

## **GEORGIA COMPLETE COUNT COMMITTEE –**

### ***January and February weekly updates, sent to Census Complete Count Committee & Friends***

#### Sent to Committee on 1/6/10

Here is a link to a brief article regarding the Census Road Vehicle, which will be in Augusta today. We're still trying to get a schedule of its planned appearances so we can share with you, and hopefully help get more people to visit it as it moves through the state.

[http://chronicle.augusta.com/stories/latest/lat\\_704395.shtml?v=0603](http://chronicle.augusta.com/stories/latest/lat_704395.shtml?v=0603)

We're also working to get a media schedule, again so we can inform the committee & possibly coordinate PSAs with the media campaign. The national Census website ([www.census2010.gov](http://www.census2010.gov)) says their national campaign will begin the 3<sup>rd</sup> week of January with an awareness campaign targeted at hard-to-count areas.

Our two interns – Blake Underwood with the Governor's Office of Workforce Development and Nathan Tyre here at DCA – will be launching a social networking campaign for the Georgia Complete Count Committee later this week. Blake will be the Facebook Specialist and Nathan will be the Twitter Specialist, and they will keep updates regarding our activities up on these sites. You should be able to "become a fan" from our Georgia CCC website by the end of this week – [www.census.georgia.gov](http://www.census.georgia.gov).

Other updates:

- The Department of Economic Development (DECD) is developing a 'brand' for our Georgia Census efforts. DECD is the state's marketing arm, and has been charged by the Governor with ensuring a consistent brand & message across all state agencies and efforts.
- Staff members are contacting the persons listed on the U.S. Census Bureau listing of local Complete Count Committees to determine status – active, planned, etc. Don't forget to ask any local CCC contacts you have to go to our website and "register" so we can stay in touch with them.
- Our website is being updated daily, with new materials added as available. If you haven't done so yet, please go visit! The notes are posted there from both previous meetings.
- Sub-Committees are meeting and following through on goals as developed at our last meeting on December 16<sup>th</sup>.

#### Sent to Committee on 1/13/10

Here are a few items we hope you find interesting:

- Tommy Clack sent me an article on the Census from Readers Digest – here's a link to the online version, which is an interesting overview of the Census through time, and its current importance: <http://www.rd.com/your-america-inspiring-people-and-stories/quick-study-census-2010/article169449.html>
- Attached is a Better Business Bureau article sent to me by Joe Doyle, regarding the Better Business Bureau warning about possible fraud associated with fake Census employees. Joe has invited Fred Elsberry, who runs the largest BBB network in Georgia, to attend our meeting on the 26<sup>th</sup>, and says they'll be great partners in our efforts.
- A link to an article that ran last Saturday in the *Atlanta Journal Constitution*: <http://www.ajc.com/news/gwinnett/hispanic-groups-at-odds-270837.html> I met with Jerry Gonzalez and the Georgia Latino Complete Count Committee yesterday, and their opinion is that the media is making it a controversy, and these folks are not representative of the Latino

community. The GLCCC has over 100 Latino organizations as part of their CCC, and is working hard to keep information flowing to their communities on the importance of participation in the Census.

- We've had four more Complete Count Committees register with us on the website, and we're adding new materials all the time. We'll be posting the Government Leaders Resource Flyer next week (attached is a draft). The Government sub-committee prepared this to use with local government leaders. Debra Lyons is working closely with GTA on some major improvements for the website.
- The Department of Economic Development is developing a Georgia Census logo for us to use going forward – this should be ready in time for our January 26<sup>th</sup> meeting. Joe Doyle has been working with them on this project.
- The Georgia Poultry Federation has worked with the USCB to send posters and brochures in English and Spanish to all their members in the state.
- We've been invited by the Georgia Society of Association Executives to host a resource table on the Census at their January monthly meeting.

#### Sent to Committee on 1/22/10

Some updates on work underway:

- New flyers available for your use are attached – one for Government Leaders, one for Business leaders. These will be posted on the website soon.
- Website improvements – a revised/improved registration form for Local and Special Interest Complete Count Committees to register with us, so we can share information. Debra Lyons worked with GTA to get these improvements made. Also, a graph showing number of CCCs registered, and a count-down clock (thanks to a suggestion by Bob Young!) have been added. Buttons to track us on Facebook and Twitter will be added soon.
- Check the "Local Committees" link to see who our newest partners are – Terry Jackson at DCA updates this list as new committees register with us. A brief description of activities underway is included.
- Jim Finch is working with members of our CCC who serve in the House and Senate on a resolution from both bodies in support of our activities – we'll get more details to you as available.
- Articles in the *Atlanta Journal Constitution* from Sunday, the 17<sup>th</sup> – one which mentions our CCC work, and one on politics after the census.
  1. <http://www.ajc.com/news/nation-world/stakes-challenges-high-for-277319.html>
  2. <http://www.ajc.com/news/nation-world/after-census-pure-politics-277278.html>

#### Sent to Committee on 1/29/10

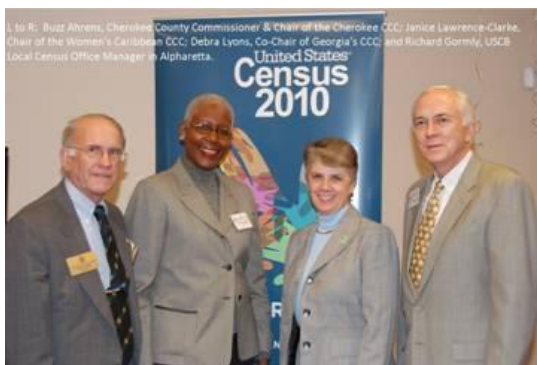
Good afternoon to everyone, and thanks for the great work you're engaged in for Georgia!

Here's a little bit of what's been happening this week with the Georgia Complete Count Committee:

- First of all – we have a new official logo! Isn't it beautiful? This work was contributed by the Georgia Dept. of Economic Development (GDEcD), and we'll soon have an entire suite of templates (newsletters, fact sheets, ppts, stickers, posters...) that will be posted on the website and available for use. Thanks to Joe Doyle and his team at the Governor's Office of Customer Service for bringing GDEcD on board, and thanks to Greg Torre and his team at GDEcD for the materials.

- We had a great meeting in McDonough this week, hosted by Henry County Commission Chair B.J. Mathis – thanks, B.J. – who also chairs our Government sub-committee. That committee showed off their new Government Leaders Resource Flyer (on the website if you want a copy), which was also delivered to the General Assembly this week.
- We had some special guests at the meeting: Jerry Gonzalez, Georgia Latino CCC ; Debra McClary with the Atlanta Urban League; Fred Elsberry with the Atlanta Better Business Bureau, and Darryl Matthews, with the U.S. Census Bureau.
- During the meeting, the committee decided on dates for a **Census Awareness Week (March 8 through 14)** – a **Census Awareness Day (March 11)** – and a **Census Awareness Faith Weekend (March 13 & 14)**. More on this later, but please put those dates on your calendar.
- Speaking of the General Assembly...Jim Finch has been working with Rep. Jay Neal, Rep. David Casas, Rep. Bob Bryant, Senator Judson Hill and Senator Valencia Seay on a Resolution in support of the Georgia CCC, which also names these particular Census-support dates. We hope this Resolution will be adopted by the House & Senate this coming week.
- Co-Chair Debra Lyons participated in the Grand Opening of a new Local Census Office in Alpharetta on Wednesday, where she met chairs of 2 local complete count committees and talked them into registering on the website (see photo below).
- **A goal of having 100 Local Complete Count Committees registered on our website by our next meeting in February was set at the meeting Wednesday – we had 12 that day – TODAY WE HAVE 27!** Just 73 more to go...
- And, once again, we have some terrific website updates and changes, thanks to GTA (Nikhil) and DCA (Terry) – you’ll have to go see for yourself, [www.census.georgia.gov](http://www.census.georgia.gov).
- Nathan and Zenas are Twitterin’ and Facebookin’...
- Reminder – our **next full committee meeting is February 16<sup>th</sup> at Georgia EMC in midtown**. Full details and directions will follow! Sub-Committees should hold meetings prior to this meeting – teleconferencing is fine.
- We have two new contacts with the USCB – Darryl Matthews, Partnership Specialist, joined us on Wednesday and has also attended Education meetings. Diana Schwartz is a media specialist, and gave me the lovely photo below – she also tells me there are two “happenings” with the Regional Road Tour Vehicle this weekend: Tonight at the Promenade at Clark Atlanta University, an HBCU Block Party; and tomorrow, at the Vine St. Marta Station, as part of the Honda Battle of the Bands. If you go – take a picture for me!

Have a great weekend!



Sent on February 5<sup>th</sup>

***Good afternoon Georgia Complete Count Committee & Friends ~***

Thanks again to BJ Mathis for hosting our January meeting last week at the Henry County Administration Building. The notes from the January 26th meeting are attached (thanks, Corinne, for taking these). Please review and, in particular, see if your sub-committee has action items to be completed, as discussed at the meeting.

Committee member Bill Verner (Georgia EMC) will host the February 16<sup>th</sup> meeting, from 1:30 to 3:30 p.m. **The meeting will be held in the Centergy One Office Building in Midtown, at 75 Fifth St. NW, in Suite 335 in the H. Wayne Hodges Connections Room. Coffee, sodas, and snacks provided. Driving directions are attached. This meeting will be the planning meeting for Census Awareness activities, so please plan to attend!**

Each of the sub-committees should meet to further develop or complete their action plans prior to February 16<sup>th</sup> (and teleconferencing is fine).

Other information about the Census efforts:

- Co-Chairs Mike Beatty and Debra Lyons appeared before the House Legislative and Congressional Reapportionment Committee this week to advise the committee on our efforts.
- The two resolutions supporting our work and the Census Awareness dates, introduced by our CCC members - Senators Hill and Seay and Representatives Bryant and Neal - were both adopted on Monday. The full resolutions are posted on our website, in the Toolkits & Materials area. The Government Subcommittee's Resource Flyer was also placed on each members' desk. (Thanks to Jim Finch for shepherding this through the process.)
- Our Census logo is above – please feel free to add that to your website, along with this link - <http://census.georgia.gov> – and encourage all your constituents to visit the Census website.
- The Department of Economic Development will have some of our other materials ready next week – so check around the 10<sup>th</sup> if you're looking for something in particular.
- Debra Lyons has secured the Governor's participation in an event for March 11<sup>th</sup> – Census Awareness Day! We'll let you know more details as this event is developed.
- We're up to 43 local complete count committees! Please check the list, and if you know someone in a county THAT IS NOT LISTED, make a phone call to see if there is a committee there, and if so, ask them to register. Remember, it's not just Nathan and Zenas with a goal of 100 by Feb. 16<sup>th</sup> – it's us!
- The ACCG flyer that Dave Wills showed us last week has been sent to over 1500 contacts this week! We will post that to the website this week, and you are welcome to use it in your promotion efforts.

Sent on February 12th

Good afternoon, Georgia Complete Count Committee & Friends,

We have a working committee meeting next week to plan for Census Awareness Week/Day. **Tuesday, February 16<sup>th</sup>, 1:30 to 3:30 p.m. The meeting will be held in the Centergy One Office Building in Midtown, at 75 Fifth St. NW, in Suite 335 in the H. Wayne Hodges Connections Room. Coffee, sodas, and snacks provided. Driving directions are attached.**

Here's a brief update for this week of February 12<sup>th</sup>:

- Attached is one of the finalized pieces prepared for our use by the Georgia Dept. of Economic Development – this one is a flyer that can be personalized to publicize special events or meetings. It's also available for you to download on our website, under Toolkits & Materials, along with other items, such as logos, a powerpoint template, etc. Thanks to DEcD for their terrific work!
- Dan Chapman with the AJC wrote another article on the Census this week – see this link: <http://www.ajc.com/news/atlanta/census-outreach-to-hard-295367.html>
- Debra Lyons and I made a presentation on the Georgia CCC and our efforts to the Senate Reapportionment Committee on Monday, at the request of our CCC committee member, Chairman Judson Hill.
- A presentation was also made for the Democratic Caucus Thursday morning, thanks to Representative Hugley for the invitation.
- The February issue of ACCG's *Georgia County Government*, which arrived in my mailbox this week, features an article on the Census and our efforts, written by our co-chairs, Commissioner Beatty and Debra Lyons.
- Executive Directors of Georgia's twelve Regional Commissions were given a brief presentation on our need for more local complete count committees to register, and have contacted all their county and city members – we're already seeing results from this.
- We also have four colleges registered with local CCCs – good work from the Education sub-committee to get the word out.
- We're making more edits to our website, so it will continue to have improvements as you visit. We'll be placing a new PDF map showing where the local complete count committees are located early next week. In the meantime, attached is a map that shows the counties with registered local CCCs, indicated by a circle around the county name. A rectangle indicates that someone has told me that there is one, but there's no registration!
- **WE HAVE 86 LOCAL CCCs REGISTERED!!!** We only need **14** more by next Tuesday to make the goal – so take a look at the map and make some calls! The more groups we have involved, the more effective our efforts can be.

See you next week, and I hope you all have a safe trip home today in the bad weather.

Sent on February 20<sup>th</sup>

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Good morning **Complete Count Committees & Friends**,

Thanks to ALL of you who have registered with our website to let us know you're out there working hard to increase our participation in the Census this year! **As of this morning we have 124 Complete Count Committees registered:** 94 that are city or county based; 12 that are statewide (ethnic or special interest); and 18 education (technical colleges and universities). Due to the large jump in our registrations, our Local Complete Count Committees page is currently being re-constructed to make it easier to find CCCs you might be interested in, and this should be completed soon.

Plans are coming along for the **Georgia Census Awareness Week of March 8<sup>th</sup> through 14<sup>th</sup>** – we are posting some template materials on our website this week and we encourage these be used at the city/county level. There is a Census Awareness Proclamation for adoption by city and county commissions – hopefully by joint adoption – and a draft Press Release for the same. We ask that those of you with local CCCs make sure your local elected officials are asked to adopt the proclamation during Census Awareness Week, to help raise awareness in your community that the Census forms will start arriving soon. (And – please let us know if this happens, so we can track this effort!)

We are planning a special event with **Governor Perdue** on **March 11<sup>th</sup> – Census Awareness Day**- and also a **Census Legislative Event** mid-week. We'll send you information as the details are finalized.

**Please – plan a special event of some kind with your CCC for Census Awareness Week!** That can be the proclamation adoption (mentioned above), or a community meeting on the Census, or – well, there are lots of good ideas posted in the Local CCCs page of our website! We will prepare and publish a calendar of special activities that shows Georgia is working on the Census – so plan an event, and then remember to send us an email so we can include it on the calendar.

All of us – the Georgia CCC and each of our registered CCCs – have been invited by the Asian-American Commission for a New Georgia and Georgia Power Company to a **MEDIA SUMMIT**. This very special event will be held near the end of March in Atlanta. Each of your committees will be invited to send one representative to this Media Summit – and to bring one Media person with you. The Regional Census Bureau office will be involved as well. If you are interested in this opportunity, please reply to this email as we are trying to gauge interest in the event to determine budget and facility needs (how much space/parking needed).

**And finally, here are some great links you should check out...**

- The Athens-Clarke County CCC has an article on their Census website **50 Ways Census Data Are Used** – the address is <http://accplanning.com/census.php#2>
- The Asian CCC of Georgia is one of our newest registrants, and they have a terrific website overall, see [www.wecountgeorgia.org](http://www.wecountgeorgia.org), with many Asian-language documents available.
- The Georgia Latino CCC, our first registered CCC, is sponsoring several awareness contests (with awards) - see <http://www.latino2010.org/> for details on the contests, including one that requires a YouTube video.
- The U.S. Census Bureau has published a new kit to their website – <http://2010.census.gov/partners/toolkits/toolkits-take10.php> – called **“Take 10”**, based around mailed-back return rates. If you're looking for something new to do, check it out. Many of you have been working on this effort for a year, and might be looking for something new to try in your community. As a part of this promotion, they provide a link to a real-time mailed return rate that will go “live” on March 22<sup>nd</sup> so you can track the mail-back return rate at the local level (city, county, census tract levels only shown) – and compare yourself to other communities' return rates. (Maybe a contest in our future?)

**Remember – we want to know (1) what you're planning for Census Awareness Week, and (2) if you would like to participate in the Media Summit. Let us know by return email, and thanks!**

Sent on February 28<sup>th</sup>

Good afternoon Census Supporters ~

We've had a great week finding out about Census efforts underway across the State. We now have 146 registered Complete Count Committees on our website! 85 counties have registered some type of committee, so over half of Georgia's counties have some efforts underway. (There may be work ongoing in the others, but we don't know because they haven't registered with us.) The Local CCC pages have been updated, and are now grouped by type of committee (county, statewide, etc.) and saved as PDF files so you can print them out easily and see what everyone is doing.

The Deputy Secretary of Commerce, Dennis Hightower, visited Atlanta on Friday and met with a cross section (pictured below) of Complete Count Committee members at Morehouse College to learn of Georgia's work for a complete count.

Everyone present was invited to give a two-minute report, and it was very interesting to hear the various activities underway. (A report will be posted on the website in the Local CCCs section on this – it's too lengthy for an email.)



**Front row: Marilyn Stephens, ARCM; Deputy Secretary of Commerce Hightower; Reginald Bigham, Deputy Regional Director; and Manuel Landivar, ARCM**  
**Ladies in middle row: Rosa Esquivel, Media Sub-Committee GA Latino Complete Count Committee; Jeffrey Tapia, Deputy Director, The Latin American Association, and GA Latino Complete Count Committee; Connie Stokes, Commissioner and CCC Chair, DeKalb County Board of Commissioners; Saralyn Stafford, Georgia Department of Community Affairs, Coordinator 2010 Census Outreach for Georgia CCC; Nancy A. Flake-Johnson, President CEO, Atlanta Urban League;**  
**Kim hanh Dang, Chair, Vietnamese CCC; Helen Kim, Center for Pan Asian Community Services and Chair, Asian CCC of Georgia; CPAC Census Outreach, Ms. Alice Kim**  
**Gentlemen in back: John Henry Eaves, Chairman, Fulton County Commission; and John T. Grant, President & CEO, 100 Black Men of Atlanta, Inc.**

We are making progress on plans for Georgia Census Awareness Week, March 8 through 14<sup>th</sup>. The Georgia CCC will meet on March 11<sup>th</sup> (details later this week). The sample proclamation and press release are now on our website ([www.census.georgia.gov](http://www.census.georgia.gov)) for local CCCs to download and ask their county/cities to adopt as a specific activity for Census Awareness Week!

**Please – let me know of your plans for that week, so that we can publish a calendar of events! Also, if you are interested in participating in a Media Summit – tentative date of March 22<sup>nd</sup> – please let me know.**

Following is a message from the U.S. Census Bureau regarding their new “Take 10” initiative that will allow real-time tracking of mail-back response rates, and information on how this can be utilized to help improve our response rates in Georgia!

## **Are you up for the "Take 10" challenge?**

On behalf of the U.S. Census Bureau, we are asking our partners to join us in making history by helping to boost the mail back participation rates across the Nation and in your community during the 2010 Census.

During each Decennial Census, the Census Bureau undertakes the count of every person residing in the United States, as mandated by Article 1, Section 2 of the U.S. Constitution. To encourage everyone to take 10 minutes to answer the 10 simple questions on the 2010 Census form, we are launching the "Take 10" campaign. Through "Take 10," you can visit <http://2010.census.gov/2010census/take10map/> to get updates on the proportion of households that have mailed back the 2010 Census forms. You also will be able to view differences between your community's participation rates and those of neighboring communities or other areas across the country.

## **The "Take 10" Challenge - Tools to Inspire the Mail Back Participation Rates for the 2010 Census**

During the 2000 Census, 72 percent of occupied households mailed back their forms. In 2010, we are challenging communities to do even better. The Census Bureau's "Take 10" campaign gives you a wide range of tools to inspire your community to meet our challenge. These include:

- An interactive, map-based, "Take 10" Web site that allows local areas to track and compare their 2010 Census mail back participation rates, which will be updated on a daily basis at <http://2010.census.gov/2010census/take10map/>, and to look up their 2000 Census participation rates.
- An [electronic toolkit](#) is available which includes talking points, sample speeches, new releases, newsletter copy, event suggestions, flyers, stickers, and doorknob hanger templates, and more.
- Suggestions on how to use friendly competition with other communities to inspire participation in the census.

You can play an important leadership role in encouraging your community to mail back their forms. Most 2010 Census questionnaires are delivered from March 15-17, 2010. From the time the forms are delivered until the closing of the mail campaign at the end of April, you have the opportunity to remind your area residents of the importance of mailing back their census forms. We believe that you can encourage participation through speeches, special events, and challenges.

The stakes are high; an accurate count of the local population helps to ensure that your community receives its fair share of federal funding. This funding includes resources for services, such as health care, education, and roads.

**Your constituents must complete and mail back their census forms between March 15, 2010 and April 15, 2010. The good news is that the 2010 Census questionnaire is one of the shortest in history-just 10 questions that only take about 10 minutes to complete.** We hope we can count on you to encourage participation in the 2010 Census. Visit <http://2010.census.gov/2010census/take10map/> now to see your area's 2000 Census mail participation rate and check the site daily for updates beginning March 22.

**The 2010 Census: It's in our Hands.**

Sincerely,

**Robert M. Groves  
Director  
U.S. Census Bureau**