



# Colorado Complete Count Training

Coloradans need to work together for everyone to be counted in 2020 to benefit our community through federal funding, allocation of resources and to ensure hard-to-count (HTC) populations are not overlooked and rendered invisible. To ensure a fair and accurate count, *Together We Count* will support, build and form partnerships and engagement among individuals, groups and organizations across the state. One proven way to accomplish this is through Complete Count Committees (CCC).

## What is a Complete Count Committee (CCC)?

A Complete Count Committee is a volunteer committee that local government, groups and/or community leaders establish to strategically motivate residents to mobilize and respond to the census questionnaire.

Complete Count Committees use deep community knowledge to develop localized outreach

efforts. CCC's can be any size and can be adapted to the needs of any community. They can be an existing committee, a parent group at a school, and can also work with a local government or a tribe's CCC. Typically a CCC is about 5 - 30 members in total.

Types of Complete Count Committees and Examples	
State Government	State of Colorado Complete Count Committee
Local and Tribal Government (Regional, County, City, Town)	City of Denver CCC, Town of Eagle CCC, Ute Tribal CCC
Community	Neighborhood associations, PTAs, church groups, sorority, indivisible groups

Complete Count Committees (CCC) will play a major role in ensuring the 2020 Census counts everyone because of the deep community knowledge, influence and trust already established. A CCC should be formed to:

- ✓ Increase census response rates leading to a fair and accurate count.
- ✓ Bring together a cross section of community members with a focus on 2020 Census outreach.
- ✓ Localize or even individualize ways to reach hard-to-count residents.
- ✓ Make sure each person is aware of the importance of the census and how it directly benefits them and their community.
- ✓ Act as a liaison between community and the official census, including helping the Census hire locally.
- ✓ Identify obstacles or barriers to participation and bring them to the CCC/TWC for solutions.
- ✓ Provide a feedback loop for on the ground perceptions about census efforts.
- ✓ Together We Count will support efforts in census messaging and resources.

### *How will the 2020 Census affect Colorado Communities?*

The census is used to determine funding and planning decisions that affect communities.

#### SCHOOLS

- School district boundaries
- Title I Grants
- National School Lunch Program
- Special Education Grants

#### CHILDREN

- SNAP program
- Foster Care
- WIC
- Head Start/Early Head Start

#### MEDICAL

- Medicaid, Medicare
- Health Center Programs

#### TRANSPORTATION

- Highway Planning and Construction

#### DISASTER RECOVERY

- Rapid response, recovery and rebuilding



# Steps to Starting a Complete Count Committee



## Define Area Boundaries and Opportunities

Conduct a demographic assessment of a designated area. Identify “hard-to-count” tracts in a given area and assess the opportunity to increase participation . This is done through the Census Bureau [ROAM Map](#) and the [Hard to Count 2020 Map](#). Together We Count can support your work to identify hard to count areas.

Historically **hard-to-count** (HTC) communities include immigrants, refugees, children, low-income and communities of color and older adults.

In 2010, over 1 million children were undercounted across the country. Over 8,000 were in Colorado.



## Assess Community Leaders

Identify people who are already rooted in the community as a leader. Utilize the best people working in the areas they already know. Identify those who have a lot at stake in the census. Leaders can be found in health care facilities, schools, business and churches.



## Building a Committee

1. Establish clear, achievable goals and objectives for your CCC.

- What will your area focus on?
- What is your action plan?
- What resources are needed?
- What are the barriers?

2. Build a calendar of events and timeline

- Establish goals and benchmarks

# Sample Complete Count Timeline

For the first time the census will be available in 3 ways:

1. Online
2. Paper
3. Phone

The advantages of the online method include:

- Accuracy of mapping tools
- Real time delivery of respondent numbers
- Option for over 12 languages on internet and phone

The challenges include:

- First time anyone using online system
- Will certain populations put sensitive information online?
- Broadband access

## 2018 Formation of CCC

- Identify hard-to-count communities at risk of being undercounted.
- Identify what goals your committee will specifically focus on.
  - These can be broad or specific
  - Create subcommittees as necessary
  - Recruit other organizations and individuals as partners
- Discuss barriers to participation
  - Assess broadband access in your areas
  - Cost of phone minutes to fill out census form?
  - Will older adults trust an online census system?
  - Materials in multiple languages
- Draft a 2020 Census outline that will address your CCC's concerns and goals.

## 2019 Education and Promotion

- Develop a communication plan with resources from Census Bureau and *Together We Count*.
- Identify resources to create banners, posters, and informational tools about the coming census.
- Create a speaker's bureau and recruit volunteers for community events, back to school nights and fairs, etc.
- Plan an April 1, 2020 Census day event.

## 2020 Action Phase - April 1, 2020 Census Day

Break up action phases into before, during and after initial enumeration

- *January-Mid March* - The census is coming! Be ready!
- *Mid-March through May* - Initial census responses submitted.
  - Remind community that if they do not respond to initial mailing, a Census Bureau worker will come to their home.
- *May through September* - "Door-knocking phase" commences and require specific outreach. Be able to respond to concerns and questions.
  - Monitor real-time census responses as the Census Bureau updates them biweekly. Focus work on lower response areas, or HTC areas.

# CALL TO ACTION



Start planning  
**NOW**



Identify partners  
in your  
community



Contact *Together We Count* for  
resources and news



[admin@togetherwecount.org](mailto:admin@togetherwecount.org) | [togetherwecount.org](http://togetherwecount.org)