

Local Complete Count Committee Toolkit

CENSUS
2020 



**Every.
One.
Counts.**

census.georgia.gov

A Campaign Featuring Real Georgians

The goal of the U.S. Census is to count every living person, only once, and in the right place. We know that many Georgians are considered “hard to count” due to language barriers, socioeconomic status, geography, lack of access to the internet, and many other factors. For the first time, everyone will be able to fill out their census forms online, creating new concerns around security. For many millennials, this is their first opportunity to fill out their census forms, and they may not understand why it is so necessary.

We are proud to embark on a marketing campaign that focuses on educating Georgians about the importance of the census. It’s about federal dollars flowing from Washington to Georgia for things like health care, education, transportation, senior care, foster care, and agriculture, issues that affect millions of residents in our state. It’s also about representation, from our representatives in Congress all the way down to our local school board members.

The Networked Planet is a multi-media agency that came up with the theme: **Every. One. Counts.** The campaign will have many components, from statewide television spots to the most localized, grassroots efforts.

While the State marketing and media plan will include statewide coverage, our hope is that Local Complete Count Committee members will share the campaign in their own communities on websites, local TV or radio stations, billboards, and social media channels. We are relying on you to take this campaign to your own community. We will be most successful if we utilize the same messages seen in the statewide media campaign. That consistency will give us the most bang for our buck via the collective power of one simple message.

All marketing campaign materials will be available for download.

All our best,

Lori Geary & Tharon Johnson

Co-Executive Directors

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Welcome to the 2020 Local Complete Count Committee (LCC) Outreach Toolkit

This Toolkit will serve as a guide with tools and activities to assist your team through the process, from establishing partnerships to planning and implementing outreach events.

About the Census

Once each decade, the US Census Bureau counts every person in the United States. The 2020 Census will be the first to rely heavily on online responses.

The biggest challenge facing the US Census Bureau is the undercount of certain population groups. These groups are called “hard-to-count populations.” Georgia has a large population of residents that are considered hard to count. This includes children under the age of five, rural residents, non-English speakers, and minority groups. There is no one-size-fits-all strategy to reach them.

Counting every person once and in the right place is essential to a complete and accurate count. Census data is used to determine the number of seats each state has in the US House of Representatives and the distribution of billions of dollars in federal funds to state and local governments, among many other uses.

What the Census Means to Me

Census data helps with the allocation of federal funding across hundreds of federal programs, including the National School Lunch Program, federal student loan programs, and many more.

For each person counted, from infants to young children to older adults, the State of Georgia receives more than \$2,300 from the federal government. This amount adds up to almost \$24 billion annually toward programs that benefit Georgians like you. The more people counted, the more money each community stands to receive.

The 2020 Census will be the first year you can fill out your census online. The census website is safe, secure, and confidential. The form can be filled out on mobile devices or desktop computers. Public libraries in Georgia offer free Wi-Fi and free computer access in every county in Georgia.

Important Dates

By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. When completing the census, you will include everyone living in your home on April 1.

- **March 2020:** The Census Bureau begins mailing invitations to participate in the 2020 Census to homes. Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail.
- **April 1, 2020:** Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.
- **April 2020:** Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.
- **May 2020:** The Census workers begin visiting homes that have not responded to the 2020 Census to make sure everyone is counted.
- **August 2020:** The online form of the census will close.
- **December 2020:** The Census Bureau delivers apportionment counts to the President and Congress as required by law.
- **March 31, 2021:** By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes.

CENSUS IN THREE PHASES

AWARENESS JANUARY - MARCH	IMPLEMENTATION MARCH - MAY	CLOSURE MAY - DECEMBER
<ul style="list-style-type: none"> • Education about the census and why it's important • Become familiar with materials and procedures • Prepare to take the census 	<ul style="list-style-type: none"> • Mailers with instructions to complete the census online are sent out • Paper forms are available and will be sent to homes with no response procedures • In-person follow-up by Census workers begins in May 	<ul style="list-style-type: none"> • In-person follow-up continues through August • Online forms will close in August • Results are delivered in December

Your Role as a Local Complete Count Committee

Local complete count committees (LCCC) will help educate and spread awareness about the upcoming census. These committees should be made up of leaders and trusted voices within your community who represent a wide spectrum of groups and networks. It is especially important to include organizations that can assist with educating and identifying hard-to-count populations.

Who should create an LCCC?

Any organization or group that wants to coordinate efforts to educate and inform the public about the upcoming 2020 Census can be involved. While there are no restrictions on who can form an LCCC, in the past most have been formed by government groups. During the 2010 Census, there were 77 county, 22 joint county-city, 20 city, 53 higher education, 11 ethnic groups, and seven other organizations that formed LCCCs in Georgia.

What is the process for creating an LCCC?

Although there is no formally required process, many governments have passed resolutions to create committees. The government entity leading the charge in creating the committee can invite elected officials and local leaders to participate. Sample resolutions, meeting agendas, and invitations are enclosed.

What is the structure of an LCCC?

The LCCC should include representatives from a wide range of organizations and groups and trusted voices that have connections within the community. There are no requirements for how small or large the committee must be. The LCCC should have a chair to direct the work of the committee and to serve as a liaison for your community. The committee should also have subcommittees to focus on outreach efforts to different segments of the community. The US Census Bureau has created a

Local Complete Count Committee Guide and a timeline to assist LCCCs in their mission. This information can be accessed on the Bureau's website at https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

Who should be a member of the LCCC?

This answer will vary from community to community, but in general your county needs to include people who have wide networks, are seen as leaders in the community, and are considered to be trusted voices. To get the best census results, you need to cast a wide net to ensure a variety of organizations are represented.

Examples of groups to include are as follows:

- County/city leaders
- K-12 school leaders
- Universities/technical colleges
- Libraries
- Local chambers/local business organizations
- Community groups
- Nonprofit groups
- Faith leaders
- Civic organizations
- Ethnic organizations
- Minority organizations
- Newspapers/TV stations/media

Georgia Family Connection, the Georgia Chamber of Commerce, Georgia Farm Bureau, and Cooperative Extension Service are urging their members in every county to participate in LCCCs formed in their communities.

What does the LCCC need to do?

First, the LCCC needs to get organized and develop a plan for outreach efforts within the community. It is recommended that the LCCC invite a representative of the Census Bureau to the initial kickoff meeting to provide information and guidance.

Once the committee is established, its main objective will be to educate the public about the census and to identify areas or communities where additional efforts may be needed. There are many tools available to help your committee analyze previous census efforts and participation in your county. These include historical census data, response rates, and hard-to-count maps by region, congressional district, county, and census tract. You can find links to these tools in the “Other Resources” section of this toolkit.

Is grant funding available for my LCCC?

Currently, no grant funding is available from the state or federal government. However, some nonprofit groups have either received grant funding or have grant funding available for outreach efforts directed at specific populations. Georgia Family Connection has provided outreach funding to many of its collaboratives throughout the state. Check with your local Family Connection collaborative and with other nonprofits within your community to determine if your county can partner or benefit from this funding.

Is data or marketing information available that my LCCC can use?

Yes. There are numerous resources that your LCCC can use to inform the public about the 2020 Census. The Census Bureau has press kits and fact sheets on numerous issues, messaging for specific audiences, and information for business, community, nonprofit, and religious organization partners. A sample listing of the information available on the Census Bureau website is provided below.

Understanding Hard-To-Count (HTC) Populations

HTC populations are defined as those that are hard to locate, interview, persuade, or contact.

Category	Reason
Hard to Interview	Language barrier, low literacy rate, or a lack of internet access
Hard to Locate	Housing not included in census files, such as new housing developments or people who want to remain hidden
Hard to Contact	Highly mobile, homeless, or physical access barriers such as gated communities
Hard to Persuade	Suspicious of government or low levels of civic engagement

With the new focus on filling out the form online, those without smartphones or internet access at home also become hard-to-count.

An HTC population in one county could be entirely different in another county. Understanding the needs and concerns of each population is crucial for developing an effective outreach strategy.

The following four pages are worksheets that can help you better analyze and make a plan for how to reach HTC populations in your community.



Understanding Hard-to-Count Populations

2 Identifying resources to reach hard-to-count populations

Georgia has many different groups of hard-to-count populations. However, almost every county has five general HTC groups. This worksheet will help guide your efforts in identifying the needs of each HTC population and who can help.

Five General HTC Populations	How to reach them	Who can help? <small>Consider people or groups that could help reach these communities</small>
<p>Distrustful of Government Promote key messages: security, funding, planning, and representation.</p> <p>Inform individuals that completing the census questionnaire is required by law.</p> <p>The public should be informed of the arrival of the census by March 2020 and its impact on their community.</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>
<p>Children Main focus on undercounted children. Primary age range: 0–4; secondary age range 5–9.</p> <p>Inform parents and families about how to count children.</p> <p>Individuals born up through Census Day, April 1, 2020, should be counted.</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>
<p>Non-English Speakers Information and messaging needs to be accessible.</p> <p>Emphasize that regardless of citizenship or legal status, these individuals still need to be counted in the census.</p> <p>Promote the idea of confidential responses.</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>
<p>Rural Communities Inform communities on where and how census forms can be completed.</p> <p>Households with limited Internet access can fill out their questionnaire on paper or over the phone.</p> <p>Emphasize the benefits of completing the questionnaire (funding, representation, etc.).</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>
<p>College Students Inform students how and where they will be counted in the census (students living on- or off-campus).</p> <p>Students living off-campus will either fill out their own form or be accounted for with their parents, depending on where they live the majority of the year.</p>	<p>Identify some local resources</p> <p>Specific needs?</p>	<p>Community Leaders?</p> <p>Trusted Sources?</p>



Understanding Hard-to-Count Populations

3 Community Outreach Activities

This worksheet provides a basic guide to frame the types of questions that your organization should answer as you develop your community outreach strategy.

Use of this tool should be a group process with your committee. Planning for each item should be based on consensus from committee discussions. Focus on providing key information that will guide you in formulating outreach activities.

Part I: Assessing Community Needs

This section should help your committee define its mission and the audience it serves. Your committee can then use this information to begin forming an action plan.

1. The mission of my local complete count committee:

2. Hard-to-count populations in my area:

3. Challenges and barriers to reaching each of these HTC populations:



Understanding Hard-to-Count Populations

3 Community Outreach Activities

Part II: Action Plans

In this section, you will begin to form your outreach plans. This is done by determining the purpose of each activity based on the needs of your HTC populations.

4. Primary purpose of my outreach activities:

- ___ Awareness – An effort to educate the public about the general benefits and importance of the census
- ___ Marketing – Promoting census participation using printed materials, TV and radio spots, social media, and trusted voices to encourage participation
- ___ Community & Partner Engagement – Encourage organizations in the community to assist local complete count committees with promoting the census

5. Current outreach activities:

6. Future outreach activities:

Outreach Activities

Your LCCC can help educate the public about the 2020 Census through a variety of outreach activities. Below are some ideas for outreach activities:

- Develop activities to educate employees about the census.
- Encourage businesses to become official sponsors of census activities and to place census information such as table tents, postcards, flyers, and infographics in their businesses.
- Hold census rallies or parades.
- Set up a census booth at high school football or basketball games, as well as events held by your local recreation department.
- Sponsor a contest to design a sticker or poster promoting the 2020 Census.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Direct people who need internet access to the local library. They have free high speed internet and resources to help.

Messaging Placement:

- Include the 2020 Census logo and message on brochures, newsletters, social media sites, local government websites, and bus schedules.
- Place census posters, banners, and other signage in highly visible public locations.
- Place census messages or flyers in utility and other government bills.
- Encourage local libraries to include census information at book drives, story time, and other library events.
- Have census information available during voter registration drives.
- Provide information on federally funded programs that have benefited the community.
- Place public service announcements in local media encouraging households to respond.
- Include census information as part of health fairs, blood drives, and other community events.

Tips for Improving Your Community's Census Count



Darrell Moore with Valdosta State University was part of a very successful complete count effort 10 years ago in Colquitt County for Census 2010. Every county, city, and town is different, and what works in one community may or may not work in others. Based on the success of Colquitt County, Darrell has compiled the following tips that might help your community improve its 2020 count.

1. Make sure you have a comprehensive, diverse committee to make a plan for your community. Having 50 people with various backgrounds and connections working on the LCCC is better than a small group. You need the trusted voices to answer questions, address any concerns people might have, and explain why an accurate count is important for them, their family, and their community. Look at what other communities are doing and see how you can modify or implement that idea in your community.
2. Keep it simple when you are asking someone to volunteer and when talking about the census. So much information is available from federal, state, and local sources that it can be overwhelming. Try to get your messages down to a one-page document and a five-minute pitch. (Some one-pagers are provided in the appendix to the toolkit.)
3. Engage partners who interact with hard-to-count populations. Work with medical clinic staff, faith leaders, and community service organizations and nonprofits. Your local Family Connections representative is a great partner.
4. Engage school teachers (K-12) and ask them to talk about the census with their classes. School systems can send home flyers and coloring pages with kids. (The toolkit contains several coloring pages.)

5. Consider some of the following places for marketing and outreach in your community:
 - Wal-Mart
 - Grocery stores and convenience stores
 - YMCA, Boys and Girls Club, afterschool programs
 - Housing authority/public housing
 - Schools and child care centers
 - School and community sporting events
 - Churches: Sunday bulletin and Wednesday night suppers
 - Public libraries (The census can be completed online, and libraries are an important access point.)
 - Restaurants (Table tents can be very effective.)
 - Local utilities (Place notices in monthly bills or newsletters.)

6. Hispanic outreach – Engage with organizations, volunteers, and clinics that serve the Hispanic community. Find trusted partners to communicate with this demographic. Trusted voices are important with every demographic, but more so here. Engage pastors (trust) and service providers. Outreach will have a significant impact on family and children.

7. Speak at your local Lion’s Club, Kiwanis Club, Rotary Club, and similar groups. Talk about how census data influences economic development and funding.

8. Work with your school system’s homeless coordinator. Also work with local soup kitchens or other shelters.

9. Set up tables or displays at community and organization events. The more people you can find to volunteer for events, the better. Local festivals between now and April are key opportunities for education and outreach.

10. Trusted voices – Provide community members with approved talking points and ask for them to give personal testimonies, make videos, write letters to the editor, go on radio morning shows and talk shows, etc. Community members should use the approved talking points as a guide when developing personal statements. (The toolkit has talking points.)

11. Promote the census at all of your larger employers, in break rooms, in restrooms, near time clocks, etc. Set up an informational table in breakrooms or at shift change.

12. Encourage local volunteers and stakeholders to apply for the US Census jobs. They are good paying, part time, temporary jobs, and will attract out of state applicants. Local candidates will be familiar with your community, neighborhoods, and residents. They will be more invested than an out of town worker if they understand the impact of the Census on their family and their community.

Talking Points

The following key messages and talking points can help you communicate the benefits and importance of participating in the 2020 Census. These messages can be tailored to use with a variety of audiences.

What is the 2020 Census?

The 2020 Census counts every person living in the 50 states, the District of Columbia, and the five US territories.

Why do we conduct this count?

The census provides data that lawmakers, business owners, teachers, and many others use to provide daily services and support for your community.

The results of the census also determine the number of seats each state will have in the US House of Representatives, and they are used to draw congressional and state legislative districts.

The census is specifically mentioned in the Constitution. Article 1, Section 2, mandates that the country conduct a count of its population once every 10 years. The 2020 Census will mark the 24th time that the country has counted its population since 1790.

What does that mean for Georgia?

The federal government allocates over \$675 billion to states based on the population for health care, food, education, and roads. The following programs use census data to drive funding:

- Federal Medical Assistance Programs
- The Supplemental Nutrition Assistance Program
- Medicare Part B
- Highway Planning and Construction
- The Federal Pell Grant Program

Georgia's rural assistance programs received more than \$1.4 billion annually.

Based on the George Washington University report *Counting for Dollars 2020*, Georgia receives more than \$2,300 per person annually in funding directly related to census count allocations.

What does this mean for you?

Participating in the census is required by law, even if you recently completed another survey from the Census Bureau. A complete and accurate count is critical for you and your community, because the results of the 2020 Census will affect community funding, congressional representation, and more for the next decade.

Who should be counted?

If you are filling out the census for your home, you should count everyone who is living there as of April 1, 2020. This includes anyone who is living and sleeping there most of the time, including children.

How should I count children in my household?

It is important to remember to count any children who are living with you. This includes

- All children who live in your home, including grandchildren, nieces and nephews, and the children of friends
- Children who split their time between homes, if they are living with you on April 1, 2020
- Newborn babies, even those who are born on April 1, 2020, or who are still in the hospital on this date

What about college students?

It is important to remember how to count college students based on where they are living.

- College students who are living at home should be counted at their home address.
- College students who live away from home and off-campus should count themselves at their off-campus location.
- US college students living and attending college outside of the US are not counted in the census.
- Foreign students living and attending college in the US should be counted at their on- or off-campus residence where they live most of the time.
- College students who live on campus will be counted by the Census Bureau through the Group Quarters process.

Other Resources

Universities, nonprofits, and other organizations have created many other resources to help with the census.

- The Valdosta State University Center for South Georgia Regional Impact is providing free 2020 Census posters and table tents to 41 counties in its service area. For more information, visit www.valdosta.edu/administration/advancement/sgri/2020-census.php#.
- Georgia Voices, in partnership with Family Connection, has developed fact sheets and printed material focusing on health care and education for children. For more information, visit www.everyonecountsga.org.
- The Association County Commissioners of Georgia (ACCG) and Georgia Municipal Association (GMA) have tools with county- and census tract-specific data for planning and outreach purposes. For more information, visit www.gacities.com/census and www.accg.org/2020_census.php.
- Georgia Public Libraries Service has a toolkit for libraries wanting to be more involved. For more information, visit georgialibraries.org/census-toolkit/.

Downloadable Materials

Your LCCC will be able to order posters and other materials through a fulfillment printing center at a later date. This information will be updated and made available in this toolkit and on the website. All downloadable materials can be accessed at census.georgia.gov. Please check back regularly as new materials and files will be added.

The downloadable links are currently under development and will be coming to you soon.

[Every. One. Counts. Branding Guide](#)

[Every. One. Counts. Poster Template](#)

[Standardized Census 101 PPT presentation](#)

Every. One. Counts. TV Spots and Video

- [1-minute video](#)
- [30-second video](#)
- [10-second video](#)

Every. One. Counts. Hispanic Version TV Spots and Video

- [1-minute video](#)
- [30-second video](#)
- [10-second video](#)

Radio Spots

- [30-second Every. One. Counts.](#)
- [30-second Cada. Persona. Quenta.](#)

To download the radio spots, click on the individual links above, then right click on the gray player bar and "Save Audio As" onto your computer.

Print-Ready Materials

Coloring Pages

- Family Counts coloring page
- Every. One. Counts. coloring page
- Three responses coloring page

Templates

- Sample Resolution
- Sample Meeting Agenda

Fact Sheets

- US Census Bureau Complete Count Committee
- US Census Bureau Census 101
- US Census Bureau Census Invitations
- US Census Bureau Confidentiality
- Counting for Dollars Georgia
- Georgia Voices Education
- Georgia Voices Health Care
- Beat Your 2010 Participation Rate
- VSU Complete Count Committee 101

CENSUS
2020
census.Georgia.gov

The Census counts people
Make sure it counts you!
Fill out your Census in April 2020



CENSUS
2020
census.Georgia.gov

Every. One. Counts.
Fill out your Census in April 2020

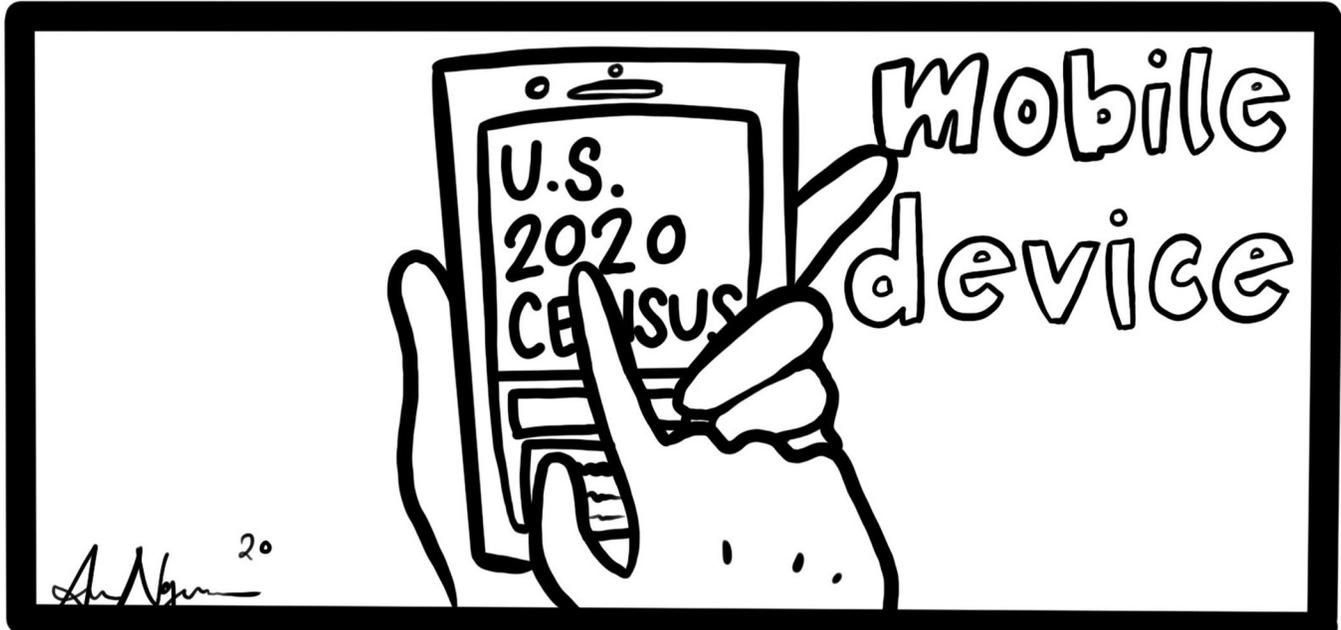


*Ann Nguyen*²⁰

CENSUS 2020



Fill out your Census in April 2020
You can respond by phone call or online
through a mobile device or computer



Art by [Signature] 20

SAMPLE RESOLUTION

Creation of the 2020 _____ (name of city or county)

Local Complete County Committee

WHEREAS the U.S. Census Bureau is required by the United States Constitution to conduct a count of all persons; and

WHEREAS the Census count requires extensive work, and the Census Bureau requires partners at the state and local level to ensure a complete and accurate count;

WHEREAS the _____ (name of city or county) Complete County Committee will work with the U.S. Census Bureau and the State of Georgia to strive for an accurate count;

WHEREAS the _____ (name of city or county) Complete County Committee will bring together a cross section of community members who will utilize their local knowledge and expertise to reach out to all persons of our community;

WHEREAS a united voice from business, government, community- based and faith-based organizations, educators, media and others will enable the 2020 Census message to reach more of our citizens; and

WHEREAS the following individuals shall be designated as official _____ (name of city or county) Complete Count Committee members:

(insert committee member names)

Now, Therefore, **BE IT RESOLVED** that _____ (name of city or county) is committed to

1. Partner with the U.S. Census Bureau and the State of Georgia and will form a Local Complete County Committee seeking to Support the goals and ideals for the 2020 Census and will disseminate 2020 Census information.
2. Encourage all (City or County) residents to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.
3. Achieve a complete and accurate count of all persons within our borders.

Adopted by _____ (name of city or county) Georgia this ____ day of _____, 2019.

Office of County Commissioners

Date

The Honorable _____
Mayor of _____
Address _____
City, Georgia, Zip _____

RE: _____ County 2020 Census Complete Count Committee

Dear Mayor _____:

The 2020 Census is rapidly approaching, and it is vitally important for every person to be accurately counted. Federal funding levels, forecasting transportation and other infrastructure needs, and redistricting state legislative districts are just some of the reasons a complete and accurate count is important.

To accomplish an accurate count, the _____ County Board of Commissioners is interested in starting a countywide 2020 Census Complete Count Committee. We'd like to invite you, your staff, and any interested Council Members to a meeting on Date at Time in the Location. The Committee will determine strategies to encourage participation in the Census and insure every _____ County resident is counted.

_____ County is pleased to work with the City of _____ to increase participation in the 2020 Census so that every member of our community is counted. Please contact me at _____ if you have any further questions or need any further assistance.

Sincerely,

_____, Chairman/CEO/Sole Commissioner

County Board of Commissioners

2020 Census Meeting

Location

Date

Time

1. Welcome – Commission Chair/CEO/Mayor
2. Importance of 2020 Census **Redistricting, funding, planning, economic development**
3. Overview of 2020 Census
4. Available 2020 Census Information **U.S. Census Bureau, Georgia Complete Count Committee, ACCG Website, GMA Website**
5. 2020 Census Complete Count Committee (CCC) – Discussion
 - a. Goals **Increase awareness and importance of census, increase participation**
 - b. Structure **Policy level – made up of a variety of local leaders and groups with wide networks that are seen as trusted voices within the community**
 - c. Subcommittee(s) **Staff level – carries out policies of CCC. Appointed by CCC members**
 - d. Timeline **Summary of benchmarks and tasks outlined in CCC Guide**
 - i. _____ – **Develop Strategies and Outreach Methods for 2020 Census**
 - ii. **January-March, 2020 – Outreach and Promotion of 2020 Census**
 - iii. **April, 2020 – Public Service Announcements**

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:

ATLANTA
Atlanta.rcc
.partnership
@2020census.gov

CHICAGO
Chicago.rcc
.partnership
@2020census.gov

DALLAS
Dallas.rcc
.partnership
@2020census.gov

LOS ANGELES
Los.Angeles.rcc
.partnership
@2020census.gov

NEW YORK
New.York.rcc
.partnership
@2020census.gov

PHILADELPHIA
Philadelphia.rcc
.partnership
@2020census.gov

If you reside in:

Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina

Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin

Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming

Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico

Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia

Complete Count Committees



The 2020 Census is almost here!

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.

Get Started

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.

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

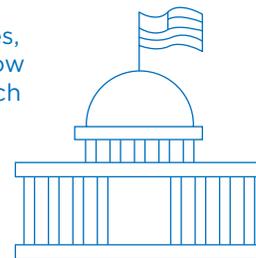
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

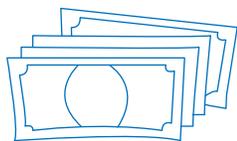
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the constitution.

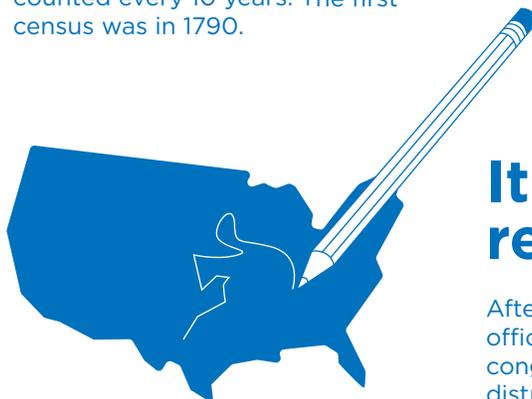
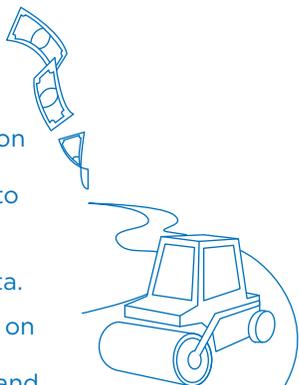
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

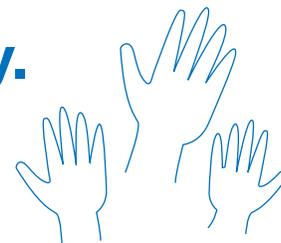


It's about redistricting.

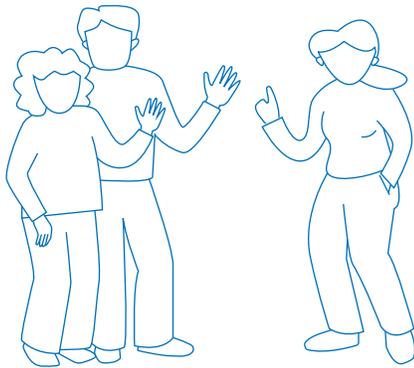
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

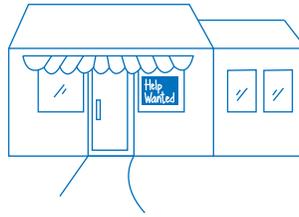
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



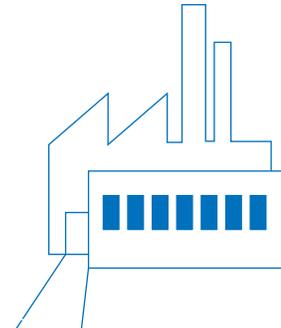
Census data are being used all around you.



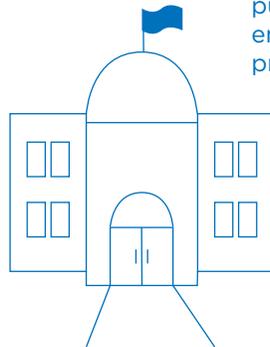
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your privacy is protected.

It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.



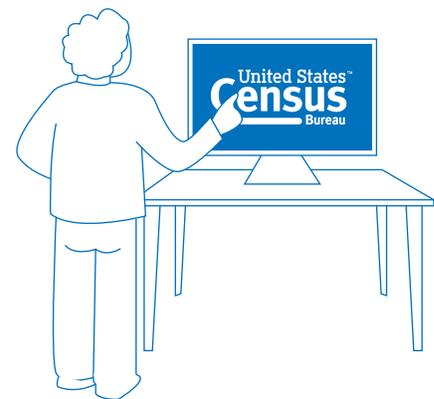
2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



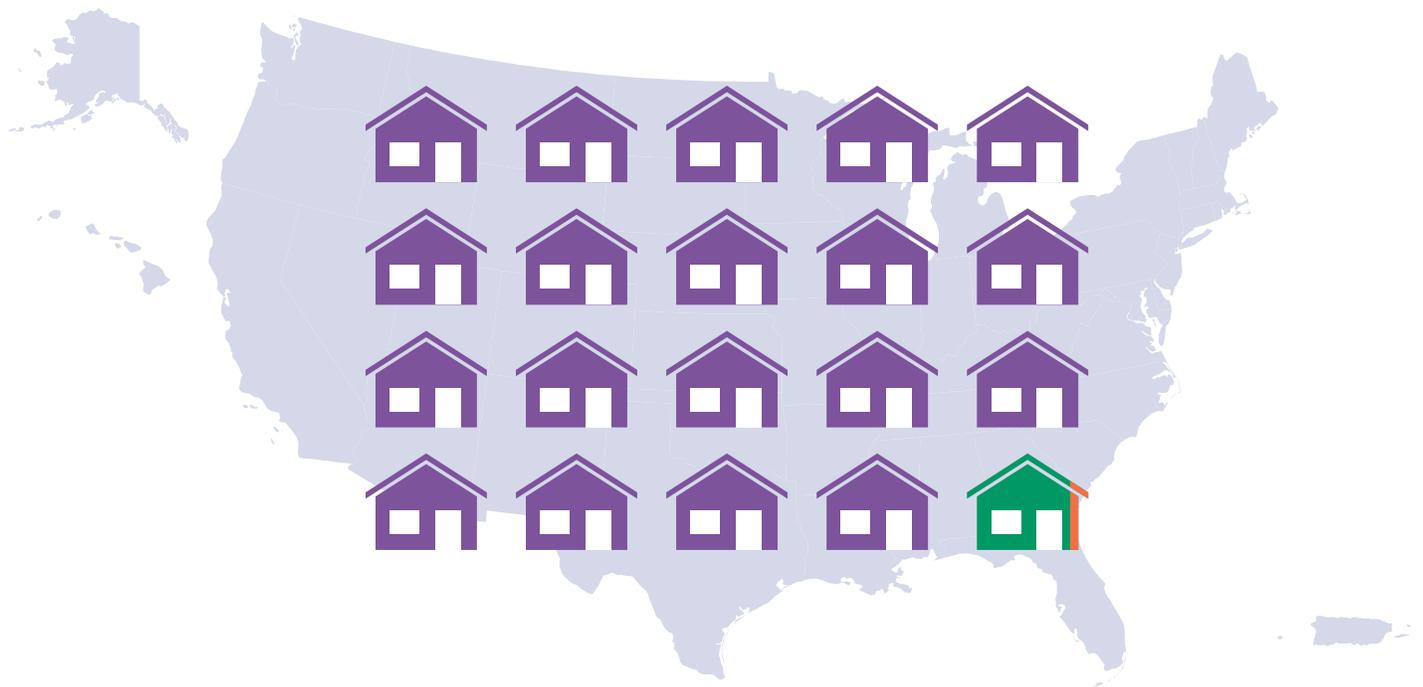
How the 2020 Census will invite everyone to respond



Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

GEORGIA

In FY2016, Georgia received

\$23,835,175,686

through 55 federal spending programs
guided by data derived from the 2010 Census.



The **Counting for Dollars 2020 Project** aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (\$883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
 - **Annual updates** of population and housing variables collected in the Decennial Census.
 - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.



Reports of the Counting for Dollars 2020 Project:

- > **Report #1:** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)*
- > **Report #2:** Estimating Fiscal Costs of a Census Undercount to States (March 2018)*
- > **Report #3:** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)*
- > **Report #4:** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- > **Report #5:** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)*†
- > **Report #6:** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

* Data available by state

† Source for this state sheet

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

GEORGIA

**Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)**

Total Program Obligations: \$23,835,175,686

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		\$23,208,335,024			
Medical Assistance Program (Medicaid)	HHS	\$6,949,229,000	Community Facilities Loans/Grants	USDA	\$94,278,825
Federal Direct Student Loans	ED	\$2,875,469,075	Supporting Effective Instruction State Grants	ED	\$58,710,294
Supplemental Nutrition Assistance Program	USDA	\$2,663,017,763	Crime Victim Assistance	DOJ	\$69,338,035
Medicare Suppl. Medical Insurance (Part B)	HHS	\$1,812,266,713	CDBG Entitlement Grants	HUD	\$39,549,043
Highway Planning and Construction	DOT	\$1,348,487,982	Public Housing Capital Fund	HUD	\$60,348,000
Federal Pell Grant Program	ED	\$905,000,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$57,152,217
Section 8 Housing Choice Vouchers	HUD	\$508,669,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$45,239,000
Temporary Assistance for Needy Families	HHS	\$330,741,739	Social Services Block Grant	HHS	\$49,893,342
Very Low to Moderate Income Housing Loans	USDA	\$548,932,461	Rural Rental Assistance Payments	USDA	\$37,076,211
Title I Grants to LEAs	ED	\$517,752,991	Business and Industry Loans	USDA	\$47,457,000
State Children's Health Insurance Program	HHS	\$418,168,000	Career and Technical Education - Basic Grants to States	ED	\$38,590,316
National School Lunch Program	USDA	\$529,921,000	Homeland Security Grant Program	DHS	\$12,135,844
Special Education Grants	ED	\$342,114,770	WIOA Dislocated Worker Grants	DOL	\$36,999,252
Section 8 Housing Assistance Payments Program	HUD	\$207,302,005	HOME	HUD	\$26,511,522
Federal Transit Formula Grants	DOT	\$168,592,000	State CDBG	HUD	\$37,464,404
Head Start	HHS	\$238,272,098	WIOA Youth Activities	DOL	\$30,301,333
WIC	USDA	\$218,824,000	WIOA Adult Activities	DOL	\$26,942,539
Title IV-E Foster Care	HHS	\$87,827,583	Employment Service/Wagner-Peyser	DOL	\$21,035,343
Health Care Centers	HHS	\$104,440,174	Community Services Block Grant	HHS	\$19,545,166
School Breakfast Program	USDA	\$191,256,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$17,449,824
Rural Electrification Loans and Loan Guarantees	USDA	\$740,469,000	Cooperative Extension Service	USDA	\$16,766,228
Public and Indian Housing	HUD	\$111,525,000	Native Amer. Employment & Training	DOL	\$0
Low Income Home Energy Assistance	HHS	\$54,497,132			
Child and Adult Care Food Program	USDA	\$119,258,000	Federal Tax Expenditures		\$344,188,674
Vocational Rehabilitation Grants to the States	ED	\$61,910,030	Low Income Housing Tax Credit	Treas	\$274,177,716
Child Care Mandatory and Matching Funds	HHS	\$93,002,000	New Markets Tax Credit	Treas	\$70,010,958
Unemployment Insurance Administration	DOL	\$58,519,000			
Federal Transit - Capital Investment Grants	DOT	\$4,249,311	Federal Procurement Programs		\$282,651,988
Child Care and Development Block Grant	HHS	\$114,452,000	HUBZones Program	SBA	\$282,651,988
Adoption Assistance	HHS	\$41,385,459			

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

Note: The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. sheet in series.)

Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

**GW Institute
of Public Policy**

THE GEORGE WASHINGTON UNIVERSITY

For further information:

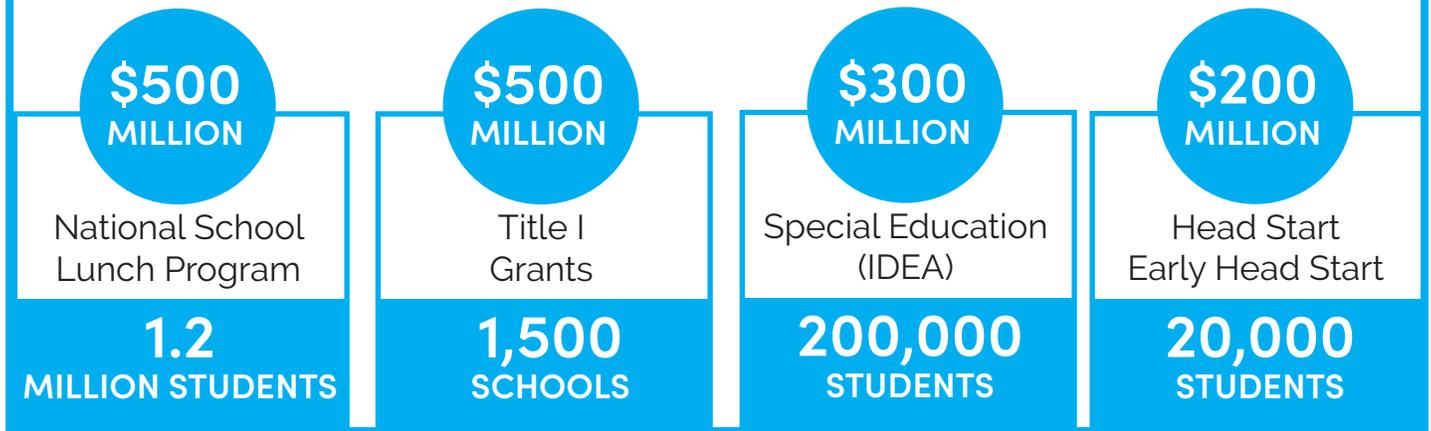
Andrew Reamer, Research Professor
The George Washington University
areamer@gwu.edu

census impacts

EDUCATION

It is essential that everyone in Georgia be counted in Census 2020 since the federal government uses these counts to determine funding for education. We need to get the count right so your schools can be properly supported!

In 2015, Georgia received \$1.6 billion federal dollars for education-related programs.



Georgia has

2.5
MILLION

kids (birth-18).



Georgia ranks

34th

in education
in the U.S.



of 3-4 year olds
are not in school.



of 3rd graders
are not proficient
in reading.



of 8th graders
are not proficient
in math.



of high school
students are not
graduating on time.

**CENSUS
2020**



Voices
for Georgia's Children

United States
**Census
2020**

census impacts

HEALTH CARE

An accurate count in Census 2020 is essential to positively impact health care, ensuring we meet the needs of our communities. Census 2020 will influence two areas:

1

federal funding for health programs

In federal dollars, Georgia received **\$15.8 BILLION** in 2015 from 2010 census counts

More than **50%** went to public health programs like

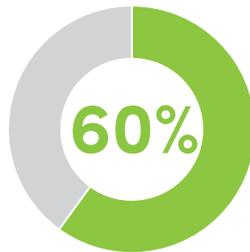
**MEDICAID
MEDICARE
PEACHCARE/CHIP
SNAP & WIC
HEALTH CENTERS**

2

population data directing where resources, community services, and hospitals should go.



of Georgia's kids **did not have dental care** in the last year



of Georgia's kids **don't receive the behavioral health services** they need



of Georgia's kids **did not receive any medical care** in the last year

Georgia's county healthcare shortage

23 have **NO** dentist

76 have **NO** licensed psychologist

79 have **NO** OB-GYN

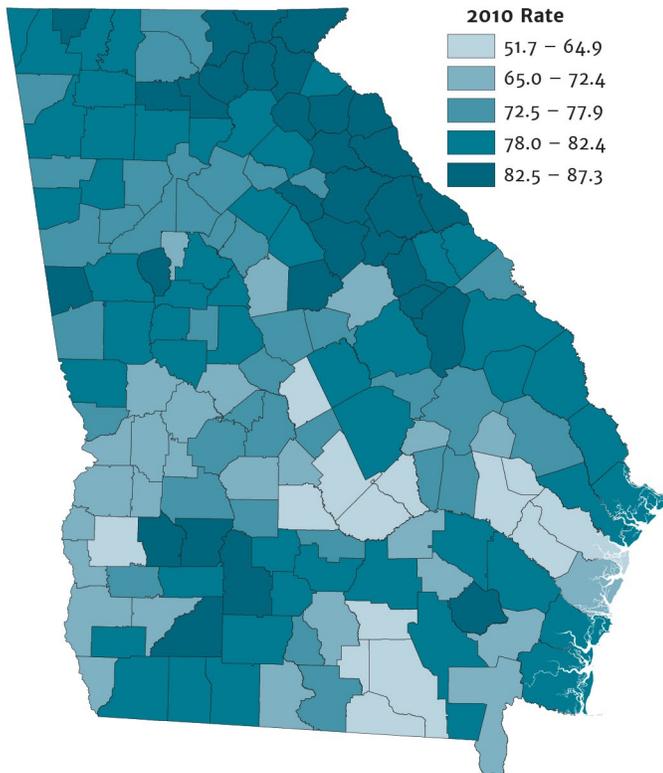
63 have **NO** pediatrician

9 have **NO** doctor



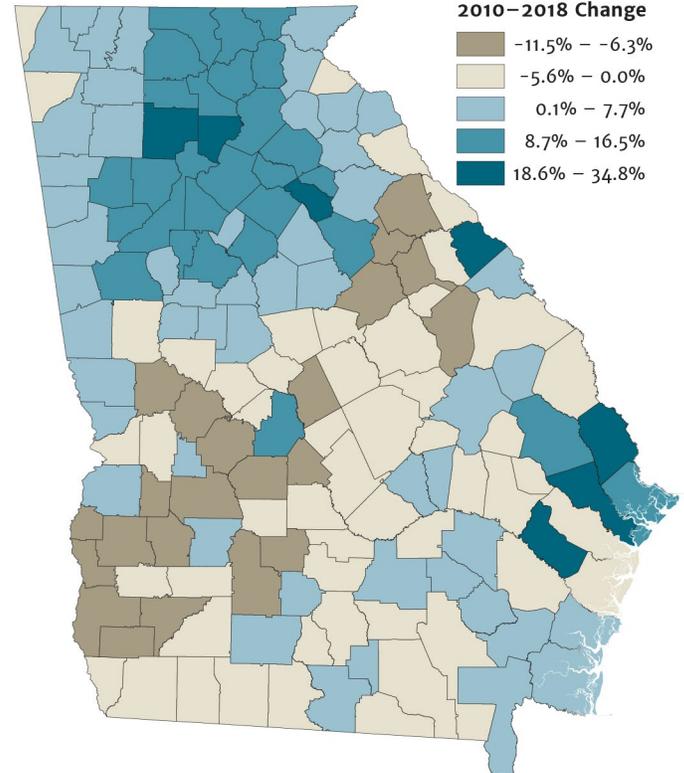
BEAT YOUR 2010 CENSUS PARTICIPATION RATE

2010 PARTICIPATION RATES



These are the 2010 Census participation rates, defined as the percentage of questionnaires mailed back by households that received them.

2010 - 2018 POPULATION CHANGE



This map reflects the estimated population changes in each county from 2010 to 2018

The decennial census has been conducted every 10 years since 1790. The census counts every person living in the U.S. once, only once, and in the right place.

Every household has the option of responding by mail, phone, or in person. However, the number of people who fail to participate in household surveys has doubled over the last decade.

The 2020 Census is the first to be available on the Internet through computers and mobile devices.

In the 2010 Census, counties across Georgia all had varying participation rates. It ranged from 51.7% - 87.3%. Counties with lower participation rates are often also identified as hard-to-count.

There are various counties that are facing either shrinking or growing populations. The 2020 Census is your chance to get an accurate count of your county's population.

Beat your 2010 participation rate by filling out your Census form in April 2020.

GEORGIA COUNTIES PARTICIPATION AND POPULATION CHANGE 2010-2018

COUNTY NAME	2010 CENSUS PARTICIPATION RATE	2010 POPULATION	2018 POPULATION	PERCENTAGE CHANGED
Appling	80.3	18,236	18,507	1%
Atkinson	61.0	8,375	8,297	-1%
Bacon	69.2	11,096	11,185	1%
Baker	69.3	3,451	3,092	-10%
Baldwin	77.1	45,720	44,823	-2%
Banks	82.6	18,395	18,988	3%
Barrow	77.1	69,367	80,809	16%
Bartow	81.2	100,157	106,408	6%
Ben Hill	77.9	17,634	16,787	-5%
Berrien	67.1	19,286	19,252	0%
Bibb	76.0	155,547	153,095	-2%
Bleckley	72.9	13,063	12,838	-2%
Brantley	66.4	18,411	18,897	3%
Brooks	72.3	16,243	15,513	-4%
Bryan	80.8	30,233	38,109	26%
Bulloch	74.6	70,217	77,296	10%
Burke	79.9	23,316	22,423	-4%
Butts	78.9	23,655	24,193	2%
Calhoun	76.5	6,694	6,352	-5%
Camden	78.6	50,513	53,677	6%
Candler	66.7	10,998	10,836	-1%
Carroll	76.7	110,527	118,121	7%
Catoosa	82.5	63,942	67,420	5%
Charlton	66.4	12,171	12,968	7%
Chatham	79.3	265,128	289,195	9%
Chattahoochee	68.4	11,267	10,684	-5%
Chattooga	77.2	26,015	24,790	-5%
Cherokee	81.3	214,346	254,149	19%
Clarke	76.6	116,714	127,330	9%
Clay	68.0	3,183	2,887	-9%
Clayton	71.3	259,424	289,615	12%
Clinch	63.5	6,798	6,648	-2%
Cobb	77.7	688,078	756,865	10%

GEORGIA COUNTIES PARTICIPATION AND POPULATION CHANGE 2010-2018

COUNTY NAME	2010 CENSUS PARTIPATION RATE	2010 POPULATION	2018 POPULATION	PERCENTAGE CHANGED
Coffee	79.6	42,356	43,093	2%
Colquitt	78.3	45,498	45,592	0%
Columbia	81.4	124,053	154,291	24%
Cook	76.7	17,212	17,162	0%
Coweta	80.4	127,317	145,864	15%
Crawford	69.3	12,630	12,318	-2%
Crisp	75.2	23,439	22,601	-4%
Dade	82.0	16,633	16,226	-2%
Dawson	84.4	22,330	25,083	12%
Decatur	79.5	27,842	26,575	-5%
De Kalb	74.5	691,893	756,558	9%
Dodge	64.8	21,796	20,705	-5%
Dooly	71.8	14,918	13,706	-8%
Dougherty	78.7	94,565	91,243	-4%
Douglas	75.5	132,403	145,331	10%
Early	72.0	11,008	10,247	-7%
Echols	63.9	4,034	4,000	-1%
Effingham	82.0	52,250	62,190	19%
Elbert	84.5	20,166	19,120	-5%
Emanuel	74.5	22,598	22,612	0%
Evans	63.6	11,000	10,721	-3%
Fannin	73.8	23,682	25,964	10%
Fayette	83.0	106,567	113,459	6%
Floyd	78.9	96,317	97,927	2%
Forsyth	79.7	175,511	236,612	35%
Franklin	83.9	22,084	23,023	4%
Fulton	75.3	920,581	1,050,114	14%
Gilmer	76.4	28,292	30,816	9%
Glascock	86.6	3,082	2,995	-3%
Glynn	82.0	79,626	85,219	7%
Gordon	80.5	55,186	57,685	5%
Grady	80.1	25,011	24,748	-1%
Greene	84.0	15,994	17,698	11%

GEORGIA COUNTIES PARTICIPATION AND POPULATION CHANGE 2010-2018

COUNTY NAME	2010 CENSUS PARTICIPATION RATE	2010 POPULATION	2018 POPULATION	PERCENTAGE CHANGED
Gwinnett	74.9	805,321	927,781	15%
Habersham	82.7	43,041	45,388	5%
Hall	80.5	179,684	202,148	13%
Hancock	68.8	9,429	8,348	-11%
Haralson	81.1	28,780	29,533	3%
Harris	80.9	32,024	34,475	8%
Hart	85.6	25,213	26,099	4%
Heard	82.7	11,834	11,879	0%
Henry	78.2	203,922	230,220	13%
Houston	77.4	139,900	155,469	11%
Irwin	81.1	9,538	9,398	-1%
Jackson	79.8	60,485	70,422	16%
Jasper	67.3	13,900	14,040	1%
Jeff Davis	67.3	15,068	15,029	0%
Jefferson	83.3	16,930	15,430	-9%
Jenkins	81.5	8,340	8,683	4%
Johnson	74.2	9,980	9,708	-3%
Jones	75.8	28,669	28,616	0%
Lamar	75.3	18,317	19,000	4%
Lanier	64.8	10,078	10,340	3%
Laurens	78.7	48,434	47,325	-2%
Lee	86.8	28,298	29,764	5%
Liberty	64.7	63,453	61,497	-3%
Lincoln	85.3	7,996	7,915	-1%
Long	58.4	14,464	18,998	31%
Lowndes	76.8	109,233	116,321	6%
Lumpkin	83.4	29,966	32,955	10%
McDuffie	82.1	21,875	21,531	-2%
McIntosh	70.4	14,333	14,340	0%
Macon	76.9	14,740	13,143	-11%
Madison	84.2	28,120	29,650	5%
Marion	70.5	8,742	8,351	-4%
Meriwether	80.7	21,992	21,068	-4%

GEORGIA COUNTIES PARTICIPATION AND POPULATION CHANGE 2010-2018

COUNTY NAME	2010 CENSUS PARTIPATION RATE	2010 POPULATION	2018 POPULATION	PERCENTAGE CHANGED
Miller	79.8	6,125	5,686	-7%
Mitchell	82.9	23,498	22,192	-6%
Monroe	79.3	26,424	27,520	4%
Montgomery	74.5	9,123	9,193	1%
Morgan	78.7	17,868	18,853	6%
Murray	79.2	39,628	39,921	1%
Muscogee	75.4	189,885	194,160	2%
Newton	77.7	99,958	109,541	10%
Oconee	84.2	32,808	39,272	20%
Oglethorpe	83.2	14,899	15,054	1%
Paulding	78.8	142,324	164,044	15%
Peach	75.3	27,695	27,297	-1%
Pickens	84.3	29,431	31,980	9%
Pierce	83.3	18,758	19,389	3%
Pike	78.3	17,869	18,634	4%
Polk	76.9	41,475	42,470	2%
Pulaski	68.9	12,010	11,069	-8%
Putnam	83.1	21,218	21,809	3%
Quitman	68.3	2,513	2,279	-9%
Rabun	84.9	16,276	16,867	4%
Randolph	62.7	7,719	6,833	-11%
Richmond	76.3	200,549	201,554	1%
Rockdale	75.8	85,215	90,594	6%
Schley	69.5	5,010	5,236	5%
Screven	79.5	14,593	13,938	-4%
Seminole	71.1	8,729	8,315	-5%
Spalding	78.6	64,073	66,100	3%
Stephens	81.9	26,175	26,035	-1%
Stewart	69.6	6,058	6,199	2%
Sumter	76.0	32,819	29,733	-9%
Talbot	66.2	6,865	6,272	-9%
Taliaferro	85.1	1,717	1,608	-6%
Tattnall	64.7	25,520	25,391	-1%

GEORGIA COUNTIES PARTICIPATION AND POPULATION CHANGE 2010-2018

COUNTY NAME	2010 CENSUS PARTICIPATION RATE	2010 POPULATION	2018 POPULATION	PERCENTAGE CHANGED
Taylor	71.8	8,906	8,039	-10%
Telfair	53.5	16,500	15,876	-4%
Terrell	82.5	9,315	8,611	-8%
Thomas	81.2	44,720	44,448	-1%
Tift	78.8	40,118	40,571	1%
Toombs	77.6	27,223	26,887	-1%
Towns	87.3	10,471	11,852	13%
Treutlen	69.1	6,885	6,809	-1%
Troup	76.7	67,044	70,034	4%
Turner	81.7	8,930	7,912	-11%
Twiggs	63.8	9,023	8,188	-9%
Union	86.4	21,356	24,001	12%
Upson	80.5	27,153	26,215	-3%
Walker	82.0	68,756	69,410	1%
Walton	79.2	83,768	93,503	12%
Ware	79.2	36,312	35,680	-2%
Warren	83.9	5,834	5,251	-10%
Washington	81.4	21,187	20,386	-4%
Wayne	81.0	30,099	29,808	-1%
Webster	67.1	2,799	2,611	-7%
Wheeler	51.7	7,421	7,879	6%
White	84.4	27,144	29,970	10%
Whitfield	78.5	102,599	104,062	1%
Wilcox	61.9	9,255	8,812	-5%
Wilkes	86.4	10,593	9,876	-7%
Wilkinson	80.2	9,563	9,036	-6%
Worth	84.8	21,679	20,299	-6%

CENSUS 2020



Complete Count Committee

What is a CCC?

Complete County Committees are volunteer committees established by local governments and community leaders to increase awareness and motivate residents to respond to the 2020 Census. Each community is unique and your CCC members have a knowledge and understanding of what it takes to engage and inspire others within your community.

A diverse CCC would help you reach various segments of your community. Some great resources would be:

- Local Government
- Workforce/Industry
- Education/School System
- Faith Based Community
- Healthcare/Clinics
- Local Media
- Community Organizations
 - o Family Connections
 - o Communities in Schools
 - o Homeless coordinators
 - o Social Service Providers
 - o Migrant Support Groups

Challenges Facing Census 2020

- Access to Internet
- Perception and Trust
- Hard to Count Populations
 - o Non-English Speaking
 - o Immigrant Populations
 - o Impacted by Natural Disasters
 - o Children Under 5
 - o Low Income Households

Why It Matters

- Census Day is April 1, 2020
- Determines Elected Representation
- Planning decisions about community services
- Business Planning/Expansion
- Funding for Education, Healthcare, Infrastructure and Social Programs

Key Messaging

- Trust and Security – All Census Data is Confidential
- Funding – Census Data Impacts Georgia, Your Community and Your Family
- Representation – Census Data is Used to Determine Political Representation on a Federal, State and Local Level
- Planning – Census Data is Used to Determine Funding and Make Decisions on Transportation and Infrastructure Projects as well as Private Investment Decisions for Retail, Commercial and Industrial Projects

Strategy and Ideas to Promote Census 2020

- Marketing at Grocery Stores, Wal-Mart, and Dollar Stores
- Promote at Local Schools, Childcare Centers, YMCA, Boys & Girls Clubs
- Speak at Civic Clubs, Churches and Community Events
- Market at Restaurants and Retail Establishments
- Promote through Extension and Local Farm Service Organizations
- Work with Chamber of Commerce, Banks and Business Organizations
- Encourage “Trusted Voices” to Write Letters to the Editor, or Speak on Local TV or Radio Shows
- Print Reminders on Utility Bills
- Host a Census Booth at Community Events, Sporting Events and Festivals

Information Compiled by the Valdosta State University Center for Regional Impact
For additional information or assistance with forming a local Complete Count Committee, please contact:



Center for
SOUTH GEORGIA
REGIONAL IMPACT
VALDOSTA STATE UNIVERSITY

