

SULTAN CITY COUNCIL AGENDA ITEM COVER SHEET

ITEM NO: Action A-1
DATE: August 27, 2009
SUBJECT: Census 2010 Complete Count Committee
CONTACT PERSON: Deborah Knight, City Administrator

ISSUE:

The issue before the city council is to determine whether to form a complete count committee to promote participation in the 2010 census.

STAFF RECOMMENDATION:

1. Discuss the desire to lead the effort to form and manage a complete count committee with other Sultan stakeholders to ensure participation in the 2010 census
2. Discuss whether to form a city committee or to use another standing committee such as the city/school/fire committee.

SUMMARY:

On August 13, 2009, the city council received a presentation from Marcel Maddox a partnership specialist for the 2010 census on the opportunity to form a complete county committee. The purpose of the complete count committee is to market the 2010 census to ensure all residents participate in the US census.

Attachment A is a brochure from the US Census Bureau on the procedures for forming a complete count committee and obligations of committee members.

Following the presentation, the city council directed staff to return with an action item to form a complete count committee for council consideration.

DISCUSSION:

A Complete Count Committee is a team of community leaders appointed by the highest-elected official or assembled by community leaders to develop and implement a locally-based outreach and awareness campaign for the 2010 Census.

The Complete Count Committee (CCC) program consists of community and government leaders dedicated to building awareness of the 2010 Census. Complete Count Committee members can:

- Organize a team of local people who can provide the cultural and community insights necessary to build 2010 Census awareness efforts.
- Promote the value of accurate and complete census data.
- Have a positive impact on the questionnaire response rate.

Complete Count Committees incorporate local knowledge, influence, and possible resources to educate residents and promote the census through a locally-based and targeted outreach and promotion effort. CCCs provide a vehicle for coordinating and nurturing a cooperative effort between local governments, communities, and the Census Bureau. Local governments and community organizations can help the Census Bureau get a complete count in 2010.

FISCAL IMPACT:

Forming and participating in a complete count committee will divert city staff and financial resources away from other city priorities. The US Census Bureau suggests potential US Census outreach efforts including:

- Census rally or parade
- Ethnic media luncheon
- Census unity forum for youth
- Interfaith breakfast and weekend events

ALTERNATIVES:

1. Form a city-centric complete count committee using a sub-committee of the council and city staff. Under this alternative the city would be the lead agency and take full responsibility for forming and implementing a complete count committee. This would require the maximum level of effort from the city and not directly include other community partners such as the school and fire districts.
2. Form a complete count committee using Sultan community partners including the school and fire district. This could be accomplished through the city/school/fire committee. This would divide the effort to promote and market the 2010 census between active community partners. City staff will meet with the city/school/fire committee on August 27 to present the proposal to other committee members. Feedback from the other community stakeholders will be shared during the council meeting.
3. Join the complete count committee formed by Snohomish County. This would provide Sultan the opportunity to be a part of a complete count committee. The

draw back could be a lack of specific and targeted information to the Sultan community.

4. Do not form a complete count committee. There is no requirement to form a complete county committee. It is uncertain whether a committee would actually influence participation in the census. This alternative would also limit any staff and/or financial commitment on the part of the city and allow the city to focus on other priorities.

RECOMMENDED ACTION:

1. Discuss the desire to lead the effort to form and manage a complete count committee with other Sultan stakeholders to ensure participation in the 2010 census
2. Discuss whether to form a city committee or to use another standing committee such as the city/school/fire committee.

ATTACHMENTS

A – Complete count committee brochure

http://2010.census.gov/partners/pdf/cccBrochure_update.pdf

B - 2010 Census Complete Count Committee Guide – What is a complete count committee <http://2010.census.gov/partners/pdf/cccGuide.pdf>

COUNCIL ACTION:

DATE:

2010 Census Timeline

2007

- Tribal, state, and local governments determine if local resources are needed to promote the 2010 Census.

2008

- Local Census Offices begin opening.
- Highest Elected Official or community leader determines Complete Count Committee (CCC) membership.

2009

- CCC is established.
- CCC receives census training.
- CCC develops strategy and work plan.
- CCC spreads word about census jobs.

2010

- Questionnaires are delivered to every address.
- CCC begins community organization mobilization.
- CCC conducts 2010 Census publicity campaign.
- **April 1, 2010-CENSUS DAY**
- Households return completed questionnaires.
- CCC urges nonresponding households to cooperate with census takers.
- CCC thanks the community for their participation in the 2010 Census.
- **December 31, 2010**
- Census Bureau delivers population counts to the President.

Contact Information

For additional information about the Complete Count Committee Program, please contact your regional census center and ask for the partnership area.

If you reside in:	Please Call:
Alabama, Florida, or Georgia	ATLANTA 1-404-335-1467
Connecticut, Maine, Massachusetts, New Hampshire, upstate New York, Puerto Rico, Rhode Island, or Vermont	BOSTON 1-617-223-3610 Puerto Rico Area Office 787-705-8201
Kentucky, North Carolina, South Carolina, Tennessee, or Virginia	CHARLOTTE 1-704-936-5330
Illinois, Indiana, or Wisconsin	CHICAGO 1-312-454-2770
Louisiana, Mississippi, or Texas	DALLAS 1-214-637-9680
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, or Wyoming	DENVER 1-720-457-3670
Michigan, Ohio, or West Virginia	DETROIT 1-313-259-1875
Arkansas, Iowa, Kansas, Minnesota, Missouri, or Oklahoma	KANSAS CITY 1-816-298-9704
Hawaii or Southern California	LOS ANGELES 1-818-717-5820
New Jersey: 10 Northern Counties New York: 5 Boroughs of NYC; Counties of Nassau, Rockland, Suffolk, and Westchester	NEW YORK 212-356-3100
Southern New Jersey, Delaware, D.C., Maryland, or Pennsylvania	PHILADELPHIA 1-215-717-1020
Alaska, Idaho, Northern California, Oregon, or Washington	SEATTLE 1-425-908-3060

<www.census.gov/2010census>

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Economics and Statistics Administration
U.S. CENSUS BUREAU

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U.S. CENSUS BUREAU

United States
**Census
2010**

Complete Count
Committee Program



IT'S IN OUR HANDS

A-1

The 2010 Census Is here!

The 2010 Census is on the horizon and the U.S. Census Bureau wants to ensure that everyone is counted. We are developing partnerships with tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others. Through these collaborative relationships, we can reach our shared goal of counting **all** residents in the 2010 Census. By being informed about the census and better understanding the census process, residents are more likely to respond to the census questionnaire.



The Complete Count Committee (CCC) program is key to making this happen in communities all across the country. CCCs incorporate local knowledge, influence, and possible resources to educate residents and promote the census through a locally-based and targeted outreach and promotion effort. CCCs provide a vehicle for coordinating and nurturing a cooperative effort between local governments, communities, and the Census Bureau. Local governments and community organizations can help the Census Bureau get a complete count in 2010.

Get Started

WHO?

Tribal, state, and local governments work together with partners in the community to form Complete Count Committees (CCC) to promote the 2010 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A Complete Count Committee is a team of community leaders appointed by the highest-elected official or assembled by community leaders to develop and implement a locally-based outreach and awareness campaign for the 2010 Census.

WHY?

This team's primary focus is to promote the 2010 Census in a particular community and to ensure that **every resident in that area is counted**. Community leaders are most qualified to understand the best way to reach all populations that reside in their area. The team is also best suited to mobilize community resources in the most efficient and cost-effective manner.

WHEN?

The process starts **NOW!** Identify CCC leaders and budget resources where possible to promote the census locally. Identify CCC members and establish your work plan. In 2010, you will be ready to implement your plan and lead your community to a successful census count.

HOW?

It's up to you! You know the best way to reach your community. Some activities could include:

- Census rally or parade
- Ethnic media luncheon
- Census unity forum for youth
- Interfaith breakfast and weekend events

Early Involvement of Tribal, State, and Local Governments Is Crucial

"The Complete Count Committee turned out to be an excellent way to reach all segments of the community and educate them about the Census. Our efforts resulted in a mail-back response that was higher than anyone had anticipated."

Albert Pritchett, Chairman, Complete Count Committee, Cook County, Illinois

"Rapidly growing and diversifying cities need to realize just how critical a Complete Count effort is to . . . getting the absolutely best count possible during the 2010 decennial enumeration . . . to ensure their fair share of federal and state funding. The Census Bureau relies heavily on local Complete Count efforts to reach . . . difficult to enumerate populations. Each city can tailor their Complete Count efforts to best meet the needs of their urban personality."

Ryan Robinson, City Demographer, Austin, Texas

"Forming a Complete Count Committee was indeed a labor of love for us. We followed the guide, formed the subcommittees and our entire city was energized. There is no doubt about the effectiveness of the Tell City Complete Count Committee. This was an effective program in bridging the gap between the community and the government. What a novel idea!"

Louie Heitkemper, CCC Co-Chairman, Tell City, Indiana

"With the 2010 Census quickly approaching, it is important that every citizen in our community be counted. The Complete Count Committee . . . helps us mobilize resources, and ensure that Miami-Dade County gets its fair share of the federal funds and resources."

Carlos Alvarez, Mayor, Miami-Dade County

"The Complete Count Committee included every segment of our community. Some of the activities we incorporated in our CCC campaign were so successful in bringing everyone together that we have continued them as annual festivals. The CCC was indeed a strategy for building our community and learning more about our immigrant populations."

Graham Richard, Mayor, Fort, Wayne, Indiana

A-2



WHAT IS A COMPLETE COUNT COMMITTEE (CCC)?

How Does a Complete Count Committee Work?

Now that you are familiar with what a census is and why we conduct a census every 10 years, you can appreciate how much work is required to count every resident living in the country. The Census Bureau cannot do this alone. We require the assistance of partners—individuals, groups, and organizations across the nation that can help us build awareness about the census, why it is important, and encourage their community to participate. One very effective 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

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. A second subcommittee might be on education, targeting the schools, colleges, and universities with promotional materials and ensuring that the Census in Schools materials are being used by schools across the state. Another may be a business subcommittee that targets businesses and encourages them to post census materials and sponsor local events. Other possible subcommittees may include a faith-based focus to reach religious groups in a community or a youth focus to target organizations providing services to children, such as Head Start or day care centers. The type of subcommittee created is really based on the needs of the community the CCC serves or the focus of committee outreach. Tailor subcommittees to meet the community needs. Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 15.

The common thread among all CCCs is that they are a team.

CCCs are a team:

- *Charged with influencing members of their community to complete the 2010 Census questionnaire in a timely and accurate manner.*

- *Of community members that will lead their community in the promotion of a 2010 Census awareness campaign from now through October 2010.*

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 2010 Census awareness.*

The CCC speaks the language of its community, therefore establishing an information highway that even the Internet cannot rival—neighbor informing neighbor.

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

How Do You Organize a Complete Count Committee?

Based on the previous table, 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

The Governor of the state, who appoints individuals to serve as members on the committee, typically creates state Complete Count Committees. The committee may be chaired by an individual designated by the Governor, such as the Governor's Liaison or staff from the State Data Center. State CCCs may be fairly large with anywhere from 20 to 100 members. The committee members should be representative of the residents of the state and have

the time and commitment needed for a successful committee. State CCCs typically have members from various state agencies, local government agencies, schools, churches, media, and community organizations. Tap groups or organizations that will best help you implement and achieve your goals. State CCCs may operate with or without a subcommittee structure. Examples of subcommittees and what they do are covered under "What is the subcommittee structure of a Complete Count Committee?" on page 15.

State CCCs often have a better understanding of the economic impact of a complete count and are highly motivated to develop a comprehensive outreach plan. They tend to have more resources (funds and/or staff) to support a CCC.

Examples of State Complete Count Committee Strategies

Several states organized Complete Count Committees in Census 2000, and we can look to them for best practices. The important thing to remember is to do the best you can with the resources you have. Here are some suggested strategies that worked well for them:

- Allocate state funds for implementation of the state CCC.
- Develop an action plan.
- Assign staff to work with the state CCC.
- 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.
 - ♦ a state media campaign with a catchy slogan. Example: California state CCC in 2000 used the slogan "California, You Count!"
- Coordinate activities with local CCCs throughout the state.
- Develop a state 2010 Census Web site with links to the Census Bureau Web site.
- Create promotional materials and items for populations or areas identified.
- Create events in key areas where none exist.

Sample Activities of State Complete Count Committees

2008–2009

- Allocate funds to conduct CCC outreach.
- Encourage local governments to form Complete Count Committees.
- Develop a list of barriers or concerns that might impede the progress of the 2010 Census in your state, such as pockets of populations speaking a language other than English, recent immigrants, and significant numbers of children under age 18. Explore ways/activities to address or overcome these barriers.
- Develop and implement activities to involve state government employees in 2010 Census awareness campaign.
- Include the 2010 Census logo and messages on letterhead, brochures, newsletters, and Web site.
- Display census information/materials in all state government buildings.
- Sponsor a contest to create a state slogan and/or mascot for promoting the 2010 Census.

January–March 2010

- Add census messages to meetings and correspondence.
- Implement major promotional events around mailout of questionnaires and nonresponse follow-up.
- Provide information on federally funded programs that have benefited the state.
- Saturate targeted areas with census information that is easy-to-read and understand.
- Change telephone hold messages in state offices to remind residents to complete and return their questionnaire immediately.

April 2010

- Have government employees answer the phones with a 2010 Census message.
- Change telephone hold messages in state offices to one that encourages residents to cooperate with the census workers that may come to their home if they don't return their questionnaire.

May–July 2010

- Prepare final report of committee activities and provide a copy of your report to your regional census contact person.

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, tribal leader, or regional chairman. 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 2010. 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 town may have a small committee with only 3–5 members, while a city 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 15.

Examples of Local and Tribal Complete Count Committee Strategies

Nationwide, there were 11,800 Complete Count Committees formed in Census 2000, and the majority of them were local government committees. Here are some suggested strategies that worked for them:

- Allocate 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 you want to target, 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 residents, especially those who may be hard to count.
- Create promotional materials and products customized for your area.
- Implement special events such as a Census Day "Be Counted" parade.

Sample Activities of Local Complete Count Committees

2008–2009

- Develop a list of barriers or concerns that might impede the progress of the 2010 Census in your local area, such as recent immigrants, non-English speaking groups, high crime areas, and communities with gated residents. Explore ways/activities to address or overcome those barriers.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.
- 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 2010 Census awareness campaign.
- Encourage corporations to become official sponsors of your census activities.
- Have census banners, posters, and other signage placed in highly visible public locations.
- Include the 2010 Census logo and message on bus schedules, brochures, newsletters, and your local jurisdiction Web site.
- 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 2010 Census.
- Have census information available during voter registration drives.

January–March 2010

- Add a census message to all meetings, events, and correspondence.
- 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.

April 2010

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

Community Complete Count Committees

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 group/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 in Census 2000. Some examples of these organizations are Community Action groups, Hispanic Service Center, Delta Sigma Theta Sorority, and Human Development Commission. 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.

Sample Activities of Community Complete Count Committees

2008–2009

- Identify organizations in the community that can provide space for Questionnaire 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 a "Census Day/ Night Street Festival" in late 2009. Think of creative games or activities where census information can be incorporated.
- Develop a 2009 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 2009 to August 2010.

January through March 2010

- Encourage organizations to include 2010 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.
- Sponsor a "Little Miss/Mr. Census" contest and have the winners complete and mail a "symbolic" census questionnaire.

April 2010

- Encourage residents to complete and mailback 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 mailback their questionnaire a census worker may come to their home. Encourage residents to cooperate with census workers.

May 2010

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