

MONTANA COMPLETE COUNT COMMITTEE

GOVERNMENT SUBCOMMITTEE

Charge:

- Represent state/local government in programs between the Federal Census Bureau efforts and state/local government
- Ensure that state elected officials are aware of and included in Statewide CCC activities
- Work with state and local governments to disseminate census messaging

Committee members: A complete list of contact information of all committee members will be provided to you via e-mail within two weeks after today's meeting.

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http://www.census.gov/privacy/files/data_protection/002777.html
http://2010.census.gov/2010census/pdf/SellSheet_State_Local_Gov.pdf

THEME IDEA ONE: CONFIDENTIALITY

Theme Talking Points:

Montanans treasure their privacy: Article 2, Section 10 of the Montana Constitution reads "the right of individual privacy is essential to the well-being of a free society and shall not be infringed without the showing of a compelling state interest." The Census Bureau shares our sentiments. **The Census Bureau does not ask any questions on legal status.**

Federal law protects your information: The Census Bureau is bound by [Title 13](#) of the United States Code and the Confidential Information Protection and Statistical Efficiency Act and Privacy Act. Employees of the US Census Bureau are sworn for life to protect confidentiality and only authorized federal employees see your data. Violating the confidentiality of a respondent is a federal crime with serious penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both. The Census Bureau does not release or share information that identifies individual respondents or their households for 72 years.

Your Information is protected by law and one dedicated employee...In 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.

Data is collected to produce statistics. Personal information cannot be used against you by any government agency or court. Private information is never published before 72 years have passed; no names, no addresses or GPS coordinates no social security numbers, no telephone numbers.

Even the President Cannot Access Your Data

In 1953, 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 are ABSOLUTELY CONFIDENTIAL, even to the President, the request was House had to undergo renovation. It was necessary to relocate.

THEME IDEA TWO: CITIZENSHIP AND THE CENSUS

Theme Talking Points:

All Montana's deserve to be counted: The 2000 undercount is equivalent to misplacing the populations of Havre and Polson. The first 55 identified cities in Montana (Ismay through..) do not add up to the 14,390 people missed.

It's the Law: Under federal law, a person can be fined up to \$100 for refusing to complete a census form and \$500 for answering questions falsely. Although prosecutions are uncommon, people have been successfully tried and convicted.

Non-response follow-up cost \$1.2 billion in 2000, 29% of the \$4.1 billion spent. It is estimated in 2000 there were 42 million non-responding households.

Our Voice in Congress: Montana is among several states that have projected populations that could easily change enough to alter the results of the apportionment formula.

As elected officials and public servants, the visibility of support is particularly vital. Our enthusiasm for getting a complete count is vital to motivating Montanans to fill out the form.

The Census Count is what Determines State Representation

During the legislative redistricting process, Montana's population will be apportioned among the 100 House districts, and the legislative district boundaries will be redrawn so that the population within each district is close to equal. House districts will then be coupled to form 50 Senate districts.

Possible Activities

- Add Census reminder to state pay notices, residential water bills, property notices etc.
- Put up posters in government buildings
- Use 2010 Census drop-in articles, messages, and logos in newsletters, mailings, website postings, emails, and other public sector communications
- Provide space for Be Counted sites
- Allow presentations by Census Bureau staff at scheduled events/meetings
- Link to the 2010 Census Web site from your organization's web site
- Distribute educational materials to employees
- Sponsor a town hall meeting
- Have Census information available during voter registration drives.
- Sponsor a contest to design a city sticker to promote the 2010 Census
- Publicize community profiles that show how communities have benefitted from funding that is allocated based on Census information.
- Partner with the US Postal Service to create excitement about returning census forms.

MONTANA COMPLETE COUNT COMMITTEE EDUCATION AND LIBRARY SUBCOMMITTEE

Charge:

- Work with area colleges and universities to raise awareness of the census among students housed on and off campus
- Assist in promoting the Census in Schools program

Committee members: A complete list of contact information of all committee members will be provided to you via e-mail within two weeks after today's meeting.

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http://2010.census.gov/2010census/pdf/FactSheet_Ed.pdf

THEME IDEA ONE: SCHOOL FUNDING BASED ON CENSUS FORMULA

Theme Talking Points

Census data affects school budgets, specifically distribution of Title I, special education funding and college tuition grant and loan programs.

Schools receive the following funding based on census data. Some of the funding is based on income such as the school breakfasts and lunches while others are based on population. The special education grants are based on the number of children with disabilities.

National School Lunch Program	\$	20,694,523	Department of Agriculture
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School Breakfast Program	\$	4,589,395	Department of Agriculture
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THEME IDEA TWO: REPRESENTATION FOR YOUR SCHOOL DISTRICT AT THE NATIONAL, STATE, AND LOCAL LEVELS

Theme Talking Points

EDUCATION'S VOICE IN GOVERNMENT

Education organizations depend on representatives to advocate on their behalf at all levels of government. Census data will ensure you are accurately represented.

THEME IDEA THREE: THE VISIBILITY OF EDUCATORS SUPPORT IS PARTICULARLY VITAL

Theme Talking Points

Educators are trusted voices in their communities: Educators can help deliver the 2010 Census message to every corner of the nation, through elementary schools to college campuses.

The Census in Schools program teaches students and their families about demography, civics and the value of being counted.

THEME IDEA FOUR: A COMPLETE COUNT MAKES FOR BETTER DECISIONS FOR EDUCATIONAL INFRASTRUCTURE

Theme Talking Points

Census data guides local decision-makers in planning where to build new schools, provide public transportation, and build new roads.

Possible Activities

- Add Census reminder to educator pay notices
- Put up posters in school buildings – particularly administrative buildings
- Use 2010 Census drop-in articles, messages, and logos in newsletters, mailings, website postings, emails, and other public sector communications
- Allow presentations by Census Bureau staff at scheduled events/meetings
- Link to the 2010 Census Web site from your school/classroom's web site
- Sponsor a Census poster contest at your school
- Display census messages on scoreboards, electronic marquees, etc.

MONTANA COMPLETE COUNT COMMITTEE BUSINESS SUBCOMMITTEE

Charge:

- Coordinate and generate census awareness activities that involve businesses of all types and sizes

Committee members: A complete list of contact information of all committee members will be provided to you via e-mail within two weeks after today's meeting.

CEIC Staffing: Mary Craigle
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http://2010.census.gov/2010census/pdf/SellSheet_Businesses.pdf

http://2010.census.gov/2010census/pdf/SellSheet_Community_Based.pdf

THEME IDEA ONE: CENSUS AND EMPLOYERS

Theme Talking Points:

Market Profiles: Businesses and Corporations rely on accurate census data for locating new businesses or establishing new locations.

Customers: Census data provides businesses with profiles of target customers

Employees: Accurate Census data is needed in profiling the available labor pool and targeting the best areas for recruiting desired employees.

THEME IDEA TWO: CENSUS AND COMMUNITY

Theme Talking Points

Help your community get needed funding: Census data are used to allocate billions of dollars in government funding for new hospitals, roads, schools and other facilities. A stronger community allows your business to prosper, attract employees and create a better market for your products and services. An incomplete count could mean your community does not receive its fair share of funding.

THEME IDEA THREE: CENSUS AND BUSINESS LEADERSHIP

Theme Talking Points

AS A TRUSTED BUSINESS LEADER, YOUR SUPPORT OF THE 2010 CENSUS MATTERS: You can convey to your employees and customers the importance of completing and returning their census questionnaires. Partner with us and ensure your community has an active voice in its future.

Possible Activities

- Add Census reminder to pay notices
- Compile a list of area businesses, particularly minority businesses. Encourage all businesses to have visible display of census literature.

- Use 2010 Census drop-in articles, messages, and logos in newsletters, mailings, website postings, emails, and other communications
- Encourage businesses to do a brief write-up on how they use census data to determine where to invest, where to locate, where to find markets/customers, etc.
- Encourage businesses to include census messaging on electronic marquees.
- Ask if businesses are willing to provide space for Question Assistance or Be Counted sites
- Allow presentations by Census Bureau staff at scheduled events/meetings
- Link to the 2010 Census Web site from your organization's web site
- Distribute educational materials to employees
- Issue a public endorsement for the 2010 Census
- Write a census editorial
- Engage regional and local chapters / offices
- Provide speaking opportunities and exhibit space at conferences or trade shows

MONTANA COMPLETE COUNT COMMITTEE

ECONOMIC DEVELOPMENT SUBCOMMITTEE

Charge:

- Assist in targeting census message to groups which benefit from a complete count
- Generate awareness of the impact of undercount

Committee members: A complete list of contact information of all committee members will be provided to you via e-mail within two weeks after today's meeting.

CEIC Staffing: Susan Ockert
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http://2010.census.gov/2010census/pdf/SellSheet_Businesses.pdf

http://2010.census.gov/2010census/pdf/SellSheet_Community_Based.pdf

<http://www.businesspundit.com/how-will-the-2010-census-affect-the-economy/>

THEME IDEA ONE: CENSUS AND PROSPERITY

Theme Talking Points

- **Ten questions that take less than 10 minutes to complete** – the Shortest form since 1790
- \$300 billion in federal funds to local, state, and tribal governments each year totaling \$3 TRILLION over the next 10 years
- **Undercounting in the 2000 Census is estimated to have cost MT at least \$42 million** in federal funding. That equates to \$1,482 for every person missed who was living in Montana in April 2000.
- **Often, dollars that could have been received must be replaced by state general fund tax dollars.**
- **Federal monies are getting harder to obtain.** Data users need to be smarter about using the information available to help secure.
- **Programs the federal government allocates funding based on population data include:** Public Transportation, Road Rehabilitation and Construction, and Empowerment Zones.

THEME IDEA TWO: CENSUS AND GRANTS

Theme Talking Points

Census data is used in determining \$300 billion annually of government funding: Government officials use census data to allocate funding and grants to high-need areas and non-profit organizations.

THEME IDEA THREE: CENSUS AND PLANNING

Theme Talking Points

Undercounting distorts the perceived demographic and economic profile of a community. Without accurate, reliable and current information, detailed analysis of local economies is more difficult.

Possible Activities

- Add Census reminder to pay notices
- Put up posters in office buildings
- Use 2010 Census drop-in articles, messages, and logos in newsletters, mailings, website postings, emails, and other communications
- Provide space for Be Counted sites
- Allow presentations by Census Bureau staff at scheduled events/meetings
- Link to the 2010 Census Web site from your organization's web site
- Distribute educational materials to employees
- Issue a public endorsement for the 2010 Census
- Write a census editorial
- Engage regional and local chapters / offices
- Provide speaking opportunities and exhibit space at conferences or trade shows
- See if organizations in your community are prepared to open Questionnaire Assistance Centers or Be Counted Centers
- Host neighborhood meetings to inform residents of the many ways social service agencies use federal funding to ensure a quality way of life for all community members.

MONTANA COMPLETE COUNT COMMITTEE COMMUNITY AND SOCIAL SERVICE PROVIDERS SUBCOMMITTEE

Charge:

- Direct activities that are directed at reaching displaced / hard to count populations
- Coordinate and generate census awareness activities that involve community groups of all types and sizes

Committee members: A complete list of contact information of all committee members will be provided to you via e-mail within two weeks after today's meeting.

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http://2010.census.gov/2010census/pdf/SellSheet_Community_Based.pdf

THEME IDEA ONE: CENSUS AND HEALTH CARE FUNDING

Theme Talking Points

Receive An Accurate Portrait Of Your Community: Undercount can inflate per capital income, thus reducing the federal share of state Medicaid, foster care and child care programs.

Census data guides local decision makers in planning where to build new hospitals and other community facilities.

THEME IDEA TWO: CENSUS AND SENIORS

Theme Talking Points

Seniors May Need Special Assistance Completing The Form: It is particularly important to reach out to the senior population in our communities to make sure they are aware of and able to complete the Census 2010 form.

THEME IDEA THREE: CENSUS AND LIFE IN MONTANA

Theme Talking Points

Census data guides local decision makers in emergency planning. Accurate population, age, and income data is critical for development of effective disaster and emergency plans.

- Programs the federal government allocates funding based on population data include: Public Transportation, Programs for the Elderly, and Emergency Food and Shelter programs.

THEME IDEA FOUR: CENSUS AND HARD-TO-COUNT

Theme Talking Points

There is a Heightened Umbrella of Diversity in the 2010 Census Compared to 2000

- Homeless
- Immigrants (legal and illegal)

- Increasingly Mobile Population
 - Snowbirds
- Displaced due to disasters / economic downturn
- Students living off campus
- Increasing single parent households
- Increasing single person households
- Increasing number of grandparents as caregivers
- Increasing minority population growth
 - Increasing language diversity

Possible Activities

- Add Census reminder to pay notices
- Put up posters in office buildings
- Use 2010 Census drop-in articles, messages, and logos in newsletters, mailings, website postings, emails, and other communications
- Provide space for Be Counted sites
- Allow presentations by Census Bureau staff at scheduled events/meetings
- Link to the 2010 Census Web site from your organization's web site
- Distribute educational materials to employees
- Issue a public endorsement for the 2010 Census
- Write a census editorial
- Engage regional and local chapters / offices
- Provide speaking opportunities and exhibit space at conferences or trade shows

MONTANA COMPLETE COUNT COMMITTEE

TRIBAL SUBCOMMITTEE

Charge:

- Work with Tribal partner and local complete count committees to encourage participation of tribal members

Committee members: A complete list of contact information of all committee members will be provided to you via e-mail within two weeks after today's meeting.

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http://2010.census.gov/2010census/pdf/AIAN_Tribal_Liaison_2-11-09.pdf

THEME IDEA ONE: ECONOMIC DEVELOPMENT

Theme Talking Points

Tool for Decision Making: The information collected by the census is an important tool for federal and tribal decision making. Many tribes and tribal organizations use census data to plan new facilities and programs for the communities they serve.

Equitable Funding: Accurate data will help ensure equitable allocation of federal resources that are based on the information gathered.

THEME IDEA TWO: TRIBAL OWNERSHIP OF THEIR DATA

Theme Talking Points Addresses located on federally recognized reservations and trusts lands are reviewed only by the associated tribal government.

Possible Activities

- Makes sure Census materials reflect both knowledge of and respect of cultural and local issues.
- Encourage tribal members to use the tribe's complete official name when responding to the "enrolled or principal tribe" question on the 2010 questionnaire.
- Establish Tribal Complete Count Committees. A Complete Count Committee consists of community volunteers who help promote the census in the local area.
- Support outreach and promotional activities at special events and powwows.
- Use 2010 Census drop-in articles, messages, and logos in newsletters, mailings, website postings, emails, and other communications
- Provide space for Be Counted sites
- Allow presentations by Census Bureau staff at scheduled events/meetings
- Link to the 2010 Census Web site from your organization's web site
- Issue a public endorsement for the 2010 Census
- Write a census editorial
- Provide speaking opportunities and exhibit space at conferences or trade shows
- Identify appropriate media outlets to spread the word about the 2010 Census.