

# Complete Count Committee 2020

## Informational Briefing

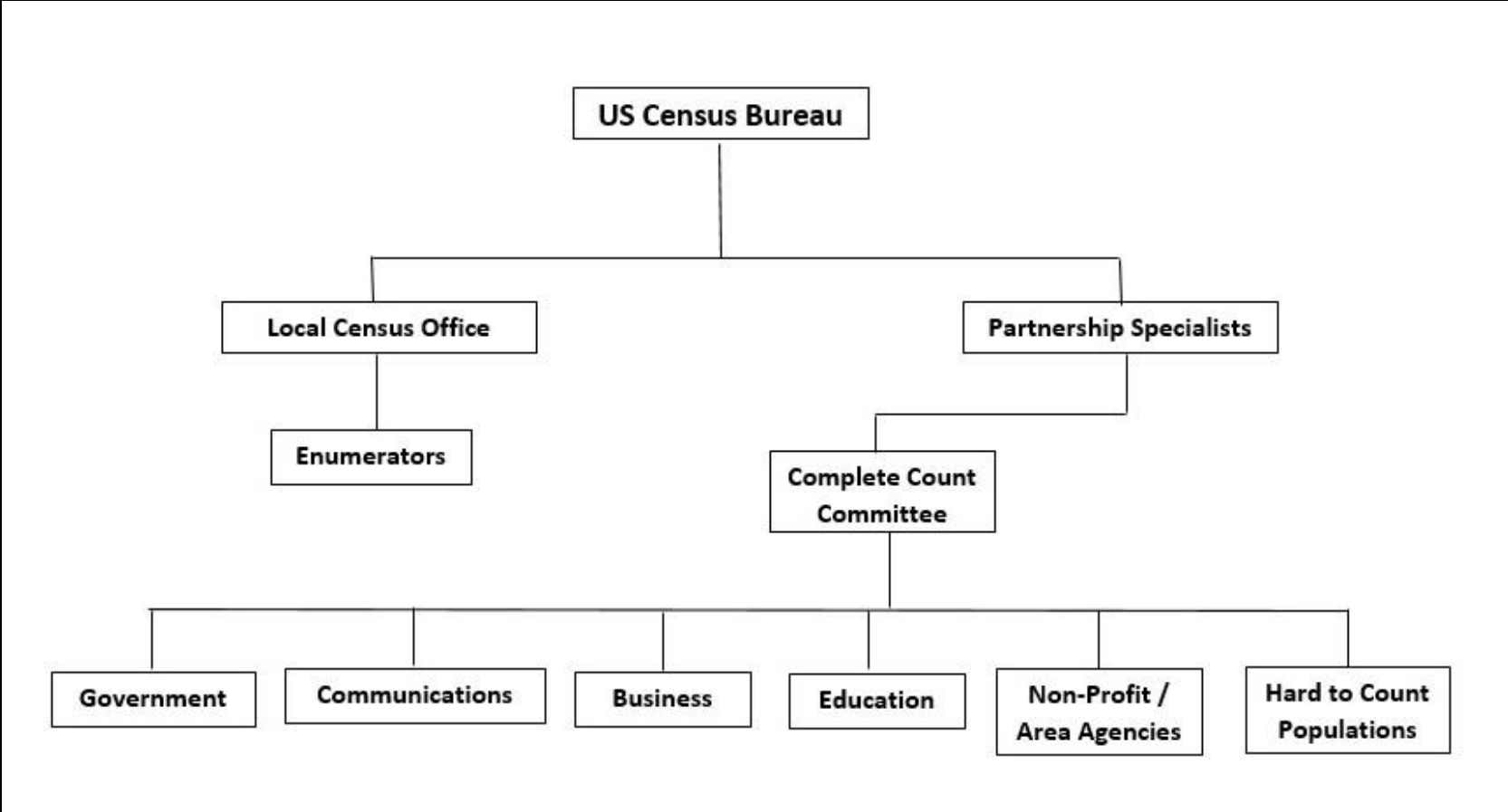


# Complete Count Committee 2020

## CCC Background

- **Initial planning for the Complete Count Committee (CCC) began in October 2018**
- **Appointment letters went out in March 2019**
- **First full CCC meeting was held in April 2019, and appointees were divided into 6 subcommittees**
- **Each subcommittee was asked to work on the following questions:**
  - **How does Census data impact our subcommittee constituents?**
  - **What are the barriers to collecting Census data for our community/constituents?**
  - **What are some ways to remove/reduce those barriers?**
  - **What resources do we need to remove/reduce those barriers?**
  - **How do we implement our preferred ways of reaching our community/constituents?**

# Complete Count Committee 2020



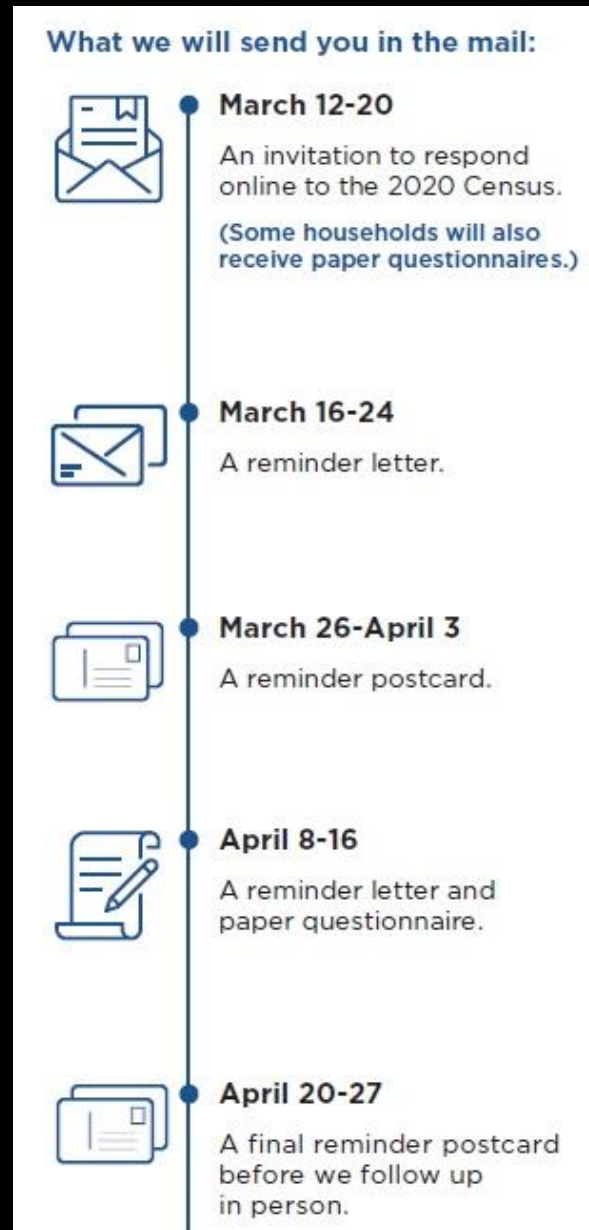
# Complete Count Committee 2020

## CCC Updates

- **Subcommittees have been meeting independently since April 2019**
- **There have been an additional 4 full committee meetings with two more scheduled:**
  - **February 12, 2020, 3:00pm-4:30pm, Forsyth County Central Library Auditorium**
  - **March 4, 2020, 3:00pm-4:30pm, Forsyth County Govt Bldg, 4<sup>th</sup> Floor Mtg Room**
- **There have been multiple state-wide trainings for the Census to involve CCCs and community partners in unified outreach and messaging.**

# Complete Count Committee 2020

## Census Timeline



# Complete Count Committee 2020

## Sample Census Invitation

Dear Resident:

This is your invitation to respond to the **2020 Census**. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed]	Your Census ID is: [Census ID removed]
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The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham  
Director

Enclosures

**Mensaje importante:** Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].

United States  
**Census**  
**2020**

# Complete Count Committee 2020

## Outreach and Communications

- **Communication strategy relies heavily on existing Census Bureau material in order to save time and cost, and promote a cohesive message**
- **Utilize existing communication channels: social media from each organization, television and print media**
- **Each subcommittee can tailor their outreach message to their unique constituents as long as it complies with the overall Census 2020 themes**
- **Subcommittees are encouraged to be creative and nimble with their outreach, while also taking advantage of already planned events**

# Complete Count Committee 2020

## Outreach and Communications



### The census counts every generation.

Every 10 years, the United States counts everyone who lives in the country, from newborn babies to the oldest among us. It is important for everyone to complete the 2020 Census so that communities like yours can be accurately funded and represented.

#### Responding is important.

The 2020 Census will influence community funding and congressional representation for the next decade. Information collected in the census will inform the allocation of more than \$675 billion in federal funds for things like:

- > First responders
- > Medicare Part B
- > Supportive Housing for the Elderly Program



### You count, no matter where you live.

Every 10 years, the United States counts everyone who lives in the country. Your participation in the 2020 Census will help communities like yours get the funding they need to provide housing and food assistance and other vital services.

#### Responding is important.

The 2020 Census will influence funding for community services for the next 10 years. Data from the census helps determine where over \$675 billion is spent each year in states and communities. That includes money for things like:

- > Supplemental Nutrition Assistance Program (SNAP)
- > Community centers
- > Libraries
- > Housing assistance
- > Medicare
- > Employment resources

### Nada que temer, mucho que ganar.

Cuando participas en el censo, tus respuestas están protegidas y nadie puede compartir tu información personal con ninguna entidad del gobierno, esto incluye al ICE, el FBI o la policía. Cada 10 años, los datos del censo ayudan a determinar cómo se distribuyen los fondos federales en nuestras comunidades para que se beneficien con:

- > Más programas educativos
- > Clínicas de salud
- > Centros recreativos
- > Programas de almuerzos escolares
- > Centros comunitarios para adultos mayores

El censo es nuestra oportunidad de contribuir para que haya un mejor futuro en nuestra comunidad.

Para más información visita  
[2020CENSUS.GOV/ES](https://2020CENSUS.GOV/ES)

Dale forma a tu futuro  
EMPIEZA AQUÍ >



### Help your community stay healthy.

Respond to the 2020 Census to inform how over \$675 billion in federal funds go to communities nationwide for hospitals and clinics in



### When you shape education, you shape our future.

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.

GOV

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Census  
2020

United States  
Census  
2020



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## Outreach and Communications

### Other outreach:

- Local PSAs
- Billboards throughout the community
- Banners at fire stations, police substations, town halls, branch libraries, schools
- Wraps on buses, bus shelters, city/county vehicles
- Targeted outreach through our subcommittees and agency partners

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## General Messaging

### January 2020:

- The Census is coming! What does it do?
- How does the Census benefit our community?

### February 2020:

- The Census is coming! What does it do?
- How does the Census benefit our community?
- The Census is safe and confidential.

### March 2020:

- Watch the mail! The Census is on its way!
- How can I respond to the Census?
- The Census is important for our community!
- The Census is safe and confidential.

### April 2020:

- Have you filled out your Census yet?
- How can I respond to the Census?
- The Census is important for our community!
- The Census is safe and confidential.

# Complete Count Committee 2020

## Outreach and Communications

CCC is working with some of our local partners to create Census response locations:

- Libraries
- Rec Centers
- PTRC Mobile Unit
- Community partner agencies



Check out a book.  
Then respond to  
the 2020 Census.

For the first time, you can respond to the census online. Libraries offer public computers and free internet access to help make sure you're counted. 2020 Census data informs the distribution of more than \$675 billion in federal funding each year, your representation in Congress, community initiatives, and more. Make sure you count everyone living in your home, including newborn babies and young children, on the 2020 Census. Your responses are confidential and important.

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Census  
2020

Respond to the  
2020 Census here!

You can respond to the 2020 Census online at this location beginning in mid-March 2020. Responding is easy, safe, and important. The census is your chance to shape the future.

For more information, visit:  
2020CENSUS.GOV

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Census  
2020

Census  
2020

# Complete Count Committee 2020

## Subcommittee Updates

### Government

- **Banners at fire stations/police substations/town halls**
- **Working with rec centers and branch libraries for communication and Census response sites (with Non-profit and H2C Subcommittees)**
- **Working with Forsyth County/City/Town/Village representatives to meet the needs of all of our county communities.**

### Communications

- **Setting up ad buys and social media outreach**
- **Coordinating with other subcommittees for communications needs**

### Education

- **Census Day event at area campuses**
- **Banners at K-12 schools**
- **Communications through Peach Jar (WSFCS)**

# Complete Count Committee 2020

## Subcommittee Updates

### Business

- Presentations to area business groups including Venture Café, Chamber
- Communications with large employers to include Census information in employee communications

### Non-Profit / Area Agencies

- Training event held on 12/16
- Follow-up event in February
- Partner sites for Census response

### Hard-to-Count Populations

- Partner sites for Census response
- Outreach to agencies with homeless/transient populations
- Focus on person-to-person communications from trusted partners