Welcome!
2020 Census: Complete Count Committees

Atlanta Regional Office
Managing Census Operations in
AL, FL, GA, LA, MS, NC, SC
The U.S. Constitution and Decennial Census

- Conducted every 10 years since 1790, as required by the U.S. Constitution. Article I, Section 2. "Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers . . .
- The 1790 counted 3.9 million inhabitants.
- U.S. marshals conducted the enumerations between 1790 and 1870.
- Specially trained enumerators carried out the census beginning in 1880.
New Initiatives for Census 2020 to help us reach our goal.

• Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Those that request a form can complete the Census using the form.

• The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.

The goal of the 2020 Census is to count everyone once, only once and in the right place.
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Why We Ask You to Allocate Resources to the 2020 Census

• Political Power
  – Census is constitutionally mandated for reapportionment of Congress
  – Census results are used for Redistricting at national, state, and local levels.

• Money/Economic Impact
  – Billions of dollars are distributed to state and local governments using Census numbers.
Census Data Are Used In Many Ways

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

- Under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.

- We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.

- The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.
It is important to note that the Census Bureau:

- never asks for your full Social Security number;
- never asks for money or a donation;
- never sends requests on behalf of a political party;
- never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.
Who are our Hard To Count Populations?

- Children under 5yrs
- People with English as a second language
- Our Senior Citizens
- Renters
- Disabled Community
- LGBTQ Community
- Homeless
## 2020 Census Key Dates

### Community Involvement – Offices – Data Collection Operations

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2018 through Dec 2019</td>
<td>Engage &amp; Educate Local Leaders, Partners &amp; Communities</td>
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<td>January 2019</td>
<td>Early Area Census Offices Open (these offices run the Address Canvass Operation)</td>
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<tr>
<td>June 2019</td>
<td>Additional Area Census Offices Open (ACs)</td>
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<tr>
<td>August 2019 through Oct 2019</td>
<td>Address Canvassing Operation</td>
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<tr>
<td>March 2020</td>
<td>Call to Action for Residents to Respond (starting March 23rd)</td>
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<tr>
<td>February 2020 through June 2020</td>
<td>Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Lodgings, Prisons, Military Bases, RV Parks, etc. Local governments Census identify &amp; plan these operations)</td>
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<tr>
<td>Mid-March 2020</td>
<td>Residents Invited to Respond</td>
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<td><strong>Individual Housing Units (HUs) Invited by either:</strong></td>
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<td></td>
<td>Mail (to USPS Mailable Addresses) or:</td>
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<tr>
<td></td>
<td>1. Letter Mailed</td>
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<td>2. Reminder Postcard</td>
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<td>3. Then Paper Questionnaire</td>
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<td></td>
<td><strong>Hand Delivery (to Rural/PO Box, non-USPS HU delivery):</strong></td>
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<td>1. List Housing Units (operation is called Update Leave)</td>
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<td></td>
<td>2. Leave Questionnaire (Spanish in certain areas) &amp; Letter w/other Response Options (Internet &amp; Phone)</td>
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<td></td>
<td><strong>Options to Self-Respond:</strong> (all residents will have these 3 options &amp; decide what is best for them)</td>
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<td></td>
<td>Internet  Telephone  Paper</td>
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<tr>
<td>March 23, 2020</td>
<td>Self-Response Begins</td>
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<tr>
<td>April 1, 2020</td>
<td>Census Day – Reference Date = where you live on April 1</td>
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<td>April 2020</td>
<td>Early Non-Response Follow-up begins (primarily areas around Colleges/Universities where the population leaves before early May)</td>
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<td>May 2020</td>
<td>Non-Response Follow-up (NRFU) begins for households that do not self-respond (Households can continue to self-respond during this time)</td>
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<td>Late August 2020 through Sept 2020</td>
<td>Areas Census Offices Begin Closing</td>
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<tr>
<td>August 2020 through Dec 2020</td>
<td>Quality Evaluation (re-contact of select Housing Units)</td>
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<tr>
<td>December 31, 2020</td>
<td>Deliver Counts to the President</td>
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</tbody>
</table>
Do You know that the Census Bureau Collects a Wide Variety of Data Every Month?

Demographics:
- Age
- Sex
- Marital
- Education
- Housing
- Health Ins and more

Business and Industry Data
- Import/Exports
- Employment
- Government Data

Data at a variety of Geographic Levels:
- National, State, County
- City/Place
- Tract
- Block
- Congressional Districts
Community-based CCC’s

The Census Bureau encourages community leaders in hard-to-count areas to form CCC’s and include trusted voices from the community. Hard-to-count areas may, for example, have:

- Hidden or overcrowded housing
- Populations that speak little or no English
- Off-campus apartments
- New immigrant populations
- High poverty areas
- People displaced by natural disasters such as floods, fires, and hurricanes
Explore the Response Outreach Area Mapper Web Application

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

- Free space with computers
- Free space with good internet access
- Preferably, ADA accessible space
- Spread the word about jobs
Where to Direct Interested Applicants for 2020 Census Positions

www.usajobs.gov
Or
2020census.gov/jobs
Or
Toll Free Jobs Line
1-855-JOB-2020
(1-855-562-2020) or (1-855-889-8932)
Next Steps

• Continue to Identify and/or finalize your list of CCC members
• Inform the Census Bureau Partnership staff of the selected Chairperson, Committee members, Subcommittee chairpersons and members
• Schedule a Census workshop on CCC Workplans and Strategies.
APRIL 1, 2020

Countdown to Census Day

69 Days 14 Hours 31 Mins 32 Secs

TELL ME MORE
HOW TO PREPARE FOR THE CENSUS

1. GET THE FACTS
   Census day is April 1st, 2020, but a lot is already being done to prepare for the census at both the national and local levels. Learn More..

2. BE READY TO TAKE THE CENSUS
   It's safe, fast, and important. Come April 2020, you'll have three convenient ways of taking the census.

Online
   The 2020 Census will be the first to allow you to respond online in 13 different languages. Read More...

Mail
   As in previous years, you can fill out and submit a paper census form by mail. Read More...

Phone
   If you would prefer to speak with a census enumerator, you can call in your census response. Read More...
TERREBONNE COMPLETE COUNT COMMITTEE

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

Terrebonne Parish held stakeholder meetings to begin developing strategies to reach all our residents in the 2020 Census. The committee is charged with obtaining an accurate and complete population count for Terrebonne Parish by educating residents on why the census is important and motivating them respond to the 2020 Census. The committee facilitates the planning and implementation of the committee's outreach and engagement strategies at all levels.
STEERING COMMITTEE

The chairperson collaborates with the highest elected official or community leaders to select subcommittee members. The Steering Committee is responsible for coordinating subcommittee work, providing guidance on best community engagement practices, and serving as liaison between committee co-chairs and subcommittees.

Steering Committee Members

- Angi Charpentier, Development Supervisor, Terrebonne Parish Information Technology
- Brian Rodrigue, Network Administrator, Terrebonne Parish Information Technology
- Christopher Pulasiki, Director, Terrebonne Parish Planning and Zoning
- John Foret, Dulac Community Center
- Katie Dehart, Isle de Jean Charles Band of BCC
- Kim Vauclin, Child Welfare & Attendance Supervisor, Terrebonne Parish School District
- Lawrence DeHart, Director, Terrebonne Churches Food Bank
- Mary Cosper-LeBoeuf, Director, Terrebonne Parish Library
- Nicole M. Bourgeois, PhD, LMFT, Catholic Charities
- Reggie Dupre, Director, Terrebonne Levee & Conservation District
- Tara Lambeth, Assistant Director, Terrebonne Parish Planning and Zoning
**Community**

Executive directors from community organizations, Community Development Block Grant (CDBG) directors, leaders of fraternities and sororities, membership and non-membership organizations, and advocacy groups. Most major cities have offices that cater to the needs of immigrant, refugee, and minority populations, etc.

- Coordinates the building of coalitions with community organizations that serve the special needs of various racial, ethnic, cultural, civic, fraternal and advocacy groups, immigrants, and

**Education**

Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students, Parent Teacher Organizations (PTOs), teacher organizations, and university housing coordinators.

- Creates, facilitates, and coordinates census awareness activities among the various educational levels from prekindergarten to post-graduate, including day care centers, Head Start programs, and parochial, private, charter, and home schools.

**Government**

Elected officials, city/parish planners, demographers, cartographers, and municipal employees.

- Represents local government in all programs between the Census Bureau and local government, such as new construction programs and others.
- Elected officials are aware of and are included in committee activities.
Media
Local media representatives, communication directors, bloggers, publishers and editors of neighborhood newspapers, graphic designers, social media users, and ethnic media representatives.

- Assists the committee in communicating census messages to all.
- Facilitates communication of the committee messages through multiple channels, such as ethnic media, local newsletters, electronic bulletins, local Web sites, and social media venues.
- Assists the community organizations in utilizing census toolkit materials that enable organizations to innovate.

Tribal Government
Community members authorized, on behalf of their tribal government, to conduct a Census 2020 awareness campaign throughout the tribe's jurisdiction and motivate residents to respond to the 2020 Census.
Past Events

Census 2020 Outreach Christmas Festival
December 7th
Event Date: 12/7/2019

Census 2020 Outreach Downtown Demonstration Day
December 13th and 14th
Event Date: 12/13/2019 & 12/14/2019

Census 2020 Outreach Boat & RV show
January 10th - 12th
Event Date: 01/10/2020 - 01/12/2020
NEWS AND EVENTS

Stay up to date with the latest news and find upcoming events near you for CountDaBayou - Census 2020.

Upcoming Events

- **Census 2020 Outreach SOUPer bowl**
  - **Jan 25, 2020**
  - **Event Date: 01/25/2020**

- **Census 2020 Outreach Point in Time Survey**
  - **Jan 28, 2020**
  - **Event Date: 01/28/2020**

- **Maria Immacolata Church Resource Fair**
  - **246 Corporate Drive**
  - **Jan 25, 2020**
  - **Event Date: 01/25/2020**
Present to New Council
Feb 19, 2020
Event Date: 02/19/2020

Commodity Distribution
Mar 2020
Event Date: 03/2020

March for the Wetlands,
Montegut Rec Center
Mar 7, 2020
Event Date: 03/07/2020
Census 2020 Outreach
Craftin' Cajuns - Craft Show
March 21, 2020
Event Date: 03/21/2020

Census 2020 Outreach
Houma Louisiana Wedding Expo
March 31, 2020
Event Date: 03/31/2020

Census Day at the Main Library
Smaller events at Other Libraries
April 1st, 2020
Event Date: 04/01/2020
Tara Lambeth
Assistant Director, Planning & Zoning Department
Terrebonne Parish Consolidated Government
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tlambeth@tpcg.org