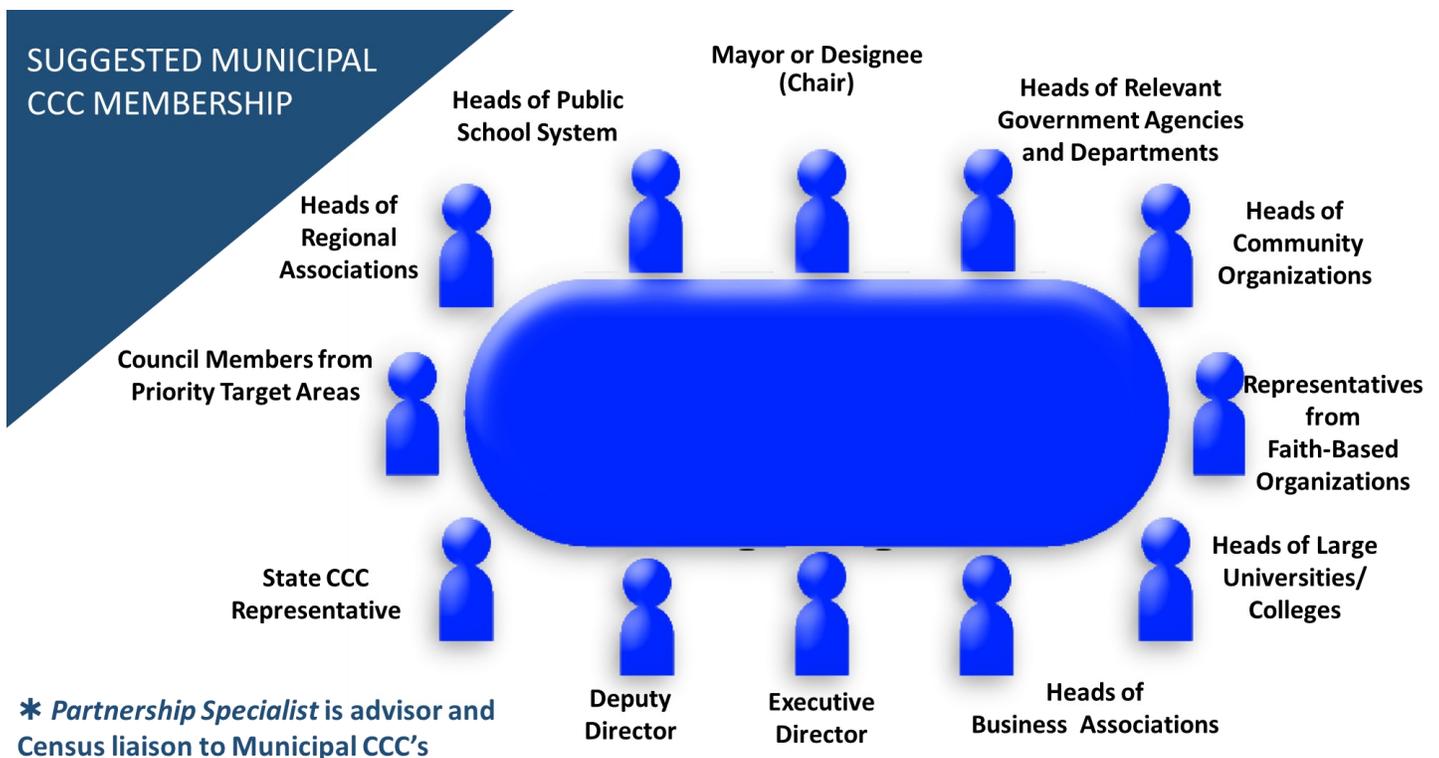


MUNICIPAL COMPLETE COUNT COMMITTEE

A **Municipal Complete Count Committee** is a mutually beneficial partnership – at the highest level—within each city. The mayor often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:

- ◆ Communicates the importance of the census through local messaging.
- ◆ Raises awareness of the census throughout the city.
- ◆ Motivates every household in the city to participate in the census by completing the questionnaire thoroughly and in a timely manner.
- ◆ Increases the city’s self-response rate.

The size of the Complete Count Committee is determined by each city. In addition, mayors and city councils may allocate funding to support the activities of the CCC. Cities view this funding as a sound investment in the future. Failure to count residents could result in a substantial loss of revenue for the next decade.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001



MUNICIPAL COMPLETE COUNT COMMITTEE



EDUCATION PHASE January 2018—September 2019

The education phase is often referred to as the “Raising Census Awareness” phase. The message to each community member is that the census is a civic activity that affects people of all ages, races, cultures, and ethnicities. This is the period to strongly emphasize the many uses of census data and highlight specific local examples of how census data benefits a community.

PROMOTION PHASE April 2019—January 2020

The promotion phase of the 2020 Census officially starts on April 1, 2019, a year out from Census Day. This phase overlaps with the education phase. The theme of this phase is “The 2020 Census is Coming.” During this period, CCCs implement activities through their government, faith- and community-based organization, business, media, and recruitment partners. An effective strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.

MOTIVATION/ ACTION PHASE February 2020—June 2020

The motivation/action phase starts in February 2020, intensifies in March 2020, and reaches its peak on Census Day—April 1st, 2020. The theme of this phase is “Be Counted for Your Community” and the focus is to motivate each household to take ownership of the census and make a conscious decision to participate. The non-response follow-up operation will be the focus toward the end of this phase, and the message to the community will change, encouraging households to “Cooperate with Census Takers”.

CCC SUBCOMMITTEE TYPES

BUSINESS	<ul style="list-style-type: none"> Involving a community's business sector creates a unifying element that touches every household within the community. 	EX-OFFENDER	<ul style="list-style-type: none"> The ex-offender population is sizeable and is often disenfranchised from the community and hard to track. 	LIBRARY	<ul style="list-style-type: none"> Urban Libraries Council says libraries are the “most trusted government entity”, poised to be pivotal for civic engagement.
COMMUNICATIONS, MEDIA AND TECHNOLOGY	<ul style="list-style-type: none"> Assists community organizations in utilizing census toolkit materials and enables them to innovate. 	FAITH-BASED	<ul style="list-style-type: none"> Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members. 	RECRUITING	<ul style="list-style-type: none"> Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.
COMMUNITY ORGANIZATIONS	<ul style="list-style-type: none"> Community organizations provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds. 	GOVERNMENT	<ul style="list-style-type: none"> Leveraging the ability of local government to provide knowledge of the population, organizations, and institutions is essential to an accurate count. 	SENIOR CITIZEN	<ul style="list-style-type: none"> Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.
DATA AND MAPS	<ul style="list-style-type: none"> Understanding where hard-to-survey areas exist is important to direct subcommittee activities toward the correct populations and geographic areas. 	GROUP QUARTERS	<ul style="list-style-type: none"> Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count. 	SPECIAL HOUSING	<ul style="list-style-type: none"> The rental population will exceed a third of the entire U.S. population by 2020. No matter the housing type, access is vital for an accurate count.
EDUCATION (PRESCHOOL - GRADE 12)	<ul style="list-style-type: none"> Reaches U.S. households through schools and helps create a generation of future self-responders. 	HOMELESS	<ul style="list-style-type: none"> In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans. 	VETERANS	<ul style="list-style-type: none"> Over 22 million veterans living in the United States present a sizeable population distributed throughout the 50 states. Former military personnel can provide leadership and excellent recruiting assistance.
EDUCATION (POST SECONDARY)	<ul style="list-style-type: none"> Works with university housing to obtain administrative records for group quarters; educates off-campus students to participate accurately. 	IMMIGRANT	<ul style="list-style-type: none"> One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English. 	PHILANTHROPIC	



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