

Suggested ways to support the 2020 Census

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Complete Count Committee (CCC) – A Statewide Complete Count Committee coordinates an awareness and promotion campaign to improve participation, especially in the Low Response Score (LRS) populations throughout the State. CCCs identify and partner with trusted messengers in the community to educate and motivate residents to participate in the 2020 Census. CCCs can develop localized and targeted messages that resonate with the intended population.

Education – The education initiative reaches the LRS population throughout the state. The Statistics in Schools curriculum is for K-12 classrooms. Outreach to ESL, VoTech, Adult Ed, and GED students is effective in increasing response rates. **What departments and agencies administer these programs? Are there any programs for children of migrant workers?**

Day Care – Children aged zero - four are often not included in the Census by their parent/guardian. Licensed Day Care facilities can deliver a census message to parents and caretakers during January through June. Census messages can be distributed in newsletters, parent handouts, and teacher meetings. What agency license day care facilities? **What Agency has an inventory of the names, addresses, and contacts for these facilities?**

Health and Medical – Patients seeking medical services, particularly pediatric services, should receive a census message during January to June. The targeted trusted messengers to deliver the message are the receptionists at Doctors, urgent care, public health clinics, children's hospitals, etc. In addition, can the state provide lists of Long term care facilities, nursing homes, drug and mental health centers, and similar residential facilities to Census? **What Agencies license and interact with medical facilities and providers? Do the lists include mid-wives, holistic, visiting nurses, home health care and natural remedy providers? Are there any outreach health programs for homeless, drug areas, migrant workers, etc.?**

Welfare, Human Services – Caseworkers can promote census messaging to clients during January to June. Caseworkers can assist residents of group homes for mentally challenged to complete their census response. Census needs lists of places, such as government assisted temporary housing/hotels where people are staying until they find housing that is more permanent. Agencies that work with foster children and child protective services can support Census operations to enumerate this population. Agencies can help recruit clients for temporary census jobs.

Prisons – State, County, and local correctional facilities can be enumerated using different methodologies that are facility appropriate. Advance planning with Census is recommended.

Parole and Probationary – This population is often transient and are not included in many household census responses. Probation and parole officers can deliver a census message during regular meetings with clients during January to June. Administrative records on facilities such as halfway houses, extended stay facilities could and their residents could aid census group quarters activities.

Nails and Hair – Beauty salons and barbershops continue to be effective sources for local knowledge and communication, particularly in LRS communities. In many states, proprietors and workers are state licensed. **What agency licenses workers and stores in this profession? How can Census obtain lists of stores for outreach?**

Emergency Management – If a major event occurs around Census Day (April 1, 2020) that causes an outflow or influx of population, what state agencies does Census work with to coordinate activities. How can Census and the State prepare for such a contingency?

Universities – State and state related colleges and universities are part of the group quarters. Directives from the state can facilitate access to group quarters for enumeration by census workers. **How can the state help Census implement the “Census on Campus” program in all residential colleges and universities?**

Public Housing – Create an awareness campaign targeted to residents of public housing. Recruit residents for temporary census jobs.

Agriculture – Outreach to farmers and migrant/seasonal workers. Migrant farm worker facilities are part of the group quarters population in the Census. **Does the state have an inventory of farm worker facilities? What programs and agencies can conduct outreach and awareness to this population?**

Labor – Career centers traditionally have been a key partner for recruiting managers and other workers for temporary census jobs. Career centers have allowed applicants to access computers to apply on-line. Career centers have also allowed census staff to use their facilities to interview job applicants as well as distribute and display recruiting materials. They have also helped to identify job candidates. **Can Career Centers continue to provide these services for the 2020 Census?**

Governor's Commissions (Woman, Refugee, Tribal, LGBTQ, etc.) – What special population commissions does the state have? What network of organizations and service providers do they work with? These groups can create targeted messaging and outreach strategies to their populations. Including in-language messaging. Translate localized messaging to targeted populations.

Veterans – Veteran benefits and programs rely heavily on Census data for planning and administering. Are there state agencies that work with this population that can encourage their participation in the Census?

Aging/ seniors – Senior centers and service providers have helped their clients respond to the census. Officials tell seniors that they should not give out personal information. These agencies can give an appropriate message to seniors to participate in the census.

Law Enforcement – The public often calls law enforcement to investigate census workers in the area or at their door. The State CCC can inform law enforcement agencies of census activities in their area and can verify its legitimacy. In addition, many times law enforcement agencies tell their community not to cooperate, which can harm the census. An outreach to this group can correct the messaging.

Legislature- Legislators can put census messages in their communication to constituents, join local Complete Count Committees in the district, and support the statewide outreach effort.

Government Relations – States can use their existing agencies and their network that work with, and provide training to county and local officials to coordinate census activities and messaging.

Economic and Community Development – What agencies work with the business and community development groups? How can these agencies promote and coordinate census messaging?

Tourism – The Tourism agency usually maintains lists of events throughout the state including parades, conferences and conventions, festivals, etc. These events are often good opportunities for census messaging and exhibits.

Transportation – Transportation Departments have placed Census messaging on electronic highway signs, rest stops, and tollbooths in past censuses.

Motor Vehicles – Census messaging can be send with driver's license and car registration renewals. Driver's License Centers could possibly become census response kiosks.

Public Utility Commissions – Encourage member utilities to join and support their local Complete Count Committee. Also distribute encourage utilities to distribute census messaging to customers.

Miscellaneous – Respondents are encouraged to participate in the census by internet. Job seekers are required to apply for jobs on-line and take on-line training. Many residents do not have access to the internet or computers to perform these tasks. How can state agencies and facilities rectify this barrier?