It’s hard to believe but the 2020 Census is just around the corner!!  UW Extension has always figured prominently in education and outreach about census activities and we just wanted to pass along some news and resources on the 2020 Census.  We apologize in advance for the length of this message and if you receive this message more than once.

**Complete Count Committees**
How can you help make certain that every person in your county is counted as part of the 2020 Census?  A good way to do this is for your local government (Tribe, County, City, Village or Town) to establish a Complete Count Committee (CCC) that represents local governments and local constituencies. Having a large CCC with many different stakeholders helps spread the message to complete and submit the Census form and ensure that all hard-to-count populations are reached.

For decades, the Census Bureau has been promoting the idea of forming entities called Complete Count Committees (CCCs) in as many local governments, tribal communities and community based organizations as possible. The idea is to localize and strengthen the efforts to do promotion and outreach about the importance of participation in the 2020 Census and encourage an accurate and complete count. The notion that those kinds of messages coming from trusted local voices will be better heard and more effective is a good one. Here is a link to an on line version of the guide that local government officials received earlier this year about setting up Complete Count Committees along with an overview on CCCs: [https://2020census.gov/content/dam/Census/newsroom/press-kits/2018/ccc-guide-d-1280.pdf](http://2010.census.gov/partners/pdf/cccGuide.pdf)
<https://census.gov/programs-surveys/decennial-census/2020-census/complete_count.html>

In some counties and communities, we know that some of you have taken on the role of being involved in (if not coordinating) these activities for the county. In others, the county executives, tribal leaders and other local government officials are just starting to focus some attention on 2020 Census issues.

*How to form a Complete Count Committee and what it should do?*
The main goal of any outreach and education about the census is to ensure that every person in our counties and communities is counted as part of the 2020 Census. To form a Complete Count Committee, the Census Bureau suggests bringing together stakeholders and members of local governments, key constituencies (such as faith-based organizations, non-profits, businesses, schools) to amplify and extend messaging about the importance of the census to Wisconsin communities.  Having a large and representative Complete Count Committee helps spread the message to complete and submit the Census form and ensure that all "hard-to-count" populations are reached.

Complete Count Committees can help determine how to reach the “hard-to-count” populations within counties or communities, county and help do targeted outreach to populations like seniors, Latinos, Millennials, Amish or other faith groups, remote rural populations and communities with limited or no internet access. In addition, this census is relying heavily on self-response via the internet.  A Complete Count Committee can also help determine areas where computer and internet access is a concern and can help the Census Bureau focus its limited resources more effectively.

We have attached a list of the Complete Count Committees in Wisconsin that we know about.  If you are aware of a Complete Count Committee not on this list, please let us know.

**Census Bureau Partnership Specialists in Wisconsin**
As part of the ramp up to the 2020 Census, the Census Bureau has hired partnership specialists to "blanket" the state trying to get local governments and tribal communities to set up Complete Count Committees. There are even more partnership specialists working in Wisconsin than in 2010 and it is quite likely that local and tribal government officials in your area have been contacted about forming a CCC.  In a number of counties or tribal communities, we know that some of you have taken on the role of being involved in (if not coordinating) these activities for the county. In others, the county executives and other local government officials are just starting to focus some attention on 2020 Census issues.

**2020 Census Promotional Resources**:
For those involved in CCCs or thinking about doing local outreach, there are a number of online resources available through the 2020 Census website (<https://2020census.gov/en>)

**Materials (such as logos or posters coming soon)**<https://2020census.gov/en/partners/outreach-materials.html>
**Infographics and fact sheets**
<https://www.census.gov/programs-surveys/decennial-census/2020-census/library/visualizations.html>
<https://www.census.gov/programs-surveys/decennial-census/2020-census/library/fact-sheets.2019.html>

**Applied Population Laboratory, Local Government Center, and State Data Center Role**
As a Wisconsin State Data Center agency, the Applied Population Laboratory stands ready to help you with any questions or materials or strategies about doing 2020 Census education and outreach. In addition, the APL and the Local Government Center are working in tandem to coordinate and provide resources for Extension programming and activities in support of the 2020 Census. We are in regular communication with the Census partnership specialists working in Wisconsin as well as the Chicago Regional Census Office.

Some of you may also remember that for prior censuses there was some state funding to support statewide census promotional activities and to provide matching grants to support activities of some Complete Count Committees.   As you might guess, there is no state appropriation for census promotion this time around, but both Daniel Foth (Local Government Center) and Dan Veroff (Applied Population Laboratory) are on a state-level Complete Count Committee representing Extension.   Even without funding, we will still be providing resources and assistance to Complete Count Committees and/or local agencies who are promoting the census locally.  We can provide background materials on census issues and possible promotional activities and if useful, make presentations about the importance of accurate and complete census counts and the census process in general.

After the new census data is available in early 2021, we will also work in collaboration with our colleagues to provide training and resources on local redistricting activities. In short, we are here to help in any way we can.

Please feel free to reach out to either of us with any questions you may have about the 2020 Census.  Also, please forward this message along to anyone who may have an interest or a role in 2020 Census programming.

Thanks,

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