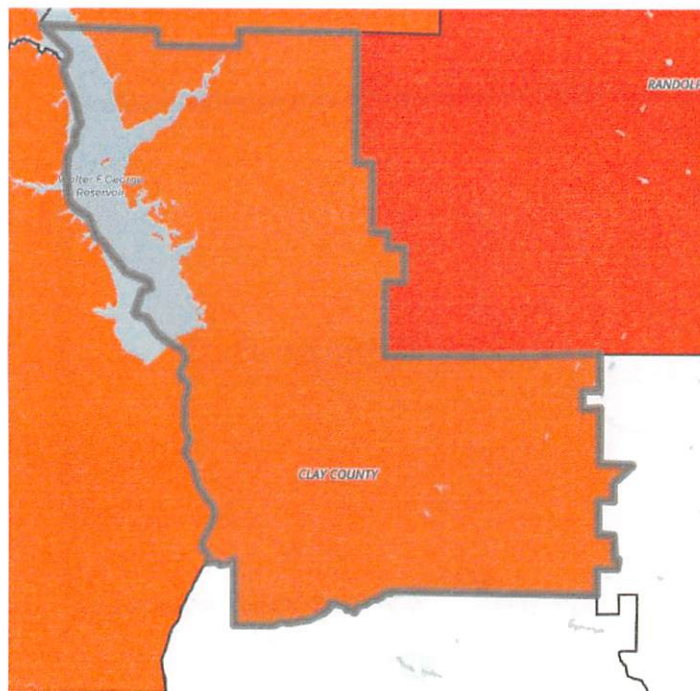
- ▶ 7,647 people live in 2,505 households
- ▶ 3,449 people live in group quarters
- ▶ 68.4% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 29% of Chattahoochee County's current population lives in hard-to-count neighborhoods
- ▶ 21.2% of Chattahoochee County's households had either no internet access or dial up-only





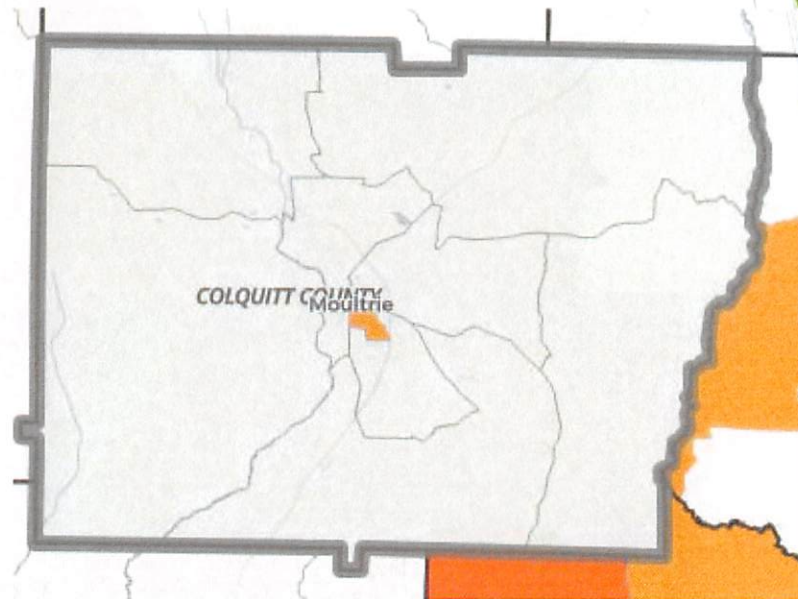
## Clay County

- ▶ 2,968 people live in 1,154 households
- ▶ 56 people live in group quarters
- ▶ 68% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 100% of Clay County's current population lives in hard-to-count neighborhoods
- ▶ 40.2% of Clay County's households had either no internet access or dial-up only



# Colquitt County

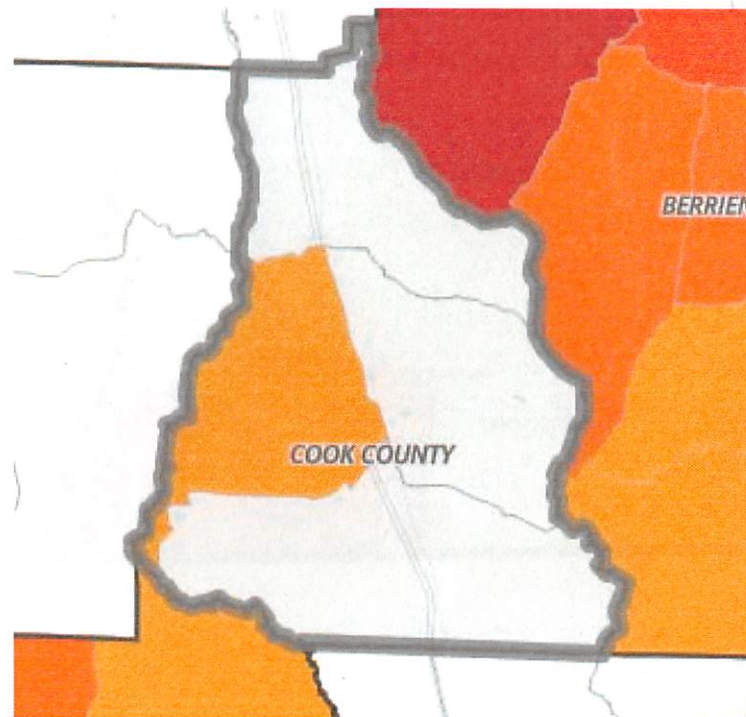
- ▶ 45,068 people live in 15,599 households
- ▶ 822 people live in group quarters
- ▶ 78.3% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 5% of Colquitt County's current population lives in hard-to-count neighborhoods
- ▶ 29.8% of Colquitt County's households had either no internet access or dial up-only





## Cook County

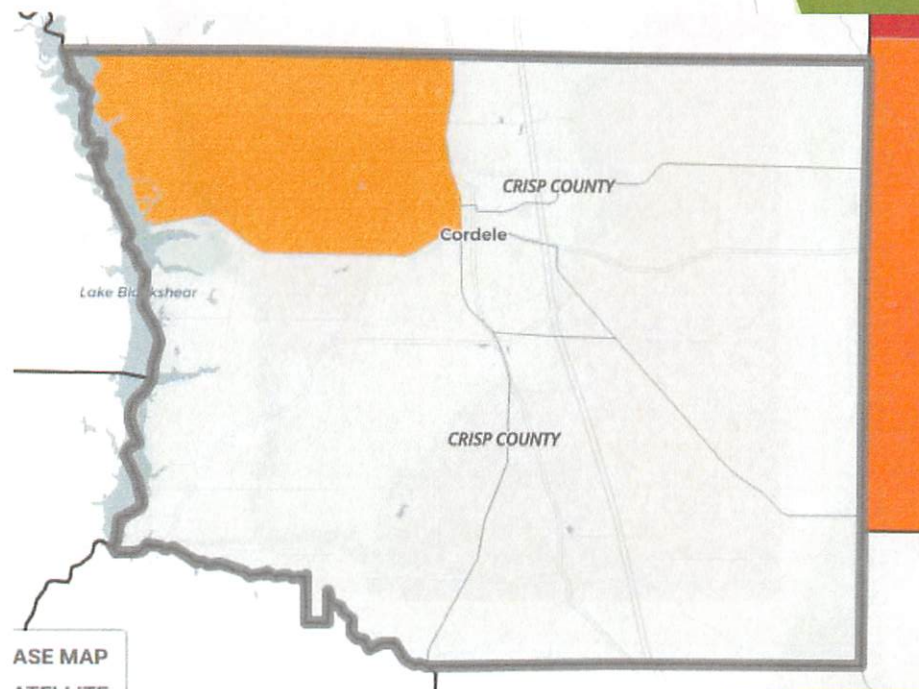
- ▶ 17,026 people live in 6,065 households
- ▶ 164 people live in group quarters
- ▶ 76.7% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 22% of Cook County's current population lives in hard-to-count neighborhoods
- ▶ 32.9% of Cook County's households had either no internet access or dial up-only





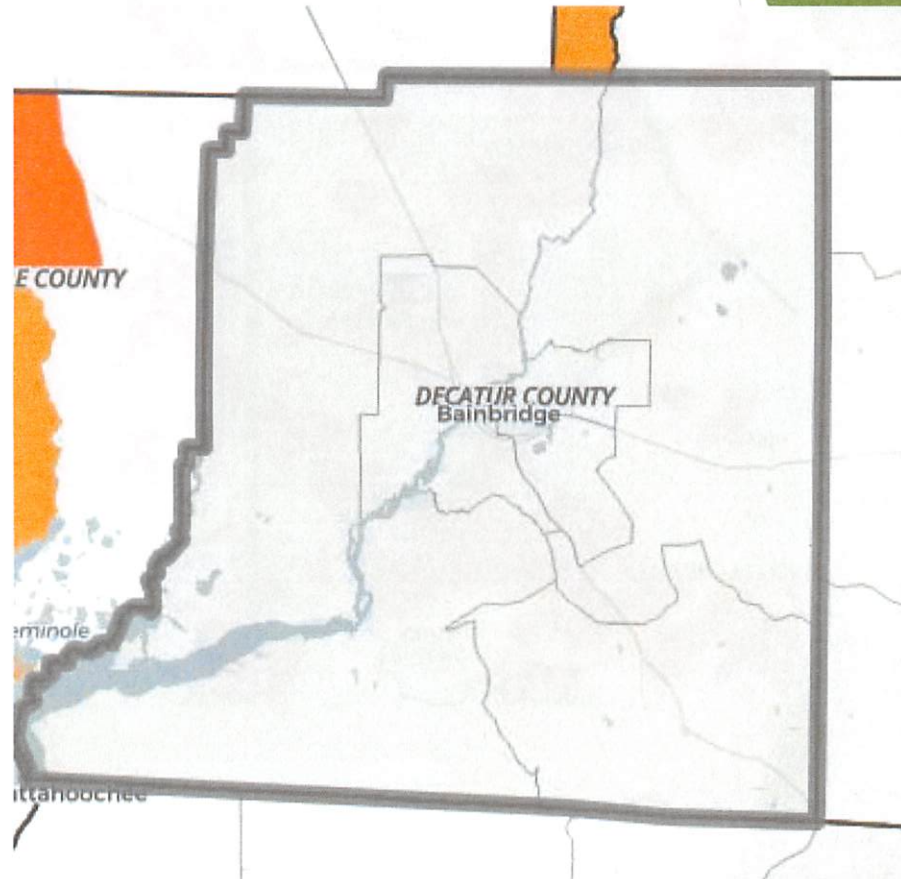
# Crisp County

- ▶ 22,583 people live in 8,312 households
- ▶ 422 people live in group quarters
- ▶ 75.2% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 13% of Crisp County's current population lives in hard-to-count neighborhoods
- ▶ 38.6% of Crisp County's households had either no internet access or dial up-only



## Decatur County

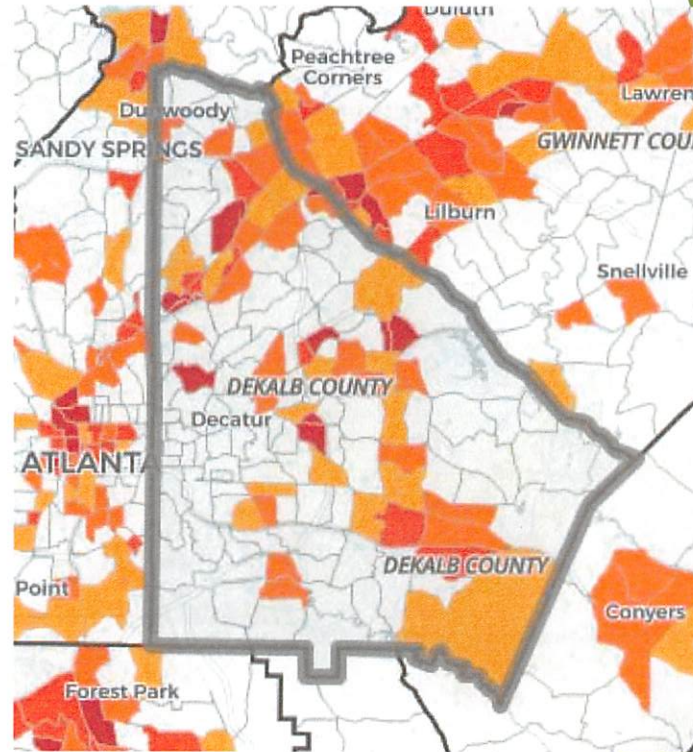
- ▶ 25,778 people live in 10,311 households
- ▶ 1,245 people live in group quarters
- ▶ 79.5% of the county's households mailed back their 2010 census questionnaire
- ▶ 44.2% of Decatur County's households had either no internet access or dial up-only





# DeKalb County

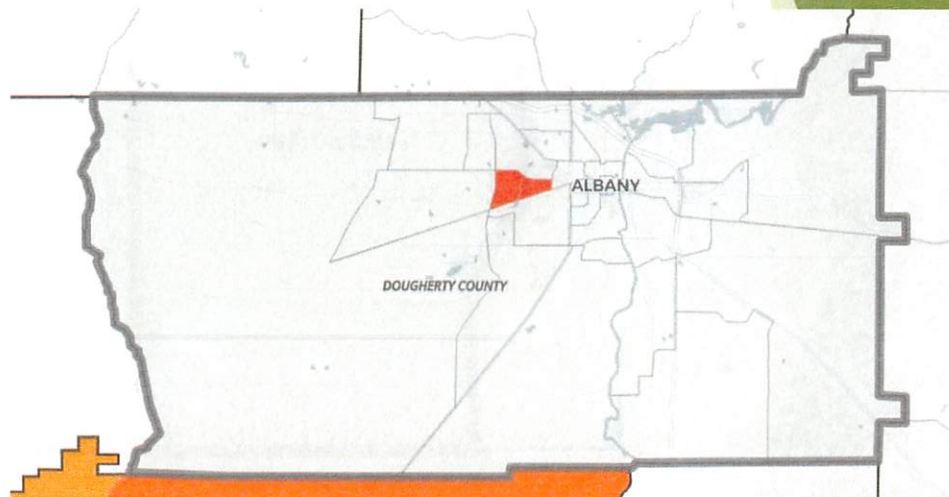
- ▶ 723,161 people live in 273,614 households
- ▶ 12,905 people live in group quarters
- ▶ 74.5% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 39% of DeKalb County's current population lives in hard-to-count neighborhoods
- ▶ 14.3% of DeKalb County's households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





# Dougherty County

- ▶ 87,295 people live in 34, 842 households
- ▶ 4,227 people live in group quarters
- ▶ 78.7% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 3% of Dougherty County's current population lives in hard-to-count neighborhoods
- ▶ 26.7% of Dougherty County's households had either no internet access or dial-up only



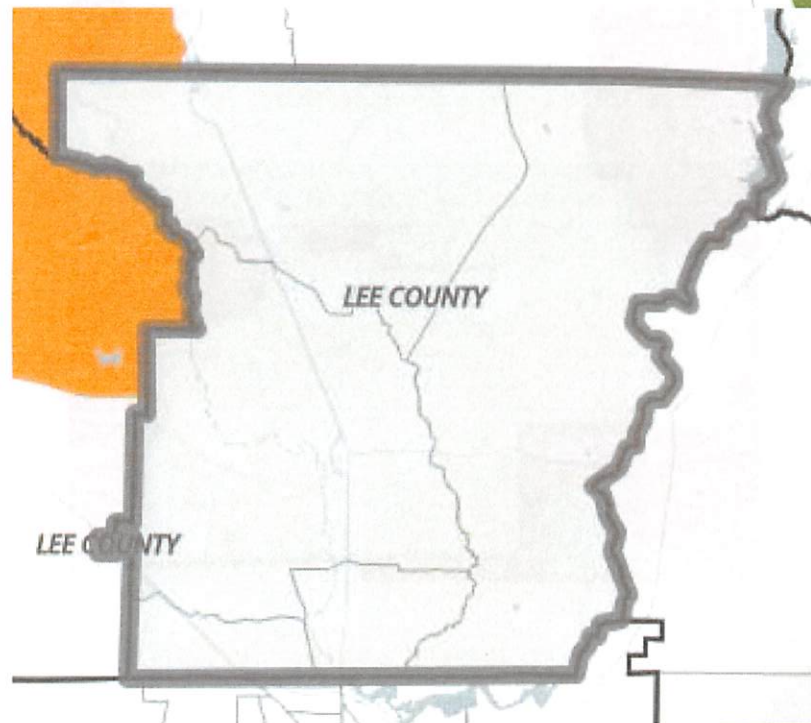
# Grady County

- ▶ 24,869 people live in 9,092 households
- ▶ 179 people live in group quarters
- ▶ 80.1% of the county's households mailed back their 2010 census questionnaire
- ▶ 29.4% of Grady County's households had either no internet access or dial up-only



## Lee County

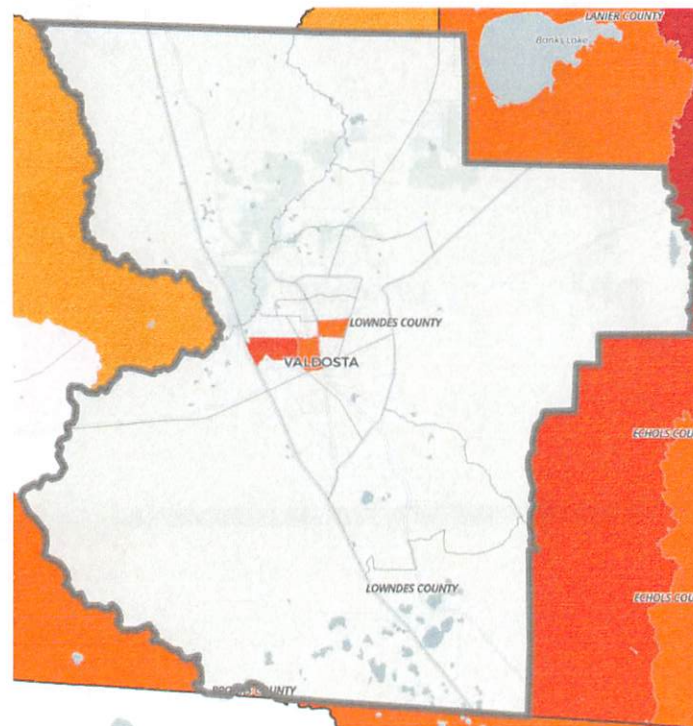
- ▶ 28,206 people live in 10,292 households
- ▶ 1,010 people live in group quarters
- ▶ 86.8% of the county's households mailed back their 2010 census questionnaire
- ▶ 15.0% of Lee County's households had either no internet access or dial up-only





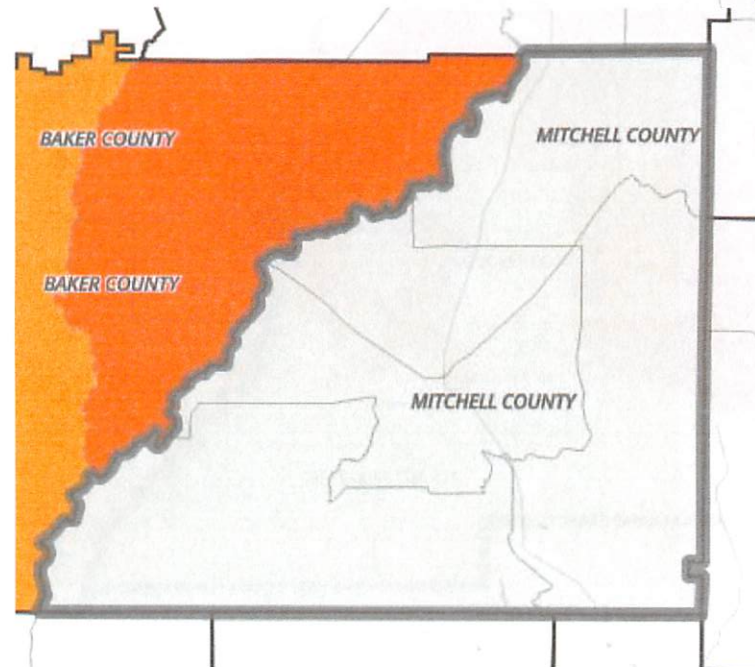
# Lowndes County

- ▶ 109,913 people live in 40,318 households
- ▶ 4,028 people live in group quarters
- ▶ In 2010, 76.8 % of the county's households mailed back their 2010 census questions
- ▶ Approximately 10% of Lowndes County's current population lives in hard-to-count neighborhoods
- ▶ 25.3% of Lowndes County's households had either no internet access or dial-up only



# Mitchell County

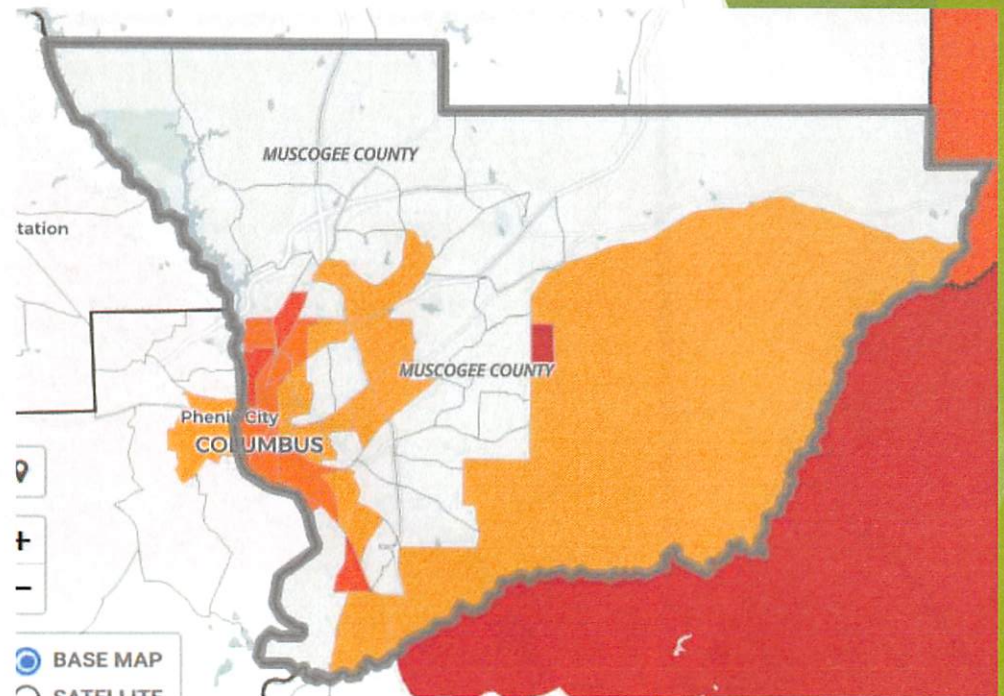
- ▶ 20,355 people live in 7,991 households in this county
- ▶ 2,219 people live in group quarters
- ▶ 82.9% of the county's households mailed back their 2010 census questionnaire
- ▶ 37.0% of Mitchell County's households had either no internet access or dial-up only





# Muscogee County

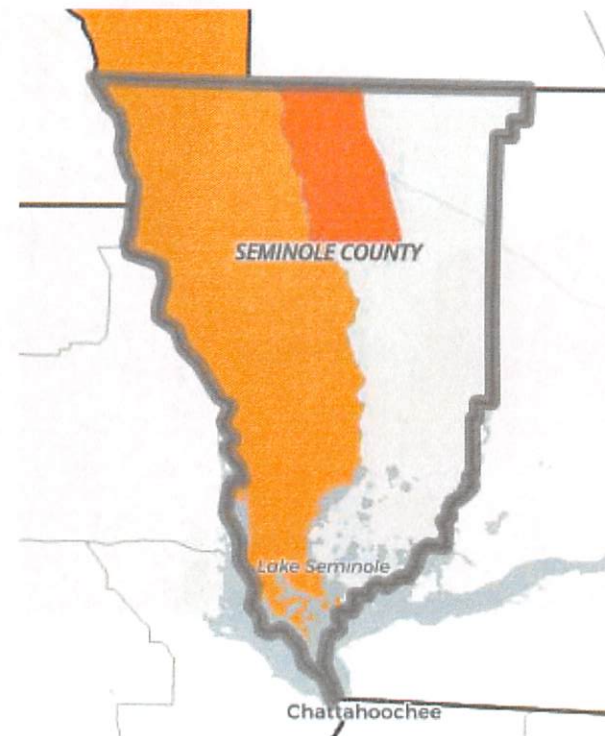
- ▶ 190,626 people live in 73,179 households
- ▶ 8,021 people live in group quarters
- ▶ 75.4% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 31% of Muscogee County's current population lives in hard-to-count neighborhoods
- ▶ 21.0% of Muscogee County's households had either no internet access or dial up-only





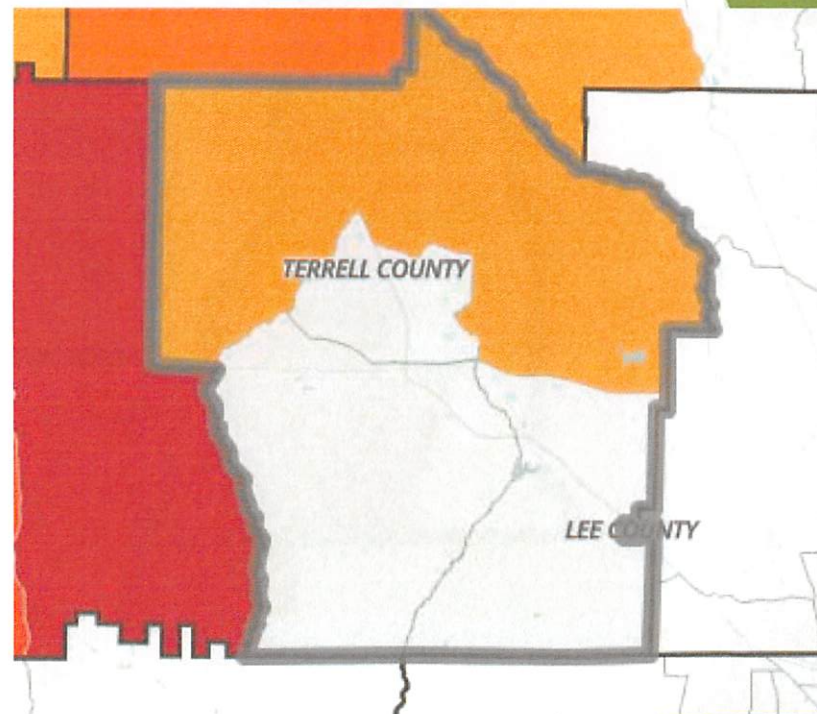
# Seminole County

- ▶ 8,448 people live in 3,353 households
- ▶ 101 people live in group quarters
- ▶ 71.1% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 68% of Seminole County's current population lives in hard-to-count neighborhoods
- ▶ 41.8% of Seminole County's households had either no internet access or dial up-only



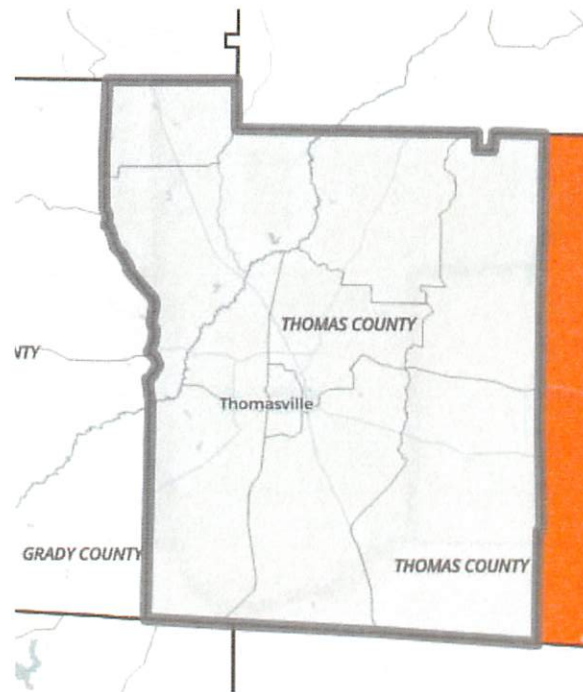
# Terrell County

- ▶ 8,659 people live in 3,290 households
- ▶ 319 people live in group quarters
- ▶ 82.5% of the county's households mailed back their 2010 census questionnaire
- ▶ Approximately 16% of Terrell County's current population lives in hard-to-count neighborhoods
- ▶ 30.0% of Terrell County's households had either no internet access or dial up-only



# Thomas County

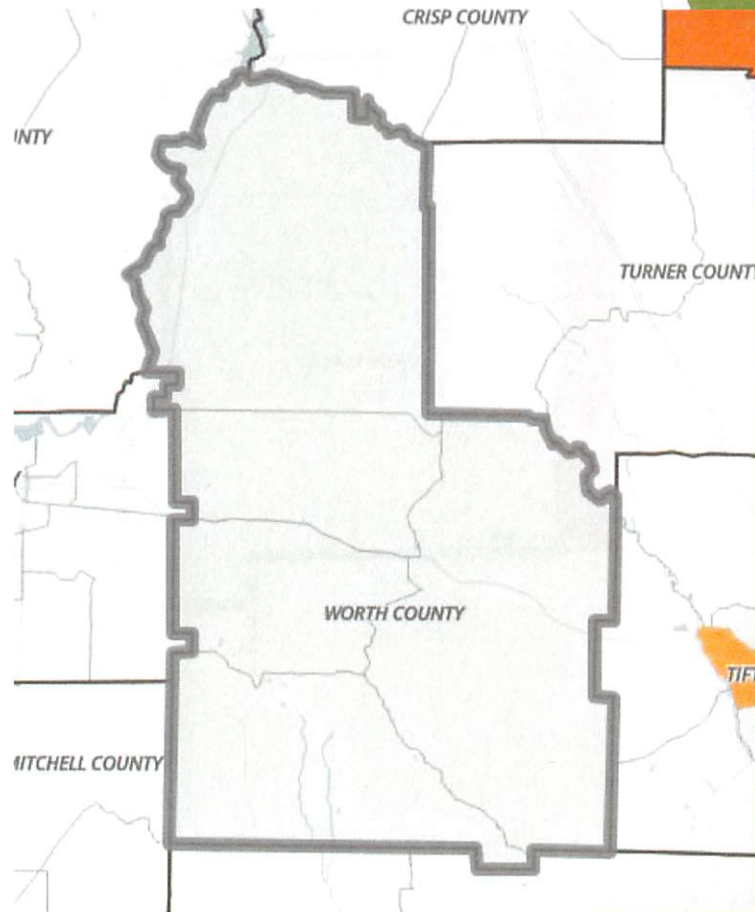
- ▶ 44,061 people live in 17,254 households
- ▶ 848 people live in group quarters
- ▶ 81.2% of the county's households mailed back their 2010 census questionnaire,
- ▶ 23.5% of Thomas County's households had either no internet access or dial up-only





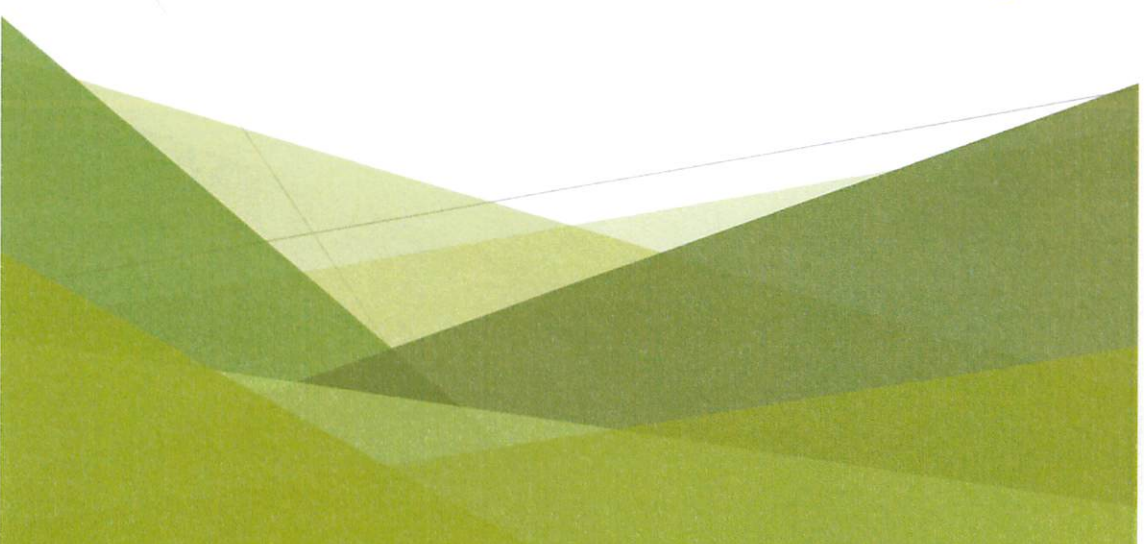
## Worth County

- ▶ 20,652 people live in 7,899 households
- ▶ 157 people live in group quarters
- ▶ 84.8% of the county's households mailed back their 2010 census questionnaire
- ▶ 29.7% of Worth County's households had either no internet access or dial up-only



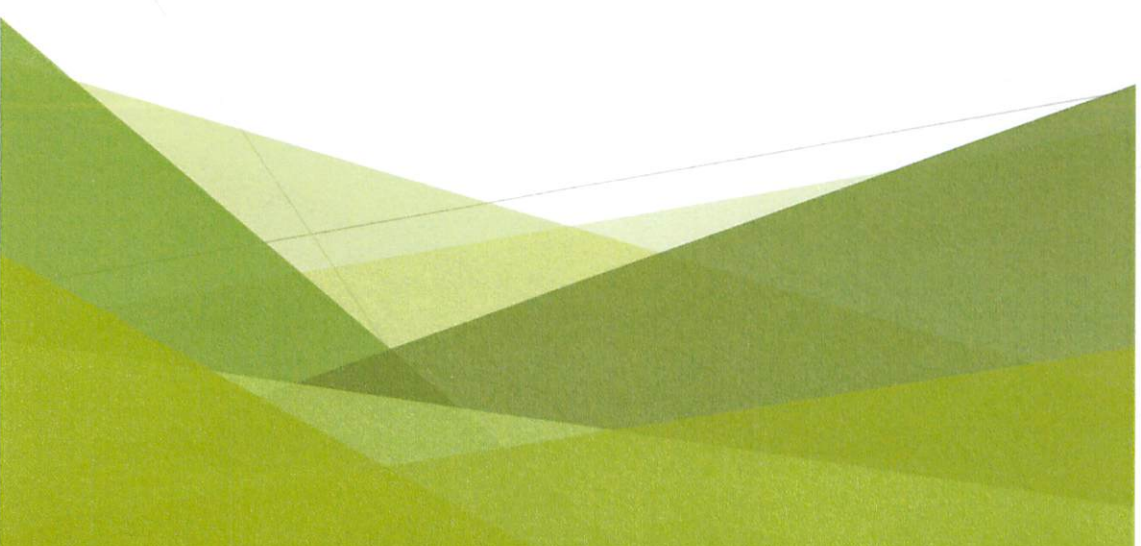
# What has Georgia done to prepare for 2020?

- ▶ Census Alphabet Soup
  - ▶ Boundary Annexation Survey (BAS)
  - ▶ Local Update of Census Addresses (LUCA)
  - ▶ Participant Statistical Area Program (PSAP)



# What is Georgia Doing?

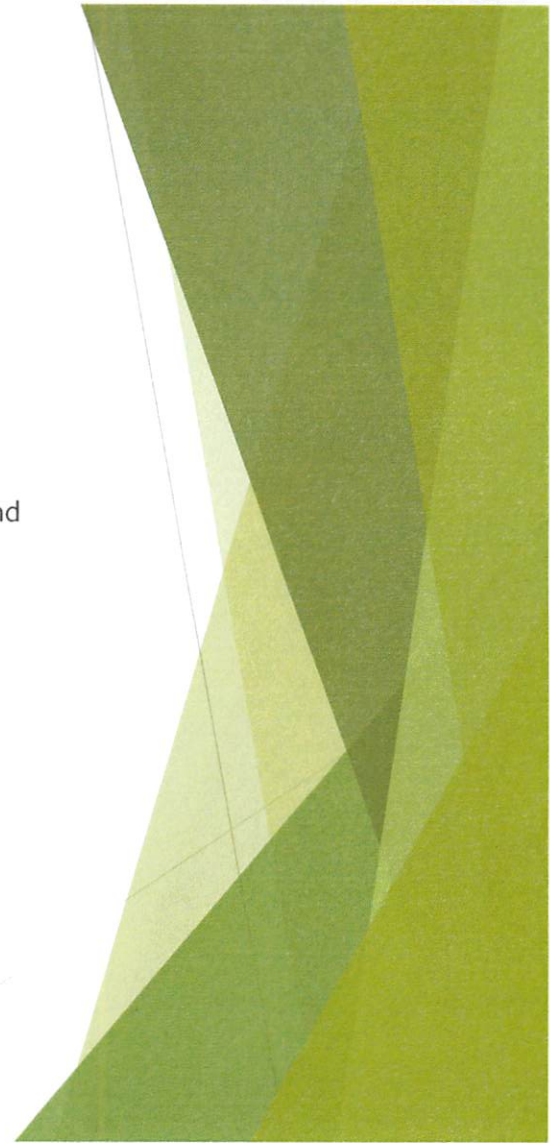
- ▶ State Complete Count Committee (CCC)
  - ▶ Led by the Governor's Office of Planning and Budget and the Department of Community Affairs
- ▶ The purpose of a CCC exist to plan and implement outreach campaigns to raise awareness of the census and ultimately increase self-response and participation rates
  - ▶ However, the State CCC cannot do this alone
    - ▶ Local engagement is key





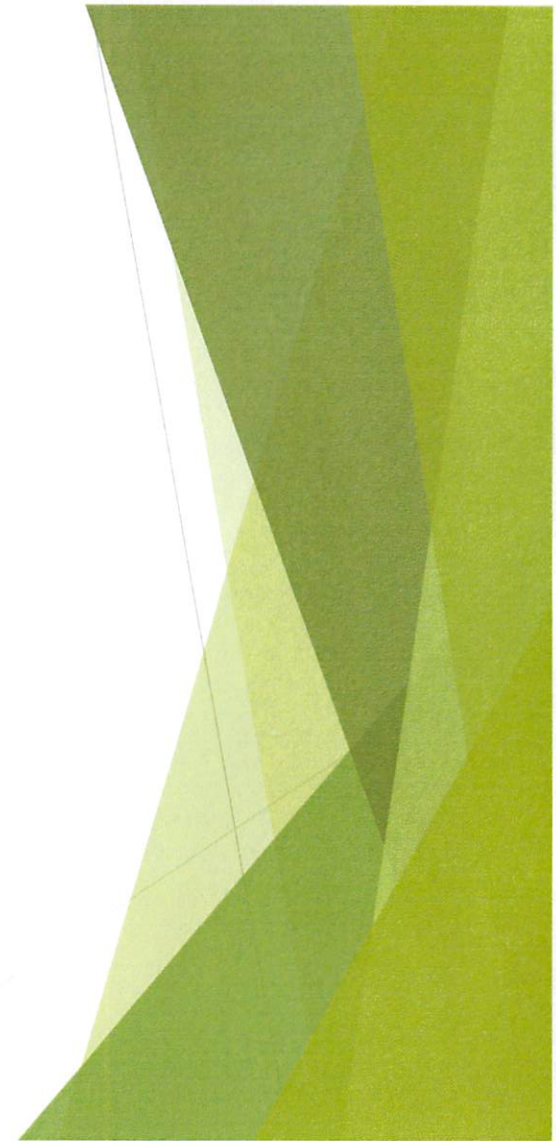
# Local Complete Count Committees

- ▶ 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!



## Starting a Local CCC

- ▶ Sign up at <https://census.georgia.gov/webform/local-complete-count-committee-sign>
- ▶ Those interested will receive the information and resources needed to get started

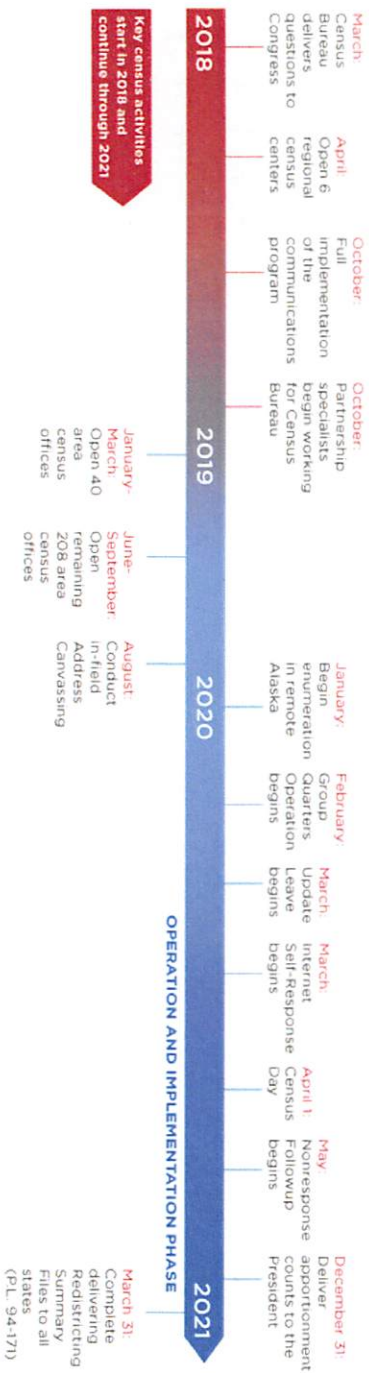


## Starting a Local CCC

- ▶ 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 Operational Timeline



## 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

MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				①	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

(\*) Targeted only to nonresponding households

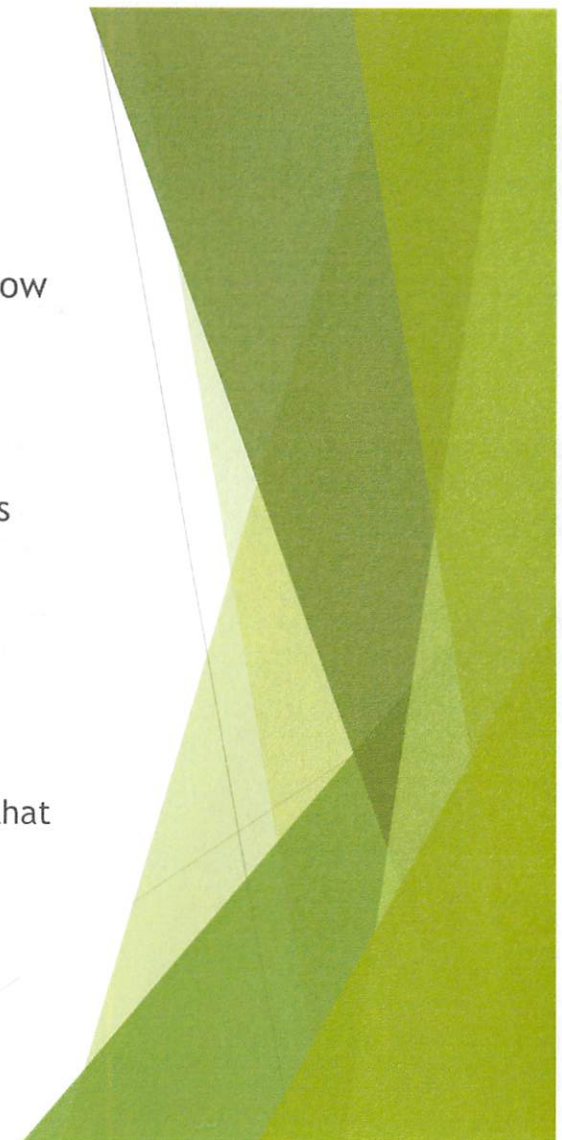


U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov



## 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](mailto:census@opb.georgia.gov)
- ▶ Contact:
  - ▶ Anna Wrigley Miller
    - ▶ [anna.miller@opb.georgia.gov](mailto:anna.miller@opb.georgia.gov)
  - ▶ Rusty Haygood
    - ▶ [rusty.haygood@dca.ga.gov](mailto: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 23<sup>rd</sup>)

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)

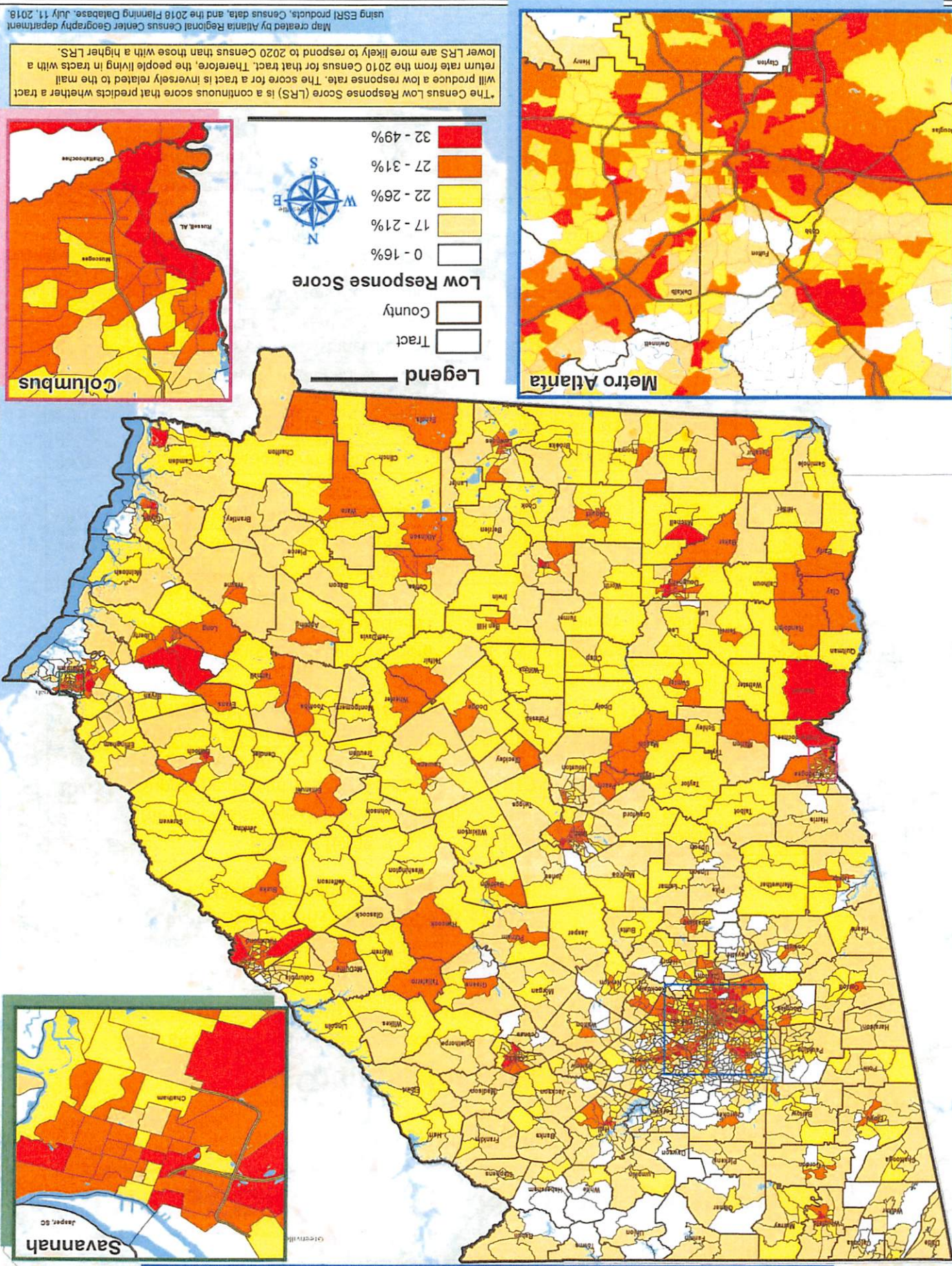
December 31, 2020

Deliver Counts to the President





# Georgia - Census Low Response Score\* By Census Tract





# THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

## Counting for Dollars 2020

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

### Georgia

Total Program Obligations: \$13,675,744,474

Per Capita: \$1,339 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$4,773,280,541
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$2,803,606,880
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$1,780,523,543
20.205	Highway Planning and Construction	DOT	Grants	States	\$1,090,604,609
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$507,976,000
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$506,503,923
10.555	National School Lunch Program	USDA	Grants	States	\$506,294,315
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$410,564,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$329,101,551
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$226,341,627
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$214,343,798
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$197,103,835
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$104,340,922
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$93,828,000
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$75,456,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$55,874,930



# 2000 and 2010 CENSUS PARTICIPATION RATES

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

State/County Name	2000	2010
Georgia	0.72	0.72
Appling County, GA	0.59	0.70
Atkinson County, GA	0.54	0.49
Bacon County, GA	0.56	0.57
Baker County, GA	0.51	0.52
Baldwin County, GA	0.61	0.71
Banks County, GA	0.68	0.78
Barrow County, GA	0.71	0.75
Bartow County, GA	0.71	0.78
Ben Hill County, GA	0.61	0.70
Berrien County, GA	0.60	0.57
Bibb County, GA	0.76	0.72
Bleckley County, GA	0.70	0.63
Brantley County, GA	0.47	0.50
Brooks County, GA	0.59	0.58
Bryan County, GA	0.68	0.78
Bulloch County, GA	0.62	0.69
Burke County, GA	0.73	0.72
Butts County, GA	0.66	0.72
Calhoun County, GA	0.58	0.53
Camden County, GA	0.61	0.72
Candler County, GA	0.56	0.54
Carroll County, GA	0.72	0.74
Catoosa County, GA	0.66	0.79
Charlton County, GA	0.58	0.50
Chatham County, GA	0.69	0.73
Chattahoochee County, GA	0.69	0.58
Chattooga County, GA	0.59	0.68
Cherokee County, GA	0.79	0.79
Clarke County, GA	0.71	0.73
Clay County, GA	0.50	0.41
Clayton County, GA	0.73	0.68
Clinch County, GA	0.48	0.51
Cobb County, GA	0.78	0.75
Coffee County, GA	0.57	0.72
Colquitt County, GA	0.64	0.71
Columbia County, GA	0.80	0.79
Cook County, GA	0.66	0.68
Coweta County, GA	0.77	0.78
Crawford County, GA	0.66	0.60

Crisp County, GA	0.63	0.69
Dade County, GA	0.60	0.73
Dawson County, GA	0.63	0.77
Decatur County, GA	0.63	0.71
Dekalb County, GA	0.78	0.72
Dodge County, GA	0.62	0.52
Dooly County, GA	0.62	0.59
Dougherty County, GA	0.74	0.74
Douglas County, GA	0.80	0.73
Early County, GA	0.62	0.57
Echols County, GA	0.53	0.51
Effingham County, GA	0.68	0.79
Elbert County, GA	0.62	0.77
Emanuel County, GA	0.72	0.64
Evans County, GA	0.56	0.52
Fannin County, GA	0.55	0.47
Fayette County, GA	0.85	0.81
Floyd County, GA	0.75	0.74
Forsyth County, GA	0.81	0.77
Franklin County, GA	0.63	0.76
Fulton County, GA	0.70	0.70
Gilmer County, GA	0.55	0.53
Glascock County, GA	0.64	0.83
Glynn County, GA	0.61	0.74
Gordon County, GA	0.71	0.77
Grady County, GA	0.66	0.75
Greene County, GA	0.61	0.68
Gwinnett County, GA	0.80	0.73
Habersham County, GA	0.68	0.78
Hall County, GA	0.75	0.77
Hancock County, GA	0.42	0.40
Haralson County, GA	0.65	0.76
Harris County, GA	0.65	0.74
Hart County, GA	0.62	0.73
Heard County, GA	0.63	0.78
Henry County, GA	0.81	0.76
Houston County, GA	0.78	0.74
Irwin County, GA	0.59	0.73
Jackson County, GA	0.69	0.76
Jasper County, GA	0.64	0.77
Jeff Davis County, GA	0.57	0.53

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'.



## 2000 and 2010 CENSUS PARTICIPATION RATES

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

Jefferson County, GA	0.76	0.76
Jenkins County, GA	0.60	0.66
Johnson County, GA	0.58	0.57
Jones County, GA	0.64	0.66
Lamar County, GA	0.70	0.72
Lanier County, GA	0.52	0.53
Laurens County, GA	0.69	0.72
Lee County, GA	0.68	0.85
Liberty County, GA	0.59	0.72
Lincoln County, GA	0.52	0.70
Long County, GA	0.50	0.40
Lowndes County, GA	0.73	0.73
Lumpkin County, GA	0.74	0.79
McDuffie County, GA	0.74	0.74
McIntosh County, GA	0.49	0.41
Macon County, GA	0.60	0.58
Madison County, GA	0.67	0.81
Marion County, GA	0.57	0.52
Meriwether County, GA	0.64	0.76
Miller County, GA	0.67	0.75
Mitchell County, GA	0.64	0.78
Monroe County, GA	0.69	0.76
Montgomery County, GA	0.57	0.65
Morgan County, GA	0.71	0.74
Murray County, GA	0.65	0.75
Muscogee County, GA	0.75	0.72
Newton County, GA	0.79	0.75
Oconee County, GA	0.74	0.82
Oglethorpe County, GA	0.66	0.76
Paulding County, GA	0.72	0.77
Peach County, GA	0.68	0.71
Pickens County, GA	0.66	0.79
Pierce County, GA	0.61	0.78
Pike County, GA	0.70	0.75
Polk County, GA	0.68	0.73
Pulaski County, GA	0.60	0.45
Putnam County, GA	0.55	0.67
Quitman County, GA	0.39	0.30
Rabun County, GA	0.45	0.61
Randolph County, GA	0.58	0.41
Richmond County, GA	0.74	0.72

Rockdale County, GA	0.80	0.73
Schley County, GA	0.54	0.53
Screven County, GA	0.58	0.68
Seminole County, GA	0.55	0.49
Spalding County, GA	0.75	0.76
Stephens County, GA	0.68	0.70
Stewart County, GA	0.58	0.50
Sumter County, GA	0.62	0.67
Talbot County, GA	0.56	0.50
Taliaferro County, GA	0.56	0.70
Tattnall County, GA	0.55	0.49
Taylor County, GA	0.57	0.54
Telfair County, GA	0.55	0.37
Terrell County, GA	0.68	0.76
Thomas County, GA	0.66	0.76
Tift County, GA	0.65	0.73
Toombs County, GA	0.57	0.71
Towns County, GA	0.50	0.76
Treutlen County, GA	0.63	0.57
Troup County, GA	0.73	0.73
Turner County, GA	0.60	0.76
Twiggs County, GA	0.61	0.52
Union County, GA	0.57	0.69
Upson County, GA	0.78	0.77
Walker County, GA	0.72	0.76
Walton County, GA	0.72	0.77
Ware County, GA	0.67	0.73
Warren County, GA	0.56	0.76
Washington County, GA	0.61	0.75
Wayne County, GA	0.63	0.74
Webster County, GA	0.50	0.47
Wheeler County, GA	0.54	0.37
White County, GA	0.59	0.76
Whitfield County, GA	0.69	0.73
Wilcox County, GA	0.62	0.43
Wilkes County, GA	0.77	0.79
Wilkinson County, GA	0.60	0.73
Worth County, GA	0.62	0.79
Athens-Clarke County	0.71	0.73
Augusta-Richmond County	0.74	0.72

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](https://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 post on 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](https://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](https://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](https://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](https://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](https://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](https://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](https://census.gov).

For the latest updates on the 2020 Census, visit [2020census.gov](https://2020census.gov).

Connect with us  
[a.uscensusbureau](https://a.uscensusbureau)

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# 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

### How you can help?



The **child splits time between two homes.**

The child lives or stays with **another family or with another relative such as a grandparent.**

- 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.



The child lives in a **lower income household.**

- 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.



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

- 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.



The child is a **newborn.**

- 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

## How you can help?



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

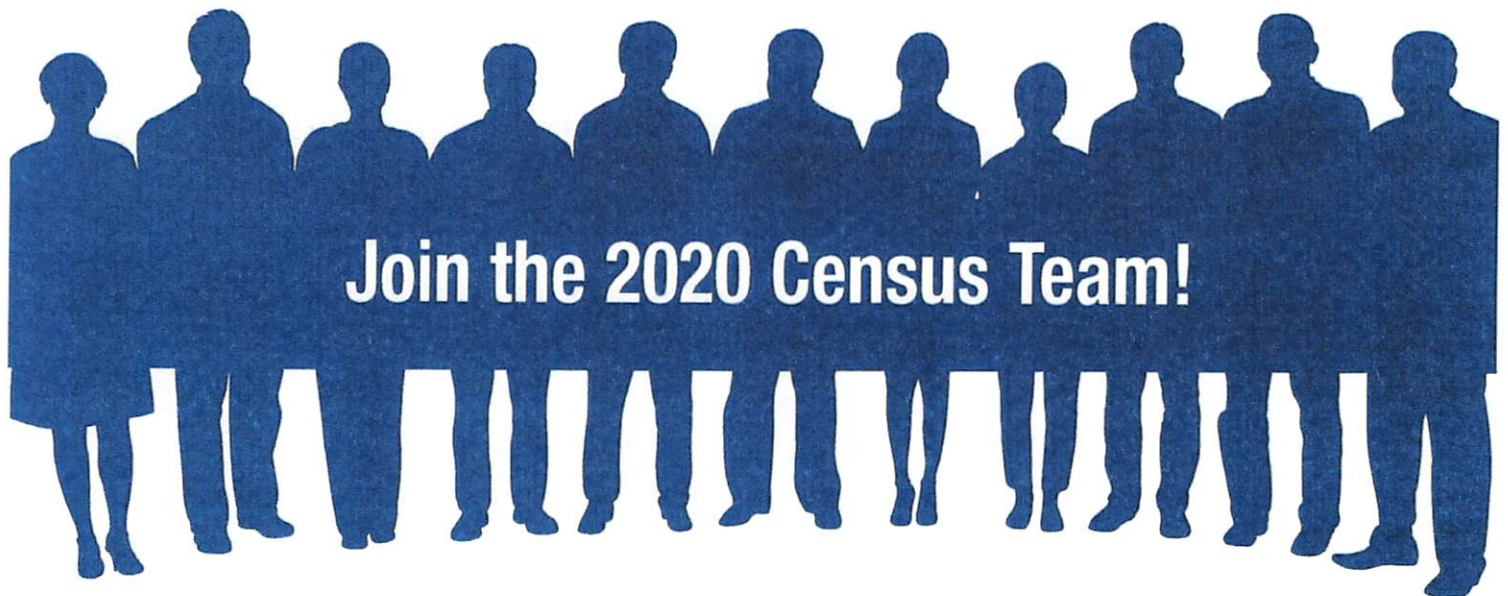
### (1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASCII

[www.gsa.gov/fedrelay](http://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!