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Census 2020

Everyone Counts in Baltimore



**EVERYONE
COUNTS IN
BALTIMORE**

CENSUS 2020

The 2020 Census: Why it Matters and What to Expect

The Decennial Census is a cornerstone of our Democracy

- **Constitutionally mandated Article 1, Section 2**
- Reapportionment of the Congress
- Redistricting
- **Allocation of over \$900 billion in federal funds annually**
- Essential for State, local and tribal government planning
- **Supports business investment in local communities**
- Controls for virtually every demographic survey –ACS, CPS, NHIS, SIPP, etc.

2020 Census Modernization: Optimize Self-Response

- 2020 Census will offer the **Internet as the primary self-response option for most households**
- 2020 Census understands that some households will prefer a paper questionnaire
 - **80 percent** of the households will be sent an Internet response invitation
 - **20 percent** of the households will be sent a paper questionnaire, with an option to use the Internet
- For the first time respondents can also **respond via telephone**

2020 Census Basics: Questions

- Name
- Race
- Hispanic Origin
- Age
- Sex
- Relationship
- Tenure – owner or renter
- Operational questions

Baltimore's Complete Count Committee

- ❖ CCC formed in the Fall of 2018, with city-wide community workshop in September.
- ❖ Chaired by **Phylicia Porter, John Willis, and Fagan Harris**
 - ❖ Honorary Chairs are **Rep. Elijah Cummings** and **Sen. Barbara Mikulski**
- ❖ Currently has **over 70 members** representing a mix of public services, non-profits, elected officials, private businesses, and community members
- ❖ **6 Subcommittees**, convening bi-weekly in the Dept. of Planning



Traditionally Undercounted Populations

- ❖ 69 Neighborhoods identified
- ❖ Identified populations include:
 - ❖ older adults,
 - ❖ immigrants and low English proficiency,
 - ❖ returning citizens,
 - ❖ people experiencing homelessness, and
 - ❖ families with children under five.
- ❖ 6 Subcommittees formed to target these populations:
 - ❖ Communications and Neighborhoods
 - ❖ Human Services
 - ❖ Immigrants & Low-English Proficient (LEP)
 - ❖ Businesses & Institutions
 - ❖ Civic and Community Resources
 - ❖ Grants and Sub-granting



Goals and Strategies

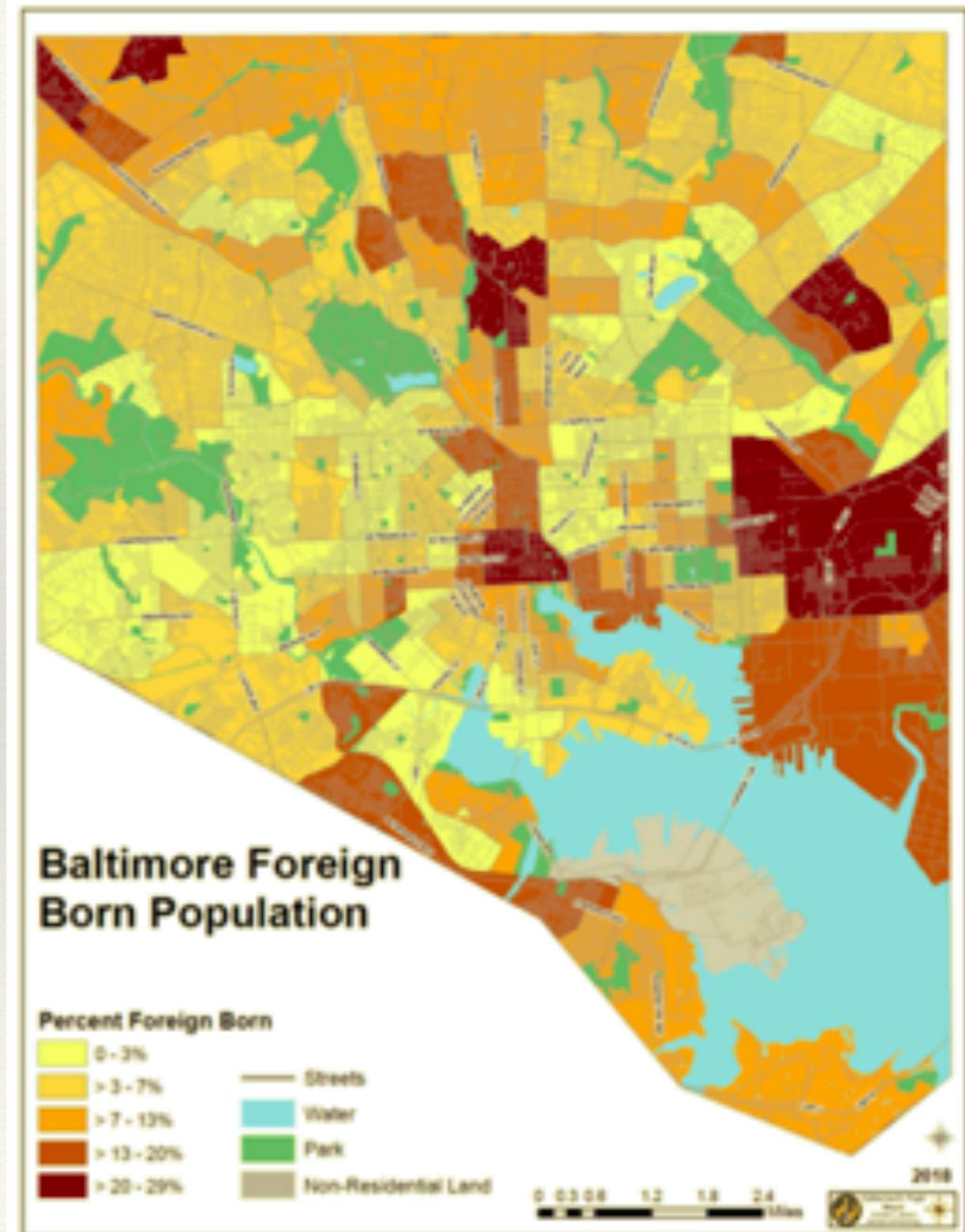
- ❖ **To capture the most complete and accurate count of Baltimore City.**
 - ❖ In 2000, we achieved a self-response rate of 63 percent. In 2010, that rate was 68 percent. **In 2020, we are aiming for a self-response rate of 73 percent** to continue the trend of a 5 percent increase per Census.
 - ❖ **Conduct equitable, offline research** to ensure that every hard-to-count population is engaged in the Census count.
 - ❖ **Develop modern, interactive, crowdsourced maps and resources** to educate both stakeholders and the population on what areas of the city are hard to count.
- ❖ Meeting our goals requires a diversity of strategies. We must:
 - ❖ **Build a network of trusted messengers** to meet people where they are and engage them in ways most understood by local communities;
 - ❖ **Invest in and promote digital literacy** through concerted education, outreach, and investment to reach populations with limited or no access to the Internet;
 - ❖ **Market and widely communicate information about the 2020 Census** so that all of Baltimore City is aware and understands the importance of a fair and accurate count;
 - ❖ **Organize our key institutions** and critical populations, through a cohort of sub-committees, to facilitate the goals of the Complete Count Committee.

Human Services

- ❖ **Black males** between the ages of 18 to 29
- ❖ **Young children under the age of 5**, particularly those in (complex households such as young children in foster placement, homeless families “couch surfing”)
- ❖ People with **disabilities and special needs** (ie. blind, hard of hearing and deaf)
- ❖ **Returning citizens**
- ❖ **Homeless** (shelters, hotels, streets)
- ❖ **LGBTQ Youth**
- ❖ **Older Adults** from traditionally hard to count populations
- ❖ **Build trust** with individuals, families and communities.
- ❖ Educate individuals, families and communities on the importance of the Census and **motivate them to participate** - provide concrete examples (i.e., how impact their communities and their children).
 - ❖ Need to **develop and test messages** with different communities
 - ❖ Provide outreach materials and **opportunities for one-on-one outreach** and community engagement.
- ❖ **Provide access so individuals** and households with different needs **can easily and fully complete the form.**

Immigrants & LEP

- ❖ **Target Populations**
 - ❖ **49,565 foreign-born** (8% of the city's population)
 - ❖ 20,000 from Latin America
 - ❖ 8,169 immigrants from Africa, significantly Nigeria
- ❖ **54,000 speak a language other than English** (9.3% of the city's population)
- ❖ Identified **over 75 civic groups, faith institutions, non-profits, and educational institutions** to partner with for outreach
- ❖ Identified **over 50 ethnic media outlets** to deliver Census messaging in various languages



Immigrants & LEP

- ❖ **The Subcommittee has identified the following barriers to Census participation:**
 - ❖ Illiteracy (both language and tech-based)
 - ❖ Internet Access
 - ❖ Transience / non-permanent residence
 - ❖ Language barriers
 - ❖ Lack of understanding the Census / Process
- ❖ **Leveraging community stakeholders to break down barriers**
 - ❖ Using these outlets to spread accurate, trusted information
 - ❖ Linking population-specific programs / initiatives that are Census-funded
 - ❖ Providing a safe place to complete the Census
 - ❖ Meeting the populations where they are, bringing services to them
- ❖ **Identifying and using the Trusted Messenger:**
 - ❖ Having trusted members of the community act as liaisons
 - ❖ 'Training the trainer'
- ❖ **Types of Outreach**
 - ❖ Attending neighborhood / community meetings
 - ❖ Holding education sessions at local libraries w. EPFL
 - ❖ Coordinate with Baltimore City Schools ESL department to disseminate information to parents
 - ❖ Establish a multilingual Census ambassador volunteer group to help with outreach efforts such as door knocking, attending community events
 - ❖ Develop and promote outreach materials in businesses frequented by New Americans
 - ❖

Businesses & Institutions

- ❖ Develop processes to get Baltimore businesses and their employees **engaged in the importance of the Census;**
 - ❖ Develop **outreach mechanisms for employers** in the City to convey the Census message;
 - ❖ Develop approaches to **reach out to students & staff;** and
 - ❖ Connect with **vendors that provide services** to businesses and institutions in Baltimore City.
- ❖ Based on these goals, the following strategies and actions were identified:
 - ❖ **Increase Census Recognition** among Business Owners & Institutions, their employees and students:
 - ❖ Attend monthly / quarterly commerce meetings and **job fairs.**
 - ❖ Identify HR contact for businesses and institutions to **include Census message on paychecks and direct deposits.**
 - ❖ Allow employees to **complete the Census form during work hours** and to use work computers and telephones to do so if those are the preferred methods of response.
 - ❖ Organize a **competition among institutions for the most off-campus students** and faculty who participated in the census.

Civic & Community Resources

❖ Target populations:

- ❖ College students living off campus;
- ❖ Families with children;
- ❖ Faith based organizations;
- ❖ Public sector services patrons, including the public library system.

- ❖ The committee is taking particular care to pay attention to the **digital divide** – approximately **25% of Baltimore's population** may face the greatest difficulty with 2020 online forms due to a lack of digital access.

❖ Resources to Activate:

- ❖ Enoch Pratt Library System
- ❖ Primary and Secondary Schools
- ❖ Higher Education Groups
- ❖ Faith Institutions

❖ Types of Outreach

- ❖ Identifying key points of contacts
- ❖ Develop marketing toolkits, competitions, and partnerships
- ❖ Coordinate with existing groups and events

Grants & Sub-Grants

- ❖ **Maryland State Grant:**
 - ❖ Received \$250,000;
 - ❖ Support internal operation;
 - ❖ Hiring outreach team, asst PM;
 - ❖ \$90-100,000 committed on sub-granting.
- ❖ **Sub-Granting:**
 - ❖ Focus on community outreach and development
 - ❖ Targeted groups:
 - ❖ Small Non-profits
 - ❖ Community Orgs
 - ❖ Private businesses
 - ❖ Small groups of people
- ❖ **Types of Outreach**
 - ❖ Currently building list to receive input
 - ❖ 4-6 RFP info sessions
 - ❖ Coordinate with existing groups and events
- ❖ The committee ensure both the State requirements are met, along with drafting the RFP and working with all sub-grantees.

Sub-Grant RFP

- ❖ **Open, accessible application comprised of tiers:**

- ❖ From \$500 - \$5,000+;
- ❖ Templated outreach ideas;
- ❖ Can apply online, paper
- ❖ MIMA partnership for language assistance.

- ❖ **Soft deadline of 45 days, 11/20**

- ❖ Leftover funds available on rolling basis

- ❖ **Baltimore City Complete Count Committee Partner Location:**

- ❖ Provide tech to trusted locations in the community
- ❖ Incentivize form completion:
 - ❖ Discounts
 - ❖ Keep the tablet
 - ❖ Potential for captive audience

- ❖ **Getting the Word Out**

- ❖ Selected locations will be highlighted on interactive map
- ❖ All CCC member organizations to provide additional marketing
- ❖ Floor / window decals

Other Ways to Get Involved

❖ **Sub-Granting Events:**

- ❖ Census Completion Party during response time;
- ❖ Incorporate Census facts and messaging to social media, emails, etc.;
- ❖ Coordinate planned outreach with grant recipients.

❖ **What NOT to Do**

- ❖ **Cannot** perform door to door canvassing
- ❖ **Cannot** assist with completion of Census Form

❖ **Join the Complete Count Committee:**

- ❖ Bi-weekly meetings coordinating outreach
- ❖ Network with other CBOs, gov't
- ❖ Receive updates, schedule events
- ❖ Help to form smaller CCC within more local scale

Frequently Asked Questions:

❖ Jobs:

- ❖ All things job related are through the Federal Government. Applicants should **follow up with the local Census Office:**
(410)843-1205

❖ Confidentiality:

- ❖ Data **CANNOT** be shared from the Census Bureau
- ❖ Responses are **immediately anonymized** upon receipt
- ❖ **Federal Offence** to share Data

❖ Completing the Form:

- ❖ It is estimated **~10m** to respond
- ❖ Only in the **4th mailing** will you receive a paper form
- ❖ Calling will net you a **live person**
- ❖ Languages offered:
 - **Paper forms:** English & Spanish
 - **Online:** 20+
 - **Phone:** 50 +

❖ Deadlines:

- ❖ Self Response to end late April, Followed by 3 attempts in person in May.

Frequently Asked Questions:

- ❖ **Completing the Form:**
 - ❖ Unfinished forms **WILL** lead to an in-person follow-up
 - ❖ Answer **as accurately as possible**
 - ❖ Will **NEVER** ask:
 - Bank information
 - Social Security
 - Money / Donations
 - Anything on behalf of a political party
 - ❖ The postcard with the invitation to respond **is NOT** needed to respond online
- ❖ **What does the Census Bureau Know:**
 - ❖ Administrative data is gathered from other agencies
 - ❖ **Self-Response is needed to fill variables** in US Dept. of Commerce Algorithms
 - ❖ Administrative Counts **WILL NOT** add to funding
- ❖ **Misc:**
 - ❖ Incarcerated individuals in MD, from MD are counted and apportioned to their census tract. Does not add to funding



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TOUT LE
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RECENSEMENT 2020



TODOS
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