

Census 2020 Regional Workshop

FEBRUARY 4, 2020

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City of Arlington

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Office of Strategic Initiatives

SHAPE ARLINGTON'S FUTURE

Everyone Counts.

2020 CENSUS ARLINGTON CITIZEN COMPLETE COUNT COMMITTEE & OUTREACH EFFORTS

North Central Texas Council of Governments
February 4, 2020

United States
Census
2020

CITY OF ARLINGTON ROLE IN THE CENSUS

COLLABORATE

with local offices and Census Bureau Partnership Specialists

RECRUIT

residents to become full time and part time Census Bureau employees with Arlington expertise

ESTABLISH ADDRESSES

through participation in Address Canvassing and New Construction programs

MOTIVATE

residents to respond by appointing a **Complete Count Committee** and developing an **Outreach Strategy** in Arlington



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CHANGES & CHALLENGES IN 2020

CHANGES

- For the first time, Internet and telephone response options in 13 languages
- Guidebooks in 59 languages
- A greater overall reliance on technology by Census Bureau and staff

CHALLENGES

- Low public trust in government
- Deliberate misinformation campaigns, domestic and foreign
- Fewer federal government resources and marketing materials for local community use



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CENSUS COMPLETE COUNT COMMITTEE

The Complete Count Committee (CCC) is the key to creating Census awareness in Arlington.

- Utilizes local knowledge, influence, and resources to educate and promote the Census through locally based, targeted outreach efforts.
- Provides a vehicle for coordinating and nurturing cooperative efforts between local government, communities, and the Census Bureau.
- Helps achieve a complete count in 2020 through partnerships with local businesses, institutions, and community organizations.



26 members appointed by City Council in January 2019



7 interdepartmental staff serve as committee members

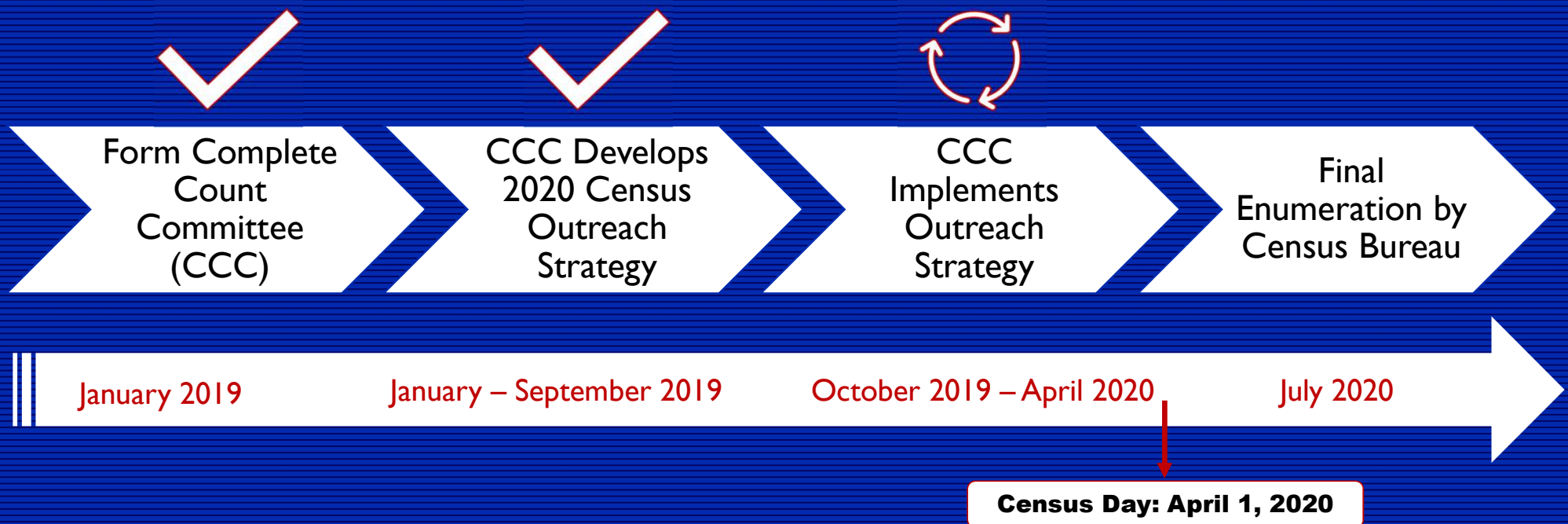


Census Bureau Partnership Specialists attend meetings



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2020 CENSUS PREPARATION TIMELINE



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BUILDING THE OUTREACH ACTIVITY STRATEGY

The CCC reviewed Census data and response estimates, recent research related to motivators and barriers to Census response, and the Committee's expert knowledge of the Arlington community, specifically in historically undercounted areas and populations.

This diligent work culminated in the Outreach Activity Strategy, made up of nearly 100 outreach activities resulting in a grass roots, community-based approach to 2020 Census outreach in Arlington.

CENSUS
DATA



RESEARCH



COMMUNITY
KNOWLEDGE



**OUTREACH
ACTIVITY
STRATEGY**



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THE OUTREACH ACTIVITY STRATEGY

EDUCATION & AWARENESS PHASE

September 2019 to February 2020

74 Outreach Activities focus on:

- Improving general knowledge about the Census
- Educating public on importance of responding
- Providing accurate information to alleviate concerns about responding

Activities in this phase include:

- Group/organization meeting presentations
- Informational booths at community events
- Canvassing gathering places and business centers

MOTIVATION PHASE

March 2020 to May 2020

15 Outreach Activities focus on:

- Reminding Arlington residents to respond
- Provide additional opportunities to respond
- Monitor Self-Response rates to strategically shift outreach in low response areas in real time

Activities in this phase include:

- Increased marketing online, print, and radio
- Providing public areas for Census response assistance



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OUTREACH MATERIALS



- **4,000 PROMOTIONAL ITEMS**
Pens, Hand Sanitizer, Tote Bags, Laptop Webcam Covers, Stickers
- **PRINT ITEMS**
Flyers & Posters
Printed in English, Spanish, and Vietnamese
Outdoor Signage
- **COMPLETE COUNT COMMITTEE T-SHIRTS**



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2020 CENSUS OUTREACH EFFORTS

59 Outreach Activities Completed

33
Community
Events

20 Meeting
Presentations

3 Census
Bureau
Collaborations

2 Print Ads

1 Radio
Interview



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2020 CENSUS OUTREACH EFFORTS

Social Media Efforts

3 Public Service
Announcement Videos

1 Ask Arlington
Segment

Weekly Census
Features on City social
media accounts

#ArlingtonCounts2020
hashtag

Upcoming: Facebook
Frame, Partner
Organizations
Collaboration



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2020 CENSUS OUTREACH EFFORTS

Internal City Efforts for Census Outreach

- Water Bill Inserts
- Libraries Programs
- Parks & Recreation Programs
- Municipal Court
- Housing Authority
- Police Department

HAVE YOU RESPONDED TO THE 2020 CENSUS?
Your Community Needs You!
An invitation to respond to the 2020 Census is arriving in your mailbox in March. Responding for your household means representation and resources for the next 10 years, including needed funding for:

FAMILY SERVICES **EDUCATION PROGRAMS** **HEALTH CARE** **TRANSPORTATION INFRASTRUCTURE** **HOUSING INITIATIVES**

IT'S QUICK!
Most households can complete their Census in less than 10 minutes!

IT'S SAFE!
Your information is protected and cannot be shared with anyone, under penalty of law.

IT'S EASY!
Complete your Census any time, anywhere:
ONLINE
BY PHONE
MAIL-IN

EVERYONE COUNTS 2020 **#ARLINGTONCOUNTS2020**
LEARN MORE OR COMPLETE YOUR CENSUS AT WWW.2020CENSUS.GOV



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2020 CENSUS OUTREACH EFFORTS

Community Partners are Critical!

- Arlington & Mansfield ISD
- United Way
- University of Texas at Arlington
- Tarrant County College – Southeast Campus
- Downtown Arlington Management Corporation
- Neighborhood Groups
- Faith-Based Network



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**EVERYONE
COUNTS**

2020

ARLINGTONTX.GOV/2020CENSUS

www.ArlingtonTX.gov/2020Census

City of Dallas

Elizabeth Saab

External Relations Manager

Office of Strategic Partnerships and Government Affairs



I COUNT, YOU COUNT,
WE ALL COUNT!



¡YO CUENTO, TU CUENTAS,
TODOS CONTAMOS!



Dallas Counts 2020 | Dallas Cuenta 2020
DallasCensus.com

United States[®]
Census
2020

Overview of the Census

- The U.S. Constitution mandates a Census count must be held every ten years.
- The data is used to allocate federal dollars which have direct impact on planning for schools, transportation, health programs, and other community needs.
- Census data is also used to draw districts which translates to Congressional seats.
- Based on current estimates, Texas could gain **3-4 additional seats in Congress** after Census 2020.
- 2020 will be the first time that you will be able to respond online or on the phone in **12 different languages**.
- It is safe and easy to complete.



Citizenship Question

- There was the potential for a citizenship question on Census 2020.
- In June, the **Supreme Court rejected** the question.
- Although the question will not appear on Census 2020, the coverage surrounding it has caused concern in communities that are already considered Hard to Count.
- The City of Dallas is working to overcome those concerns by focusing on education and awareness in immigrant communities, about the safety and confidentiality of filling out the Census.



How Much Do We Stand to Lose?

- In FY 2016, Texas received at least **\$59.4 billion** in federal funding, based on Decennial Census data, that is **\$2,132** for every Texas resident.*
- Federal funds lost by Texas due to a census undercount are redistributed to other states. For example, **for each federal dollar that Texas gives up, California gets an extra 13 cents.***

**Source: Dr. Andrew Reamer, The George Washington University, Counting for Dollars 2020*



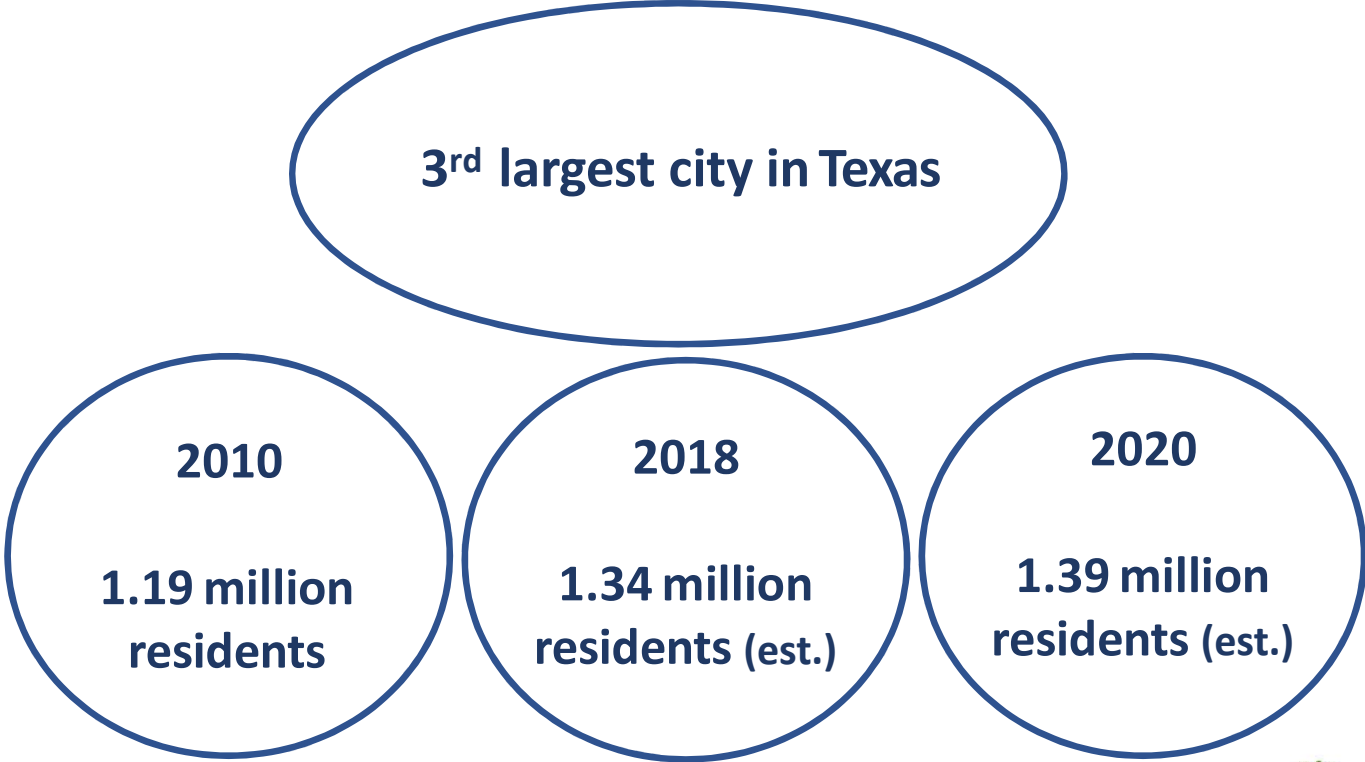
How Much Do We Stand to Lose?

- Texas is the third largest recipient of federal funding allocated using Census data.*
- For every person missed in 2010, Texas lost out on **\$1,161 per person, per year, over the decade** in federal funding for major healthcare related programs alone.*
- If there is even a **1% undercount** in Texas, the state could lose out on more in federal funding for healthcare and social service related programs than any other state - **\$300,000,000 annually (that's at least \$3 billion total over the next decade).***

**Source: Dr. Andrew Reamer, The George Washington University, Counting for Dollars 2020*



Counting for ALL City of Dallas Residents



Counting for Dollars: City of Dallas

Census data is used when allocating formula grants. For **FY 2019-2020**, the City of Dallas received*:

- Community Development Block Grant: **\$14,697,642**
- Home Investments Partnerships Program: **\$5,427,679**
- Emergency Solutions Grant (Homeless): **\$1,256,675**
- Housing Opportunities for Persons with AIDS: **\$7,058,692**
- Urban Area Security Initiative: **\$6,500,000**

**Source: City of Dallas*



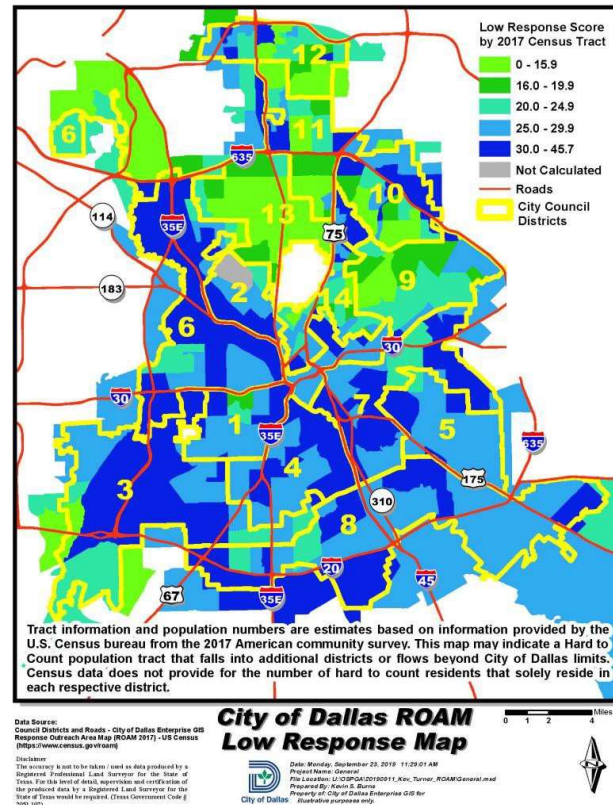
Who is at Risk of Not Being Counted?

- There is a range of groups at risk of being undercounted because they are less likely to fill out the Census. The Census Bureau considers these populations to be Hard to Count.
- **Hard to Count:** hard to locate, hard to contact, hard to interview, or hard to convince to fill out the census.
- **City of Dallas Hard to Count populations:**
 - *Immigrants*
 - *Low income households*
 - *People of color*
 - *People who move frequently*
 - *Young children*

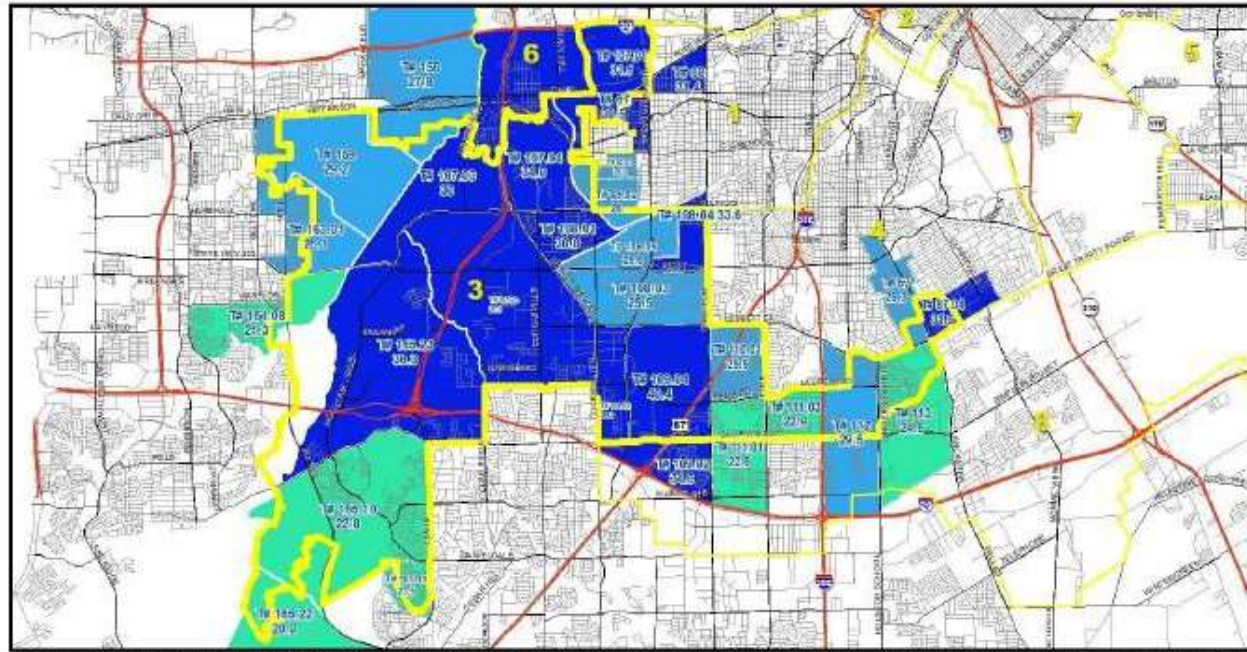


Hard to Count

There are **201** hard to count tracts inside or crossing into the City of Dallas with an estimated **979,994** people living in those tracts.



Sample Hard to Count District Map



Tract information and population numbers are estimates based on information provided by the U.S. Census Bureau from the 2017 American Community Survey. This map may indicate a Hard to Count population tract that falls into additional districts or flows beyond City of Dallas limits. Census data does not provide for the number of hard to count residents that solely reside in each respective district.

0 0.75 1.5 Miles

City of Dallas
Council Districts and Boundaries, City of Dallas Information GIS
Map data provided by Esri, DeLorme, Garmin, Bing, and other sources.
©2018 Esri, DeLorme, Garmin, Bing, and other sources.

**City of Dallas
Council District 3
ROAM Low Response Map**

Date: Monday, September 16, 2019 8:31:26 AM
Project Name: Roam Low
File Location: I:\CENSUS\2019\GIS\Roam Low
Prepared by: Kevin J. Stone
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Low Response Score by 2017 Census Tract	STREETS
20.0 - 24.9	FREeways
25.0 - 29.9	MAJOR ROADS
30.0 - 45.7	CORNER DISTRICTS



Sample Hard to Count District Data

District 3

Tracl	8004	5000	11300	11200	11103	11101	11001	10900	10902	10804	10803	10805	10804	6002	10801	10704	6000	10701	6800	10703	15800	15900	16001	16408	16510	16522	16521	16520	10803	16511
Total Pop	3,758	4,657	4,997	7,023	3,472	4,341	7,342	7,572	3,686	7,108	6,368	5,372	4,484	9,783	5,318	7,564	4,928	5,755	3,042	2,368	3,808	7,442	7,886	13,704	3,241	6,413	8,725	3,711	4,632	
Med_Income	\$24,242	\$25,339	\$36,864	\$37,937	\$41,073	\$50,130	\$35,738	\$27,312	\$26,551	\$47,193	\$46,705	\$26,534	\$49,469	\$32,783	\$32,784	\$49,201	\$40,049	\$40,037	\$38,906	\$27,394	\$63,996	\$64,468	\$61,060	\$65,833	\$60,471	\$41,053	\$33,196	\$47,500		
Total Housing Units	1,845	1,808	2,127	2,581	1,315	1,686	2,949	3,309	1,818	2,960	1,798	1,880	1,022	3,062	1,791	2,409	1,697	2,084	914	707	1,344	2,016	2,564	4,515	1,131	1,971	2,489	1,688	1,485	
Total Occup Units	1,487	1,357	1,991	2,473	1,213	1,549	2,888	2,989	1,677	2,596	1,714	1,675	997	2,889	1,615	2,176	1,547	1,888	823	665	1,288	1,993	2,466	4,486	1,034	1,830	2,322	1,415	1,480	
*2010 MRR	67/40	77/00	81/50	76/40	77/40	82/60	76/90	64/70	54/80	80/70	73/60	73/70	81/40	76/60	65/30	70/00	66/30	68/20	69/80	75/70	73/70	79/60	74/50	73/20	78/40	73/10	73/30	85/70	74/10	
**US	31.60	29.30	24.60	29.60	22.90	22.60	25.90	34.60	40.40	25.90	29.60	33.60	26.00	30.80	34.80	30.50	31.60	31.40	30.00	27.80	29.20	26.10	21.30	22.80	20.90	30.30	32.10	35.20	23.50	
% Pop under 5	8.06	5.95	4.18	2.24	2.97	3.48	5.64	12.45	6.66	8.84	9.81	13.92	6.18	10.72	10.62	8.00	9.48	8.11	9.73	9.84	8.98	7.23	4.33	5.28	5.46	8.09	12.53	7.55	4.38	
% Pop 18-24	8.46	4.85	10.65	7.09	7.98	5.55	8.32	11.00	14.96	10.07	8.18	14.18	13.51	12.75	11.43	10.65	13.88	15.13	10.85	9.71	11.92	11.45	8.37	9.14	14.07	24.64	17.03	13.99	11.01	
pop 65+	11.31	10.95	20.91	11.63	14.95	21.29	20.87	6.02	1.81	14.63	8.67	11.09	7.76	10.53	5.74	6.61	5.17	10.46	7.13	7.77	7.14	6.32	13.17	7.71	15.30	3.98	4.16	4.66	10.64	
% Hispanic	12.93	36.72	8.53	24.89	48.61	11.45	7.70	11.95	22.54	42.39	67.26	65.19	92.44	78.50	69.26	99.09	87.56	75.52	84.48	80.74	68.89	72.98	54.89	37.24	25.61	26.60	51.86	47.75	23.01	
% NH/White	1.57	5.07	3.38	1.95	9.07	11.24	4.85	0.94	1.65	15.97	5.01	2.90	4.01	5.75	6.26	5.54	8.91	10.11	4.93	19.00	17.23	9.04	20.97	13.39	41.16	24.54	6.61	2.88	11.57	
% NH/Blk	81.94	56.60	87.95	71.11	47.12	77.31	86.61	84.05	72.16	40.69	24.83	29.05	2.48	13.85	23.69	0.81	2.78	14.28	10.32	0.00	15.97	10.00	18.22	44.77	27.86	42.04	34.34	46.81	62.33	
% NH/Asian	0.56	0.00	0.14	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.24	0.00	0.00	0.00	0.34	0.00	0.09	0.00	0.25	0.00	0.27	1.65	0.38	0.00	0.00	0.00	0.51	0.00		
% NH/Asian	0.00	0.11	0.00	0.19	0.00	0.00	0.01	0.65	0.00	0.00	0.57	0.00	0.00	0.89	0.79	0.13	0.39	0.00	0.26	0.00	2.42	5.71	4.26	3.49	4.23	4.27	6.98	0.05	1.84	
% AgeSp Spanish	7.47	29.61	5.58	14.98	28.17	8.19	4.49	9.79	18.98	20.85	38.99	39.17	62.69	58.19	48.37	69.92	98.81	49.28	62.67	34.57	40.66	51.10	28.89	23.08	8.52	8.30	33.24	32.99	9.46	
% Nat_His_Gad	26.56	33.38	14.89	19.09	36.34	11.76	12.75	17.47	22.92	22.03	33.29	51.22	57.88	48.47	42.59	52.84	47.39	36.92	46.72	45.10	39.76	31.80	24.60	16.67	11.11	10.87	30.51	29.65	17.00	
% His_Blv_Pov_Lev	33.70	42.17	29.58	28.98	22.55	15.75	26.41	30.53	36.66	16.59	24.27	41.34	12.49	27.92	27.64	27.95	24.66	25.94	22.41	22.72	32.01	14.31	5.97	9.22	12.39	17.26	24.71	24.88	22.31	
% Born foreign	3.51	13.44	5.54	10.99	23.10	5.37	5.05	5.34	8.74	15.63	29.93	31.92	39.29	34.40	28.86	47.53	30.68	30.10	39.91	24.92	29.02	32.57	23.88	18.83	7.87	6.99	26.64	28.64	7.34	
% ENG/WW	2.89	17.53	2.16	9.75	13.11	3.49	5.04	8.12	12.70	12.98	27.83	27.04	49.55	33.19	29.97	60.89	37.94	35.60	50.79	26.26	25.00	35.28	13.23	13.98	4.64	5.68	21.23	19.29	5.07	
% Fel Under 6	29.31	27.14	18.57	5.98	23.50	8.57	16.79	38.83	31.58	22.27	29.83	42.87	23.80	32.00	34.95	25.47	28.21	25.99	24.62	29.92	31.14	26.31	17.65	20.46	22.30	32.04	40.80	27.74	13.71	
% Renters	69.13	53.05	35.86	37.69	38.42	16.68	48.62	72.92	96.60	32.82	55.60	80.66	30.99	56.94	72.20	48.39	68.61	65.79	43.99	31.60	73.14	27.32	27.12	25.63	16.25	53.17	55.68	73.22	35.27	
% MDT Udp	22.38	4.59	8.56	4.77	0.00	2.18	6.85	23.93	30.09	11.42	20.41	49.42	0.00	24.56	42.66	12.04	34.35	43.33	15.10	1.84	17.11	0.00	0.00	7.22	2.12	28.77	10.81	41.88	0.00	
% HH_D_No Internet	68.80	4.84	36.11	38.18	41.05	24.60	46.48	48.70	42.04	18.72	35.24	42.15	43.93	42.26	37.96	52.62	43.50	42.61	50.18	42.60	38.98	23.80	9.32	14.20	11.12	20.16	38.54	45.72	28.04	

Tracl information and population numbers are estimates based on information provided by the US Census bureau from the 2017 American community survey. This may indicate a Hard to Count population that falls into additional districts or flows beyond City of Dallas limits. Census data does not provide for the number of hard to count residents that solely reside in each respective district.

*2010 Mail Response Rate
 **Low Response Score



How is Hard to Count Determined?

- The U.S. Census mails out Census surveys every ten years. Residents who respond contribute to the total mail return rate (MRR).
- In addition, the U.S. Census Bureau mails the American Community Survey (ACS) to 3 million randomly selected U.S. households every year over a period of five years.
- The U.S. Census uses the 2010 Census MRR and the ACS data to predict future low response scores (LRS), also known as the estimated number of people who are not likely to respond to the next official Census count.



What is the City of Dallas Doing to Make Sure there is a Complete Count for Census 2020?

- The City of Dallas Mayor appoints the Chair and Co-chairs of the Complete Count Committee (CCC).
- Each City Council Member appoints at least 2 members to the CCC.
- Two of the district representatives serve as District captains on the Hard to Count Committee. They liaison with their council member, help mobilize other members of their community, and work to reach local stakeholders to raise awareness about Census 2020.
- Members of the CCC also:
 - Generate funding sources
 - Lend expertise and relationships
 - Create collaborative opportunities
 - Represent various races, creeds, and color



Complete Count Committee Subcommittees

HARD TO COUNT
CASEY THOMAS
(CHAIR & CHAIR of CCC)

Organize and implement grass roots, hyper-local effort to reach hard to count areas

FUNDRAISING
GEORGE TANG
(CHAIR)

Solicit funds and in kind donations to assist with costs associated with outreach efforts

MEDIA
MARY POSS
(CHAIR)

Coordinate media opportunities for message sharing, and large scale Census 2020 events

PARTNERSHIPS
PAULINE MEDRANO
(CHAIR)

Serve as ambassadors to their respective industries to share the Census 2020 outreach message



City of Dallas Census 2020 Strategic Plan Implementation

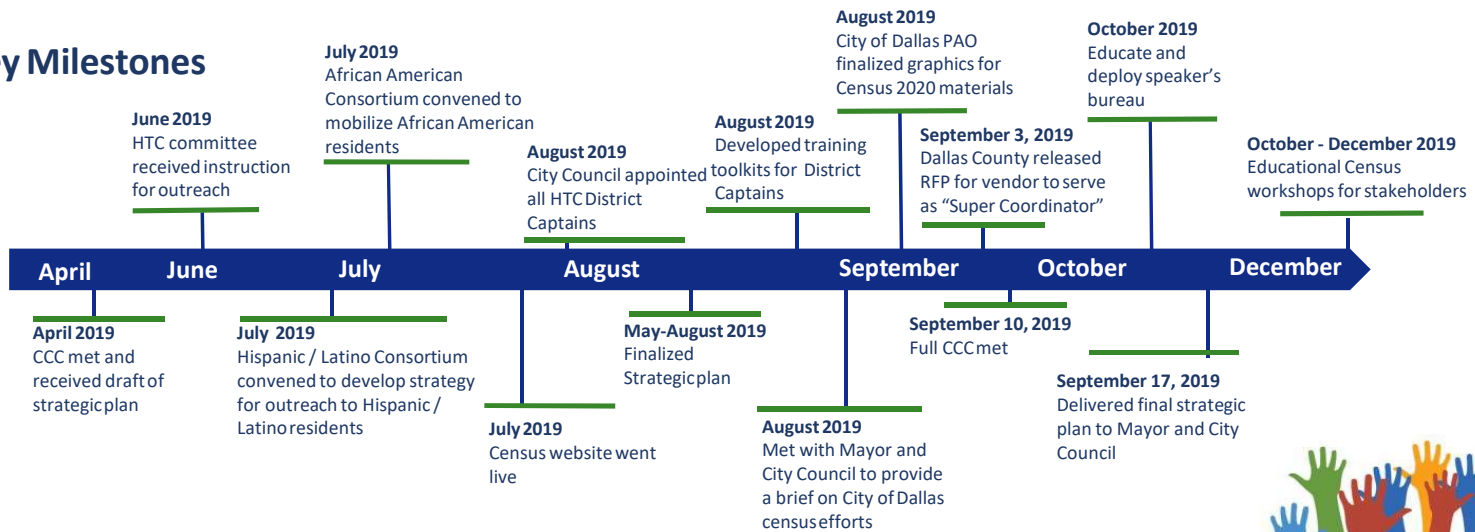
Phase 1 (March-July 2019):

- Develop Strategic Plan
- City Council appoints 2 District Captains to HTC subcommittee
- Develop infrastructure for HTC outreach
- Develop infrastructure for media outreach campaign
- Identify potential partners and stakeholders
- Launch City of Dallas 2020 Census website

Phase 2 (August-December 2019):

- Trainings for District Captains and Ambassadors
- Connect with stakeholders
- Host workshops
- Attend community events to raise awareness
- Finalize material for media toolkits and PSA's
- Finalize and deliver full strategic plan to Mayor and City Council

Key Milestones

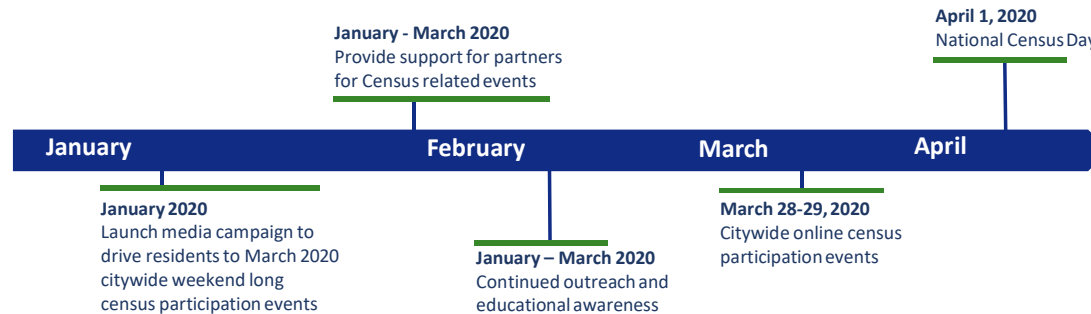


City of Dallas Census 2020 Strategic Plan Implementation

Phase 3 (January 2020 – April 30, 2020):

- Provide direct support to residents in HTC zip codes
- Intensify outreach through frequent direct engagement via community events
- Revisit entities already enlisted in Phase 2 to provide support
- Promote Citywide weekend-long online participation events, March 28-29, 2020
- Host Citywide weekend-long online participation events, March 28-29,2020
- Host Census 2020 participation events across the city throughout the month of April

Key Milestones



Redistricting

- Every ten years, City Council districts are redrawn based on the latest Census counts
- The process is governed by the City Charter, Chapter IV Section 5
- The process requires the appointment of a Redistricting Commission, a 15 member Commission appointed by the Mayor and the City Council
- Redistricting Commission draws new districts in compliance with guidelines outlined in the City Charter and Federal law



Redistricting (cont.)

- Upon completion of work, the redistricting Commission files the recommended plan with Mayor for presentation to the City Council
- The City Council has 45 days to approve or amend and approve new plan (modification requires $\frac{3}{4}$ vote of the City Council)
- If no action is taken, the plan submitted to the City Council by the Redistricting Commission becomes the final redistricting plan for the City of Dallas
- The new districting plan will be implemented at the next general election of the city council conducted at least 90 days following the date the final districting plan becomes effective for the City of Dallas



VOLUNTEER ON THE
COMPLETE COUNT
COMMITTEE

HELP US SPREAD THE
WORD TO YOUR
EMPLOYEES

HELP US PLAN CITYWIDE
CENSUS 2020
PARTICIPATION EVENTS

Get Involved!

info@dallascensus.com
dallascensus.com

SEND US A LIST OF:
COMMUNITY
STAKEHOLDERS, EVENTS,
AND OPPORTUNITIES
FOR OUTREACH

HELP PROMOTE
CENSUS 2020
ON: YOUR WEBSITE,
SOCIAL MEDIA,
NEWSLETTER

HOST A CENSUS 2020
KIOSK IN
MARCH/APRIL 2020



City of Dallas Census 2020 Contacts

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I COUNT, YOU COUNT,
WE ALL COUNT!



¡YO CUENTO, TU CUENTAS,
TODOS CONTAMOS!



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DallasCensus.com

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2020

City of Plano

Stephen Sims, AICP, CNU

Lead Planner



Census 2020

Shaping Plano's Future

Shape
your future
START HERE >

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Census
2020



Agenda

- Plano's 2020 Census Complete Count Committee
- How was it formed?
- Who are the participants?
- Strategic Plan of Action
- Summary of Accomplishments
- What is next?



Formation

- Passed resolution supporting 2020 Census efforts
- City Council selected potential members
- Staff solicited potential members for participation interest and expertise
- Consultant and Staff planned first committee meeting
- City Council approved \$75,000 to fund 2020 Census CCC Outreach efforts



Complete Count Committee Members

- 2020 Census CCC Kickoff – February 16, 2019
- 30 Plano residents appointed by City Council



2020 Census CCC Format

- CCC divided into four subcommittees
 - Business
 - Community Outreach Subcommittee
 - › Neighborhoods
 - › Non-profit service agencies
 - Education and Cultural
 - Marketing, Media and Events Subcommittee



Strategic Plan

- Develop a plan to guide 2020 Census CCC
- Determine and identify Hard to Count groups and where they live
- Identify roles and activities for each Subcommittee
- Select events to attend that would yield greatest benefits
- Begin outreach



Core Message of Plano 2020 Census CCC



It's safe.



It's easy.



It's important.

Each person not counted costs our community
\$15,000 over the next 10 years



Why it Matters to You



SCHOOLS



HEALTH CARE



BUSINESS



CITY SERVICES



FAIRLY
REPRESENTED



Census 2020
Shaping Plano's Future



Accomplishments as of February 1, 2020

- Conducted 38 community presentations
- Attended 51 community events
- Distributed promotional materials to over 66,000 residents
- 6 more presentations and 25 future events scheduled at this time
- English and Spanish video encouraging people to complete census form



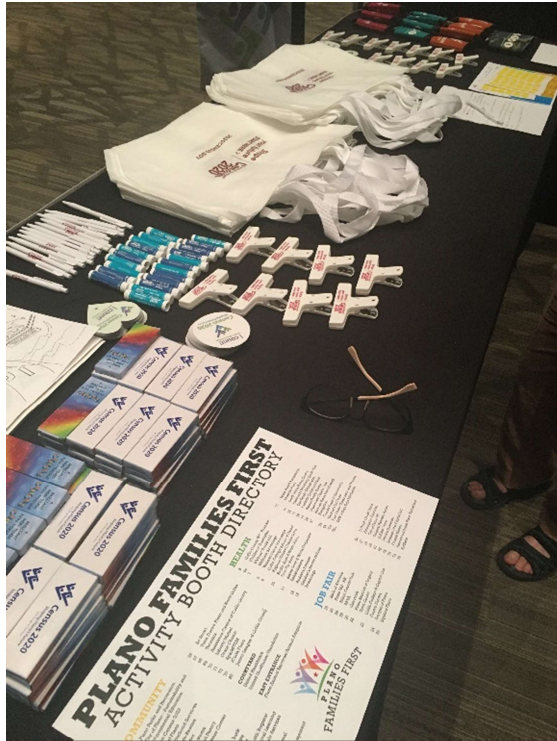
Juneteenth Day



Fourth of July Parade



Plano Families First



Census 2020
Shaping Plano's Future



Presentations



What is Next?

- 2020 Census released in Mid-March
- Track progress of First Time Responders
- Outreach to areas requiring extra attention
- Inform residents of Census Takers and educate public of potential scams
- Wrap up outreach efforts, summarize activities and report to City Council with suggestions for 2030





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972-941-7151



Census 2020
Shaping Plano's Future

For more information:

Plano.gov/census

Census.gov



Question and Answer session

The speakers and other Census/Complete Count Committee members will answer questions from attendees.

Handouts are available at the table in the back.

Resources

<https://2020census.gov/>

- Articles, toolkits for communities, data and technology

<https://nj.gov/state/census-resources.shtml>

- Trainings, media toolkits, handouts

<http://www.ala.org/advocacy/govinfo/census>

- American Library Assc. list of resources, websites, and outreach

<https://www.strongnation.org/readynation/2020-census>

- Resources and materials for businesses, national maps, data and research

<https://communityactionpartnership.com/census-2020/>

- Videos, maps, toolkits, library of available resources

<https://texas.planning.org/community-outreach/2020-census/>

- Education, promotional handouts, and activities

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