



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau

Regional Office
Van Nuys CA 91406-4203



August 22, 2018

Dear Highest Elected Official:

I am writing to give you an update on the U.S. Census Bureau's preparations for the 2020 Census and to share information on how you can help ensure we count all your constituents.

As you probably know, the constitutionally mandated population count occurs once a decade. The 2020 Census will determine the number of seats each state has in the U.S. House of Representatives and how over \$675 billion dollars per year are distributed to local communities. It is vitally important to our nation and to your community.

For the 2020 Census, we are using a number of key technology developments to improve both the efficiency and quality of the Census. One of the primary goals is to increase self-response to the Census by providing more ways for people to respond. Unlike previous censuses, where a paper questionnaire was the only option for a response, we will add an online option and the ability to respond by telephone to our traditional paper questionnaire option. Also, respondents will have more language options when filling out Census questionnaire.

Providing response options will help, but we know a successful census depends on strong community engagement and participation. Part of that effort is a structured approach for local support, where key leaders like you, form a Complete Count Committee.

Complete Count Committees (CCC) are made up of a broad spectrum of leaders that are trusted voices within their communities. They organize, plan, and implement local campaigns to promote participation in the 2020 Census. Census Day is April 1, 2020. While it may seem like a long time from now, from a planning perspective, it is not. Many local governments are already actively working on their own plans for the 2020 Census. So now is a good time to consider the efforts for your jurisdiction.

We want your participation. Currently, Census Bureau staff are active throughout the nation, meeting with local governments, elected officials and community-based organizations. They are available to provide information about the 2020 Census and training on how to form a Complete Count Committee. They will provide technical guidance on upcoming census operations to help you develop a customized plan that works for your community.

A local Partnership Specialist will be contacting you to set up a meeting, or you can reach the partnership program at **213-314-6230** or via email at **los.angeles.rcc.partnership@2020census.gov**. I have included a Complete Count Committee brochure for your review.

For 2020, the Census Bureau's mission is to count everyone once, only once, and in the right place. We look forward to partnering with you to achieve a full and accurate count.

Sincerely,

Julie Lam
Regional Director

The 2020 Census is almost here!

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

Get Started

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness to encourage a response campaign based upon their knowledge of the local community.

WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

WHY?

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

HOW?

It's up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

- Holding CCC kickoff meetings with media briefings.
- Participating in Census rallies or parades.
- Coordinating Census unity youth forums.
- Hosting Interfaith breakfasts and weekend events.
- Statistics in Schools classroom resources.
- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- Helping recruit census workers when jobs become available.

Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

Complete Count Committees

2020 Census Timeline

- **2018**
 - Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
 - CCCs receive 2020 Census training.
- **2019**
 - Continue establishing CCCs.
 - Open field offices.
 - CCCs develop strategy and work plan.
- **2020**
 - CCCs begin community organization mobilization.
 - 2020 Census advertising campaign begins in early 2020.
 - CCCs support the 2020 Census.
 - CCCs encourage self-response.
- **April 1, 2020 – CENSUS DAY**
 - CCCs urge households who do not respond to cooperate with census takers.

Please contact:

If you reside in:

ATLANTA

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Georgia, Louisiana,
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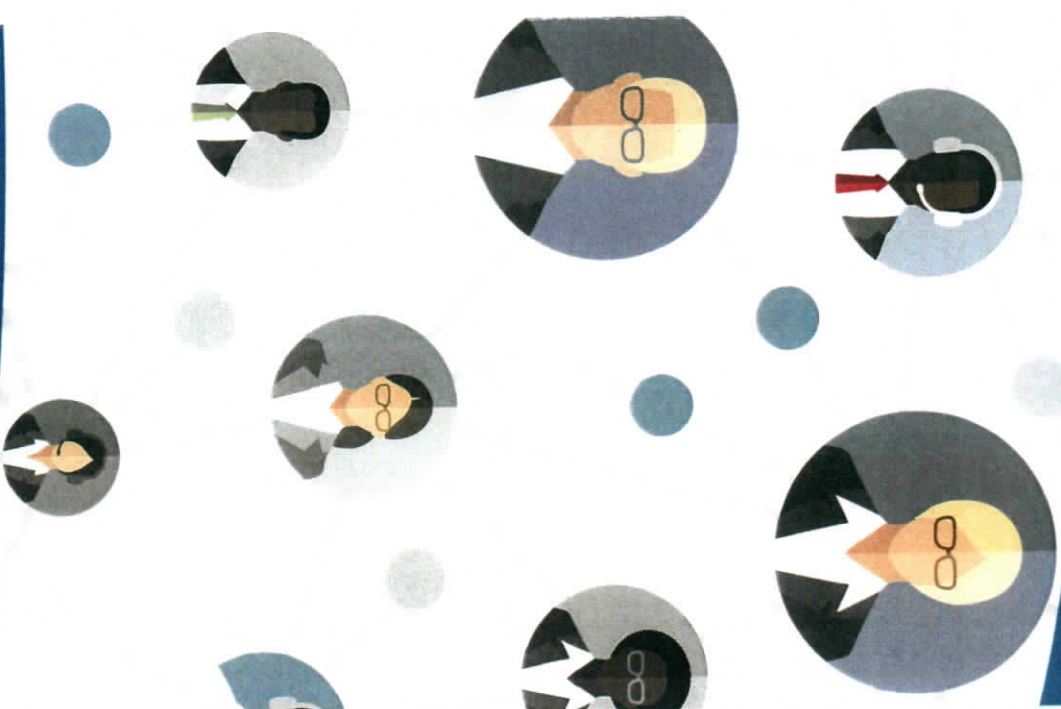
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