



2010 CENSUS: **IT'S IN OUR HANDS**

*Complete Count
Committees
Press Kit*

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Complete Count Committees Press Kit Contents

Executive Summary	1
Complete Count Committee Press Release	2
About Complete Count Committees	
Potential Stories	4
Complete Count Committee Facts	6
Multimedia Resources	7
Contacts	8

Executive Summary

2010 Census Complete Count Committees

The U.S. Census Bureau cannot conduct the 2010 Census alone. Complete Count Committees (CCCs) are volunteer committees established by state, local and tribal governments, and/or community leaders to increase awareness of the 2010 Census and motivate residents in their communities to respond. They often include a cross section of community representatives — including government agencies, education, business, faith-based organizations and the media — and aim to address the various racial, ethnic, cultural and geographic considerations of their communities.

The following media materials provide useful information, story ideas and multimedia resources pertaining to CCCs and the important role they play in raising awareness of the 2010 Census, including:

- **Reaching Hard-to-Count Populations** – CCCs design and implement plans to inspire hard-to-count groups in their communities to participate.
- **A History of Making a Difference** – Since the 1980 Census, CCCs have played a major role in raising awareness of the census among all groups and populations.
- **Speaking the Language of the Community** – CCCs have their fingers on the pulse of their communities, so they are best suited to develop census awareness campaigns that address the special characteristics of their communities.

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Complete Count Committees are Forming Nationwide for the 2010 Census

Local volunteer committees driving participation in their communities

Complete Count Committees (CCC) are forming across the country to spread the word about the importance of the 2010 Census and to motivate every resident in their community to complete and return their 2010 Census questionnaire.

Made up of state, local and tribal governments, and/or community leaders, CCCs are one of the core strategic elements of the 2010 Census. Committees often include a cross section of community representatives — including government agencies, education, business, faith-based organizations and the media — and aim to address the various racial, ethnic, cultural and geographic considerations of their communities.

Using local knowledge, expertise and influence, CCCs plan and implement census awareness campaigns that address the special characteristics of their communities. Local campaigns are designed to reach traditionally undercounted populations by stressing the importance of an accurate census count, including how data are collected and used.

Since the 1980 Census, CCCs have played a major role in raising awareness of the census among all groups and populations through various activities. From now until May 2010, CCCs nationwide are implementing key activities, which often include:

- Holding events, such as a Census Day “Be Counted” Parade, that generate interest and participation.
- Distributing census information and materials through Web sites, newsletters and at events.

(more)

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- Partnering with organizations in their communities to include census messaging in their communications.

A number of CCCs are already in place in cities nationwide, and more are forming each day. Those interested in organizing a committee should call their regional census center or visit 2010.census.gov.

ABOUT THE 2010 CENSUS

The 2010 Census is a count of everyone living in the United States and is mandated by the U.S. Constitution. Census data are used to distribute Congressional seats to states, to distribute more than \$400 billion in federal funds to local, state and tribal governments each year and to make decisions about what community services to provide. The 2010 Census questionnaire will be one of the shortest in history and consists of 10 questions, taking about 10 minutes to complete. Strict confidentiality laws protect the confidentiality of respondents and the information they provide.

-X-

Editor's note: More information, fact sheets and multimedia are available on the Census Bureau's online newsroom. Go to www.2010census.gov.

As with all 2010 Census information, the address information collected by the Census Bureau is confidential by law (Title 13, U.S. Code, Section 9). All Census Bureau employees have taken a lifetime oath to protect confidentiality and are subject to a jail term, a fine — or both — for disclosing any information that could identify a respondent or household.

Potential Stories

As members of the media, you have a unique opportunity to share news and information about the 2010 Census and the role and activities of Complete Count Committees (CCCs) with a broad and diverse audience. The story topics provided below will help raise awareness of CCCs and their work plan in communities in preparation of the questionnaire mail date in March 2010. Each of these story ideas can be easily customized with specific community information to reflect the activities and interests of your local market. For more information or to arrange time to speak with a Census Bureau representative, please see the [Contacts](#) section.

Story 1

Complete Count Committees: Cross Section of Community Leaders Reaching Hard-to-Count Populations

The Census Bureau cannot conduct the 2010 Census alone. Complete Count Committees (CCCs) are one of the core strategic elements of the regional Partnership program for the 2010 Census. These volunteer committees established by tribal, state and local governments, and community leaders, work best when they include a cross section of community representatives from government agencies, education, business, faith-based organizations and the media. Through a diverse make-up that is all-inclusive and addresses the various racial, ethnic, cultural and geographic considerations of the community, CCC members create and implement locally-based, grassroots outreach efforts geared toward reaching every resident, including hard-to-count groups.

- Interview: Several community leaders that make up a local CCC — such as an elected official, a member of a faith-based organization and representative of a local business — about their role on the committee and its 2010 Census outreach plans.
- Visual: Cover a rally or community event with CCC or Census Bureau presence.

Story 2

Complete Count Committees: A History of Making a Difference for the Census Bureau

Since the 1980 Census, CCCs have played a major role in raising awareness of the census among all groups and populations. The expertise, influence, knowledge and experience of CCC members are resources that are invaluable to a successful enumeration. State and Local Government CCCs are constructed of community members appointed by the highest elected officials of a tribal, state, county or local governments, while Community CCCs are teams of community leaders and/or organizations brought together to design an outreach plan for hard-to-count areas or populations in their community. All three are driven to develop and implement census awareness campaigns that motivate every resident to complete their census questionnaire thoroughly and return it in a timely manner.

- Interview: A CCC member who has been part of a CCC in a past census and who can shed light on new challenges in 2010 and ways the CCC is addressing those in order to ensure a complete count in their community.
- Visual: Event or activity designed to address a new challenge specific to the 2010 Census.

Story 3

Complete Count Committees: Speaking the Language of the Community

An integral part of achieving a complete and accurate count in the 2010 Census is identifying, communicating and inspiring hard-to-count groups to participate. One of the most strategic and effective ways is through the creation of CCCs, especially Community CCCs. Community CCCs are teams of community leaders that speak the language of their community, and utilize local knowledge, expertise and influence to design and implement a census awareness campaign targeted to inspire others to take action and participate in the 2010 Census. Community CCCs have the local knowledge and the ability to focus on potential problem areas such as populations speaking languages other than English, low response rates, high number of renters, and other hard-to-count groups. The knowledge and expertise then leads to the development of innovative activities geared to specific groups within the community.

- Interview/visual: Cover an event geared toward a specific group within a community. Interview CCC members about goals and details of the event as well as several event attendees on their reactions to the event.

Complete Count Committees — Facts

The goal of the 2010 Census Complete Count Committee (CCC) Program is to convene 10,000 CCCs that are well organized, highly productive and have quality outreach strategies in place.

- A CCC is a volunteer committee established by tribal, state and local government, and community leaders or organizations to increase awareness and motivate residents to respond to the 2010 Census.
- CCCs exist to plan and implement locally-based outreach campaigns built on the members' knowledge and understanding of what it takes to inspire action and raise awareness of the census and ultimately drive participation.
- Since the 1980 Census, CCCs have played a major role in raising awareness of the census among all groups and populations. The expertise, influence, knowledge and experience of CCC members are invaluable resources to a successful enumeration.
- CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community.
- Government CCCs are committees of community members appointed by the highest elected officials of a tribal, state, county or local government for the purpose of developing and implementing a census awareness campaign that motivates residents to complete their questionnaire and return it in a timely manner.
- Community CCCs are made of teams of community leaders and/or organizations brought together to design an outreach plan for hard-to-count areas or populations in their community. Their focus is to encourage individuals in their community to complete and mail back their questionnaire.
- Census Bureau Partner Specialists will assist tribal, state and local governments, and nongovernmental organizations to organize and form CCCs for the 2010 Census.

Multimedia Resources

- **Complete Count Committee Information**
 - Complete Count Committee Guide — http://2010.census.gov/2010census/pdf/2010_CCC_Guide_Final.pdf
 - Complete Count Committee Brochure — http://2010.census.gov/partners/pdf/cccBrochure_update.pdf
- **General 2010 Census Information**
 - Operational Timeline — http://2010.census.gov/2010census/about_2010_census/013279.html
 - 2010 Census logo — <http://2010.census.gov/partners/census-logos/>



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Contacts

National Contacts

To secure a spokesperson for national stories, request additional information or to schedule an interview, please contact:

- **Census Bureau Public Information Office:** (301) 763-3691 or pio.2010@census.gov

Regional Contacts

For regional/local story angles, please contact the following offices to secure an appropriate spokesperson, request additional information or to schedule an interview:

- **Atlanta Region** (*Alabama, Florida, Georgia*): 1-800-424-6974
- **Boston Region** (*Connecticut, Maine, Massachusetts, New Hampshire, New York, Puerto Rico, Rhode Island, Vermont*): 1-800-562-5721
- **Charlotte Region** (*Kentucky, North Carolina, South Carolina, Tennessee, Virginia*): 1-800-331-7360
- **Chicago Region** (*Illinois, Indiana, Wisconsin*): 1-800-865-6384
- **Dallas Region** (*Louisiana, Mississippi, Texas*): 1-800-835-9752
- **Denver Region** (*Arizona, Colorado, Montana, Nebraska, Nevada, North Dakota, New Mexico, South Dakota, Utah, Wyoming*): 1-800-852-6159
- **Detroit Region** (*Michigan, Ohio, West Virginia*): 1-800-432-1495
- **Kansas City Region** (*Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma*): 1-800-728-4748
- **Los Angeles Region** (*Southern California, Hawaii*): 1-800-992-3530

- **New York Region** (*New York*): 1-800-991-2520
- **Philadelphia Region** (*Delaware, New Jersey, Maryland, Pennsylvania, Washington D.C.*): 1-800-262-4236
- **Seattle Region** (*Alaska, Idaho, Northern California, Oregon, Washington*): 1-800-233-3308