

**RESOLUTION NO. 2018-105**

**RESOLUTION OF THE CITY OF FOREST GROVE  
AUTHORIZING THE ESTABLISHMENT OF A COLLABORATIVE COMPLETE  
COUNT COMMITTEE (CCC) WITH THE CITY OF CORNELIUS TO ASSURE  
THE HIGHEST POSSIBLE PARTICIPATION IN THE 2020 U.S. CENSUS**

**WHEREAS**, the U.S. Census Bureau is initiating efforts to assure a complete count for the 2020 Census as required under Article 1, Section 2 of the U.S. Constitution, with the key purpose to apportion the U.S. House of Representatives and allocate federal funds; and

**WHEREAS**, the U.S. Census Bureau has provided guidelines to local communities to establish a Complete Count Committee (CCC) to educate, encourage, engage and promote the 2020 Census to their constituents; and

**WHEREAS**, the U.S. Census Bureau guidelines recommend the CCC operations be governed by the Mayor(s) and include leaders from the School District, Universities/Colleges, relevant government agencies, community organizations, faith-based organizations, business associations, State CCC representative, City Councilors (up to 2 from Forest Grove and 1 from Cornelius to prevent a quorum), and regional associations; and

**WHEREAS**, the U.S. Census Bureau has agreed to provide a staff liaison to guide the CCC's structure, timeline, and outreach plan; and

**WHEREAS**, the creation of a CCC is timely as the key phases include Communication, Awareness, Motivation, and Thank You, and begin in April, 2019 and end in July, 2020.

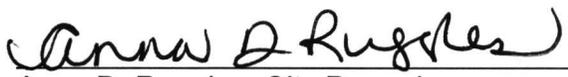
**NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF FOREST GROVE AS FOLLOWS:**

**Section 1.** That the City of Forest Grove, in collaboration with the City of Cornelius, establishes a Collaborative Complete Count Committee and utilizes the U.S. Census Bureau guidelines to structure, guide, and plan the CCC's efforts.

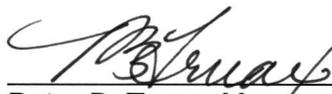
**Section 2.** That the CCC will be led by Mayor Truax, Forest Grove, and Mayor Dalin, Cornelius, and the Mayors collectively shall appoint the members of the CCC in accordance with U.S. Census Bureau guidelines.

**Section 3.** This resolution is effective immediately upon its enactment by the Forest Grove City Council.

**PRESENTED AND PASSED** this 10<sup>th</sup> day of December, 2018.

  
\_\_\_\_\_  
Anna D. Ruggles, City Recorder

**APPROVED** by the Mayor this 10<sup>th</sup> day of December, 2018.

  
\_\_\_\_\_  
Peter B. Truax, Mayor



*A place where families and businesses thrive.*

CITY RECORDER USE ONLY:	
AGENDA ITEM #:	7
MEETING DATE:	12/10/18
FINAL ACTION:	Reso 2018-105

**CITY COUNCIL STAFF REPORT**

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**TO:** City Council

**FROM:** Jesse VanderZanden, City Manager

**MEETING DATE:** December 10, 2018

**PROJECT TEAM:** Jesse VanderZanden, City Manager, Forest Grove  
Rob Drake, City Manager, Cornelius

**SUBJECT TITLE:** Resolution Collaborative Complete Count Committee for 2020 U.S. Census

<b>ACTION REQUESTED:</b>	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Order	<input checked="" type="checkbox"/> Resolution	<input type="checkbox"/> Motion	<input type="checkbox"/> Informational
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*X all that apply*

**BACKGROUND:**

The U.S. Census Bureau is initiating efforts to assure a complete count for the 2020 Census. The U.S. Census is required under Article 1, Section 2 of the U.S. Constitution with the key purpose to apportion the U.S. House of Representatives and assist in allocating federal funds.

The paper Census will be available in 59 non-English languages. The internet Census option will be available in 12 non-English languages, including Spanish. Participants can utilize the internet, phone, traditional paper form or in-person interview to respond.

Oregon is part of the Los Angeles Regional Census Center which opened in April, 2018, in preparation for the 2020 Census. The U.S. Census Bureau expects to open Area Census Offices in Salem, Portland, and Eugene in January, July, and July of 2019, respectively. Each office will hire approximately 300 canvassers.

This 2020 Census is slated to include 10 or 11 questions. Question 11 was recently added and asks the participant if they are a U.S. citizen. Question 11 has caused concern it will cause lower respondent rates in certain areas and therefore not represent a complete count. This question is being litigated in federal court.

In an effort to assure as complete a count as possible, the U.S. Census Bureau has provided guidelines for local communities to establish a Complete Count Committee to educate, encourage, engage and promote the 2020 Census to their constituents. Once formed, the U.S. Census Bureau will provide a staff liaison to guide the CCC's efforts.

Samantha Herriot, Partnership Specialist, U.S. Census Bureau, has agreed to assist Forest Grove and Cornelius with the formation of a CCC. No community in Oregon has formally established a CCC with the exception of a State of Oregon CCC.

**CURRENT STATUS:**

The resolution seeks to establish a Collaborative CCC with Cornelius and Forest Grove in accordance with U.S. Census Bureau guidelines. These guidelines recommend the CCC be governed by the highest local elected official (normally the Mayor) and include leaders from the School District, relevant government agencies, community organizations, faith-based organizations, universities/colleges, business associations, State CCC representative, Council Members, and regional associations.

The resolution says the CCC would be led and appointed by Mayor Truax and Mayor Dalin in accordance with the U.S. Census Bureau guidelines. To assure there is not a quorum of the City Council during a CCC meeting, the membership for City Councilors is limited to two Councilors from Forest Grove and one Councilor from Cornelius.

The key communication phases for the CCC begin in April, 2019, with the Awareness Phase, followed by the Motivation Phase in March-May, 2020, the Reminder Phase in May-July, 2020, and the Thank You Phase, July, 2020. Upon formation of the CCC, Samantha Herriot, Partnership Specialist, U.S. Census Bureau, has agreed to liaison and assist the CCC with structure, timeline, and outreach plan until the local Partnership Specialist is hired.

**FISCAL IMPACT:**

None.

**STAFF RECOMMENDATION:**

To enable early planning activities to occur, staff recommends the City Council adopt the proposed resolution.

**ATTACHMENTS:**

- A. "The Road to 2020", U.S. Census Bureau
- B. "2020 Census: Complete Count Committee", U.S. Census Bureau

# 2020 Census: Complete Count Committee (CCC)

## Instructors Training Guide



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U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

## Introduction

- Background and Structure of Complete Count Committees (CCCs)
  - Tribal, state and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their members.
  - Committee members are experts in the following areas:
    - Government
    - Media
    - Workforce development
    - Business
    - \*Education
    - \*Community Organizations
    - \*Faith-Based Community
    - \*Other, based on needs



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## Decennial Census Overview

- Why Do We Take the Census?
  - U.S. Constitution, Article 1, Section 2 mandates an apportionment of representatives among the states for the House of Representatives every 10 years
  - By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within 9 months of Census Day (on or before December 31, 2020)



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## Decennial Census Overview

- Background
  - Some examples include:
    - Distribution of more than \$675 billion annually in federal funds
    - Redistricting of state legislative districts
    - Forecasting of future transportation needs
    - Determining areas eligible for housing assistance and rehabilitation loans
    - Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
      - Education
      - Healthcare
      - Transportation
      - Social Services
      - Emergency response
    - Designing facilities for people with disabilities, the elderly and children



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## Decennial Census Overview

- The Census is Confidential and Required by Law
  1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
  2. We will never share a respondents personal information with other government agencies
  3. Results from the census are reported in statistical format only
  4. Records are confidential for 72 years by law (Title 44, U.S. Code)
  5. All Census Bureau employees swear a lifetime oath to protect respondent information.
  6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000



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## Forming CCCs

- Key Points About the CCC Structure
  - CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the community
  - Census Bureau staff serve as liaisons and information resources for CCC
  - CCC operations are governed by the highest elected official or community leader

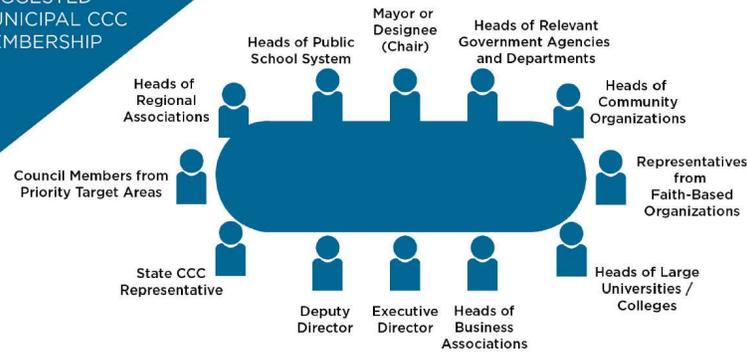


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## Forming CCCs

### Suggested CCC Membership

#### SUGGESTED MUNICIPAL CCC MEMBERSHIP



*\*Partnership Specialist is advisor and Census liaison to Municipal CCC's*

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## Timeline - Key Communications Phases

- The 2020 Census Phases
  - Education Phase – 2018-2019
  - Awareness Phase – April 2019
  - Motivation Phase – March – May 2020
  - Reminder Phase – May – July 2020
  - Thank You Phase – Starts July 2020
- Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

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## Planning Your Work and Working Your Plan

- Components of Work Plan
  - Overview
    - Summary of the goals and objectives of the CCC and description of the community
  - Committee Structure
    - Identify the name of the CCC
    - Describe the structure of the committee
    - Develop strategies for reaching their objectives
  - Timeline
    - Develop broad timetable of events and activities with dates



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## Planning Your Work and Working Your Plan

- Components of Work Plan
  - Reporting
    - Include a report of subcommittee activities to the committee
    - Modify future activities as needed based on feedback
  - Thank you
    - Include strategies for thanking committee members, the community and others who provide support
  - Final Report
    - Prepare a final evaluation of your activities and successes to help the Census Bureau guide future committees



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## Planning Your Work and Working Your Plan

- Identifying Hard-to-Count Areas and Populations
  - CCC work plan should utilize the local knowledge of members and data of the makeup of the community
  - Data tools can provide assistance to the committee to identify predicted areas of low response at the community level



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## Planning Your Work and Working Your Plan

- Low Response Score (LRS)
  - LRS = predicted level of Census self nonresponse at the tract level
  - Values from 0-100
  - For example,
    - If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the Census



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## Planning Your Work and Working Your Plan

- Reach Out Area Mapper (ROAM)
  - Public mapping application that displays characteristics of hard-to-count areas from the PDB
  - 2010-2014 ACS 5-year estimates
  - Census tract level

<https://www.census.gov/roam>

### Response Outreach Area Mapper

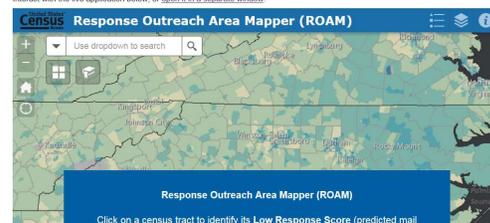
December 2017

Terms Share

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see Hard-to-Survey Populations and the U.S. Census. Making Use of Social Marketing Campaigns.

### ROAM Application

Interact with the live application below, or [open it in a separate window](#).



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## ROAM Live-Demo

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## Planning Your Work and Working Your Plan

### ACTIVITY – Create a Work Plan

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# The Road to 2020

Partnership Specialist  
U.S. Census Bureau  
Los Angeles Regional Census Center

## Why We Do a Census

- Article 1, Section 2 of the U.S. Constitution  
*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*
- Key Purpose is Apportioning the U.S. House of Representatives

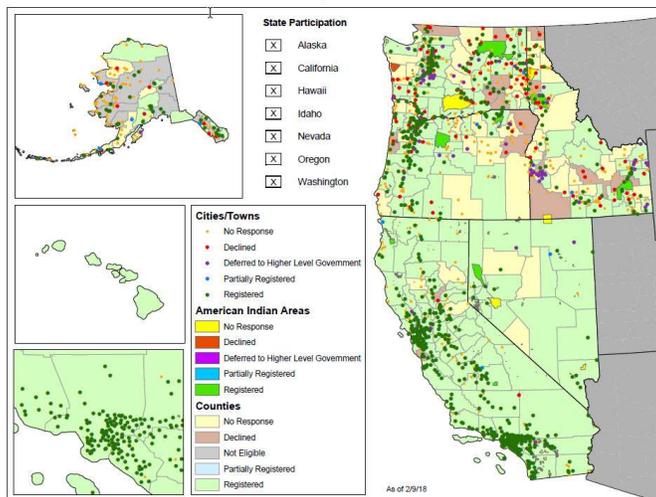
# 2020 Census



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# Update on LUCA

2020 Census - Participation Status in LUCA



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## Goals for the 2020 Census

- Maintain Quality
- Reduce Costs
- Four Areas of Innovation
  - Efficiency in Building an Address List
  - Easier Ways to Respond
  - Better Use of Information We Already Have
  - More Efficient Field Operations

## New Ability to Self Respond Starting March 23, 2020

- Internet
- Phone
- Paper Form



*Or traditional in-person interview*

# Census Questionnaire

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Bureau

## 2018 Census Test

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

**Start here** OR go online at [survey.census.gov](http://survey.census.gov) to complete the 2018 Census Test.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [survey.census.gov](http://survey.census.gov) or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2018, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2018.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2018?

Number of people =

2. Were there any additional people staying here on April 1, 2018 that you did not include in Question 1?

Mark  all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark  ONE box.

- Owned by you or someone in this household with a mortgage or loan? (Include home equity loans.)
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

-  -  -  -  -

FORM DH-61 (12-27-2017)

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### Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name  MI

Last Name(s)

6. What is Person 1's sex? Mark  ONE box.

Male  Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2018  years

Print numbers in boxes.  
Month  Day  Year of birth

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

Mark  one or more boxes AND print origins.

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race?

Mark  one or more boxes AND print origins.

- White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am. — Print, for example, African American, Barbadian, Haitian, Nigerian, Ethiopian, Somali, etc.
- American Indian or Alaska Native — Print name of enrolled or principal tribal(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- Chinese  Vietnamese  Native Hawaiian
- Filipino  Korean  Samoan
- Asian Indian  Japanese  Chamorro
- Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.
- Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc.
- Some other race — Print race or origin.

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Use this section to complete information for the rest of the people you counted in Question 1 on the front page. We may call for additional information about them.

**Person 7**

First Name  MI  Last Name(s)

Sex  Male  Female Age on April 1, 2018  years Date of Birth Month  Day  Year of birth  Related to Person 1?  Yes  No

**Person 8**

First Name  MI  Last Name(s)

Sex  Male  Female Age on April 1, 2018  years Date of Birth Month  Day  Year of birth  Related to Person 1?  Yes  No

**Person 9**

First Name  MI  Last Name(s)

Sex  Male  Female Age on April 1, 2018  years Date of Birth Month  Day  Year of birth  Related to Person 1?  Yes  No

**Person 10**

First Name  MI  Last Name(s)

Sex  Male  Female Age on April 1, 2018  years Date of Birth Month  Day  Year of birth  Related to Person 1?  Yes  No

**Thank you for completing the 2018 Census Test.**

**FOR OFFICIAL USE ONLY**

JIC1  JIC2

If your enclosed postage-paid envelope is missing, please mail your completed questionnaire to:

U.S. Census Bureau  
National Processing Center  
1201 East 10th Street  
Jeffersonville, IN 47132

If you need help completing this questionnaire, call 1-844-330-2020, Sunday through Saturday from 7:00 a.m. to 9:00 p.m. ET. The telephone call is free.

TDD — Telephone display device for the hearing impaired. Call 1-844-467-2020, Sunday through Saturday from 7:00 a.m. to 9:00 p.m. ET. The telephone call is free.

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## Languages - Supporting Linguistically Diverse Populations

- Available in Spanish
  - Enumerator Instruments (hand held)
  - Paper questionnaire and other mailings
  - Field enumeration materials
- Internet option and Census Questionnaire Assistance (CQAs) will be available in 12 non English languages
  - Spanish, Chinese (simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Items available in 59 non-English languages
  - Language glossary
  - Language identification card
- Additional efforts from the Los Angeles Region
  - Partner with grass roots organizations to create localize the Census message
  - Hire locally

## Los Angeles Regional Census Center

- RCC on schedule to open April 2, 2018 in Los Angeles.



## Wave 1 Area Census Offices (ACOs)

- Seven early Area Census Offices to open January 2019 (Wave One)
  - ✓ Bakersfield, CA (covers Central Valley and Nevada)
  - ✓ Oakland, CA (Bay Area and Northern Coast)
  - ✓ Riverside, CA (San Diego, Orange County, and Inland Empire)
  - ✓ Van Nuys, CA (Los Angeles County)
  - ✓ Anchorage, AK (Alaska)
  - ✓ Seattle, WA (Washington)
  - ✓ Salem, OR (Oregon, Washington and Hawaii)

## Wave 2 ACOs

- Wave 2 ACOs scheduled to open July 2019
- Number of Wave 2 ACOs by State:
  - California – 26
  - Hawaii - 1
  - Idaho – 1
  - Nevada - 2
  - Oregon - 2
  - Washington - 4

## Recruiting & Staffing Numbers of ACO Positions

- Summer 2018
  - ✓ Wave 1 ACO Management (approx. 10 per ACO)
- Fall 2018
  - ✓ ACO office staff, Recruiting Assistants (approx. 30 per ACO)
- Spring 2019
  - ✓ Address Canvassing field staff (approx. 300 per ACO)
- Spring 2019
  - ✓ Wave 2 ACO Management (approx. 10 per ACO)
- Fall 2019
  - ✓ Non-Response Follow-Up field staff (approx. 500 per ACO)

# Recruiting

- Summer 2018
  - ✓ Partnership Specialists
- Recruiting Information for All Positions
  - [www.census.gov/2020jobs](http://www.census.gov/2020jobs)
  - [www.usajobs.gov](http://www.usajobs.gov)
  - 1-800-992-3529 (Recruiting Hotline)

# Community Partnership and Engagement Program (CPEP)

**Enroll** community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

# Complete Count Committees

- Background and Structure of Complete Count Committees (CCCs)
- Tribal, state, and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their constituents.
- Committee members are experts in the following areas:
  - Government
  - \*Education
  - Media
  - \*Community Organizations
  - Workforce development
  - \*Faith-Based Community
  - Business
  - \*Other, Based on needs

## Key Dates



## Contact Information

**Samantha Herriot**

Partnership Specialist

[Samantha.herriot@2020census.gov](mailto:Samantha.herriot@2020census.gov)

323-791-9537

Los Angeles Regional Census Center

555 W. 5<sup>th</sup> St, 30<sup>th</sup> Floor

Los Angeles California, 90013

**Charmaine Ramos**

Tribal Partnership Specialist

[Charmaine.v.ramos@2020census.gov](mailto:Charmaine.v.ramos@2020census.gov)

818-384-2180



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