ACCG-GMA

2020 Census Webinar

January 9, 2020

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WELCOME AND OUTLINE

- U.S. Census Bureau: 2020 Census timeline and Local Complete Count Committee activities
- Clayton County: 2020 Census activities
- ACCG and GMA: Local Complete Count Committee Resources
- Q & A

Tim Carter

- U.S. Census Bureau Partnership Specialist
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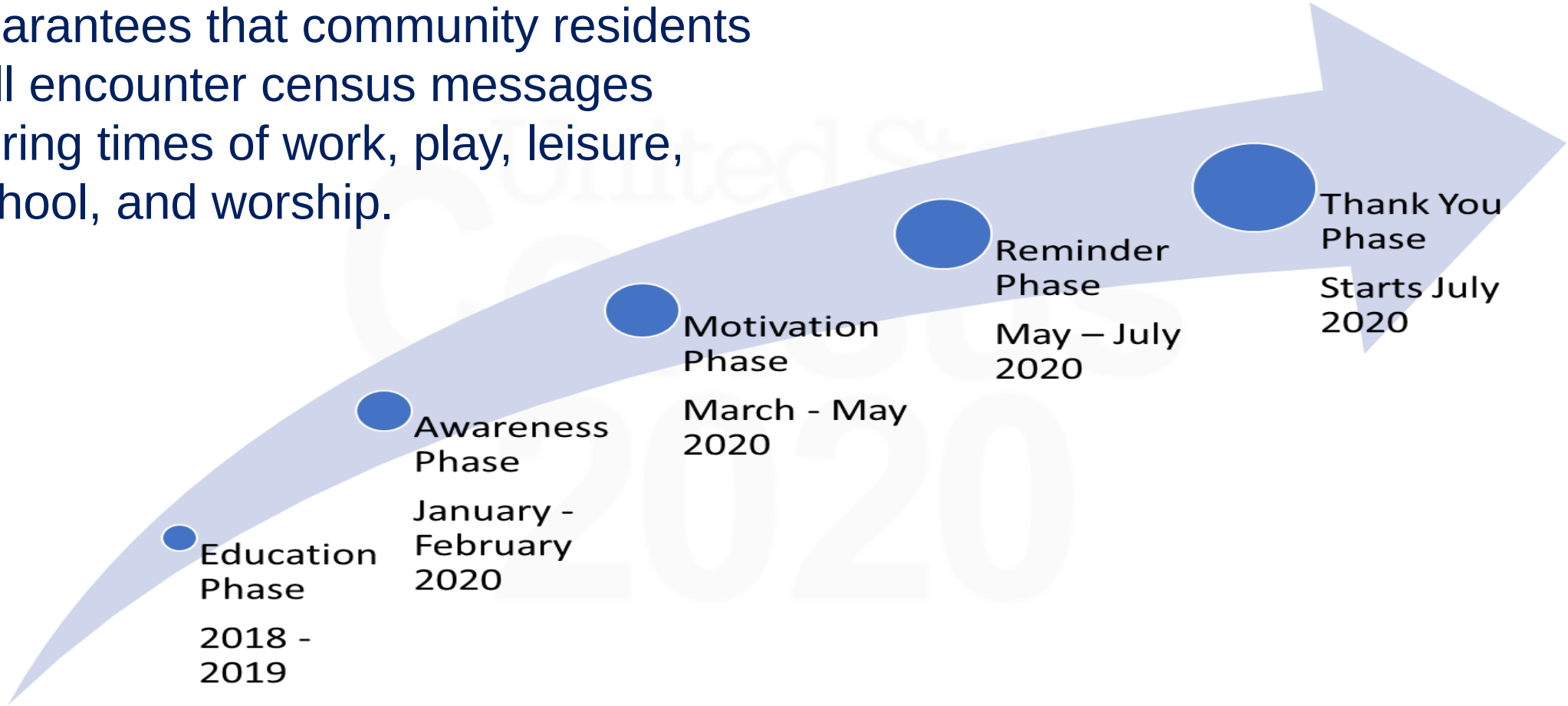
Complete Count Committee 2020 Timeline

- An effective communication strategy guarantees that community residents will encounter census messages during times of work, play, leisure, school, and worship.



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CCC Action Steps During the Awareness Phase

The **awareness phase** of the 2020 Census officially starts in **January 2020** and **extends through February 2020**

- Government and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is **easy, important, and safe.**
- Hold regular CCC and subcommittee **meetings**
- Finalize plans for **activities** surrounding responding to the Census
- Review **task lists** and subcommittee **plans**

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More CCC Action Steps During the Awareness Phase

- Proceed with 2020 Census **activities**
- Finalize plans for activities to **encourage residents** to complete and respond to the Census
- Develop and finalize plans for **motivating residents** who do not participate to **cooperate** with census takers **during non-response follow-up**

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Brecca Johnson

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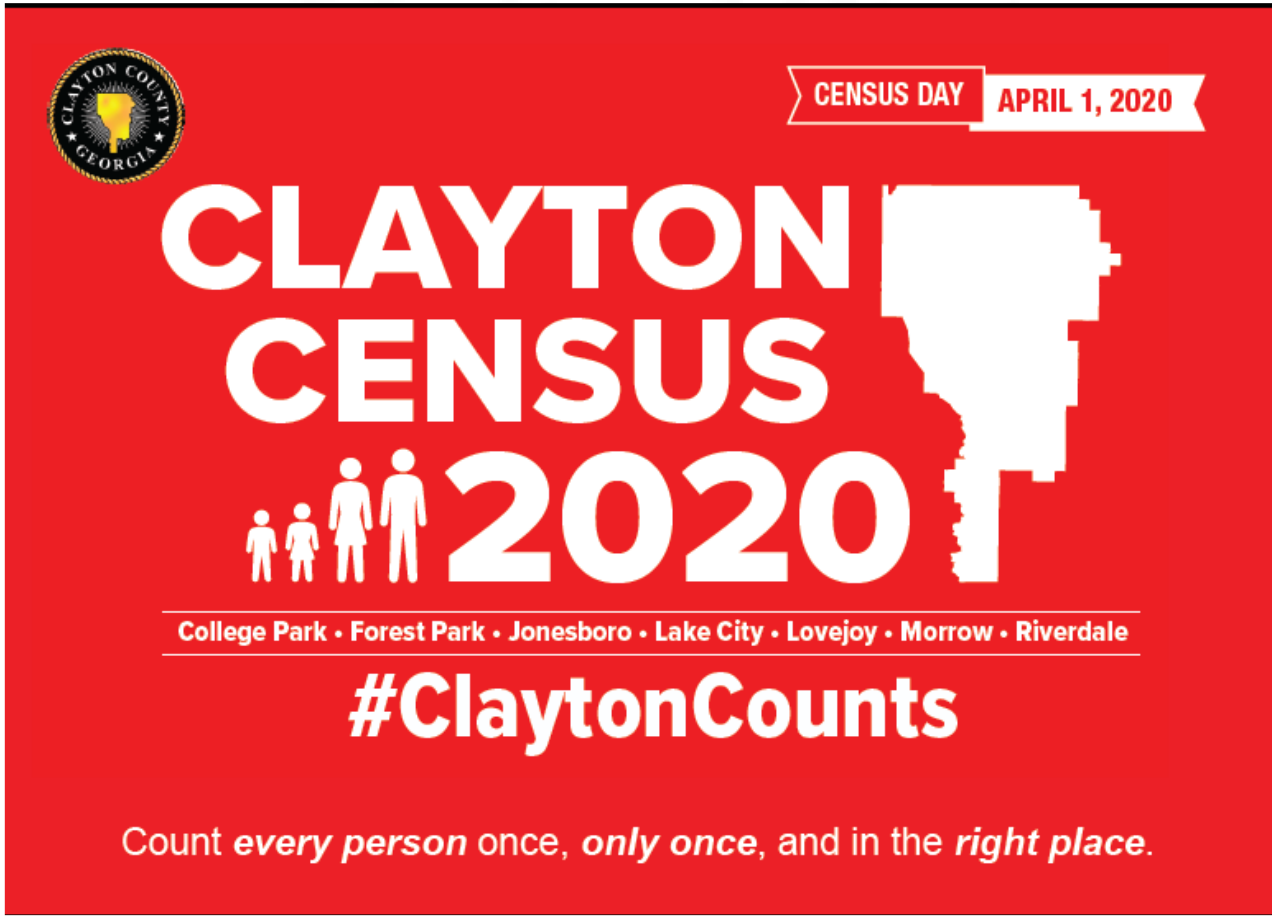
Clayton County 2020 Census Kick-Off

Learn more at www.claytoncountyga.gov/residents/census and watch the Clayton County 2020 Census Kickoff Video



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Clayton County 2020 Census Kick-Off

Learn more at www.claytoncountyga.gov/residents/census

Why Does the Census Matter?

- **Everyone Counts**
  Information is kept confidential (Title 13 U.S. Code).
- **Fair State Representation**
- **Funding for Community Programs & Services**

2020 Census information is available in the following languages:
English: 2020 Census
Español: El Censo 2020
Tiếng Việt: Thống Kê Dân Số 2020

For more information about the Clayton Census 2020, please visit:
www.claytoncountyga.gov/residents/census.

United States Census 2020

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Clayton County's Trusted Voices Committee

- Board-appointed residents from each Commission district
- City Managers from each of the seven cities within Clayton County
- Clayton County Public School System
- Clayton State University (on-site & off-campus student housing)
- Local businesses
- Several non-profit organizations
- Countless volunteers

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Clayton County's Trusted Voices Committee

- Pertinent County Departments
  - Communications Office & Information Technology
  - Youth Services (assisting with Spanish & Vietnamese translations)
  - Senior Services
  - HUD Programs (homeless population)
  - Parks & Recreation
  - Library Services
  - Police

Census 2020

Strategy for working with Hard-to-Count Populations

- Use **consistent, clear messaging**
- Include **American** and **foreign-born** residents, **youth** and **elderly** residents
- Utilize existing **partnerships** with community leaders and organizations (civic, social, religious, etc.)
- Reach out to **property managers** at apartment homes and group quarters (PCHs, shelters, etc.)
- Reach out to our **transient population** like extended stays, motels, etc.

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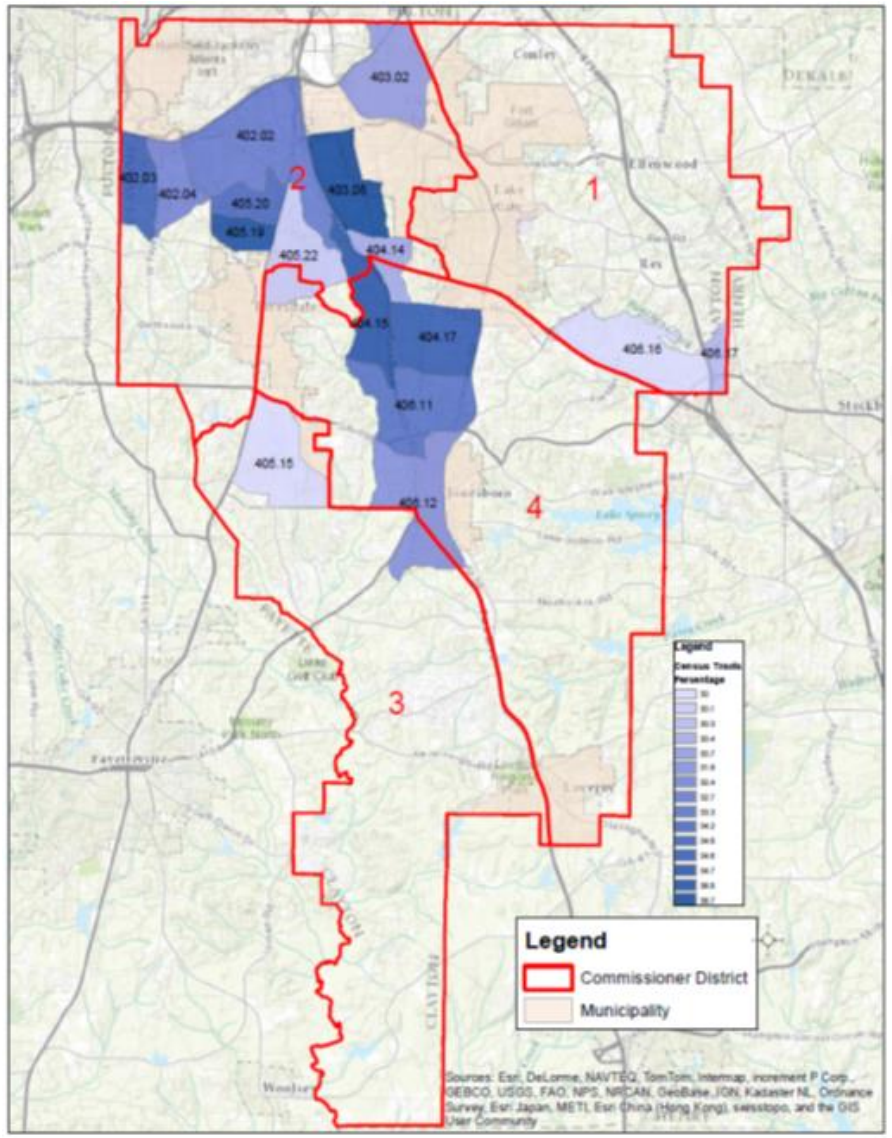
Mapping Tools – 2020 Census Low Response Tracts



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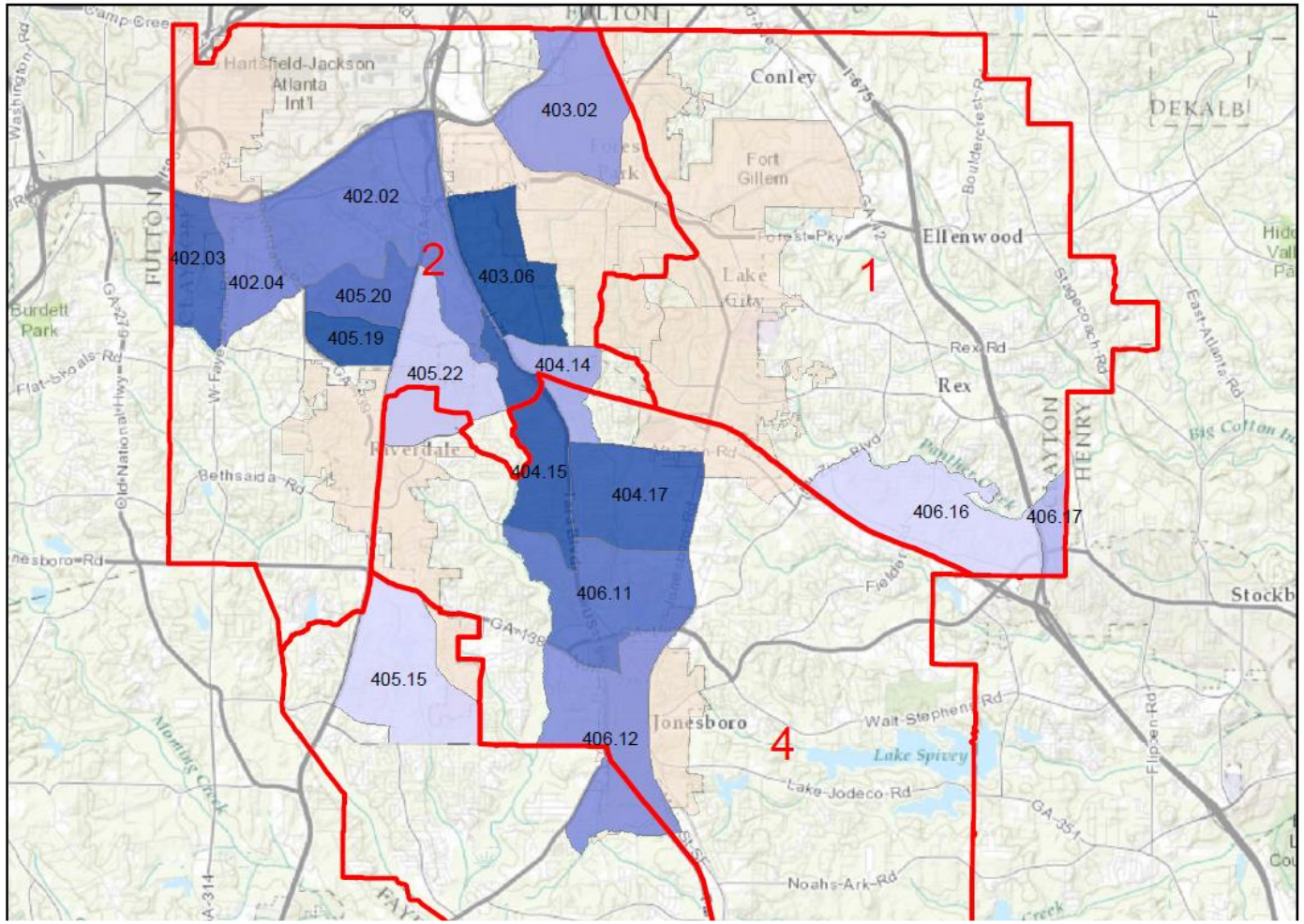
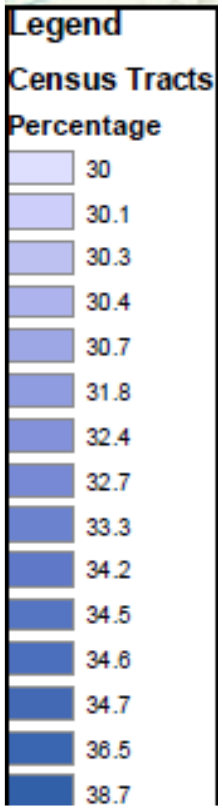
Mapping Tools – Response Outreach Area Mapper (ROAM) and County Integrated Map





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What We Have Done

- **Encouraged cities** to create their own Sub-Committees

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What We Have Done

- **Created website, banners, postcards** to encourage residents to participate (English, Spanish and Vietnamese translations)

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What We Have Done

- Equipped cities with **media toolkit**
- **Partnered with public schools** to send Census information home via students
- **Partnered with multiple entities**
- Set up **joint county-city events**
- Awarded one and applying for a second **grant** for the CCC

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Community Outreach Plans – Census Day Events

Based on 2020 Census Key Dates for Data Collection Operations, Clayton County is:

- Proposing 3-4 Census Day events in March 2020 across the county
- Working with our cities for multiple events to be held on April 1, 2020 across the county
- Set up in-person meeting discussions
- Providing awareness at regular community event through the county
- Engaging business owners to become sponsors and allow post cards to be distributed at their business locations
- Setting locations strategically around Low Response Areas and centralized government offices

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LCCC Resources

- ACCG and GMA 2020 Census Toolkits
- U.S. Census Bureau 2020 Census Website
- U.S. Census in Georgia LCCC Toolkit
- Other regional and nonprofit resources

ACCG 2020 Toolkit

- Why is the Census Important?
- The Role of Counties in the Census
- LUCA
- Local Complete Count Committees
- State and Federal Resources
- Hard-to-Count Areas
- Mapping Tools
- 2010 Response Rates
- Georgia Hard to Count Maps
- Georgia County Census Facts
- ACCG-GMA 2020 Census Workshop Materials

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GMA 2020 Toolkit

- Why is the Census Important?
- State & Federal Resources
- Census Tools
- GMA - ACCG Regional Workshop Resources
- 2020 Census News

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U.S. Census Bureau 2020 Census Website

- Get the Facts
- How To Respond
- Why Your Answers Matter
- Privacy and Security
- Subscribe to 2020 Census News

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U.S. Census in Georgia LCCC Toolkit

- Role of the LCCC
- Media, Marketing, and Messaging Tools
- Resource Library
- Customized Census Material
- Tips and Suggested Outreach Events
- Hard-to-Count Populations Resources

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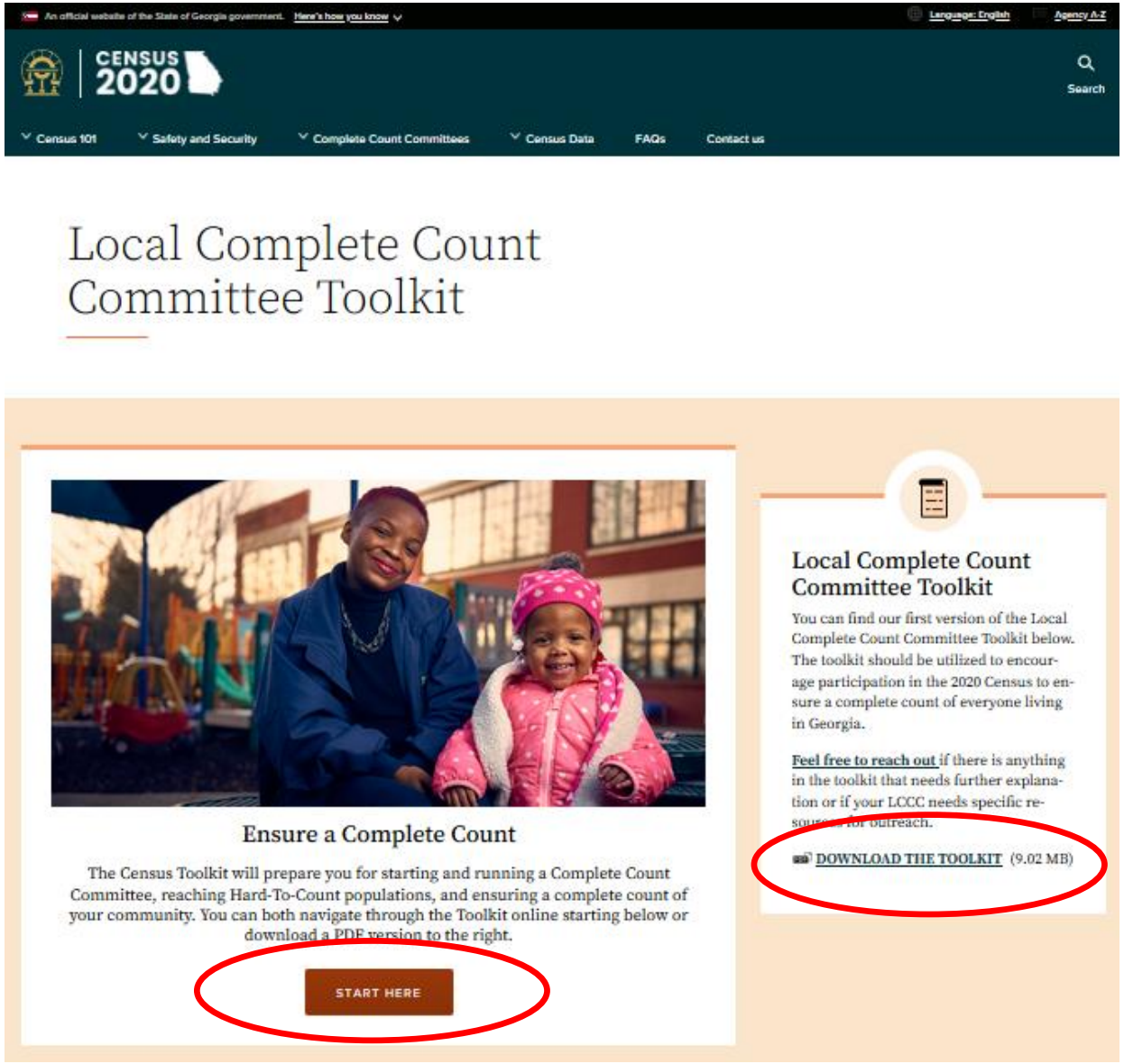
Navigating the LCCC Toolkit



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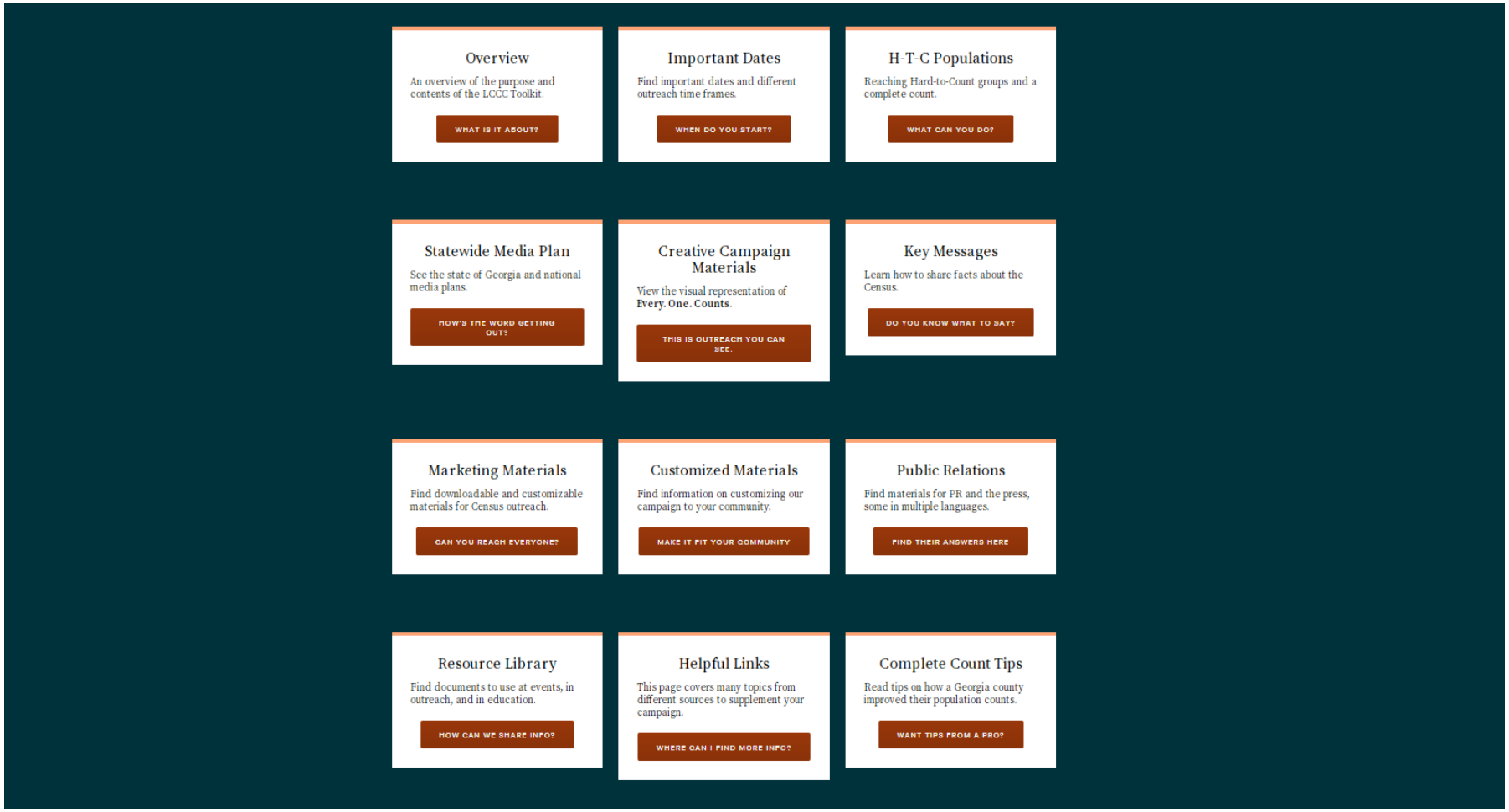
Navigating the LCCC Toolkit



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Media and Marketing Tools

Downloadable Materials

- Campaign Posters
- Book Marks
- Coloring Pages
- Table Tents
- Banners
- Door Hangers
- Placemats
- Wall Murals
- TV, Video, & Radio Spots

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Customized Census Posters

- How-to-Guide
- Mandatory Model Release Form
- English and Spanish Custom Templates
- Font Types

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U.S. Census in Georgia Website and Social Media

- U.S. Census in Georgia website: https://census.georgia.gov/
- Facebook, Instagram, and LinkedIn: @EveryOneCountsGA
- Twitter: @GaCensus2020
- YouTube: @EveryOneCountsGA

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Other Regional and Nonprofit Resources

- VSU Center for South Georgia Regional Impact
  - Assists local governments in Valdosta State University's 41-county service area
  - Will provide free Census posters and table tents
- Voices for Georgia's Children and the Georgia Family Connection Partnership
  - Printable factsheets
- Fair Count
  - Provides internet installations to fill out the Census online

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Q&A

THANK YOU!

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