Local Governments & Local Complete Count Committees
The Census

- Mandated by the United State Constitution
  - First Census was in 1790

- Purpose of the Census
  - Vast historical record
  - Reapportionment of congressional and state legislative districts
  - Planning decisions about community services
  - Business planning/expansion

- $675 billion in federal funds are distributed each year to local, state, and tribal governments for schools, roads, healthcare
  - The census decides how the money is allocated
Programs using Census Data

- Medicaid
- SNAP
- Medicare Part B
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- Title 1 Grants to Local Education Agencies
- National School Lunch Program
- S-CHIP
- IDEA Grant
- Head Start/Early Head Start
- WIC
- Health Center Programs
- Section 8 Housing Assistance Payment Program
- Health Center Programs (Community, Migrant, Homelessness, Public Housing)
- Foster Care (Title IV-E)
- Low Income Home Energy Assistance Program
Federal Aid: Where does the money go?

Distribution of 2015 Federal Funds by Category

- Public Health: 51.7%
- Families & Children: 28.7%
- Infrastructure: 13.5%
- Education: 6.1%
Challenges Facing Us In Census 2020

- Perception and trust
- Internet connectivity
  - Individuals are encouraged to respond to Census 2020 online
- Citizenship Question (maybe??)
  - Working its way through the court system right now
    - Expected to be concluded by Supreme Court in spring 2019
  - 630,000 households expected to skip this question (per U.S. Census Bureau)
    - Source: CNN - February 19, 2019
    - The data affects communities for 10 years
Hard-to-Count Areas
Congressional District 7

- 24.4% of this population required an in-person follow up
- Latest estimates show that about 31% of the district’s population live in HTC neighborhoods (244,737 people)
- One of the hardest to count in the country
- In 2017, 9.7% of this district reported that they had no internet or dial-up only access
Congressional District 9

- 18.7% of this population required an in-person follow up
- Latest estimates show that about 6% of the district’s population live in HTC neighborhoods (46,439 people)
- In 2017, 23.4% of this district reported that they had no internet or dial-up only access
Richmond County

- 192,160 people live in 72,361 households
- 9,408 people live in group quarters
- 76.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 18% of Richmond County's current population lives in hard-to-count neighborhoods
- 26.2% of Richmond County's households had either no internet access or dial up-only
Toombs County

- 26,720 people live in 10,521 households
- 440 people live in group quarters
- 77.6% of the county's households mailed back their 2010 census questionnaire
- Approximately 10% of Toombs County's current population lives in hard-to-count neighborhoods
- 31.6% of Toombs County’s households had either no internet access or dial up-only
Banks County

- 18,363 people live in 6,489 households
- 82.6% of the county’s households mailed back their 2010 census questionnaire
- 35.4% of Banks County’s households had either no internet access or dial up-only
Dawson County

- 23,219 people live in 8,557 households
- 178 people live in group quarters
- 84.4% of the county's households mailed back their 2010 census questionnaire
- 15.0% of Dawson County's households had either no internet access or dial up-only
Forsyth County

- 210,665 people live in 70,468 households
- 635 people live in group quarters
- 79.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 10% of Forsyth County's current population lives in hard-to-count neighborhoods
- 7.4% of Forsyth County's households had either no internet access or dial-up only
Franklin County

- 21,697 people live in 8,322 households
- 83.9% of the county's households mailed back their 2010 census questionnaire
- 33.0% of Franklin County's households had either no internet access or dial up-only
41,386 people live in 15,106 households

2,492 people live in group quarters

82.7% of the county's households mailed back their 2010 census questionnaire

33.8% of Habersham County's households had either no internet access or dial up-only
Hall County

- 190,934 people live in 63,095 households
- 1,931 people live in group quarters
- 80.5% of the county’s households mailed back their 2010 census questionnaire
- Approximately 11% of Hall County’s current population lives in hard-to-count neighborhoods
- 18.7% of Hall County’s households had either no internet access or dial up-only
Hart County

- 24,708 people live in 9,848 households
- 827 people live in group quarters
- 85.6% of the county's households mailed back their 2010 census questionnaire
- 32.3% of Hart County's households had either no internet access or dial up-only
Lumpkin County

- 30,099 people live in 11,412 households
- 1,468 people live in group quarters
- 83.4% of the county's households mailed back their 2010 census questionnaire
- 20.8% of Lumpkin County's households had either no internet access or dial up-only
Rabun County

- 15,948 people live in 6,506 households
- 406 people live in group quarters
- 84.9% of the county's households mailed back their 2010 census questionnaire
- 29.1% of Rabun County's households had either no internet access or dial up-only
Stephens County

- 24,917 people live in 9,427 households
- 708 people live in group quarters
- 81.9% of the county's households mailed back their 2010 census questionnaire
- 28.5% of Stephens County's households had either no internet access or dial up-only
Towns County

- 10,340 people live in 4,588 households
- 833 people live in group quarters
- 87.3% of the county's households mailed back their 2010 census questionnaire
- 26.3% of Towns County's households had either no internet access or dial up-only
Union County

- 21,747 people live in 8,788 households
- 515 people live in group quarters
- 86.4% of the county's households mailed back their 2010 census questionnaire
- 25.3% of Union County's households had either no internet access or dial up-only
White County

- 28,103 people live in 11,250 households
- 406 people live in group quarters
- 84.4% of the county's households mailed back their 2010 census questionnaire
- 30.0% of White County's households had either no internet access or dial up-only
What has Georgia done to prepare for 2020?

- Census Alphabet Soup
  - Boundary Annexation Survey (BAS)
  - Local Update of Census Addresses (LUCA)
  - Participant Statistical Area Program (PSAP)
What has Georgia done to prepare for 2020?
What is Georgia doing?

- State Complete Count Committee (CCC)
  - Led by Governor’s Office of Planning and Budget and the Department of Community Affairs
  - Developing marketing strategies
  - Ensuring materials are consistent and provided down to local CCC’s

- The purpose of a CCC exists to plan and implement outreach campaigns to raise awareness of the census and ultimately increase self-response and participation rates
  - However, the State CCC cannot do this alone
    - Local engagement is key
    - Approx. 180 local CCC’s for Census 2010
What is Georgia’s CCC message?

- Three Points
  - Safe & Secure
  - Representation is at stake
  - Funding is determined by Census
Local Complete Count Committees

- Comprised of local government and community leaders from education, business, healthcare, and other community organizations
  - “Census Ambassadors”
  - Give communities a trusted voice
    - Local CCC members have a knowledge and understanding of what it takes to engage and inspire others within their community
  - Spread knowledge of the benefits of participating in the 2020 Census
  - Engage your librarians!
Starting a Local CCC

- Work with U.S. Census Bureau partnership specialists
- Sign up for Georgia state information at https://census.georgia.gov/webform/local-complete-count-committee-sign
- Those interested will receive the information and resources needed to get started
Local Complete Count Committee Sign-up

Name (required)

City or County of Residence (required)

Email Address (required)

Telephone Number (required)

Comments
# 2020 Census
## Self-Response Mail Strategy

### Self-Response
- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* “It’s too late” Postcard</th>
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<td><strong>Internet First</strong></td>
<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
<td>April 20, 2020</td>
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<tr>
<td></td>
<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td><strong>Internet Choice</strong></td>
<td>N/A</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
</tbody>
</table>

Dates in the table below are in-home dates.

(*) Targeted only to nonresponding households

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**Georgia CENSUS 2020**

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Local CCC Strategies (2019)

- Create social media accounts on Instagram, Facebook, and Twitter and follow local people and businesses to build up followers
- Place census messages in water bills, property tax bills, and other correspondences governed by the jurisdiction
- Encourage local businesses to become official sponsors of census awareness events planned by the committee
- Have census posters in visible, public locations
  - Should feature languages used within the community (ex: Spanish)
- Sponsor a census booth at fairs, festivals, and carnivals
  - Prepare handouts and/or pamphlets that detail the federally funded programs that are affected by the census
Local CCC Strategies (January - March 2020)

- Add census message to city council, county commission, chamber of commerce, and other local meetings
- Host promotional event(s) around the time of the first mailing
  - (Ex: Q & A panel with the community)
- Ask elected officials to encourage residents to fill out survey
- Canvas low-response areas within the community
Local CCC Strategies (April-May 2020)

- Place public service announcements in local radio and social media asking residents to fill out the census questionnaire and cooperate with census workers.
- Complete check-ins with census representative to ascertain census response rate.
  - If response rate is low, plan events and/or activities to motivate residents to complete the survey.
- Evaluate the experiences of community members.
  - Create and distribute survey.
- Celebrate!
Further information

- Visit:
  - https://www.census.gov/
  - https://census.georgia.gov/
- Email:
  - census@opb.georgia.gov

- Contact:
  - Anna Wrigley Miller
    - anna.miller@opb.georgia.gov
  - Rusty Haygood
    - rusty.haygood@dca.ga.gov