



**Mr. Armon E. Lowery**

**PARTNERSHIP SPECIALIST**

**US DEPT. COMMERCE/CENSUS BUREAU**

# 2020 Census: Complete Count Committees



## Atlanta Regional Office

Managing Census Operations in  
AL, FL, GA, LA, MS, NC, SC

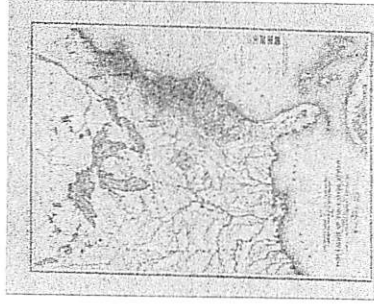
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[census.gov](https://www.census.gov)



# The U.S. Constitution and Decennial Census

- Conducted every 10 years since **1790**, as required by the U.S. Constitution. Article I, Section 2. "Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . .
- The 1790 counted 3.9 million inhabitants.
- U.S. marshals conducted the enumerations between 1790 and 1870.
- Specially trained enumerators carried out the census beginning in 1880.



*Schedule of the whole number of Persons in the United States, by Sex, Race, and Color, in 1790*

Names of Counties	Male	Female	Total	White	Black	Indian	Chinese	Japanese	Other
Jefferson	1937	153	2090	2090	0	0	0	0	0
Washington	1035	779	1814	1814	0	0	0	0	0
Adams	777	519	1296	1296	0	0	0	0	0
Summit	323	131	454	454	0	0	0	0	0
Wagon	140	201	341	341	0	0	0	0	0
Gold	140	201	341	341	0	0	0	0	0
Summit	202	71	273	273	0	0	0	0	0
<b>Total</b>	<b>9162</b>	<b>5837</b>	<b>15000</b>	<b>15000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

*The whole number of Inhabitants in the Territory of Missouri, in 1790*

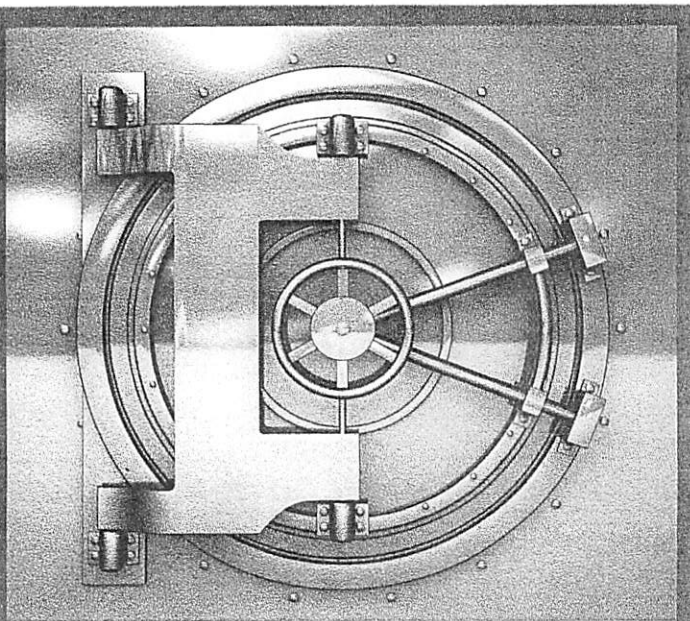
Missouri was not a territory in 1790. It was a territory from 1800 to 1820. The population of Missouri in 1800 was 10,000. The population of Missouri in 1820 was 100,000.

# Why We Ask You to Allocate Resources to the 2020 Census

- Political Power
  - Census is constitutionally mandated for re-apportionment of Congress
  - Census results are used for Redistricting at national, state, and local levels.
- Money/Economic Impact
  - Over \$675 Billion/year is distributed to state and local governments using Census numbers (Over \$4 Trillion over the decade).

# Census Data Are Used In Many Ways

- Forecasting of future transportation needs
- Determining areas eligible for housing assistance and rehabilitation loans
- Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
  - Education
  - Healthcare
  - Transportation
  - Social Services
  - Emergency response
- Designing facilities for people with disabilities, the elderly and children



## Your responses are safe.

Your responses to the 2020 Census will never be shared with other government agencies. It's the law. It's also an oath every Census Bureau employee must swear to uphold.

For more information, visit  
**2020CENSUS.GOV**

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## We keep your data like you keep your kids. Safe and secure.

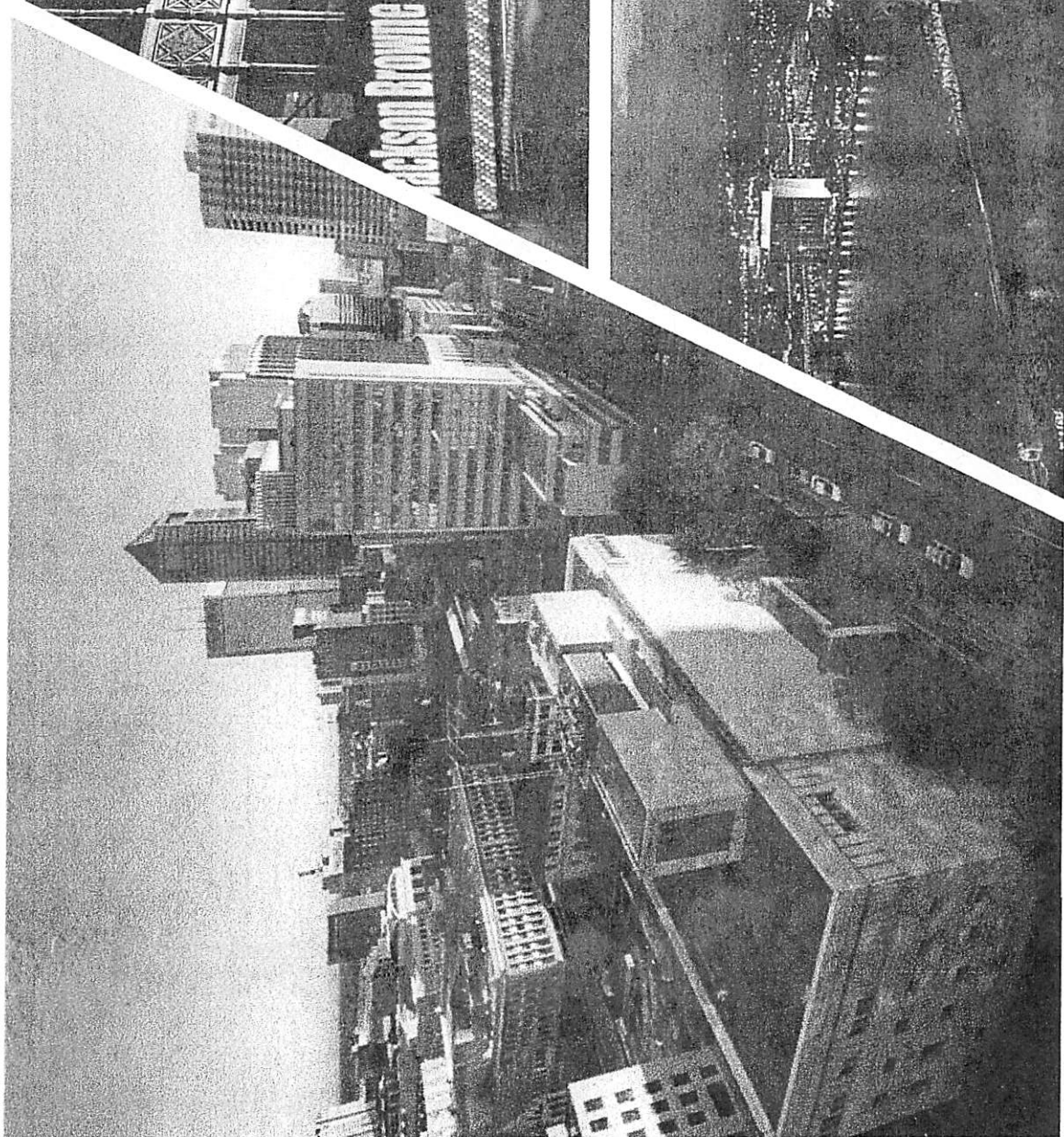
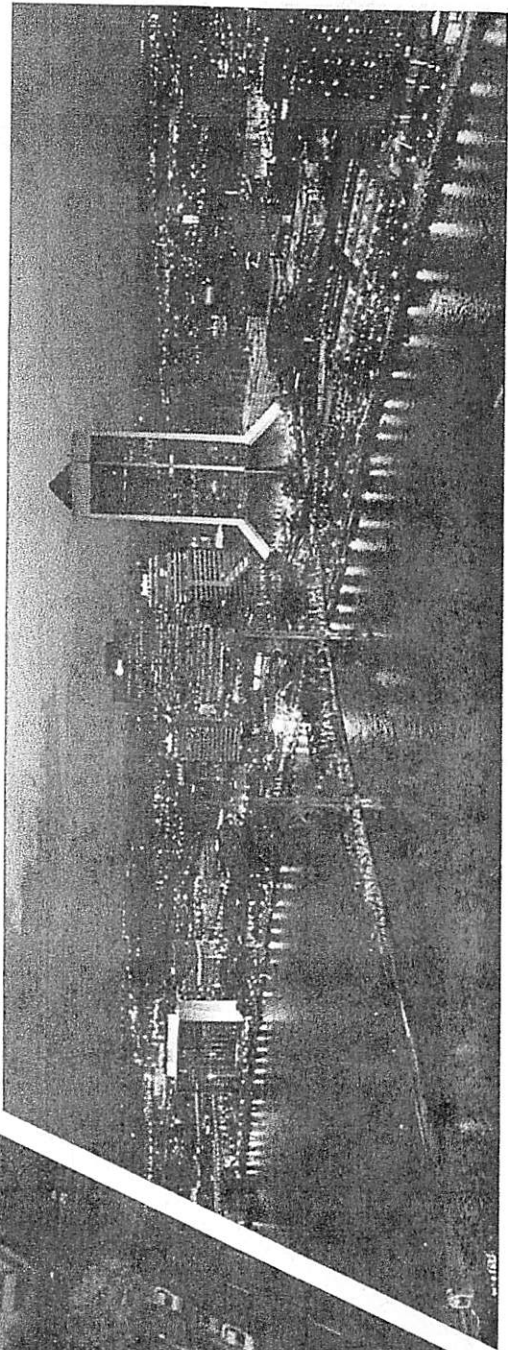
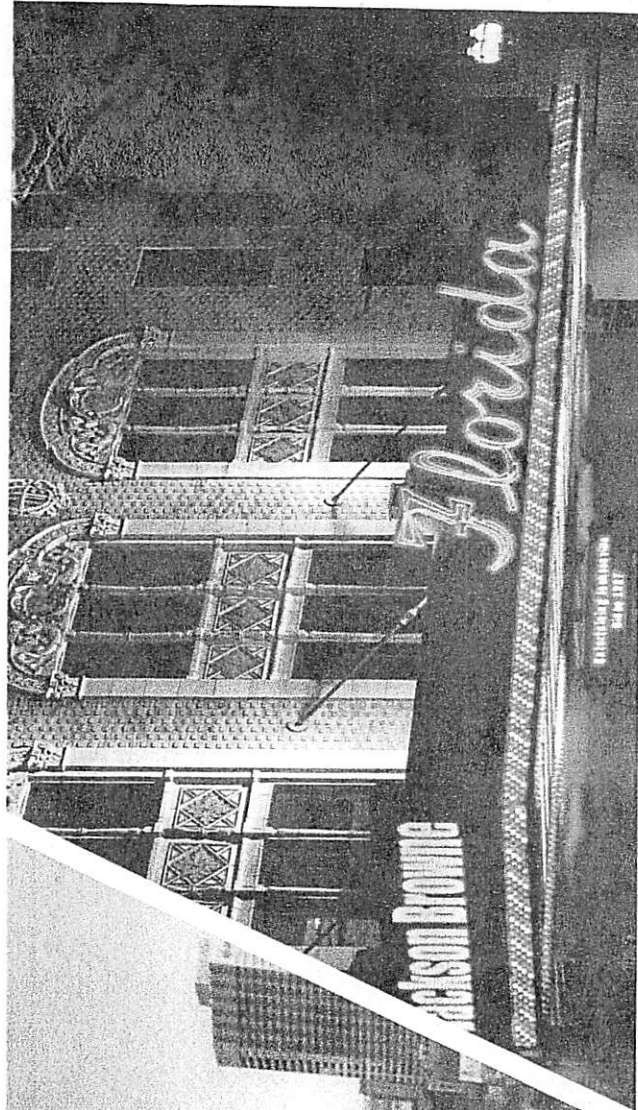
All 2020 Census responses are kept confidential and private. It's the law. Your responses cannot be shared and cannot be used against you by any government agency or court in any way.

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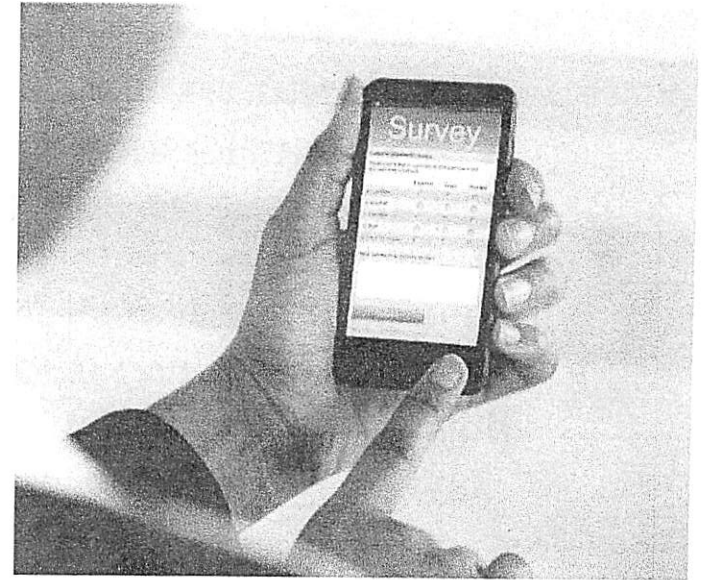


*The goal of the 2020 Census  
is to count everyone once,  
only once  
and in the right place.*



## New Initiatives for Census 2020 to help us reach our goal.

- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.
- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.



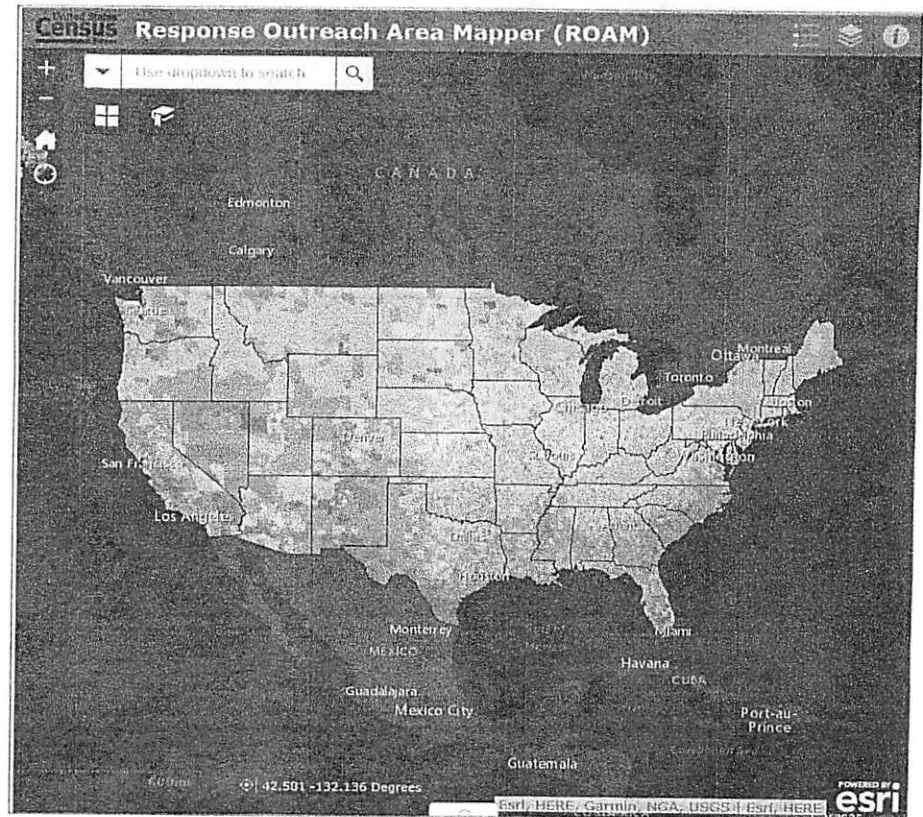
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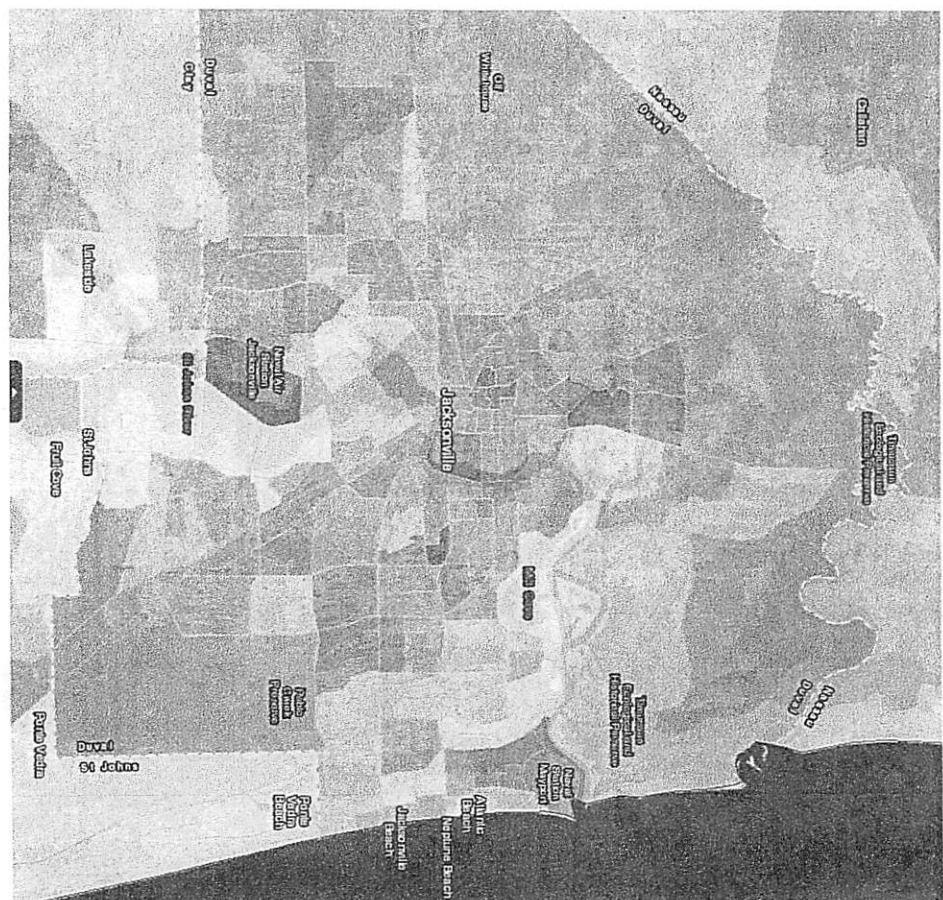
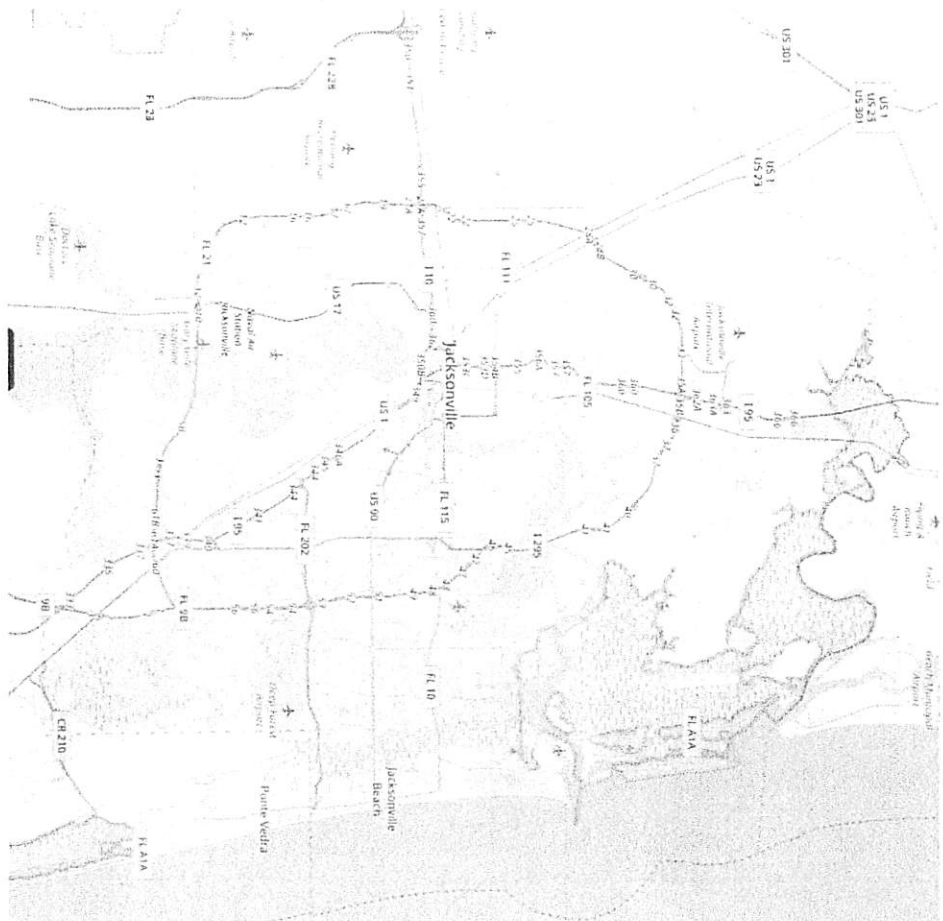
# Complete Count Committees

- Ultimately, the success of the 2020 Census depends on everyone's participation. One way to ensure success is by forming a Complete Count Committee.
- State and local governments, businesses and community leaders form Complete Count Committees to encourage participation in their community. They develop an outreach plan tailored to the unique characteristics of their community. Then they work together to implement the plan.

# Explore the Response Outreach Area Mapper Web Application

- The U.S. Census Bureau has released the Response Outreach Area Mapper (ROAM) web application.
- An interactive map to identify areas that typically have low response rates for censuses and surveys.
- Community planners and local officials can use the ROAM to plan, focus and allocate resources for the 2020 Census.
- Provides tract-level data.





## Duval County By the Numbers

Response Rate  
2000/2010  
.73 / .72

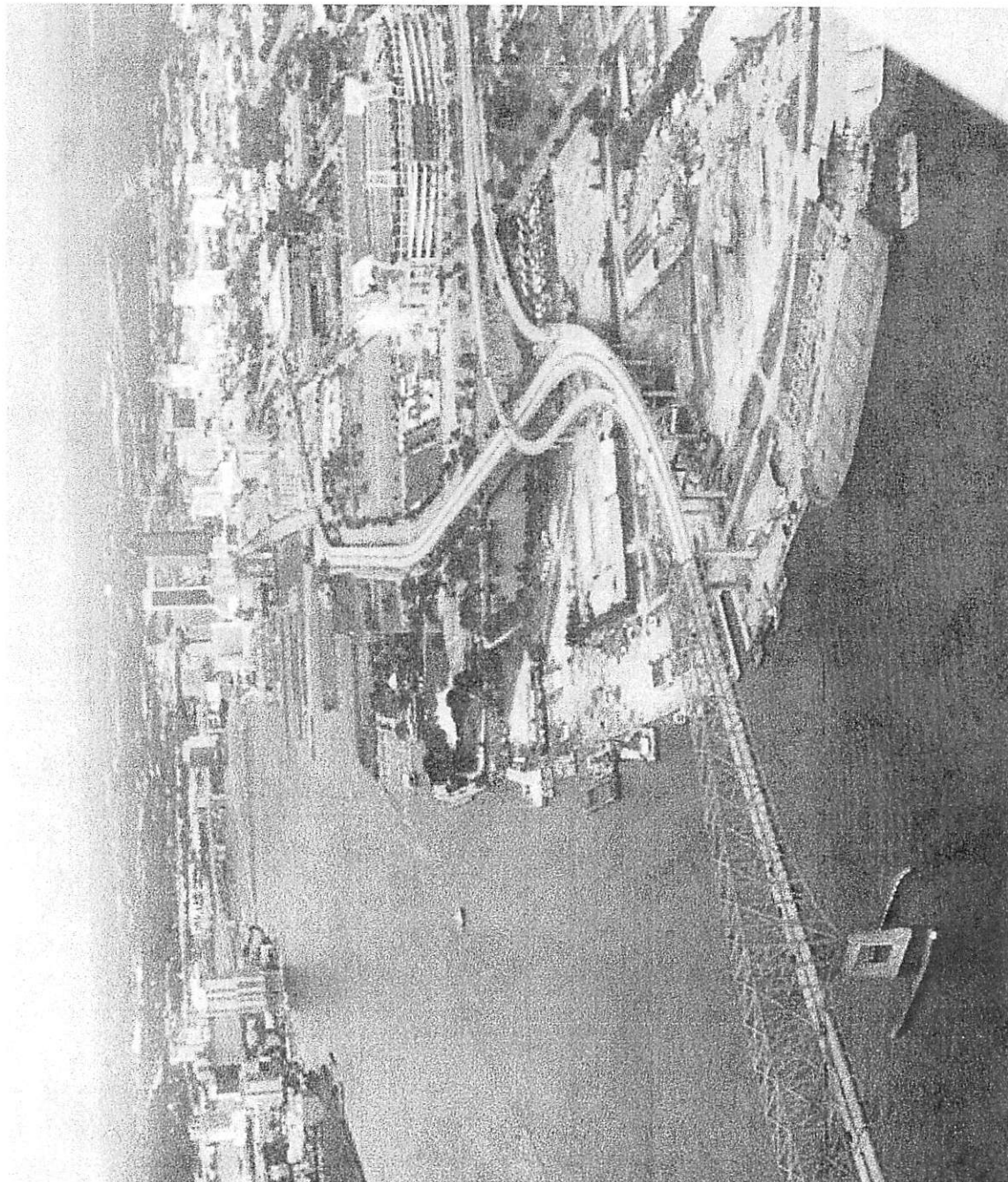


Population  
2010 Census  
864,263

2018 Estimate  
950,181

Low Response Score (LRS)  
Tracts > 20%  
>100



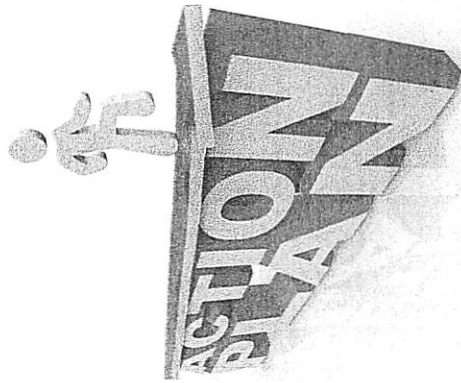




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# ACTIVITY

## Create a Work Plan



## ACTIVITY

### What Do You Know About Your Community?

**ACTIVITY: 15 Minutes. Assign a scribe and presenter. The scribe will write responses and the group will select a presenter to report their information.**

- Question 1: What are the demographics of your community? (Demographics include, education, income, age, gender, etc.)
- Question 2: How do these demographics present a challenge to a successful census?
- Question 3: What type of areas and/or populations are in your community that may be a challenge to get them to participate in the census? (some of these areas are pockets of new immigrants, low income, etc.)
- Question 4: How can the CCC assist the Census Bureau in getting a complete and accurate count in hard-to-count areas?

# Target Hard To Count Populations

- Children 5yrs and under
- Veterans
- People with disabilities
- Homeless
- People living in rural America
- Low income and underserved
- Senior citizens
- Migrant farm workers
- Foreign Born - Immigrants
- Persons with limited English proficiency
- Renters



# Undercounting Our Children

- Census counts determine funding for:
  - Children's Health Insurance
  - Medicaid
  - Special Education
  - Head Start
  - Foster Care Support
  - School Nutrition
  - Supplemental Nutrition Assistance
  - Housing Assistance



Get the Facts

How To Respond

Why Your Answers Matter

Privacy and Security

# Shape your future. START HERE.

GET INVOLVED

2020census.gov

Census Day countdown:


1

9

4

days until April 1, 2020





**When you shape education,  
you shape our future.**

Respond to the 2020 Census and inform funding for educational programs that benefit our children, like after-school activities, school meal programs, and Head Start. It's more than just a count, it's an opportunity to shape the next generation.

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**A few minutes can  
shape your future.**

Improving your community starts with the 2020 Census.

**Important**  
Your response will inform how over \$675 billion in public funding flows into things like community services, health clinics, Head Start, historically Black colleges and universities, and programs that support minority-owned businesses.


**Safe**  
Your personal information is kept confidential by law.

**Easy**  
Respond online, by phone, or by mail.

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**Clinics that are  
closer than the  
next county.**

Accessible, quality healthcare is a top priority for every community, and you can do your part by responding to the 2020 Census.

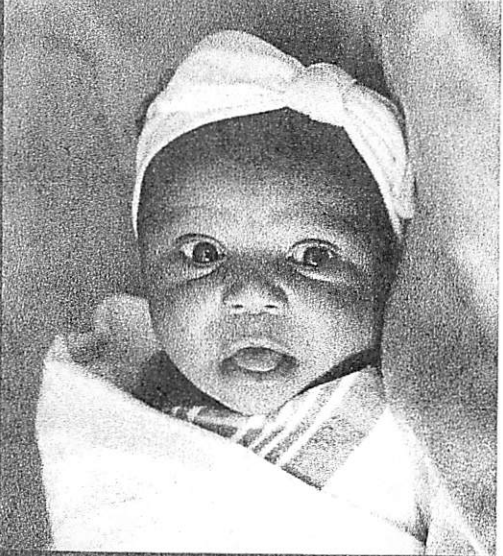
Over \$675 billion in federal funding is distributed to communities based on census data. This includes money for health care assistance and the prevention and treatment of substance abuse.

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**The newborn baby?  
Of course she counts.  
(Congrats, by the way!)**

From 1 day old to over 100 years old, everyone counts.

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**Shape the next  
generation. Count them.**

Respond to the 2020 Census and inform funding for educational programs that benefit our children: use after-school activities, school meal programs, and more. Start. It's more than just a count. It's an opportunity to shape the next generation.

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**Help your community  
stay healthy.**

Responses to the 2020 Census inform how over \$40 billion is distributed to communities nationwide to help fund health care services and clinics in places that need them most.

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**(1-855-562-2020)**

Federal Relay Service: (800) 877-8339 TTY / ASCII

[www.gsa.gov/fedrelay](http://www.gsa.gov/fedrelay)

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Form D-448  
September 2018

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<https://www.youtube.com/watch?v=Eq-FMB4epyw&feature=youtu.be>

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