

2020 Census NC SDC and Complete Count Committees

Bob Coats
Governor's Census Liaison
North Carolina State Data Center
Office of State Budget & Management,
Demographic & Economic Analysis Section

Bob.Coats@osbm.nc.gov



General 2020 Preparations

- **NC Geographic Information Coordinating Council (GICC)**
 - Committee of state, federal, and local agencies to coordinate geospatial data development and use.
 - NC SDC chairs Census working group supporting GSSI, LUCA, and BAS
- **15 Regional Trainings**
 - Hosted by NC SDC affiliates and highlighting LUCA and Census promotion.
 - Planning for another round of trainings on CCCs, PSAP, and Boundary verification.
- **Census Staff Visits**
 - Regional Office staff visited larger municipalities and Governor's office promoting LUCA and CCC participation
 - Partnership specialist visiting local governments promoting CCC creation



NCSDC Activities

- **Communication**

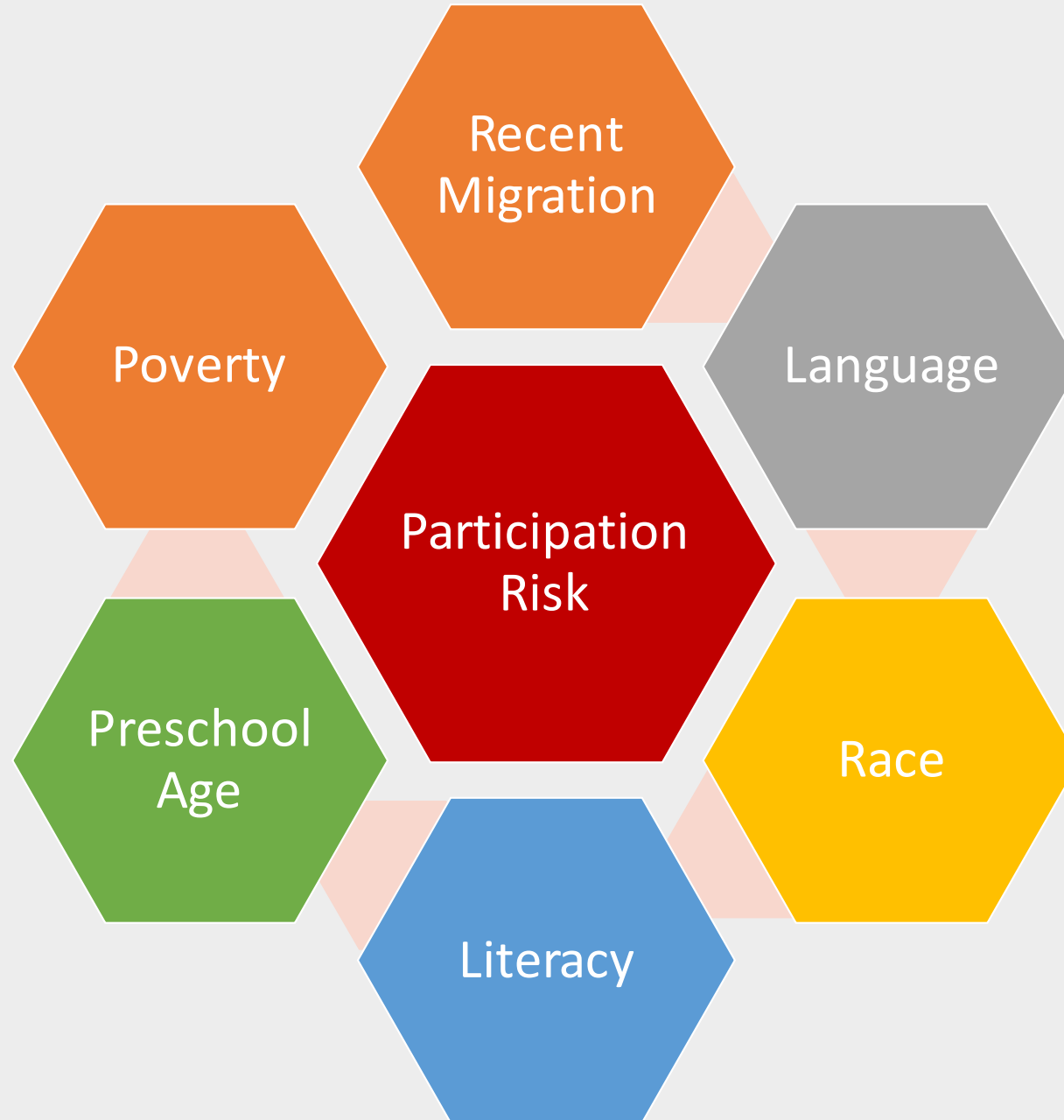
- Administration and Affiliates
- Listservs – County Commissioners, Municipalities, Planners, Data Users
- Stakeholders

- **Participation**

- BAS/Consolidated BAS (CBAS)
- Census Redistricting
- Participant Statistical Areas Program (PSAP)

- **Preparation/Training**

- Local workshops
- Webinars/streaming
- Leveraging existing meetings





CCCs – Assessing Risks

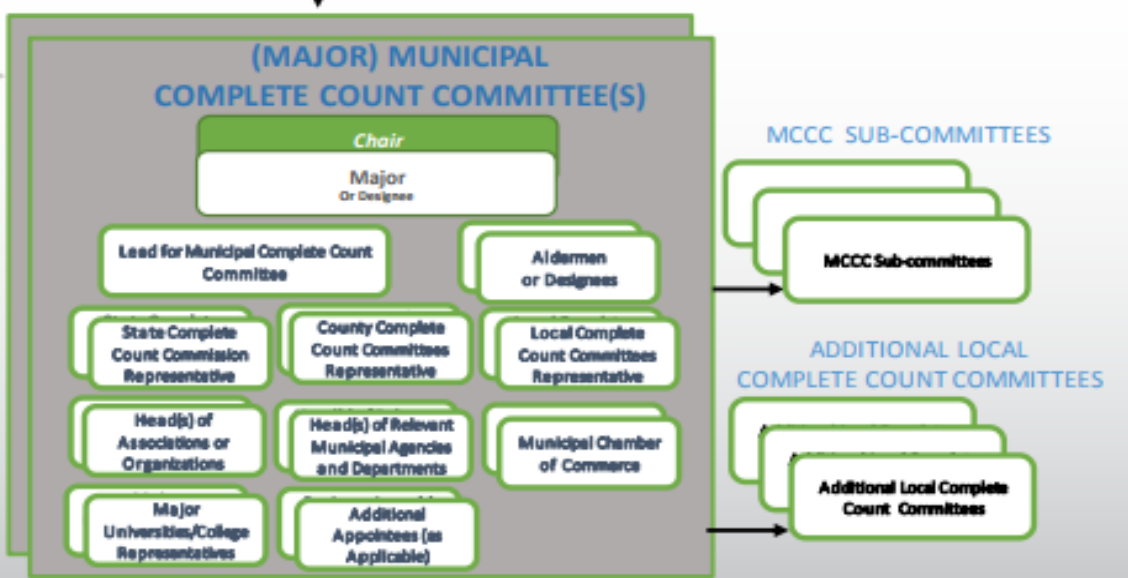
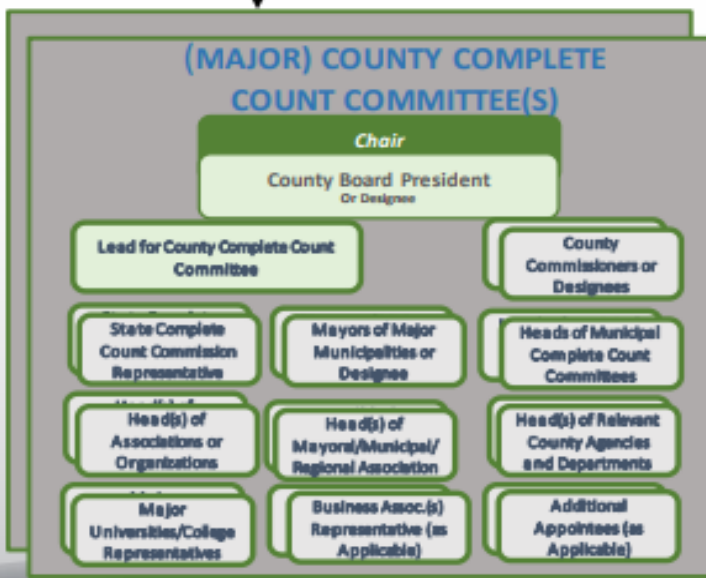
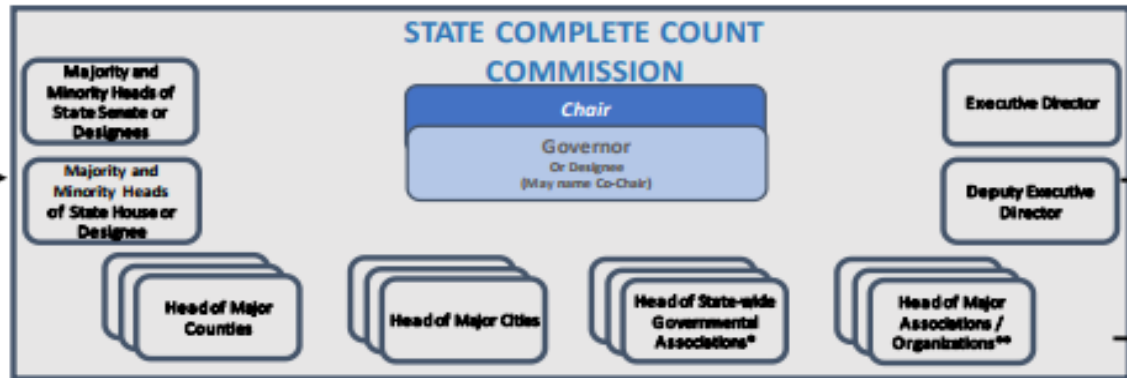
- There is no substitute for local knowledge, but the Census Bureau has tools that can help assess the Census participation risk at small geographic areas – Census Tracts and Block Groups
- Census Planning Database
Detailed risk factor data from the most recent ACSs and response rate data from the 2010 Census
- Response Outreach Area Mapper (ROAM)
Online risk mapping of Planning Database data and a calculated Low Response Score to the Census Tract level
- Census Engagement Navigator
Visualization of Planning Database data and 2010 Census mail response rate to the Census Tract level

Integrated SCCCs and CCCs

Legend: - - - - -> Supports → ———> Manages ↔ Bi-directional Info Flow

PARTNERSHIP SPECIALIST

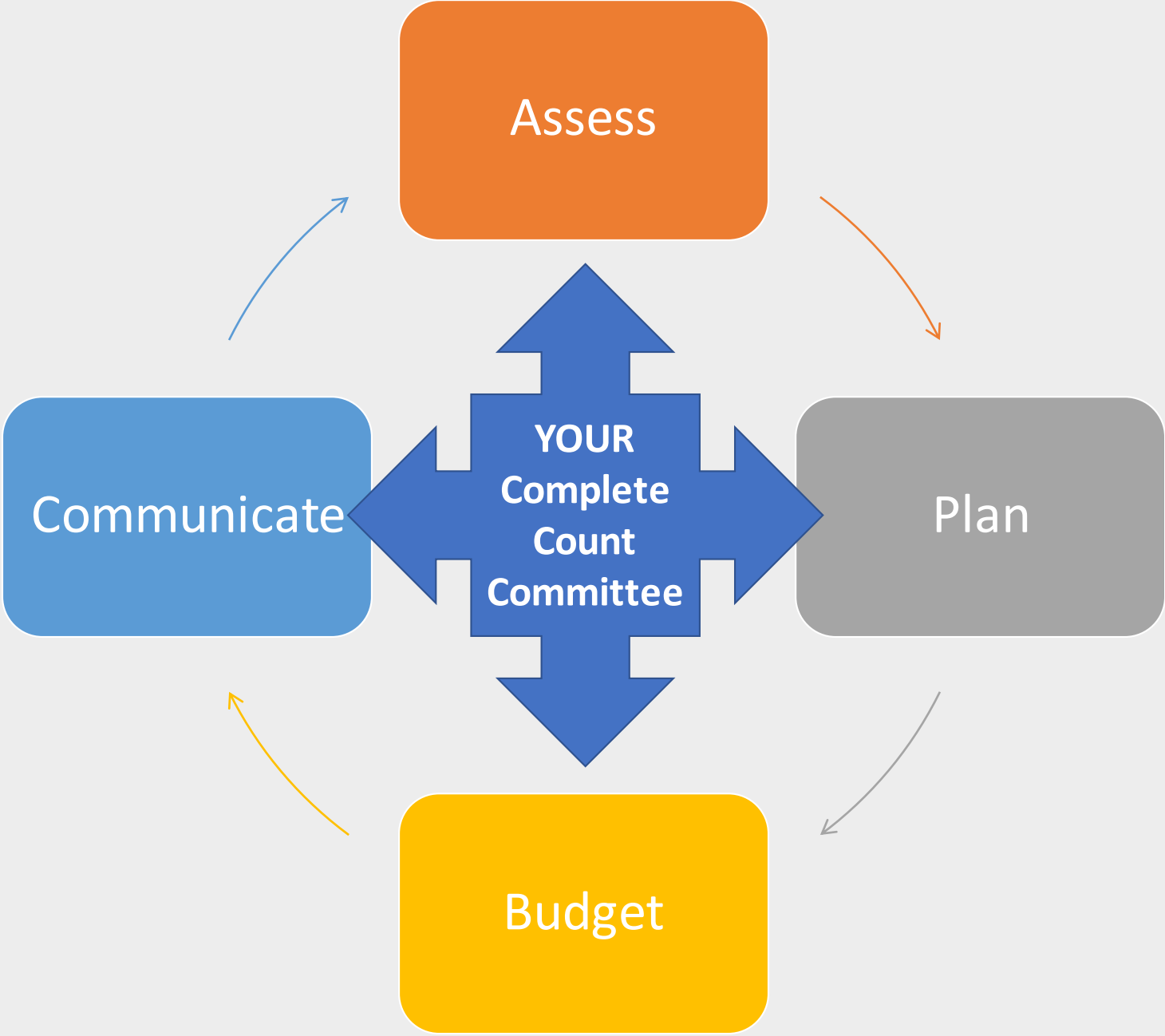
- Facilitates establishment of a State's Complete Count Commission
- Facilitates establishment of Complete Count Commissions
- Provides support for SCCC and CCC 2020 Census promotion and outreach efforts



* State-level Departmental Heads, additional Legislative, other Appointees as applicable
 ** Major Business Associations and Labor Organizations, Farm Bureau, Heads of Philanthropic Organizations

SCCC and CCC Subcommittee Types

BUSINESS	<ul style="list-style-type: none"> Involving a community's business sector creates a unifying element that touches every household within the community. 	EX-OFFENDER	<ul style="list-style-type: none"> The ex-offender population is sizeable and is often disenfranchised from the community and hard to track.. 	LIBRARY	<ul style="list-style-type: none"> Urban Libraries Council says libraries are the "most trusted government entity", poised to be pivotal for civic engagement.
COMMUNICATIONS, MEDIA AND TECHNOLOGY	<ul style="list-style-type: none"> Assists community Organizations in utilizing Census toolkit materials enables them to innovate. 	FAITH-BASED	<ul style="list-style-type: none"> Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members. 	RECRUITING	<ul style="list-style-type: none"> Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.
COMMUNITY ORGANIZATIONS	<ul style="list-style-type: none"> Utilizing community orgs provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds. 	GOVERNMENT	<ul style="list-style-type: none"> Census can manage costs by leveraging the ability of local government to provide knowledge of the population, organizations., and institutions. 	SENIOR CITIZEN	<ul style="list-style-type: none"> Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.
DATA AND MAPS	<ul style="list-style-type: none"> Understanding where hard-to-count areas exist is important to direct subcommittee activities toward the correct populations and geographic areas. 	GROUP QUARTERS	<ul style="list-style-type: none"> Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count. 	SPECIAL HOUSING	<ul style="list-style-type: none"> The rental population will exceed a third of the entire U.S. population by 2020.No matter the housing type, access is vital for an accurate count.
EDUCATION (PRESCHOOL - GRADE 12)	<ul style="list-style-type: none"> Reaches U.S. households through schools and helps create a generation of future self-responders. 	HOMELESS	<ul style="list-style-type: none"> In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans. 	VETERANS	<ul style="list-style-type: none"> Over 22 million veterans living in the United States present a sizeable bloc distributed throughout the 50 states.Former military personnel can provide leadership and excellent recruiting assistance.
EDUCATION (POST SECONDARY)	<ul style="list-style-type: none"> Works with university housing to obtain administrative records for group quarters, builds relationships with leadership to facilitate access. 	IMMIGRANT	<ul style="list-style-type: none"> One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English. 	STATE DATA CENTERS/CENSUS INFORMATION CENTERS	

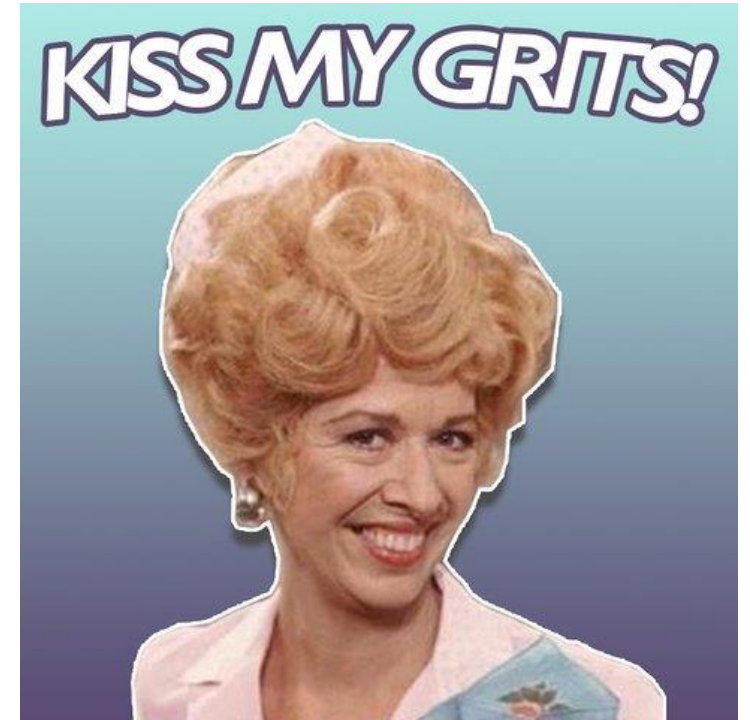




NC Complete Count Committee

- Executive Order has been drafted
- Chairperson and initial membership has been identified
- NC CCC logo developed
- Website set up
- NC SDC is technical support

Thanks for interrupting everything,
Hurricane Flo!





MAKE NC COUNT

C E N S U S 2 0 2 0

Contact

Bob Coats
(919) 807-4781
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