

## The 2010 Census is on the Horizon!

The 2010 Census is on the horizon and the U.S. Census Bureau wants to ensure that everyone is counted. We are developing partnerships with state, local, and tribal governments; community-based organizations; faith-based groups; schools; businesses; the media; and others. Through these collaborative relationships, we can reach our shared goal of counting **all** residents in the 2010 Census. By being informed about the census and better understanding the census process, residents are more likely to respond to the census questionnaire.



**The Complete Count Committee (CCC) Program** is key to making this happen in communities all across the country. CCCs incorporate local knowledge, influence and possible resources to educate residents and promote the census through a locally-based and targeted outreach and promotion effort. CCCs provide a vehicle for coordinating and nurturing a cooperative effort between local governments, communities, and the U.S. Census Bureau. Local governments and community organizations can help the census get a complete count in 2010.

## Get Started

### WHO?

State, local, and tribal governments work together with partners in the community to form Complete Count Committees (CCC) to promote the 2010 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

### WHAT?

A Complete Count Committee is a team of community leaders appointed by the highest-elected official to develop and implement a locally-based outreach and awareness campaign for the 2010 Census.

### WHY?

This team's primary focus is to promote the 2010 Census in a particular community and to ensure that **every resident in that area is counted**. Community leaders are most qualified to understand the best way to reach all populations that reside in their area. The team is also best suited to mobilize community resources in the most efficient and cost-effective manner.

### WHEN?

The process starts **NOW!** 2007 is when to identify CCC leaders and determine if resources need to be budgeted for 2009 and 2010 to promote the census locally. 2008 is the time to identify CCC leaders and members. 2009 is the time to establish a work plan, and 2010 is when this plan will be carried out.

### HOW?

**Its up to you!** You know the best way to reach your community. Some activities could include:

- Census rally or parade
- Ethnic media luncheon
- Census unity forum for youth
- Interfaith breakfast and weekend events

## Early Involvement of State, Local and Tribal Governments is Crucial

*"The Complete Count Committee turned out to be an excellent way to reach all segments of the community and educate them about the Census. Our efforts resulted in a mail-back response that was higher than anyone had anticipated."*

*Albert Pritchett, Chairman, Complete Count Committee, Cook County, Illinois*

*"Rapidly growing and diversifying cities need to realize just how critical a Complete Count effort is to...getting the absolutely best count possible during the 2010 decennial enumeration...to ensure their fair share of federal and state funding. The Census Bureau relies heavily on local Complete Count efforts to reach...difficult to enumerate populations. Each city can tailor their Complete Count efforts to best meet the needs of their urban personality."*

*Ryan Robinson, City Demographer, Austin, Texas*

*"Forming a Complete Count Committee was indeed a labor of love for us. We followed the guide, formed the sub-committees and our entire city was energized. There is no doubt about the effectiveness of the Tell City Complete Count Committee. This was an effective program in bridging the gap between the community and the government. What a novel idea!"*

*Louie Heitkemper, CCC Co-Chairman, Tell City, Indiana*

*"With the 2010 census quickly approaching, it is important that every citizen in our community be counted. The Complete Count Committee...helps us mobilize resources, and ensure that Miami-Dade County gets its fair share of the federal funds and resources."*

*Carlos Alvarez, Mayor, Miami Dade County*

*"The Complete Count Committee included every segment of our community. Some of the activities we incorporated in our CCC campaign were so successful in bringing everyone together that we have continued them as annual festivals. The CCC was indeed a strategy for building our community and learning more about our immigrant populations."*

*Graham Richard, Mayor, Fort Wayne, Indiana*

## 2010 Census Timeline

### 2007

- State, local and tribal governments determine if local resources are needed to promote the 2010 Census

### 2008

- Local Census Offices begin opening
- Local governments review address lists (LUCA)
- Highest Elected Official or community leader determines Complete Count Committee (CCC) membership

### 2009

- CCC is established
- CCC receives census training
- CCC develops strategy and work plan
- CCC spreads word about census jobs

### 2010

- Questionnaires are delivered to every address
- CCC begins community organization mobilization
- CCC begins 2010 Census publicity campaign

### April 1, 2010 - CENSUS DAY

- Households return completed questionnaires
- CCC urges nonresponding households to cooperate with census takers
- CCC thanks the community for their participation in the 2010 Census

### December 31, 2010

- Census delivers population counts to the President

## Contact Information

For additional information about the Complete Count Committee Program, please contact your regional office.

If you reside in:	Please call:
Alabama, Florida, or Georgia	ATLANTA 1-800-424-6974
Connecticut, Maine, Massachusetts, New Hampshire, upstate New York, Puerto Rico, Rhode Island, or Vermont	BOSTON 1-800-562-5721
Kentucky, North Carolina, South Carolina, Tennessee, or Virginia	CHARLOTTE 1-800-331-7360
Illinois, Indiana, or Wisconsin	CHICAGO 1-800-865-6384
Louisiana, Mississippi, or Texas	DALLAS 1-800-835-9752
Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, or Wyoming	DENVER 1-800-852-6159
Michigan, Ohio, or West Virginia	DETROIT 1-800-432-1495
Arkansas, Iowa, Kansas, Minnesota, Missouri, or Oklahoma	KANSAS CITY 1-800-728-4748
Hawaii or Southern California	LOS ANGELES 1-818-435-6332
New Jersey or New York City	NEW YORK 1-800-991-2520
Delaware, D.C., Maryland, New Jersey, or Pennsylvania	PHILADELPHIA 1-800-262-4236
Alaska, Idaho, Northern California, Oregon, or Washington	SEATTLE 1-800-233-3308

[www.census.gov/2010census](http://www.census.gov/2010census)

## Complete Count Committee Program



**ON THE ROAD  
TO THE  
2010 CENSUS**