

# Complete Count Committee

## Training Manual



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USCENSUSBUREAU

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**Census**  
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# Introduction



The *Complete Count Committee Training Manual* provides information to educate Complete Count Committee (CCC) leaders and members about the census and their role in CCCs. The goal of this manual is to equip CCC leaders with the information they need to train their members about the ways they can promote participation in the census.

Content covers a combination of topics, such as:

- ▲ The background and structure of CCCs
- ▲ Appropriate subcommittees
- ▲ The resources and tools available to help drive participation in the 2010 Census
- ▲ Lessons learned from Census 2000
- ▲ Discussions on community needs, developing strategies and creating an effective work plan

This manual also includes details about the purpose of the decennial census and the Integrated Communications Campaign in support of the 2010 Census.

## About This Training

Regional Partnership staff will use this manual to help state and local governments and community members form and manage effective CCCs. On the following pages, you'll find background information on the U.S. Census Bureau and details about the decennial census, as well as tips for ensuring a successful count in 2010. The goal of this manual is to "train the trainers," so CCC leaders are fully equipped to manage CCCs and train their own committee members to lead and operate effectively.

## Training Materials

The following documents should be included in the training package:

- ▲ Complete Count Committee Guide D-1280
- ▲ Complete Count Committee Program Brochure D-1256
- ▲ 2010 Census Jobs Brochure D-1133
- ▲ Screen shot of [2010census.gov/partners](http://2010census.gov/partners)

## Overview of CCCs

CCCs are one of the core strategic elements of the regional Partnership program for the 2010 Census. The Census Bureau will work with tribal, state and local governments, as well as community organizations, to form CCCs around the country.

CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation. CCCs can achieve this goal through grassroots outreach efforts that promote the importance and benefits of responding to the census. One of the key reasons CCCs are effective in raising awareness is because of the members' knowledge and understanding of what it takes to engage and inspire others to take action.

The Census Bureau Partnership Specialists will serve as technical advisors and information resources for all CCCs; the daily management responsibilities rest solely with the highest elected official or community leader in charge.

The goal in 2010 is to achieve 10,000 CCCs that are well-organized, highly productive and have quality outreach strategies in place. This allows Partnership staff to provide more effective support to CCCs.

## **Background and Structure of CCCs**

The highest elected officials of every local government received a letter from the Census Bureau Director encouraging them to partner with the Census Bureau and to form a CCC for the 2010 Census.

Government CCCs consist of influential community members who are appointed by the highest-elected, local government official. Typically, committee members are experts in the following areas: Government; Education; Media; Community organizations; Workforce development; Faith-based institutions; and Businesses, among others.

Although the primary objective is to form tribal, state and local government CCCs, the Census Bureau encourages community leaders in hard-to-count areas to form CCCs. Hard-to-count areas may, for example, have:

- ▲ Hidden or overcrowded housing
- ▲ Populations that speak little or no English
- ▲ Low response rate in previous censuses
- ▲ Students living in off-campus apartments
- ▲ New immigrant populations
- ▲ People displaced by natural disasters such as floods, fires, hurricanes, etc.

Partnership Specialists throughout the nation will assist tribal, state and local governments, and community-based organizations, to organize and form CCCs for the 2010 Census.

One of the principal benefits of the CCC Program is the synergistic effect of a community working together to spread the word about the importance of the census. Every time a CCC is established, the Census Bureau is one step closer to conducting the most successful census ever.



# Chapter 1

The Why, What,  
When and How  
of the Census



## Why Do We Take the Census?

### **U.S. Constitution**

The United States began conducting a census of population and housing in 1790. The U.S. Constitution, Article I, Section 2, mandates an apportionment of representatives among the states for the House of Representatives every 10 years.

Apportionment is the process of dividing the 435 seats in the U.S. House of Representatives among the 50 states. By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within nine months of Census Day (on or before Dec. 31, 2010). This report will provide the population counts by state, and the number of seats in the U.S. House of Representatives apportioned to each state.

## **The 2010 Census vs. Census 2000**

The 2010 Census is the first census of the 21<sup>st</sup> Century and it represents a change from prior decennial censuses. The changes include:

1. A significantly enhanced Master Address File to modernize census address information.
2. A “short form” only census. This is the shortest questionnaire in U.S. history and can be completed in about 10 minutes. More detailed socioeconomic information is being collected monthly from a small percentage of the population through the American Community Survey (ACS). The ACS has been used to collect this more detailed household data nationwide since 2005. It is unlikely that households will be asked to participate in the ACS more than once every five years. During the 2010 Census cycle, some households will receive both the ACS and the census questionnaires. Households should complete both.
3. Use of a hand-held computer, a technological innovation using a global positioning system for the Address Canvassing operation starting in April 2009.

## **The Many Uses of Census Data**

*See the Complete Count Committee Guide, Appendix A, 50 Ways Census Data Are Used, page 20.*

Census data are used in many ways. Some examples include:

- ▲ Distribution of more than \$400 billion annually in federal funds.
- ▲ Redistricting of state legislative districts.
- ▲ Forecasting of future transportation needs for all segments of the population.
- ▲ Determining areas eligible for housing assistance and rehabilitation loans.
- ▲ Assisting federal, tribal, state and local governments in planning and implementing programs and services in education, healthcare, transportation, social services and emergency response.
- ▲ Designing facilities for people with disabilities, the elderly and children.

**The Census is Confidential and Required by Law**

All responses provided on the 2010 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the United States Code. Under this law, no individual or agency (federal, state or local) can have access to any information that will tie the respondent to his or her responses. In simple terms, this means NO IRS, NO IMMIGRATION, NO CIA, NO FBI, NO POLICE, NO WELFARE, NO COURT, NO HOMELAND SECURITY, NO FREEDOM OF INFORMATION ACT, NOT EVEN THE PRESIDENT OF THE UNITED STATES can access and identify any individual and the responses provided. The results from the census are reported in statistical format only.

Individual records from the decennial censuses are confidential for 72 years, by law (Title 44, United States Code). Any person can request information to prove his or her age and residency, but NO ONE ELSE CAN DO THIS FOR ANOTHER PERSON.

Furthermore, under Title 13, United States Code, ALL Census Bureau employees have lifetime-sworn status. It is a felony for any Census Bureau employee to disclose any confidential census information whether during or after employment, and the penalty for wrongful disclosure is up to five years imprisonment and/or a fine of \$250,000.





## Chapter 2

### Complete Count Committees: Understanding the What, Why and How



## The Complete Count Committee Concept

### What Is a CCC?

A Complete Count Committee (CCC) is a volunteer committee established by tribal, state and local governments, and community leaders or organizations to increase awareness and motivate residents to respond to the 2010 Census. CCCs are the local “census ambassador” groups that play an integral part in the 2010 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2010 Census alone.

### Type I: Government CCC

The first type of CCC is a committee of community members appointed by the highest elected officials of a tribal, state, county or local government for the purpose of developing and implementing a census awareness campaign that motivates every resident to complete the census questionnaire thoroughly and return it in a timely manner. Government CCCs may be small (5-20 members), medium (20-50 members) or large (50-100+ members).



## **Lessons Learned From Census 2000**

Since the 1980 Census, CCCs have played a major role in raising awareness of the census among all groups and populations. The expertise, influence, knowledge and experience of CCC members are invaluable resources to a successful enumeration.

## **Recommendations for Successful CCCs**

The Census Bureau has compiled a list of lessons learned from Census 2000 and recommendations for success in 2010. These recommendations are based on information gathered from CCCs, focus group sessions and summary reports submitted by Partnership Specialists.

- ▲ Customize and design the CCC to reflect a true snapshot of the community.
- ▲ Use technology effectively. Communicate with CCC members through the Internet.
- ▲ Be inclusive. The more inclusive the CCC, the more effective the group is in achieving its objectives. Assess which groups—locally and nationally—are able to provide support and assistance.
- ▲ Choose a CCC Chairman who is committed, knowledgeable and active in the community.
- ▲ Select Subcommittee Chairpersons who are purpose-driven, results-oriented and who possess skills to get things done.
- ▲ Review CCC activities in your area from Census 2000. Repeat what worked well. Eliminate what did not work well. Modify some activities and incorporate new innovative activities in your plan.
- ▲ Incorporate a census awareness-building element in all existing community festivals and activities currently scheduled.
- ▲ Recruit experienced members to motivate and support new members.



# Chapter 3

## Organizing Complete Count Committees



# The Complete Count Committee Structure

### CCC Structure

The U.S. Census Bureau's recommended structure for Complete Count Committees (CCC) maximizes the effectiveness of CCC outreach strategies in their communities. However, CCCs are encouraged to adopt their own structure based on the determination of their unique community needs and plans for building awareness. Once these needs are determined, a CCC may choose to create subcommittees dedicated to these needs. Regardless of the structure, government CCCs should include members with experience in the following areas:

- ▲ Government
- ▲ Workforce development
- ▲ Faith-based community
- ▲ Education
- ▲ Media
- ▲ Community organizations
- ▲ Business

People who are selected to serve on CCCs and CCC subcommittees are expected to communicate the importance of the 2010 Census to their peer groups and guide them in implementing strategies to increase the count in their respective communities. This process will pass the word along via many avenues and outlets so everyone in the community receives the message at least once, and ideally many times from many different places.

## State Government CCCs

The governor of each state appoints members of State Government CCCs. State Government CCCs consist of influential community leaders who are charged with developing a census awareness campaign that:

- ▲ Encourages municipal governments to form CCCs.
- ▲ Raises awareness of the census throughout the state.
- ▲ Motivates every household in the state to participate in the census by completing the questionnaire thoroughly and returning in a timely manner.
- ▲ Increases the state's mail-response rate.

The size of the State Government CCC is determined by the governor. In addition, some governors may allocate funding to support the activities of the State Government CCC. States view this funding as a sound investment in the future. Failure to count residents could result in a substantial loss of revenue.

## Local Government CCCs

Local Government CCCs are formed by the highest elected official in a local government, regardless of size. This includes local governments in cities, counties, towns and villages. Local Government CCCs are charged with developing and implementing a census awareness campaign that motivates EVERY resident in EVERY household to respond to the 2010 Census in a timely manner.

## Community CCCs

Community CCCs are usually formed in specific hard-to-count communities. Grassroots community organizing efforts are essential to reach populations who have not responded well in previous censuses or who have a history of being undercounted in the census. In some instances, Community CCCs are formed to fill a gap in areas where there is no government-sponsored CCC.

Community CCCs usually include representation from the following areas of the community:

- ▲ Business leaders
- ▲ Educators
- ▲ Media representatives
- ▲ Faith-based organization leaders
- ▲ Community-based organization leaders

The entire group selects the Chairperson and Subcommittee Chairpersons. Committee members determine the committee size.

### **Key Points About the CCC Structure**

Key points to remember about the CCC structure include:

- ▲ CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community.
- ▲ The Census Bureau staff serve as liaisons and information resources for CCCs. The Census Bureau provides technical assistance in developing CCCs, but does not manage CCCs.
- ▲ CCC operations are governed by the highest elected official or community leader. Responsibility then falls to the Chairperson, the committee members, and finally, to the community.

## **How Are Subcommittees Structured?**

### **Recommended Subcommittee Structure**

It is essential that CCC subcommittees address and reflect key facets of the community. The decision to form subcommittees is based on community need and the opportunities and challenges in reaching areas or populations that may not respond or may potentially be undercounted. The Census Bureau recommends including subcommittees focused on:

- ▲ **Government**
- ▲ **Education**
- ▲ **Faith-based community**
- ▲ **Media**
- ▲ **Community-based organizations**
- ▲ **Business**
- ▲ **Recruiting**

It is important to note that in the past, CCCs have also created subcommittees devoted to: seniors; youth; gays and lesbians; tenants; public safety; homeowners associations; and recruitment.

**Different subcommittee structures are appropriate for different types of CCCs. The subcommittee structure is determined by the size and needs of the community it serves. For example:**

- ▲ Local governments with populations greater than 50,000 may want to create subcommittees to focus effective outreach through key components of the community such as: Government; Education; Faith-based community; Media; Community-based organizations; Business and Recruitment.
- ▲ If local governments with populations between 10,000 and 50,000 choose to form subcommittees, they may want to consider representation from the following areas for the broadest reach in hard-to-count communities: Business; Faith-based communities; Education; Media; and Community-based organizations.
- ▲ Local governments with populations less than 10,000 may consider creating three subcommittees focused on: Business; Faith-based communities; and Education.
- ▲ Community CCCs may consider creating five subcommittees focused on: Media (such as weekly newspapers); and advocacy areas such as Youth; Senior or Elderly; Tenant; and Homeless to name a few. These may be based on the unique characteristics of the community.

If CCCs choose to form subcommittees, here are examples of the various subcommittee structures:

### Government Subcommittee

#### Focus

- ▲ Represents local government in all programs between the Census Bureau and the local government, such as new construction programs and others.
- ▲ Ensures that elected officials are aware of and are included in all CCC activities.

#### Composition

- ▲ Elected officials, city planners, demographers, cartographers and municipal employees.

## Education Subcommittee

### Focus

- ▲ Creates, facilitates, and coordinates census awareness activities among the various educational levels from pre-kindergarten to post-graduate, including day care centers, Head Start programs, and parochial, private, charter and home schools.
- ▲ Ensures the wide distribution and awareness of the Census in Schools program and materials.
- ▲ Works with area colleges and universities to raise awareness of the census among students housed on and off campus.
- ▲ Raises awareness through adult education and English Language Learner programs.

### Composition

- ▲ Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students and university housing coordinators.

## Faith-based Subcommittee

### Focus

- ▲ Facilitates and coordinates census awareness activities between faith-based institutions and organizations, ministerial alliances and forums, and ecumenical councils across racial, cultural and ethnic divisions.

### Composition

- ▲ Faith-based leaders from ALL denominations, ministerial alliances, ecumenical councils and seminary administrators.

## Media Subcommittee

### Focus

- ▲ Assists the CCC in communicating census messages to ALL residents.
- ▲ Facilitates communication of CCC messages through multiple channels, such as ethnic media, local newsletters, electronic bulletin boards and local Web sites.

### Composition

- ▲ Local media representatives, communication directors, publishers and editors of neighborhood newspapers, and ethnic media representatives.

### Community-based Subcommittee

#### Focus

- ▲ Coordinates the building of coalitions with community organizations that serve the special needs of various racial, ethnic, cultural, civic, fraternal and advocacy groups, immigrants and people with disabilities.

#### Composition

- ▲ Executive directors from community organizations, Community Development Block Grant (CDBG) directors, leaders of fraternities and sororities, membership and non-membership organizations and advocacy groups.

### Business Subcommittee

#### Focus

- ▲ Coordinates and generates census awareness activities that involve businesses of all types and sizes.

#### Composition

- ▲ Chambers of Commerce, business alliances, neighborhood business associations, franchise owners and operators, financial institution officers (i.e., bank managers), owners of small community and ethnic businesses, and utility company managers.

### Recruitment Subcommittee

#### Focus

- ▲ Distributes recruiting materials received from Partnership Specialists and assists Partnership Specialists in securing donations for space to test and train employees.
- ▲ Publicizes Census Bureau job openings using all available resources, including local festivals and job fairs.

#### Composition

- ▲ Employment security staff and staff from job training agencies.

# Chapter 4

## Suggested Schedule for Complete Count Committees



# Action Steps for the 2010 Census

This action timeline describes the three phases of the 2010 Census campaign. CCCs may find this timeline beneficial in developing outreach strategies in the work plan.

### EDUCATION PHASE

### PROMOTION PHASE

### MOTIVATION/ACTION PHASE

#### ● EDUCATION PHASE

#### 2008 Through September 2009

The education phase is the period from 2008 through September 2009, and is often referred to as the “raising census awareness” phase. During this period, key community and municipal leaders receive training, informational materials, and one-on-one meetings with U.S. Census Bureau Partnership staff about the importance of the census and the need for local support to ensure a successful count.

This is also the period when CCC Chairpersons and Subcommittee Chairpersons work to ensure their respective members fully understand the mission of the CCC in relation to the overall awareness-building effort. It is during this period that CCCs are engaged in raising awareness among all residents in their community.

The message to each community member is that the census is a civic activity that affects people of all ages, races, cultures and ethnicities, regardless of citizenship status. This is the period to emphasize strongly the many uses of census data.

## ● PROMOTION PHASE

### April 2009 Through January 2010

The promotion phase of the 2010 Census officially starts on April 1, 2009, a year out from Census Day. This phase overlaps with the education phase. Beginning April 1, 2009, local governments and community leaders throughout the nation participate in activities highlighting the message that ***the 2010 Census is imminent and that it is easy, important and safe to participate.***

The theme of this phase is ***“The 2010 Census is Coming.”***

During this period, CCCs implement activities of the work plan through their government, faith- and community-based organization, business, media, and recruitment partners. An effective strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school and worship.

## ● MOTIVATION/ ACTION PHASE

The motivation/action phase starts in February 2010, intensifies in March 2010, and reaches its peak in April 2010. It is constant between May 2010 and June 2010.

### February 2010

In February 2010, the focus is to motivate each household to take ownership of the census, make a conscious decision to participate, know where to go for assistance in filling out the questionnaire, and be poised and ready to answer the questions on April 1, 2010.

### March 2010

In March 2010, the focus is to increase the number of activities aimed at promoting the message: ***“The 2010 Census is easy, important, and safe. When the questionnaire arrives, fill it out accurately and return it immediately.”***

The theme this month is ***“Countdown to Census Day.”***

## CENSUS DAY IS HERE!

### April 2010

April 1, 2010 is Census Day! The message is clear: ***“Fill it out and mail it back, now!”***

One of the objectives of the partnership outreach program is to increase the mail-response rate and reduce the number of households that do not return their questionnaires.

Around mid-April 2010, final preparation will be made to follow up with households that do not return their completed questionnaires. This operation is called “non-response follow-up.” The goal is for this 2010 Census operation to be the smallest in history because of the outreach efforts of CCCs across the nation.

### **May 2010**

The non-response follow-up operation will be the focus in May 2010.

The message to the community is: **“Cooperate with census takers.”** The objective is to get non-responsive households to cooperate on the first visit.

As the census operation winds down, special thank-you sessions for the work of CCCs will be held throughout the nation.

## **Timeline and Activities**

These are just a few examples of activities or action steps for CCCs. They are not all inclusive, just examples to get CCCs started and thinking about what activities will work best in the community served.

### **Education and Promotion Phase**

#### ***Action Steps for 2009 Through January 2010***

- ▲ Conduct CCC training for members.
- ▲ Develop a work plan for promoting the census and motivating participation in your community.
- ▲ Hold regular meetings to report on tasks and other activities, including subcommittee reports as appropriate.
- ▲ Proceed with census awareness-building activities generated by the committee or subcommittees.
- ▲ Evaluate the effectiveness of CCC activities and adjust accordingly.
- ▲ Saturate the community with at least one census awareness-building activity each month.

***Action Steps for January 2010***

- ▲ Hold monthly meetings and subcommittee meetings.
- ▲ Finalize plans for activities surrounding questionnaire delivery and Census Day activities.
- ▲ Review task lists and subcommittee plans.
- ▲ Proceed with 2010 Census activities.
- ▲ Finalize plans for activities to encourage residents to complete and return the census questionnaire.
- ▲ Develop and finalize plans for motivating residents who do not return their questionnaire to cooperate with census takers during non-response follow-up activities.

**Motivation/Action Phase*****Action Steps for February 2010 Through May 2010***

- ▲ Hold regular CCC and subcommittee meetings.
- ▲ Review, and modify as needed, plans for questionnaire delivery and Census Day activities.
- ▲ Finalize plans for all activities scheduled for March and April.
- ▲ Provide Census Bureau staff all information concerning locations of Be Counted sites and Questionnaire Assistance Centers. Help by publicizing their locations and hours of operation.
- ▲ Review and implement activities leading up to Census Day – April 1, 2010.
- ▲ Send a news release highlighting the 2010 Census activity schedule.
- ▲ Encourage residents to complete their questionnaire accurately and return it immediately.
- ▲ Implement Census Day activities.
- ▲ Hold daily activities to encourage residents to complete and return their questionnaires.
- ▲ Review outreach activities to ensure the CCC is using the right activities in the right place. Make changes as needed.
- ▲ Prepare to implement activities for residents who do not return their questionnaire.
- ▲ The Census Bureau will provide response rate numbers starting in April. These response rates may be used to determine where more outreach activity is needed in your community.

***Action Steps for May Through July 2010***

- ▲ Use all resources to encourage residents to cooperate with census takers.
- ▲ Continue to meet, give and receive 2010 Census progress reports.
- ▲ Prepare a summary report of CCC activities, and member feedback. Share this report with Census Bureau staff.
- ▲ Celebrate the success of the 2010 Census and recognize the efforts of the CCC members. Thank your community for their support and response.





# Chapter 5

## Planning Your Work and Working Your Plan



# Developing Your Complete Count Committee Work Plan

## Components of Work Plan

This chapter provides a model for developing a Complete Count Committee (CCC) work plan, which is a plan outlining goals, strategies and time frames for achieving a complete and accurate census count in your community. One of the benefits of the CCC is local community knowledge and the ability to focus on the potential problem areas, such as populations speaking languages other than English, low response rates, high number of renters, etc. The work plan should be developed to address these areas. Components of an effective work plan include:

- 1. Overview** — A summary of the goals and objectives of the CCC and a description of the community — hard-to-count populations or areas considered most critical to reach and motivate. This may include areas with residents displaced by floods, hurricanes or tornados who are currently in temporary housing. Identify the general strategies for implementing the work plan.
- 2. Committee Structure** — Identify the name of the CCC, such as: Vermont State CCC; Burke County CCC; Triangle Region Census Planning Committee; Carsville Census Community Action Committee. Describe the structure of the committee, including the names of any subcommittees and their focus or outreach objectives. CCCs may develop strategies for reaching their target area/population. The strategies presented may include:
  - ▲ Materials needed, such as promotional census materials to be supplied by U.S. Census Bureau staff or materials that may be developed by the CCC.

- ▲ Resources needed to implement strategies, such as members, volunteers, space, along with additional resources from the Census Bureau.
- ▲ Media markets/outlets that are important to reaching the target area/population.
- ▲ A timeline for activities. Consider planning activities/ events around key Census Bureau operations. For example, issue a proclamation supporting the 2010 Census in conjunction with a Local Census Office opening. Or host an event during the time period that census questionnaires are delivered. Census Bureau staff can provide specific operational milestones. Alternatively, you can view an operational milestone timeline on [2010census.gov/partners](http://2010census.gov/partners).

- 3. Timeline** — Develop a broad timetable of events and activities and their dates, starting with when the CCC is formed and ending around July 2010. Indicate which subcommittees are responsible for which activities.
- 4. Reporting** — Include a report of subcommittee activities to the CCC after an activity has taken place to gain insight on best practices. Modify future activities as needed based on feedback from the activity reports.
- 5. Thank You** — Include strategies for thanking committee members, the community and others who provided support throughout the campaign.
- 6. Final Report** — Prepare a final evaluation of CCC activities and successes to help the Census Bureau guide future committees and to plan appropriately for the 2020 Census.

## Effective CCC Activities

Here are some examples of activities that CCC leaders identified as effective during Census 2000:

- ▲ **Public Service Announcements (PSAs)** — CCCs ranked PSAs among the top five most effective activities.
- ▲ **Advertising campaign** — CCCs noted that advertising was effective at the national level, but that it was important to conduct a local campaign targeting hard-to-count populations. Radio also was mentioned as an effective medium in many communities.
- ▲ **Banners, posters, billboards and advertising on benches** — CCCs said these types of promotions worked best in tribal, rural and non English-speaking communities.
- ▲ **Print materials** — Print materials were deemed especially effective for CCCs working in ethnic communities and rural areas.
- ▲ **Faith-based activities** — Activities coordinated by faith-based organizations were tremendously successful in building awareness of the census in 2000.
- ▲ **Translation of materials** — CCCs in large urban areas noted the great value of providing materials in multiple languages.
- ▲ **Local media coverage** — All CCCs felt local media coverage was essential to getting the word out about the census, but noted the need to enlist support from others. Some CCCs were able to get media exposure by enlisting politicians and sports figures as spokespeople and promoting school contests and projects centered on the census.

## Identifying Hard-to-Count Areas and Populations

The CCC work plan should utilize the local knowledge of CCC members and data on the makeup of the community. One resource that will provide data about hard-to-count communities, and will help you develop your work plan, is the Census Bureau's Planning Database (PDB). The Planning Database is a tool that provides data to help the CCC look closely at the community, and identify specific problem areas and what makes them problem areas. The CCC can then determine what specific community vehicles are available, at low or no cost, to provide a compelling message that community residents must be included in the census. This message should include the importance of counting everyone living in each household.

### *The Planning Database can help you:*

- ▲ Identify hard-to-count areas (areas with concentrations of hard-to-count populations that make counting or enumerating the area difficult).
- ▲ Identify areas with potentially low mail-return rates in 2010.
- ▲ Identify areas where locations may be needed for Questionnaire Assistance Centers and Be Counted sites. The Planning Database will show where low response rate areas were in Census 2000 and, combined with CCC local knowledge, can project where low response rates may be in 2010.
  - A Questionnaire Assistance Center is a place in the community where people may go to get assistance in filling out their questionnaire. Space for these sites is donated by community groups and organizations and staffed by Census Bureau employees.
  - Be Counted sites are locations in high-traffic areas of the community where people may pick up a Be Counted form if they did not receive a questionnaire, or believe they were not included on the questionnaire returned for their house. Examples of Be Counted sites may be libraries, 7-Eleven or other convenience stores, community centers, etc. Be Counted forms will also be available at Questionnaire Assistance Centers.
- ▲ Identify areas where special outreach and promotion efforts should be considered, such as areas with language barriers, high poverty levels, or where residents have been displaced due to natural disasters.

The Planning Database assembles a range of housing, demographics, and socioeconomic variables that are correlated with mail nonresponse. The Planning Database contains “hard-to-count” (HTC) scores that summarize 12 attributes or variables of each tract in terms of reasons people are missed in the census. These 12 variables include housing indicators (percent renters, multi-units, crowded housing, lack of telephones, vacancy) and people indicators (poverty, not high school graduate, unemployed, complex households, mobility, language isolation). Other operational and demographic data are also included, such as race/ethnic distributions. The highest HTC scores (for example, more than 60) usually predict areas of high nonreturn rates and undercount rates while areas with the lowest scores are likely to be areas with low nonreturn rates. HTC scores can range from 0 to 132.

***In your handouts is a set of tables pulled from the Planning Database.***

- ▲ Look at Table 1 that shows columns for variables on race and ethnicity.
- ▲ Looking at the top of the columns from left to right, you see Column 33 - Percent White (Pct White), Column 34 - Percent Black, and it continues to Column 41 and 42 with Percent Hispanic and Percent Non Hispanic White, respectively.
- ▲ Looking at the first row showing data for Tract No. 020100 (Column 6) in Autauga County, Ala., moving right, we see the Census 2000 Total Population (Column 9) for this tract is 1,921.
- ▲ The HTC score (Column 11) for this tract is 20, so by the definition above, it is not a HTC tract (HTC is more than 60).
- ▲ Go down to Tract No. 000300 (Column 6), in Calhoun County, Ala., population 3,545. Here, we see an HTC score of 65, identifying it as a HTC tract.
- ▲ Continuing across this tract we see variables that contribute to this HTC score, such as renters are more than 55 percent (Column 19), and more than 74 percent are households that are not husband/wife families (Column 22).
- ▲ Continue down to Tract No. 000600, same county, population 2,439. The HTC score is 85. Looking across at the variables for this tract, we see more than 56 percent are renters, 76 percent are households that are not husband/wife families, and 54 percent are below the poverty level.



# Chapter 6

## 2010 Census Integrated Communications Campaign



## On the Road to 2010

### Overview

Building on the lessons learned from 2000, the 2010 Census has a fully Integrated Communications Campaign featuring advertising, events, public relations and partnership activities. The public relations objective for the Integrated Campaign is to surround every household in the country with credible, memorable messages through trusted conversations that motivate people to complete the decennial census questionnaire. Public relations will enhance and support paid media and partnership channels to provide a surround sound effect that reaches residents with 2010 Census messages multiple times prior to April 2010.

### Additional Resources

The contractor for this campaign, DraftFCB, has developed a comprehensive Integrated Communications Campaign that relies heavily on partnerships and digital communications. Promotional outreach materials are available in up to 18 languages.

“Partner with us” is a new online destination on [2010census.gov/partners](http://2010census.gov/partners) where partners can find the information and materials they need to communicate important messages about the census and gain insight to drive participation.

Many of the materials are customizable, allowing partners the flexibility to include additional information and graphics. Many others are turnkey and can be dropped right into a newsletter or posted on a partner's Web site.

All materials include consistent messaging to maximize the effectiveness of communications across the regions. Partners can read content descriptions of each material, review specs and see the various languages/cultures into which a particular material has been "transcreated."

The goal of the Web site is to make partnering with the U.S. Census Bureau as simple as possible.

The Census Bureau is hiring for 2010. Information on available positions and how to apply can be found at the Census Jobs Web site at <http://2010.census.gov/2010censusjobs/index.php>.

Additional information on the Census in Schools program is also available for teachers, students and partners at <http://www.census.gov/schools/index.html>.

Many additional 2010 Census materials and information can be found at [www.2010.Census.gov](http://www.2010.Census.gov). Everything from fact sheets to fliers, proclamations to partnership agreement forms are at your fingertips, including some that may be customized for specific community needs. If you have any difficulty accessing or using materials on the Web site, please contact your local Partnership Specialist for assistance.

## General Operational Timeline

The 2010 Census Integrated Communications Campaign, that includes the integration of paid advertising, public relations, special events, marketing, Census in Schools and promotional efforts, will rely heavily on partner participation and outreach at both the national and local levels. The timeline for the Campaign actually began in 2008 with the Awareness phase. The Motivation phase starts in 2009 and transitions to the Action phase in 2010. The Action phase ends with a thank you campaign to the public and partners for supporting the 2010 Census. The table below shows the general timeline and key dates for data collection for the 2010 Census.

Key dates of the 2010 Census operational timeline include:	
Early Local Census Offices open	Late 2008
Address Canvassing conducted	Spring 2009
Local Census Offices open	Fall 2009
United States Postal Service delivers initial 2010 Census questionnaires	March 2010
<b>Census Day</b>	<b>April 1, 2010</b>
Census Bureau delivers apportionment counts to the President of the United States	Dec. 31, 2010
Redistricting counts are delivered to states	February 2011- March 2011



## Chapter 7

### What to Expect From Your U.S. Census Bureau Staff Liaison



## The Role of Partnership Specialists

### Program Implementation

Partnership Specialists are the primary contact between the U.S. Census Bureau and the Complete Count Committee (CCC). They serve as technical advisors and information resources to CCCs. However, they will not manage CCCs in any way.

Partnership Specialists help CCCs identify census awareness-building activities that are most effective in their community. They will also provide promotional materials to tribal and local governments and community organizations throughout the CCC formation and implementation process.

Here are some steps Partnership Specialists will follow to assist local governments:

- ▲ Meet with all local governments in the area to encourage the formation of CCCs to promote the importance of the 2010 Census and increase participation.
- ▲ Distribute CCC materials.
- ▲ Provide orientation/training for CCC leaders or Chairpersons, including information needed to form the committee, the characteristics of effective Chairpersons, the various subcommittee structures, and possible plan of action.
- ▲ Provide technical support to CCC Chairpersons.
- ▲ Assist CCCs in developing a strategy and work plan.



# Chapter 8

## Summary and Closing



## Summary

This Complete Count Committees (CCC) Training Manual has been created to provide CCC leaders and members the information needed to form strong and effective CCCs. Drawing on the local knowledge of the committee and supplementing this knowledge with census data, the CCC can develop strategies and activities that are focused and make the best use of available resources.

- ▲ CCCs speak the language of the community and know how best to reach residents.
- ▲ CCCs help ensure an accurate 2010 Census count.
- ▲ CCCs increase the participation ratio and the response rate in their communities.

## Closing

This session was intended to “train the trainers” by providing CCC leaders/members with tools to train their team. We have provided some basic information about the U.S. Census Bureau and covered some essential elements of successful CCCs. The most successful CCCs will use this information to create a plan with the right mix of promotions, messaging and grassroots outreach for their respective communities.

### Evaluations

Please complete the evaluation form in your packet of materials and return it to your trainer. Thank you for your time, attention and commitment to this important effort.



