

The Importance of Census and the Practice of Complete Count Committee of Other States

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Committee for 2010 Census

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Why do we take the Census?

- The census is a snapshot of our nation – it tells us who we are and how we've changed over time.
- The 2010 Census will count at least 310 million people living in 130 million households.
- It counts everyone in the right place – 50 states, the District of Columbia, and U.S. Territories.
- Includes people of all ages, races and ethnic groups, both citizens and non-citizens.

Why is the Census important?

■ **Census affects funding**

The federal government allocates more than \$300 billion to the states based on census data.

■ **Census helps make informed community decisions**

Data about changes in the community are crucial to government decision makers for infrastructure planning and construction such as road, schools, satellite offices.

■ **Census affects economic development**

Census data help businesses identify the location of their businesses — activities that often lead to new jobs.

Why is the Census important? – cont.

■ **Census affects representation**

Data are used to determine how many seats each state will have in the U.S. House of Representatives. In addition, census data are used to define legislature districts, school district, neighborhood areas, and other important functional areas of government.

■ **Census data help understand property value**

Potential homeowners research property values, median income, and other demographic information about a particular community.

Where are we in 2000?

Hawaii population in 2000 = 1,211,537

US population in 2000 = 281,421,906

Hawaii population share in 2000 = 0.43%

Hawaii population ranking in 2000 = 42

Federal Funding Allocation

- 
- A stylized illustration of a diverse group of ten people standing in a line. From left to right: a man in a green shirt and blue pants, a woman in a teal top and white pants, a woman in a purple top and blue pants, a man in a red t-shirt and blue pants, a woman in a yellow top and black pants, a woman in a dark blue top and grey skirt, a woman in a blue top and grey pants, and a man in a dark blue jacket and black pants. The background is a light grey gradient.
- **Total federal funding based on population = \$300 billion**
 - **Federal money per person = \$996**
 - **For a 5% undercount in population, Hawaii would lose \$65 million**

Selected Federal Grants to Hawaii State: FY 2007

Federal program/Grant	2007 Hawaii share
Health & Human services	\$96,925,165
Office of Homeland Security & Office Emergency Services	\$19,476,219
Education	\$88,570,685
Transportation	\$1,428,845
Housing & Community Development	\$23,432,925
Native Hawaiian Programs	\$59,789,026
TOTAL	\$289,622,685

Selected Website of Other State Government Complete Count Committees



http://www

United State Census Bureau, Census 2010

U.S. Census Bureau

People | Business | Geography | Newsroom | Subjects A to Z | Search@Census

United States
**Census
2010**



2010 Census | About 2010 Census | Partner With Us | Census in Schools | Jobs | FAQs

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- [Protecting Your Answers](#)
- [Redistricting Data Program](#)
- [LUCA Program Update](#)
- [Contact Regional Offices](#)
- [Phishing & Email Scams](#)

Previous Census Data?

- [Census 2000](#)
- [1990 Census](#)

Population Finder

city/ town, county, or zip

or

Select a state

Did You Know?

In 1790, the first census was taken by U.S. marshals on horseback and counted 3.9 million people. Census 2000 counted more than 281

What is the Census?

- The census is a count of everyone living in the United States every 10 years.
- The census is mandated by the U.S. Constitution.
- The next census is in 2010.
- Your participation in the census is required by law.
- It takes less than 10 minutes to complete.
- Federal law protects the personal information you share during the census.
- Census data are used to distribute Congressional seats to states, to make decisions about what community services to provide, and to distribute \$300 billion in federal funds to local, state and tribal governments each year.

Countdown to Census Day:
April 1, 2010

296:18:00:31
DAYS HOURS MIN. SEC.

[Watch a new video on the 2010 Census](#)

RECENT NEWS

- [Commerce Secretary Gary Locke Appoints Morial to Lead 2010 Census Advisory Committee](#)
- [Census Bureau Submits to Congress Proposed Recovery Plan to Help Create Jobs and Conduct a Successful 2010 Census](#)
- [One Year Countdown to the 2010 Census Officially Kicks Off](#)
- [Media Advisory -- One Year Out: Census Partners Gather for National Kick-Off](#)
- [Spanish Version: Media Advisory -- One Year Out: Census Partners Gather for National Kick-Off](#)

New Jersey, Department of Labor and Workforce Development



- Employers
- Job Seekers
- Career Development
- Individuals With Disabilities
- Public Notices
- FAQs

[LWD Home](#) > [Labor Market Information](#) > [Census](#) > [2010 Census](#) > [Complete Count Committees](#)

Complete Count Committees



What Is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond. The committees work best when they include a cross section of community representatives from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community. [More](#)



[2010 Complete Count Committee Guide](#)



[2010 Complete Count Committee Brochure](#)

Great Ways to Promote the 2010 Census!

Cable TV:

If your County, Municipality, or Organization has access to your local Community Access/School/Government cable station, here are examples of messages you can post to the Community Bulletin Board to inform your neighbors about the 2010 Census and key dates.



[English](#)

[Spanish](#)

Print:

If your County, Municipality, or Organization prints a local newspaper or newsletter, here are some convenient drop-in articles that you can edit and customize to inform and promote the 2010 Census in your community.

[2010 Census](#)

[Census Promotional Materials](#)

[Census In The Schools](#)

[Census Jobs](#)

[-->New York Region](#)

[-->Philadelphia Region](#)

[More Information](#)

[Other 2010 Census Websites](#)

- LWD Home
- Appeal a Decision
- Career Development
- Employer Services
- Family Leave Insurance
- Labor Market Information
 - Data Tools
 - Data Reports
 - Demographics
 - Employment & Wages
 - Find Employers
 - Industry & Economy
 - Census
 - 2000 Census
 - 2010 Census**
 - Census 2000 Publications
 - American Community Survey
 - Affirmative Action Data
 - Publications
 - Labor Demand Occupations
- Safety & Health
- Social Security Disability Programs
- Temporary Disability
- Unemployment Insurance
- Vocational Rehabilitation
- Wage & Hour
- Workers' Compensation
- Workforce NJ (WNJPIN)

Wyoming, Complete Count Committee Program

2010 Census Timeline

2009

- CCC is established
- CCC receives census training
- CCC develops strategy and work plan, holds regularly scheduled meetings.
- CCC spreads word about census jobs and helps with training locations for census workers.

2010

- CCC begins community organization mobilization
- CCC begins 2010 Census publicity campaign and proceeds with census awareness activities
- CCC reminds communities that questionnaires are delivered to every home address

April 1, 2010 - CENSUS DAY

- Local activities are held for Census Day
- Send press release to local paper highlighting Census 2010 activities.
- Households return completed questionnaires
- CCC urges non-responding households to cooperate with census takers
- CCC thanks the community for their participation in the 2010 Census

December 31, 2010

- Census Bureau delivers population counts to the President



Why is Census 2010 Important to Wyoming?

- An undercounted population during the decennial census will affect local governments for the next decade because much of the annual revenue distributions are based on the decennial census population data.
- The State of Wyoming distributes various tax revenue based on decennial census population data. Utilizing Fiscal Year 2008 data, on average, municipalities could lose an estimated \$823 and counties could lose an estimated \$770 in tax revenue annually for each person not counted by the census.
- The amount of Federal funds that Wyoming receives for programs such as Medicaid and highway construction are based on decennial census data. For each person not counted as a Wyoming resident, the state could lose between \$100-\$500 in federal grant money each year.
- Decennial census data are utilized to apportion Congress and define the state legislative districts as well as voting and local government district boundaries.
- An accurate population count is necessary to aide communities in planning decisions such as for healthcare, schools, and transportation.
- Decennial census data are used as the base for intercensal population estimates and other census programs

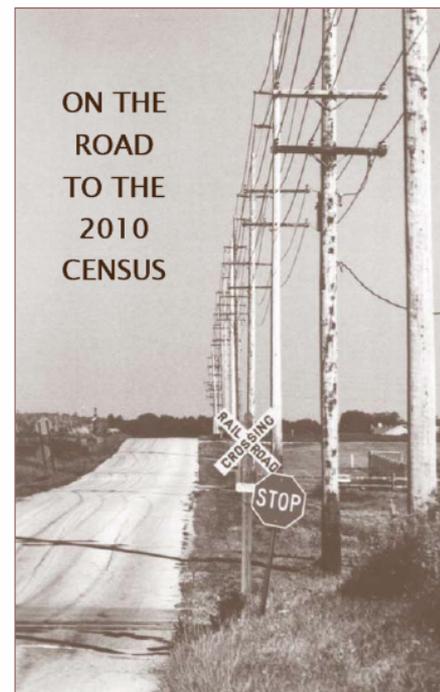
Contact Information

U.S. Census Bureau, Denver Regional Office,
Partnership Program, phone: 720-475-3670,
e-mail: tiburcio.subia_jr@census.gov

Wyoming State Data Center, Economic
Analysis Division, Phone: 307-777-7161,
e-mail: abittn@state.wy.us



Complete Count Committee Program



United States
Census
2010

The City of Abilene, Complete Count Committee

United States[™]
**Census
2010**

The City of Abilene supports the
U.S. Census Bureau's call to action
for every resident of our nation:
"BE COUNTED IN 2010!"

Complete Count Committee

No one knows Abilene better than the people who live, work, and serve here. The Complete Count Committee (CCC) is made up of influential members of all sectors – business, churches, community and social services, education, government, recruiting, media/marketing, and rural areas.



The **mission** of Abilene's CCC is to utilize the local knowledge, expertise and influence of each committee member to design and implement a census awareness campaign targeted specifically to the Abilene area.

Their **goal** is to increase the mail-back response rate through a focused, structured, neighbor-to-neighbor program.

In January, the CCC hosted a Complete Count Workshop where sector teams brainstormed ways to communicate the message that the census is safe, easy and important. Read about their ideas by clicking on the image below:



- [Home](#)
- [What is the census?](#)
- [Why is the census important?](#)
- [Confidentiality](#)
- [Response Rates](#)
- [Complete Count Committee](#)
- [Newsroom](#)
- [Census Jobs](#)
- [Census in Schools](#)
- [Contact](#)

Lend your time and expertise in promoting the 2010 Census. Join a Sector Action Team on www.2010census.ning.com or contact Melissa Boisvert at melissab@abileneind.com.

Indiana, Complete Count Committee



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Jobs
Why Census Matters
The Form
Complete Count Committees
Indiana Complete Count Committee
Hard-to-Count Areas
Planning Database
LUCA
Response Rates
Challenges
Links

Indiana Complete Count Committee

Indiana ranks as the 20th "hardest to count" population in the nation. With the objective of getting every Hoosier counted, the statewide complete count committee is a partnership of key stakeholders, including those from businesses, community and faith-based organizations, cultural institutions, higher education and local government.

- State sponsoring agencies will serve as conveners and recruiters, and provide support to the committees.
- The Indiana Department of Administration will support the overall structure, ensuring communication across the nine committees.
- The Indiana Business Research Center and OMB will provide data and analytical support about Indiana populations to committees for targeting and planning purposes.
- The Census Bureau Partnership and Data Services Program will work directly with Complete Count Committees; limited funding is available to support activities.

Restricted Content
Access password-protected materials

As a partner in the Indiana Data Center Program, this site is maintained by the [Indiana Business Research Center](#) at Indiana University's Kelley School of Business. If you have questions or comments, [contact us here](#).

The Indiana Data Center Program is a federal-state partnership between the U.S. Census Bureau and the State of Indiana and is managed by the Indiana State Library in collaboration with its coordinating agencies, the Indiana Business Research Center, the Indiana Geographic Information Council and the Indiana Department of Workforce Development.

2010 Census Operational Milestones (Bureau of the Census Perspective)

- **Spring 2009: Address canvassing**
 - **Summer 2009: Validate 'group quarters' list**
 - **Fall 2009: Open remaining Local Census Offices (LCOs)**
 - **Fall 2009: Start recruiting census takers**
 - **Late Fall 2009: Begin educational phase of Communications Campaign**
 - **January 2010: Launch paid media campaign**
- 

Operational Milestones (cont.)

- **Late January 2010: Start census in remote and rural locations (continues through March)**
- **March 2010: Pre-census letter, followed by mailed census forms and “thank-you/reminder postcard”**
- **Late March 2010: Transitory location count**
- **April 1, 2010: CENSUS DAY**
- **Early April 2010: Targeted replacement questionnaire**

Operational Milestones (cont.)

- **Late April - June 2010: Door-to-door visits to unresponsive housing units**
- **Late summer - Fall 2010: Follow-up and coverage improvement operations**
- **December 31, 2010: Deadline for reporting state population totals to President**
- **April 1, 2011: Deadline for reporting detailed population counts to state governments for redistricting**
- **2010 - 2011: Census 'accuracy check' follow-up survey**

Examples of State Complete Count Committee Strategies

- Allocate state funds for implementation of the state CCC.
- Develop an action plan.
- Assign staff to work with the state CCC.
- Set clear, achievable goals and objectives.
- Identify targets (populations or areas) for aggressive outreach through—
 - direct community outreach—touching as many people as possible through swap meets, sports , festivals, parades, etc.
 - strategic partnerships with counties, schools, state agencies, and community-based organizations.
 - a state media campaign with a catchy slogan. Example: California state CCC in 2000 used the slogan “California, You Count!”
- Coordinate activities with local CCCs throughout the state.
- Develop a state 2010 Census Web site with links to the Census Bureau Web site.
- Create promotional materials and items for populations or areas identified.
- Create events in key areas where none exist.



Sample Activities of State Complete Count Committees

2008–2009

- Allocate funds to conduct CCC outreach.
- Encourage local governments to form Complete Count Committees.
- Develop a list of barriers or concerns that might impede the progress of the 2010 Census in your state, such as pockets of populations speaking a language other than English, recent immigrants, and significant numbers of children under age 18. Explore ways/activities to address or overcome these barriers.
- Develop and implement activities to involve state government employees in 2010 Census awareness campaign.
- Include the 2010 Census logo and messages on letterhead, brochures, newsletters, and Web site.
- Display census information/materials in all state government buildings.
- Sponsor a contest to create a state slogan and/or mascot for promoting the 2010 Census.

Sample Activities of State Complete Count Committees

January–March 2010

- Add census messages to meetings and correspondence.
- Implement major promotional events around mailout of questionnaires and nonresponse follow-up.
- Provide information on federally funded programs that have benefited the state.
- Saturate targeted areas with census information that is easy-to-read and understand.
- Change telephone hold messages in state offices to remind residents to complete and return their questionnaire immediately.

April 2010

- Have government employees answer the phones with a 2010 Census message.
- Change telephone hold messages in state offices to one that encourages residents to cooperate with the census workers that may come to their home if they don't return their questionnaire.

May–July 2010

- Prepare final report of committee activities and provide a copy of your report to your regional census contact person.

Examples of Subcommittees

Government subcommittee—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, free space for Questionnaire Assistance Centers, and identifying other resources for CCC activities.

Education subcommittee—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Census In Schools materials.

Faith-based subcommittee—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2010 Census awareness and participation.

Media subcommittee—Creates and facilitates ways to get the census message to all community residents, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, radio, and television.

Examples of Subcommittees – Cont.

Community-based organizations subcommittee—Collaborates with community organizations to inform residents of the importance of participating in the 2010 Census and the benefits derived from census data.

Business subcommittee—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

Recruiting subcommittee—Disseminates information about census job openings for the 2010 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.

Hawaii Government Complete Count Committee Work Plan

Phase I – Planning and Building Partnerships

- **May 2009 – December 2009**

Phase II – Implementation & Outreach

- **January 2010 – April 2010**

Phase III – Evaluation & Report to the Governor

- **May 2010 – December 2010**

Discussion on Activities

- **List of forthcoming events that we may use for Census 2010 promotion**

Discussion on the Spending of in-kind money

- **List of ideas**

Application of the in-kind money from the Census Bureau

- Our Committee will apply for a maximum of \$2,499
- Individual agencies are encouraged to apply