

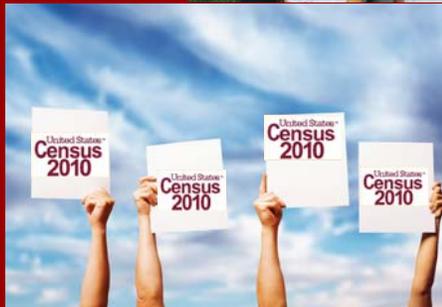
COMPLETE COUNT COMMITTEE

Operations Guide

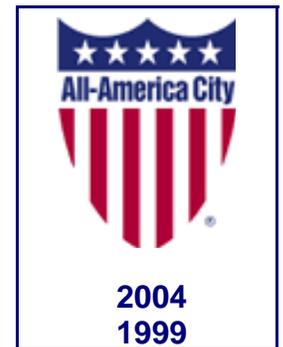
2008 Census
Dress Rehearsal

Issued September 2007

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STOCKTON, CALIFORNIA



FAYETTEVILLE, NORTH CAROLINA



ON THE ROAD TO THE 2010 CENSUS

USCENSUSBUREAU

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

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WHAT IS A COMPLETE COUNT COMMITTEE (CCC)?

A Complete Count Committee is a Team . . .

. . . of community members appointed by the highest elected official of a jurisdiction for the purpose of developing and implementing a 2008 Census Dress Rehearsal awareness campaign. A Complete Count Committee is charged with influencing every member of the jurisdiction to complete the 2008 Census Dress Rehearsal questionnaire in a timely and accurate manner.

. . . of community members who will function as the leaders in the promotion of a 2008 Census Dress Rehearsal awareness campaign from now until October 2008.

. . . of community members who are committed to ensuring that every resident in their community is counted in the 2008 Census Dress Rehearsal.



WHY SHOULD A JURISDICTION FORM A COMPLETE COUNT COMMITTEE?

A Jurisdiction Forms a Complete Count Committee To . . .

. . . increase the questionnaire mail-back response rate through a focused, structured, neighbor-to-neighbor program.

. . . utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.

. . . bring together a group of community members whose only focus is 2008 Census Dress Rehearsal awareness.



WHERE DOES A COMPLETE COUNT COMMITTEE OPERATE?

Where to Operate?

- Each Complete Count Committee operates within the jurisdiction of their highest elected official(s).
- A local Complete Count Committee may be comprised of more than one jurisdiction. Jurisdictions may choose to partner with each other for a more effective Complete Count Committee.
- A Complete Count Committee may also be comprised of a community group or a coalition of community groups in areas where it may be beneficial to have a CCC focused on specific ethnic groups or specific communities because of special needs, such as language, etc.



WHEN SHOULD A COMPLETE COUNT COMMITTEE ORGANIZE?

Get Organized RIGHT NOW!

- Although the 2008 Census Dress Rehearsal questionnaires will not be delivered to households until mid-March of 2008, the census awareness campaign must start TODAY.
- The immediate formulation of a Complete Count Committee will ensure that local residents are kept abreast of the various Census operations before the information is publicly circulated throughout the 2008 Census Dress Rehearsal site.
- The more aware residents are about the 2008 Census Dress Rehearsal, the better informed they will be about the census process, and more willing to be a part of the successful enumeration.



WHAT IS THE SUBCOMMITTEE STRUCTURE OF A COMPLETE COUNT COMMITTEE?

The Structure

- NOTE: The U.S. Census Bureau does not manage the Complete Count Committee. The Census Bureau will serve as an informational resource.
- The highest elected official appoints a chairperson. The chairperson serves as the liaison between the Complete Count Committee and the Census Bureau.
- In consultation with the highest elected official, the chairperson may select the subcommittee chairs.
- The operation of the Complete Count Committee flows from the highest elected official to the chairperson, to the subcommittee chairs, to the subcommittee members, then to the community-at-large.
- The Complete Count Committee may involve every aspect of a local community in its subcommittee structure—government, education, faith-based, media, community-based, and business.



THE STRUCTURE

Government subcommittee - Assists in all activities between the Census Bureau and the local government and identifies resources for Complete Count Committee activities.

Education subcommittee - Facilitates census awareness for local schools from pre kindergarten through 12th grade, as well as post-secondary education institutions in the area.

Religion subcommittee - Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2008 Census Dress Rehearsal awareness and participation.

Media subcommittee - Creates and facilitates ways to get the census message to all community residents, utilizing all available sources such as local newspapers, newsletters, flyers, local festivals, radio, and television.

Community-based organizations subcommittee - Collaborate with community organizations to inform residents of the importance of participating in the 2008 Census Dress Rehearsal, and providing space for testing job applicants and/or training new employees.

Business subcommittee - Disseminate information about census job openings in the 2008 Census Dress Rehearsal community. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.



THE STRUCTURE

- The subcommittee chairpersons recruit members for their respective teams.
- The ideal candidates for a Complete Count Committee are those community members who have expertise, influence, and experience in 2008 Census Dress Rehearsal operations.

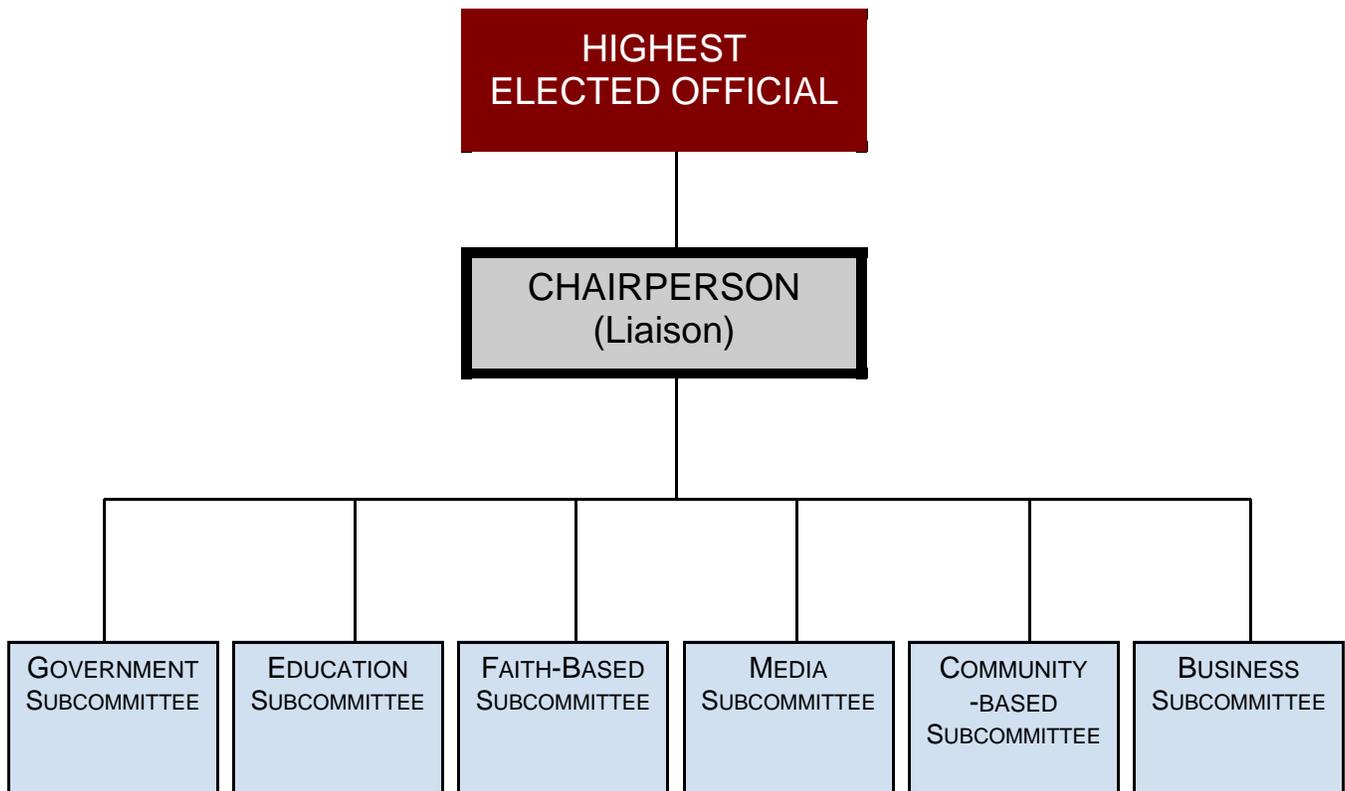
The following pages contain a sample Complete Count Committee organizational chart. Also included are several grids with suggested activities for each subcommittee for the three phases of the census campaign: precensus, census, and postcensus. These charts are a **guide** to assist you in formulating and implementing Complete Count Committee activities. As these suggested activities are reviewed by your Complete Count Committee, no doubt you will add or delete activities to customize your plan.

In the case of a community-led Complete Count Committee, the operation flows from the chairperson to the community at large.

Please share your ideas with us so that we can add them to our list of suggested activities for the 2010 Census. You can e-mail your ideas and comments to us at: fld.partnership.and.data.services@census.gov



THE STRUCTURE





SUGGESTED AGENDA SCHEDULE FOR THE COMPLETE COUNT COMMITTEE

PRECENSUS DAY—NOW THROUGH MARCH 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2007 SUMMER	<ul style="list-style-type: none"> <input type="checkbox"/> Highest elected official meets with a Partnership Specialist to discuss forming a partnership for the 2008 Census Dress Rehearsal and the establishment of a Complete Count Committee (CCC). <input type="checkbox"/> Highest elected official appoints the chairperson of the CCC. <input type="checkbox"/> Highest elected official, with the assistance of the chairperson, appoints the subcommittee chairpersons (if necessary). <input type="checkbox"/> Highest elected official holds a press conference to announce the formation of a CCC and the appointment of the chairperson. <input type="checkbox"/> Hold first CCC meeting: <ul style="list-style-type: none"> ✓ Give an overview of the roles and responsibilities of a CCC. ✓ Select a secretary to record minutes of meetings. ✓ Establish committees (if necessary). ✓ Develop a plan of action for 2008 Census Dress Rehearsal awareness campaign to cover the period from now through July 2008. ✓ Refer to the suggested activities schedule for each subcommittee found on the following pages. ✓ Set a schedule for the CCC meetings as well as the subcommittees.
2007 FALL AND WINTER	<ul style="list-style-type: none"> <input type="checkbox"/> Hold regularly scheduled meetings to report on tasks and subcommittee activities. <input type="checkbox"/> Proceed with census-awareness activities generated by each subcommittee. <input type="checkbox"/> Evaluate the activities for effectiveness. <input type="checkbox"/> Modify action plan as needed. <input type="checkbox"/> Saturate community with at least one census-awareness activity each month. <input type="checkbox"/> Encourage community members to participate with census workers during Nonresponse Follow-up and Census Coverage Measurement.
2008 JANUARY	<ul style="list-style-type: none"> <input type="checkbox"/> Hold monthly CCC and subcommittee meetings. <input type="checkbox"/> Finalize plans for activities surrounding questionnaire delivery days. <input type="checkbox"/> Review task lists and subcommittee activity plans. <input type="checkbox"/> Proceed with census activities generated by subcommittees. <input type="checkbox"/> Finalize plans for activities to encourage residents to complete and return census questionnaires. <input type="checkbox"/> Review plans for Nonresponse Follow-up and Census Coverage Measurement.
2008 FEBRUARY	<ul style="list-style-type: none"> <input type="checkbox"/> Hold regular CCC and subcommittee meetings. <input type="checkbox"/> Review and modify plans for questionnaire delivery days. <input type="checkbox"/> Review and modify plans for Nonresponse Follow-up and Census Coverage Measurement. <input type="checkbox"/> Finalize plans for all activities scheduled for March and April.



SUGGESTED AGENDA SCHEDULE FOR THE COMPLETE COUNT COMMITTEE

PRECENSUS DAY—NOW THROUGH MARCH 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2008 MARCH Countdown to Census Day	<ul style="list-style-type: none"> <input type="checkbox"/> Review and implement activities leading to Census Day—April 1, 2008. <input type="checkbox"/> Finalize plans for all activities planned for the end of March and the month of April. <input type="checkbox"/> Proceed with activities generated by subcommittees. <input type="checkbox"/> Send press release highlighting 2008 Census Dress Rehearsal activity schedule.

CENSUS DAY—APRIL 1, 2008

2008 APRIL The time has come to act.	<ul style="list-style-type: none"> <input type="checkbox"/> Hold daily activities to encourage residents to complete questionnaires accurately and to return them quickly. <input type="checkbox"/> Evaluate activities and make changes as necessary. <input type="checkbox"/> Prepare to implement activities for the Nonresponse Follow-up operation. <input type="checkbox"/> Keep the momentum of the census awareness campaign moving strong.
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POSTCENSUS DAY—APRIL THROUGH OCTOBER

2008 APRIL—JULY Nonresponse Follow-up	<ul style="list-style-type: none"> <input type="checkbox"/> Hold meetings to review schedule of activities for the Nonresponse Follow-up operations. <input type="checkbox"/> Use all sources to encourage residents to cooperate with census workers. <input type="checkbox"/> Proceed with implementation of activities generated by subcommittees. <input type="checkbox"/> Keep the momentum of the census awareness campaign strong.
2008 AUGUST— OCTOBER Census Coverage Measurement	<ul style="list-style-type: none"> <input type="checkbox"/> Contact Census Bureau to ascertain the progress of the Census Coverage Measurement in your community. <input type="checkbox"/> Implement activities to keep the census awareness and interest strong. <input type="checkbox"/> Continue to meet regularly to give and receive 2008 Census Dress Rehearsal progress reports. <input type="checkbox"/> Prepare summary report of CCC activities, operations, and member feedback. Send a copy of the report to: <input type="checkbox"/> Celebrate the success of the 2008 Census Dress Rehearsal and recognize the efforts of the CCC members: “THANK YOU ONE MILLION TIMES!” “We could not have done it without YOU!!!”



SUGGESTED ACTIVITIES FOR THE GOVERNMENT SUBCOMMITTEE

PRECENSUS DAY—NOW THROUGH MARCH 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
<p>2007 SUMMER AND FALL</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop a list of barriers, problems, or concerns that might impede the progress of the 2008 Census Dress Rehearsal, such as high crime areas, streets with a large number of unsecured pets, and communities with gated residences. Share this information with the Partnership Specialist. <input type="checkbox"/> Make census statements at all meetings. <input type="checkbox"/> Create different ways to dispel myths and alleviate fears about the confidentiality of census data. <input type="checkbox"/> Have census banners, posters, and other signage placed in highly visible public locations around the dress rehearsal site. <input type="checkbox"/> Sponsor a census booth at local carnivals and festivals. <input type="checkbox"/> Display census information within the dress rehearsal site. <input type="checkbox"/> Keep the 2008 Census Dress Rehearsal message strong in the dress rehearsal area.
<p>2008 MARCH Countdown to Census Day</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide information on federally funded programs that have benefited the community. <input type="checkbox"/> Distribute a census awareness bookmark. <input type="checkbox"/> Partner with the United States Postal Service to create excitement about returning census forms similar to the April 15th (Tax Day) activity. <input type="checkbox"/> Saturate public access areas with easy-to-read and understandable census information targeted for your community. <input type="checkbox"/> Keep the census awareness momentum strong within the governmental agencies.

CENSUS DAY—APRIL 1, 2008

<p>2008 APRIL The time has come to act.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Ask elected officials to encourage residents to complete and return questionnaires immediately. <input type="checkbox"/> Increase the number of 2008 Census Dress Rehearsal posters, banners, and signs in all municipal buildings in the test site. <input type="checkbox"/> Place a census message on all municipal marquees urging residents to complete and return their questionnaires.
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<p>2008 APRIL-JULY Nonresponse Followup</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Distribute literature in all municipal buildings in dress rehearsal site urging residents to cooperate with census workers. <input type="checkbox"/> Ask elected officials at all personal appearances to encourage residents to be cooperative with census workers. <input type="checkbox"/> Encourage elected officials to hold press conferences in areas with low response rates. <input type="checkbox"/> Keep the census awareness momentum strong within governmental agencies.
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SUGGESTED ACTIVITIES FOR THE GOVERNMENT SUBCOMMITTEE

POSTCENSUS DAY—APRIL THROUGH OCTOBER

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2008 AUGUST– OCTOBER Census Coverage Measurement	<ul style="list-style-type: none"><input type="checkbox"/> Continue to distribute literature in all municipal buildings encouraging residents to cooperate with census workers through this final operation.<input type="checkbox"/> Remind elected officials that the census operation is still in progress and continue to encourage residents to be cooperative with census workers.<input type="checkbox"/> Prepare a summary of the activities generated by the subcommittee.<input type="checkbox"/> After the operation is completed, distribute literature in municipal buildings thanking the residents for a successful 2008 Census Dress Rehearsal enumeration.<input type="checkbox"/> Celebrate the success of your work and recognize the efforts of the committee members: “Thank YOU!” “Thank YOU!” “Thank YOU!” “We could not have done it without YOU!”



SUGGESTED ACTIVITIES FOR THE EDUCATION SUBCOMMITTEE

PRECENSUS DAY—NOW THROUGH MARCH 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2007 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Convene a meeting of private and public school educators (superintendents, principals, teachers, administrators), parents, education advocacy organizations, parent-teacher organizations, college and university administrators, and education personnel union representatives to discuss the role of all of the educational institutions in the 2008 Census Dress Rehearsal awareness campaign.
2007 SUMMER AND FALL THROUGH 2008 FEBRUARY Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Partner with local schools to develop a census awareness activity plan that will include utilizing the services of school clubs and organizations. <input type="checkbox"/> Work with schools to develop plans for activities prior to the delivery of census questionnaires during census week, and throughout the month of April. <input type="checkbox"/> Sponsor a census poster contest for school-age children. Use the winning poster as the design for census material distributed by the city. <input type="checkbox"/> Work with educators to draft a flyer or brochure on the CONFIDENTIALITY of the census. <input type="checkbox"/> Ask each school to have a census bulletin board that is updated regularly and decorated attractively. <input type="checkbox"/> Sponsor a census newspaper clipping contest. Give prizes to students who develop the best "Census Bureau Gazette." Encourage the students to create names for their newspaper. <input type="checkbox"/> Encourage schools to include census messages at sporting events through the use of special cheers, marching band presentations, half-time announcements, and banners. <input type="checkbox"/> Encourage and support student governments at the high school and university levels to develop special activities for census awareness. <input type="checkbox"/> Recruit student volunteers to distribute census literature to community residents. <input type="checkbox"/> Ask local schools to create a scrapbook of all census activities.
2008 MARCH Countdown to Census Day April 1, 2008	<ul style="list-style-type: none"> <input type="checkbox"/> Suggest to schools to have student school patrol members and crossing guards wear a census message on their vests and badges. <input type="checkbox"/> Encourage schools to place census posters and banners in student pick-up and drop-off areas. Intensify efforts to encourage schools to increase 2008 Census Dress Rehearsal awareness activities. <input type="checkbox"/> Assist schools with implementation of census awareness activities. <input type="checkbox"/> Distribute a flyer to all schools encouraging parents to make completing the census questionnaire a family activity. <input type="checkbox"/> Continue to emphasize the CONFIDENTIALITY of census data. <input type="checkbox"/> Finalize plans for activities scheduled in April to urge residents to return census questionnaires immediately. <input type="checkbox"/> Review plans for activities scheduled for the Nonresponse Follow-up operations to continue encouraging residents to cooperate with census workers.



SUGGESTED ACTIVITIES FOR THE EDUCATION SUBCOMMITTEE

CENSUS DAY—APRIL 1, 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
<p>2008 APRIL The time has come to act.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Support Census Day activities hosted and created by area schools. <input type="checkbox"/> Encourage schools to urge parents to mail-back census questionnaires NOW. <input type="checkbox"/> Finalize plans for activities during the Nonresponse Follow-up operation. <input type="checkbox"/> Keep the census awareness momentum strong among the education community.
POSTCENSUS DAY—APRIL THROUGH OCTOBER	
<p>2008 APRIL–JULY Nonresponse Follow-up</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Encourage schools to send messages urging parents to cooperate with census workers. <input type="checkbox"/> Support activities scheduled for the period covering the Nonresponse Follow-up operation. <input type="checkbox"/> Ask schools serving students living in areas that have the lowest questionnaire mail-back response rate to assist census workers in urging the parents in these areas to cooperate with census workers. <input type="checkbox"/> Furnish schools with updates on the progress of census operations.
<p>2008 AUGUST–OCTOBER Census Coverage Measurement</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Keep the census awareness momentum strong among the education community through this final operation of the 2008 Census Dress Rehearsal. <input type="checkbox"/> Encourage schools to continue to encourage parents to cooperate with census workers when they return for the Census Coverage Measurement operation. <input type="checkbox"/> Prepare a report of all census-awareness activities held by education institutions. <input type="checkbox"/> Celebrate the success of your work and recognize the efforts of all the committee members: “Thank YOU! Thank YOU! Thank YOU!” “We Could Not Have Done it Without YOU!”



SUGGESTED ACTIVITIES FOR THE FAITH-BASED SUBCOMMITTEE

PRECENSUS DAY—NOW THROUGH MARCH 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
<p>2007 Getting Started</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Formulate a list of faith-based organizations, seminaries, churches, synagogues, mosques, and other faith-based institutions in the dress rehearsal site. <input type="checkbox"/> Divide the list among committee members. Each member is encouraged to contact the names on their list and encourage them to develop a census-awareness campaign targeted to their followers. <input type="checkbox"/> Distribute resource materials generated by the Census Bureau to be used by faith-based organizations. <input type="checkbox"/> Develop a list of suggested activities for faith-based institutions. <input type="checkbox"/> Convene a meeting of faith-based leaders for the purpose of creating inter-denominational census-awareness activities. <input type="checkbox"/> Draft a brochure on the CONFIDENTIALITY of census data to be distributed to all faith-based organizations. <input type="checkbox"/> Encourage faith-based leaders to allocate space in their facility for census testing of job applicants and training for new census employees. <input type="checkbox"/> Establish a communication link whereby the committee and the faith-based organizations can exchange and share information on a regular basis. <input type="checkbox"/> Partner with faith-based radio or television programs in the test area to spread the census message.
<p>2007 SUMMER AND FALL Raising Awareness</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Develop a list of possible sermon titles that can be used in promoting census awareness among congregates. <input type="checkbox"/> Encourage faith-based organizations to add census material to their free literature area. <input type="checkbox"/> Support the census activities of all faith-based organizations. <input type="checkbox"/> Compile a calendar of census activities hosted and sponsored by faith-based organizations. <input type="checkbox"/> Distribute census job notices to all religious institutions. <input type="checkbox"/> Create special census announcements that can be used in church bulletins and newsletters. <input type="checkbox"/> Encourage churches to include census awareness on all special programs, such as First Sunday, Children's Day, Men's Day, and Women's Day. <input type="checkbox"/> Create tag lines for churches to use on their television or Web site broadcasts. <input type="checkbox"/> Encourage faith-based institutions to be testing sites for job applicants.
<p>2008 MARCH Countdown to Census Day April 1, 2008</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Encourage faith-based institutions to intensify their census campaign. <input type="checkbox"/> Distribute a list of census messages that can be used to urge congregates to complete their questionnaires accurately and prepare to mail them back on April 1st. <input type="checkbox"/> Distribute "Countdown to Census Day" data sheets that will include the number of days, weeks, hours, and minutes to Census Day 2008. <input type="checkbox"/> Suggest activities that churches can host, such as a potluck supper, phone bank to congregates, Census Sunday, or Be Counted Sunday.



SUGGESTED ACTIVITIES FOR THE FAITH-BASED SUBCOMMITTEE

CENSUS DAY—APRIL 1, 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2008 APRIL The time has come to act.	<ul style="list-style-type: none"> <input type="checkbox"/> Create a flyer for churches to distribute to congregates urging them to mail back their questionnaires. <input type="checkbox"/> Encourage faith-based leaders to emphasize the CONFIDENTIALITY of census data. <input type="checkbox"/> Keep the census awareness momentum strong in the faith-based community.

POSTCENSUS DAY—APRIL THROUGH OCTOBER

2008 APRIL–JULY Nonresponse Follow-up	<ul style="list-style-type: none"> <input type="checkbox"/> Create and distribute flyers to encourage congregates to cooperate with census workers. <input type="checkbox"/> Contact faith-based leaders and inform them of the importance of the Nonresponse Follow-up operation. <input type="checkbox"/> Solicit the support of the faith-based leaders to explain to congregates that during the Nonresponse Follow-up operation persons who did not return their questionnaires are contacted. <input type="checkbox"/> Encourage faith-based institutions with facilities in areas with low response rates to sponsor activities to motivate residents to cooperate with census workers.
2008 AUGUST– OCTOBER Census Coverage Measurement	<ul style="list-style-type: none"> <input type="checkbox"/> Keep the census awareness momentum strong among the faith-based community. <input type="checkbox"/> Solicit the support of faith-based leaders to encourage congregates to cooperate with census workers. <input type="checkbox"/> Prepare reports of all census activities sponsored and hosted by faith-based institutions. <input type="checkbox"/> Celebrate the success of the 2008 Census Dress Rehearsal and recognize the efforts of the committee members: “Thank YOU! Thank YOU! Thank YOU!” “We Could Not Have Done it Without YOU!”



SUGGESTED ACTIVITIES FOR THE MEDIA SUBCOMMITTEE

PRECENSUS DAY—NOW THROUGH MARCH 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2007 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Arrange a press conference announcing the formation of the Complete Count Committee (CCC). Highlight the background, accomplishments, and role of the chairperson. <input type="checkbox"/> Ask the chairperson of the other subcommittees to compile an ongoing list of census activities generated in their area of focus. <input type="checkbox"/> Create a series of messages about the census tailored to address your community and its major concerns. Use them to create press releases. <input type="checkbox"/> Produce census messages and promotional materials tailored to your community. Ask the local newspapers to insert your materials into their publications, such as a flyer. <input type="checkbox"/> Create a flyer emphasizing the CONFIDENTIALITY of census data. <input type="checkbox"/> Identify community members who are fluent in each of the languages spoken in your community. Ask them to translate flyers, press releases, and other articles into that language. <input type="checkbox"/> Contact minority media in dress rehearsal area and ask their support in sharing census messages.
2007 SUMMER AND FALL Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Ask local media to do a series of stories on census operations such as hiring, address listing, completing and returning questionnaires, and activities generated by the CCC subcommittees. <input type="checkbox"/> Develop and distribute public service announcements tailored to your community using popular local personalities as messengers. <input type="checkbox"/> Arrange for appearances on radio and television talk shows to discuss census subjects, such as CONFIDENTIALITY of the individual's responses to the census. If you wish, ask for a local Census Bureau representative to accompany you. <input type="checkbox"/> Prepare messages that can be used on computerized displays at sports events, on office buildings, and for use by businesses. <input type="checkbox"/> Ask college officials to have marketing, advertising, journalism, television, and radio students to develop census promotional materials tailored to the student community in exchange for class credit.
2008 MARCH Countdown to Census Day April 1, 2008	<p>Keep the media abreast of all census activities generated by the CCC subcommittees.</p>



SUGGESTED ACTIVITIES FOR THE MEDIA SUBCOMMITTEE

CENSUS DAY—APRIL 1, 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
<p>2008 APRIL The time has come to act.</p>	<ul style="list-style-type: none"> ❑ Hold a Census Day rally in a prominent location featuring the highest elected official, local personalities, entertainment, and prizes. ❑ Continue to ask radio stations to earmark certain times of the day as census time, reminding residents to complete and return census questionnaires immediately. ❑ Circulate a schedule of census activities generated by other subcommittees and organizations in the community. ❑ Distribute balloons imprinted with “2008 Census Dress Rehearsal, ACT TODAY.” Ask residents to display them in their yards, on their balconies, in their windows, and on their doors as a show of support for and participation in the 2008 Census Dress Rehearsal.

POSTCENSUS DAY—APRIL THROUGH OCTOBER

<p>2008 APRIL–JULY Nonresponse Follow-up</p>	<ul style="list-style-type: none"> ❑ Encourage local media to remind residents that the 2008 Census Dress Rehearsal is not over and cooperation with census workers is still needed. ❑ Hold press conferences in areas that have a low mail-response rate. ❑ Keep the census awareness momentum in the forefront of the minds of the media.
<p>2008 AUGUST–OCTOBER Census Coverage Measurement</p>	<ul style="list-style-type: none"> ❑ Encourage the media to continue reminding residents to cooperate with census workers. ❑ Hold press conferences in areas where census workers are interviewing residents. ❑ Keep the census awareness momentum in the forefront of the minds of the media. ❑ Send a press release to announce the conclusion of the 2008 Census Dress Rehearsal operations, recognizing the efforts of the CCC members. ❑ Celebrate the success of your work and recognize the efforts of the committee members: “Thank YOU! Thank YOU! Thank YOU!” “We Could Not Have Done it Without YOU!”



SUGGESTED ACTIVITIES FOR THE COMMUNITY-BASED ORGANIZATIONS SUBCOMMITTEE

PRECENSUS DAY—NOW THROUGH MARCH 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2007 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Compile a list of civic, social service, fraternal, neighborhood, and social organizations in the dress rehearsal areas. <input type="checkbox"/> Convene a meeting of the leaders of the organizations and solicit their assistance in creating a census-awareness campaign targeted for constituencies. <input type="checkbox"/> Organize a speaker's bureau of community leaders to be available to pitch the census message at conferences, town meetings, and other public gatherings. <input type="checkbox"/> Compile a list of organizations that can furnish space for testing and training census job applicants.
2007 SUMMER AND FALL Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Ask each organization to choose a month in which they will sponsor census activities or promote census awareness. <input type="checkbox"/> Ask organizations to include a census article in all of their publications from January 2008 through April 2008. <input type="checkbox"/> Create a fact sheet that addresses concerns of the 2008 Census Dress Rehearsal respondents. Use this as a tool to eliminate misunderstandings about the census.
2008 MARCH Countdown to Census Day April 1, 2006	<ul style="list-style-type: none"> <input type="checkbox"/> Ask organizations to distribute flyers announcing the delivery of the questionnaires to the 2008 Census Dress Rehearsal site households. <input type="checkbox"/> Support census activities generated by community organizations. <input type="checkbox"/> Create a flyer for organizations emphasizing the CONFIDENTIALITY of census information.

CENSUS DAY—APRIL 1, 2008

2008 APRIL The time has come to act.	<ul style="list-style-type: none"> <input type="checkbox"/> Encourage organizations to urge their constituents to complete their questionnaires and return them promptly. <input type="checkbox"/> Create a flyer with a watch or clock design on it and a slogan, such as "Don't let the clock run out. Complete and mail back your census questionnaire TODAY." <input type="checkbox"/> Ask organizations to have their volunteers distribute the flyers everyday during the month of April. <input type="checkbox"/> Support the census activities generated by the community organizations. <input type="checkbox"/> Continue to keep the census awareness momentum strong among community organizations.
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SUGGESTED ACTIVITIES FOR THE COMMUNITY-BASED ORGANIZATIONS SUBCOMMITTEE

POSTCENSUS DAY—APRIL THROUGH OCTOBER

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
<p>2008 APRIL–JULY Nonresponse Follow-up</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Continue to keep the census awareness momentum strong within community organizations. <input type="checkbox"/> Convene community organizations whose work is concentrated in the areas with the lowest mail-response rate to discuss ways to motivate residents to cooperate with census workers. <input type="checkbox"/> Partner with community organizations to design and distribute flyers, fact sheets, and other materials to encourage residents in difficult to count areas. <input type="checkbox"/> Emphasize in various forums that information given to census workers is strictly CONFIDENTIAL.
<p>2008 AUGUST– OCTOBER Census Coverage Measurement</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Inform community organizations that census operations are still in progress and to continue to urge their constituents to be cooperative. <input type="checkbox"/> Prepare a final report of all census activities generated by community organizations. <input type="checkbox"/> Celebrate the success of your work and recognize the efforts of the committee members: “Thank YOU! Thank YOU! Thank YOU!” “We Could Not Have Done it Without YOU!”



SUGGESTED ACTIVITIES FOR THE BUSINESS SUBCOMMITTEE

PRECENSUS DAY—NOW THROUGH MARCH 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2007 Getting Started	<ul style="list-style-type: none"> <input type="checkbox"/> Compile a list of all area businesses, regardless of size, especially minority businesses. <input type="checkbox"/> Encourage all businesses to have a visible display of census literature. <input type="checkbox"/> Draft a list of census-awareness activities that businesses can sponsor, such as placing of the census logo and census message in employee pay envelopes, and hosting a Census Day at their company or business. <input type="checkbox"/> Develop a list of census activities that businesses can implement during the week before Census Day 2008—April 1, 2008. <input type="checkbox"/> Keep the census-awareness momentum strong in the business community.
2007 SUMMER AND FALL Raising Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Contact all business associations, such as the local Chamber of Commerce, and ask them to add a 2008 Census Dress Rehearsal awareness update to the agenda of their regular meetings. <input type="checkbox"/> Encourage businesses to display census materials in areas that are exclusively “employees only,” as well as in public areas. <input type="checkbox"/> Encourage businesses to create flyers outlining how they use census data to determine where to invest. <input type="checkbox"/> Encourage businesses to include census messages on electronic marquees. <input type="checkbox"/> Contact sports event organizers and ask them to display census messages on scoreboards in the dress rehearsal area. <input type="checkbox"/> Create a “Countdown to Census Day” poster, showing the number of months, weeks, days, and hours until Census Day 2008—April 1, 2008.
2008 MARCH Countdown to Census Day April 1, 2008	<ul style="list-style-type: none"> <input type="checkbox"/> Ask businesses to display signs announcing the arrival of the census questionnaires to the nation’s households (expected delivery is mid-March). <input type="checkbox"/> Encourage businesses to have an aggressive display of “Go Census” signs similar to those displayed for sports events. <input type="checkbox"/> Partner with business associations to create a lot of activity during the week leading up to Census Day—April 1, 2008. <input type="checkbox"/> Keep the census awareness momentum strong in the business community.



SUGGESTED ACTIVITIES FOR THE BUSINESS SUBCOMMITTEE

CENSUS DAY—APRIL 1, 2008

<i>Suggested Time Range</i>	<i>ACTION STEPS</i>
2008 APRIL The time has come to act.	<ul style="list-style-type: none"> <input type="checkbox"/> Ask businesses to display signs encouraging customers to complete their questionnaires accurately and return them immediately. <input type="checkbox"/> Encourage businesses to include census messages in all written communications to their customers, e.g., “ACT NOW! COMPLETE AND MAIL BACK YOUR CENSUS QUESTIONNAIRE TODAY!” <input type="checkbox"/> Send messages urging businesses to continue their campaign until all census operations are completed. <input type="checkbox"/> Keep the census-awareness momentum strong in the business community.

POSTCENSUS DAY—APRIL THROUGH OCTOBER

2008 APRIL–JULY Nonresponse Follow-up	<ul style="list-style-type: none"> <input type="checkbox"/> Contact business leaders and inform them of the importance of the Nonresponse Follow-up operation. <input type="checkbox"/> Encourage businesses to urge their customers to cooperate with census workers. <input type="checkbox"/> Solicit the support of businesses in the areas where the response rate was lowest to sponsor activities to motivate their customers to cooperate with census workers. <input type="checkbox"/> Keep the census awareness momentum strong in the business community.
2008 AUGUST–OCTOBER Census Coverage Measurement	<ul style="list-style-type: none"> <input type="checkbox"/> Continue to ask businesses to encourage their customers to cooperate with census workers. <input type="checkbox"/> Encourage businesses to leave census displays visible until this final operation is completed. <input type="checkbox"/> Prepare a final report of the activities generated by area business throughout the 2008 Census Dress Rehearsal operation. <input type="checkbox"/> Prepare a report of all census activities generated by the business community. <input type="checkbox"/> Celebrate the success of your work and recognize the efforts of the committee members: “Thank YOU! Thank YOU! Thank YOU!” “We Could Not Have Done it Without YOU!”



ARE CENSUS DATA REALLY CONFIDENTIAL?

CONFIDENTIAL?

➤ **ABSOLUTELY!**

- *YOUR* answers are protected by law and strictly confidential. By **LAW**, it is illegal for the Census Bureau, or its employees, to share your personal information with any other government agency, including law enforcement.

1961 - Congress strengthens the law so that even copies of census questionnaires kept in your possession cannot be used as evidence against you in a court of law.

- No court of law, not even the President of the United States, can access **YOUR INDIVIDUAL RESPONSES**.

1953—72 - During the Truman administration the White House had to undergo renovation. It was necessary to relocate the President until the renovation was completed. The Secret Service requested from the Census Bureau information on residents living in the proposed relocation area for the purpose of performing background checks. However, because census data is **ABSOLUTELY CONFIDENTIAL**, even to the President, the request was denied. Instead, President Truman had to spend his exile at Blair House.

- Highly motivated employees protect your answers. Census workers must pass security and employment reference checks. They are sworn to secrecy, and the ***PENALTY FOR VIOLATION IS A \$250,000.00 FINE AND/OR A 5-YEAR PRISON TERM.***

1980 - Armed with a search warrant authorizing them to seize census documents, four FBI agents entered the Census Bureau's Colorado Springs office. No confidential information was ever released because a census worker held off the agents until her superiors resolved the issue with the FBI.



HOW ARE CENSUS DATA USED?

Census Data Are Widely & Wisely Used

- The federal government uses population data to allocate funds in a number of areas:
 - ◆ *Title 1 grants to Educational Agencies (school districts across the nation)*
 - ◆ *Head Start Programs*
 - ◆ *Women, Infants, and Children (WIC) (food grants)*
 - ◆ *Public Transportation*
 - ◆ *Road Rehabilitation and Construction*
 - ◆ *Programs for the Elderly*
 - ◆ *Emergency Food and Shelter*
 - ◆ *Empowerment Zones*

- Assessment of the need for employment opportunities is done through the use of population statistics. This service is used by the private sector as well as state and federal governments.

- Population statistics are in community profiles to give potential homeowners insight into the property values, median income, and other demographic information about a particular community.

- Corporations use population data for market research to determine locations for commercial enterprises, such as food stores, and other essential services.



50 WAYS CENSUS DATA ARE USED

- ☞ Decision making at all levels of government.
- ☞ Drawing federal, state, and local legislative districts.
- ☞ Attracting new businesses to state and local areas.
- ☞ Distributing over \$300 billion in federal funds and even more in state funds.
- ☞ Forecasting future transportation needs for all segments of the population.
- ☞ Planning for hospitals, nursing homes, clinics, and the location of other health services.
- ☞ Forecasting future housing needs for all segments of the population.
- ☞ Directing funds for services for people in poverty.
- ☞ Designing public safety strategies.
- ☞ Development of rural areas.
- ☞ Analyzing local trends.
- ☞ Estimating the number of people displaced by natural disasters.
- ☞ Developing assistance programs for American Indians and Alaska Natives.
- ☞ Creating maps to speed emergency services to households in need of assistance.
- ☞ Delivering goods and services to local markets.
- ☞ Designing facilities for people with disabilities, the elderly, or children.
- ☞ Planning products.
- ☞ Planning investments and evaluating financial risk.
- ☞ Publishing economic and statistical reports about the United States and its people.
- ☞ Scientific research.
- ☞ Developing “intelligent” maps for government and business.
- ☞ Proofing of age, relationship, or residence certificates provided by the Census Bureau.
- ☞ Medical research.
- ☞ Reapportioning seats in House of Representatives.
- ☞ Planning and research for media as backup for news stories.
- ☞ Providing evidence in litigation involving land use, voting rights, and equal opportunity.
- ☞ Drawing school district boundaries.
- ☞ Planning budgets for government at all levels.
- ☞ Spotting trends in the economic well-being of the nation.
- ☞ Planning for public transportation services.
- ☞ Planning health and educational services for people with disabilities.
- ☞ Establishing fair market rents and enforcing fair lending practices.
- ☞ Directing services to children and adults with limited English language proficiency.
- ☞ Planning urban areas.
- ☞ Planning land use.
- ☞ Understanding labor supply.
- ☞ Assessing the potential for spread of communicable diseases.
- ☞ Analyzing military potential.
- ☞ Making business decisions.
- ☞ Understanding consumer needs.
- ☞ Planning for congregations.
- ☞ Locating factory sites and distribution centers.
- ☞ Distributing catalogs and developing direct mail pieces.
- ☞ Setting a standard for creating both public and private sector surveys.
- ☞ Evaluating programs in different geographic areas.
- ☞ Providing genealogical research.
- ☞ Planning for school projects.
- ☞ Developing adult education programs.
- ☞ Researching historical subject areas.
- ☞ Determining areas eligible for housing assistance and rehabilitation loans.



SUMMARY: WHAT ARE THE BENEFITS OF A COMPLETE COUNT COMMITTEE?

To Summarize The Complete Count Committee (CCC) . . .

The CCC speaks the language of and knows the pulse of its community therefore establishing an information highway that even the Internet cannot rival—neighbor informing neighbor.

The CCC ensures that its community will start the 21st century off on the right step by making each resident aware of the importance of an accurate census count and its impact on the overall well-being of each person.

The CCC gains valuable knowledge about the census process never before disseminated at the local level and develops a plan to impart that knowledge to each and every resident as only a neighbor and fellow stakeholder can do.

The CCC is the local community's link to the 2008 Census Dress Rehearsal enabling every resident the opportunity to receive first-hand information from a source they know and trust.

The CCC increases the participation ratio and the mail-back response rate by continuing awareness of the 2008 Census Dress Rehearsal until October of 2008.



GLOSSARY

2008 Census Dress Rehearsal

Address Canvassing

An operation that helps improve and refine the Census Bureau's master list of living quarters prior to enumeration activities. It involves traveling over each census block and identifying every place where people live, stay, or could live or stay. This ensures that the Master Address File (MAF) and the maps are as accurate as possible, ensuring the counts are as accurate as possible as well. (See *Master Address File*.)

Advance Letter

A Census Bureau letter sent to alert households that the census questionnaire will be mailed or delivered to them soon.

American Community Survey (ACS)

A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it is expected to replace the long form for the 2010 Census. Beginning in 2004, ACS will provide annual data for social and economic characteristics for many geographic entities and population groups. In 2004, ACS must have a minimum population sample of 65,000; in 2006, 20,000; and in 2008, there will be no population sample limit. The data will be available for census tracts and perhaps block groups, as well.

American FactFinder ®(AFF)

An electronic system for accessing and disseminating Census Bureau data on the Internet. The system offers prepackaged data products and the option for users to build tables and maps. The system serves as the vehicle for accessing and disseminating data from Census 2000, the 1990 Census, the 2002 Economic Census, and the American Community Survey. The system was formerly known as the Data Access and Dissemination System (DADS).

Census

A complete enumeration of a population or business and commercial establishments, factories, farms, or governments in an area. (See *decennial census*.)

Census Bureau

An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The U.S. Census Bureau conducts approximately 200 annual surveys, conducts the decennial census of the United States population and housing, the quinquennial economic census, and the census of governments.

Census Day

The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 census. April 1, 2008, is the reference date, Census Day, for the 2008 Census Dress Rehearsal.

Census in Schools (CIS)

A program to distribute instructional materials about the decennial census to school administrators, teachers, and children. (*Census in Schools Program will not be done for the 2008 Census Dress Rehearsal.*)

City-Style Address

An address that consists of a house number and street or road name; for example, 201 Main Street. The address may or may not be used for the delivery of mail, and may include an apartment number/designation, or similar identifier.

Commitment

An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

Complete Count Committee (CCC)

A volunteer committee established by local, tribal, and sometimes state governments to include a cross-section of community leaders, including representatives from government agencies; education, business, and religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

Confidentiality

The guarantee made by Title 13, U.S. Code, to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to anyone except sworn census employees.

Coverage Follow-up

An operation conducted after regular household data collection to resolve questions involving the following:

- Large households
- Overcount and undercount probes
- Unduplication of persons

Inclusion in this operation depends on answers to questions listed on the mail-return questionnaire or the enumerator-completed questionnaire.

Decennial Census

The census of population and housing taken by the Census Bureau in each year ending in zero. Article 1, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790. The Census Bureau first conducted the census of housing along with the population in 1940.

Dress Rehearsal (DR)

A census of population and housing conducted by the Census Bureau in selected areas prior to a decennial census to determine and validate the effectiveness of planned census operations, procedures, and systems.

Economic Census (EC)

The collective name for the censuses of construction, manufactures, minerals, minority- and women-owned businesses, retail trade, service industries, transportation, and wholesale trade conducted by the Census Bureau every 5 years in years ending in 2 and 7.

Enumeration

The process of interviewing people and recording the information on census forms.

Enumerator

A Census Bureau employee who collects census information by visiting households during census field operations.

Governmental Unit (GU)

A geographic entity established by legal action for the purpose of implementing specified general- or special-purpose governmental functions. Most governmental units have legally established boundaries and names. GU officials (elected or appointed) have the power to carry out legally prescribed functions, provide services for the residents, and raise revenues. To meet Census Bureau criteria, a government must be an organized entity that, in addition to having governmental character, has sufficient discretion in the management of its own affairs to distinguish it as separate from the administrative structure of any other governmental unit. To have governmental character, an entity must exist as a legally organized entity and have legally defined responsibilities to its residents.

Group Quarters (GQ)

Group quarters are part of other living quarters (OLQs). The GQs are the actual buildings, units, wards, or areas of OLQs where people can live or stay that is not a typical household. GQs include residential treatment centers, hospices, hospital wards, college residence halls, nursing homes, prison wards, juvenile institutional dormitories, workers' dormitories, and facilities for people experiencing homelessness.

Handheld Computer (HHC)

An HHC is a small electronic device that has self-contained processing units, contains wireless telecommunications capabilities, and is easily transportable. HHCs are being used by field staff to conduct listing and data collection activities in the 2008 Census Dress Rehearsal.

Hard to Enumerate (HTE)

An area for which the environment or population may present difficulties for enumeration.

Highest Elected Official (HEO)

The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place.

Household (HH)

A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

Housing Unit (HU)

A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as a separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

Local Census Office (LCO)

A temporary office established to oversee census test operations.

Mailout/Mailback (MO/MB)

A method of data collection in which the U.S. Postal Service delivers questionnaires to housing units, based on geocoded addresses (usually city-style mailing addresses) recorded in the Census Bureau's Master Address File. Residents are asked to complete and mail the questionnaires to a specified data capture center.

Mail Return Rate (MRR)

The total number of households returning a questionnaire by mail divided by the number of estimated housing units that received a questionnaire by mail or from a census enumerator (the only units that can return a questionnaire). This measure cannot be finalized until the enumeration is completed and the final number of occupied housing units is determined.

Master Address File (MAF)

A Census Bureau computer file of every address, including their geographic locations, that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by state, local, and tribal governments.

Nonresponse (NR)

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Bureau did not receive a telephone or Internet response.

Nonresponse Follow-up (NRFU)

A field operation designed to obtain a completed interview from households where a questionnaire was not returned. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will enter respondents' answers to interview questions or information about the status of the housing unit (for example, vacant or nonexistent) into a handheld computer and transmit the information back to the Census Bureau via a modem. If all attempts to contact the residents of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

Other Living Quarters (OLQs)

Places where people live, or stay that are normally owned or managed by an entity or organization providing housing and/or services for the residents. Residency is commonly restricted to those receiving services. These services may include custodial or medical care, as well as other types of assistance. Other living quarters are usually not family oriented and the people living in them are not necessarily considered to be members of a household. Types of OLQs can include: correctional institutions, dormitories for migrant workers, juvenile institutions, nursing homes, college and university housing, and assisted living and other places.

Partner

A partner is a group or individual that participates in some way with census activities.

Partnership

An agreement with state, local, and tribal governments and community groups that allows their active participation in various census activities.

Partnership Specialist

The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are:

- Increasing awareness and outreach in the communities involved in the 2008 Census Dress Rehearsal.
- Gaining cooperation and participation from those communities.

Privacy Act

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.

Regional Office (RO)

The permanent Census Bureau office that directs and advises the Local Census Office for the 2008 Census Dress Rehearsal. The Regional Office also conducts other one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to provide communities a fresh look at how they are changing.

Respondent

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

Title 13 (U.S. Code)

The law under which the Census Bureau operates. The law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

Value Added

Refers to any service or activity provided by partners that would ordinarily require payment such as room/space for testing or training, use of staff time, and use of other business resources.