

Census 2010

Wyoming Complete Count Committee



IT'S IN OUR HANDS

Complete Count Committee (CCC)

- “Volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond”
- Develop and implement plan for specific community to increase awareness and response rate

From CCC Guide, U.S. Census Bureau



Census 2010 Wyoming Complete Count
Committee - July 8, 2009

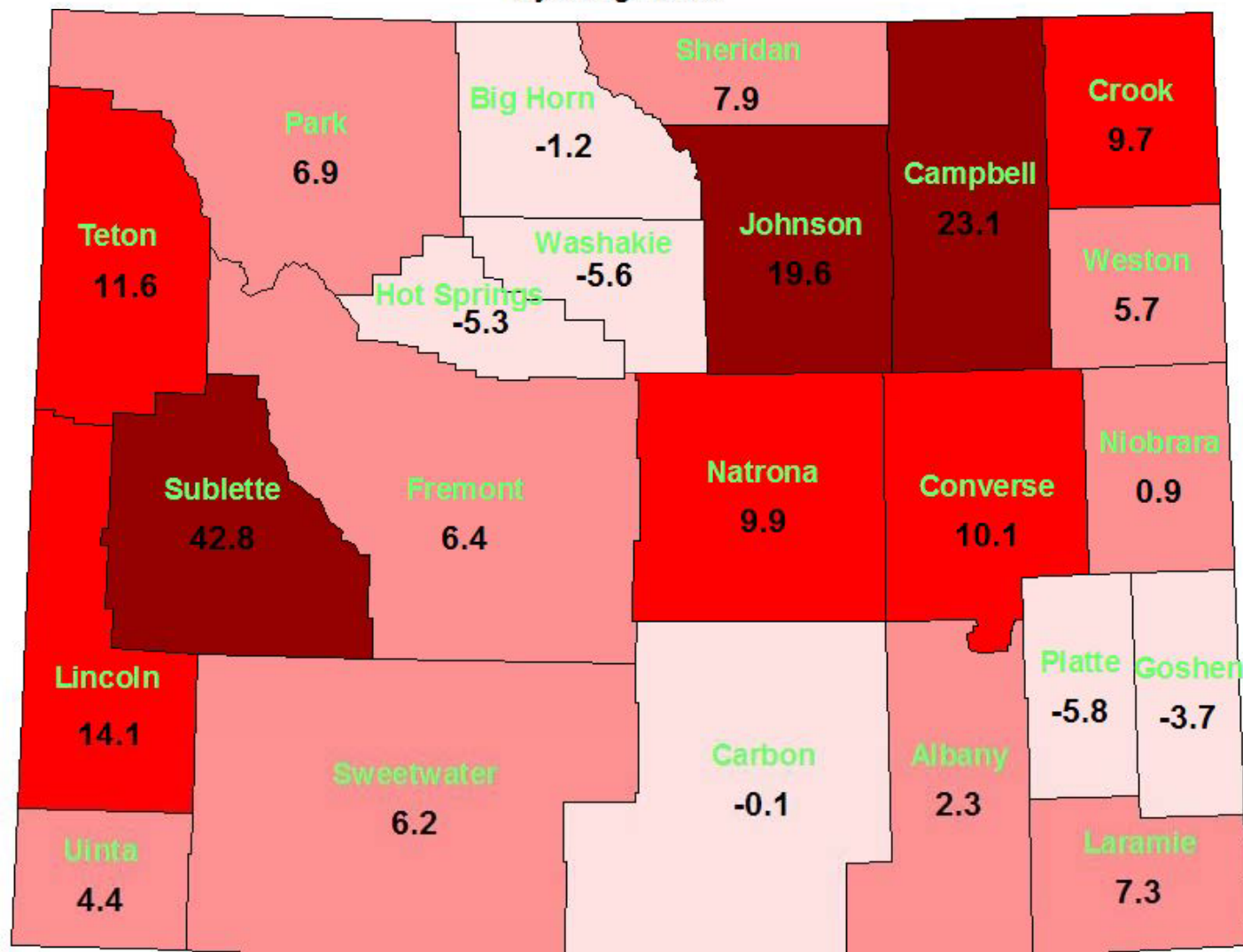
WHY DOES THE CENSUS MATTER?

- An accurate population count is key for:
 - Federal and state funding
 - Number of seats states will have in the U.S. House of Representatives
 - Drawing boundaries for legislative districts
 - Determining the locations of schools, roads, hospitals, new businesses and more



Percent Change in Resident Population by County: 2000 - 2008

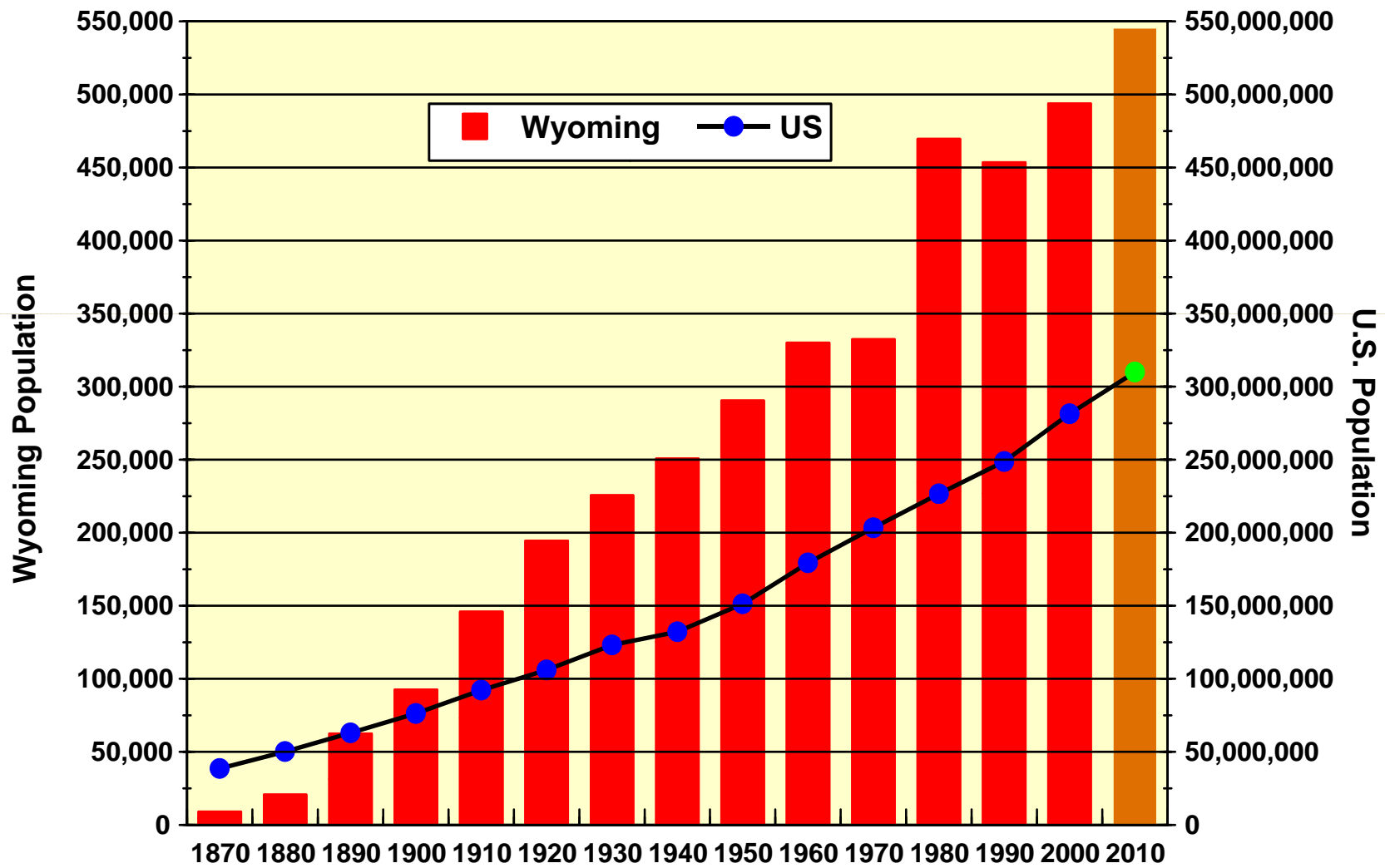
Wyoming = 7.9%



Source: U.S. Census Bureau

Prepared by Wyoming Economic Analysis Division

Decennial Population for Wyoming and U.S.: 1870 - 2010



Source: U.S. Census Bureau and Wyoming Economic Analysis Division

Other CCCs in Wyoming

- Pinedale
- Rawlins
- Laramie
- Pine Haven
- Green River
- Rock Springs
- Cheyenne
- Gillette
- Casper
- Douglas
- Crook County
- Eastern Shoshone tribe
- Northeast Wyoming Municipal Leaders



Successes and Strategies

CENSUS 2000 TASK FORCE



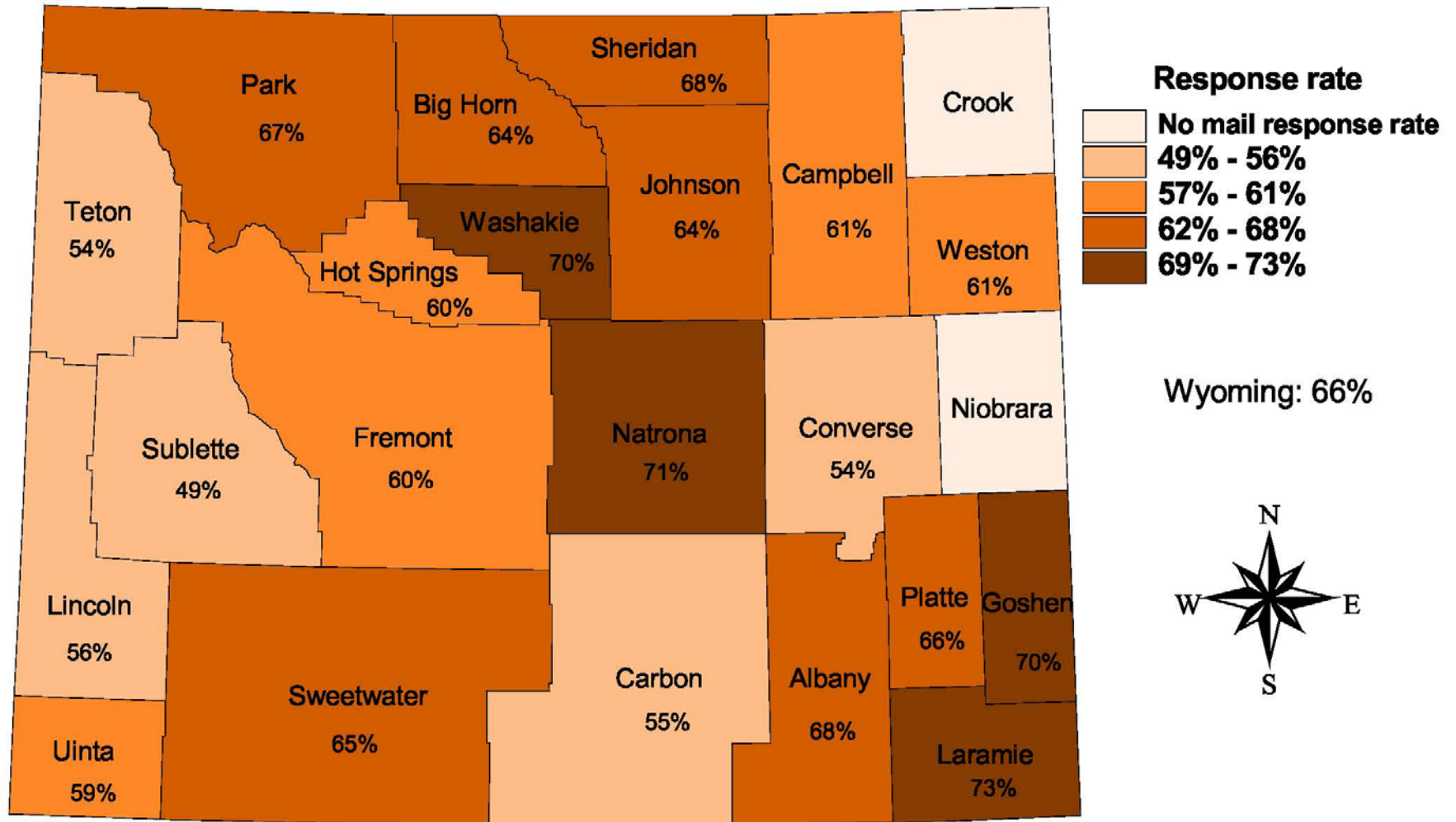
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Success of Census 2000 Task Force

- Promotion of undercount impact statistics from 1990 Census
 - 10,000 people uncounted, loss of \$5.4 M per year for Wyoming in Federal funds.
- Meetings and presentations statewide
- Tribal, student, Hispanic, and legislative representation on Task Force
- Results: 1% increase over 1990 initial mail response rate



Wyoming Final Census 2000 Response Rates by County



The response rate indicate how many housing units returned a census questionnaire by mail, used a Be Counted form, or provided census responses over the telephone or internet.

*Data was collected from Crook and Niobrara counties via update/enumerate and not through mail back response. Census 2010 Wyoming Complete Count Committee - July 8, 2009

Census 2000 Task Force Strategies

- **Publicity:**
 - Website
 - Press releases in cooperation with Denver Regional Census Office
 - T-shirts, bookmarks, billboards with Wyoming Census logo
- **Education:**
 - Through public contacts to supplement national media campaign
 - Importance of participation



Goals of Complete Count Committee



CENSUS 2010

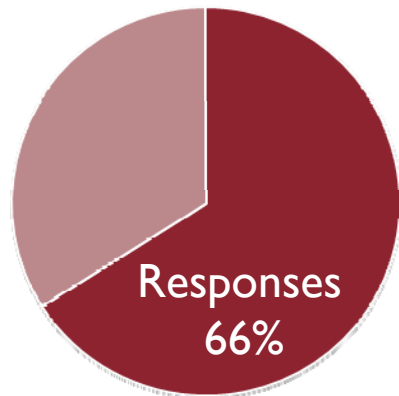


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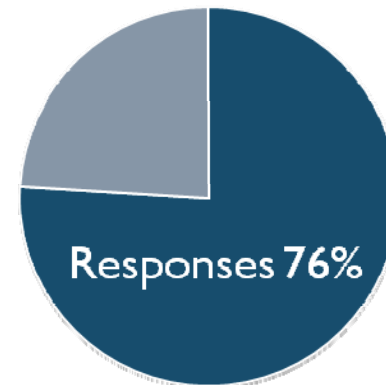
Goals for Census 2010

- 10% higher response rate than in 2000
- For Wyoming, 76% response rate
- Target State's hard-to-count population
 - Hispanics, American Indians, students, mining workers, and homeless.

Response Rate 2000



Target Response Rate 2010



Tasks of Census 2010 CCC

- Recruitment
 - Help job recruitment for census takers
- Promotion

 - Short-form, 10 questions
 - Confidentiality
- Assistance
 - Organizations that work with hard-to-count populations raise awareness of the importance of being counted in 2010



Tasks of Census 2010 CCC

- Encourage public support and complete participation in 2010
- Use community partners to explain importance of completing Census and reaching all residents
- Census 2000 Task Force members' perspectives

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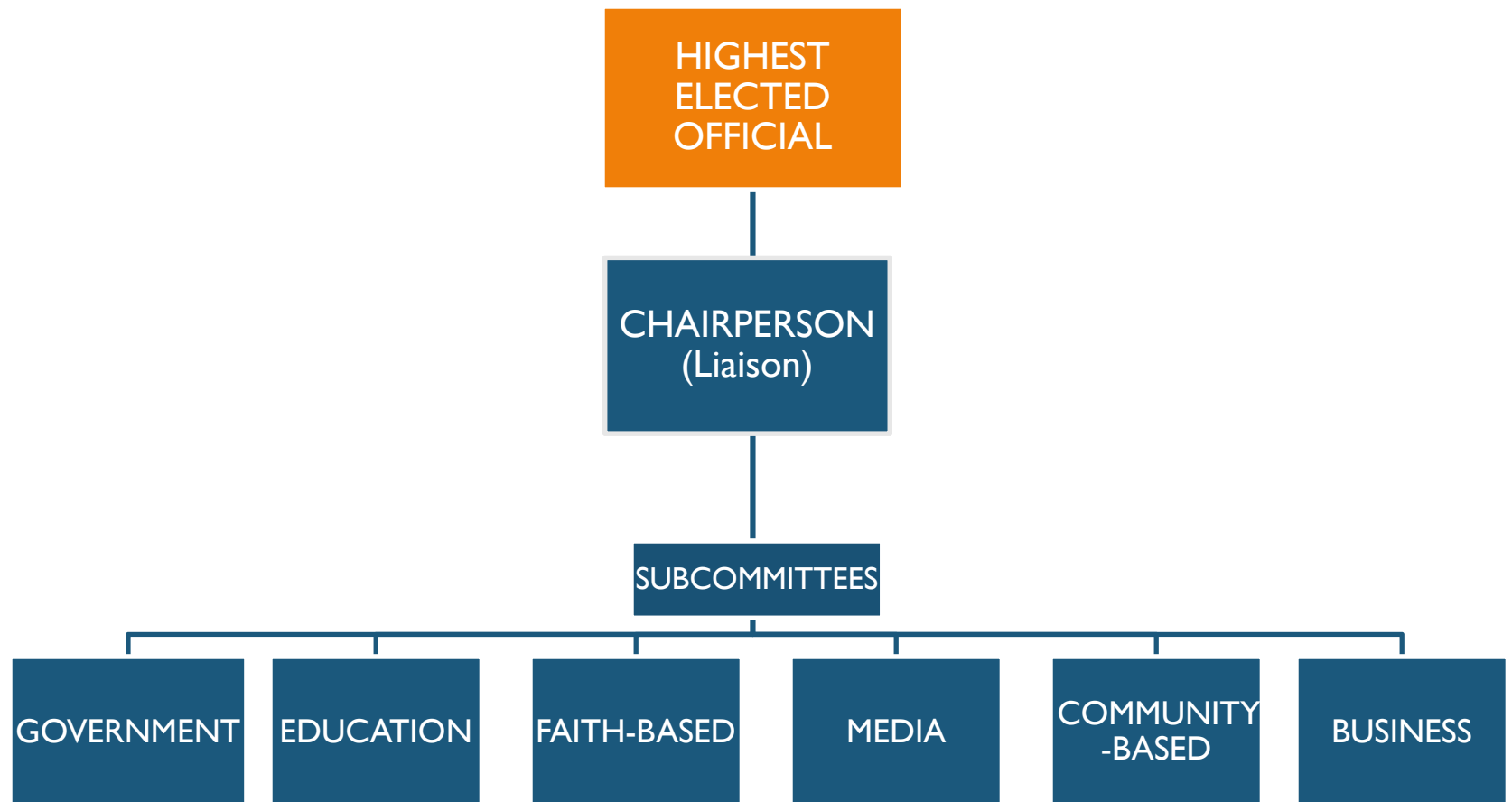
Develop Work Plan for CCC

Census 2010 is less than 9 months away!

- CCC has the opportunity to be innovative and creative with Census 2010 activities
- What do we want to be called, a CCC, Complete Count Campaign, or Task Force?
- Chair person for the CCC? Co-chair(s)?
- Should we follow the subcommittee structure?
- How often should the CCC hold meetings and where?



CCC Structure



Work plan....

- Presentations for groups and organizations in the State
- Ideas for promotions and activities
 - Example: messages on websites, bookmarks...
- What events should we participate in?
- CCC member resources – What resources do we have available ?

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