



SECURE. EASY. ESSENTIAL.



The Georgia Complete Count Committee was appointed by Governor Sonny Perdue in October of 2009, and held its first meeting on November 16th.

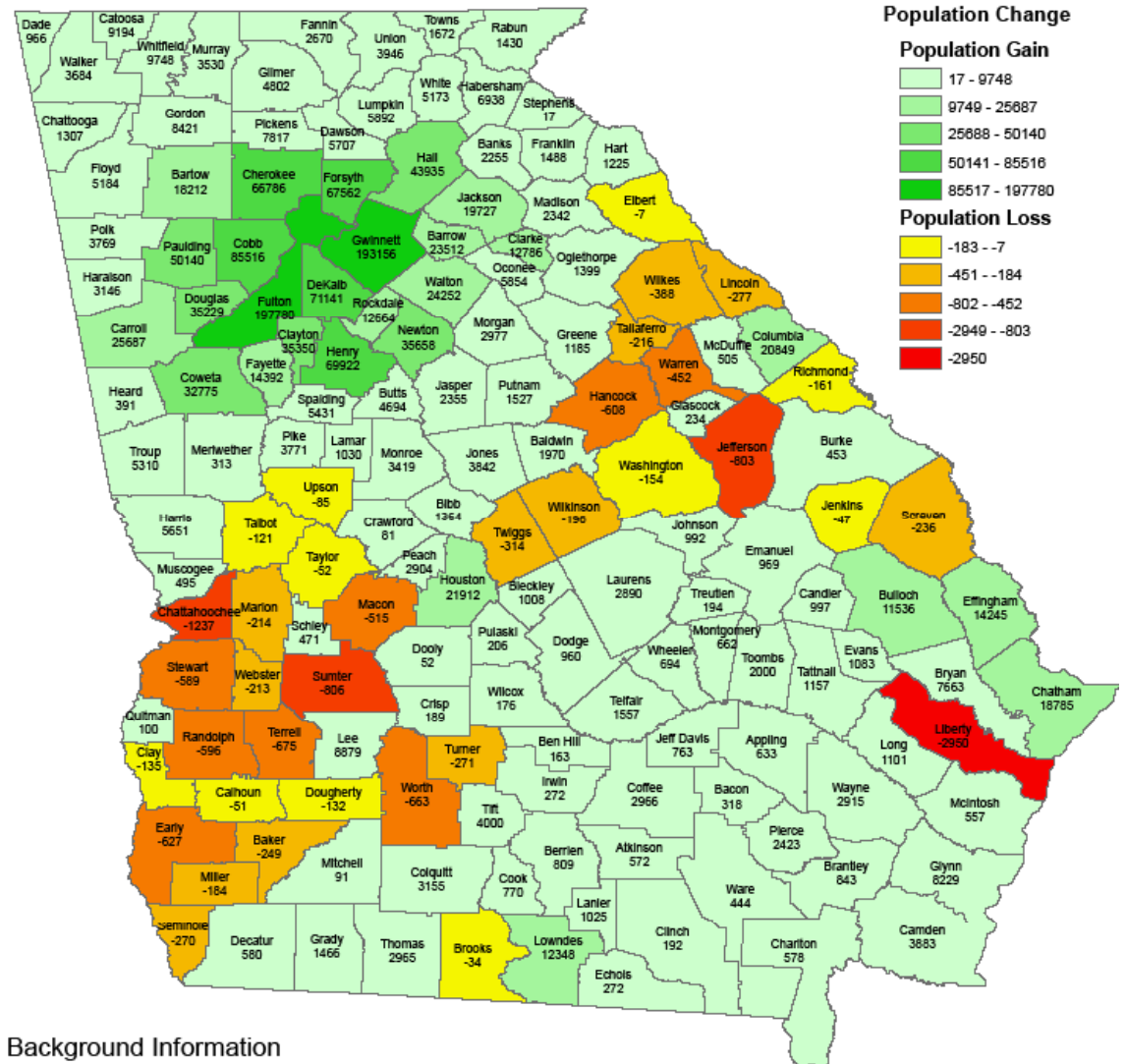


- 43 members from across the state
- Co-chaired by Commissioner Mike Beatty (DCA) and Debra Lyons, Governor's Office of Workforce Development (Georgia Work Ready program)
- No budget – DCA and Work Ready providing staff and logistical support
- Governor's Office of Customer Service providing assistance with planning, GTA with our website, and Georgia Dept. of Economic Development providing Branding assistance.

The Potential for Georgia...15.5% growth since 2000

- Each person counted in Georgia is estimated to bring \$1400 to \$1700* each year in federal aid, or a possible \$166 Billion over the next decade.
- Georgia could gain one or two new Congressional seats, based on 2008 populations estimates.*
- Every 1% increase in the mail-back response rate, saves the Federal Government (i.e. Taxpayers) about \$85 million*. In Georgia, that equates to about \$2.8 million saved per every 1% increase in the mailed return rate.

Change, 2000 - 2008

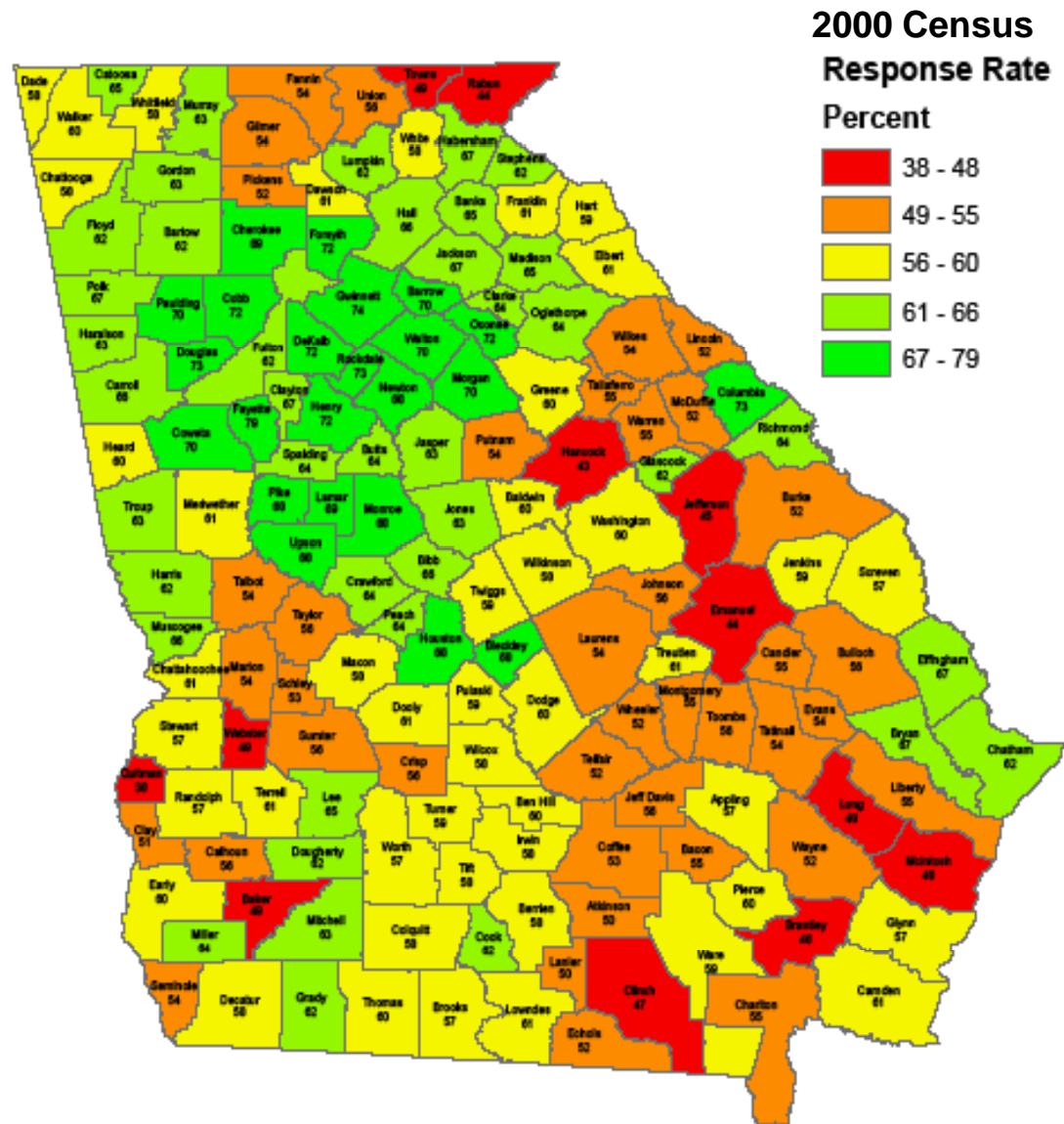


Background Information
 Total Population 2000 = 8,186,453
 Population Estimate 2008 = 9,685,744
 Net Change = 1,499,221 (+15.5%)

Estimate: 9,685,744 in '08
Up 15.5% over 2000

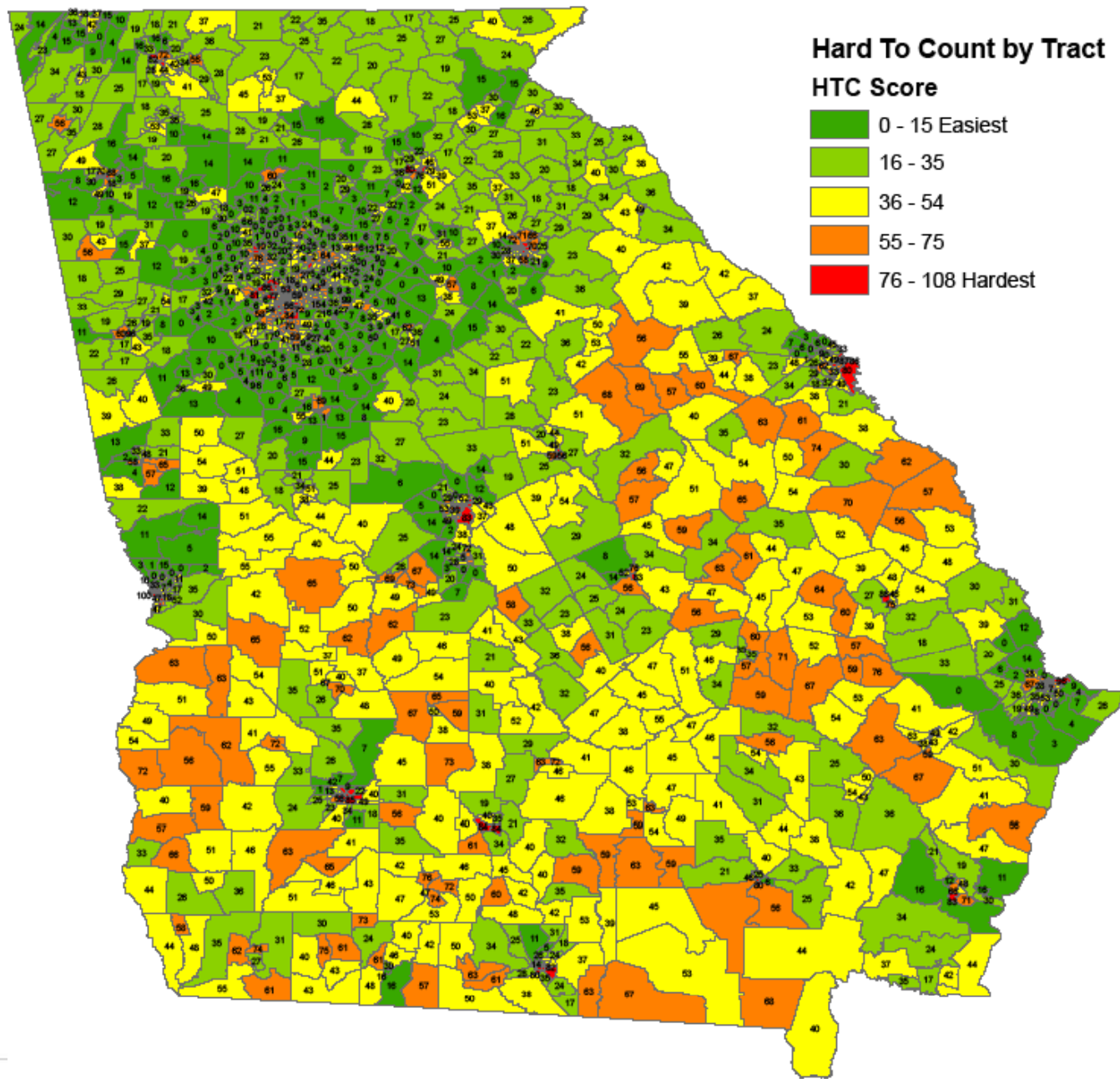
The Challenge - convince Georgians that the Census is **SECURE.** **EASY.** **ESSENTIAL.**

- The Georgia response rate in 2000 was only 65%, while the US response rate was 67%.
- The USCB will not deliver Census forms to Rural Route addresses, these must be hand-delivered, which decreases return rate.
- Some residents fear the Census, worried about their information being shared to their detriment.



The Challenge for Georgia...

Georgia has many residents that fall into the **HARD-TO COUNT (HTC)** categories (next page)





HARD TO COUNT

60% or more renters

50% or more households did not return questionnaire by mail in previous census

Secured buildings; gated communities

Seasonal or campground areas used for permanent residences

Scattered mobile homes

High crime areas

Neighborhoods with hidden housing units

Grandparents as caregivers

35% or more persons below poverty

20% or more receiving public assistance, disability, or SSI

Concentrations of minority groups, immigrants, linguistically isolated communities, migrant workers

Areas with high concentrations of residents with low educational attainment (no high school diploma)

6% or more residents that speak a language other than English at home

20% or more female-headed households

(and others, such as college students living away from home, young African-American males with no permanent residence, etc.)



Georgia CCC Actions...

Six sub-committees communicating & planning with their target audiences:

Business • Community-based • Education • Faith-based • Government • Media

Four legislative members of the GA CCC introduced Resolutions for the House (HR1234) and Senate (SR914) which were adopted on Feb. 1st, in support of Georgia CCC, and designating March 8 thru 14 as Census Awareness Week, and March 11 as Georgia Census Awareness Day.

Comprehensive website as a resource for Local and Special Interest Complete Count Committees and residents.

Registration process for Complete Count Committees so we know where local committees are working on this, and can communicate and plan together.

Weekly email updates to all interested contacts, to keep up the interest and energy through the Census months.

Special events, activities, contests, etc., to generate interest and participation, working in partnership with the regional USCB office and local committees.

Frequently Asked Questions...and the U.S. Census Bureau answers.



What if I don't have a permanent address?

You should be counted **where you live and sleep most of the time**. These residence rules serve as the guiding principle for the census, whether you are living with relatives because of a natural disaster or foreclosure, or are a college student living away from home, or a soldier living on a military base

What if I don't have a home?

At the Census Bureau we understand that these can be challenging times for many people. Because of this, we created the Service Based Enumeration (SBE) operation. The SBE is designed to provide an opportunity for people experiencing some form of displacement or lack of permanent address to be included in the census, by counting them at service-based locations, such as homeless shelters, soup kitchens, etc. The Be Counted form is another way people can take part in the census. Be Counted forms are census forms that are available at various community locations for use by people who either did not receive a census form in the mail or who believe they were not otherwise included on any other census form

Is there another way to get the form other than in the mail?

Be Counted forms are census forms that are available at various community locations for use by people who either did not receive a form in the mail or whose information was not collected on any other form. Be Counted forms are available in English, Spanish, Chinese, Korean, Vietnamese and Russian. These forms can be picked up in various community locations and mailed back in the attached postage-paid envelope

What if I don't fill in the form?

Many residents who do not complete and return a 2010 Census form will receive a replacement form. If no form is mailed back, residents can expect a personal visit from a census taker some time after March 2010. The census taker will ask you the questions on the form, record your answers and then submit the form for your household

WHERE ARE PEOPLE COUNTED?



Typical living situations

<u>Living situation</u>	<u>Where they are counted</u>
Live at their home and nowhere else	Their home
On vacation or a business trip	Their home where they live and sleep most of the time
Live no one place regularly OR Experiencing homelessness	The residence in which they are staying on Census Day

People in places where groups of people live

<u>Living situation</u>	<u>Where they are counted</u>
Places where groups of people live such as jails or prisons, group homes, domestic violence shelters, and emergency or transitional shelters for people experiencing homelessness	Group location

WHERE ARE PEOPLE COUNTED?



U.S. military personnel

Living situation

Where they are counted

In barracks in the United States

The barracks

On base or off base in the United States,
but not in the barracks

The residence where they live and
sleep most of the time

In the military and living overseas

Counted using the military's records
for home address

College students

Living situation

Where they are counted

Live with their parents while attending
college in the United States

Parental home

Live away from the parental home while
attending college in the United States

On-campus or off-campus housing

Attend college outside the United States

Not counted in the census

The Census Timeline...



Key 2010 Census dates

July 2009

Address canvassing completed

August 2009

Census in Schools materials arrive in schools

October 2009 – April 2010

Census worker recruitment underway

November 2009

New 2010 Census Web site launch

February 2010 – April 2010

Questionnaire Assistance Centers and Be Counted sites open to answer questions

March 2010

United States Postal Service (USPS) delivers census questionnaires

April 1, 2010

CensusDay Send your questionnaire back!

May 2010 – July 2010

Census takers follow up with households that did not return questionnaires

December 31, 2010 U.S.

Census Bureau delivers apportionment counts to the President



Georgia Complete Count Committee

Mike Beatty, Commissioner, Georgia Dept. of Community Affairs, Co-Chair
Debra Lyons, Director, Governor's Office of Workforce Development, Co-Chair

Mike Alexander, Chief of Research & GIS, Atlanta Regional Commission
Spiro Amburn, Chief of Staff, Speaker, GA House of Representatives
Renay Blumenthal, Sr. VP of Public Policy, Metro Atlanta Chamber
Courtney Burnett, External Affairs, Georgia Dept. of Education
Consuelo Campbell, Director, Legislative Affairs, Georgia Dept. of Behavioral Health & Developmental Disabilities
Mike Copeland, Associate Director, Field Services, Georgia Farm Bureau
Bill Floyd, President of GMA, and Mayor, City of Decatur
Mike Giles, President, Georgia Poultry Federation
Jon Howell, President & CEO, Georgia Health Care Association
Mike Jolley, Sheriff, Harris County
Elizabeth "BJ" Mathis, Chair, Henry County Board of Commissioners
Jay Neal, State Representative, District 1
Conner Poe, Executive Director, Outdoor Advertising Assoc. of Georgia
Valencia Seay, State Senator, District 34
Tisha Tallman, President & CEO, Georgia Hispanic Chamber of Commerce
Ricky Thrasher, Church & Community Ministry, Georgia Baptist Convention
Bill Verner, VP, Governmental Relations, Georgia EMC
Maurice Watson, Pastor, Beulahland Bible Church
Robert Williams, Chairman & Publisher, SouthFire Newspapers Group
Mike Worley, Community Development Manager, Georgia Power Company

Derek Allen, Manager, Policy Unit, Georgia Dept. of Corrections
Hays Arnold, Mayor, City of Thomaston
Bob Bryant, State Representative, District 160
Allen Burns, Executive Director, Coastal Regional Commission of Georgia
David Casas, State Representative, District 103
Tommy Clack, Manager, Conyers Division, Georgia Dept. of Veterans Services
Burrell Ellis, CEO, DeKalb County
Martha Gaynoe, Program Officer, SE Region, Catholic Relief Services
Judson Hill, State Senator, District 32
Khari Hunt, Assistant Commissioner, Georgia Dept. of Human Services
Sandra Kinney, Research Manager, Technical College System of Georgia
Nealie McCormick, Chief of Police, Pelham
BJay Pak, Partner, Schiff Hardin, LLP
Teya Ryan, President & Executive Director, Georgia Public Broadcasting
Dave Skelton, VP, Investment Operations, Gables Residential
Tim Thornton, Owner, Thornton Realty & Development
Billy Trapnell, Mayor, City of Metter
Neil Warren, Sheriff, Cobb County
Felita Williams, Asst. Vice-Chancellor, Academic Planning, Board of Regents
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