Census 2020 Regional Workshop

FEBRUARY 4, 2020

STAFF CONTACT: CAROLYN HORNER
City of Arlington
Sarah Stubblefield, AICP
Senior Planner, HPO
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
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

EVERYONE COUNTS 2020
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
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.
2020 CENSUS PREPARATION TIMELINE

- Form Complete Count Committee (CCC)
- CCC Develops 2020 Census Outreach Strategy
- CCC Implements Outreach Strategy
- Final Enumeration by Census Bureau

- January 2019
- January – September 2019
- October 2019 – April 2020
- July 2020

Census Day: April 1, 2020
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 grassroots, community-based approach to 2020 Census outreach in Arlington.
**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
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
2020 CENSUS OUTREACH EFFORTS

59 Outreach Activities Completed

- 33 Community Events
- 20 Meeting Presentations
- 3 Census Bureau Collaborations
- 2 Print Ads
- 1 Radio Interview
2020 CENSUS OUTREACH EFFORTS

Social Media Efforts

- 3 Public Service Announcement Videos
- I Ask Arlington Segment
- Weekly Census Features on City social media accounts
- #ArlingtonCounts2020 hashtag
- Upcoming: Facebook Frame, Partner Organizations Collaboration
2020 CENSUS OUTREACH EFFORTS

Internal City Efforts for Census Outreach

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

EVEryone couts 2020
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
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

3rd largest city in Texas

- 2010: 1.19 million residents
- 2018: 1.34 million residents (est.)
- 2020: 1.39 million residents (est.)
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
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 Data

### District 3

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<thead>
<tr>
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### Notes:
- Data is estimates based on information provided by the U.S. Census Bureau through the 2020 American community survey.
- The map below indicates hard to count population by census tract within each district.
- Census data not available for the number of households residing in each respective tract.
- 2020 MRR: 10.2
- MRR: 10.0

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**District 3:**

- Low Response Score
- Census data does not provide information for the number of households residing in each respective tract.

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**Total Pop:**

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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:
  o Generate funding sources
  o Lend expertise and relationships
  o Create collaborative opportunities
  o Represent various races, creeds, and color
Complete Count Committee Subcommittees

<table>
<thead>
<tr>
<th>Subcommittee</th>
<th>Chair</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>HARD TO COUNT</td>
<td>Casey Thomas</td>
<td>Organize and implement grass roots, hyper-local effort to reach hard to count areas</td>
</tr>
<tr>
<td>FUNDRAISING</td>
<td>George Tang</td>
<td>Solicit funds and in kind donations to assist with costs associated with outreach efforts</td>
</tr>
<tr>
<td>MEDIA</td>
<td>Mary Poss</td>
<td>Coordinate media opportunities for message sharing, and large scale Census 2020 events</td>
</tr>
<tr>
<td>PARTNERSHIPS</td>
<td>Pauline Medrano</td>
<td>Serve as ambassadors to their respective industries to share the Census 2020 outreach message</td>
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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
- June 2019: HTC committee received instruction for outreach
- July 2019: African American Consortium convened to mobilize African American residents
- August 2019: City Council appointed all HTC District Captains
- August 2019: Developed training toolkits for District Captains
- September 3, 2019: Dallas County released RFP for vendor to serve as “Super Coordinator”
- October 2019: Educate and deploy speaker’s bureau
- October - December 2019: Educational Census workshops for stakeholders
- April 2019: CCC met and received draft of strategic plan
- April 2019: CCC received instruction for outreach
- July 2019: Hispanic / Latino Consortium convened to develop strategy for outreach to Hispanic / Latino residents
- August 2019: Finalized Strategic plan
- May - August 2019: Finalized graphics for Census 2020 materials
- September 10, 2019: Full CCC met
- September 3, 2019: Met with Mayor and City Council to provide a brief on City of Dallas census efforts
- September 17, 2019: Delivered final strategic plan to Mayor and City Council
- October 2019: Educate and deploy speaker’s bureau
- October - December 2019: Educational Census workshops for stakeholders

I COUNT, YOU COUNT, WE ALL COUNT!
#DallasCounts2020 | DallasCensus.com | info@dallascensus.com
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 ¾ 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.
Get Involved!

- Volunteer on the Complete Count Committee
- Help us spread the word to your employees
- Help us plan citywide Census 2020 participation events
- Host a Census 2020 kiosk in March/April 2020
- Help promote Census 2020 on: Your website, social media, newsletter
- Send us a list of: Community stakeholders, events, and opportunities for outreach

I count, you count, we all count!

#DallasCounts2020 | DallasCensus.com | info@dallascensus.com
City of Dallas Census 2020 Contacts

Elizabeth Saab, External Relations Manager
Elizabeth.Saab@DallasCityHall.com
Office: 214.670.9582

Edward Turner, 2020 Census Coordinator
Edward.Turner@DallasCityHall.com
Office: 214.671.8948
Cell: 469-858-5229
I COUNT, YOU COUNT, WE ALL COUNT!

¡YO CUENTO, TU CUENTAS, TODO CONTAMOS!
City of Plano

Stephen Sims, AICP, CNU
Lead Planner
Census 2020
Shaping Plano’s Future

Shape your future
START HERE

United States 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
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
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
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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