



City of North Port
NEIGHBORHOOD DEVELOPMENT SERVICES DEPARTMENT
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MEMORANDUM

TO: Peter Lear, City Manager
Cari Branco, Assistant City Manager
Jason Yarborough, Assistant City Manager

FROM: Frank Miles, MPA, Neighborhood Development Services

SUBJECT: Complete Count Committee Agenda Item for Discussion

DATE: April 30, 2019

BACKGROUND

According to the US Department of Commerce, Bureau of the Census, Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as local "census ambassadors" that play an important role in helping to ensure a complete and accurate count of the community in the 2020 Census.

COMPLETE COUNT COMMITTEES CCC

A local CCC is formed to:

- Increase the self-response rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor approach
- Utilize the local knowledge, expertise, and influence of each CCC 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.

WHAT ARE COMPLETE COUNT COMMITTEES

- 1) According to the Census, local CCCs are formed by the highest elected official in the jurisdiction.
- 2) The official may appoint a chair of the CCC and may then appoint members of the community to serve as members of the CCC.
- 3) 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.
- 4) Members could include persons from the areas of education, media, business, religion, philanthropy, and community groups.

5) There is usually an average of 10 members or more on a CCC.

CCC STRATEGIES

There were over 10,000 CCCs formed with the Census Bureau during the 2010 Census and many of them were local government committees. Here are some of the strategies that worked for them:

- Allocate/obtain funds for the CCC and assign a staff person to work with the committee
- Set clear, achievable goals and objectives
- Identify areas of the community that may need extra efforts, either a geographical area or a population group that might be hard to count
- Use a “grassroots” approach working with community-based organizations and groups who have direct contact with households who may be hard to count
- Create promotional materials and products customized for the local area
- Implement special events such as Census Day
- Build awareness of the census and its benefits and motivate local response through social media, newsletters, and other communications.

SUBCOMMITTEES OF CCC

The operation of the CCC flows from the highest elected official or community leader to the chairperson, the committee members, and/or to the community at large. The highest elected official or community leader appoints a chairperson. The chairperson is the liaison or main source of contact between the CCC and the Census Bureau. The CCC chairperson collaborates with the highest elected official or community leader to select subcommittee chairs. It should be noted the Census Bureau does not manage CCCs.

The CCC should involve every aspect of a local community in its subcommittee structure—government, education, faith-based organizations, media, community-based organizations, business, foundations or other philanthropic organizations, and recruiting. Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other topics might be migrant and seasonal people, farmworkers, children/youth services, immigrants, senior services, and the disabled.

Subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a CCC are those community members who have expertise, influence, and experience in the area of the respective committee. The Census has found that CCCs that invest time, resources, and energy in this project are more productive and successful. Example subcommittees include:

- **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.
- **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 Statistics in Schools materials.

- **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.
- **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.
- **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

Suggested Sample Activities from CCCs

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census, such as recent immigrants, seasonal residents, non-English speaking groups, high crime areas, and areas with gated communities
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data
- Place census messages on water bills, property tax bills, social media, and include in local speeches and other correspondence generated by the City
- Host a Census Solutions Workshop with others in the community
- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign
- Encourage corporations to become official sponsors of your census activities
- Have census posters, banners, and other signage placed in highly visible public locations
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and the City Web site
- Sponsor a census booth at fairs, carnivals, and festivals (especially cultural or ethnic celebrations)
- Sponsor a contest to design a sticker or poster promoting the 2020 Census through the schools
- Have census information available during voter registration drives

During Census Year 2020

- Add a census message during meetings, events, and to all written or digital/electronic correspondence, like social media
- Provide information on federally funded programs that have benefitted the community
- Plan a major promotional event around the start of self-response or when households get their invitation to respond
- Advise communities that they can respond to the census online
- Saturate public access areas with easy-to read and understandable census information customized for your community
- Ask elected officials to encourage households to complete the census online, by phone, or return the questionnaire by mail
- Place a census message on all municipal marquees urging households to complete the questionnaire online, by phone, or by mail

- Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post on social media fliers announcing the invitation to respond to the census at busy locations in the community.
- Make public statements of support and the importance of participating in the 2020 Census

During April 2020 Census Month and Beyond

- Place public service announcements in local media encouraging households to respond
- Urge households who do not respond to cooperate with census takers
- Encourage households to complete the questionnaire online, by phone, or by mail
- Plan a Census Day event to motivate the community response
- Look online or check with the local census contact person about response rates for the community. If rates are low, plan special events or activities to motivate individuals to respond
- Remind households if they didn't respond online, by phone, or mail their questionnaire back, a census worker may come to their home
- Encourage households to cooperate with census workers
- Evaluate what worked best for your community and briefly report this information to your census contact
- Celebrate success and thank all those involved in making it happen

Sample Startup Activities of Community Complete Count Committees For 2019 – May 2019

- Make a list of community-based organizations in your area
- Hold a meeting with leaders of these organizations and solicit their help in creating a census awareness campaign targeted to community members
- Form the CCC and begin public engagement
- Host a Census Solutions Workshop with community-based organizations in your area to come up with innovative and engaging ways to reach your constituencies
- Check the community calendar in to coordinate with local events
- Contact organizations to see if a census table can be provided to pass out census materials to increase awareness
- Plan and solicit sponsors for a "Census Day/Night Street Festival" in late 2019
- 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 their publications and social media channels from April 2019 to July 2020