Resources for Complete Count Committees
Introduction

Resources for CCCs

Now that you’ve completed the CCC Training Manual Module, this next module will introduce you to some of the resources the Census Bureau has to help you jump start your activities.

Over the coming months, we’ll continue rolling out more resources and information so be sure to stay in touch with your Partnership Specialist for the latest developments!
Resources for CCCs

• Websites
• Digital Engagement
• Data & Research
• Community Outreach
• Recruiting
• Statistics in Schools
Resources for CCCs

Websites
• 2020census.gov
• Partnership Portal
Partnership Portal

Websites

census.gov/partners

Measuring America: People, Places, and the Economy

Partner with the U.S. Census Bureau to help America work better through data

WHY PARTNER?

Increase participation
Make the Census Bureau work for you

census.gov/partners
The **2020 Census Partner Materials page** includes:

- Downloadable Fact Sheets
- Social Media graphics
- Downloadable CCC Materials
- A link to the 2020 Census Press Kit
- Audience Specific Materials
- Materials in other languages as they become available

[https://www.census.gov/partners/2020-materials.html](https://www.census.gov/partners/2020-materials.html)
Resources for CCCs

Digital Engagement

• Census Bureau Social Media Channels
• Email Subscriptions
• Census Accelerate
Digital Engagement

Census Bureau Social Media

• It’s easy to share 2020 Census content with your stakeholders!
  • Facebook
  • Twitter
  • YouTube
  • LinkedIn
Digital Engagement

Email Subscriptions
Census Accelerate

- Promotes the production of compelling, accurate, and high quality content to educate people about the 2020 Census
- Through content development sprints, partnerships, and events we bring together creatives, technologists, civic leaders and community organizers to support coalition building between the creative community and local and state efforts
Census Accelerate

How does it work?

- Dissemination, via download, of a structured ‘creators toolkit’ will enable creative communities to collaborate — a step by step guide to host sprints/workshops (create-a-thons).
- The goal is to generate compelling media assets, spreadable digital content, search-optimized web content, and social media assets, mostly focusing on reaching the hardest to count populations— including millennials, rural communities, families with young children, immigrants, non-native English speakers, underrepresented minorities, among others.
- CCCs can connect with creatives to help drive digital content that will resonate with local communities.
Resources for CCCs

Data & Research

• Response Outreach Area Mapper (ROAM)

• 2020 Census Barriers, Attitudes and Motivators Study (CBAMS)

• Census Explorer Return Rates Mapper
Response Outreach Area Mapper (ROAM)

- Public mapping application that displays characteristics of hard-to-count areas from the PDB
- ACS 5-year estimates data
- Census tract level
- Contact your Partnership Specialist to schedule a ROAM training.

Access the ROAM
Low Response Score (LRS) Overview

- LRS = predicted level of census nonresponse at the tract level
- Values from 0-100
- For example: If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the census

LRS Limitations/Cautions

- Uses 2010 mail self-response and current ACS data – 2020 Census will offer internet, phone and mail options to self-respond
- LRS are not calculated for all census tracts (-1)

How do I access the LRS?

- Census Planning Database (PDB)
- Response Outreach Area Mapper (ROAM) Web Application
2020 Census Barriers, Attitudes and Motivators Study (CBAMS)
The 2020 CBAMS Survey was administered from February to April 2018 to 50,000 addresses in all 50 states and Washington, D.C.

- Questionnaire consisted of 61 questions
- Adults 18+ were eligible to participate via mail or web
- Households in the sample received a prepaid incentive and up to five mailings inviting them to participate
- Oversampled Asians, Blacks, Hispanics, and other small-sample races.
- Roughly 17,500 people responded to the survey
Study Design: CBAMS Focus Groups

2020 CBAMS Focus Groups held in March and April 2018.

42 focus groups conducted with 11 audiences across 14 locations

16 focus groups were non-English

Focus group transcripts went through a rigorous process to ensure intercoder reliability

Transcripts were analyzed to identify themes among response barriers and motivators
CBAMS Potential barriers to participation in the 2020 Census

- Apathy & Efficacy
- Concerns about data confidentiality & privacy
- Fear of Repercussions
- Distrust in Government
- Few Perceived Personal Benefits
Survey respondents chose **funding for public services** as the **single** most important reason to respond.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Helps determine funding for public services in my community</td>
<td>30%</td>
</tr>
<tr>
<td>It is my civic duty</td>
<td>25%</td>
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<tr>
<td>Contributes to a better future for my community</td>
<td>17%</td>
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<tr>
<td>Provides information for my local government to plan for changes</td>
<td>15%</td>
</tr>
<tr>
<td>Determines my state’s number of elected representatives</td>
<td>9%</td>
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</tbody>
</table>
Public services are important to nearly all respondents

Most Important Motivators

- Hospitals and healthcare: 94%
- Fire departments: 94%
- Police departments: 92%
- Roads and highways: 92%
- Enforcement of civil rights laws: 86%
- Schools and education system: 85%
- Civic duty: 82%
- Contributing to a better future for community: 81%
According to the focus groups, what would motivate people to participate?

**Conditions that need to be met to be most compelling**

1. Information about the census and its impact

2. Tangible evidence

3. Connection to a better future

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**Schools & Education System**

“Our schools need help. The schools here do need help. It hasn’t been that long since the school system was shook up pretty bad, so it does need help, and I don’t know about the fire departments.” — Low Internet Proficiency

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**Better Future for Community**

“I would fill it out because that data is going to impact my community. And if it’s not my community, because I die, then my grandchildren and my children.” — Spanish (U.S. Mainland)
According to many focus group participants, trusted voices and organizations with deep community roots may facilitate participation among the most skeptical by:

• **Providing information** about the community funding and the general census process

• **Assuring people** that participation is safe
Knowledge Gaps

- There is a general lack of knowledge about the census’ scope, purpose, and constitutional foundation

Barriers

- Apathy and lack of efficacy
- Privacy concerns
- Fear of repercussions
- Distrust of government
- Few Perceived Personal Benefits

Motivators

- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

- Connecting census participation to support for local communities may address apathy and lack of efficacy
- Informing the public on the census’ scope, purpose, and process may address privacy and confidentiality concerns and fear of repercussions
- Engaging trusted voices may address trust-based concerns, especially among the most skeptical and disaffected
Data & Research

2020 Census Barriers, Attitudes and Motivators Study (CBAMS)

Click here for full CBAMS Report
Census Explorer Participation Rates

- Mail back return rates from the 2010 and 2000 census
- Available at state, county, place, township and census tract geographic levels
- Caveat: these are mail-back return rates while the 2020 Census will be the first decennial with an online response option.
Resources for CCCs

Community Outreach
• Census Solutions Workshop
• Promotional Materials
Why run a Census Solutions Workshop?

Workshops can:

- Build connections
- Develop actionable concepts
- Build momentum
- Showcase a model that other cities and towns can use to generate collaborative relationships with stakeholders

Email: census.partners@census.gov for more info, or connect through a Partnership Specialist
Partnerships & Promotional Materials

• The first set of partnership materials have been completed and are ready for use. We are currently working on selecting the appropriate items and quantities that will be more effective for both our national and local efforts.

• Partnership Specialists will share these materials as soon as they become available. Printed materials will also be made available to partners in PDF format via https://www.census.gov/partners/2020-materials.html.
Resources for CCCs

Recruiting
• 2020census/jobs.gov
• Recruitment Toolkit
• Print Materials
2020 Census Jobs

Access the 2020 Census Jobs Site
Recruiting

2020 Census Recruitment Toolkit

2020 Census Job Qualifications

You may be eligible if:
1. You are a U.S. citizen.
2. You are at least 18 years old.
3. You have a valid Social Security number.
4. You have a valid e-mail address.
5. You complete an application and assessment questions, available in Spanish; however, an English proficiency test may also be required.
6. You are registered with the Statewide Service System if you are a male 18 or older December 21, 2019.
7. You pass a criminal background check and a review of criminal records including fingerprinting as part of the Census Bureau's hiring process.
8. You do not engage in any partisan political activity while on duty.
9. Your current employment (including law and political campaigns) is compatible with Census Bureau employment (not required on a case-by-case basis).
10. You are willing to work flexible hours, including early mornings, evenings, and weekends.
11. You commit to completing training if offered a job, you will be paid for the training at a training pay rate.

Most jobs require employees to:
1. Have access to a vehicle, and a valid driver's license, unless a valid driver's license is locally available.
2. Have access to a computer with Internet and an e-mail account (to complete training).

Access the 2020 Census Recruitment Toolkit
Access the 2020 Census Jobs Site
Resources for CCCs

Statistics in Schools

• Curriculum
• Promotional Materials (coming)
Curriculum

• K-12

• Based on relevant education standards and guidelines that outline the foundational knowledge and skills students should have at certain levels

• Designed to supplement or guide, not replace, existing curricula
Promotional Materials

Schedule

• March 2019 - New material development

• Summer 2019 - New 2020 worksheets (preK-12) posted to SIS site

• Fall 2019 - Back to School and kits sent to principals/administrators

• Winter 2019 - Videos and webisodes available

• March 2020 - SIS Week
Summary

Resources for CCCs

• There are many ways to engage your stakeholders about the 2020 Census, both online and in the community;

• Let us know if you’d like to further explore any of the resources we’ve shared today;

• Stay tuned over the coming months as we continue to roll out more informational and promotional materials to help you create the messages that resonate most where you are.
# Contact Information

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<tr>
<th>Please contact:</th>
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<tbody>
<tr>
<td>ATLANTA</td>
<td>Alabama, Florida, Georgia, Louisiana, North Carolina and South Carolina</td>
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<tr>
<td>CHICAGO</td>
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THANK YOU!

Questions?