

Montana Census 2020 Work Plan – April 2019

Montana State Complete Count Committee

What is the function of the Montana 2020 Census State Complete Count Committee (MT 2020 CCC)?

- The MT 2020 CCC is a 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. The CCC is charged with developing and implementing a 2020 Census outreach, promotion, recruitment and enumeration assistance plan of action designed to target and address the needs of their communities.
- The US Census Bureau has structured outreach through the formation of local Complete Count Committees. The State CCC will help to encourage formation of local CCCs, educate the CCCs on best practices and general information, as well as provide necessary resources to form the local CCC, to educate about the importance of the Census and motivate every person to be counted once, only once and in the right place. The State CCC will also aid in the recruitment of Census workers to encourage that trusted voices within the communities are hired to help encourage participation.

What is the subcommittee structure of the Complete Count Committee?

- The chairperson(s) lead the overall efforts of the Complete Count Committee in coordination with the Montana Census Bureau (CEIC) and the U.S. Census Bureau Partnership staff within the state.
- For the 2020 Census, the confirmed co-chairs are listed below.
- The chairperson(s) invite and appoint the subcommittee chairs.
- The Complete Count Committee involves most aspects of a local community in the subcommittee structure consisting of the following; Community Services, Economic Development and Business, Government, Library and Education, Tribal.

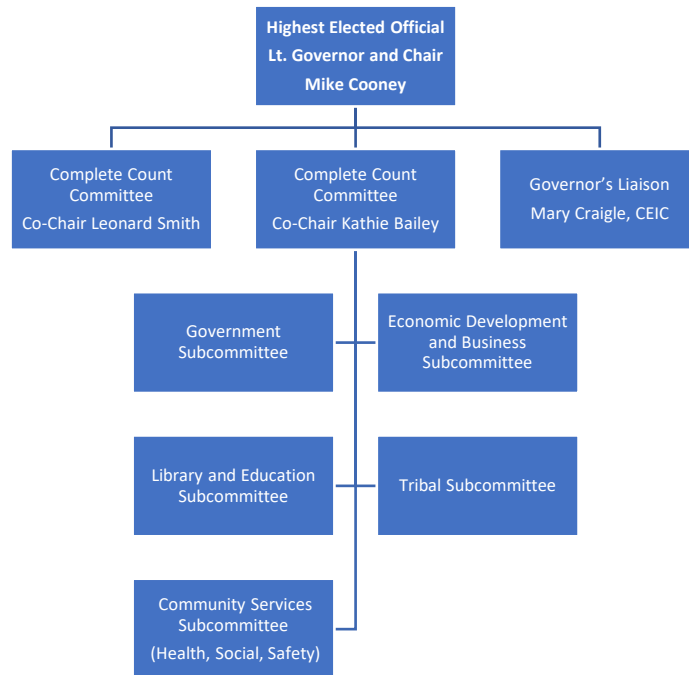
What is the Governor's role and involvement?

- The Governor and the Governor's Liaison is the official contact for the U.S. Census Bureau.
- The Governor can provide the message of the importance of all Montanans to participate
- The Governor can direct agency resources where needed for the successful completion of the census.

In 2020 the Lieutenant Governor will perform the following tasks on behalf of the Governor

- Sign letters requesting individuals volunteer to be part of the State Complete Count Committee;
- Select chairmen of various subcommittees with the assistance of the State Complete Count Co-Chairs;
- Issue press release announcing the committee;
- Facilitate the release of the state proclamation about the Census (drafted by CEIC);
- Review regular reports from State Complete Count Committee Chairman on progress and provide feedback;
- Star in promotional spot(s);
- Give a brief presentation at the April 1, 2020 Census Day event.

State Complete Count Committee Suggested Structure



CCC Co-Chair Governor’s Office (confirmed)

- LG Mike Cooney

CCC Co-Chairs (confirmed)

- Kathy Bailey – ED of Snowy Mountain Development Corporation
- Leonard Smith – ED of Native American Development Corporation
- Mary Craigle – CEIC Liaison

Below are CCC subcommittees as well as suggested members who will be vetted by the co-chairs prior to being asked to serve:

Government Subcommittee

Charge

- Represent local government in all programs between the Census Bureau and the local government.
- Ensure that elected officials are aware of and are included in all CCC activities.
- Work with area colleges and universities to raise awareness of the census among students housed on and off campus.
- Work with state and local governments to disseminate census messaging to public employees and facilitate formation of local CCC in collaboration with assigned Census Partnership Specialist.

Government Subcommittee Membership: Mary Craigle CEIC Liaison

- Mike Cooney (CHAIR) – Lt. Governor
- Erik Bryson - Montana Association of Counties (MACo) Director
- Tim Burton - Montana League of City and Towns (MLCT) Director

- Eric Fever – President MFPE
- Tara Rice – Direct MT Department of Commerce
- Joe Kolman – Analyst Legislative Services
- Susan Fox – Executive Director Legislative Services

Government subcommittee will also establish a Contact Person for each Congressional Office for regular communications

Economic Development and Business Subcommittee

Charge

- Coordinate and generate census awareness activities that involve businesses of all types and sizes.
- Educate business owners on the value of a complete count to the local, regional, and state economy.
- Assist in targeting census message to groups, which benefit from complete count.
- Generate awareness of the impact of a complete count / undercount.
- Encourage networks to form and be involved with local Complete Count Committees in coordination with assigned Census partnership specialist.

Economic Development and Business Subcommittee Members: Ben Gill CEIC Liaison

- Gloria O'Rourke (CHAIR) - Executive Director MEDA
- Kathie Bailey – Executive Director Snowy Mountain Development Corporation
- Dan Brunell - Operations Director State Chamber
- Aaron Pratt - Governor's Office of Economic Development Business Development Specialist

Education and Libraries Subcommittee

Charge

- Create, facilitate, and coordinate census awareness activities among the various educational levels from pre-kindergarten to post-graduate, including day care centers, Head Start programs, and parochial, private, charter and home schools.
- Ensure the wide distribution and awareness of the Census in Schools program and materials.
- Encourage networks to form and be involved with local Complete Count Committees in coordination with assigned Census partnership specialist.

Education and Libraries Subcommittee Members: GIS Position CEIC Liaison

- Suzie Hedalen (CHAIR) – Deputy Superintendent MT Office of Public Instruction
- Dylan Klapmeier – Communications Director MT Office of Public Instruction
- Jennie Stapp – State Librarian MT State Library
- Crystine Miller – Asst. Program Services & Data Manager Office of Commissioner of Higher Education
- Erik Rose – Director of Institutional Research and Integration Carroll College
- Bob Vogel – Retired, Montana School Board Association

Native American Subcommittee

Charge

- Work with leaders from Tribal, Reservation, and Native American organizations and local complete count committees to encourage participation of Montana's Native American residents in the 2020 Census members.
- Educate the state's Native American and non-native residents on the value of a complete Montana American Indian population count, including the impacts to tribes, communities, rural, and reservation populations.

- Inform impacted Native American communities and residents on how the census count affects federal agencies' funding decisions for programs to assist American Indians and Alaskan Natives.
- Encourage tribal leaders to form and engage local Complete Count Committees in coordination with assigned Census partnership specialist.

Tribal Subcommittee Members: Tom Kaiserski CEIC Liaison

- Lonnie Headdress (CHAIR) – Vice Chairman Fort Peck Tribal Executive Board
- Wallace Bear Chum – Director of Tribal Services Northern Cheyenne Tribe
- Delina Cuts the Rope- Chief Administrative Officer Fort Belknap Community Council
- Michael Gray – President G&G Advertising and Little Shell Tribal Member
- George Kipp – Director Blackfeet Manpower One-Stop Center
- Jason Smith - Director Governor's Office of Indian Affairs
- Leonard Smith – Executive Director Native American Development Corporation
- Javon Wing – Planner Chippewa Cree Tribe Rocky Boy Reservation Planning & Development Dept.

Community Services Subcommittee
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Charge

- Direct activities that are aimed at reaching hard-to-count populations.
- Coordinate the building of coalitions to reach various racial, ethnic, cultural, civic fraternal and advocacy groups, displaced populations, and people with disabilities.
- Encourage networks to form and be involved with local Complete Count Committees in coordination with assigned Census partnership specialist.

Community Services Subcommittee Members (Health, Safety, Social): Joe Ramler CEIC Liaison

- Sara Loewen (CHAIR) –Bureau Chief, Intergovernmental Human Services DPHHS
- Jeri Bucy – MT Partnership Specialist, U.S. Census Bureau - Liaison
- Richard Miltenberger – Founder, Montana Health Co-op
- Heather O'Loughlin - Director MT Budget and Policy Center
- Riley Meredith – Communications Director Montana Community Foundation
- Mary Rutherford - Executive Director Montana Community Foundation
- Joan Taylor - Chair Governor's Council on Aging

Montana Local Complete Count Committees

Local Complete Count Committees, comprised of local partners who work with and reach hard-to-count populations, are critical to helping the U.S. Census Bureau reach hard-to-count Californians. Most are led by local governments, such as counties, who work closely with their local committee to ensure outreach efforts are inclusive, effective, and culturally appropriate. Because Local Complete Count Committees know their community best, they are trusted voices and uniquely positioned to ensure that the residents in their communities are counted

Currently twenty-one Local CCCs have formed in Montana with a total of more than 70 planned. The seventy include one in every county, one for each tribe, several for the larger metropolitan areas and several that are topic based that network key state-wide organizations (Seniors, Children, Health Professionals, etc.).

Local Census Complete Committee (LCCC) Charge

- Set clear, achievable goals and objectives.
- Identify targets (populations or areas) for aggressive outreach through—
- Direct community outreach—touching as many people as possible through swap meets, sports events, festivals, parades, etc.
- Strategic partnerships with counties, schools, state agencies, and community-based organizations.
- Coordinate activities with local CCCs throughout the state.
- Create promotional materials and items for populations or areas identified.
- Create events in key areas where none exist.
- A successful complete count committee involves a number of people, organizations and businesses from every part of the community

Montana Local Complete Count Committees

Census 2020: Census & Economic Information Center
March 28, 2019



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Map produced by the Census & Economic Information Center (CEIC)

Introduction

The US Census Bureau will be conducting the 2020 Census and obtaining an accurate count is important in ensuring the Montana receives its fair share of federal funding that is typically apportioned using Census data. The State of Montana will help support the US Census Bureau's Census 2020 counting effort by developing and implementing an outreach and promotional plan. The State's efforts to aid the US Census Bureau will be coordinated by the Montana Department of Commerce; the Census and Economic Information Center within the Research and Information Services Bureau will work with the MDOC's Communications (Comms) Team with assistance from the Department of Labor and Industry (Mary Craigle) to carry out this plan. The State CCC will also coordinate with Census Partnership Specialist, Jeri Bucy, and the other 5 Montana Partnership Specialists to actively encourage and facilitate ideas to aid in the formation and function of local complete count committees across the state.

Formation of a Statewide Complete Count Committee (CCC)

- The Statewide CCC was crucial to the 2010 Census effort and will also be in 2020. The proposed 2020 CCC will be much smaller than 2010, anticipated to consist of approximately 15 to 20 members with 3 to 5 members per subcommittee with their primary responsibility to guide Census 2020 outreach efforts and speak to their local groups / constituencies using a standard Power Point presentation developed by CEIC
- The Lt. Governor as the head will give the CCC the authority and visibility needed

Outreach

1. Develop standard power point presentations that could be customized; target agencies to deliver the power point are as follows: DPHHS, COR, OPI, OCHE, and the Indian Business Expo
2. Conduct one-on-one interviews with Reporters / TV / Newspaper /Bloggers that include human or political stories (reapportionment, impact of funding, local census worker hiring)
3. Work with OPI and OCHE to distribute an education packet developed by the US Census Bureau to be distributed to every public-school enrollee PK-8 as well as conduct a bookmark contest in schools.
4. Enlist CCC members to facilitate engagement in the Census by providing opportunities for education, either themselves or through designated spokespeople, at statewide conferences and events with all categories of audiences.
5. Print posters / prepare general displays that show Census funding by county / city and send those across the state to libraries and other places such as the Capitol, SBDC Offices, CRDC offices and other economic development organizations.
6. Add information, customized materials to print and links to other's website such as the Legislative Page, Chamber of Commerce, etc.
7. Print and provide information to DPHHS, DOR and DLI partners: estimate 5,000 flyers, 500 posters
8. Working with the League of Cities and Towns and utility providers (NorthWestern Energy et. al.), write articles to place in the utility bills throughout the state as well as other publications such as the Interim legislative newsletter.
9. Develop info to include in Thanksgiving food baskets distributed through Food Share and MCF

Promotions/Event

- Kick-off meeting in Helena with the CCC
- Opening of State Census Office by US Census Bureau in Billings in early 2019

FY 2017 – 2020 Activities and Time Frame:

(Items in bold are U.S. Census Bureau milestones)

July 2017 – June 2020	Work and Coordinate with U.S. Census Bureau, counties, local and tribal governments by providing support to promote Census 2020.
July 2017	Develop the Montana Census 2020 Website
October 2017	Begin formation of Complete Count Committee (CCC) Develop Promotional Strategy and Identify Areas of Concentration.
December 2017	Finalize CCC, determine and start sub-committees, establish regular CCC meeting schedule
January 2018 – Early 2019	Begin Work with CCC to Determine and Establish contacts with Community leaders, Churches, Schools, non-profit organizations of various ethnic groups and in various areas in Montana. Start Establishing Contacts with Local and Tribal Governments, Cities and Counties, to encourage and facilitate formation of and participation in local complete count committees
April 2018 – Dec 2019	Develop and finalize promotional plan and materials, posters, pamphlets, media, and internet leading up to April 1, 2020 Census Day. Disseminate through networks and local complete count committees
Jan 2019 – Feb 2019	Early Census office opens in Billings
Nov 2018 – Dec 2019	Work through CCC to distribute promotional materials to local CCC's and networks.
July 2019 – March 2020	Promote Census 2020 within State Agencies with the Governor's directive; Produce materials and guide promotions at a state-wide level; support local CCC efforts
August 2019	Produce and distribute Census 2020 educational video for use at all levels across the state
September 2019	Work with CC on media plan for TV and radio Stations, newspapers, magazines, internet, social media and other media channels for promoting Census 2020 once the count begins.
Nov 2019 – Dec 2019	Finalize contracts with TV stations, and Radio Stations, newspapers, magazines, and PR Companies
Early 2020	U.S. Census Bureau begins advertising
Jan 2020	Work through CCC to launch media promotions and April 1 Official Census Day – education, timing and how to respond
Jan 2020 – Feb 2020	Awareness phase
March 2020 – April 2020	Motivation phase
March 2020	Internet and phone response cards mailed out and questionnaires delivered to housing units with no USPS delivery
March 23, 2020	First day for internet and phone response
April 1, 2020	Census Day
March 2020 – May 2020	Assist in efforts to lessen Non-responses. U.S. Census Bureau will monitor self-response at a tract level and CCC will activate strategies in areas of low response
April 2020 – late May 2020	Enumerators begin visiting housing units that did not self-respond
May 2020 – July 2020	Reminder phase

August 2020
June 30, 2020

Census operations completed
Census 2020 Survey Ends

FY July 2020 – Jan 2021

Prepare Report for Census 2020 And Resolve Any
Discrepancies in the Survey

Census 2020 – US Census Bureau Integrated Communications Plan version 1.0

Main Components

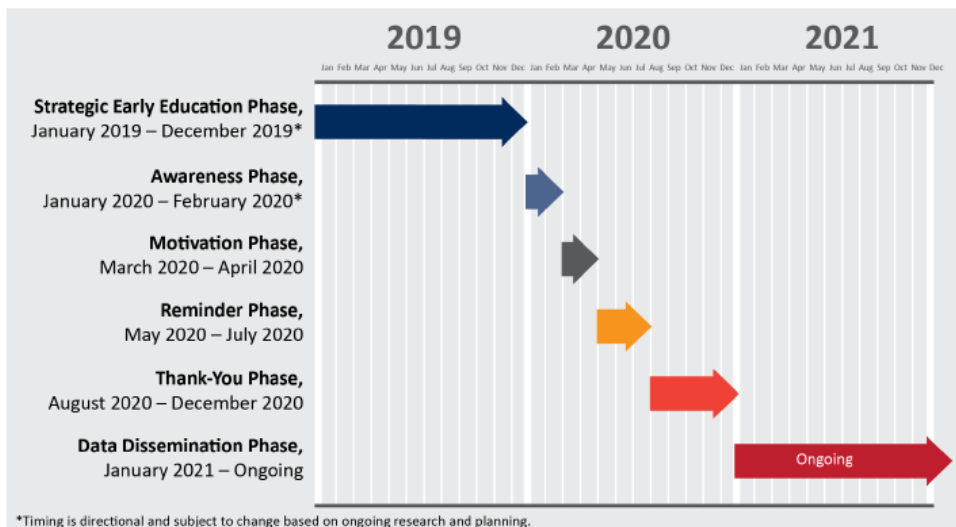
- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



Research and communications interaction

- Create predictive models
- Segment out the low-response households into distinct clusters
- Media planning and design advertising
- Deliver advertising
- Actively monitor response rates at the tract level and optimize resources

Preliminary Phases of 2020 Census Communication



*Timing is directional and subject to change based on ongoing research and planning.

**All upcoming activities are contingent upon approval of the 2020 Census Integrated Communications Plan v.1 and funding availability.*