Census 2020
How can I advocate for a complete count?
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City of Cincinnati
1. What is the Census? 
   *It’s important, easy, and safe.*

2. How is Greater Cincinnati ensuring an accurate count?

3. How can you be a Census advocate?
What is the Census?
The US Census is mandated by Article I, Section 2 of the Constitution and takes place every 10 years (since 1790).

The data collected by the census determine the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and is also used to distribute billions in federal funds to local communities.

The 2020 Census counts every person living in the United States on April 1—no matter where they are from, why they are here in the United States, and whether or not they are documented. This includes temporary workers, international students, workers on assignment from overseas, refugees, and migrant workers.
### Census Dates

#### 2020 Census Operational Adjustments due to COVID-19:


<table>
<thead>
<tr>
<th>Activity/Operation</th>
<th>Planned Schedule</th>
<th>Adjustment</th>
<th>Revised Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Response Phase (online, phone, mail)</td>
<td>March 12–July 31</td>
<td>Extended</td>
<td>March 12–August 14</td>
</tr>
<tr>
<td>Update Leave</td>
<td>March 15–April 17</td>
<td>Delayed</td>
<td>March 29–May 1</td>
</tr>
<tr>
<td>Update Enumerate</td>
<td>March 16–April 30</td>
<td>Suspended and extended</td>
<td>March 16–May 14</td>
</tr>
<tr>
<td>Mobile Questionnaire Assistance</td>
<td>March 30–July 31</td>
<td>Delayed</td>
<td>April 13–August 14</td>
</tr>
<tr>
<td>Early Nonresponse Followup (NRFU)</td>
<td>April 9–July 31</td>
<td>Delayed</td>
<td>May 7–August 14</td>
</tr>
<tr>
<td>Nonresponse Followup (NRFU) and NRFU Reinterview</td>
<td>May 13–July 31</td>
<td>Delayed</td>
<td>May 28–August 14</td>
</tr>
<tr>
<td>Group Quarters Enumeration</td>
<td>April 2–June 5</td>
<td>Delayed</td>
<td>April 16–June 19</td>
</tr>
<tr>
<td>Service-Based Enumeration</td>
<td>March 30–April 1</td>
<td>Delayed</td>
<td>April 29–May 1</td>
</tr>
<tr>
<td>Census counts people experiencing homelessness outdoors</td>
<td>April 1</td>
<td>Delayed</td>
<td>May 1</td>
</tr>
<tr>
<td>Enumeration of Transitory Locations</td>
<td>April 9–May 4</td>
<td>Delayed</td>
<td>April 23–May 18</td>
</tr>
<tr>
<td>Deliver apportionment counts to the President</td>
<td>By December 31</td>
<td>On schedule</td>
<td>By December 31</td>
</tr>
<tr>
<td>Deliver redistricting counts to states</td>
<td>By April 1, 2021</td>
<td>On schedule</td>
<td>By April 1, 2021</td>
</tr>
</tbody>
</table>
Responding to the Census is…

… Important: Your voice matters and your participation in the 2020 Census ensures your community can receive the funding and support it needs to tackle key issues. Be counted!

… Easy: You can respond from anywhere, at any time, using a mobile phone, tablet, laptop, or desktop computer. You just need to be connected to the internet.

… Safe: All responses submitted online are encrypted to protect personal privacy. Once responses are received, they are no longer online. Responses cannot be shared with landlords, government agencies or law enforcement.
The Census is important.
It’s important because Decennial Census data are used to...

- allocate approximately $675 billion in **federal funds** to communities each year
- determine the number of seats each State has in the **US House of Representatives**
- redraw **legislative and school districts**
- forecast **transportation needs**
- determine areas eligible for **housing assistance** and rehabilitation loans
The Census is easy.
Responding is Easy

- ONLINE - respond from anywhere via the internet on your smartphone, tablet, or PC.
- PHONE
- MAIL (in English or Spanish)

The census form will be available online or on the phone in English and 12 additional languages (Spanish, Chinese*, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese).

Videos and guides to the form will be available in 59 languages.

*Phone- Mandarin & Cantonese. Online- Simplified Chinese
1. How many people are living or staying at your home on April 1, 2020
2. Owner/Renter
3. Phone number
4. Name
5. Sex
6. Age and date of birth
7. Hispanic, Latino, or Spanish origin
8. Race
9. Whether a person lives or stays somewhere else
10. Relationship of each person in family
The Census is now open!

- Visit [https://my2020census.gov](https://my2020census.gov)
- Call 1-844-330-2020
- Open March 12 – August 14
The Census is safe.
The Census is Safe

The Census Bureau can only use your answers to produce statistics.

Your census responses are safe and secure. The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. In fact, every Census Bureau employee takes an oath to protect your personal information for life.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), Central Intelligence Agency (CIA), Department of Homeland Security (DHS), U.S. Immigration and Customs Enforcement (ICE), or to determine your personal eligibility for government benefits.
Why do we need an accurate count?
Hamilton County had a 77% response rate in the 2010 Census.

This means 23% of our neighbors, family, and friends were not counted.

For every 1 person not counted, Hamilton County stands to lose $1,814.
### Estimated Loss of Federal Funding

<table>
<thead>
<tr>
<th>City of Cincinnati</th>
<th>Hamilton County</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 participation - 70%</td>
<td>2010 participation - 77%</td>
</tr>
<tr>
<td>Estimated 2018 population - 302,605</td>
<td>Estimated 2018 population - 816,684</td>
</tr>
<tr>
<td>Hard to count rate/pop. - 30% or 90,782</td>
<td>Hard to count rate/pop. - 23% or 187,767</td>
</tr>
</tbody>
</table>

Loss of $1,814 per person, per year

<table>
<thead>
<tr>
<th>City of Cincinnati</th>
<th>Hamilton County (minus Cincinnati)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$164.4 million per year</td>
<td>$175.9 million per year</td>
</tr>
<tr>
<td>$1.64 billion over 10 years</td>
<td>$1.76 billion over 10 years</td>
</tr>
</tbody>
</table>

$3.4 BILLION LOST TO REGION IN TOTAL
$1,814 per person funds...

**HOUSING**
- Repairs for the Elderly
- Tenant Representation
- Housing for people living with HIV/AIDS
- Low Income Home Energy Assistance
- Section 8 Housing Choice Vouchers

**FAMILY SERVICES**
- WIC Program
- Child and Adult Care Food Program
- Temporary Assistance for Needy Families
- Special Programs for the Aging
- Violence Against Women Grants

**INFRASTRUCTURE**
- Highway Planning and Construction
- State and Community Highway Safety
- Business and Industry Loans
- Federal Transit Grants

**HEALTH**
- Lead Hazard Testing Programs
- Medicare
- Medicaid
- Supplemental Nutrition Assistance Program
- State Children’s Health Insurance Program

**EDUCATION & MORE**
- Federal Direct Student Loans
- Federal Pell Grant Program
- Title 1 Grants
- Special Education Grants
- Assistance to Firefighters
- Crime Victim Assistance

*Representative. Not an exhaustive list.*
Predicted Non-Response Rates

*The higher the %, the harder-to-count.*

- 30.0 – 48.4%
- 25.0 – 29.9%
- 20.0 – 24.9%
- 16.0 – 19.9%
- 0.0 – 15.9%

Source: US Census Bureau Response Outreach Area Mapper
Hard-to-Count Populations

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing
How is Greater Cincinnati ensuring an accurate count?
A team of over 200 community, government, faith, non-profit, and business leaders appointed by Mayor John Cranley & Commissioner Denise Driehaus to develop an outreach and awareness campaign for the 2020 Census.

The primary focus of the Complete Count Committee (CCC) is to use every method and available resource to ensure every Cincinnati and Hamilton County resident is counted in the 2020 Census.
Our Timeline

**Education**
Through December 2019

**Awareness**
Now – March 2020

**Action**
March - Summer 2020
A Change in Tactic from 2010

In 2010 we focused on general awareness

- Billboards
- T-Shirts
- Bus Wraps
- Banners
- Stickers
- Magnets
- General Social Media
- Big Community Events
A Change in Tactic from 2010

In **2020** we are focusing on:

- Ensuring people are educated with factual and current information
- Focusing on HTC Communities and Non-Response Geographies
- Building relationships and developing partnerships to help turn education into action
- Supporting our partners with materials and other resources
- Being nimble and focusing on Non-Response areas as needed
- Focusing spend on materials or media directed toward HTC or Non-Response
Fear and mistrust of government creates an atmosphere that may result in higher non-response rate.

- Actively correcting misinformation, rumors, conjecture through regular communication
- No Citizenship question
- Information is kept private for 72 years (Title 13) (your landlord or employer cannot access the data)
- Federal Government cannot use data for any reason other than the Census (no ICE, Homeland Security, DOJ, etc.)
Tactic: Focusing on HTC and Non-Response Areas

Some spending may be on general awareness, but most will focus on direct outreach to HTC or Non-Response

• Interns
• Targeted Set-top Box Ads
• Printed materials in other languages (Spanish, French, Arabic, Urdu, Nepali, Chinese, etc.)
• Grants for people doing home-visits to HTC populations
Tactic: Building Relationships and Partnerships

- CCC Includes influencers, trusted community individuals and groups that represent HTC communities or areas of predicted Non-Response

- Ongoing One-on-One outreach
  - Metro/SORTA
  - CPS
  - Hispanic Chamber
  - Clifton Mosque
  - Spectrum
  - Cincinnati Bell
  - COMPASS
  - All City Departments
  - County Departments
  - Mental Health Coalition
  - Cincinnati/NKY Apartments
Tactic: Supporting our Partners

- Guiding all CCC Members through individual strategy development (one-on-one)
- Integrating Census message into work already being done
- Developing full Communication/Media Strategy
- Providing messaging tool kit: graphics, social media posts, email blasts, newsletter articles, letters to the editor, etc.
- Providing hands-on training to practice talking points to encourage action (filling out the census form)
- Providing digital or printed materials when needed (posters, palm cards, flyers) in any needed language
- Attending/Speaking at events and meetings
- After March 12 – providing tablets and phones for easy response
Some of Our Partners’ Ideas and Commitments

- Free advertising on busses
- Backpack stuffers
- Translation services for printed materials, voice-overs for videos for Citi-Cable and website
- Special shows on Citi-Cable
- Set-Top Box Targeted Advertising
- Bill Onserts and Inserts
- Home Visits to special immigrant populations
- Newsletter/Eblasts educating about Census (including multiple languages)
- Newsletter/Eblasts educating about Census scams
- Posters and handouts at places where the public interact
- Census response station at Libraries and Rec Centers
- Dedicated outreach to landlords for proxy
- Tablets on Streetcar on Friday nights
- Community Council meetings
- Neighborhood Summit - Theme
- Fire Department Inspection leave-behinds
- Trash can stickies
- 591-6000, Fix it Cincy
Tactic: Being Nimble with a Non-Response Focus

An online Census will provide us with daily feedback.

• Use Response Rates map to determine Census Tracts with high Non-Response rate
• Work with community leaders to deploy an immediate outreach strategy
• Work with Spectrum on set-top directed ads
• Sticky notes on garbage cans
• Direct mail if possible
• Tablets and cell phones to existing community events, gathering places with call to action
• Pivot to the next area immediately
Response Rates Map

- Self-response rates updated daily
- State, county, city, tract level
- Internet self-response and total self-response
- Downloadable .csv file
How can I be a Census advocate?
What can you do as a planner?

- Have you filled out the Census?
- Can you integrate the message of importance, ease, and safety of 2020 Census into work you are already doing?
- Can you share the message on social media, websites, email signature lines, in person?
- Are you up for the challenge? Participate in a response rates challenge with another municipality!
- What else can you do as a trusted individual?
General Census Resources

- 2020 Census Website: https://2020census.gov/en.html
- Video on counting college students: https://youtu.be/B4Ee8ol_LxY
- Response Outreach Area Mapper: https://www.census.gov/library/visualizations/2017/geo/roam.html
- Fact sheets, outreach materials, etc.: www.greatercincycounts.com
- GWU Study: https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds
Resources for Planners

- A Planner’s Call to Action: https://www.planning.org/blog/9179833/a-planners-call-to-action-2020-census/
- City Planning with Census Data Activity for Youth: https://www.census.gov/programs-surveys/sis/2020census/2020-resources/k-12/city-planning-census-data.html
- 3 Tips for Planning Community Events to Prepare for the 2020 Census: https://www.urban.org/urban-wire/three-tips-planning-community-events-prepare-2020-census
Follow us and share your ideas!

- Follow @GrtrCincyCounts on Twitter and Greater Cincinnati Counts on Facebook

- Download outreach materials at www.greatercincycounts.com

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