AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Presentation; US Census Bureau

Action Requested: Discussion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

Presentation from the US Census Bureau Re: Partnership Program / 2020 Census

Fiscal Impact:

Submitted by: Liz Mense **Submitter's Email Address:** EMense@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 6/7/2019

○ Consent Agenda ○ Regular Agenda ○ Worksession Time Allotted: 30

Agenda Date: 6/11/2019

Revised April 2015

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2020 Census: What You Need to Know and Do Now

Brian J. Meinhart

970.683.8072

Brian.J.Meinhart@census.gov

U.S. Census Bureau-Denver Region

Gunnison County – June 11, 2019

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Census Overview

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- Why we do a census:

- **<u>Article 1, Section 2 of the U.S. Constitution</u>**
  - *The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*

Mandated by the Constitution and:

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- The Census determines apportionment in Congress
- The Census provides data for distribution of more than 675 Billion Federal Funds, every decade
- The census provides data essential for redistricting in 2021.

2020 Census

Why should every person be counted in Colorado?

- It's the law
- It's safe
- It's easy
- It's is the process of our democracy that building equity in access to funding and representation in Congress
- It only takes a few minutes to answer the decennial census
- This is the 1st time we can do the census on a computer, smart phone, ipad or any other electronic device
  - People can still be counted by calling in by phone, filling out a paper form or with an enumerator at the door

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Confidentiality

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Census Bureau reputation depends on keeping data confidential. We take it very seriously!

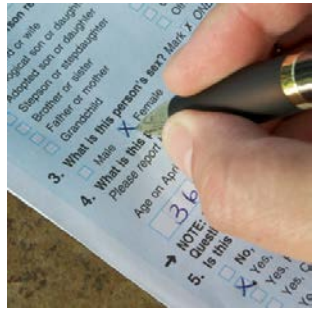
- **Federal Law** – Title 13 of the US Code protects the confidentiality of all information
- **Employee Oath** – Protect confidentiality for life. Penalties if violated can be 5 years in prison and/or $250,000 fine.
- **Statistical Safeguards** – Ensure that statistics released do not identify individuals.

Ways to Respond

2020 Census Offers More Choices

- Internet
- Phone
- Paper
- In-Person

Self Response Available Until July 24, 2020



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How can local governments and community partners play a direct role?

Create a Complete Count Committee:

- CCCs are one of the core strategic elements of the Partnership program for the 2020 Census
- Census Bureau works with tribal, state and local governments, and community organizations to form CCCs around the country
- CCCs exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation
- CCCs are all inclusive and representative of your local community

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WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

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Complete Count Committees

United States Census Bureau

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Complete Count Committee Formation

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What's next is we have a CCC?

Photo courtesy of Sue Cutsforth, Omaha-Council Bluffs Metropolitan Area Planning Agency

- Partnership Staff provides a comprehensive 2 hour training.
- Partnership Staff provide regular updates and work to address questions from the CCC and community.
- Partnership Staff serve as technical advisors for CCCs
- This is ongoing from NOW until end of our operations
- CCCs support the 2020 Census, nationally and locally.
- CCCs encourage self-response.
- March 9, 2020– Internet and Phone Self-Response begins
- April 1, 2020 – CENSUS DAY
- CCCs educate, increase awareness, provide trusted messenger advocacy, and support of the census in local communities (i.e. presence within the community)
- CCCs thank the community for their participation in the 2020 Census, in tandem with Partnership

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What else do Partnership Specialists do?

- Form Partnerships
  - Community members
  - Business Chambers
  - Business Owners
  - Public Venues
  - With Anyone and anywhere the public is likely to see messaging on the importance of the 2020 Census
- Speak at events (BCC, Council Meetings, Community Gatherings, Panel discussions, Webinars, School Board meetings, and many more)

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Key Data Collection Dates

- Nov – 2019
- April 2018
- January-Feb 2019
- Aug – Oct 2019
- Jan-Aug-2019
- Early 2020
- March 9, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020

- In-Office Address Canvass1313
- Regional Census Center Opens
- Early Area Census Offices Open *
- Address Canvassing – select areas
- Area Census Offices Open *
- Group Quarters Start
- Self Response Starts
- CENSUS DAY
- Non-Response Follow-Up Starts
- Data Collection Complete
- Census data is Delivered to President of the United States in statistical format

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Field Support and Operations

Colorado will have 4 offices:

- Denver
- Colorado Springs
- Longmont
- Aurora
  - We are hiring for these offices and all field staff NOW.
  - We need your help in sharing job postings and filling these critical roles.

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We increase our capacity for outreach through collaborative and supportive efforts

Gunnison County
COLORADO

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CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs - NOW (Office positions, Field staff, apply NOW for all positions)
www.usajobs.gov – Partnership (one must apply to each position as they are posted within the time allotted)

2020 Census Timeline

2018

- Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
- CCCs receive 2020 Census training.

2019

- Continue establishing CCCs.
- Open Area Census Offices.
- CCCs develop strategy and work plan.

2020

- CCCs begin community organization mobilization.
- 2020 Census advertising campaign begins in early 2020.
- CCCs support the 2020 Census.
- CCCs encourage self-response.

April 1, 2020 – CENSUS DAY

- CCCs urge households who do not respond to cooperate with census takers.

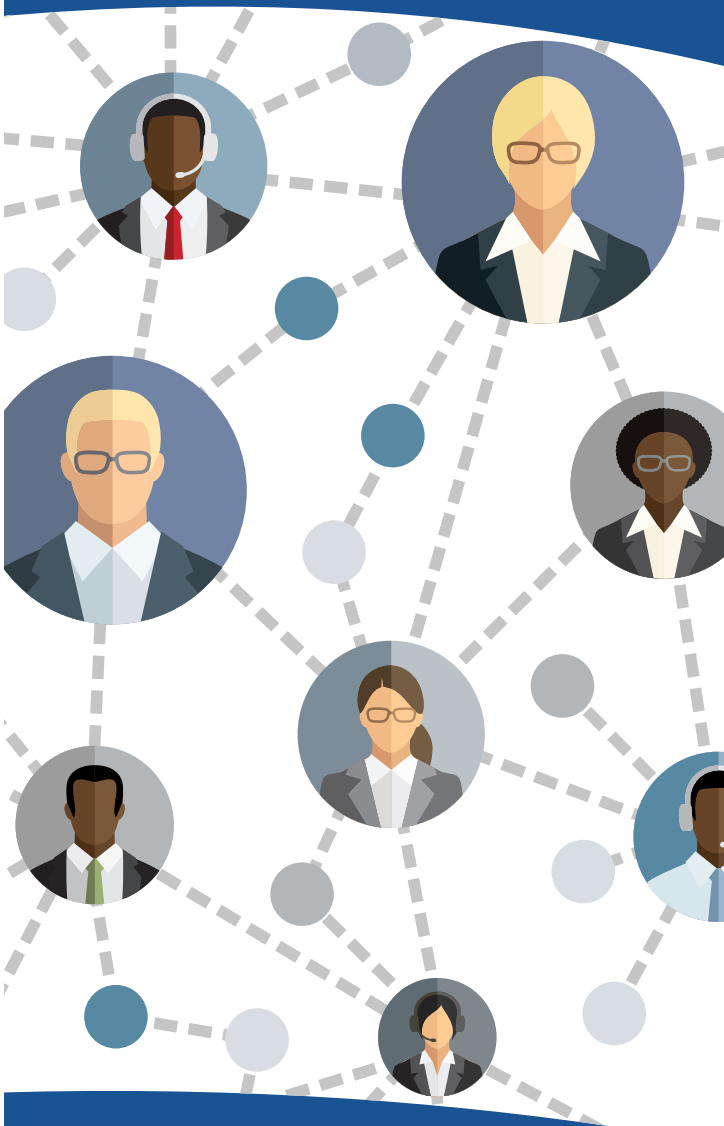
Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

Please contact:	If you reside in:
ATLANTA Atlanta.rcc .partnership @2020census.gov	Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina
CHICAGO Chicago.rcc .partnership @2020census.gov	Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin
DALLAS Dallas.rcc .partnership @2020census.gov	Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming
LOS ANGELES Los.Angeles.rcc .partnership @2020census.gov	Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington
NEW YORK New.York.rcc .partnership @2020census.gov	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico
PHILADELPHIA Philadelphia.rcc .partnership @2020census.gov	Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia

July 2018
D-1256 CCC

Complete Count Committees



United States Census Bureau

United States Census 2020

The 2020 Census is almost here!

Get Started

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

WHY?

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

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

HOW?

It's up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

- Holding CCC kickoff meetings with media briefings.
- Participating in Census rallies or parades.
- Coordinating Census unity youth forums.
- Hosting Interfaith breakfasts and weekend events.
- Encouraging the use of Statistics in Schools classroom resources.
- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- Helping recruit census workers when jobs become available.

Join the 2020 Census Team

Apply Online!

www.2020census.gov/jobs

1-855-JOB-2020