Local Governments & Local Complete Count Committees

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The Census

- Mandated by the United State Constitution
  - First Census was in 1790
- Purpose of the Census
  - Vast historical record
  - Reapportionment of congressional and state legislative districts
  - Planning decisions about community services
  - Business planning/expansion
- $675 billion in federal funds are distributed each year to local, state, and tribal governments for schools, roads, healthcare
  - The census decides how the money is allocated

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Programs using Census Data

- Medicaid
- SNAP
- Medicare Part B
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- Title 1 Grants to Local Education Agencies
- National School Lunch Program
- S-CHIP
- IDEA Grant
- Head Start/Early Head Start
- WIC
- Health Center Programs
- Section 8 Housing Assistance Payment Program
- Health Center Programs (Community, Migrant, Homelessness, Public Housing)
- Foster Care (Title IV-E)
- Low Income Home Energy Assistance Program

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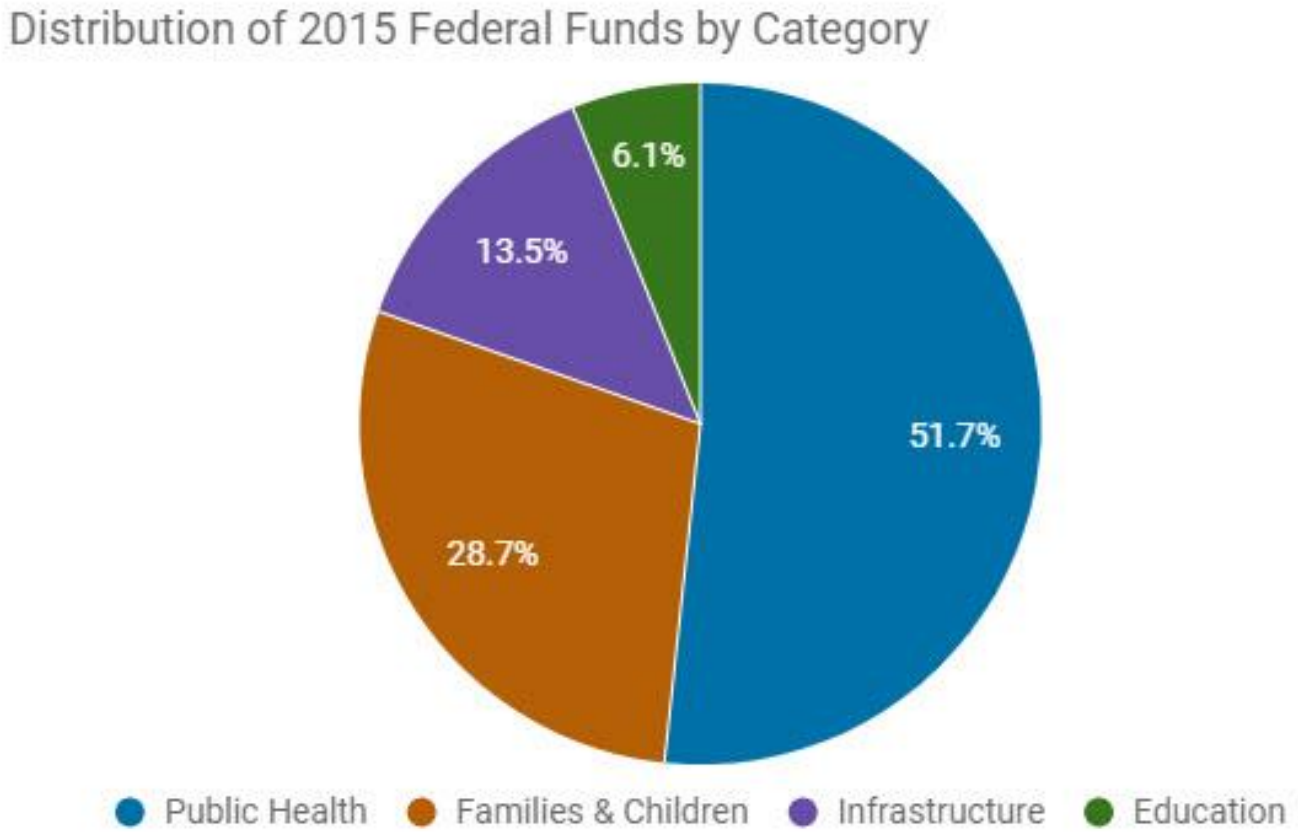
Federal Aid: Where does the money go?



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Challenges Facing Census 2020

- Internet connectability
  - The 2020 census will be primarily held online
- Perception and trust
- Hard-to-count populations and hard-to-count areas
  - Hidden or overcrowded housing
  - Populations that speak little or no English
  - Off-campus apartments
  - New Immigrant populations
  - Those displaced by natural disasters
  - Children under 5
  - Gated Communities

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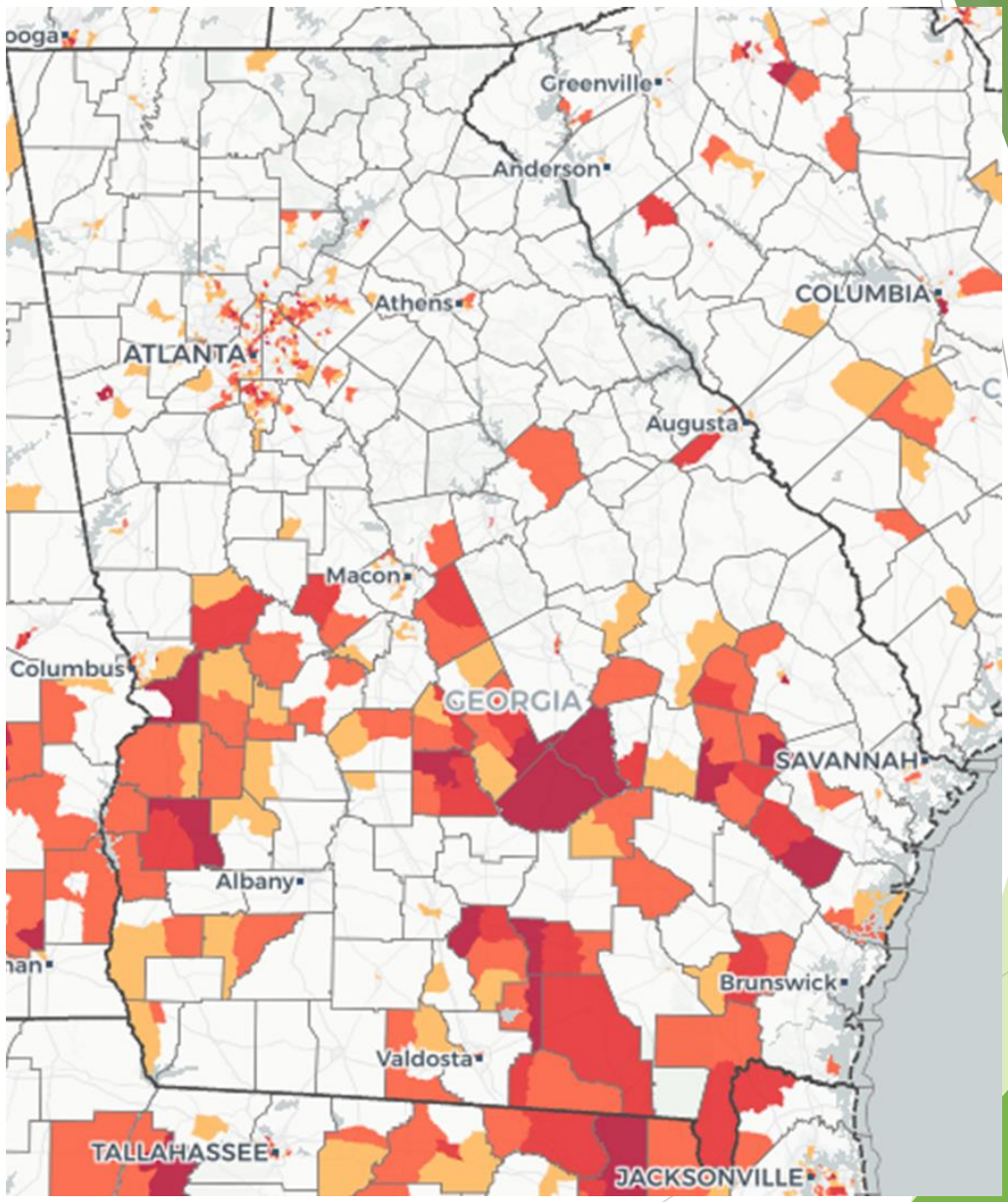
Hard-to-Count Areas



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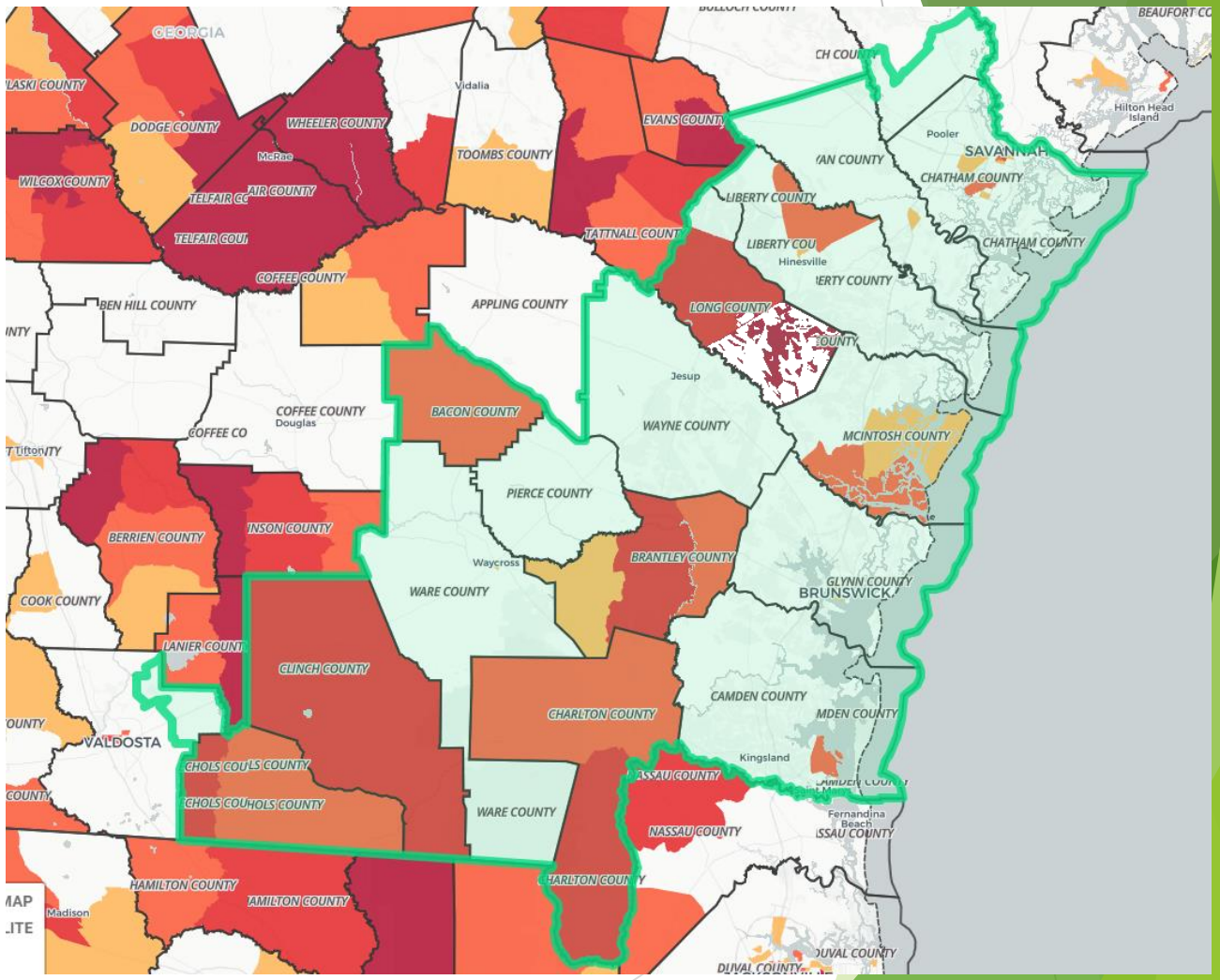
Congressional District 1

- **21.6%** of this population required an in-person follow up
- Latest estimates show that about **18%** of the district's population live in HTC neighborhoods **(135,262 people)**
- In 2017, **19.1%** of this district reported that they had no internet or dial-up only access



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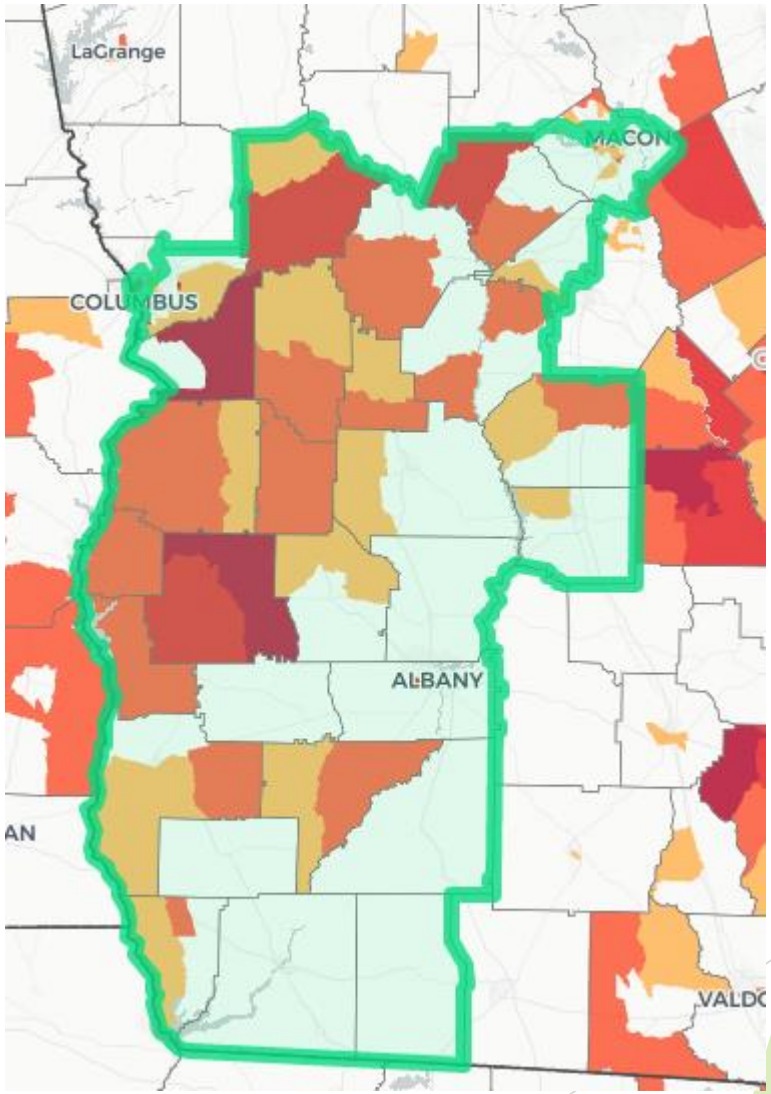
Congressional District 2

- **24.0%** of this population required an in-person follow up
- Latest estimates show that about **28%** of the district's population live in HTC neighborhoods **(189,959 people)**
- In 2017, **30.9%** of this district reported that they had no internet or dial-up only access



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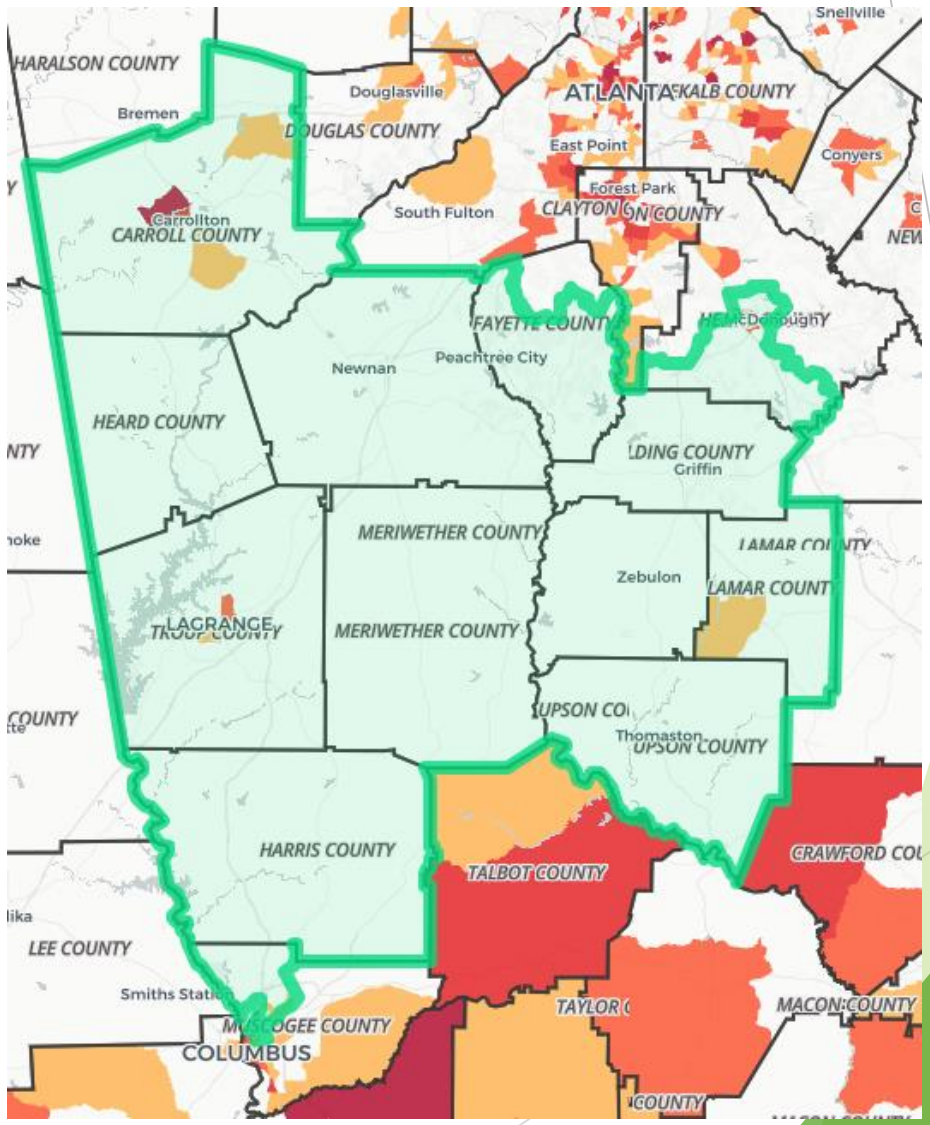
Congressional District 3

- **21.0%** of this population required an in-person follow up
- Latest estimates show that about **9%** of the district's population live in HTC neighborhoods **(64,563 people)**
- In 2017, **18.2%** of this district reported that they had no internet or dial-up only access



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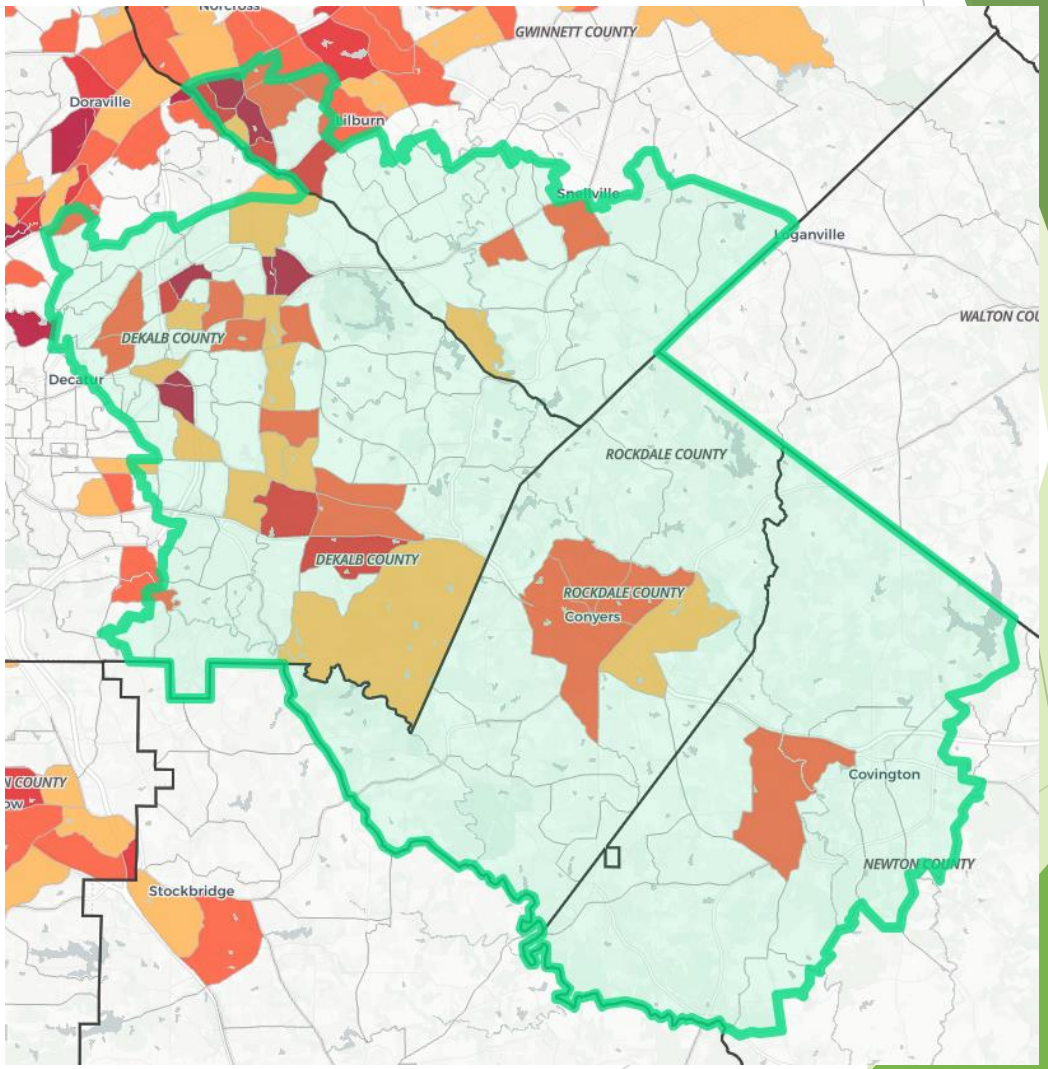
Congressional District 4

- **25.6%** of this population required an in-person follow up
- Latest estimates show that about **35%** of the district's population live in HTC neighborhoods **(263,127 people)**
- **One of the hardest to count in the country**
- In 2017, **15.4%** of this district reported that they had no internet or dial-up only access



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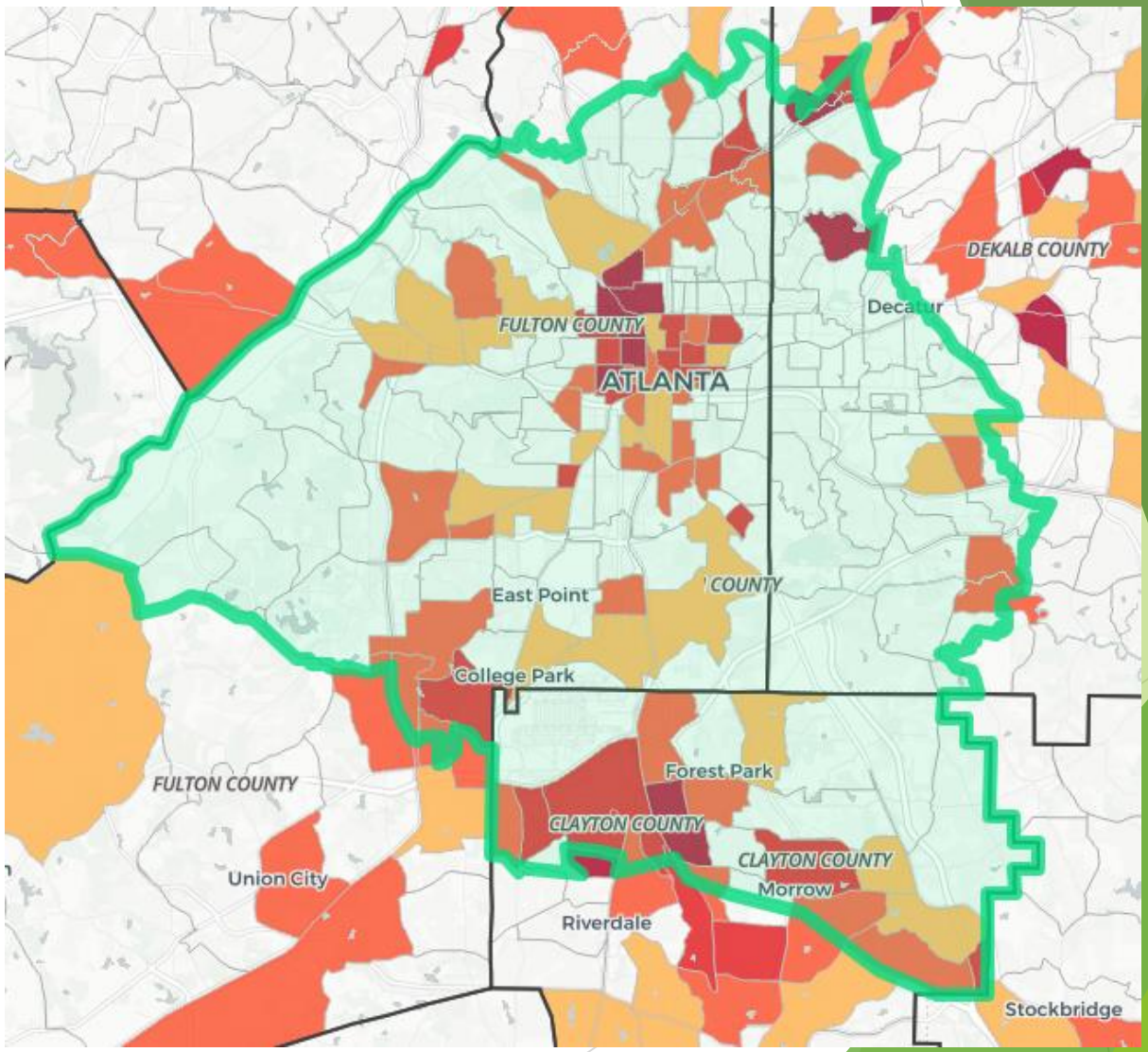
Congressional District 5

- **26.2%** of this population required an in-person follow up
- Latest estimates show that about **41%** of the district's population live in HTC neighborhoods **(309,354 people)**
- **One of the hardest to count in the country**
- In 2017, **18.2%** of this district reported that they had no internet or dial-up only access



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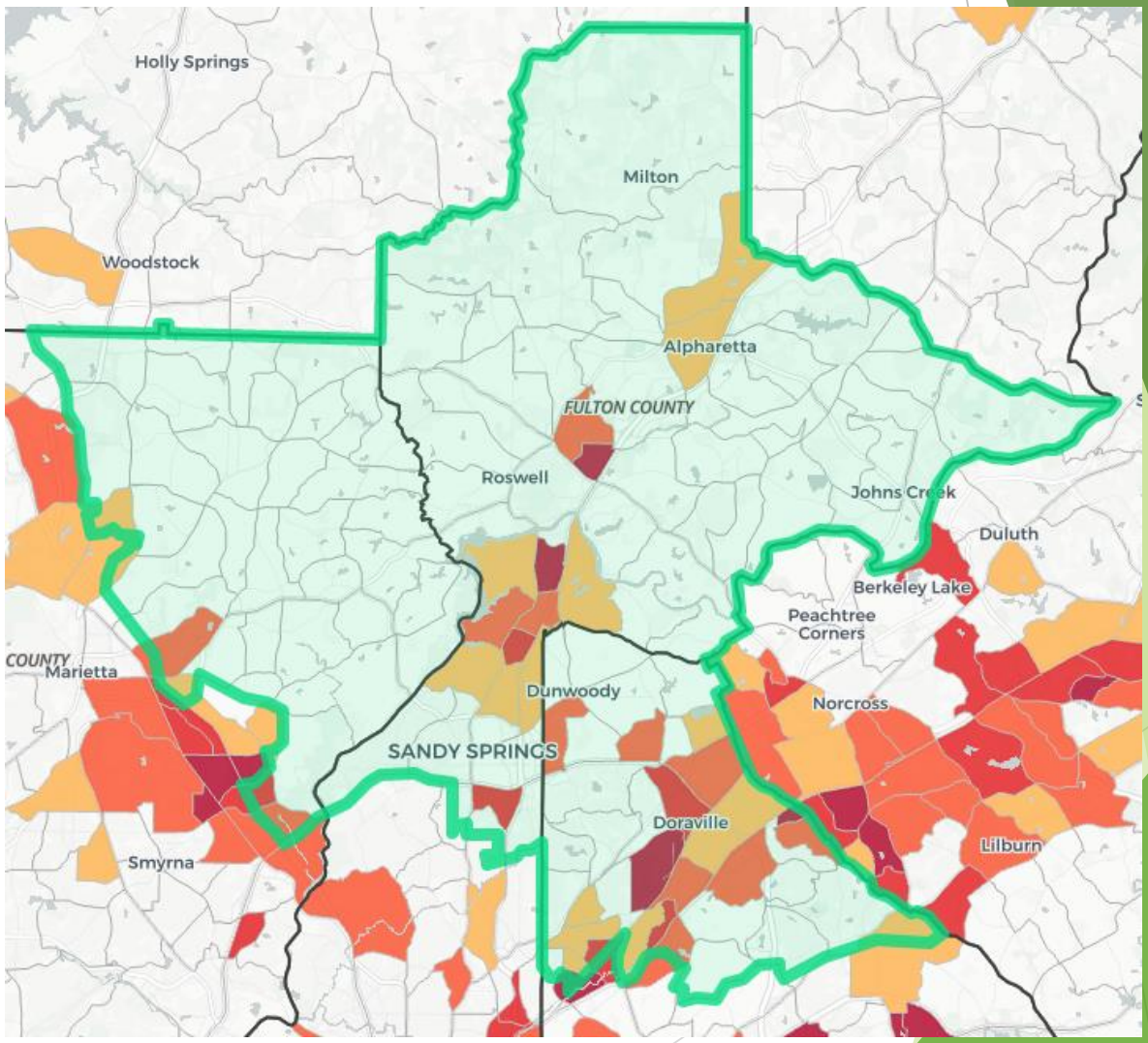
Congressional District 6

- **22.1%** of this population required an in-person follow up
- Latest estimates show that about **26%** of the district's population live in HTC neighborhoods **(190,491 people)**
- In 2017, **7.2%** of this district reported that they had no internet or dial-up only access



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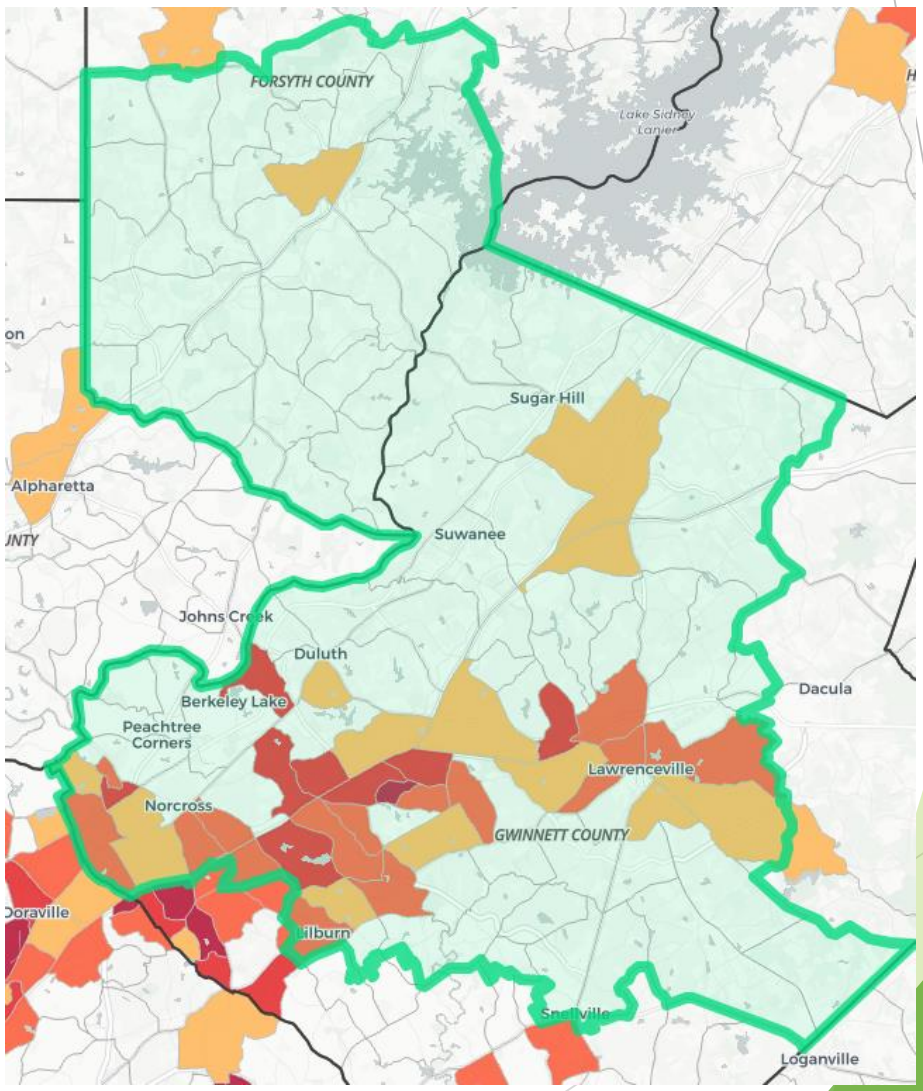
Congressional District 7

- **24.4%** of this population required an in-person follow up
- Latest estimates show that about **31%** of the district's population live in HTC neighborhoods **(244,737 people)**
- **One of the hardest to count in the country**
- In 2017, **9.7%** of this district reported that they had no internet or dial-up only access



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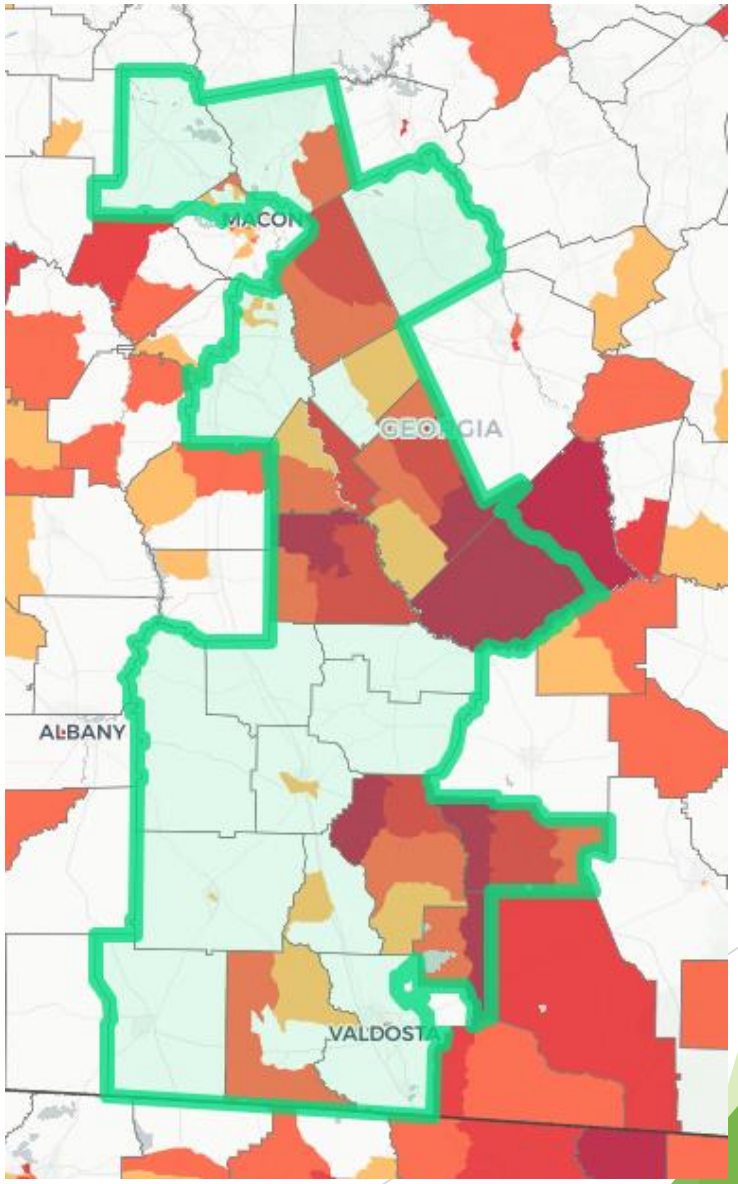
Congressional District 8

- **24.2%** of this population required an in-person follow up
- Latest estimates show that about **28%** of the district's population live in HTC neighborhoods **(195,872 people)**
- **One of the hardest to count in the country**
- In 2017, **27.2%** of this district reported that they had no internet or dial-up only access



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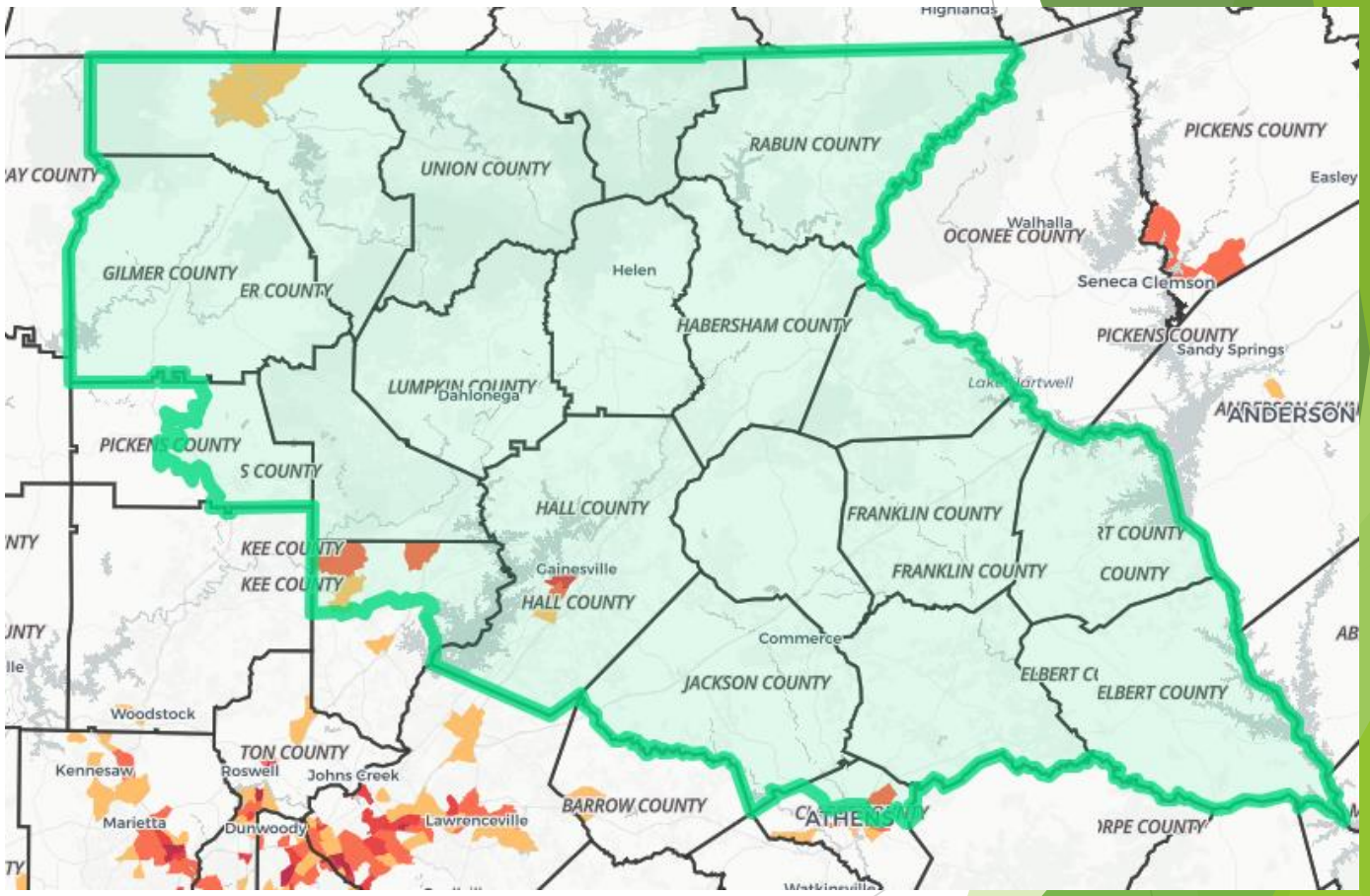
Congressional District 9

- **18.7%** of this population required an in-person follow up
- Latest estimates show that about **6%** of the district's population live in HTC neighborhoods **(46,439 people)**
- In 2017, **23.4%** of this district reported that they had no internet or dial-up only access



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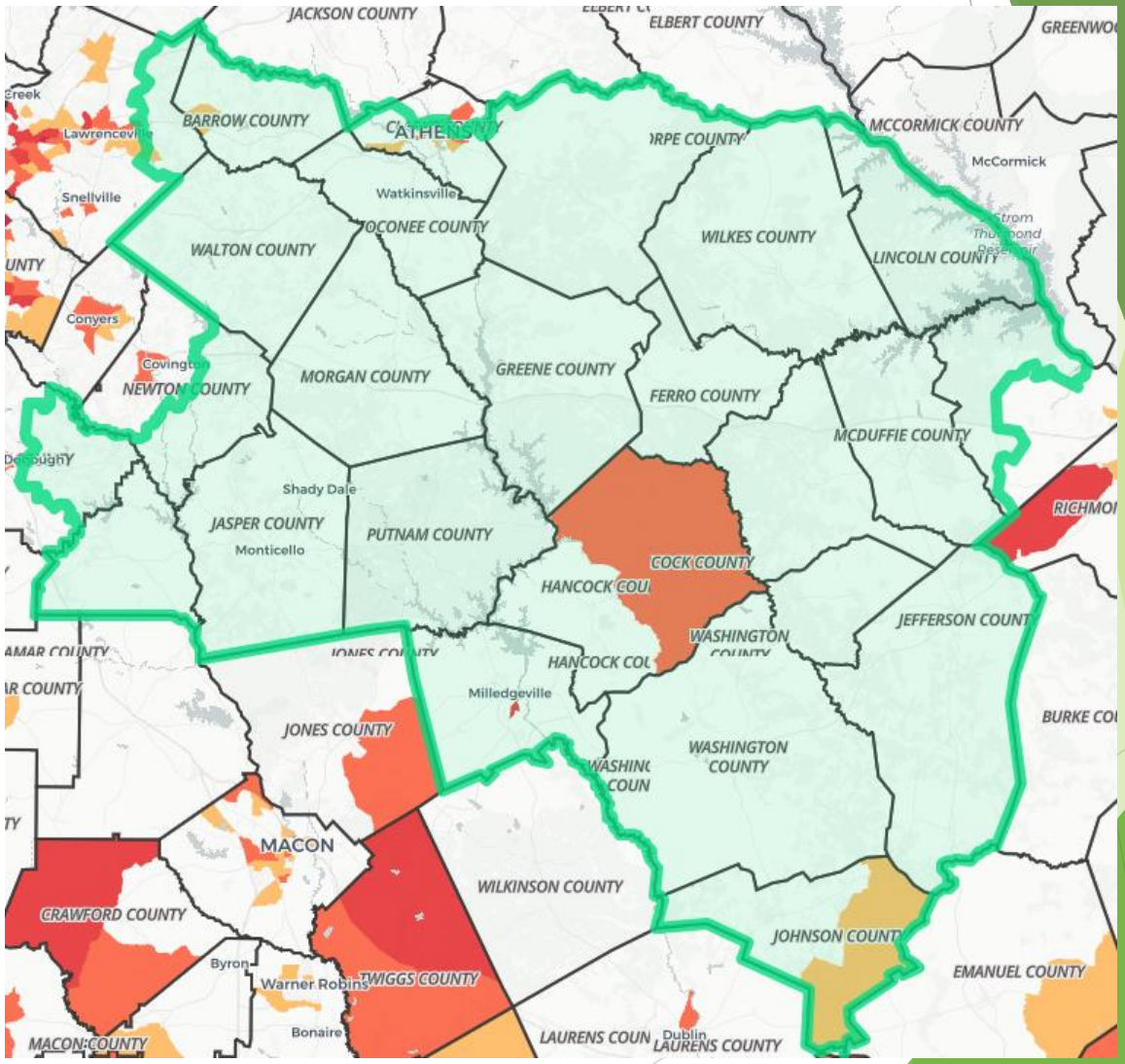
Congressional District 10

- **20.1%** of this population required an in-person follow up
- Latest estimates show that about **7%** of the district's population live in HTC neighborhoods **(47,911 people)**
- In 2017, **21.6%** of this district reported that they had no internet or dial-up only access



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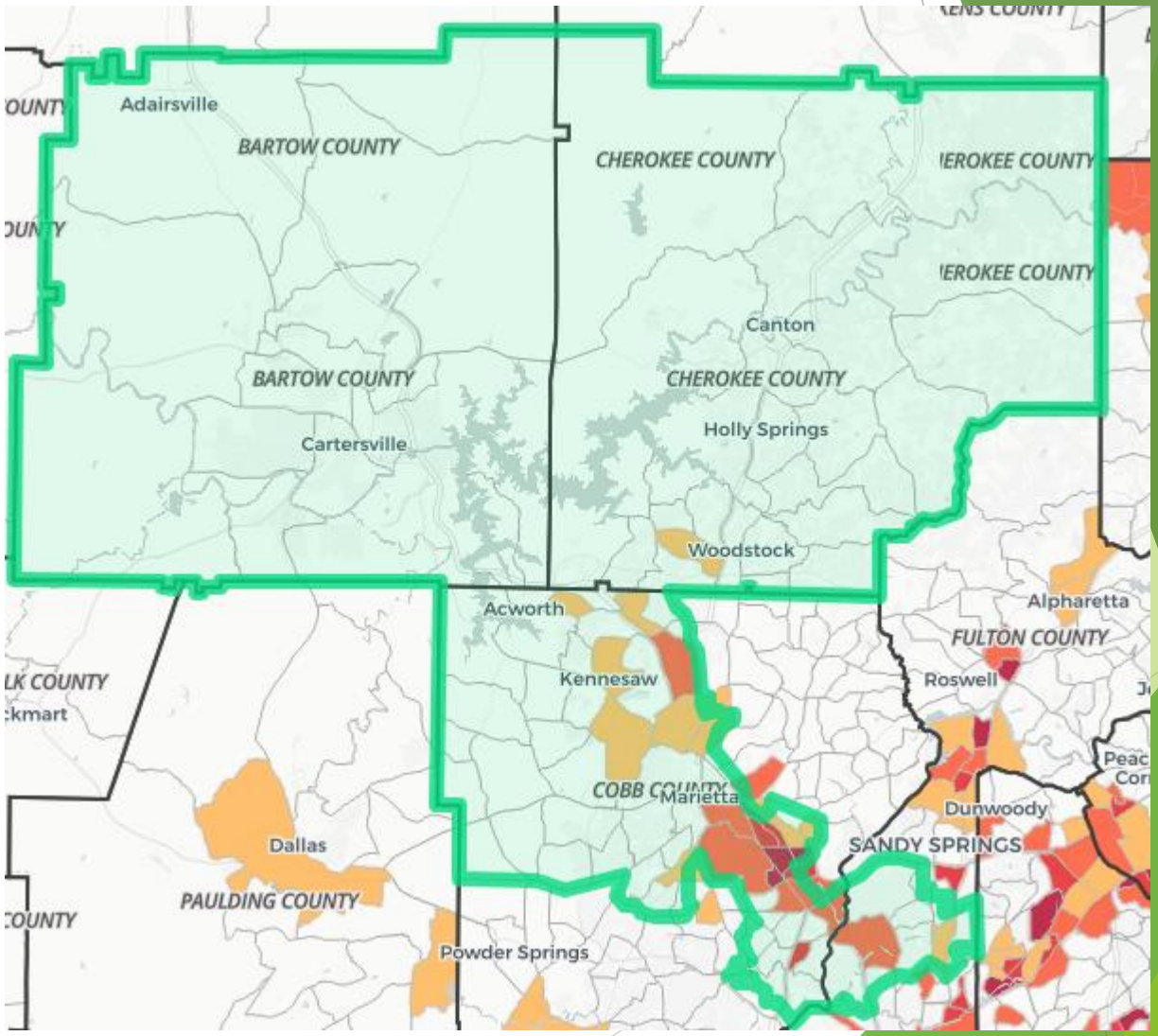
Congressional District 11

- **21.7%** of this population required an in-person follow up
- Latest estimates show that about **19%** of the district's population live in HTC neighborhoods **(139,052 people)**
- In 2017, **10.1%** of this district reported that they had no internet or dial-up only access



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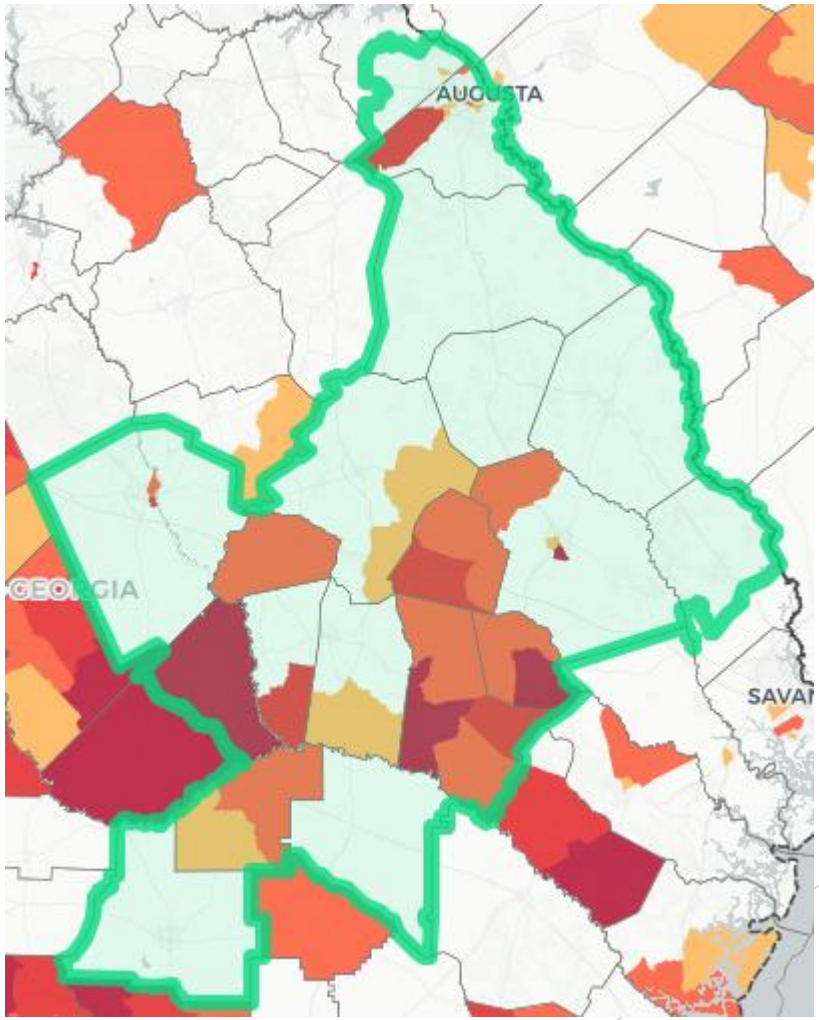
Congressional District 12

- **23.7%** of this population required an in-person follow up
- Latest estimates show that about **22%** of the district's population live in HTC neighborhoods **(154,192 people)**
- In 2017, **27.9%** of this district reported that they had no internet or dial-up only access



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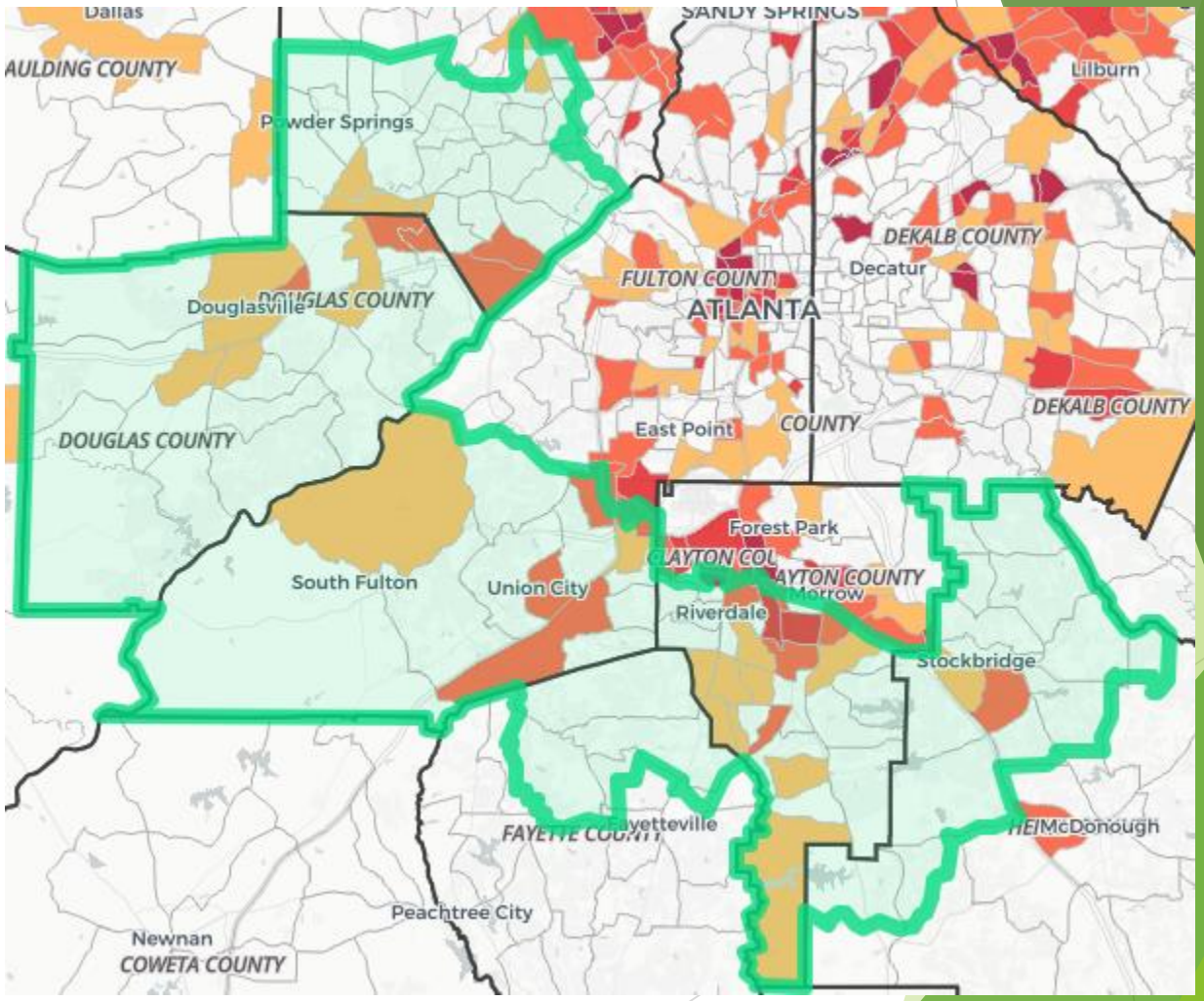
Congressional District 13

- **24.8%** of this population required an in-person follow up
- Latest estimates show that about **33%** of the district's population live in HTC neighborhoods **(237,832 people)**
- **One of the hardest to count in the country**
- In 2017, **14.2%** of this district reported that they had no internet or dial-up only access



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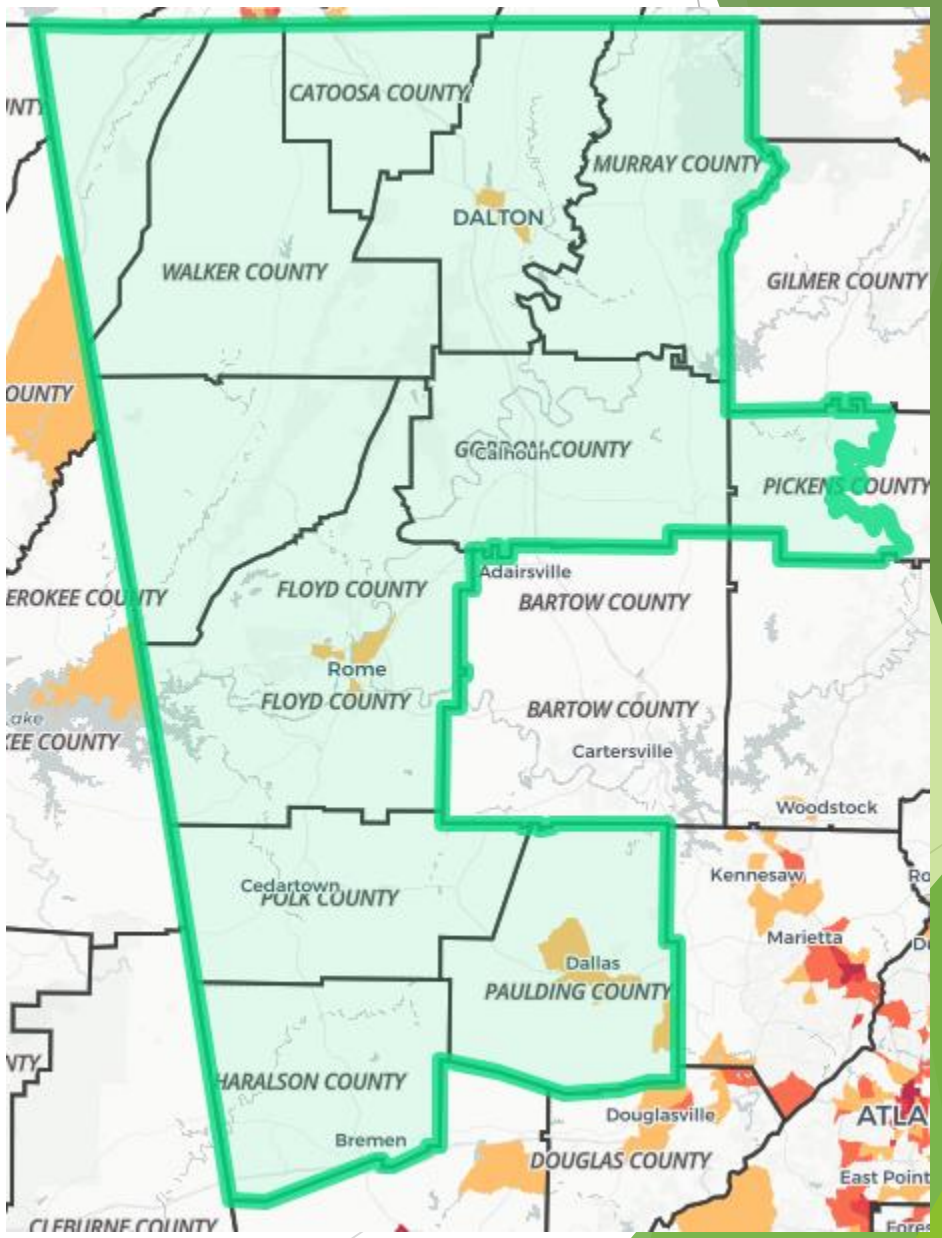
Congressional District 14

- **20.4%** of this population required an in-person follow up
- Latest estimates show that about **6%** of the district's population live in HTC neighborhoods **(43,995 people)**
- In 2017, **20.9%** of this district reported that they had no internet or dial-up only access



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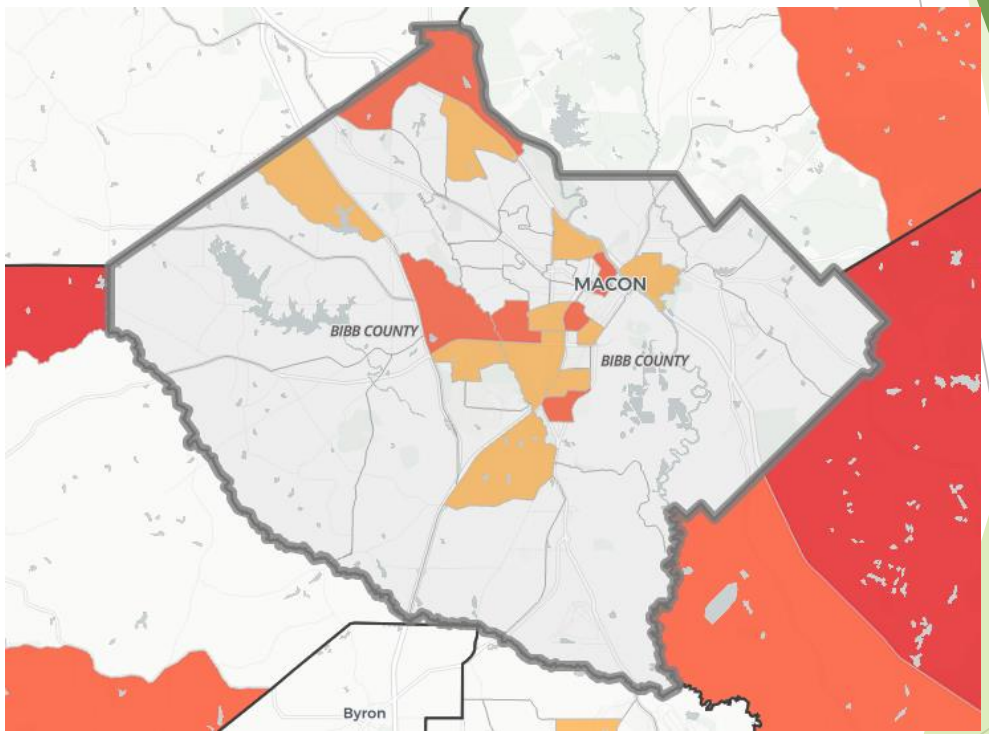
Bibb County

- 147,595 people live in 57,319 households
- 6,328 people live in group quarters
- 76.0% of the county's households mailed back their 2010 census questionnaire
- Approximately 32% of Bibb County's current population lives in hard-to-count neighborhoods
- 28.3% of Bibb County's households had either no internet access or dial up-only



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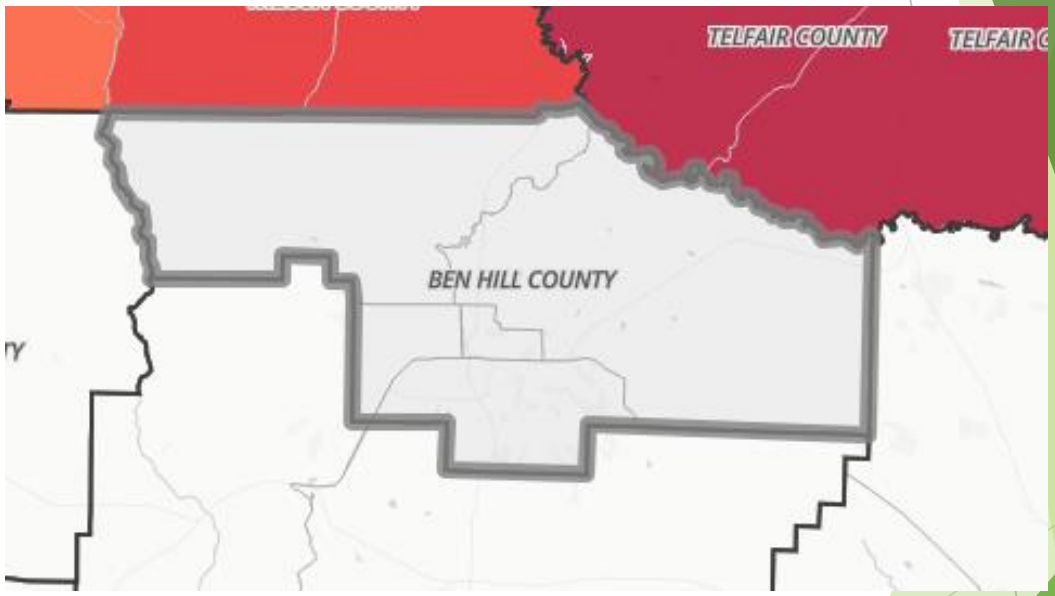
Ben Hill County

- 16,949 people live in 6,361 households
- 323 people live in group quarters
- 77.9% of the county's households mailed back their 2010 census questionnaire
- 35.7% of Ben Hill County's households had either no internet access or dial up-only



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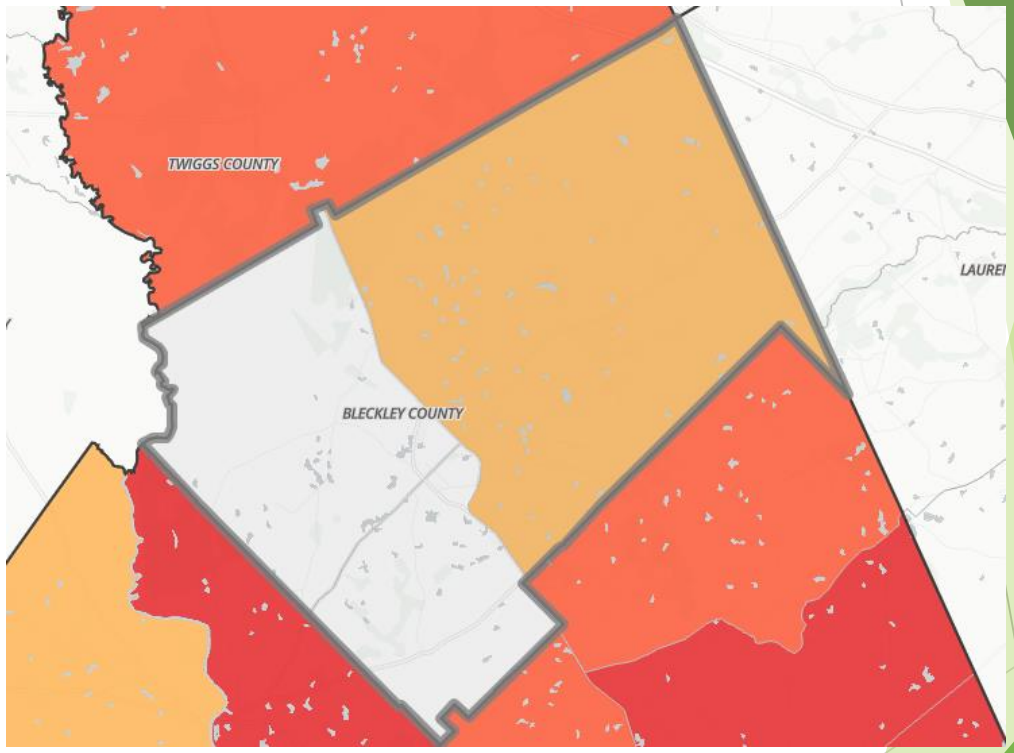
Bleckley County

- 11,286 people live in 4,155 households
- 1,493 people live in group quarters
- 72.9% of the county's households mailed back their 2010 census questionnaire
- Approximately 36% of Bleckley County's current population lives in hard-to-count neighborhoods
- 31.9% of Bleckley County's households had either no internet access or dial up-only



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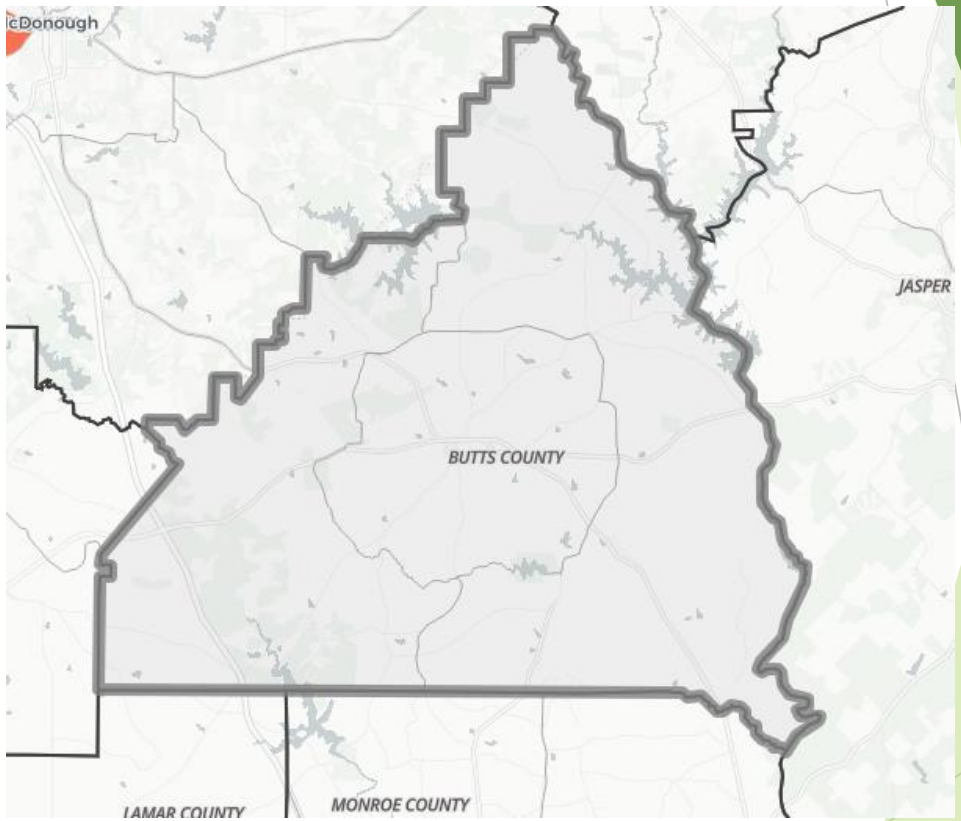
Butts County

- 20,907 people live in 8,053 households
- 2,649 people live in group quarters
- 78.9% of the county's households mailed back their 2010 census questionnaire
- 29.0% of Butts County's households had either no internet access or dial up-only



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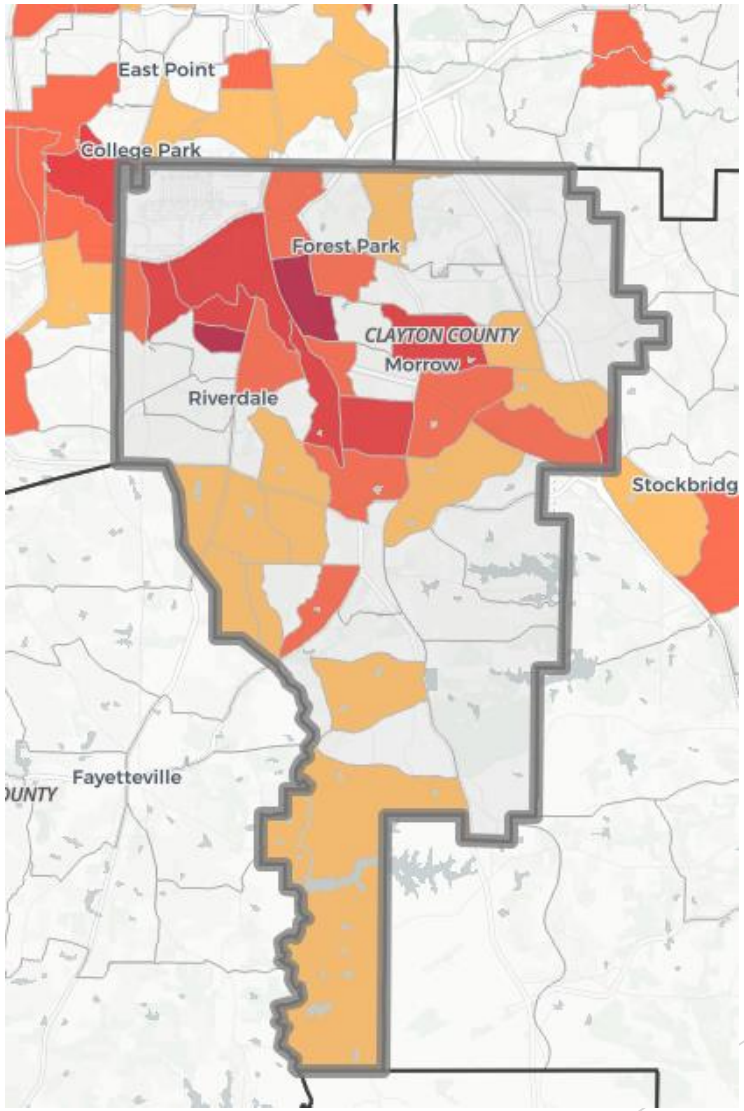
Clayton County

- 269,618 people live in 91,604 households
- 4,532 people live in group quarters
- 71.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 60% of Clayton County's current population lives in hard-to-count neighborhoods
- 20.4% of Clayton County's households had either no internet access or dial up-only



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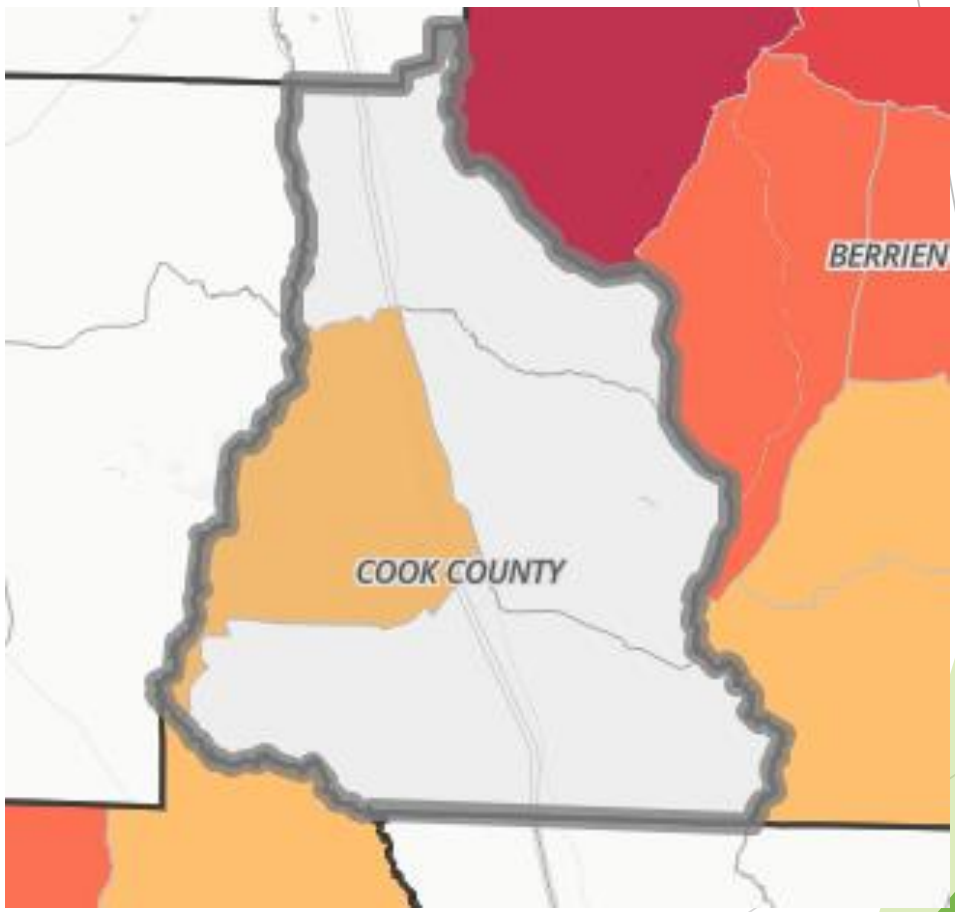
Cook County

- 17,026 people live in 6,065 households
- 164 people live in group quarters
- 76.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 22% of Cook County's current population lives in hard-to-count neighborhoods
- 32.9% of Cook County's households had either no internet access or dial up-only



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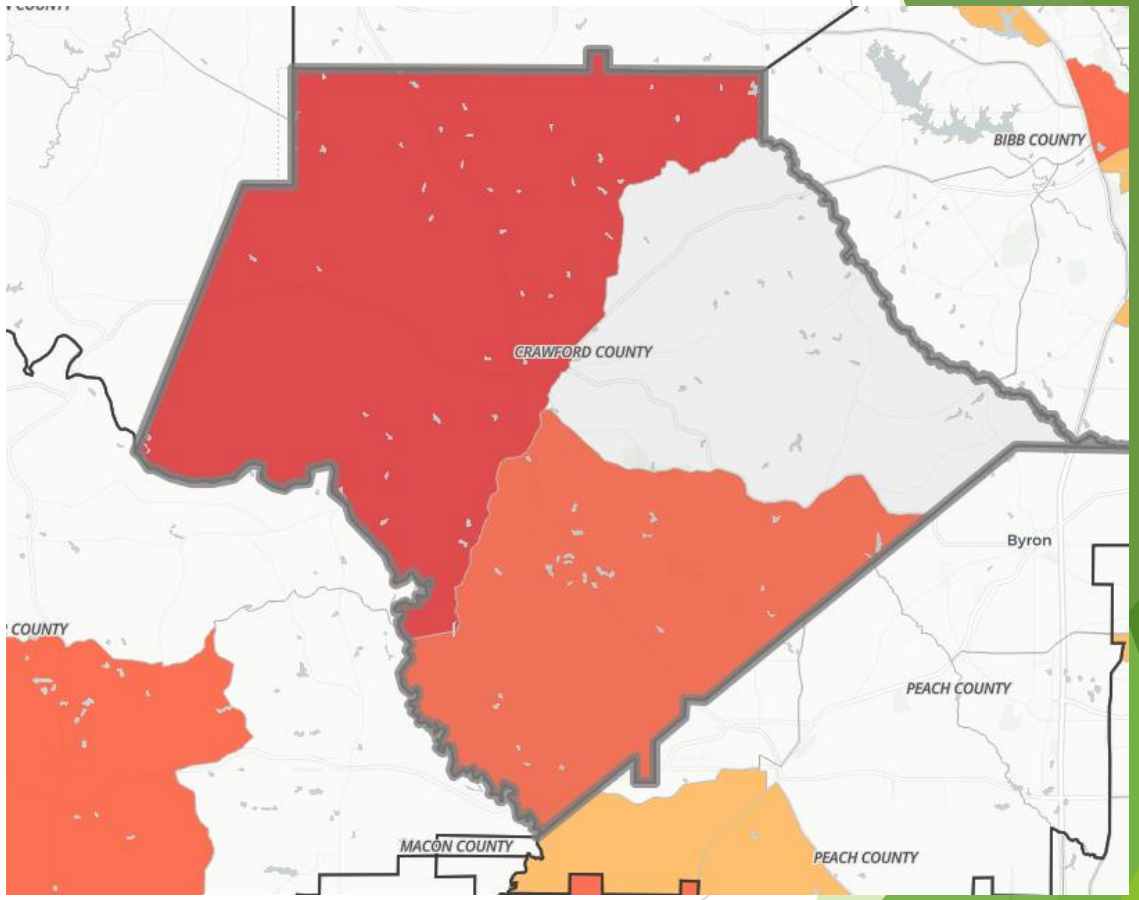
Crawford County

- 12,212 people live in 4,715 households
- 173 people live in group quarters
- 69.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 58% of Crawford County's current population lives in hard-to-count neighborhoods
- 31.1% of Crawford County's households had either no internet access or dial up-only



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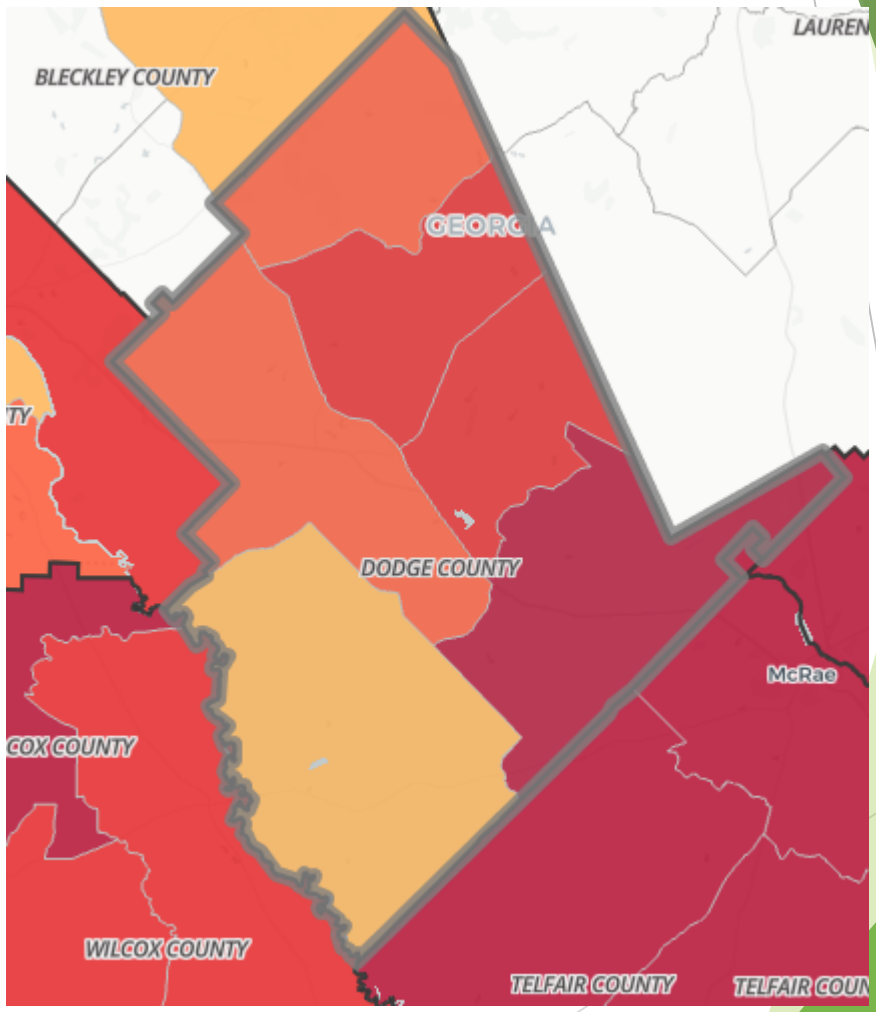
Dodge County

- 18,983 people live in 7,858 households
- 2,080 people live in group quarters
- 64.8% of the county's households mailed back their 2010 census questionnaire
- Approximately 100% of Dodge County's current population lives in hard-to-count neighborhoods
- 44.0% of Dodge County's households had either no internet access or dial up-only



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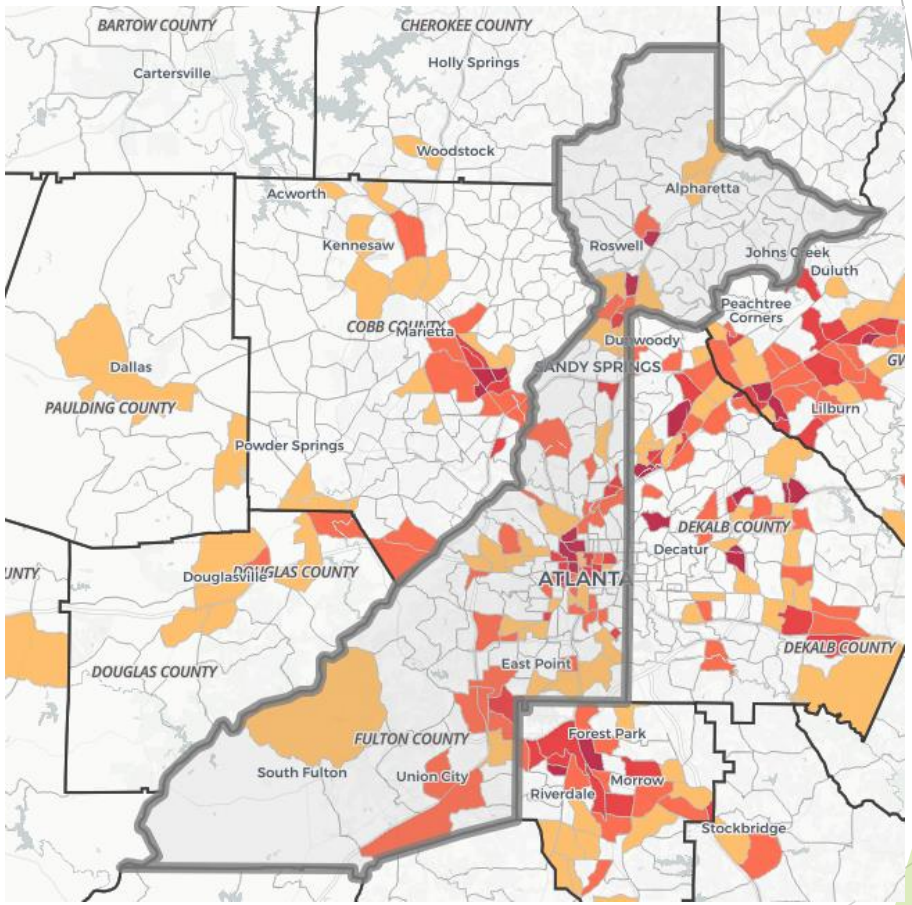
Fulton County

- 975,745 people live in 391,850 households
- 34,675 people live in group quarters
- 75.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 35% of Fulton County's current population lives in hard-to-count neighborhoods
- 13.4% of Fulton County's households had either no internet access or dial up-only



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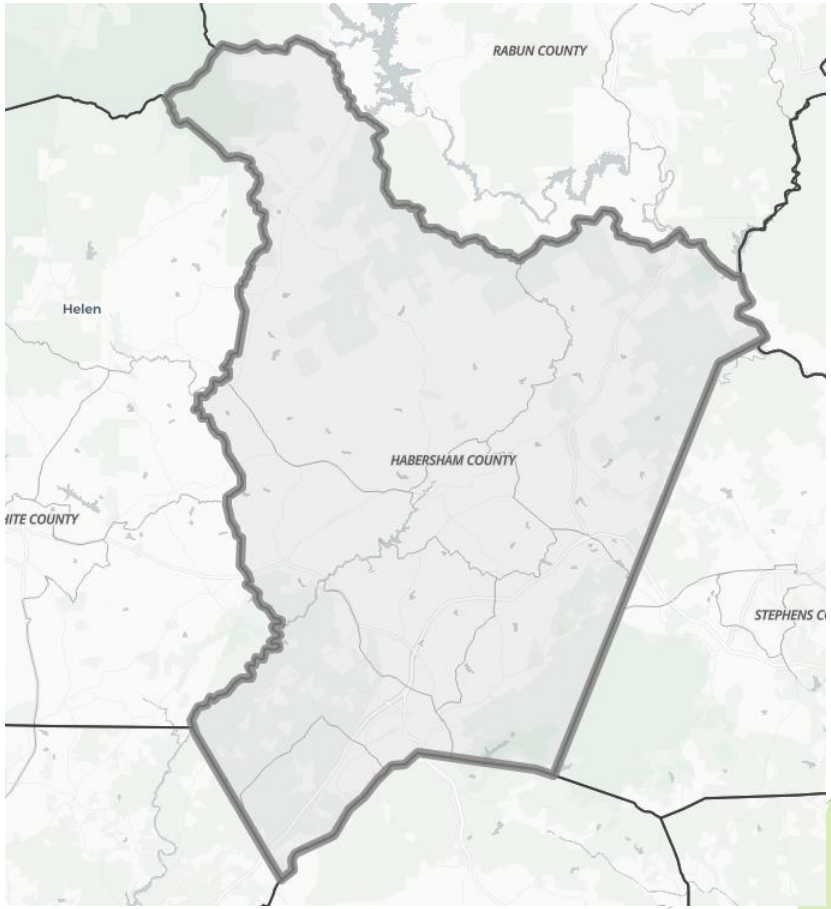
Habersham County

- 41,386 people live in 15,106 households
- 2,492 people live in group quarters
- 82.7% of the county's households mailed back their 2010 census questionnaire
- 33.8% of Habersham County's households had either no internet access or dial up-only



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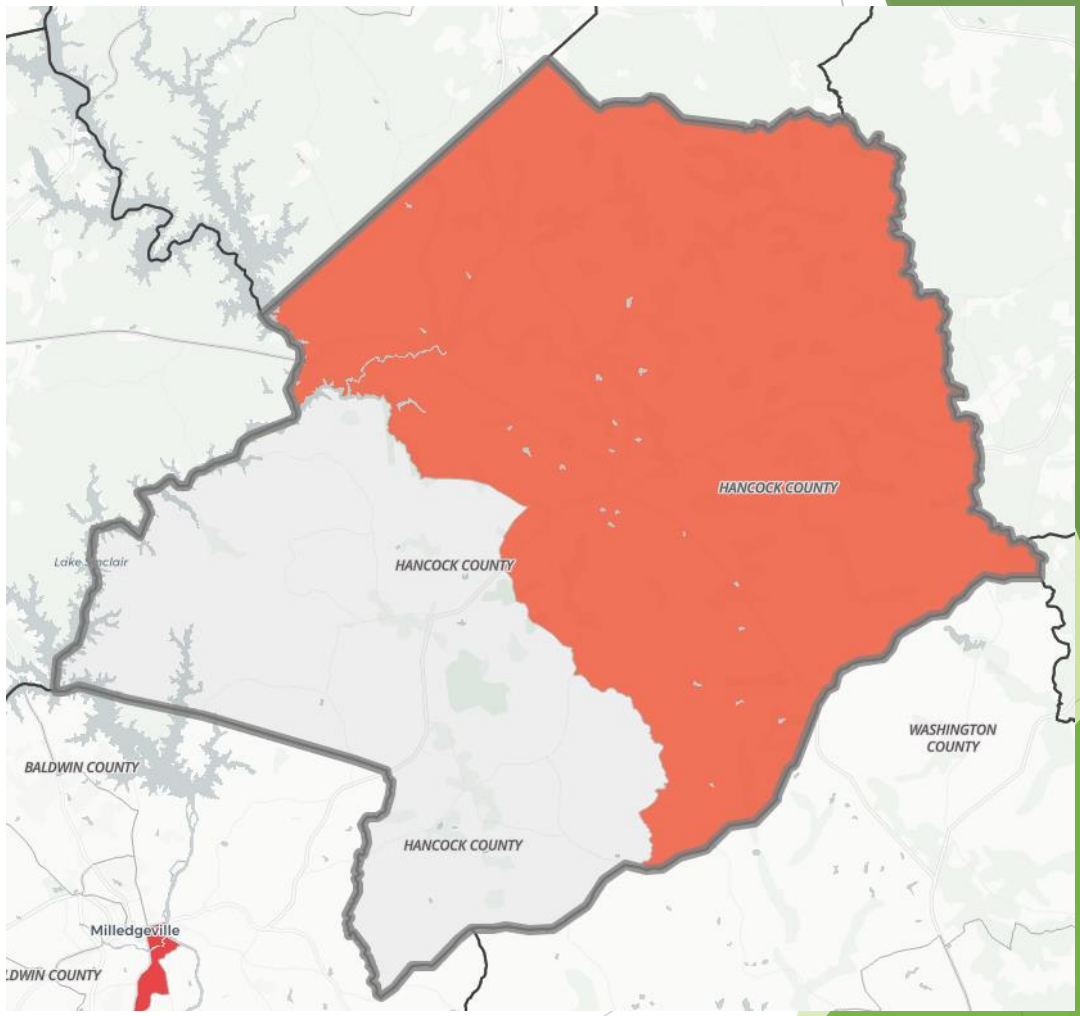
Hancock County

- 6,016 people live in 2,970 households
- 2,651 people live in group quarters
- 68.8% of the county's households mailed back their 2010 census questionnaire
- Approximately 77% of Hancock County's current population lives in hard-to-count neighborhoods
- 50.4% of Hancock County's households had either no internet access or dial up-only



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Heard County

- 11,458 people live in 4,379 households
- 149 people live in group quarters
- 82.7% of the county's households mailed back their 2010 census questionnaire
- 35.9% of Heard County's households had either no internet access or dial up-only

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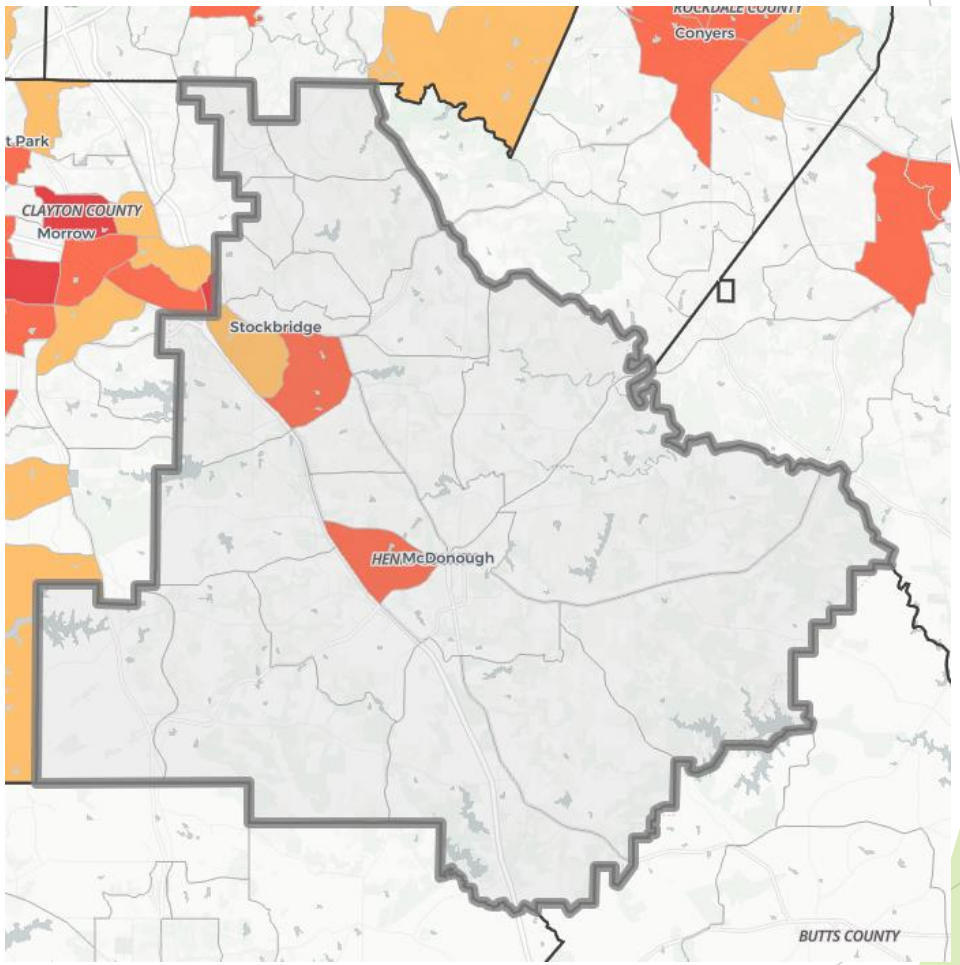
Henry County

- 216,519 people live in 72,697 households
- 987 people live in group quarters
- 78.2% of the county's households mailed back their 2010 census questionnaire
- Approximately 13% of Henry County's current population lives in hard-to-count neighborhoods
- 10.0% of Henry County's households had either no internet access or dial up-only



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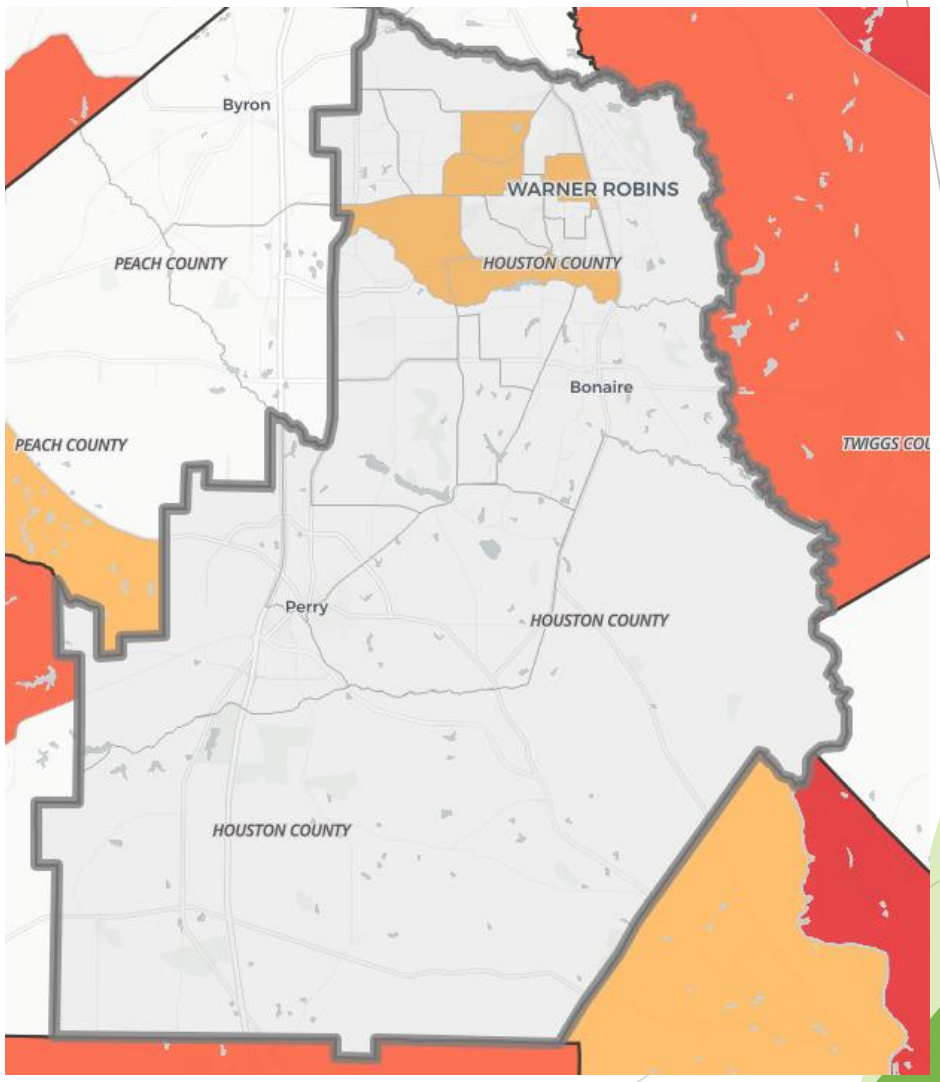
Houston County

- 148,737 people live in 55,200 households
- 1,604 people live in group quarters
- 77.4% of the county's households mailed back their 2010 census questionnaire
- Approximately 20% of Houston County's current population (or 29,442 people) lives in hard-to-count neighborhoods
- 18.8% of Houston County's households had either no internet access or dial up-only



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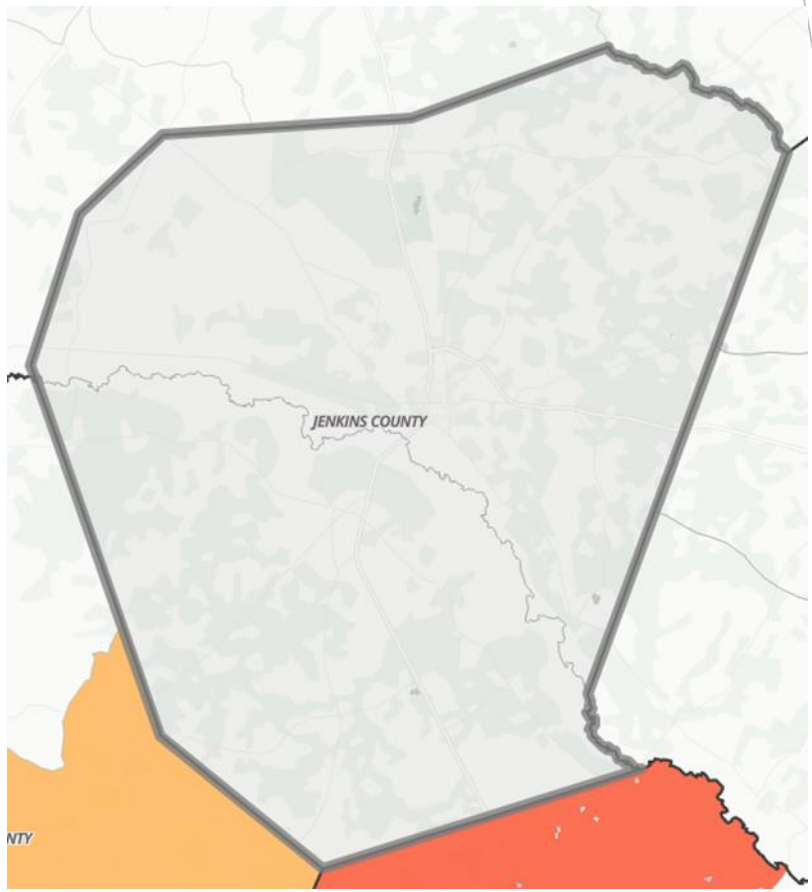
Jenkins County

- 8,852 people live in 3,375 households
- 77 people live in group quarters
- 81.5% of the county's households mailed back their 2010 census questionnaire
- 49.6% of Jenkins County's households had either no internet access or dial up-only



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Lamar County

- 17,044 people live in 6,263 households
- 1,238 people live in group quarters
- 75.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 22% of Lamar County's current population lives in hard-to-count neighborhoods
- 27.8% of Lamar County's households had either no internet access or dial up-only

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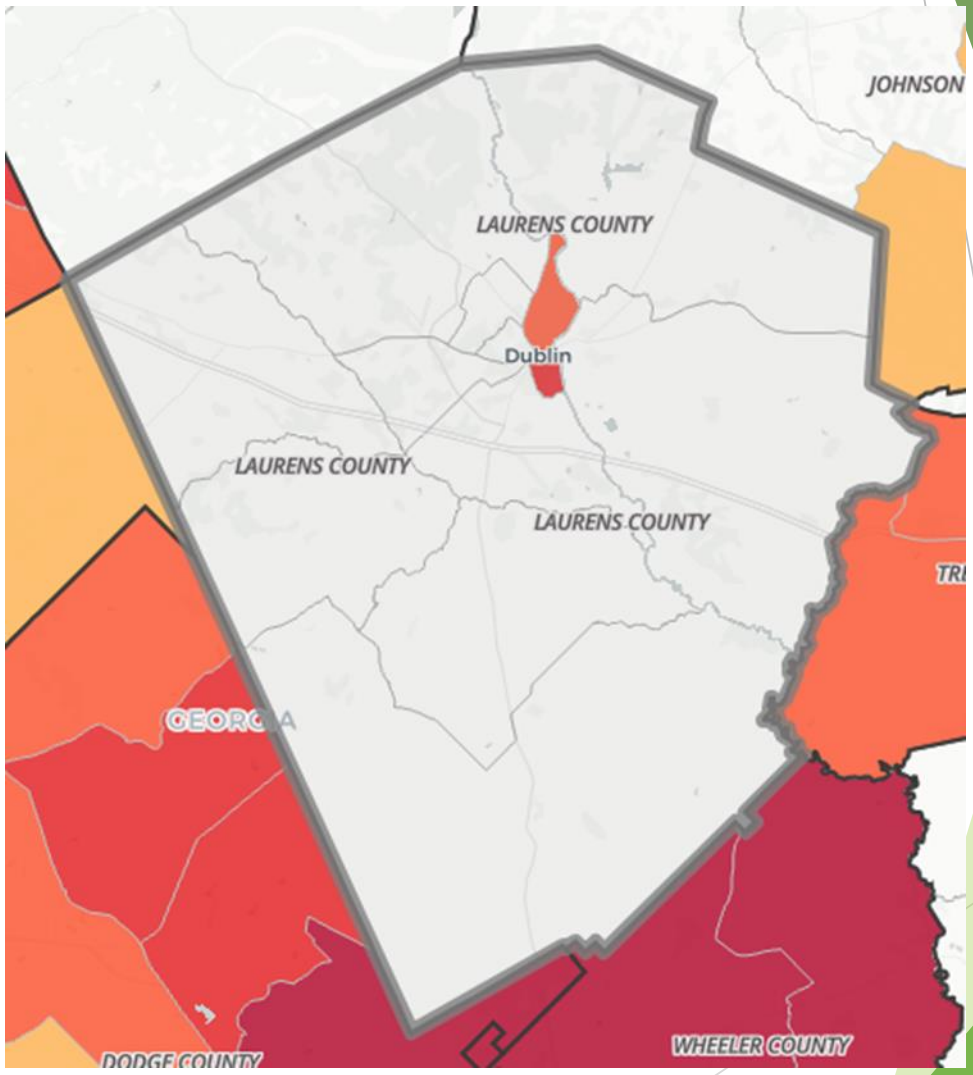
Laurens County

- 46,347 people live in 17,437 households
- 1,104 people live in group quarters
- 78.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 9% of Laurens County's current population lives in hard-to-count neighborhoods
- 39.1% of Laurens County's households had either no internet access or dial up-only



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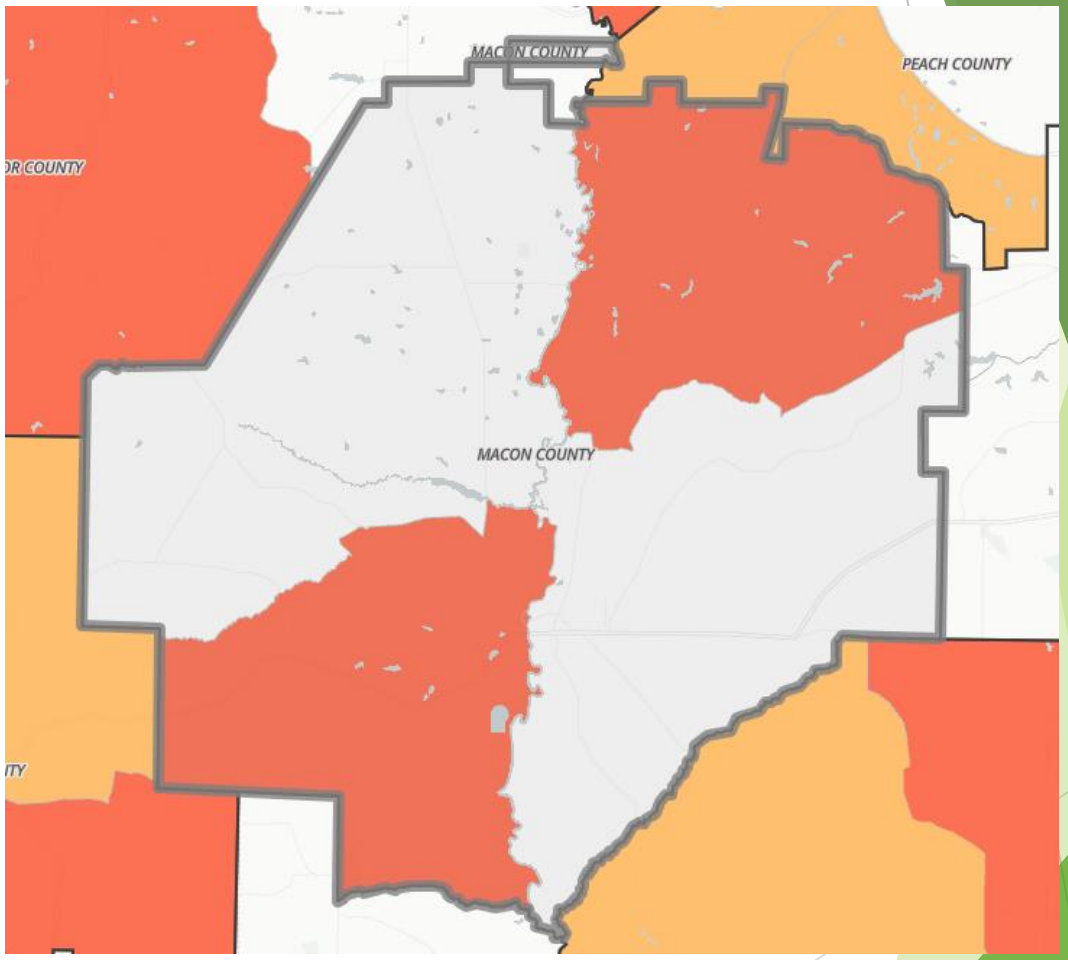
Macon County

- 11,788 people live in 4,618 households
- 1,887 people live in group quarters
- 70.9% of the county's households mailed back their 2010 census questionnaire
- Approximately 51% of Macon County's current population lives in hard-to-count neighborhoods
- 38.3% of Macon County's households had either no internet access or dial up-only



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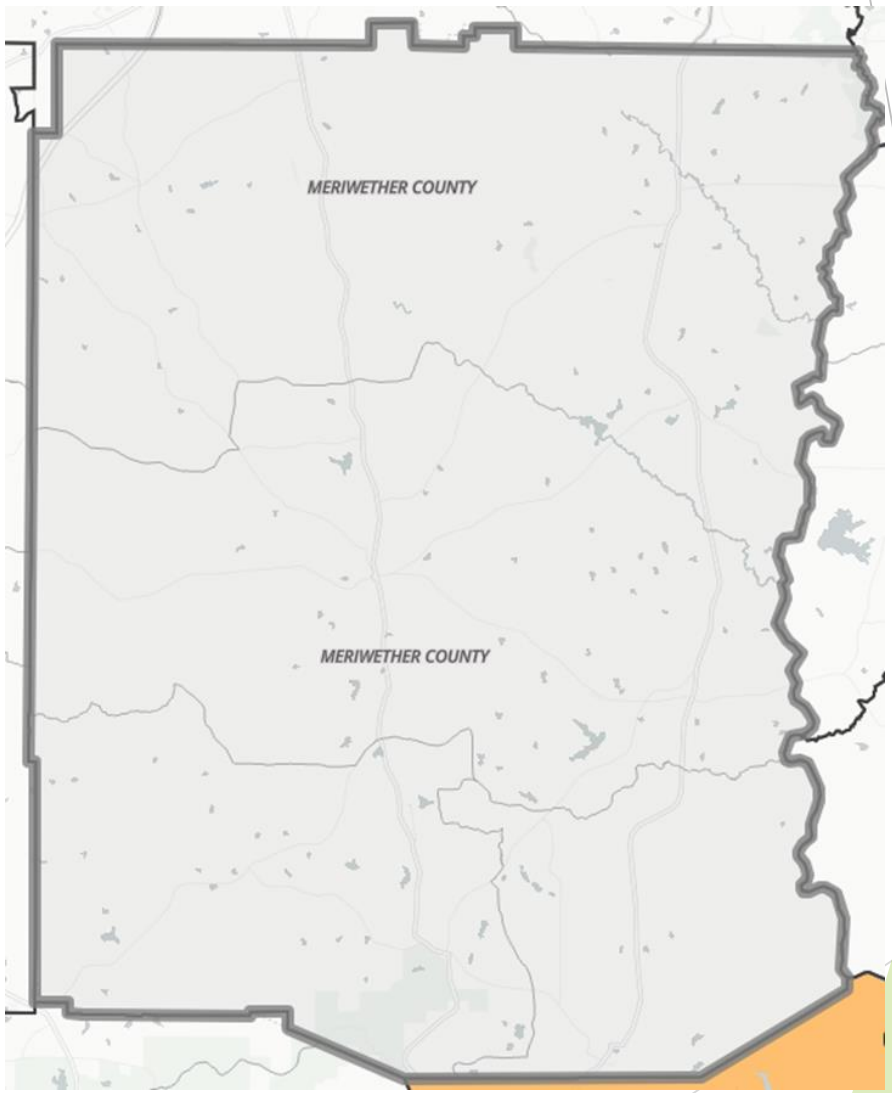
CENSUS 2020

Meriwether County

- 20,874 people live in 8,108 households
- 278 people live in group quarters
- 80.7% of the county's households mailed back their 2010 census questionnaire
- 40.7% of Meriwether County's households had either no internet access or dial up-only



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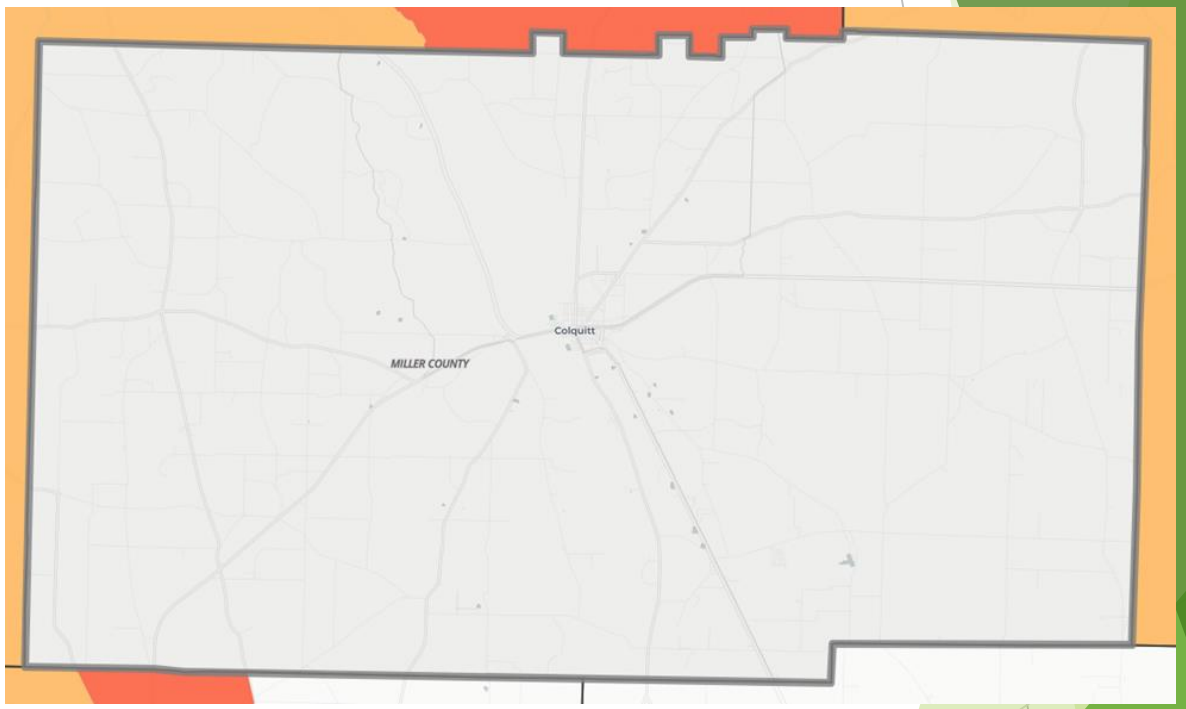
Miller County

- 5,705 people live in 2,326 households
- 179 people live in group quarters
- 79.8% of the county's households mailed back their 2010 census questionnaire
- 53.7% of Miller County's households had either no internet access or dial up-only



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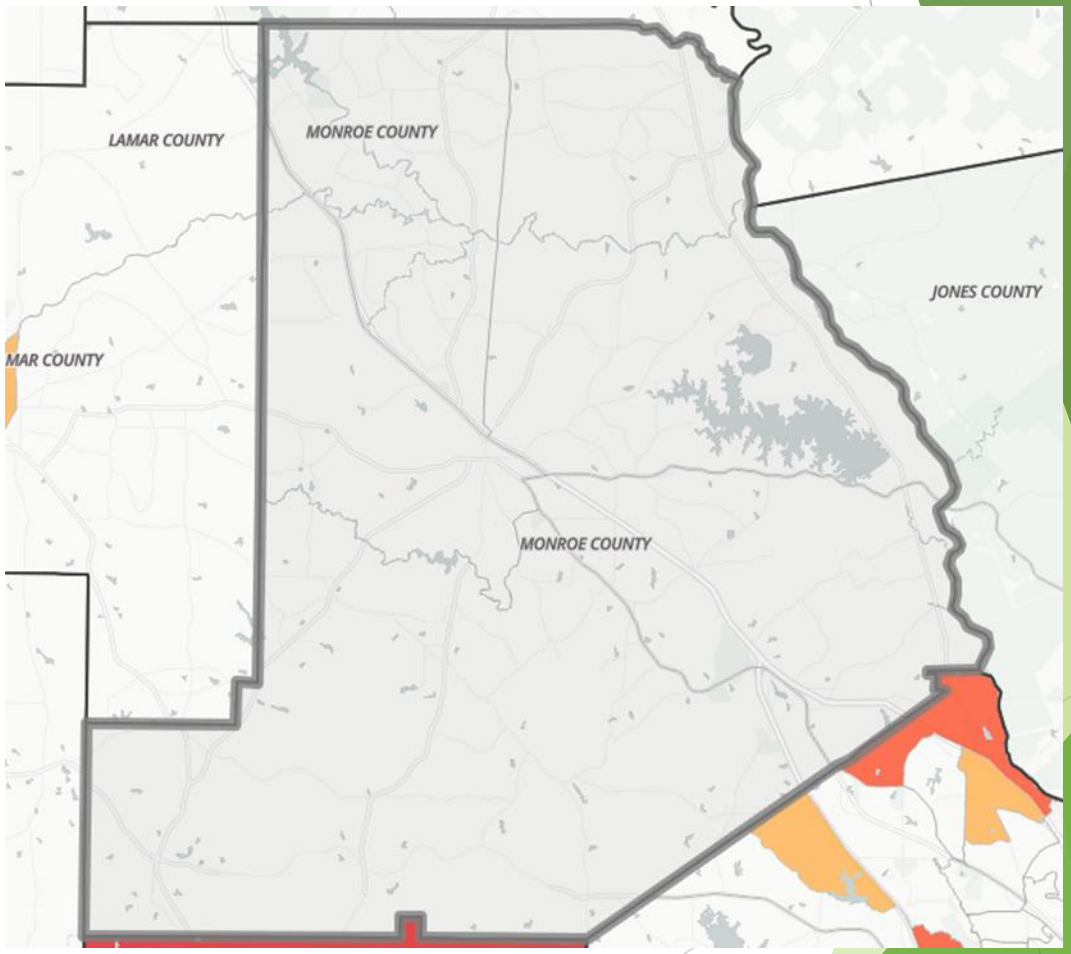
Monroe County

- 25,636 people live in 9,590 households
- 1,159 people live in group quarters
- 79.3% of the county's households mailed back their 2010 census questionnaire
- 28.2% of Monroe County's households had either no internet access or dial up-only



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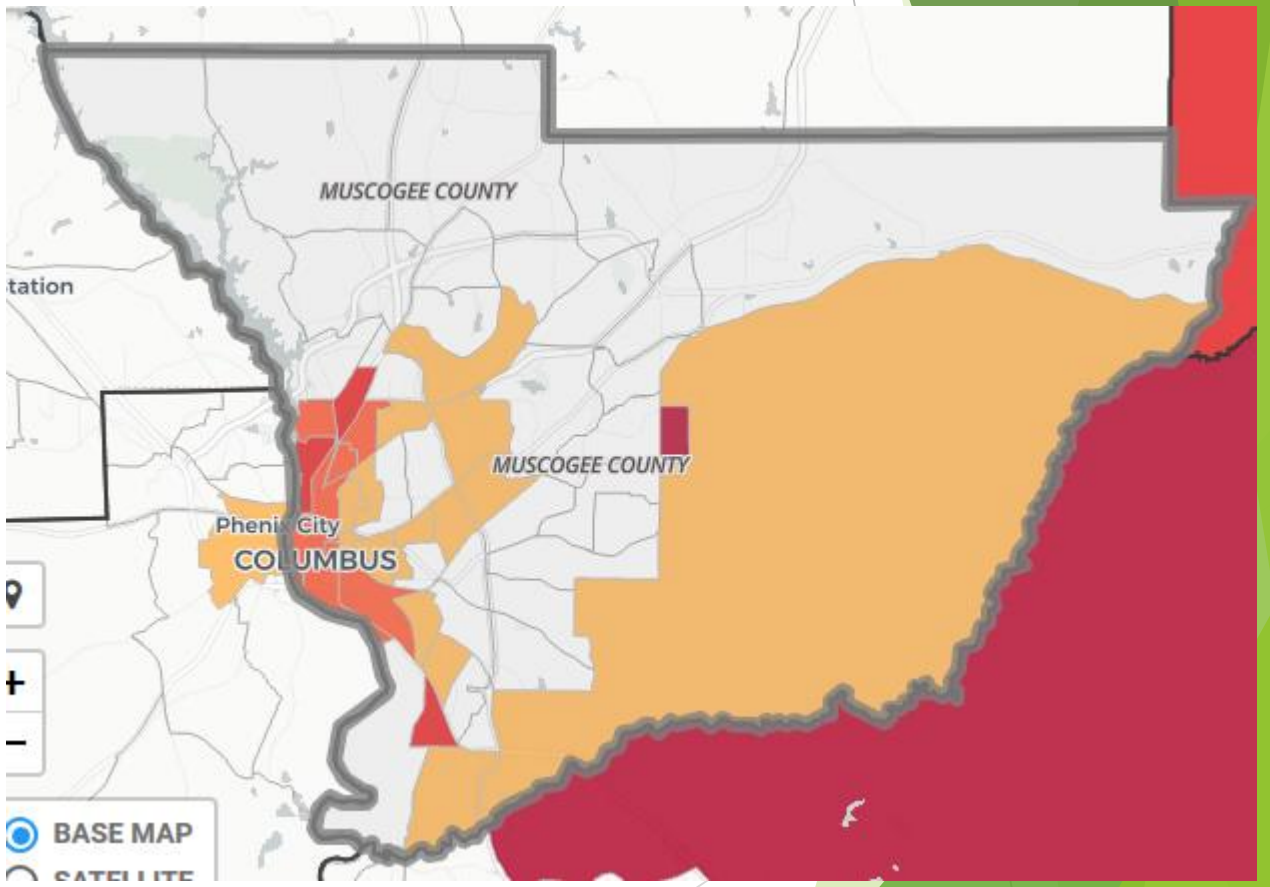
Muscogee County

- 190,626 people live in 73,179 households
- 8,021 people live in group quarters
- 75.4% of the county's households mailed back their 2010 census questionnaire
- Approximately 31% of Muscogee County's current population lives in hard-to-count neighborhoods
- 21.0% of Muscogee County's households had either no internet access or dial up-only



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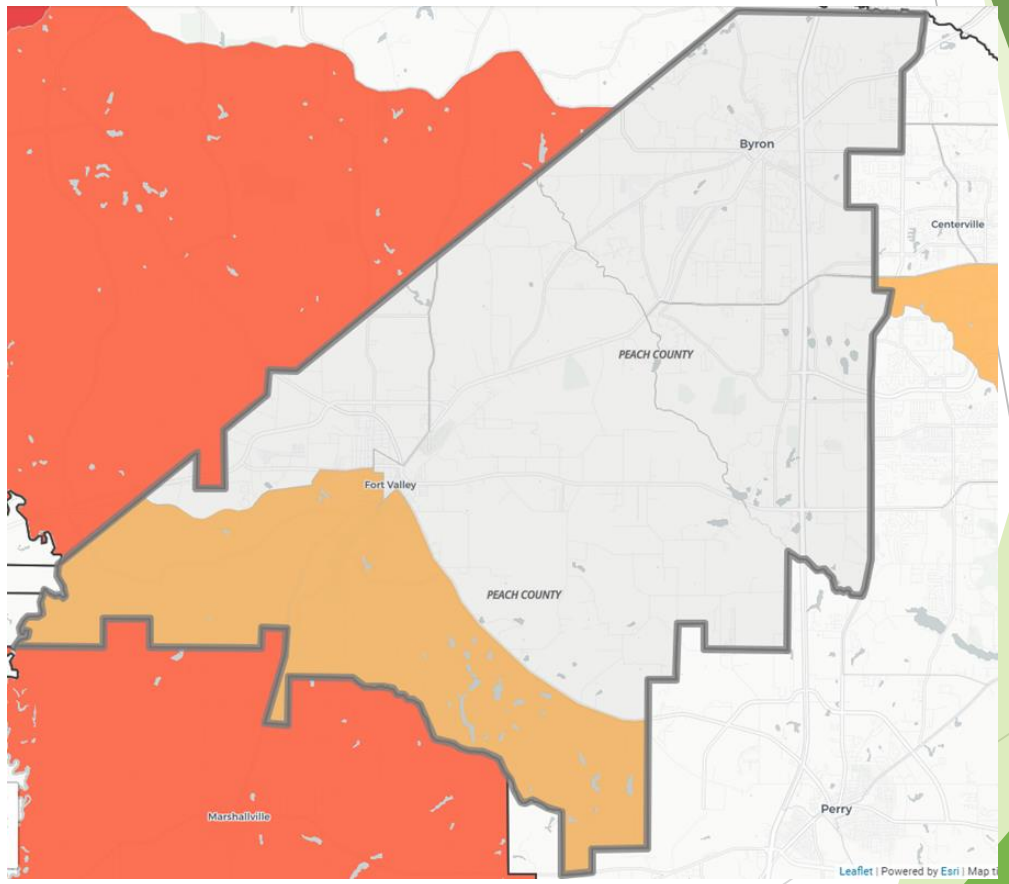
Peach County

- 24,898 people live in 10,113 households
- 2,129 people live in group quarters
- 75.3% of the county's households mailed back their 2010 census questionnaire
- Approximately 28% of Peach County's current population lives in hard-to-count neighborhoods
- 23.7% of Peach County's households had either no internet access or dial up-only



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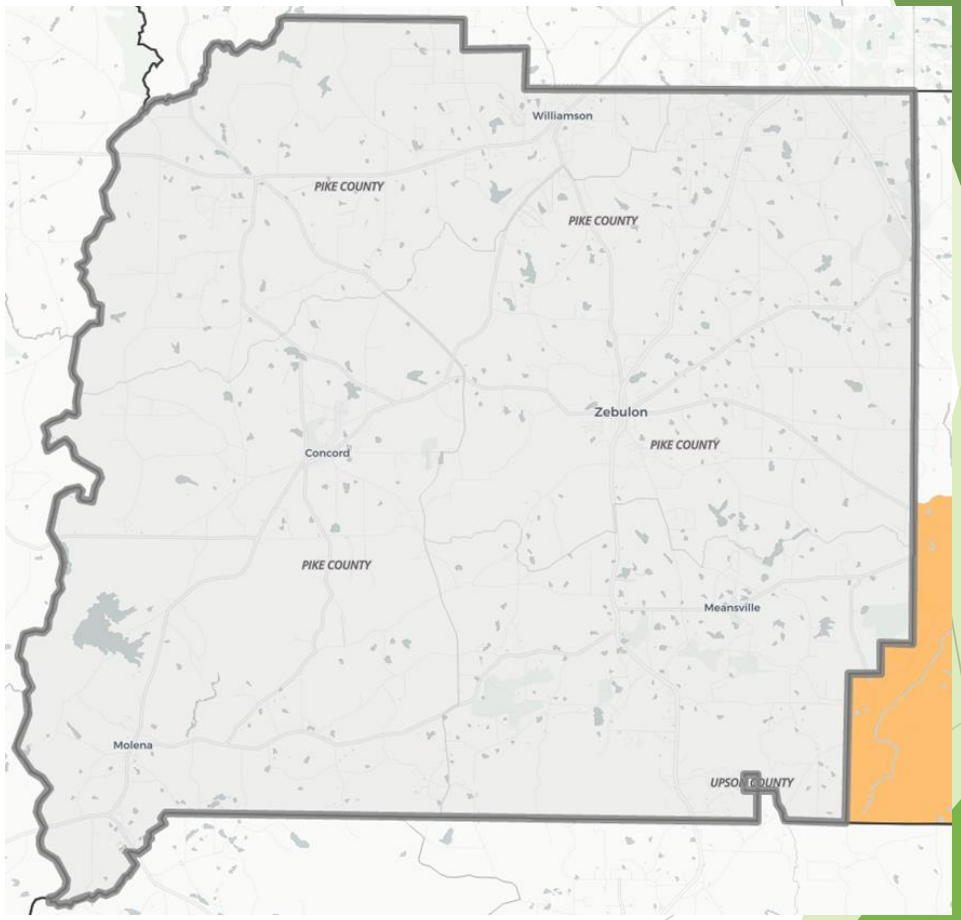
Pike County

- 17,671 people live in 5,963 households
- 248 people live in group quarters
- 78.3% of the county's households mailed back their 2010 census questionnaire
- 21.4% of Pike County's households had either no internet access or dial up-only



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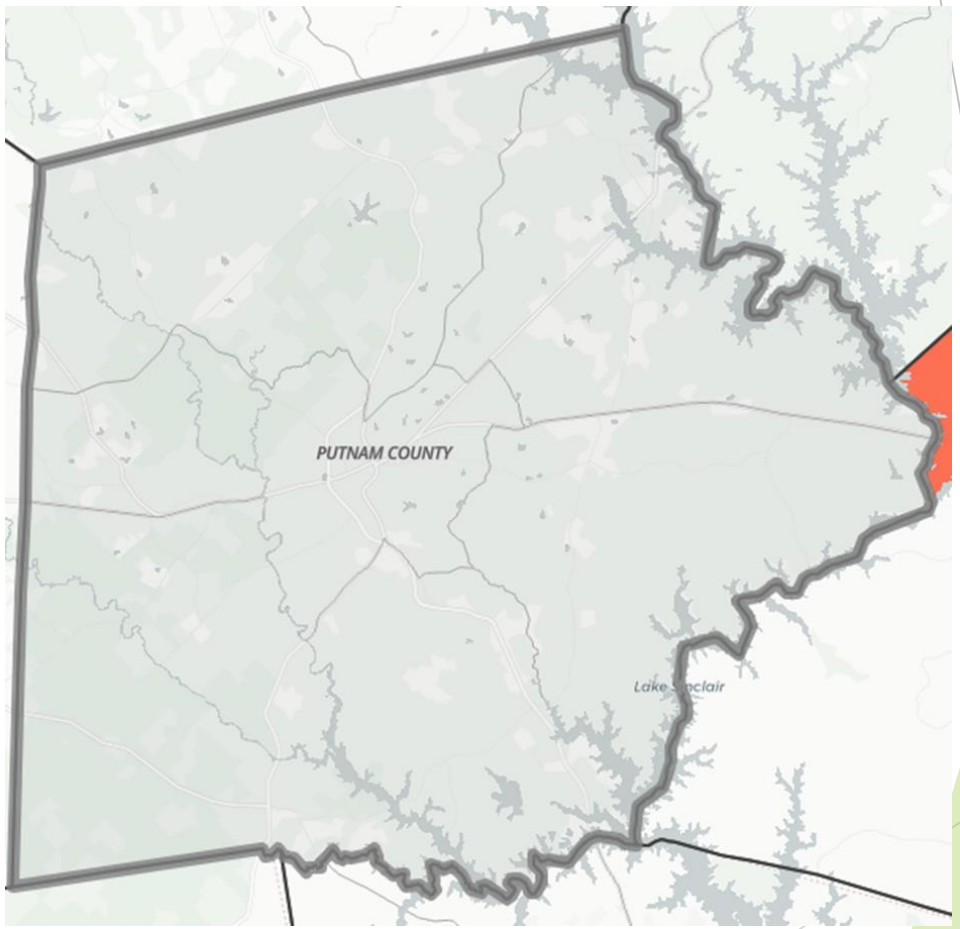
Putnam County

- 21,239 people live in 8,662 households
- 191 people live in group quarters
- 83.1% of the county's households mailed back their 2010 census questionnaire
- 20.5% of Putnam County's households had either no internet access or dial up-only



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Seminole County

- 8,448 people live in 3,353 households
- 101 people live in group quarters
- 71.1% of the county's households mailed back their 2010 census questionnaire
- Approximately 68% of Seminole County's current population lives in hard-to-count neighborhoods
- 41.8% of Seminole County's households had either no internet access or dial up-only

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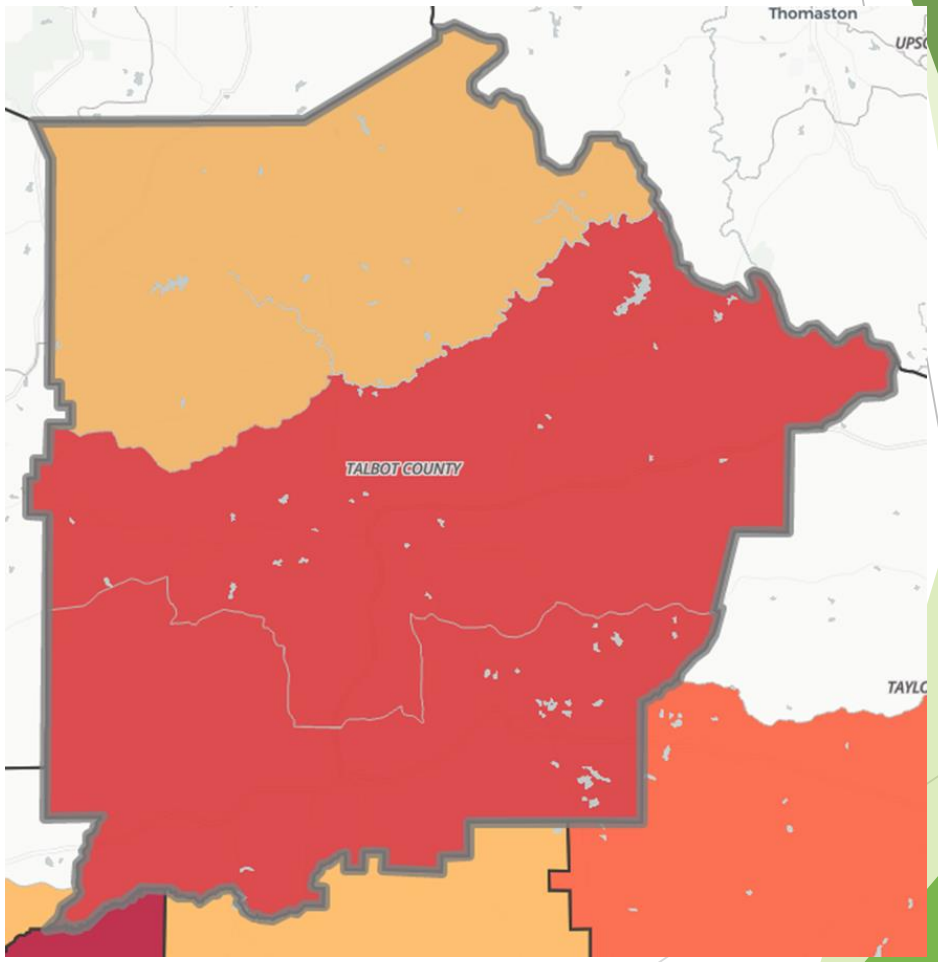
Talbot County

- 6,405 people live in 2,801 households
- 18 people live in group quarters
- 66.2% of the county's households mailed back their 2010 census questionnaire
- Approximately 100% of Talbot County's current population lives in hard-to-count neighborhoods
- 44.5% of Talbot County's households had either no internet access or dial up-only



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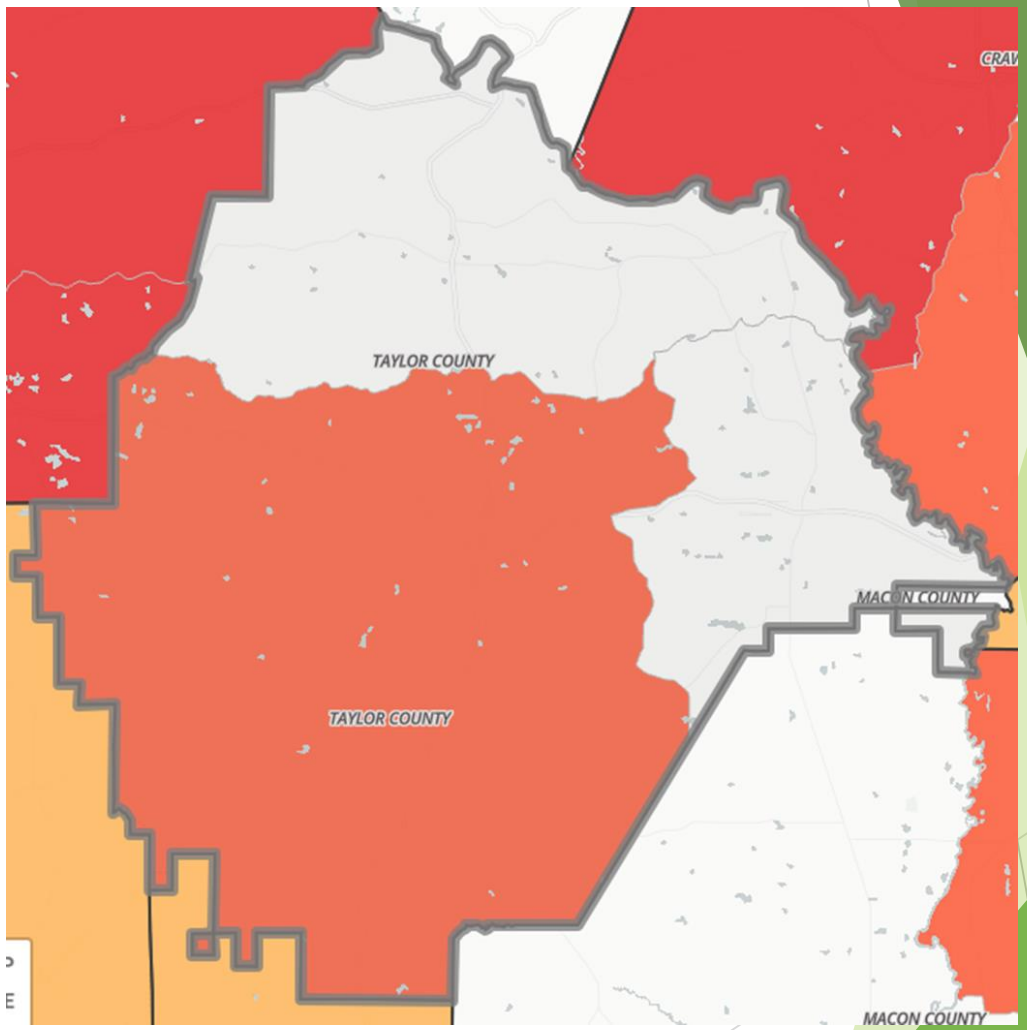
Taylor County

- 8,053 people live in 3,554 households
- 214 people live in group quarters
- 71.8% of the county's households mailed back their 2010 census questionnaire
- Approximately 53% of Taylor County's current population lives in hard-to-count neighborhoods
- 40.5% of Taylor County's households had either no internet access or dial up-only



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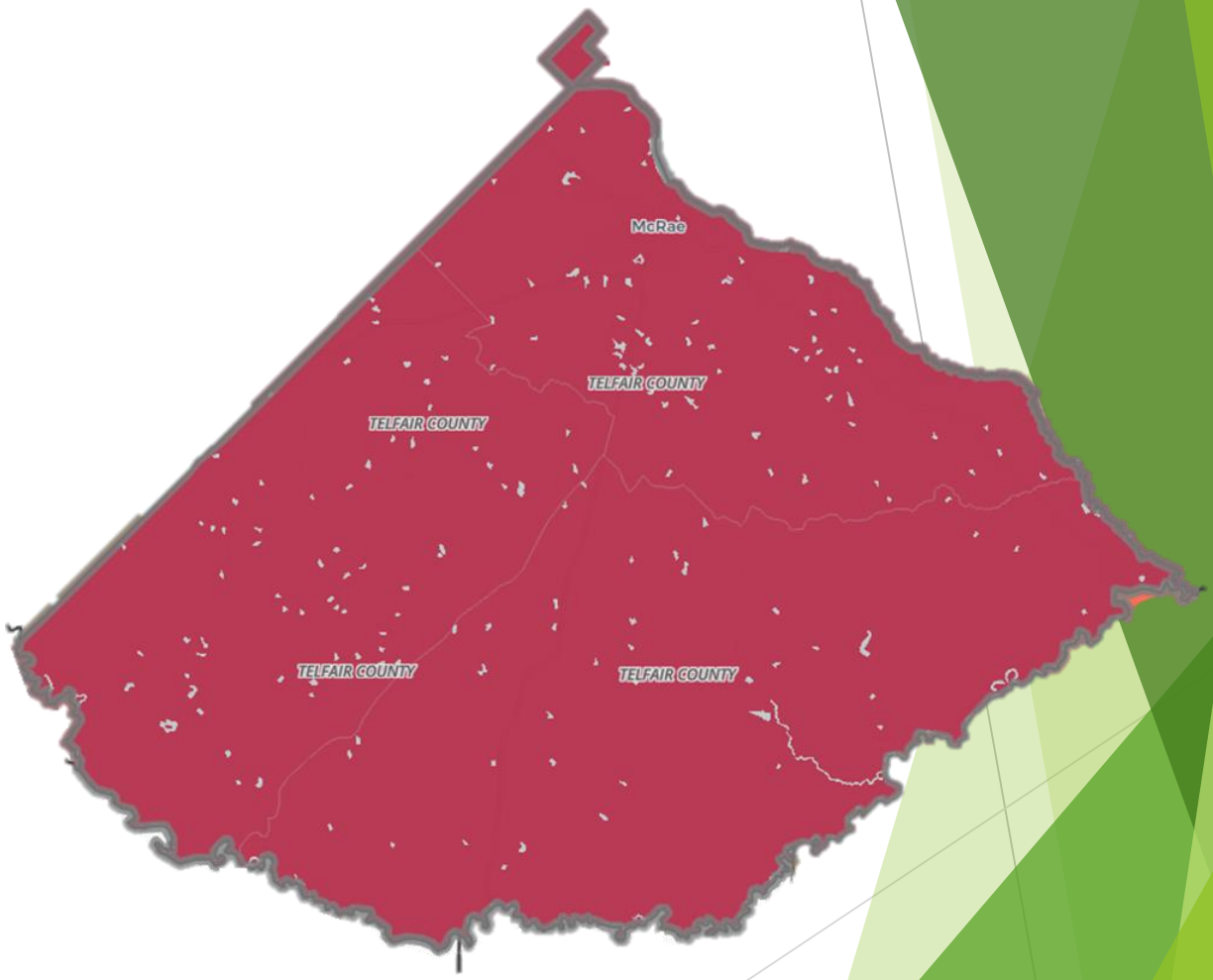
Telfair County

- 13,030 people live in 5,167 households
- 3,309 people live in group quarters
- 53.5% of the county's households mailed back their 2010 census questionnaire
- Approximately 100% of Telfair County's current population lives in hard-to-count neighborhoods
- 67.2% of Telfair County's households had either no internet access or dial up-only



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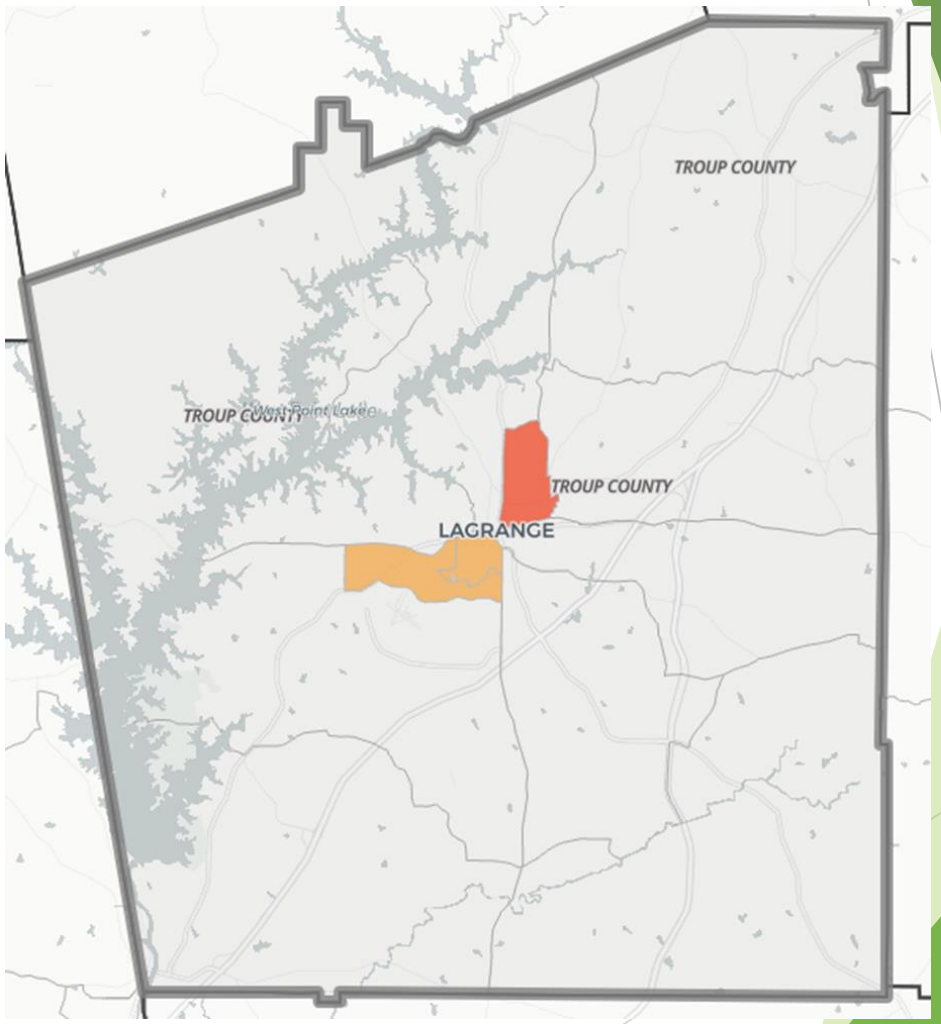
Troup County

- 67,825 people live in 24,679 households
- 1,608 people live in group quarters
- 76.7% of the county's households mailed back their 2010 census questionnaire
- Approximately 20% of Troup County's current population lives in hard-to-count neighborhoods
- 27.1% of Troup County's households had either no internet access or dial up-only



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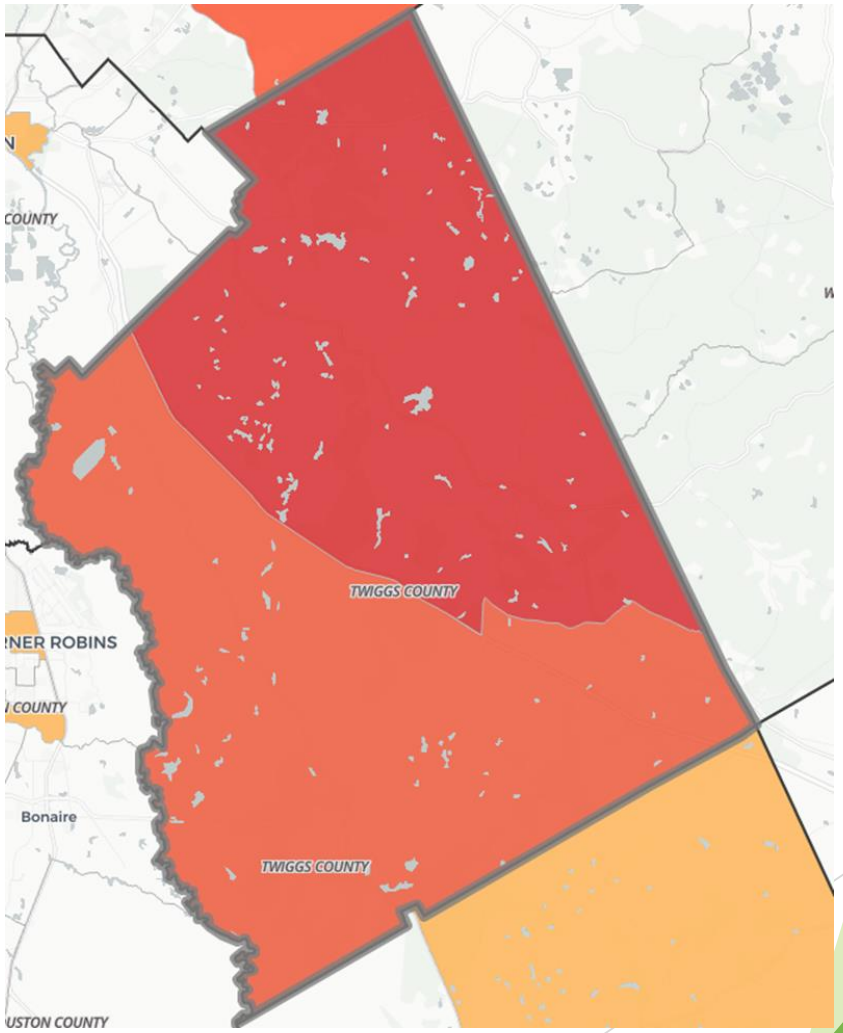
Twiggs County

- 8,248 people live in 2,943 households
- 75 people live in group quarters
- 63.8% of the county's households mailed back their 2010 census questionnaire
- Approximately 100% of Twiggs County's current population lives in hard-to-count neighborhoods
- 47.6% of Twiggs County's households had either no internet access or dial up-only



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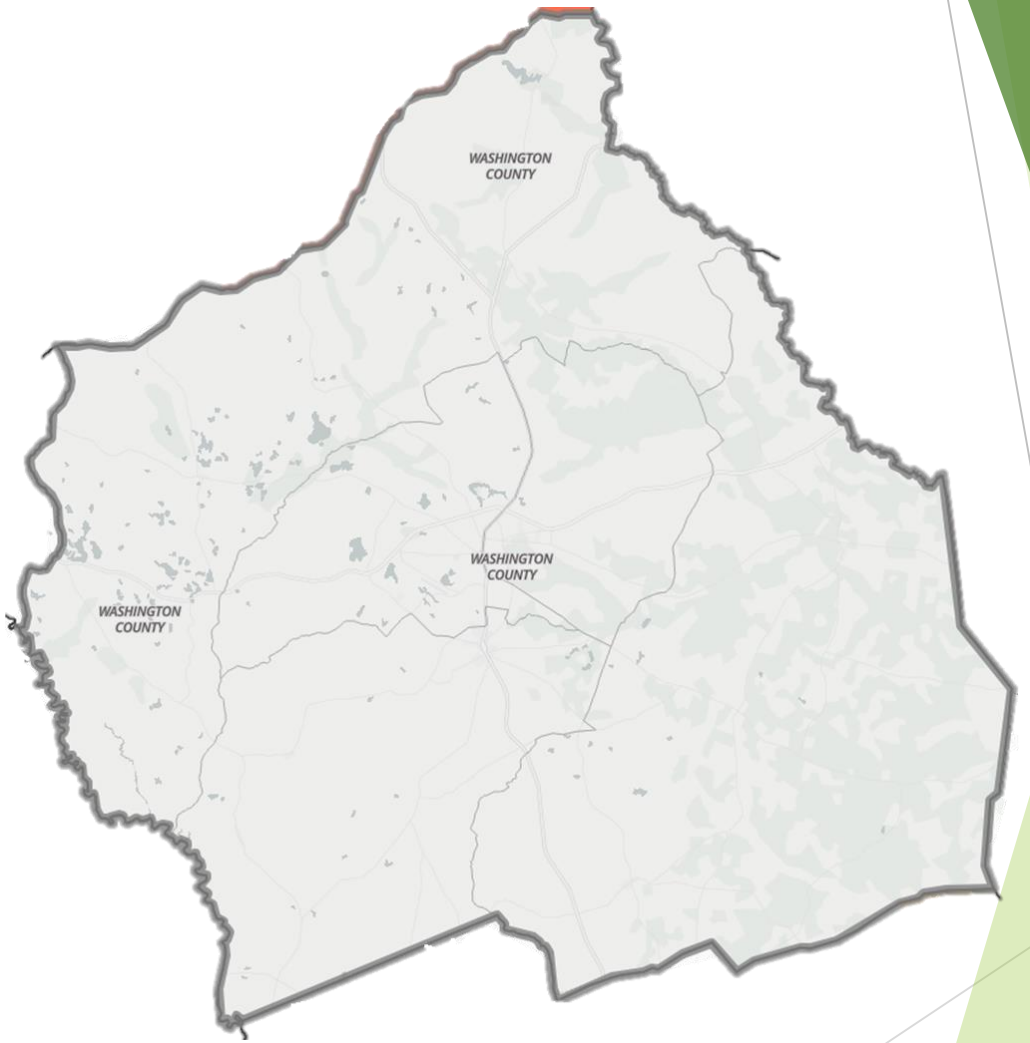
Washington County

- 18,732 people live in 7,384 households
- 1,774 people live in group quarters
- 81.4% of the county's households mailed back their 2010 census questionnaire
- 33.3% of Washington County's households had either no internet access or dial up-only



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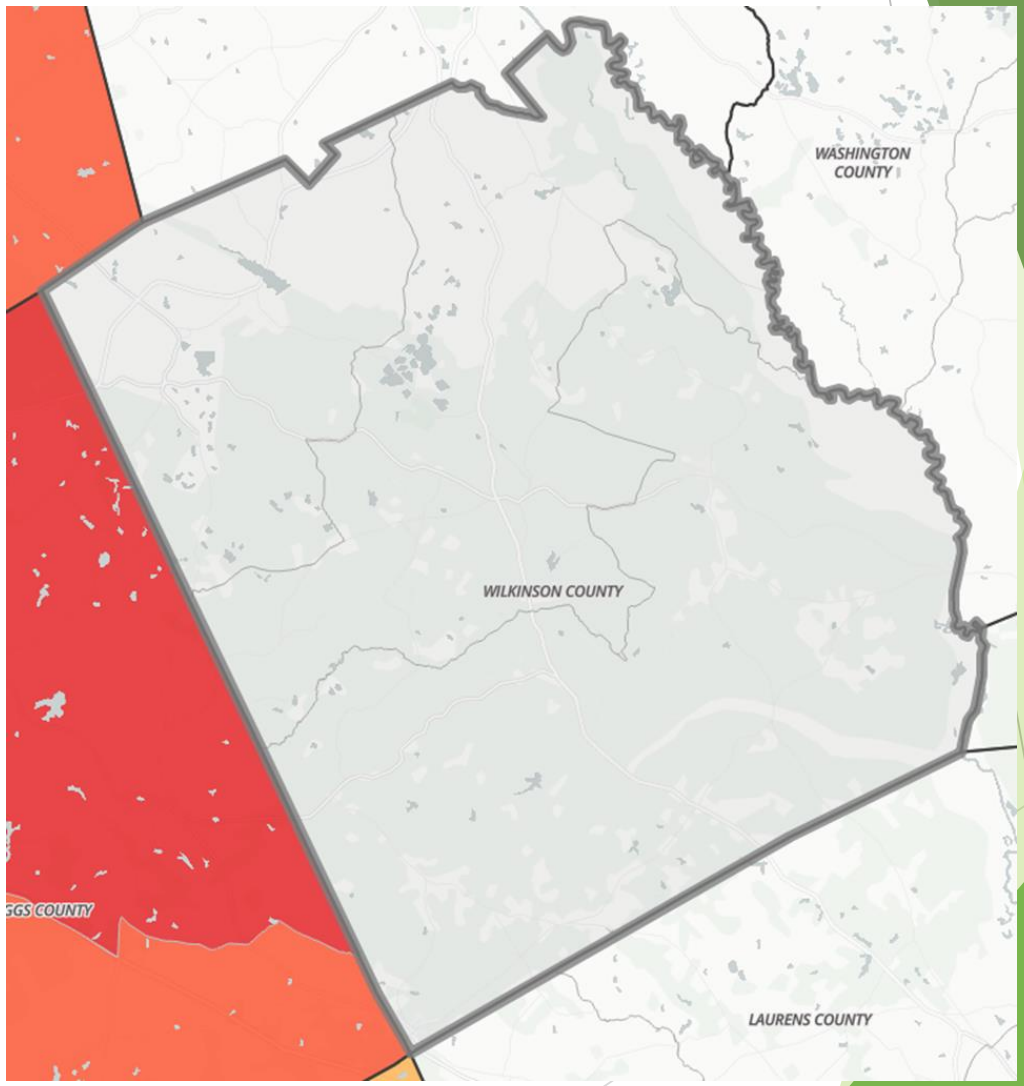
Wilkinson County

- 9,041 people live in 3,288 households
- 106 people live in group quarters
- 80.2% of the county's households mailed back their 2010 census questionnaire
- 40.3% of Wilkinson County's households had either no internet access or dial up-only



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Worth County

- 20,652 people live in 7,899 households
- 157 people live in group quarters
- 84.8% of the county's households mailed back their 2010 census questionnaire
- 29.7% of Worth County's households had either no internet access or dial up-only

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What has Georgia done to prepare for 2020?

- Census Alphabet Soup
  - Boundary Annexation Survey (BAS)
  - Local Update of Census Addresses (LUCA)
  - Participant Statistical Area Program (PSAP)

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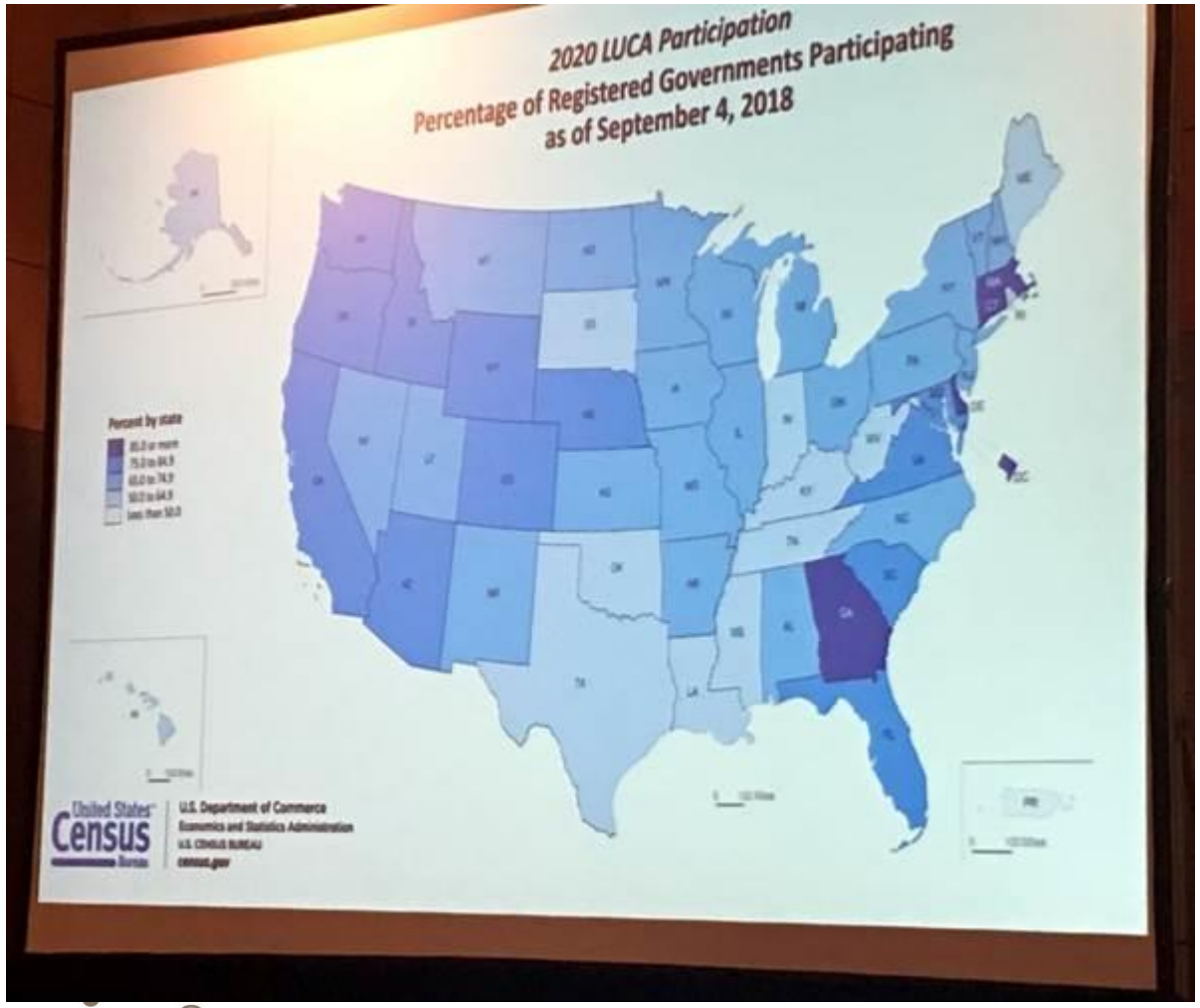
What has Georgia done to prepare for 2020?



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What is Georgia doing?

- State Complete Count Committee (CCC)
  - Led by Governor's Office of Planning and Budget and the Department of Community Affairs
  - Developing marketing strategies
  - Ensuring materials are consistent and provided down to local CCC's
- The purpose of a CCC exists to plan and implement outreach campaigns to raise awareness of the census and ultimately increase self-response and participation rates
  - **However, the State CCC cannot do this alone**
    - Local engagement is key
    - Approx. 180 local CCC's for Census 2010

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What is Georgia's CCC message?

- Three Points
  - Safe & Secure
  - Representation is at stake
  - Funding is determined by Census

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Local Complete Count Committees

- Comprised of local government and community leaders from education, business, healthcare, and other community organizations
  - “Census Ambassadors”
  - Give communities a **trusted voice**
    - Local CCC members have a knowledge and understanding of what it takes to engage and inspire others within their community
  - Spread knowledge of the benefits of participating in the 2020 Census
  - Engage your librarians!

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Starting a Local CCC

- Work with U.S. Census Bureau partnership specialists
- Sign up for Georgia state information at https://census.georgia.gov/webform/local-complete-count-committee-sign
- Those interested will receive the information and resources needed to get started

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U.S. Census in Georgia

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Search within this site

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Community Involvement

- Get Involved
- ▼ Complete Count Committee
  - Governor's Complete Count Committee
  - ▼ Local Complete Count Committees
    - **Local Complete Count Committee Sign-up**
- Community Resources
- LUCA

Home » Community Involvement » Complete Count Committee » Local Complete Count Committees » Local Complete Count Committee Sign-up

Local Complete Count Committee Sign-up

Name (required)

City or County of Residence (required)

Email Address (required)

Telephone Number (required)

Comments

Stay Connected

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Starting a Local CCC

- Committees should include members with experience in the following areas, which can be topics of subcommittees:
  - Government
  - Workforce development
  - Faith-based community
  - Education
  - Media
  - Technology
  - Community organizations
  - Business

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2020 Census

Self-Response Mail Strategy

Self-Response

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Dates in the table below are in-home dates.

Panel	Cohort	Mailing 1 *Letter (Internet First) or Letter + Questionnaire (Internet Choice)*	Mailing 2 *Letter*	Mailing 3* *Postcard*	Mailing 4* *Letter + Questionnaire*	Mailing 5* *"It's not too late" Postcard*
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

(*) Targeted only to nonresponding households

Local CCC Strategies (2019)

- Create social media accounts on Instagram, Facebook, and Twitter and follow local people and businesses to build up followers
- Place census messages in water bills, property tax bills, and other correspondences governed by the jurisdiction
- Encourage local businesses to become official sponsors of census awareness events planned by the committee
- Have census posters in visible, public locations
  - Should feature languages used within the community (ex: Spanish)
- Sponsor a census booth at fairs, festivals, and carnivals
  - Prepare handouts and/or pamphlets that detail the federally funded programs that are affected by the census

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Local CCC Strategies (January – March 2020)

- Add census message to city council, county commission, chamber of commerce, and other local meetings
- Host promotional event(s) around the time of the first mailing
  - (Ex: Q & A panel with the community)
- Ask elected officials to encourage residents to fill out survey
- Canvas low-response areas within the community

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Local CCC Strategies (April-May 2020)

- Place public service announcements in local radio and social media asking residents to fill out the census questionnaire and cooperate with census workers
- Complete check-ins with census representative to ascertain census response rate
  - If response rate is low, plan events and/or activities to motivate residents to complete the survey
- Evaluate the experiences of community members
  - Create and distribute survey
- Celebrate!

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Further information

- Visit:
  - https://www.census.gov/
  - https://census.georgia.gov/
- Email:
  - census@opb.georgia.gov
- Contact:
  - Anna Wrigley Miller
    - anna.miller@opb.georgia.gov
  - Rusty Haygood
    - rusty.haygood@dca.ga.gov

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