

What Is A Complete Count Committee (CCC)?

How Does a Complete Count Committee Work?

The Census Bureau needs help to count everyone. They require the assistance of partners—individuals, groups, and organizations across the nation that help them build awareness about the census, why it is important, and encourage their community to participate.

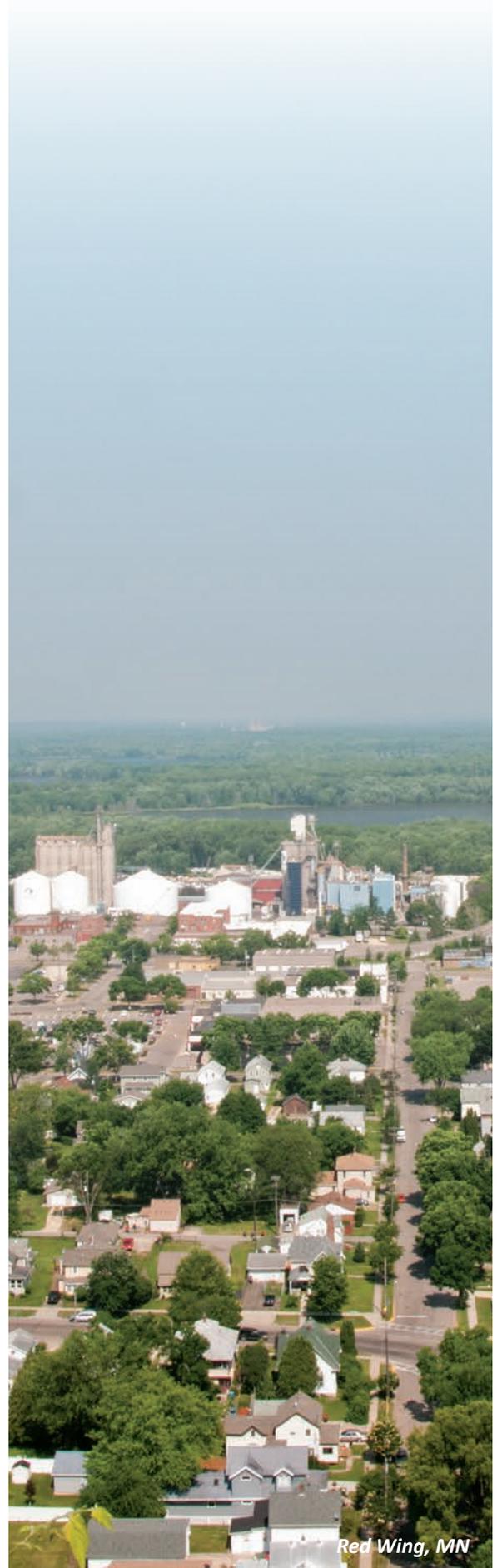
One way to accomplish this is through Complete Count Committees.

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.

Complete Count Committees (CCCs) come in different types and sizes, depending on how they are organized and where they are located. The following table gives you an idea of the types and sizes that are most common.

Type of CCC	Responsible Body	Size	Location
State	State government	Large	Statewide
Local	Local government (Regional, County, City, Town)	Large, Medium, or Small	Urban, Rural, or Suburban
Community	Community organization/leader	Large, Medium, or Small	Urban, Rural, or Suburban



Red Wing, MN

Government-sponsored CCCs may have a state, regional, or local focus, and operate within the jurisdiction of their highest elected official(s). Local government CCCs may include more than one jurisdiction.

Community-sponsored CCCs may be organized by a community group or a coalition of community groups. A CCC may also be assumed by or assigned to an existing committee or group such as a city planning board, a regional planning commission, or a local community committee.

Once the CCC members have been identified, chairpersons may wish to divide the members into subcommittees based on the activities that the committee plans to undertake. For example, a media subcommittee may be formed to identify local officials and other persons of influence to record public service announcements (PSAs) and appear on local television and radio shows about the census. See the Subcommittees section on page 12.

CCCs are a team:

- Charged with influencing members of their community to complete the 2020 Census questionnaire in a timely and accurate manner.
- Of community members that will lead their community in the promotion of a 2020 Census awareness campaign from now until census follow-ups are completed in 2020.

Why Form a Complete Count Committee?

A Complete Count Committee should be formed to:

- Increase the response rate for residents mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.
- Develop ways to reach the hard-to-count residents
- Build trust of the Census among their stakeholders
- Implement outreach strategies in his/her own community or organization
- Tracking and reporting progress and efforts
- Recruit other members to support the CCC
- Convene community meetings

The CCC makes sure each resident is aware of the importance of an accurate census count.





How Do You Organize a Complete Count Committee?

As noted earlier, there are three types of complete count committees - state government-sponsored, local government-sponsored, or community-sponsored.

Let's take a look at each of these and review the differences between the committee types and sizes. Knowing what the differences are will help determine how to form your Complete Count Committee.

State Government Complete Count Committees

Minnesota's governor appoints individuals to serve as members of the Minnesota Complete Count Committee. The committee will be staffed from the State Demography Center.

Examples of State CCC Strategies

Minnesota didn't have a statewide CCC in previous censuses, but a number of other states did, and we can look to them for best practices.

Here are some suggested strategies that worked well for them:

- Develop an action plan.
- 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 events, festivals, parades, etc.
 - **strategic partnerships** with counties, schools, state agencies, and community-based organizations.
 - **Coordinate activities with local CCCs** throughout the state.
- Develop a state 2020 Census Web site with links to the Census Bureau Web site. Minnesota's site can be found at www.mn.gov/admin/demography/census2020.

- Create promotional materials and items for populations or areas identified.
- Create events in key areas where none exist.

Local or Tribal Government Complete Count Committees

Local Complete Count Committees are formed by the highest elected official in that jurisdiction, such as a mayor, county commissioner, or tribal leader.

The highest elected official may appoint a chair of the CCC and may then appoint residents of the community to serve as members of the CCC.

Members appointed could be representative of a cross section of the community, be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2020. Members could include persons from the areas of education, media, business, religion, and community groups.

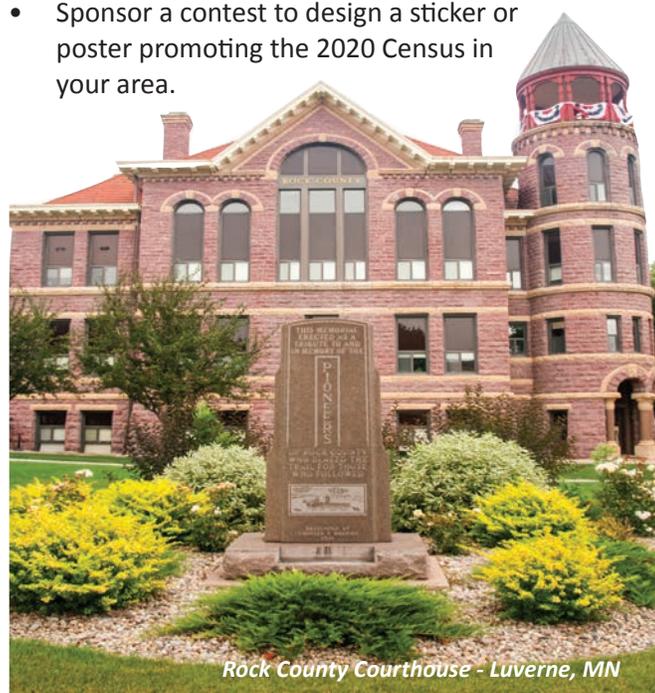
Most local government CCCs are small to medium size depending on the jurisdiction. A small town may have a small committee with only 3–5 members, while a larger community's CCC may be medium to large size, with anywhere from 10 to more than 100 members, depending on the size of the city or tribe.

Both county and regional CCCs, since they cover a larger geography, tend to be larger in size with 20–50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impacts their communities. In previous censuses, experience has shown that local government CCCs are more productive with subcommittee structure.

Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 12.

Sample Activities of Local Complete Count Committees 2018–2019

- Develop a list of barriers or concerns that might impede the progress of the 2020 Census in your area, such as recent immigrants, non-English speaking groups, and communities with gated residents. Explore ways/activities to engage them.
- Use the facts. Dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Use social media. Start Facebook and Twitter accounts and follow as many local people and businesses as seems useful to help build up followers.
- Place census messages in water bills, property tax bills, and other correspondence generated by the jurisdiction.
- Develop and implement activities to involve local government employees in an 2020 Census awareness campaign.
- Encourage corporations and local businesses to become official sponsors of your census activities.
- Have census banners, posters, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, and your local jurisdiction's web and social media sites.
- Sponsor a census booth at county fairs, carnivals, and festivals, (especially cultural or ethnic celebrations.)
- Sponsor a contest to design a sticker or poster promoting the 2020 Census in your area.



Rock County Courthouse - Luverne, MN

- Have census information available during voter registration drives.

January–March 2020

- Add a census message to all meetings, events, correspondence and social media.
- Provide information on federally funded programs that have benefited the community.
- Plan a major promotional event around the mailout of census questionnaires.
- Saturate public access areas with easy-to-read and understandable census information customized for your community.
- Ask elected officials to encourage residents to complete and return questionnaires immediately.
- Place a census message on all municipal marquees urging residents to complete and return their questionnaires.
- Canvass areas where the census return rate has been historically low, or in areas where residents may not have filled out a census form before, such as students,

April 2020

- Place public service announcements in local and social media encouraging residents to cooperate with census workers.

Community CCCs

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community groups/organization or a coalition of several organizations.

For example, an organization in a predominantly elderly community may want to form a community CCC in order to build awareness among that population and encourage them to respond when questionnaires are delivered. A tenant's association may form a committee to educate tenants about the census and help those needing assistance in completing their questionnaire. Community CCCs identify their own chair and committee members. They may choose residents who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community

it represents.

Small committees may not need subcommittees, however, larger committees may find this structure helps them focus and work more effectively.

Examples of Community Complete Count Committee Strategies

A number of organizations formed community Complete Count Committees for the 2010 Census. Here are some suggested strategies that worked for them:

- Set clear, achievable goals and objectives for your committee.
- Identify what your committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in your area or among students in colleges/universities, outreach and promotion to youth or elderly in the community, or a global approach if no other CCCs are in the area.
- Develop an action plan that will include activities, events, etc., which will support your efforts and help you meet your goals and objectives.
- Create promotional materials that appeal to your focus areas, if resources are available.
- Implement special events that will generate interest and participation in the census.
- Canvass areas that had low census form return rates in the 2010 census.
- Set up a booth and/or leaflet high volume gathering spots such as grocery stores and shopping centers.
- Encourage local businesses to help distribute census reminders to their customers.

Sample Activities of Community Complete Count Committees for 2018 – 2019

- Identify organizations in the community that can provide space for assistance centers and will serve as a “Be Counted” site. Pass this information on to your census contact person.
- Make a list of community-based organizations in your area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted for community residents.
- Check the community calendar in your area for events. Contact event organizers to see if you can have a census table or pass out census materials to increase awareness.

- Plan and solicit sponsors for fun events that can draw people in between now and Census Day. Think of creative games or activities where census information can be incorporated.
- Develop a 2019 Census Activity Calendar, ask organizations to choose a month in which they will sponsor census activities or promote census awareness.
- Ask organizations to include a census article or message in all of their publications from April 2019 to August 2020.

January through March 2020

- Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post fliers announcing the delivery of the census questionnaire at busy locations in the community.
- Check with your census contact person about the locations of Questionnaire Assistance Centers and Be Counted sites in your community. Get signs from the contact person with the days and times the centers will be open. If signs are not available, make and post them as a committee project.
- Encourage schools to include a unit on census education, with take-home census reminders.

April 2020

- Encourage residents to complete and mail back their census questionnaires.
- Plan a Census Day event to motivate community response.
- Check with your census contact person about response rates for your community. If rates are low, plan special events or activities to motivate residents to respond.
- Remind residents if they don’t mail back their questionnaire a census worker may come to their home. Encourage residents to cooperate with census workers.

May 2020

- Continue to encourage community residents to cooperate with census workers.
- Evaluate what worked best for your community and report this information to your census liaison.
- Celebrate your success and thank all those involved in making it happen.

Writing a CCC Outreach Plan: An Overview

Identify the Leadership Team

A core team of leaders from as wide a cross-section of your community as possible will give your CCC insight and access to those with influence in their sphere of expertise or involvement. Together, the leadership team sets the goals, develops the strategy, and guides the deployment of the outreach plan.

Consider forming subcommittees tasked with exploring ways to divvy up the work and to engage people based on their skills and areas of interest.

The people who lead the Complete Count Committee will give it inspiration, drive, and momentum. They will set the groundwork for a long-term reform strategy. This is a task that requires numbers of committed people, but it must start with a core team. In some communities a core team of leaders is already in place. In others, the current team may be one or two concerned citizens. Whatever the situation, the most important qualification for membership on the leadership team is the interest in making sure everyone is counted in the 2020 Census.

Perhaps the best way to identify possible partners is to look at who has a stake in the census. Since census numbers guide the distribution of federal funds, elected officials are keen to make sure their constituents are receiving their fair share of state and federal funds. An accurate census also gives local **businesspeople** insights for marketing and location. Census data is also used for congressional apportionment and drawing political boundaries, drawing interest from a broad spectrum of the community because districts of equal population are foundation of a fair and just democracy.

Be inclusive, not exclusive. Avoid cliques, in-groups, or resorting only to the ‘usual bunch.’ Welcome new people and bring in as many new perspectives as possible.

Work at working together. The complete count committee will be most effective if the leadership team really is a “team.” A broad coalition of people working together can be challenging at times. It’s important that everyone is patient and gives genuine consideration to the views of others. Make some time for some fun and socializing with picnics, potlucks or whatever works in your community. A team that likes each other will do a great job together.

Example of possible candidates for the leadership team

Local government

- Mayor/City Council members
- County Board members
- Township officials
- City/County clerks
- City/County GIS staff
- Library leaders
- Legislators

groups

- School guidance counselors
- Dormitory residence advisors

Media

- Newspapers
- Television
- Radio
- Social Media

Community

- Community-based organizations
- Religious groups/leaders
- Social service/health agencies
- Child-care providers
- Foundations
- Volunteer groups
- Civic groups/service organizations
- Job training groups
- Health care professionals
- Law enforcement
- Neighborhood associations
- Tenant groups

Education

- School board members
- PTA/PTO
- Superintendents/administrators
- Teachers/education associations
- Students/student government
- Vocational/technical educators
- Higher education professionals
- Adult education or literacy

Business/Labor

- Retailers
- CEOs/executives
- Human resources staff
- Community affairs staff
- Corporate foundations
- Chambers of Commerce
- Other business organizations
- Organized labor leadership
- Labor organizers