

Pitt County's

Census 2020 Complete Count Committee

Overview of Census

The official U.S. Census is described in Article I, Section 2 of the Constitution of the United States. It calls for an actual enumeration of the people every ten years, to be used for apportionment of seats in the House of Representatives among the states. Since 1790, the decennial Census has been conducted every ten years, generally on April 1.

Besides providing the basis for congressional redistricting, Census data are used in many other ways. Since 1975, the Census Bureau has had responsibility to produce small-area population data needed to redraw state legislative and congressional districts. Other important uses of Census data include the distribution of funds for government programs such as Medicaid, Title 1 grants to educational agencies (school districts across the nation), Head Start programs, food grants (WIC), public transportation, road rehabilitation and construction and programs for the elderly. (Source: www.census.gov)

NC CAN COUNT ON ME!

What the 2020 Census Means to our State

“In Census 2010, 26% of North Carolina’s households did not respond to their census questionnaires. Every year, more than \$675 billion in federal funds is awarded based on census data. That’s about \$16,000 in funding over a 10 year period forfeited for every missed person per year in the state of North Carolina. In the 2010 Census, North Carolina ranked 16th (alongside Connecticut, Maryland, Oregon, Tennessee, Utah, and Washington) for mail participation with a 74 percent return rate. North Carolina’s 21.4% growth rate from 2000 to 2010 was the 12th fastest growing state in the country and, and the 9th largest in terms of being the most populous state in the country. An increasing population means that more population and resources may be missed if the 2020 Census is not fully supported. Historically, certain population groups, referred to as “hard-to-count” populations or communities, have not been fully counted and represented in the Census count. Several challenges can make a population hard-to-count and can contribute to an inaccurate Census. By reaching out to these populations in different ways, there will be a lower risk of them being miscounted, and losing funding and resources for their communities, as well as creating an opportunity for fair representation in government”. (Source: nccensus.org)

Committee Purpose

A Complete Count Committee (CCC) is a volunteer committee established by our local government to increase awareness about the census and motivate residents in the community to respond to Census questionnaires. The Complete Count Committee for Pitt County is comprised of community representatives from government agencies, education, business, religious organizations, and the media. The local CCC, in cooperation with local and regional census offices of the U.S. Census Bureau, is charged with developing and implementing a plan to educate Pitt County citizens regarding several key factors directly affecting Pitt County. These factors include elected representation, funds allocation and census data confidentiality.

Social Media

Several technological changes have occurred since the last Census. Social media is a platform that is used by many on a daily basis, and will be used to convey essential information to the public for Census 2020. Not only will CCC members be able to post about the importance of filling out the census, but they will be able to let citizens know about important information regarding the Census in their regions. Another change in 2020 is that the U.S. Census Bureau will accept online responses. The process will be quick and secure, and one will be able to respond to the census quicker than ever before. This response platform is hoped to increase response rates across the country.

Committee Responsibilities

General Knowledge of Census Process / Training

Committee members will be informed of the basic census process. A Complete Count Committee training session lasting approximately two hours will be facilitated by U.S. Census Bureau staff. Members should be able to communicate the need for an accurate count to other citizens of Pitt County. A diverse group of trained volunteers will be able to effectively deliver important information to our citizens via their existing ties to the community.

Outreach Plan

The committee will work with Pitt County staff to produce an Outreach Plan for Pitt County. This plan will focus on specific outreach activities geared at educating Pitt County citizens and increasing the County's response rate. These activities should be targeted at undercounted population groups, such as such Veterans, people over sixty-five, Hispanic and minority populations, and families with children under five years old. Primary reasons for being uncounted in our community should be identified and the goals of our outreach plan should be tailored to those specific needs. The plan should also propose ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.

Committee Activities

Meetings

The proposed meeting schedule for interested volunteers will include an organizational meeting in July of 2019. Afterwards, quarterly meetings will be scheduled to facilitate the Outreach Plan. Activities will continue through Census Day 2020 – April 1, 2020. The proposed meeting schedule is as follows:

July 2019 – Organizational Meeting/ Training
September 2019 - Regular Meeting / Outreach Plan Development
January 2020 – Regular Meeting/ Outreach Plan Development
March 2020 – Getting Ready For Census Day

Special meetings may also be arranged that require the attendance of individual members, staff, and representatives from other organizations to discuss specific outreach approaches and activities.

Presentations / Workshops

Certain members of the committee may be asked to speak at various community meetings. Others may be asked to assist staff members with presentations or workshops aimed at informing the general public or targeted groups.

Special Event Meeting Obligations

Special events held locally in Pitt County can provide excellent outreach opportunities. The events include festivals, parades or other gatherings where important census information could be distributed. The committee may wish to conduct specific special events to explain the census process to targeted groups. Local activities could include:

Go Family! Kids Fest
Ayden Collard Festival
Winterville Watermelon Festival
Pitt County Agricultural Fair
Fountain Peanut Festival
ECU Homecoming
Bethel Harvest Festival
West Greenville Unity Block Party
Local Christmas Parades
Grimesland Festival of Trees

Staff Resources & Involvement

Several staff members will be responsible for support and involvement with the Committee, with the Planning Department serving as lead agency. Duties will include attending committee meetings, conducting research, preparing documents and gathering and distributing materials. The Office of Public Information (OPI) will also play a vital role during Census 2020 because of the new use of social media. The OPI will be able to provide the County with a free source of updated information through social media platforms.

Organization

Pitt County's local Complete Count Committee has been established by the Pitt County Board of County Commissioners. The Chairman has authorized staff to invite other local government officials, business leaders and other influential residents of the community to serve as members of the CCC. Members represent a cross section of the community, are willing and able to serve until the census is over, and will help implement a creative outreach campaign in areas that may pose a challenge in 2020. Members also include persons from the areas of education, media, business, religion, and community groups.

Members

As of July 2019, 38 representatives from the following organizations have agreed to participate:

Governmental

City of Greenville
Pitt County Council on Aging/ Village of Simpson
Pitt County Department of Social Services
Pitt County Planning Department (Lead Agency)
Pitt County Public Health
Pitt County Public Information Office
Pitt County Veteran's Services
Municipal Government Officials
Town of Ayden
Town of Bethel
Town of Farmville
Town of Fountain
Town of Grifton
Town of Grimesland
Town of Winterville
US Census

Education

Ayden Public Library
Community Schools and Recreation
East Carolina University
Farmville Public Library
Pitt County Schools
Sheppard Memorial Library
College Student Representative

Business

Uptown Greenville

Media

WNCT

Service Providers

Greenville Utilities
Pitt Area Transit Systems
Vidant

Community Groups

Association of Mexicans in North Carolina
Churches Outreach Network
Farmville Public Library
Greenville AKA, Iota Kappa Omega
Greenville Community Shelter
NAACP
Pitt County United Way
West Greenville Representative

Financial Resources

County staff will work with the local census offices to obtain information, promotional materials and other materials that can be used for distribution and presentation purposes. Volunteers are only expected to contribute their time to this cause. County funds may be requested to fill the gap between available and needed resources to effectively pursue local outreach efforts.

Overall Project Schedule

April 8th, 2019

- Staff presents information about forming Complete Count Committee to BCC

Last week of April

- Invitation letters were mailed to committee invitees

July 16th, 2019

- Organizational meeting & training session for CCC

September 2019 – January 2020

- Hold additional committee meetings to develop & implement outreach plans which may include the following actions: Place census messages in water bills, property tax bills, and other correspondences generated by the jurisdictions
- Develop and implement activities to involve local government employees in 2020 Census awareness campaign
- Encourage corporations to become official sponsors of Pitt County census activities
- Have census banners, posters, and other signage placed in highly visible public locations
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, and local jurisdiction web sites and social media
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Have census information available during voter registration drives
- Add a census message to all meetings, events, and correspondences

February 2020 - March 2020

- Plan a major promotional event around the mail-out of census questionnaires.
- Saturate public access areas with easy-to-read and understandable census information customized for your community
- Ask elected officials and committee members to encourage residents to complete and return questionnaires immediately
- Send a census message out to all municipalities to use their resources and urge their residents to complete and return their Census questionnaires
- Get ready for Census Day!

April 2020

- Place public service announcements in local media encouraging residents to cooperate with census workers