

U.S. Census 2020 and Complete Count Committees

September 24, 2019

The logo for ADDISON is a white circle containing the word "ADDISON" in blue, uppercase, sans-serif font. The circle is set against a blue background that features a white diagonal line running from the top-left to the bottom-right, creating a triangular shape in the top-left corner.

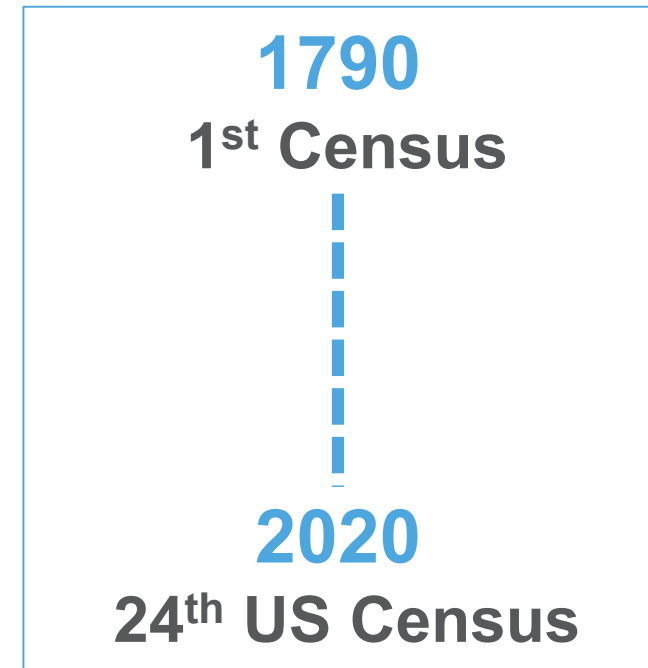
U.S. Decennial Census

- What is Census?
 - An official count or survey of every person living in the United States

- Why conduct a Census?

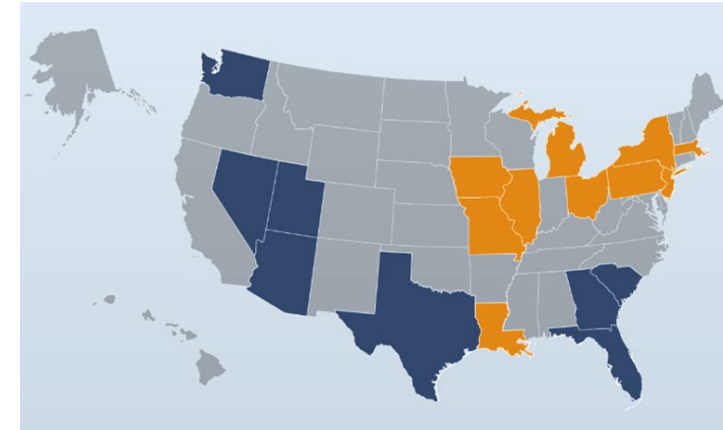
- **Article 1, Section 2 of the U.S. Constitution**

*“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.”*



How Decennial Census Data is Used

- **Determine Representation** – Congress / Electoral College
- **Draw Key Districts** – Congressional, State Legislative, School, Voting Precincts
- **Enforce Voting & Civil Rights Legislation**
- **Inform Planning Decisions** - Federal, Tribal, State, Local Government
- **Inform Business, Non-Profit Organizational Decisions** – i.e., Where to locate, size of market, etc.
- **Directs Federal Aid** - Over **\$675 Billion in Federal Funds** Distributed to States



GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1

The Census is Confidential

Title 13, U.S. Code

- Cannot Disclose Information that Identifies Persons, Homes, or Businesses
- Information is Used for Statistical Purposes Only
- Responses Cannot be Used Against You by a Government Agency or Court
- Staff Oath for Life to Protect Personal Information. Stiff Penalties for Violations

Title 44, U.S. Code: Allows the National Archives and Records Administration to Publish Census Information Only after 72 years



- **Dallas County 2020 Census Participation Initiative**
 - Dallas County has one of the largest hard-to-count areas
 - Must engage the entire community to ensure a complete and accurate count
 - Dallas County is partnering with cities and seeking qualified vendors to oversee and perform a 2020 census participation initiative
 - Vendor to be selected in November
 - Requested Town of Addison contribution: \$5,000
- **Complete Count Committee strategies and outreach campaigns**

Complete Count Committee (CCC)

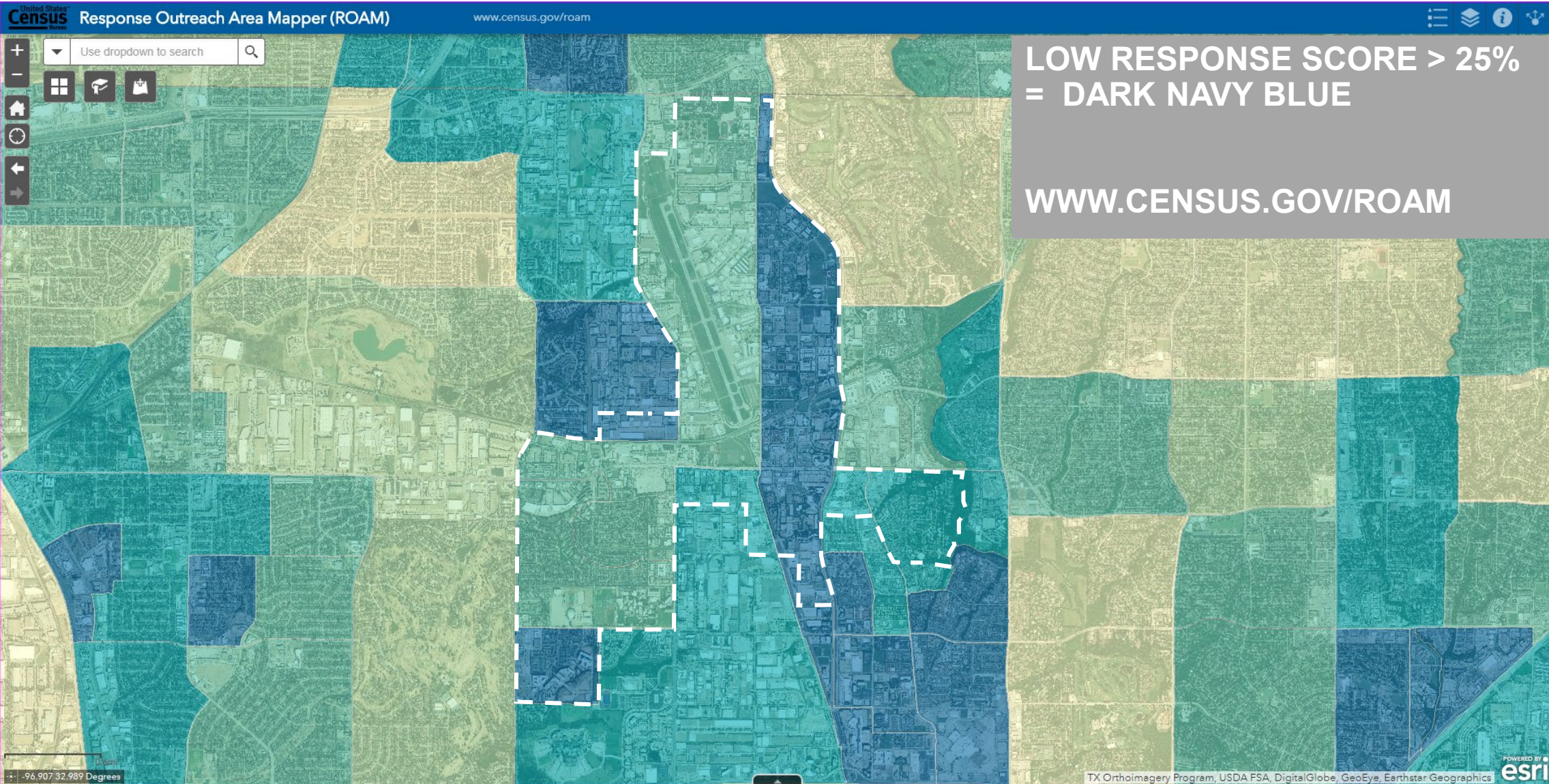
- **CCC:** A volunteer committee established by local governments and community leaders to increase awareness and motivate residents to respond to the census
- **Goal:** Ensure a complete and accurate Census count for their community
- **Role:**
 - Develop a Comprehensive Work Plan to provide census education and awareness to the community (advertising and social media campaigns, print materials, community activities, etc.)
 - Leverage local knowledge, influence, and resources within Addison to enhance awareness campaigns
 - Partner with and activate community organizations to promote participation
 - Coordinate with Local Governments, Census Bureau, and County's Vendor on local census campaigns, activities, and materials

Creation of a Community CCC

- Usually small to medium in size (5-30 members)
 - For the Town of Addison, each Council member is encouraged to appoint 2 committee members
- Customize and design the committee to reflect a true snapshot of the community and represent all key population sectors
 - Focus on HOAs and Multi-family properties
- Census Bureau Training/Liaison to Onboard, Activate Committee
- Members will identify Census promotional opportunities, Hard to Count sectors and strategies to increase participation

Response Outreach Area Mapping (ROAM)

ADDISON



Census Timeline

Complete Count Committee Efforts

**September
24, 2019**

Town of
Addison
Meeting

January 2020

Major Census
Promotion
Begins

March 2020

Census
Mailings to US
Households

April 1, 2020

Census Day

**Mid-May-July
2020**

Non-Response
Follow Up

- Council guidance on
 - Interlocal Agreement with Dallas County 2020 Census Participation Initiative
 - Appointment of members to Complete Count Committee