



Partners Collaborate to Launch Effective CCCs



Committee members celebrate the kickoff of the Hartford CCC.

Complete Count Committees (CCC) are popping up throughout the Boston Region as partners realize the heightened effectiveness achieved by coordinating Census awareness campaigns in their communities. Twelve CCCs launched Census campaigns in September alone, and 42 have initiated efforts since April.

A CCC is a self-directed team of community leaders and organizations that develop and implement locally-based awareness campaigns to promote participation in the 2010 Census. "Partners are already implementing creative programs to ensure their constituents

are counted," said Kathleen Ludgate, Director of the Boston Regional Census Center. "By integrating these programs into a coordinated campaign, partners can concentrate on hard-to-count populations in their communities, ensuring every resident knows about, and participates in, the 2010 Census."

Complete Count Committees are often formed by the highest-ranking elected official in a given community, such as the mayor. However, CCCs can be managed by any community leader concerned with obtaining a complete count. For example, the Massachusetts chapter of the American Association of University Women (AAUW) CCC is promoting Census participation among college students, a large and hard-to-count audience. Approximately one million college students attend school in the Boston Region alone.

At the Hartford, CT, CCC kickoff on September 30, committee members challenged the community to raise its mail-back response rate by 10 percent over the Census 2000 rate of 46 percent.

Members of the Danbury, CT, CCC stressed the importance of educating people that Census questionnaire responses are confidential, a concern among many recent immigrants. "[The Danbury CCC] was established to bring awareness to the 2010 Census,

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Providence Mayor David Cicilline, RI State Rep. Grace Diaz, and Census Regional Director Kathleen Ludgate listen to Providence CCC Chair Nina Pande discuss the importance of the 2010 Census.

and to provide the cultural and community insights necessary to get the Census message out. Our message will promote the *(over)*

NAACP New England Area Conference: "Make yourself count in the 2010 Census"

On September 26, the New England Area Conference (NEAC) of the National Association for the Advancement of Colored People (NAACP) conducted a workshop about the 2010 Census at its 71st Annual Meeting in Bedford, Massachusetts. NEAC is the coordinating/governing body for the branches of the NAACP in Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

The purpose of the 2010 Census workshop was to inform NEAC members of the regional partnership with the U.S. Census

Bureau and to discuss the importance of an accurate census count in 2010. NEAC President Juan Cofield said, "The 2010 Census is important to the NAACP, and to NEAC in particular, because many of the resources that come from the federal government are not proportionally shared with the communities we serve. Part of the problem is that we are undercounted. So our partnership with the Census Bureau is a way of addressing that problem."

Workshop participants included NAACP branch presidents and officers from across New England, as well as two recently activated NEAC chapters at Harvard and Dartmouth

universities. Participants began by exploring an informative toolkit, entitled "It's time. Make yourself count. Census 2010," that was created by the NAACP to educate members about the 2010 Census.

Partnership Specialist Della Scott and Partnership Coordinator Tia Costello presented information about the 2010 Census, and several other partnership specialists were on hand to answer questions from the audience. Members agreed that participating in the 2010 Census is an important way to ensure their voices are heard in Congress and their communities get a fair share of federal funding.

Census presentations will also be a part of upcoming NAACP conferences in Albany, NY (October 9-11) and Hartford, CT (November 6-8). The NAACP is the oldest and largest civil rights organization in the country.

CCCs, continued

value of an accurate and complete census, and hopefully have a positive impact on the questionnaire response rate,” said Danbury Mayor Mark Boughton.

The Providence, RI, CCC, which was launched by Mayor David Cicilline on September 21, has developed its own logo and tagline, “Providence Counts,” to engage residents and community organizations alike. To ensure the message gets heard in the hardest to count communities, the Providence CCC is concentrating on exhibiting at community events.

CCCs in Brockton and Quincy, MA, have created light pole banners to hang in high-traffic areas. In the end, it is all about getting the word out through any creative means available. We’d like to congratulate the CCCs that kicked off efforts in September, and hope to double the number of CCCs by the end of the year. The time is now. Learn how you can start a CCC. Download a guide at <http://2010.census.gov/partners/pdf/cccGuide.pdf>.

A CCC Focusing on Nonprofits

On September 17, MassVOTE, a Massachusetts voting rights organization, hosted a Nonprofits Count! kickoff event at The Boston Foundation. Nonprofits Count! educates nonprofit organizations about the Census to promote participation among its clients. A complete nonprofit toolkit with promotional materials, fact sheets, and training guides can be requested for free at the Nonprofits Count! website: www.nonprofitscount.org.



Avi Green, Executive Director of MassVOTE, opens the MassVOTE Nonprofits Count! kickoff.



United States
**Census
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Filming for Census on Campus

In an attempt to reach the highly mobile and hard-to-count college student population living on and off campus, partnership staff organized a day of filming at Boston University as part of the Census on Campus Initiative. The goal of this project was to capture original video and photographs that will be used to create Public Service Announcements that encourage college administration, faculty, and students to complete the Census 2010 questionnaire.

Students will be able to access the video content online as part of a new Census on Campus website that will be unveiled later this fall. Content will also be used to promote the 2010 Census on social media networks.



The Census on Campus team interviews a Boston-area college student about the importance of census data.

Support for 2010 Census demonstrated at Brazilian Day Events



People wave census fans at the Brazilian Day Festival in Times Square, New York City. Photo by: Alex Maciel of Photobras A Noticia.

In September, Brazilians all over the world celebrated their national pride. In the Boston Region it was no different. Massachusetts, Connecticut, and New York hosted Brazilian

Day celebrations during the Brazilian Month of Heritage and Happiness, and the Census Bureau was present to ensure that attendees learned about the importance of being counted in 2010.

Many of the 1.5 million people who gathered during the celebration in New York City proudly waved 2010 Census hand-fans during the event. They also visited census booths and participated in quizzes to win a 2010 Census Brazilian Day t-shirt. From the stage on Sixth Avenue, Mila Burns, host of the TV show “Planeta Brasil,” and two Census representatives urged the public to participate in the 2010 Census.

At the Boston Brazilian Day Fair, patrons visited the 2010 Census booth and participated in interactive games. Many 2010 Census partners distributed promotional items.

Census 2010: Key Dates

Nov - Dec 2009	Targeted recruitment for local 2010 Census operations jobs begins.
Feb - Mar 2010	Census questionnaires are mailed or delivered to households.
April 2010	Residents fill out and return Census questionnaires.
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



IT'S IN OUR HANDS