

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

Eugene Tian, Chair

Department of Business, Economic Development & Tourism

2020 Census Hawaii Government Complete Count Committee

May 14, 2019

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.
- 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 \$675 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 are the base for other 138 surveys by the Census Bureau, including ACS and CPS**

Where are we in 2010?

Hawaii population in 2010 = 1,360,301

US population in 2010 = 308,746,065

Hawaii population share in 2010 = 0.44%

Hawaii population ranking in 2010 = 40

Federal Funding Allocation

Total federal funding based on population = **\$883 billion**
in **FY16**

Hawaii received = \$3.6 billion

Federal money to Hawaii per person = **\$2,578**

For each percent undercount in population

➡ **Hawaii would lose \$37 million a year
for 10 years**

Allocation of Funds from 55 Large Federal Spending Programs Guided by Data Derived from the 2010 Census (Fiscal Year 2016), **Hawaii Total Program Obligations: \$3,682,543,845**

Program	Dept.	Obligations
<i>Financial Assistance Programs</i>		\$3,512,607,820
Medical Assistance Program (Medicaid)	HHS	\$1,496,967,000
Federal Direct Student Loans	ED	\$209,651,526
Supplemental Nutrition Assistance Program	USDA	\$484,225,008
Medicare Suppl. Medical Insurance (Part B)	HHS	\$153,385,285
Highway Planning and Construction	DOT	\$82,140,212
Federal Pell Grant Program	ED	\$70,400,000
Section 8 Housing Choice Vouchers	HUD	\$120,946,000
Temporary Assistance for Needy Families	HHS	\$108,618,111
Very Low to Moderate Income Housing Loans	USDA	\$182,283,030
Title I Grants to LEAs	ED	\$49,903,423
State Children's Health Insurance Program	HHS	\$46,343,000
National School Lunch Program	USDA	\$45,191,000
Special Education Grants	ED	\$40,732,093
Section 8 Housing Assistance Payments Program	HUD	\$36,197,540
Federal Transit Formula Grants	DOT	\$6,521,000
Head Start	HHS	\$29,896,148
WIC	USDA	\$32,427,000
Title IV-E Foster Care	HHS	\$21,586,644
Health Care Centers	HHS	\$30,146,449

Allocation of Funds from 55 Large Federal Spending Programs Guided by Data Derived from the 2010 Census (Fiscal Year 2016) -Cont.

Program	Dept.	Obligations
<i>Financial Assistance Programs –Cont.</i>		\$3,512,607,820
School Breakfast Program	USDA	\$11,598,000
Rural Electrification Loans and Loan Guarantees	USDA	\$0
Public and Indian Housing	HUD	\$24,041,000
Low Income Home Energy Assistance	HHS	\$5,488,162
Child and Adult Care Food Program	USDA	\$7,103,000
Vocational Rehabilitation Grants to the States	ED	\$13,379,742
Child Care Mandatory and Matching Funds	HHS	\$12,159,000
Unemployment Insurance Administration	DOL	\$15,864,000
Federal Transit - Capital Investment Grants	DOT	\$1,744,000
Child Care and Development Block Grant	HHS	\$9,869,000
Adoption Assistance	HHS	\$14,755,187
Community Facilities Loans/Grants	USDA	\$25,028,486
Supporting Effective Instruction State Grants	ED	\$10,640,020
Crime Victim Assistance	DOJ	\$10,147,586
CDBG Entitlement Grants	HUD	\$12,205,032
Public Housing Capital Fund	HUD	\$9,202,000
Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$8,469,866
Water and Waste Disposal Systems for Rural Communities	USDA	\$16,022,232
Social Services Block Grant	HHS	\$7,014,384

Allocation of Funds from 55 Large Federal Spending Programs Guided by Data Derived from the 2010 Census (Fiscal Year 2016) -Cont.

Program	Dept.	Obligations
<i>Financial Assistance Programs –Cont.</i>		\$3,512,607,820
Rural Rental Assistance Payments	USDA	\$10,974,656
Business and Industry Loans	USDA	\$6,486,000
Career and Technical Education - Basic Grants to States	ED	\$5,496,906
Homeland Security Grant Program	DHS	\$3,734,500
WIOA Dislocated Worker Grants	DOL	\$1,934,001
HOME	HUD	\$3,016,838
State CDBG	HUD	\$0
WIOA Youth Activities	DOL	\$2,139,306
WIOA Adult Activities	DOL	\$2,046,448
Employment Service/Wagner-Peyser	DOL	\$2,625,025
Community Services Block Grant	HHS	\$3,756,915
Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$3,348,608
Cooperative Extension Service	USDA	\$1,782,215
Native Amer. Employment & Training	DOL	\$2,975,236
<i>Federal Tax Expenditures</i>		\$49,337,931
Low Income Housing Tax Credit	Treas	\$38,341,477
New Markets Tax Credit	Treas	\$10,996,454
<i>Federal Procurement Programs</i>		\$120,598,094
HUBZones Program	SBA	\$120,598,094

2000 Census Tract	2000 Census Tract Name	2010 Response Rate	2020 Target_Variance
	Honolulu County	75%	1%
66	Kahauiki	16%	-58%
62.02	Kuhio Park Terrace	37%	-37%
95.05	Beaver Road	44%	-30%
63.02	Kalena Drive	45%	-29%
86.10	Ko Olina-Campbell Industrial Park	45%	-29%
19.01	Waikiki Beach	46%	-28%
101	Waimea-Kahuku	46%	-28%
102.01	Hauula-Kaaawa	46%	-28%
85	Barbers Point	49%	-25%
102.02	Laie	52%	-22%
98.01	Makaha	53%	-21%
18.01	Koa Avenue	55%	-19%
89.14	Punawai	55%	-19%
95.02	Menoher Street	55%	-19%
54	Mayor Wright Housing	57%	-17%
95.03	Foote Avenue	57%	-17%
71	Ohana Nui	58%	-16%
20.01	Seaside Avenue	59%	-15%
87.03	Waipahu Intermediate School	59%	-15%
95.01	Kolekole Avenue	59%	-15%
98.02	Makaha Valley-Makua	59%	-15%
100	Haleiwa-Kawailoa	60%	-14%
17	Kapiolani Park	61%	-13%
57	Iwilei-Anuenue	61%	-13%
67.02	Moanalua	61%	-13%
97.01	Waianae Kai	61%	-13%
108.02	Mokapu-East	61%	-13%

2000 Census Tract	2000 Census Tract Name	2010 Response Rate	2020 Target_Variance
	Honolulu County –Cont.	75%	1%
19.02	Ena Road	62%	-12%
37	Ala Moana	62%	-12%
62.01	Kam IV	62%	-12%
20.02	Olohana Street	63%	-11%
60	Kalihi Kai	63%	-11%
18.02	Jefferson School	64%	-10%
64.01	Ulana Street	64%	-10%
75.06	Red Hill (Navy) Housing	64%	-10%
11	Central Palolo	65%	-9%
73	Hickam	65%	-9%
82	Waipio Peninsula	65%	-9%
87.02	St. Joseph School	65%	-9%
96.04	Niulii Reservoir	65%	-9%
97.02	Lualualei Homesteads	65%	-9%
93	Wahiawa-Waena	66%	-8%
94	Wahiawa-Makai	66%	-8%
96.01	Nanakuli-Lualualei	66%	-8%
96.03	Maili	66%	-8%
40	Central Business District	67%	-7%
86.09	Ko Olina Expansion	67%	-7%
112.02	Lanikai	67%	-7%
55	Palama	68%	-6%
64.02	Kamanaiki	68%	-6%
89.12	August Ahrens School	68%	-6%
27.01	University	69%	-5%
59	Mokauea	69%	-5%
61	Kalihi Waena	69%	-5%

2000 Census Tract	2000 Census Tract Name	2010 Response Rate	2020 Target_Variance
	Honolulu County –Cont.	75%	1%
68.04	Aliamanu Crater	69%	-5%
83.01	Iroquois Point	69%	-5%
84.04	Ewa Gentry-West	69%	-5%
32	Round Top-Tantalus	70%	-4%
36.02	Kaheka Street	70%	-4%
58	Waiakamilo	70%	-4%
63.01	Kalihi Valley Park	70%	-4%
91	Kaukonahua	70%	-4%
99.02	Haleiwa	70%	-4%
49	Lanakila	71%	-3%
68.02	Aliamanu	71%	-3%
78.07	Pearl Ridge High Rise	71%	-3%
99.01	Waialua-Mokuleia	71%	-3%
34.06	H1-Wilder	72%	-2%
50	Kuakini	72%	-2%
65	Upper Kalihi Valley	72%	-2%
72	Airport	72%	-2%
84.02	Ewa Beach	72%	-2%
95.04	Leilehua Avenue	72%	-2%
103.03	Waiahole Forest Reserve	72%	-2%
15	Upper Kapahulu	73%	-1%
22	Kamoku Street	73%	-1%
68.09	Ala Ilima High Rise-Makai	73%	-1%
70	Makalapa	73%	-1%
87.01	Waipahu Park	73%	-1%
109.03	Oneawa-Kawainui	73%	-1%
109.05	Ulupaina Street	73%	-1%

2000 Census Tract	2000 Census Tract Name	2010 Response Rate	2020 Target_Variance
	Hawaii County	56%	-18%
217.01	Kawaihae-Waikoloa	36%	-38%
212	Ka'u	43%	-31%
213	South Kona	44%	-30%
210.02	Keaau-Volcano	49%	-25%
211	Pahoa-Kalapana	49%	-25%
210.01	Lower Keaau	50%	-24%
219	Honokaa-Kukuihaele	52%	-22%
215.02	Hualalai	53%	-21%
215.01	Kalaoa	54%	-20%
221	North Hilo	56%	-18%
214	Kealahou-Captain Cook	57%	-17%
218	North Kohala	60%	-14%
220	Paahau-Paauilo	60%	-14%
201	Papaikou-Wailea	61%	-13%
217.02	Waimea-Puu Anahulu	61%	-13%
205	Hilo: University-Houselots	62%	-12%
215.03	Kaunakakai-Kealahou	64%	-10%
216.02	Kahului-Kaunakakai	65%	-9%
203	Hilo: Puuoe-Downtown	67%	-7%
216.01	Kailua	67%	-7%
206	Hilo: Keaukaha-Panaewa	70%	-4%
208.01	Hilo: Kukuau-Kaunakakai	70%	-4%
202	Hilo: Upper Waiakia Forest Reserve	72%	-2%
209	Hilo: Haihai	73%	-1%
204	Hilo: Villa Franca-Kaiko'o	74%	0%

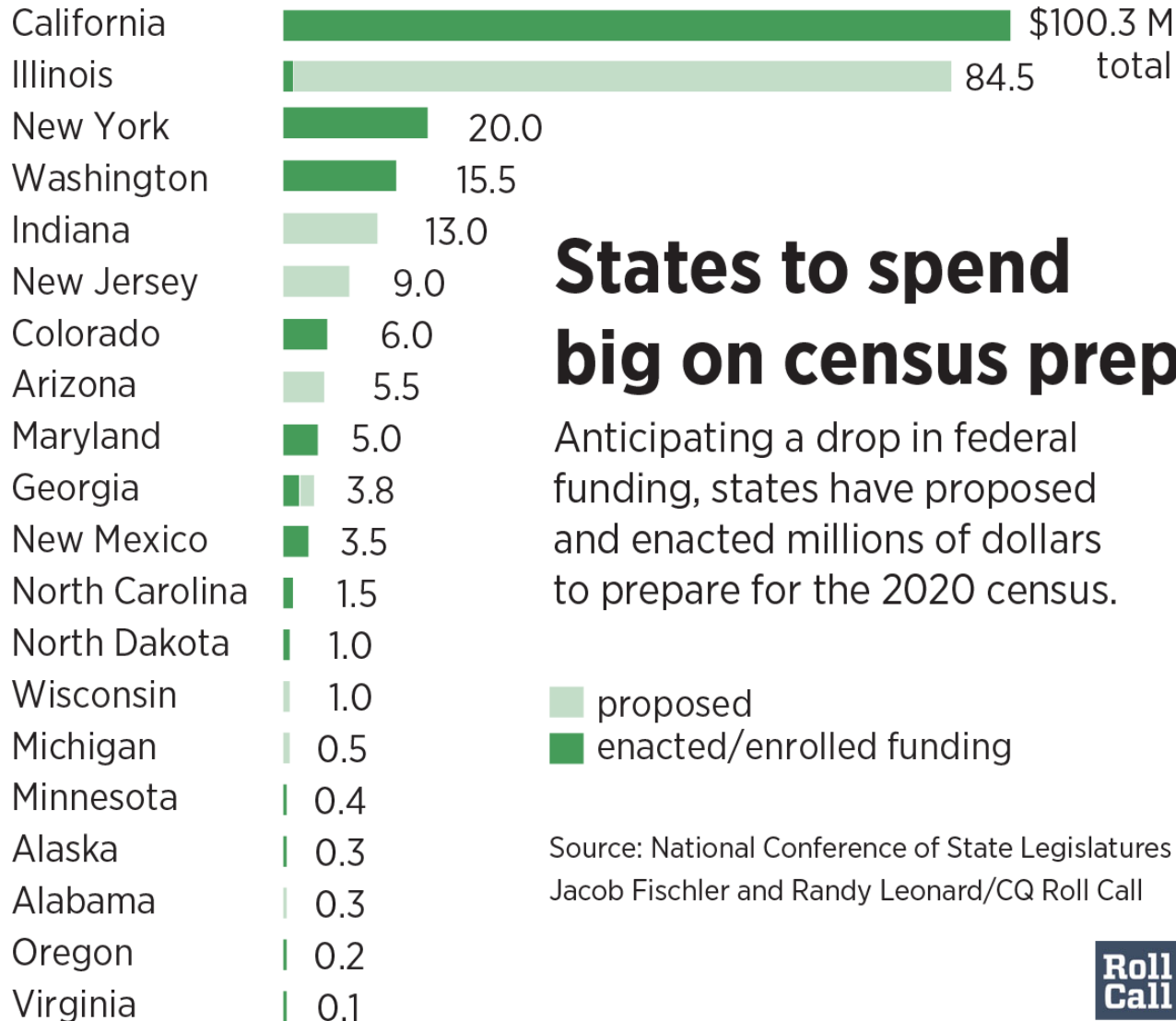
2000 Census Tract	2000 Census Tract Name	2010 Response Rate	2020 Target_Variance
	Maui County	51%	-23%
315	Honokahua	32%	-42%
303.02	Wailea	34%	-40%
318	West Molokai	35%	-39%
301	Hana	37%	-37%
307.01	Maalaea	37%	-37%
307.03	South Kihei	38%	-36%
314.01	Lahaina Town	49%	-25%
317	East Molokai	49%	-25%
302	Haiku-Pauwela	51%	-23%
305	Paia	52%	-22%
306	Spreckelsville	52%	-22%
314.03	South Lahaina	52%	-22%
307.02	North Kihei	53%	-21%
316	Lanai	55%	-19%
312	Northeast Kahului	59%	-15%
309.01	West Central Wailuku	60%	-14%
314.02	North Lahaina	60%	-14%
304.01	Makawao	62%	-12%
303.01	Kula	63%	-11%
311.02	Central Kahului	64%	-10%
304.02	Pukalani	65%	-9%
311.01	West Kahului	65%	-9%
308	Waihee-Waikapu	66%	-8%
311.03	Southeast Kahului	70%	-4%
309.03	North Wailuku	71%	-3%
309.02	East Central Wailuku	73%	-1%
310	South Wailuku	73%	-1%

2000 Census Tract	2000 Census Tract Name	2010 Response Rate	2020 Target_Variance
	Kauai County	54%	-20%
319	Kalawao County	0%	-74%
401	Hanalei	38%	-36%
406	Koloa-Poipu	41%	-33%
402.01	Kealia-Moloaa	53%	-21%
403	Kapaa	55%	-19%
408	Kaumakani-Hanapepe	57%	-17%
402.02	Wailua-Kapaa Homesteads	59%	-15%
409	Kekaha-Waimea	59%	-15%
404	Puhi-Hanamaulu	64%	-10%
407	Eleele-Kalaheo	66%	-8%
405	Lihue	77%	3%
410	Niihau	85%	11%

2000 Census Tract	2000 Census Tract Name	2010 Response Rate	2020 Target_Variance
319	Kalawao County	0%	-74%

Selected Website of Other State Government Complete Count Committees

http://www



States to spend big on census prep

Anticipating a drop in federal funding, states have proposed and enacted millions of dollars to prepare for the 2020 census.

■ proposed
■ enacted/enrolled funding

Source: National Conference of State Legislatures
Jacob Fischler and Randy Leonard/CQ Roll Call



United State Census Bureau, Census 2020



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Complete Count Committees



2020 Census: How to Get Involved



The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.



When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.



Download Complete Count Committee Pamphlet [PDF - <1.0 MB]

Related Information

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WHAT?

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https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

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New Hampshire, Complete Count Committee

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Strategic Initiatives

Monday, April 22, 2019

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2020 Census

Information and events for the upcoming 2020 census to be held on April 1, 2020

The 2020 Census is quickly approaching! New Hampshire's participation in the upcoming count of population on April 1, 2020, is of critical importance to determine the number of seats representing our state in the U.S. House of Representatives. But the Census will also provide our communities with information vital for funding and planning by state and local governments. A complete count of the population in 2020 is necessary for drawing accurate boundaries for voting and legislative districts, and communities rely on Census Bureau statistics for information to plan new businesses, schools, roads, hospitals, job training, centers, and senior care needs.

The U.S. Census Bureau is hiring in New Hampshire!

The U.S. Census Bureau is actively recruiting for various positions in New Hampshire as part of the lead up to the 2020 Census. At this time, positions to be filled at the Concord field office, which is expected to open in March 2019, include [Census Field Manager](#). The Census Bureau is also accepting applications for [Partnership Specialists](#) and [Census Address Canvassers](#) across New Hampshire -- address canvassing will begin in August 2019. Applications for [Census Taker](#) jobs, which will start in late Spring 2020 are also being accepted now. To apply and search for additional 2020 Census positions in New Hampshire, which will be posted as we get closer to Census Day, see the [2020 Census New Hampshire page](#) or the [2020 Census jobs page](#).

The Road to the 2020 Census

Below is a breakdown of where we are in the process. For additional details about the 2020 Census see the [U.S. Census 2020 Census page](#).

2020 Census Timeline

Year	Milestone
Fall/Winter 2018	<ul style="list-style-type: none">Launch of the Partnership ProgramField Office Recruitment Begin
2019	<ul style="list-style-type: none">Open Wave 1 Field Offices (January – March) – including Concord, NH officeOpen Wave 2 Field Offices (June - July)Complete Count Committee Formation
2020	<ul style="list-style-type: none">Advertising – Begins in early 2020Census Day – April 1, 2020Nonresponse Follow-up for households that did not complete the 2020 Census – March - July 2020Apportionment Counts to the President – December 31, 2020
2021	<ul style="list-style-type: none">Redistricting Counts to the States – by March 31, 2021

Complete Count Committees

State and local governments, community-based organization, faith-based groups, schools, businesses; the media; and community leaders will play a key role in educating and motivating households to participate in the 2020 Census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting **everyone** (including all those residing in New Hampshire) in 2020. In addition to traditional partnership activities, you can participate in a Complete Count Committee. A complete Count Committee (CCC) is a volunteer committee focused on

OSI Events Calendar												
							1	2	3			
4	5	6	7	8	9	10						
11	12	13	14	15	16	17						
18	19	20	21	22	23	24						
25	26	27	28	29	30							

<https://www.nh.gov/osi/data-center/2020-census/index.htm>

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The City of Baltimore, Complete Count Committee

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City of Baltimore 2020 Census



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Everyone in Baltimore Counts!

Every Baltimore resident must be counted to ensure we get our fair share of federal funds for essential programs that cover health care, education, housing, economic development and transportation, and to strengthen our political representation at the state and federal levels.

The United States Census Bureau 's decision to include a question about citizenship status could imperil evidence-based efforts to achieve an accurate 2020 count. That is why Maryland has joined 17 other states and the District of Columbia in litigation to reverse this decision and ensure all Baltimore residents are counted.

It will take a team comprised of city officials, community agencies, and YOU, the passionate residents of our beloved Baltimore to make sure **#BmoreCounts in 2020.**

April 23 Open House: Please Join Mayor Young, Congressman Cummings and others for the Census 2020 Open House

Did you know that being counted brings over \$16 billion a year to your City and State? Come out to the **Census 2020 Open House**, hosted by the Baltimore Complete Count Committee, at Poly High School on **April 23rd, from 6:00pm to 8:00pm!**

Every person not counted leaves \$1,800 of funding on the table, and we need Baltimore to get its share. Over 50 State and Federal programs rely on Census data - from the School Breakfast and Lunch Programs, to Medicare and Medicaid - and we need your help to ensure the programs stay funded and that #bmorecounts.

Please share this event with your friends and family on social media:

Facebook Event: <https://www.facebook.com/events/397848431013078/>

If you can't make the Open House, you can still review the Action Plan today: <http://bit.ly/censusplan>

Indiana, Complete Count Committee

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Indiana Complete Count Committee

With the objective of getting every Hoosier counted, the Indiana Complete Count Committee will work with the Census Bureau and their own constituencies to promote the upcoming census using members' knowledge, networks and ideas—with a special emphasis on reaching hard-to-count populations.

The state-level committee for 2020 is in the process of being formed.

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.






<http://www.census.indiana.edu/ccc/state.html>



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California, Complete Count Committee



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California Complete Count Committee

The California Complete Count Committee (CCCC) is an advisory panel of community leaders who represent diverse populations from across the state. The members work to recommend strategies to increase the count in their respective communities. The members were appointed by Governor Edmund G. Brown, Jr. including one designee chosen by the Speaker of the State Assembly and one designee chosen by the Senate President pro Tempore.

- [About the Committee](#)
- [Meetings and Agendas](#)

California Complete Count Office

The California Complete Count (CCC) Office oversees and coordinates California's education and outreach program for the 2020 Census. The CCC will help form partnerships, identify resources, and develop an effective outreach strategy.

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Local Complete Count Committees

Local governments work together with partners to form Local Complete Count Committees (LCCC) to promote and encourage response to the 2020 Census in their communities. The LCCC's are comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response. [See Resources for LCCCs.](#)

Timeline

2018

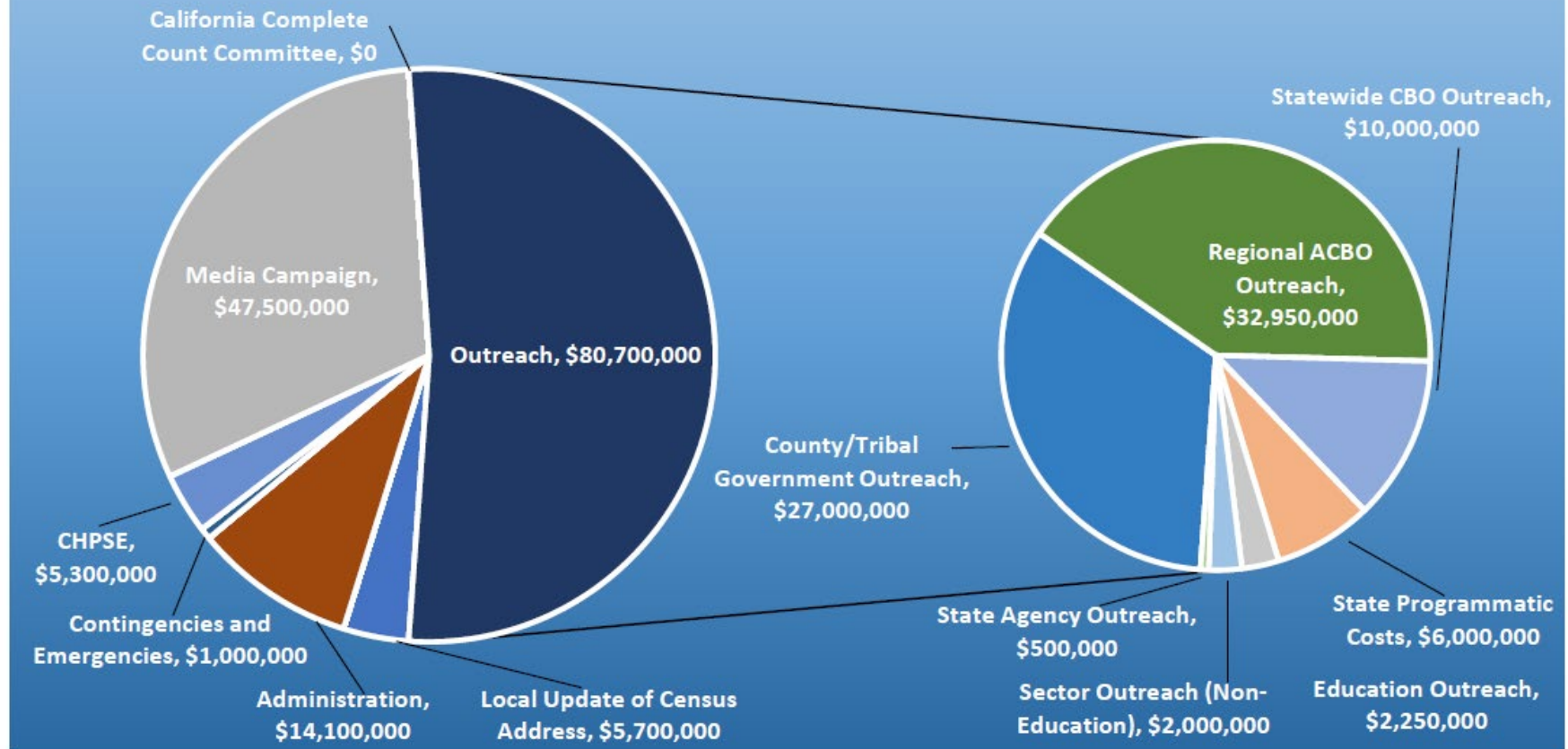
- Local officials and community leaders determine Local Complete Count Committees (LCCCs) structure.
- LCCCs receive 2020 Census training from U.S. Census Bureau.

California Complete Count Office Census 2020 - Program Funding Overview				
Programmatic Area	Original Funding Allocations	New Funding Allocations	Difference	
Local Update of Census Address*	\$ 7,000,000	\$ 5,705,000	\$ (1,295,000)	
Outreach				
County/Tribal Government	\$ 27,000,000	\$ 27,000,000	\$ -	
Regional ACBO	\$ 22,950,000	\$ 32,950,000	\$ 10,000,000	
Statewide CBO	\$ 4,050,000	\$ 10,000,000	\$ 5,950,000	
State Programmatic Costs	\$ 6,000,000	\$ 6,000,000	\$ -	
Education Outreach				
Census Education (K-12)	\$ 250,000	\$ 250,000	\$ -	
County Education Departments (Title I & Title III Schools)	\$ 750,000	\$ 1,750,000	\$ 1,000,000	
Higher Education	\$ 50,000	\$ 50,000	\$ -	
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -	
Sector Outreach (Non-Education)				
Healthcare	\$ -	\$ 500,000	\$ 500,000	
Other Sectors	\$ 800,000	\$ 1,300,000	\$ 500,000	
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -	
State Agency Outreach	\$ 500,000	\$ 500,000	\$ -	
Media Campaign				
Public and Media Relations Contracts	\$ 16,100,000	\$ 46,100,000	\$ 30,000,000	
State Programmatic Costs	\$ 1,400,000	\$ 1,400,000	\$ -	
California Complete Count Committee	\$ -	\$ -	\$ -	
Contingencies and Emergencies	\$ 1,000,000	\$ 1,000,000	\$ -	
California Housing and Population Sample Enumeration Administration**	\$ -	\$ 5,295,000	\$ 5,295,000	
	\$ 12,050,000	\$ 14,100,000	\$ 2,050,000	
Total:	\$ 100,300,000	\$ 154,300,000	\$ 54,000,000	

*Reflects the final programmatic cost. Program was originally funded at \$7 million. \$1.295 million of the unspent funding has now been moved to the California Housing and Population Sample Enumeration program.

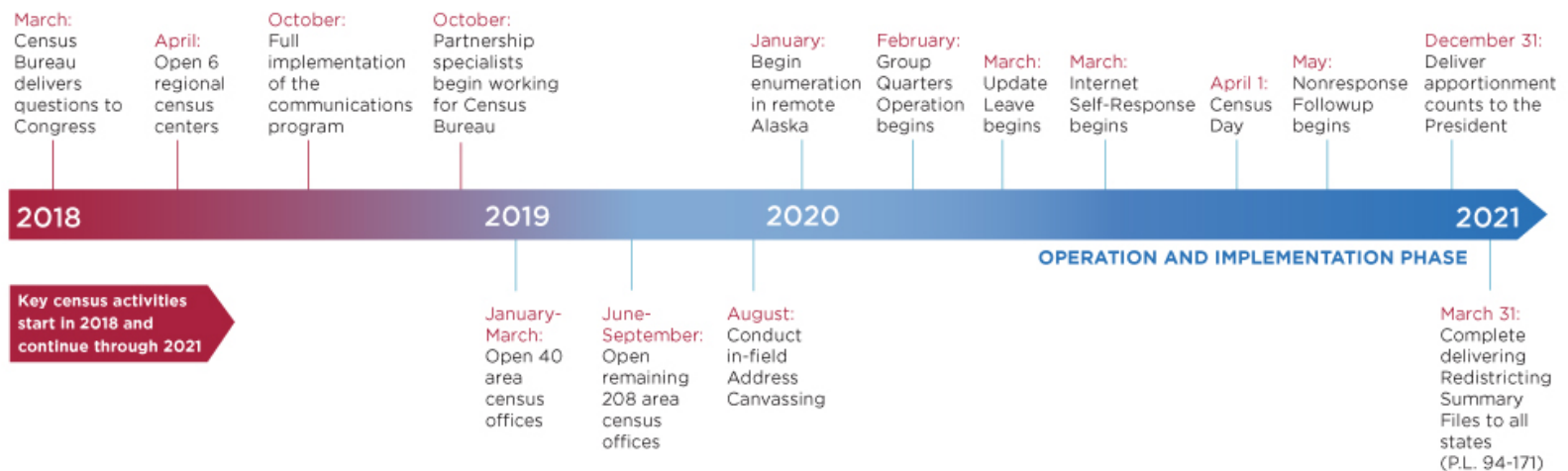
**Reflects initial organization and planning funding provided through the Governor's Office of Planning and Research.

2020 Census Funding Allocations



Road to the 2020 Census

2020 Census Operational Timeline



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Economics and Statistics Administration
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United States[™]
Census
2020

DBEDT
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

Overall Timeline

- **January – March 2019:** The U.S. Census Bureau opens 39 area census offices. These offices open early to support Address Canvassing.
- **June – September 2019:** The Census Bureau opens the remaining 209 area census offices. The offices support and manage the census takers who work all over the country to conduct the census.
- **August 2019:** The Census Bureau conducts in-field address canvassing. Census takers visit areas that have added or lost housing in recent years to ensure that the Census Bureau's address list is up to date.
- **January 2020:** The Census Bureau begins counting the population in remote Alaska.

Overall Timeline (cont.)

Census Day 2020 April 1, 2020

- **April 1, 2020**, marks Census Day, a key benchmark for the 2020 count. When completing the census, you'll note where you are living on April 1. We'll celebrate the day with events across the country.
- **Census Day** is observed nationwide. By this date, households will receive an invitation to participate in the 2020 Census. You'll then have three options for responding: online, by mail, or by phone.

Overall Timeline (cont.)

- **April 2020:** Census takers begin following up with households around selected colleges and universities. Census takers also begin conducting quality check interviews.
- **May 2020:** The Census Bureau begins following up with households that have not responded.
- **December 2020:** The Census Bureau delivers apportionment counts to the president.

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: Hawaii in 2010 used the slogan “Has Your ‘Ohana Been Counted?”
- Coordinate activities with local CCCs throughout the state.
- Develop a state 2020 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

2019

- 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 2020 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 2020 Census awareness campaign.
- Include the 2020 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 2020 Census.

Sample Activities of State Complete Count Committees – Cont.

January–March 2020

- 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 2020

- Have government employees answer the phones with a 2020 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 2020

- Prepare final report of committee activities and provide a copy of your report to your regional census contact person.
- Continue to encourage community individuals to cooperate with census workers.

Small Business Fair May 4, 2019



SAMPLE 2

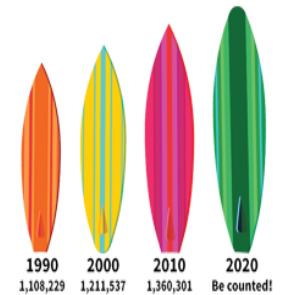
Your Ohana counts!

Don't miss the 2020 Census

April 1, 2020

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Examples of Subcommittees

Government subcommittee

Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs 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.

Examples of Subcommittees – Cont.

Faith-based subcommittee

Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census awareness and participation.

Media subcommittee

Facilitates ways to get the census message to all community households, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, social media, radio, and television.

Examples of Subcommittees – Cont.

Community-based organizations subcommittee

Collaborates with community organizations to inform individuals of the importance of participating in the 2020 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 2020 Census. Information will include the number of jobs available and types of jobs available.