

Census 2020

How can I advocate for a complete count?

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Cincinnati, OH

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

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

2020 Census Operational Adjustments due to COVID-19:

<https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>

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!

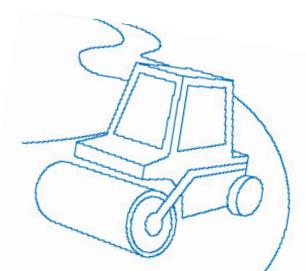
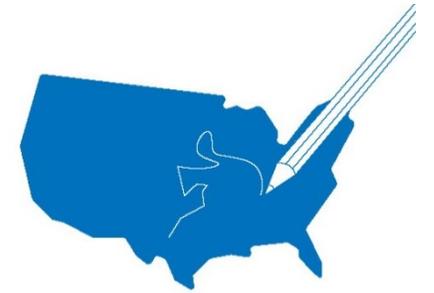
... **Easy:** You can respond from anywhere, at any time, using a mobile phone, tablet, laptop, or desktop computer. You just need to be connected to the internet.

... **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 to the online form 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.



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Census
2020

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2020 Census Questions

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

United States
Census 2020

U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. CENSUS BUREAU

This is the official questionnaire for this address.
It is quick and easy to respond, and your answers are protected by law.

Para completar el cuestionario en español, dele la vuelta y complete el lado verde.

FOR OFFICIAL USE ONLY

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number
 -

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If you start by listing any adult...

9. What is Person 1's race?
Print or more boxes AND print origins.
For example, German, Irish, English, Italian, Egyptian, etc. ✓

10. What is Person 1's race?
Print or more boxes AND print origins.
For example, African American, Arab, Algerian, Ethiopian, Somali, etc. ✓

11. What is Person 1's race?
Print or more boxes AND print origins.
For example, Alaska Native - Print name of enrolled or live village of Birnaw, Alaska Blackfoot Tribe, or Eskimo Community, etc. ✓

12. What is Person 1's race?
Print or more boxes AND print origins.
For example, Vietnamese, Korean, Japanese, Native Hawaiian, Samoan, Chamorro, Other Pacific Islander - Print, for example, Tongan, Fijian, Marshallese, etc. ✓

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The Census is now open!

- Visit <https://my2020census.gov>
- Call 1-844-330-2020
- Open March 12 – August 14

The screenshot shows the top navigation bar of the United States Census 2020 website. On the left is the logo "United States Census 2020". On the right are links for "FAQ", "INSTRUCTIONS", a globe icon, and "ENGLISH" with a dropdown arrow. Below the navigation bar, the main content area features a "Welcome to the 2020 Census" section with a list of bullet points. To the right of this section is a large graphic with the text "Shape your future START HERE >" and the "United States Census 2020" logo. Below this graphic is a blue button labeled "Start Questionnaire".

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2020

FAQ INSTRUCTIONS  ENGLISH ▾

Welcome to the 2020 Census

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Shape
your future
START HERE >

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2020

Start Questionnaire

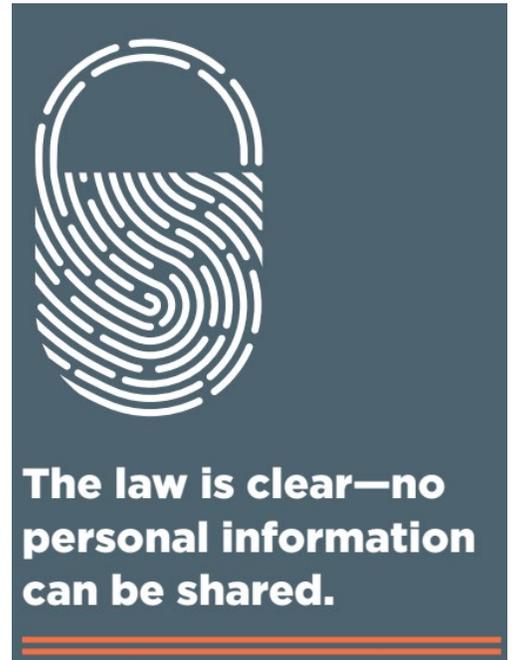
The Census is safe.

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.

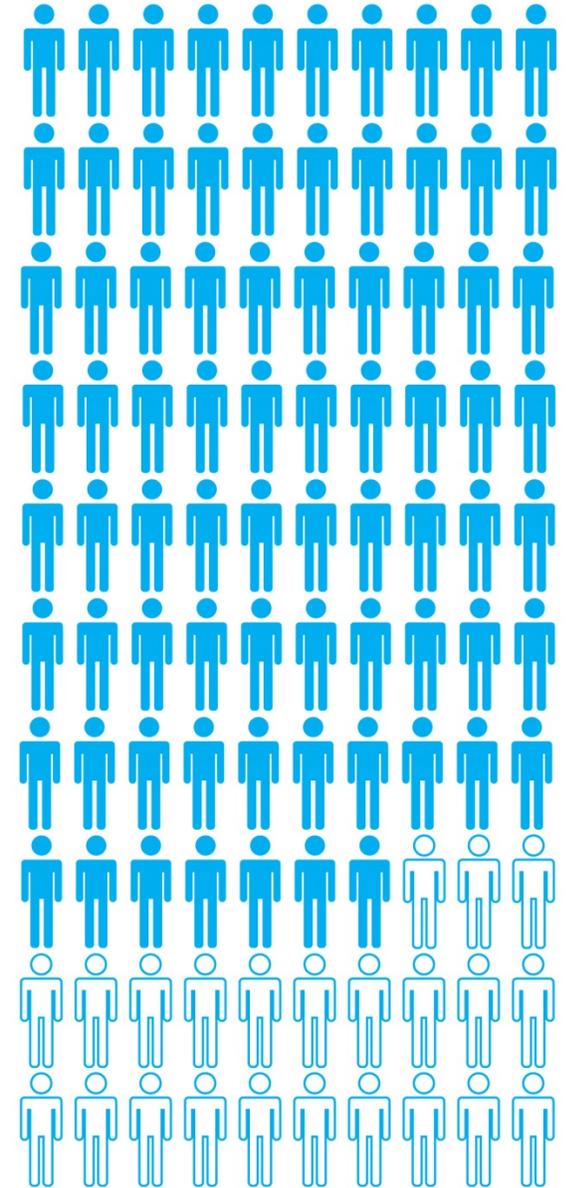


Why do we need an accurate count?

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

City of Cincinnati

- 2010 participation - 70%
- Estimated 2018 population - 302,605
- Hard to count rate/pop. - 30% or 90,782

Hamilton County

- 2010 participation - 77%
- Estimated 2018 population - 816,684
- Hard to count rate/pop. - 23% or 187,767

Loss of \$1,814 per person, per year

City of Cincinnati

- \$164.4 million per year
- \$1.64 billion over 10 years

Hamilton County (minus Cincinnati)

- \$175.9 million per year
- \$1.76 billion over 10 years

\$3.4 BILLION LOST TO REGION IN TOTAL

\$1,814 per person funds...



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

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

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

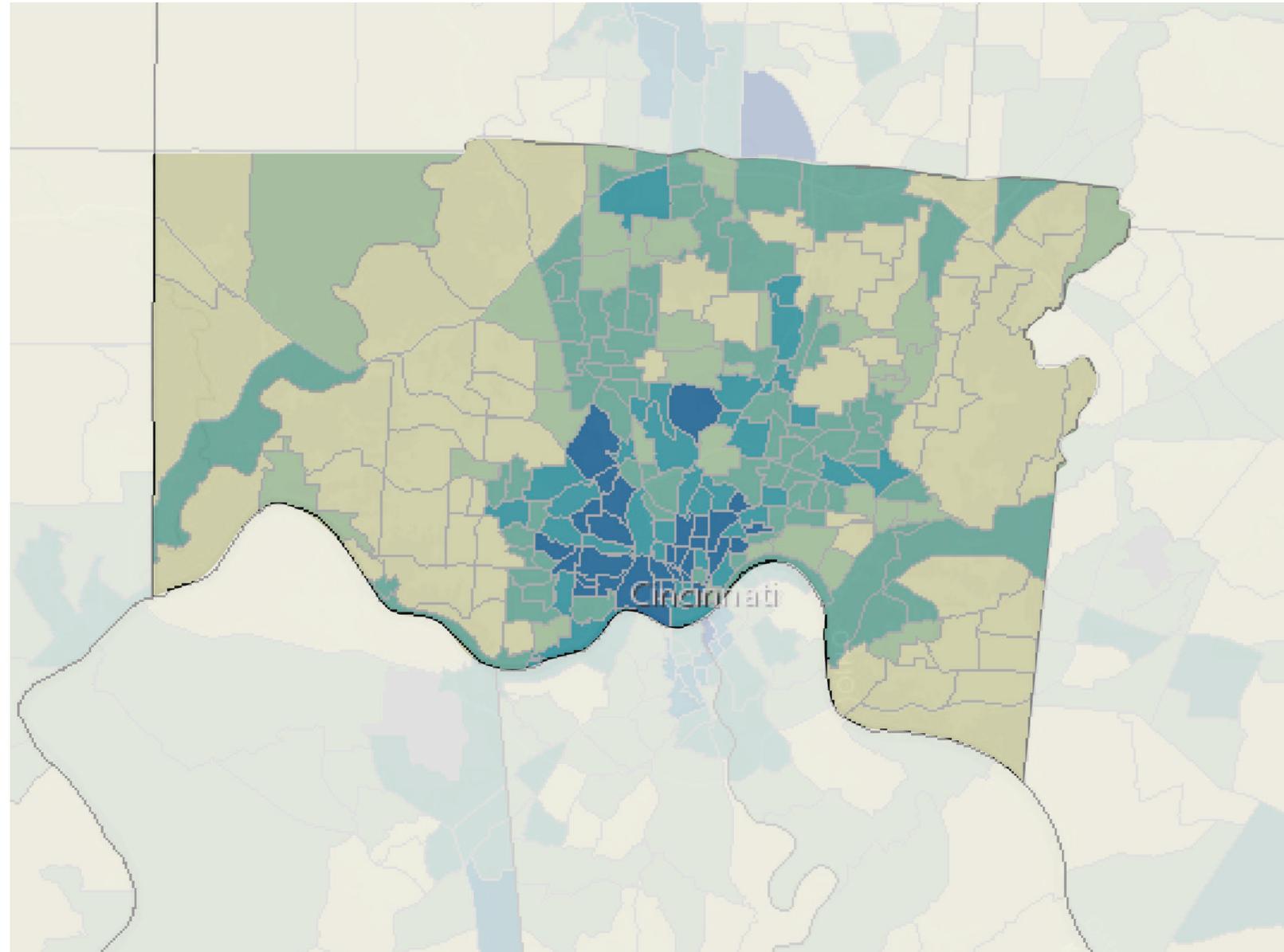
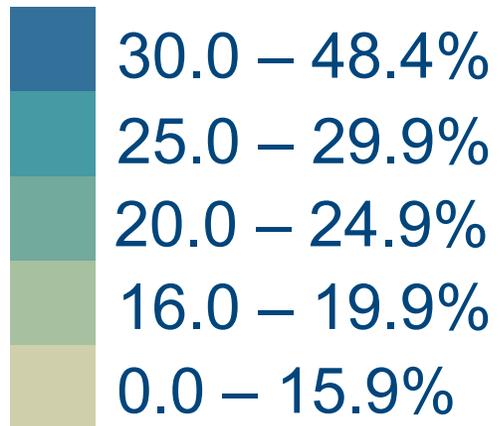
- Lead Hazard Testing Programs
- Medicare
- Medicaid
- Supplemental Nutrition Assistance Program
- State Children's Health Insurance Program

- 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.



Source: US Census Bureau Response Outreach Area Mapper

Hard-to-Count Populations



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2020

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- 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?

Greater Cincinnati Counts

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



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



Tactic: Educating with Factual and Current Info

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

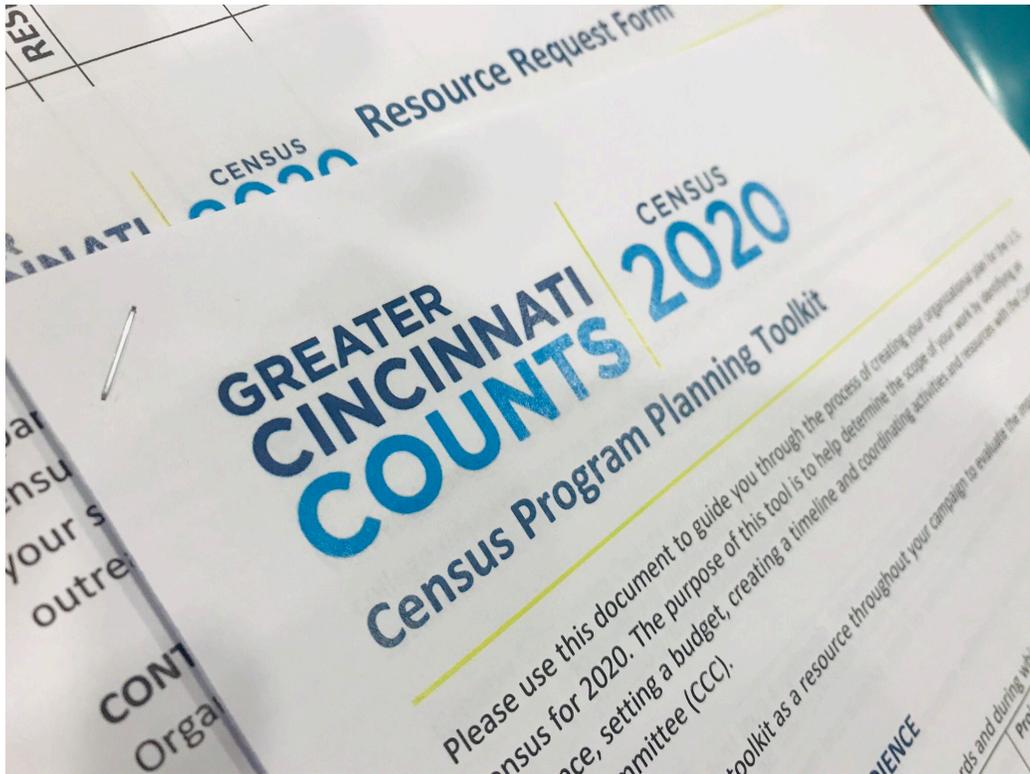
- Interns
- Targeted Set-top Box Ads
- Printed materials in other languages (Spanish, French, Arabic, Urdu, Nepali, Chinese, etc.)
- Grants for people doing home-visits to HTC populations

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 On-serts 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

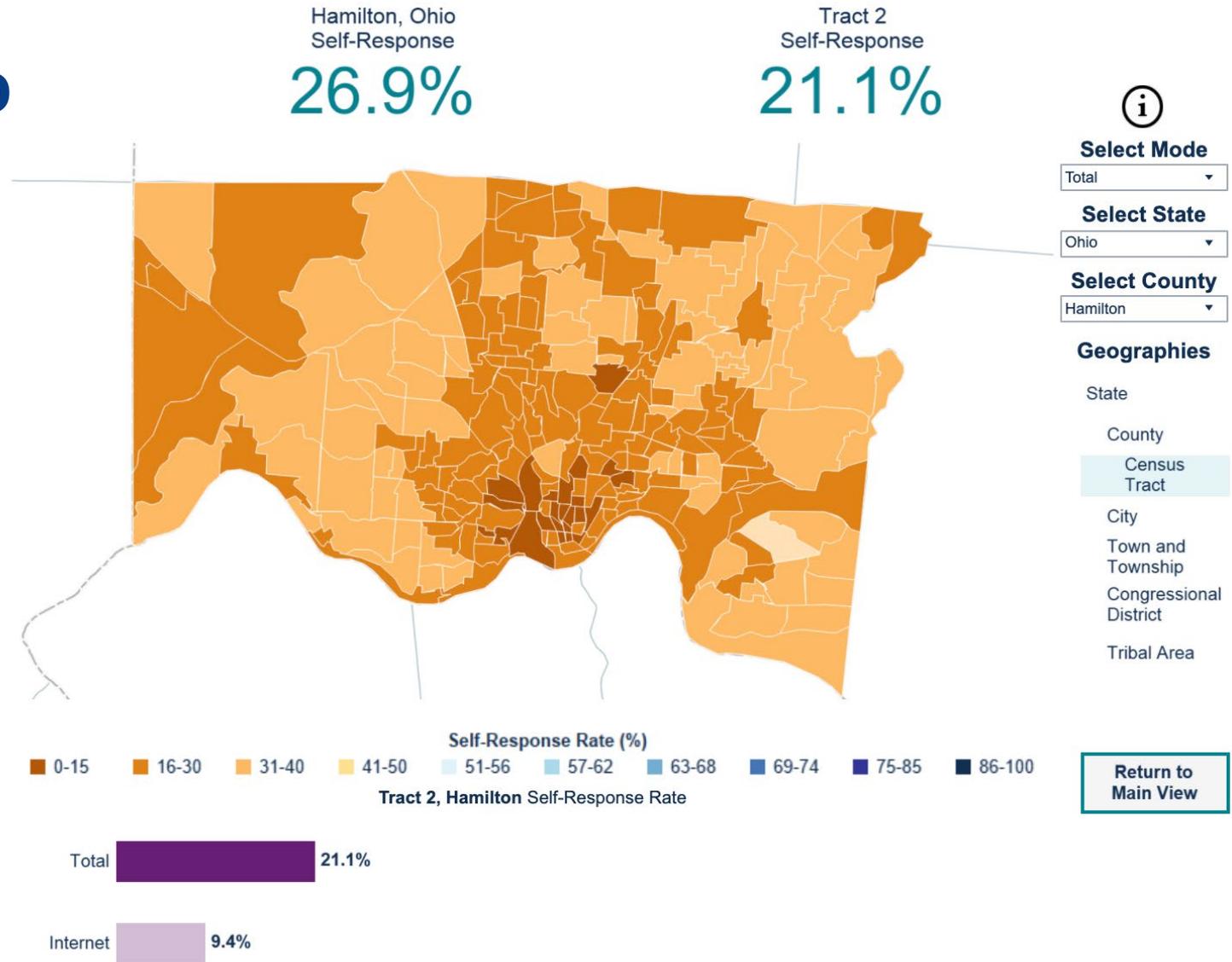
Tactic: Being Nimble with a Non-Response Focus

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://youtube/B4Ee8oI_LxY
- Response rates map: <https://2020census.gov/en/response-rates.html>
- Response Outreach Area Mapper:
<https://www.census.gov/library/visualizations/2017/geo/roam.html>
- Avoiding frauds and scams: <https://2020census.gov/en/avoiding-fraud.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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