

Local Complete Count Committee Toolkit

CENSUS
2020 



**Every.
One.
Counts.**

census.georgia.gov

A Campaign Featuring Real Georgians

The goal of the U.S. Census is to count every living person, only once, and in the right place. We know that many Georgians are considered “hard to count” due to language barriers, socioeconomic status, geography, lack of access to the internet, and many other factors. For the first time, everyone will be able to fill out their census forms online, creating new concerns around security. For many millennials, this is their first opportunity to fill out their census forms, and they may not understand why it is so necessary.

We are proud to embark on a marketing campaign that focuses on educating Georgians about the importance of the census. It's about federal dollars flowing from Washington to Georgia for things like health care, education, transportation, senior care, foster care, and agriculture, issues that affect millions of residents in our state. It's also about representation, from our representatives in Congress all the way down to our local school board members.

The Networked Planet is a multi-media agency that came up with the theme: **Every. One. Counts.** The campaign will have many components, from statewide television spots to the most localized, grassroot efforts.

While the State marketing and media plan will include statewide coverage, our hope is that Local Complete Count Committee members will share the campaign in their own communities on websites, local TV or radio stations, billboards, and social media channels. We are relying on you to take this campaign to your own community. We will be most successful if we utilize the same messages seen in the statewide media campaign. That consistency will give us the most bang for our buck via the collective power of one simple message.

All marketing campaign materials will be available for download.

All our best,

Lori Geary & Tharon Johnson

Co-Executive Directors

Contents

About the Census.....	5
What the Census Means to Me.....	6
Important Dates.....	7
Your Role as a Local Complete Count Committee.....	8
Understanding Hard-To-Count (HTC) Populations.....	11
Outreach Activities.....	16
Tips for Improving Your Community's Census Count.....	17
Talking Points.....	20
Other Resources.....	23
Downloadable Materials.....	24
Print-Ready Materials.....	25

Version 1.0
November 14, 2019

Acknowledgements

This toolkit was produced by the Outreach Subcommittee of the State Complete Count Committee. Content was developed by subcommittee members and their respective organizations for this publication. Design, editing, and production assistance was provided by the Carl Vinson Institute of Government at the University of Georgia, in partnership with The Networked Planet.

Anna Wrigley Miller, Governor's Office of Planning and Budget, Co-Chair

Rusty Haygood, Department of Community Affairs, Co-Chair

Lisa Nguyen, Carl Vinson Institute of Government, Toolkit Managing Editor and Production Lead

Subcommittee Members

David Tanner, Carl Vinson Institute of Government

Jeffrey Wright, Carl Vinson Institute of Government

Jessica Rose Anthony, Carl Vinson Institute of Government

Darrell L. Moore, Valdosta State University

Polly McKinney, Voices for Georgia Children

Cali Jahn, Voices for Georgia Children

Wendy Cornelisen, Georgia Public Library System

Julie Walker, Georgia Public Library System

Michele NeSmith, Association County Commissioners of Georgia

Holger Loewendorf, Georgia Municipal Association

Cody Pyle, Governor's Office of Planning and Budget

Ashley Silverman, The Networked Planet

Please direct all questions and feedback regarding the toolkit to demographics@uga.edu.

Welcome to the 2020 Local Complete Count Committee (LCC) Outreach Toolkit

This Toolkit will serve as a guide with tools and activities to assist your team through the process, from establishing partnerships to planning and implementing outreach events.

About the Census

Once each decade, the US Census Bureau counts every person in the United States. The 2020 Census will be the first to rely heavily on online responses.

The biggest challenge facing the US Census Bureau is the undercount of certain population groups. These groups are called “hard-to-count populations.” Georgia has a large population of residents that are considered hard to count. This includes children under the age of five, rural residents, non-English speakers, and minority groups. There is no one-size-fits-all strategy to reach them.

Counting every person once and in the right place is essential to a complete and accurate count. Census data is used to determine the number of seats each state has in the US House of Representatives and the distribution of billions of dollars in federal funds to state and local governments, among many other uses.

What the Census Means to Me

Census data helps with the allocation of federal funding across hundreds of federal programs, including the National School Lunch Program, federal student loan programs, and many more.

For each person counted, from infants to young children to older adults, the State of Georgia receives more than \$2,300 from the federal government. This amount adds up to almost \$24 billion annually toward programs that benefit Georgians like you. The more people counted, the more money each community stands to receive.

The 2020 Census will be the first year you can fill out your census online. The census website is safe, secure, and confidential. The form can be filled out on mobile devices or desktop computers. Public libraries in Georgia offer free Wi-Fi and free computer access in every county in Georgia.

Important Dates

By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. When completing the census, you will include everyone living in your home on April 1.

- **March 2020:** The Census Bureau begins mailing invitations to participate in the 2020 Census to homes. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail.
- **April 1, 2020:** Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.
- **April 2020:** Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.
- **May 2020:** The Census workers begin visiting homes that have not responded to the 2020 Census to make sure everyone is counted.
- **August 2020:** The online form of the census will close.
- **December 2020:** The Census Bureau delivers apportionment counts to the President and Congress as required by law.
- **March 31, 2021:** By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes.

CENSUS IN THREE PHASES

AWARENESS JANUARY – MARCH	IMPLEMENTATION MARCH – MAY	CLOSURE MAY – DECEMBER
<ul style="list-style-type: none">• Education about the census and why it's important• Become familiar with materials and procedures• Prepare to take the census	<ul style="list-style-type: none">• Mailers with instructions to complete the census online are sent out• Paper forms are available and will be sent to homes with no response procedures• In-person follow-up by Census workers begins in May	<ul style="list-style-type: none">• In-person follow-up continues through August• Online forms will close in August• Results are delivered in December

Your Role as a Local Complete Count Committee

Local complete count committees (LCCC) will help educate and spread awareness about the upcoming census. These committees should be made up of leaders and trusted voices within your community who represent a wide spectrum of groups and networks. It is especially important to include organizations that can assist with educating and identifying hard-to-count populations.

Who should create an LCCC?

Any organization or group that wants to coordinate efforts to educate and inform the public about the upcoming 2020 Census can be involved. While there are no restrictions on who can form an LCCC, in the past most have been formed by government groups. During the 2010 Census, there were 77 county, 22 joint county-city, 20 city, 53 higher education, 11 ethnic groups, and seven other organizations that formed LCCCs in Georgia.

What is the process for creating an LCCC?

Although there is no formally required process, many governments have passed resolutions to create committees. The government entity leading the charge in creating the committee can invite elected officials and local leaders to participate. Sample resolutions, meeting agendas, and invitations are enclosed.

What is the structure of an LCCC?

The LCCC should include representatives from a wide range of organizations and groups and trusted voices that have connections within the community. There are no requirements for how small or large the committee must be. The LCCC should have a chair to direct the work of the committee and to serve as a liaison for your community. The committee should also have subcommittees to focus on outreach efforts to different segments of the community. The US Census Bureau has created a

Local Complete Count Committee Guide and a timeline to assist LCCCs in their mission. This information can be accessed on the Bureau's website at https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

Who should be a member of the LCCC?

This answer will vary from community to community, but in general your county needs to include people who have wide networks, are seen as leaders in the community, and are considered to be trusted voices. To get the best census results, you need to cast a wide net to ensure a variety of organizations are represented. Examples of groups to include are as follows:

- County/city leaders
- K-12 school leaders
- Universities/technical colleges
- Libraries
- Local chambers/local business organizations
- Community groups
- Nonprofit groups
- Faith leaders
- Civic organizations
- Ethnic organizations
- Minority organizations
- Newspapers/TV stations/media

Georgia Family Connection, the Georgia Chamber of Commerce, Georgia Farm Bureau, and Cooperative Extension Service are urging their members in every county to participate in LCCCs formed in their communities.

What does the LCCC need to do?

First, the LCCC needs to get organized and develop a plan for outreach efforts within the community. It is recommended that the LCCC invite a representative of the Census Bureau to the initial kickoff meeting to provide information and guidance.

Once the committee is established, its main objective will be to educate the public about the census and to identify areas or communities where additional efforts may be needed. There are many tools available to help your committee analyze previous census efforts and participation in your county. These include historical census data, response rates, and hard-to-count maps by region, congressional district, county, and census tract. You can find links to these tools in the “Other Resources” section of this toolkit.

Is grant funding available for my LCCC?

Currently, no grant funding is available from the state or federal government. However, some nonprofit groups have either received grant funding or have grant funding available for outreach efforts directed at specific populations. Georgia Family Connection has provided outreach funding to many of its collaboratives throughout the state. Check with your local Family Connection collaborative and with other nonprofits within your community to determine if your county can partner or benefit from this funding.

Is data or marketing information available that my LCCC can use?

Yes. There are numerous resources that your LCCC can use to inform the public about the 2020 Census. The Census Bureau has press kits and fact sheets on numerous issues, messaging for specific audiences, and information for business, community, nonprofit, and religious organization partners. A sample listing of the information available on the Census Bureau website is provided below.

Understanding Hard-To-Count (HTC) Populations

HTC populations are defined as those that are hard to locate, interview, persuade, or contact.

Category	Reason
Hard to Interview	Language barrier, low literacy rate, or a lack of internet access
Hard to Locate	Housing not included in census files, such as new housing developments or people who want to remain hidden
Hard to Contact	Highly mobile, homeless, or physical access barriers such as gated communities
Hard to Persuade	Suspicious of government or low levels of civic engagement

With the new focus on filling out the form online, those without smartphones or internet access at home also become hard-to-count.

An HTC population in one county could be entirely different in another county. Understanding the needs and concerns of each population is crucial for developing an effective outreach strategy.

The following four pages are worksheets that can help you better analyze and make a plan for how to reach HTC populations in your community.

Outreach Activities

Your LCCC can help educate the public about the 2020 Census through a variety of outreach activities. Below are some ideas for outreach activities:

- Develop activities to educate employees about the census.
- Encourage businesses to become official sponsors of census activities and to place census information such as table tents, postcards, flyers, and infographics in their businesses.
- Hold census rallies or parades.
- Set up a census booth at high school football or basketball games, as well as events held by your local recreation department.
- Sponsor a contest to design a sticker or poster promoting the 2020 Census.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Direct people needing help filling out their census to libraries.

Messaging Placement:

- Include the 2020 Census logo and message on brochures, newsletters, social media sites, local government websites, and bus schedules.
- Place census posters, banners, and other signage in highly visible public locations.
- Place census messages or flyers in utility and other government bills.
- Encourage local libraries to include census information at book drives, story time, and other library events.
- Have census information available during voter registration drives.
- Provide information on federally funded programs that have benefited the community.
- Place public service announcements in local media encouraging households to respond.
- Include census information as part of health fairs, blood drives, and other community events.

Tips for Improving Your Community's Census Count



Darrell Moore with Valdosta State University was part of a very successful complete count effort 10 years ago in Colquitt County for Census 2010. Every county, city, and town is different, and what works in one community may or may not work in others. Based on the success of Colquitt County, Darrell has compiled the following tips that might help your community improve its 2020 count.

1. Make sure you have a comprehensive, diverse committee to make a plan for your community. Having 50 people with various backgrounds and connections working on the LCCC is better than a small group. You need the trusted voices to answer questions, address any concerns people might have, and explain why an accurate count is important for them, their family, and their community. Look at what other communities are doing and see how you can modify or implement that idea in your community.
2. Keep it simple when you are asking someone to volunteer and when talking about the census. So much information is available from federal, state, and local sources that it can be overwhelming. Try to get your messages down to a one-page document and a five-minute pitch. (Some one-pagers are provided in the appendix to the toolkit.)
3. Engage partners who interact with hard-to-count populations. Work with medical clinic staff, faith leaders, and community service organizations and nonprofits. Your local Family Connections representative is a great partner.
4. Engage school teachers (K-12) and ask them to talk about the census with their classes. School systems can send home flyers and coloring pages with kids. (The toolkit contains several coloring pages.).

5. Consider some of the following places for marketing and outreach in your community:
 - Wal-Mart
 - Grocery stores and convenience stores
 - YMCA, Boys and Girls Club, afterschool programs
 - Housing authority/public housing
 - Schools and child care centers
 - School and community sporting events
 - Churches: Sunday bulletin and Wednesday night suppers
 - Public libraries (The census can be completed online, and libraries are an important access point.)
 - Restaurants (Table tents can be very effective.)
 - Local utilities (Place notices in monthly bills or newsletters.)
6. Hispanic outreach – Engage with organizations, volunteers, and clinics that serve the Hispanic community. Find trusted partners to communicate with this demographic. Trusted voices are important with every demographic, but more so here. Engage pastors (trust) and service providers. Outreach will have a significant impact on family and children.
7. Speak at your local Lion’s Club, Kiwanis Club, Rotary Club, and similar groups. Talk about how census data influences economic development and funding.
8. Work with your school system’s homeless coordinator. Also work with local soup kitchens or other shelters.
9. Set up tables or displays at community and organization events. The more people you can find to volunteer for events, the better. Local festivals between now and April are key opportunities for education and outreach.

10. Trusted voices – Provide community members with approved talking points and ask for them to give personal testimonies, make videos, write letters to the editor, go on radio morning shows and talk shows, etc. Community members should use the approved talking points as a guide when developing personal statements. (The toolkit has talking points.)
11. Promote the census at all of your larger employers, in break rooms, in restrooms, near time clocks, etc. Set up an informational table in breakrooms or at shift change.
12. Encourage local volunteers and stakeholders to apply for the US Census jobs. They are good paying, part time, temporary jobs, and will attract out of state applicants. Local candidates will be familiar with your community, neighborhoods, and residents. They will be more invested than an out of town worker if they understand the impact of the Census on their family and their community.

Talking Points

The following key messages and talking points can help you communicate the benefits and importance of participating in the 2020 Census. These messages can be tailored to use with a variety of audiences.

What is the 2020 Census?

The 2020 Census counts every person living in the 50 states, the District of Columbia, and the five US territories.

Why do we conduct this count?

The census provides data that lawmakers, business owners, teachers, and many others use to provide daily services and support for your community.

The results of the census also determine the number of seats each state will have in the US House of Representatives, and they are used to draw congressional and state legislative districts.

The census is specifically mentioned in the Constitution. Article 1, Section 2, mandates that the country conduct a count of its population once every 10 years. The 2020 Census will mark the 24th time that the country has counted its population since 1790.

What does that mean for Georgia?

The federal government allocates over \$675 billion to states based on the population for health care, food, education, and roads. The following programs use census data to drive funding:

- Federal Medical Assistance Programs
- The Supplemental Nutrition Assistance Program
- Medicare Part B
- Highway Planning and Construction
- The Federal Pell Grant Program

Georgia's rural assistance programs received more than \$1.4 billion annually.

Based on the George Washington University report *Counting for Dollars 2020*, Georgia receives more than \$2,300 per person annually in funding directly related to census count allocations.

What does this mean for you?

Participating in the census is required by law, even if you recently completed another survey from the Census Bureau. A complete and accurate count is critical for you and your community, because the results of the 2020 Census will affect community funding, congressional representation, and more for the next decade.

Who should be counted?

If you are filling out the census for your home, you should count everyone who is living there as of April 1, 2020. This includes anyone who is living and sleeping there most of the time, including children.

How should I count children in my household?

It is important to remember to count any children who are living with you. This includes

- All children who live in your home, including grandchildren, nieces and nephews, and the children of friends
- Children who split their time between homes, if they are living with you on April 1, 2020
- Newborn babies, even those who are born on April 1, 2020, or who are still in the hospital on this date

What about college students?

It is important to remember how to count college students based on where they are living.

- College students who are living at home should be counted at their home address.
- College students who live away from home and off-campus should count themselves at their off-campus location.
- US college students living and attending college outside of the US are not counted in the census.
- Foreign students living and attending college in the US should be counted at their on- or off-campus residence where they live most of the time.
- College students who live on campus will be counted by the Census Bureau through the Group Quarters process.

Other Resources

Universities, nonprofits, and other organizations have created many other resources to help with the census.

- The Valdosta State University Center for South Georgia Regional Impact is providing free 2020 Census posters and table tents to 41 counties in its service area. For more information, visit www.valdosta.edu/administration/advancement/sgri/2020-census.php#.
- Georgia Voices, in partnership with Family Connection, has developed fact sheets and printed material focusing on health care and education for children. For more information, visit www.everyonecountsga.org.
- The Association County Commissioners of Georgia (ACCG) and Georgia Municipal Association (GMA) have tools with county- and census tract-specific data for planning and outreach purposes. For more information, visit www.gacities.com/census and www.accg.org/2020_census.php.
- Georgia Public Libraries Service has a toolkit for libraries wanting to be more involved. For more information, visit georgialibraries.org/census-toolkit/.

Downloadable Materials

Your LCCC will be able to order posters and other materials through a fulfillment printing center at a later date. This information will be updated and made available in this toolkit and on the website. All downloadable materials can be accessed at census.georgia.gov. Please check back regularly as new materials and files will be added.

The downloadable links are currently under development and will be coming to you soon.

[Every. One. Counts. Branding Guide](#)

[Every. One. Counts. Poster Template](#)

[Standardized Census 101 PPT presentation](#)

Every. One. Counts. TV Spots and Video

- [1-minute video](#)
- [30-second video](#)
- [10-second video](#)

Every. One. Counts. Hispanic Version TV Spots and Video

- [1-minute video](#)
- [30-second video](#)
- [10-second video](#)

Radio Spots

- [30-second Every. One. Counts.](#)
- [30-second Cada. Persona. Quenta.](#)

To download the radio spots, click on the individual links above, then right click on the gray player bar and "Save Audio As" onto your computer.

Print-Ready Materials

Coloring Pages

- Family Counts coloring page
- Every. One. Counts. coloring page
- Three responses coloring page

Templates

- Sample Resolution
- Sample Meeting Agenda

Fact Sheets

- US Census Bureau Complete Count Committee
- US Census Bureau Census 101
- US Census Bureau Census Invitations
- US Census Bureau Confidentiality
- Counting for Dollars Georgia
- Georgia Voices Education
- Georgia Voices Health Care
- Beat Your 2010 Participation Rate
- VSU Complete Count Committee 101