

SHAPE ARLINGTON'S FUTURE

Everyone Counts.

2020 CENSUS COMPLETE COUNT COMMITTEE & SELF-RESPONSE REPORT

DETAILED REPORT TO CITY COUNCIL
December 1, 2020

WHY IS THE 2020 CENSUS IMPORTANT?

REQUIRED

By Article I Section II of the US Constitution and has been completed every 10 years since 1790

REPRESENTATION

Ensures fair representation at federal, state, and local levels of government

RELIABLE DATA

Provides the most for complete data for research, decision making, and planning for public and private sector initiatives

FEDERAL FUNDING

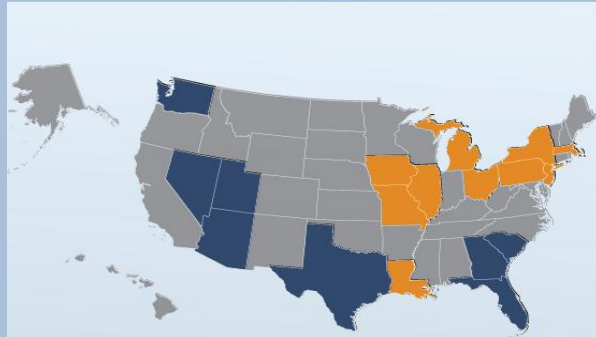
Directly impacts the amount of federal funding a city will receive over the next decade



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WHY IS THE 2020 CENSUS IMPORTANT?

APPORTIONMENT



2010 OFFICIAL RESULTS

GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1

As a result of the 2010 Census,
Texas added over 4 million residents
gaining 4 congressional seats (36 total seats)

Since 2010, Texas has gained an
estimated population of
3.5 million residents
and stands to gain at least
**two additional congressional
seats**
with an accurate 2020 Census count



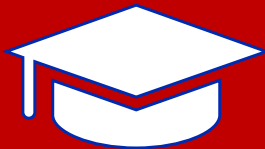
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WHY IS THE 2020 CENSUS IMPORTANT?

Census Data provides the most reliable and complete data for research, decision making, and planning for public and private sector initiatives, including:



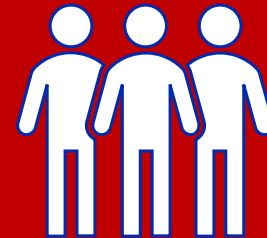
Government



Universities



Hospitals



Social Service
Organizations



Businesses



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WHY IS THE 2020 CENSUS IMPORTANT?

\$800 Billion

federal funding allocated nationwide each year from Census-derived data

\$59.4 Billion

allocated to Texas in FY2016

\$2,132

per Texas resident

TEXAS....

- Is the 3rd largest recipient of federal funding allocated using Census data
- Stands to lose more federal funding from an undercount than any other state
- Was undercounted by 1% in the 2010 Census resulting in \$3 billion less in reimbursements for Medicaid-related programs alone



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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
- Lack of State Complete Count Committee coordination or funding



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STATE SUPPORT AND FUNDING

48
State
Complete
Count
Committees

Two states declined to create a Complete Count Committee: Nebraska and Texas

California allocated \$187 million

Mississippi allocated \$400,000

On Average, states allocated \$1.75 per capita for Census outreach

28
States
dedicated
funding for
Census
Outreach

Texas did not dedicate funding for Census Outreach efforts

The Center for Public Policy Priorities (now Every Texan) and the National Association of Latino Elected Officials (NALEO), supported by the Texas Demographic Center, led a statewide effort with a \$5 million fundraising effort (about \$0.17 per capita)

Texas Secretary of State released an RFP in late September for a \$15 million state-wide media campaign, but was cut short by two weeks when the Census end date was set to October 15



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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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CENSUS BUREAU COLLABORATION

Arlington Area Census Office (ACO)

- Regular coordination with Partnership Specialists
- Connecting Partnership Specialists with other Community Groups, Businesses, and Organizations
- Assistance with Community Events
- Assistance with Media Relations
- Other Census Bureau Updates and Information



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ASSIST WITH RECRUITMENT OF LOCAL EMPLOYEES

The Census Bureau intended to hire 500,000 enumerators nationwide to ensure an accurate count in the non-response follow-up operation.

The City assisted the local Arlington Area Census Office to hire local employees who:

- have better understanding of the Arlington community,
- provide more thorough enumeration
- hired for at least 3 months and
- had an hourly wage of \$19-22/hour.

Recruitment assistance included:

- Social media posts and news articles announcing job opportunities with Census Bureau
- Hosted several employee recruitment events at Arlington Libraries
- Flyers on employment opportunities at all community events



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ESTABLISH ADDRESSES

- New Construction Program (August – December 2019)
 - Report all new construction and addresses to the Census Bureau for Master Address File
- Participant Statistical Areas Program (February 2019 – April 2020)
 - Led by NCTCOG
 - City Staff reviewed current Census Tracts and Block Groups to ensure consistent populations and households for each geography
 - Allowed City to have input on areas of growth and redevelopment Viridian & Entertainment District



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CENSUS COMPLETE COUNT COMMITTEE

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

- Utilized local knowledge, influence, and resources to educate and promote the Census through locally based, targeted outreach efforts.
- Provided a vehicle for coordinating and nurturing cooperative efforts between local government, communities, and the Census Bureau.
- Helped 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 served as committee members



Census Bureau Partnership Specialists attended meetings



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THE CENSUS AND ARLINGTON ESTIMATED LOW-RESPONSE AREAS

The Census Bureau has two primary enumeration operations:

Self-Response

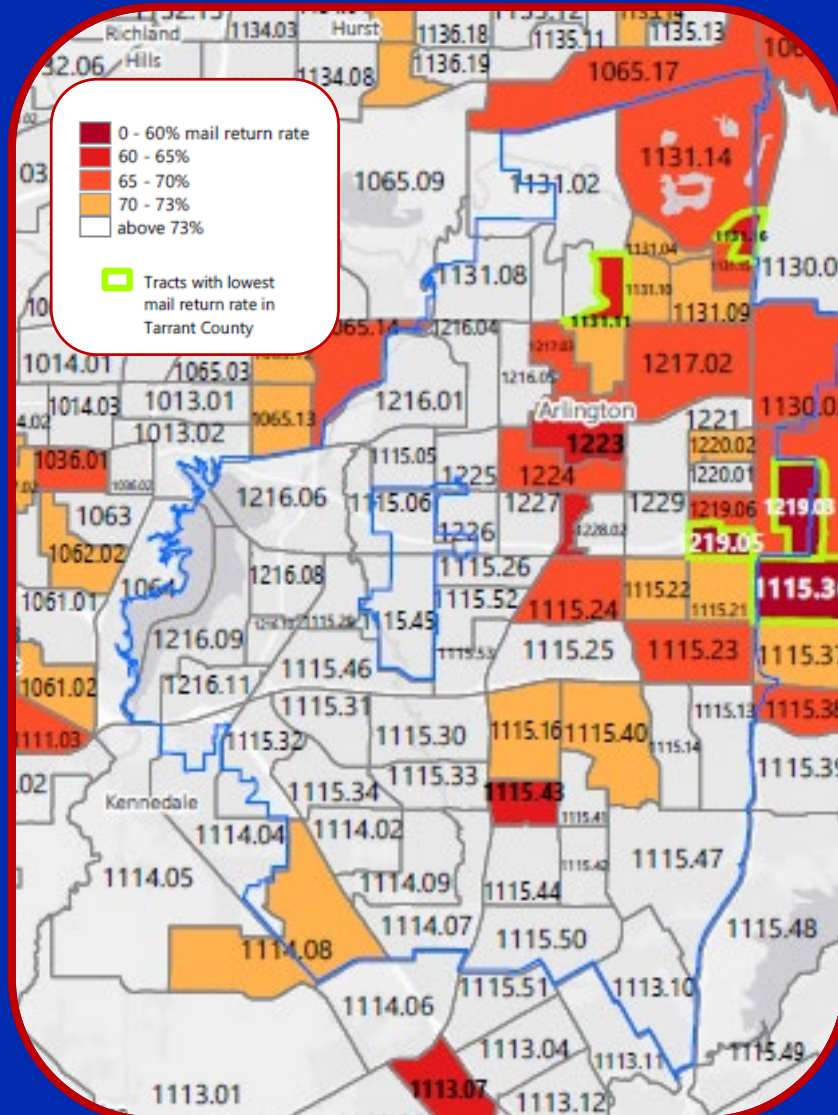
Non-Response Follow-up

- Historically undercounted areas were defined as Census Tracts with a Self-Response rate of 73% or less
- 26 Census Tracts in Arlington were expected to be below this threshold in 2020, 4 of which were considered to be the hardest to count in Tarrant County



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ESTIMATED LOW-RESPONSE AREAS & HISTORICALLY UNDERCOUNTED COMMUNITIES



Historically Undercounted Communities Include:

- Children under 5
- Racial and Ethnic Minorities
- Limited English Proficiency Households
- Immigrant Communities
- Renters and Residents who Move Often
- Alternate or Overcrowded Housing Units
- Gated Communities, including MF Units
- Persons Experiencing Homelessness
- Young Mobile Adults (College Students)
- Single-parent Headed Households

RESEARCH ON HISTORICALLY UNDERCOUNTED COMMUNITIES RESPONDING TO THE CENSUS

Research has shown historically undercounted communities are:

- Less likely to know about the Census
- Less likely to know that responding to the Census is required by the U.S. Constitution
- Less likely to know the impact to the community for not responding
- More likely to be afraid to respond
- Most trusting of people and institutions in their immediate networks – family, friends, teachers, healthcare providers



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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 94 independent outreach activities resulting in a grass roots, community-based approach to 2020 Census outreach in Arlington.

CENSUS
DATA



RESEARCH



COMMUNITY
KNOWLEDGE



**OUTREACH
ACTIVITY
STRATEGY**

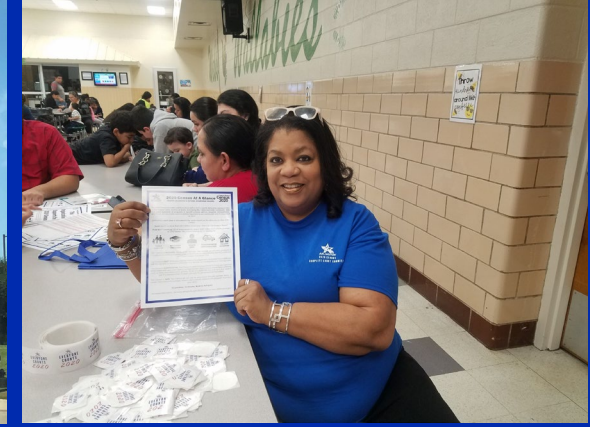


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OUTREACH ACTIVITIES

From October 2019 to September 2020 the CCC completed 120 outreach activities, including:

- Community Events
- Meeting Presentations
- Canvassing
- Interviews
- Promotional Items & Flyers
- Social Media & Digital Advertising



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SOCIAL MEDIA ADVERTISING PERFORMANCE



Informational PSA

Total Views: 274,855

English: 90,346

Spanish: 121,000

Vietnamese: 63,509



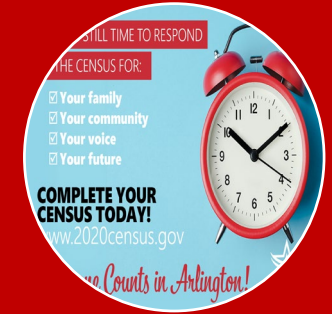
Ask Arlington Episode

Total Views: 24,655



Multi-lingual PSA

**Total Views:
113,850**



It's Not Too Late!

Total Views: 294,660

English: 75,814

Spanish: 121,186

Vietnamese: 97,660

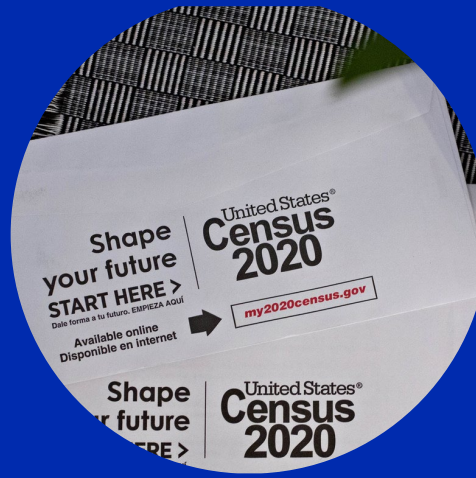


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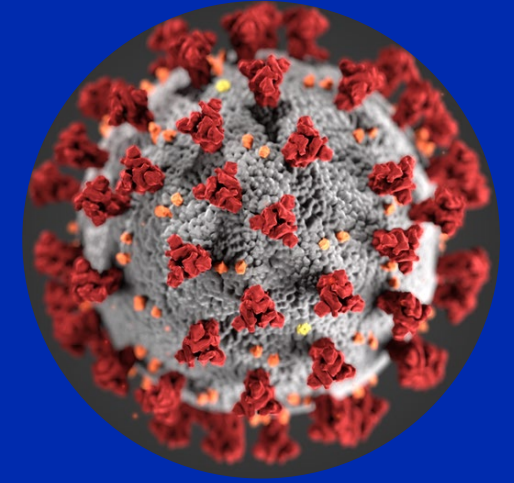
MARCH 2020



March 1



March 12



March 18

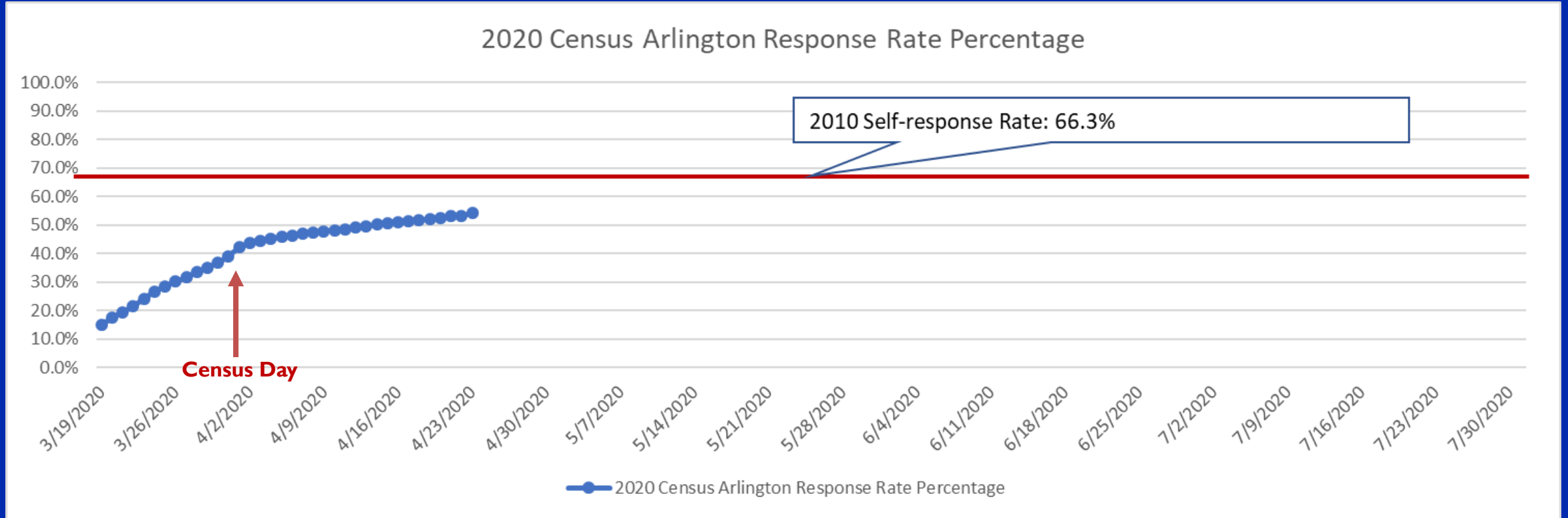


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CENSUS BUREAU UPDATES OPERATIONAL TIMELINE IN APRIL 2020

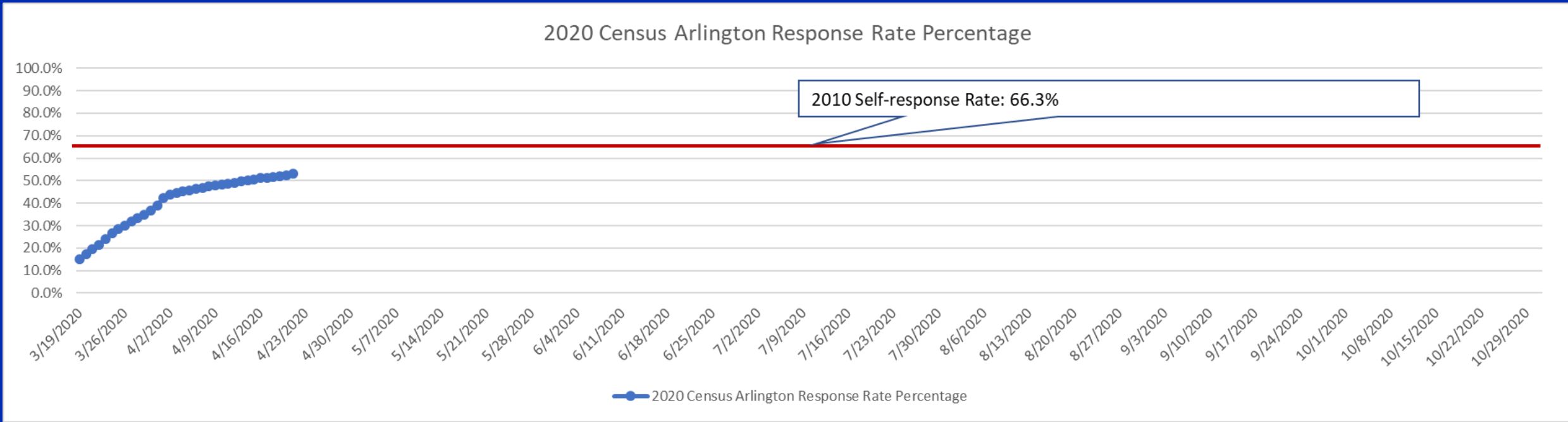
Operation	Original timeline	Updated timeline
Self-response period	March 12 – July 31	March 12 – October 31
Non-response follow-up	May 13 – July 31	August 11 – October 31
Deliver apportionment counts to President	December 31, 2020	April 30, 2021 (with Congressional approval)
Deliver redistricting data to states	April 30, 2021	July 31, 2021 (with Congressional approval)

SELF-RESPONSE TRACKING – ORIGINAL TIMELINE



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SELF-RESPONSE TRACKING – EXTENDED TIMELINE

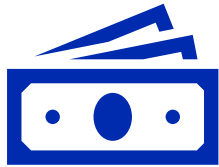


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OPERATIONAL SHIFTS



How do we change our in-person approach to socially distanced, contactless, digital?



How do we extend the budget an additional 3 months?



How do we share the importance of the Census when immediate needs of pandemic response were dominating news & political discussions?



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TARGETED OUTREACH & DIGITAL ADS

CLICK HERE TO COMPLETE YOUR CENSUS TODAY!

THERE IS STILL TIME!

COMPLETE YOUR CENSUS TODAY!

2020census.gov

Everyone Counts in Arlington!

#ArlingtonCounts2020

THERE IS STILL TIME TO RESPOND TO THE CENSUS FOR:

- Your family
- Your community
- Your voice
- Your future

COMPLETE YOUR CENSUS TODAY!

www.2020census.gov

Everyone Counts in Arlington!




#ArlingtonCounts2020

- Targeted Exclusively lowest response ZIP codes including 76010, 76011, 76006, 76004 (Estimated population: 141,258)
- Mailers to more than 17,000 households
- Explored new ways of engaging historically undercounted populations
 - Pre-Roll Videos
 - Digital News Ads
 - Over The Top Streaming Television Ads
 - Spotify Ads



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DIGITAL ADVERTISING PERFORMANCE: JUNE – AUGUST 2020

	Types of Advertisement	Total Reach	Total Clicks
	:30 second Click-Through Pre-Roll Videos	97,321	105
	Native Website Advertising, Web Banners, OTT Advertising	476,510	111 Not available on OTT
	Online Radio and Podcast Advertisements	79,072	323
		652,903	539



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NON-RESPONSE FOLLOW-UP: AUGUST – OCTOBER 2020

- Non-Response Follow-Up operations began August 1
- Responses logged by enumerators were not included in the Self-Response percentages
- Enumerators went door-to-door through neighborhoods to get higher response
 - In-person Household Response
 - Proxy Responses
 - Property/owner manager records
- Self-Response rates increased significantly beginning in August compared to June & July

Month	Percentage Increase in Self Response Rate
March (12-31)	+39.1%
April	+17.5%
May	+4.0%
June	+1.0%
July	+1.0%
August	+3.0%
September	+2.1%
October (1-15)	+0.5%

SEPTEMBER & OCTOBER: THE CENSUS ENDS

Date of Announcement	Action	Modified Deadline
March 2020	Original Timeline	July 31, 2020
April 1, 2020	Timeline Modified by Census Bureau due to coronavirus pandemic	October 31, 2020
August 3, 2020	Timeline Modified by Census Bureau due to lack of Congressional action to extend Constitutional deadlines	September 30, 2020
September 24, 2020	Lawsuit against Department of Commerce leads to 9th circuit Judge ruling to re-extend response deadline	October 31, 2020
September 28, 2020	Census Bureau announces "target end date" of October 5	October 5, 2020
September 29, 2020	9th Circuit Judge declares new Census deadline in violation of court order	October 31, 2020
October 13, 2020	Supreme Court rules that Census Bureau can end Census early	October 15, 2020



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CURRENT ISSUES

Will Congress take up the issue of the extension in upcoming legislation?

Will the data be accurate?

Will historically undercounted populations be disproportionately underrepresented?



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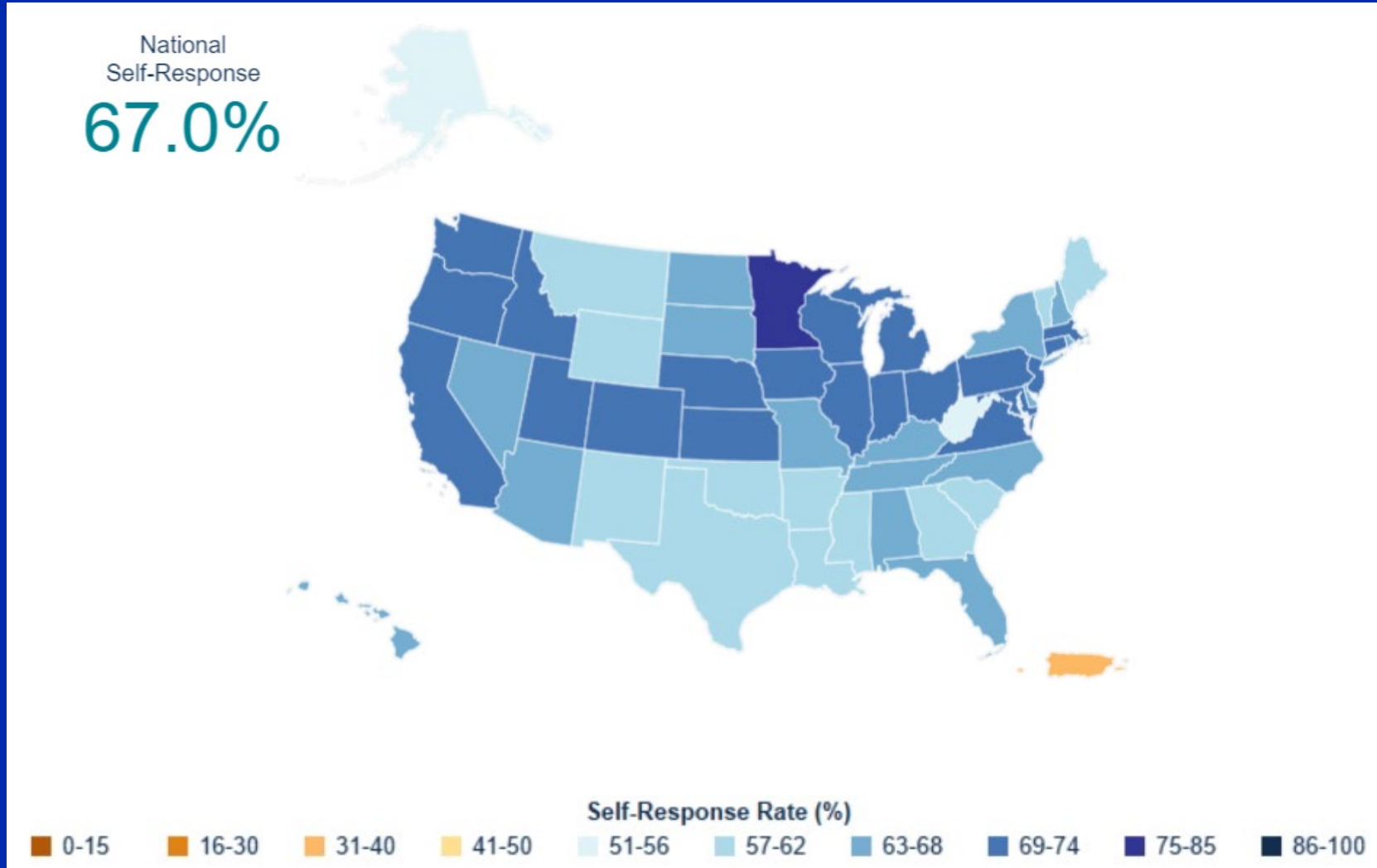
DESPITE THESE OBSTACLES...

**The City of Arlington had a successful
2020 Census campaign compared to both
the 2010 Census and other communities
in the 2020 Census**



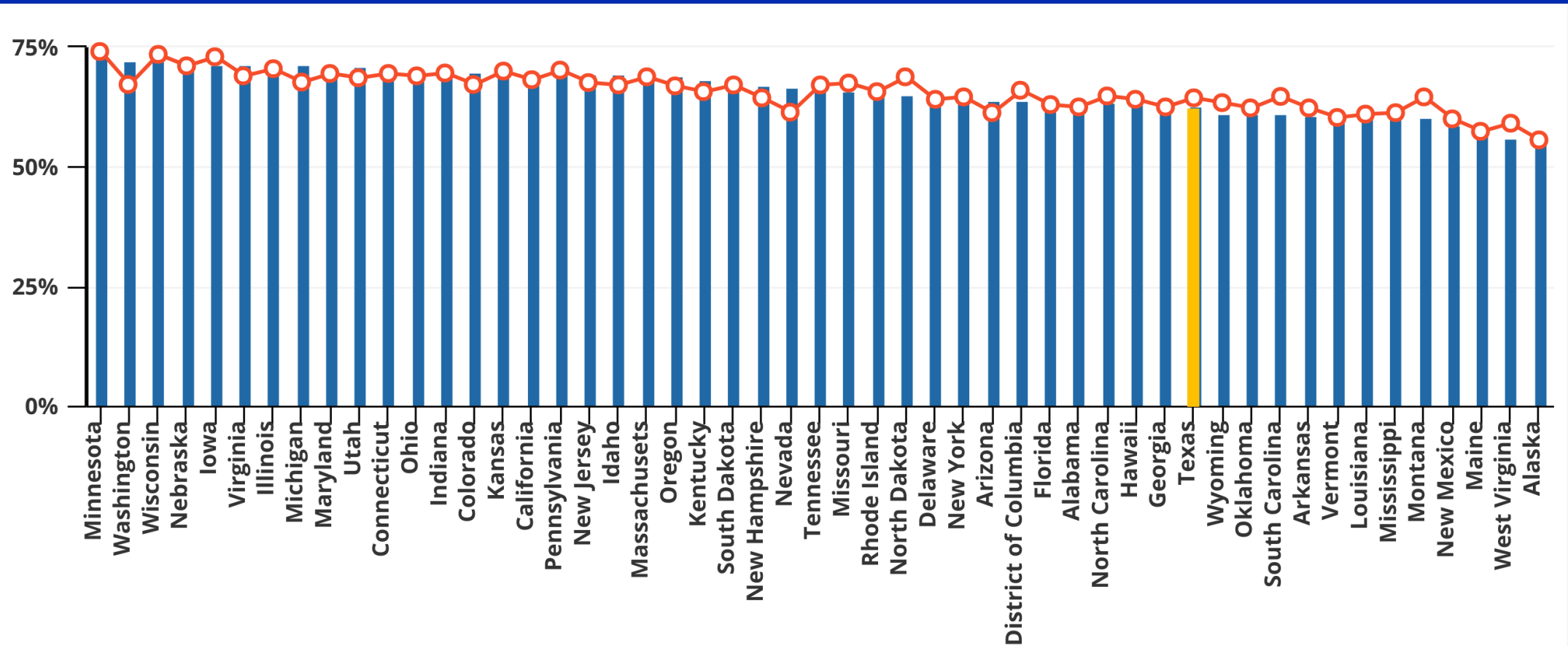
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NATIONWIDE SELF-RESPONSE RATES



- 2010 Self-Response Rate: 74.4%
- The United States had 6.7% less self-response in 2020 than in 2010
- Every state counted at least 51% of their population
- Highest: Minnesota (75.1%)
- Lowest: Alaska (54.7%)

STATE SELF-RESPONSE RATES 2010 CENSUS VS. 2020 CENSUS

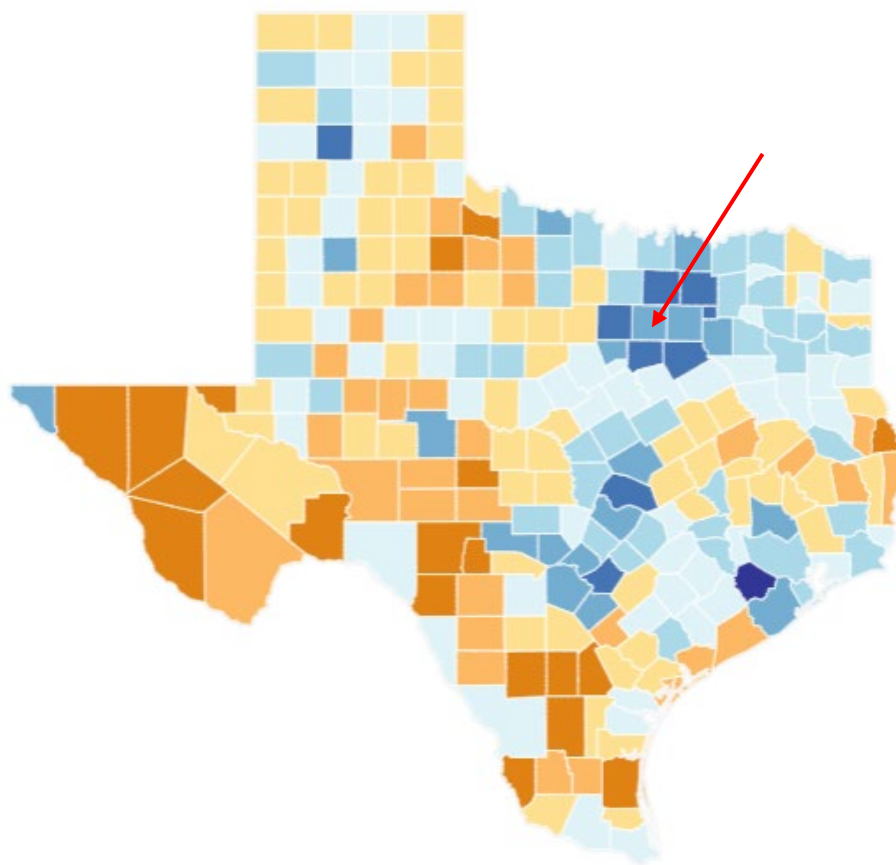


2010 vs 2020 Census Response Rates by State

■ 2020 ○ 2010

TEXAS SELF-RESPONSE RATES

Texas
Self-Response
62.8%



Total Self-Responded

33	District of Columbia	64.0%
34	Florida	63.8%
35	Alabama	63.6%
36	North Carolina	63.4%
37	Hawaii	63.1%
38	Georgia	62.9%
39	Texas	62.8%
40	Wyoming	61.1%
41	South Carolina	61.0%
41	Oklahoma	61.0%

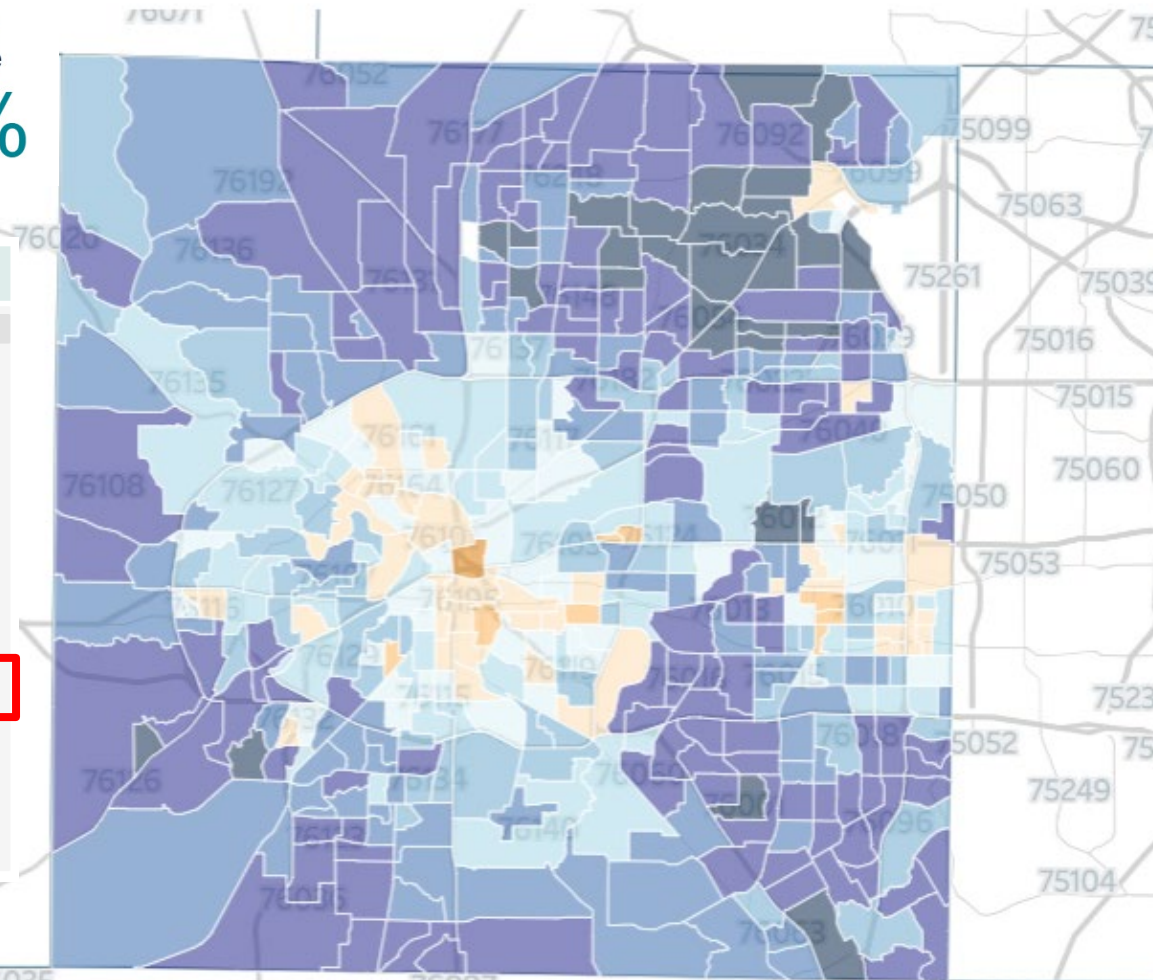
- 2010 Self-Response Rate: 64.4%
- Texas had 1.6% less self-response in 2020 than in 2010
- Areas with higher population generally had higher response rates
- Rural counties and counties with high Hispanic or immigrant communities had lowest response rates

TARRANT COUNTY SELF-RESPONSE RATES

Tarrant, Texas
Self-Response
68.9%

Self-Responded by County

5	Ellis, Texas	71.4%
5	Denton, Texas	71.4%
7	Guadalupe, Texas	71.0%
8	Parker, Texas	70.9%
9	Johnson, Texas	70.3%
10	Randall, Texas	70.1%
11	Tarrant, Texas	68.9%
11	Kaufman, Texas	68.9%
13	Comal, Texas	68.5%
14	Kendall, Texas	68.4%

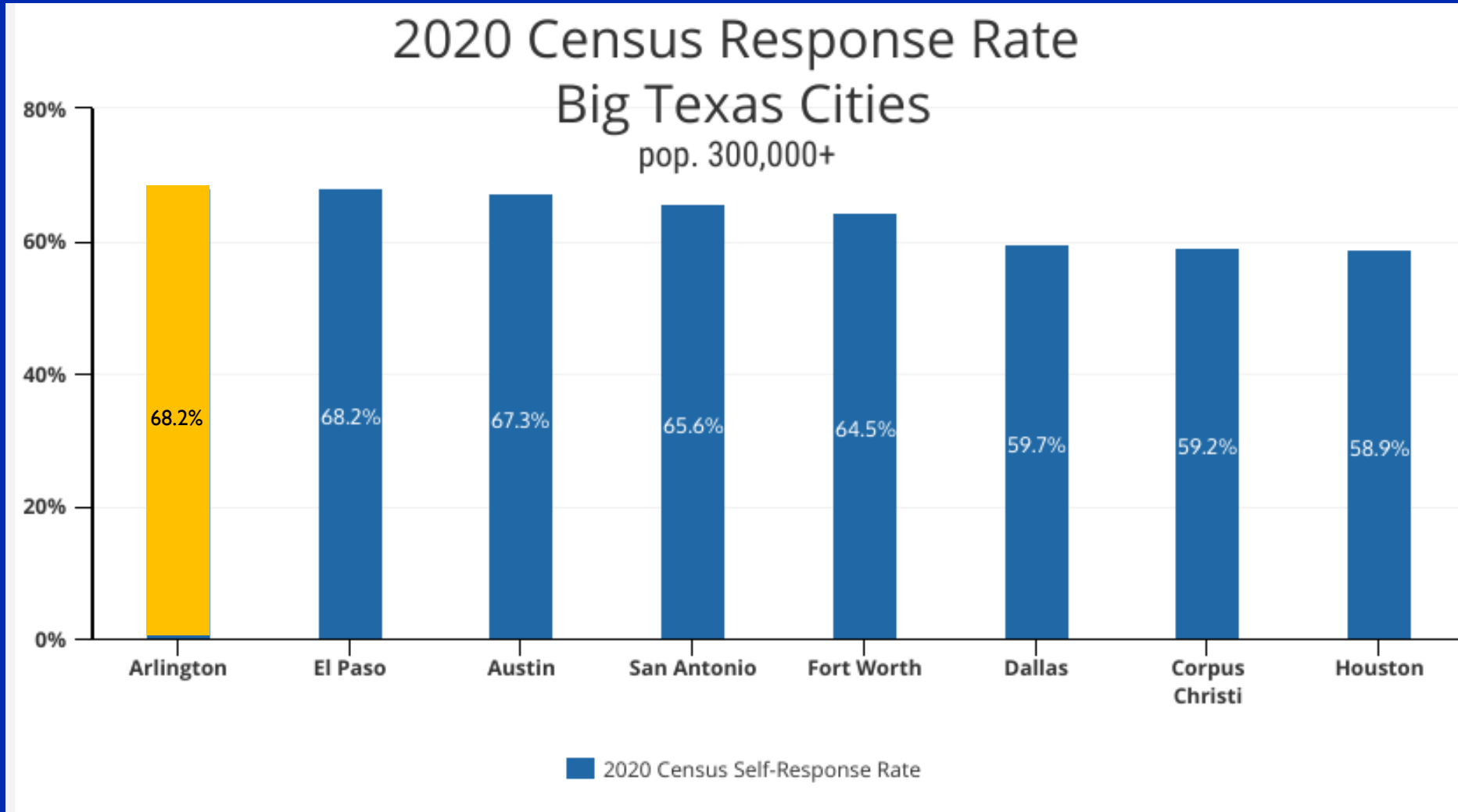


Self-Response Rate (%)

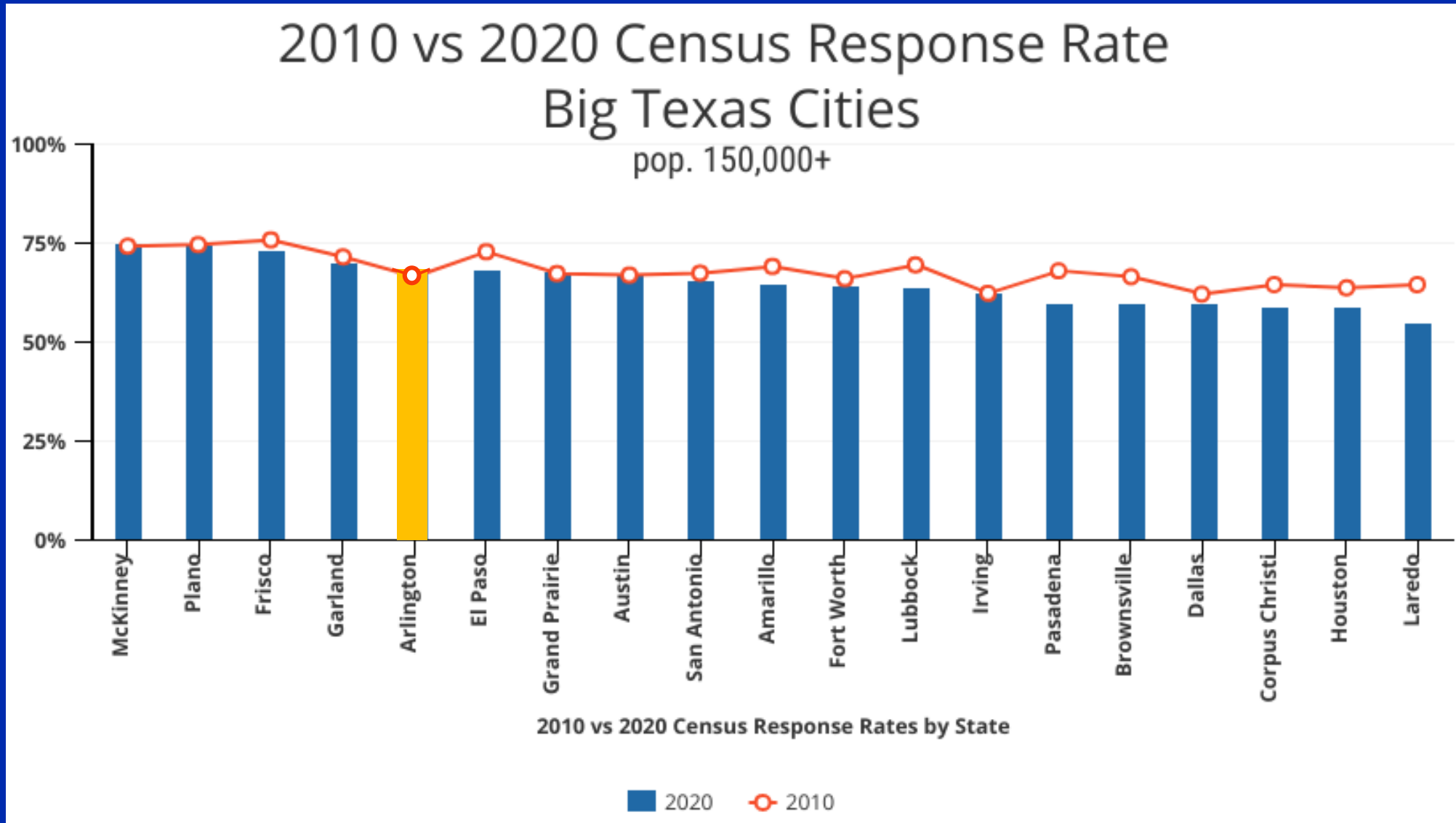
0-15 16-30 31-40 41-50 51-56 57-62 63-68 69-74 75-85 86-100

- 2010 Self-Response Rate: 66.8%
- Tarrant County exceeded the 2010 self-response rate by 2.1% in 2020
- Smaller suburban cities had higher self-response rates
- Urban core areas had lower self-response rates

TEXAS CITIES SELF-RESPONSE RATES



TEXAS CITIES SELF-RESPONSE RATES



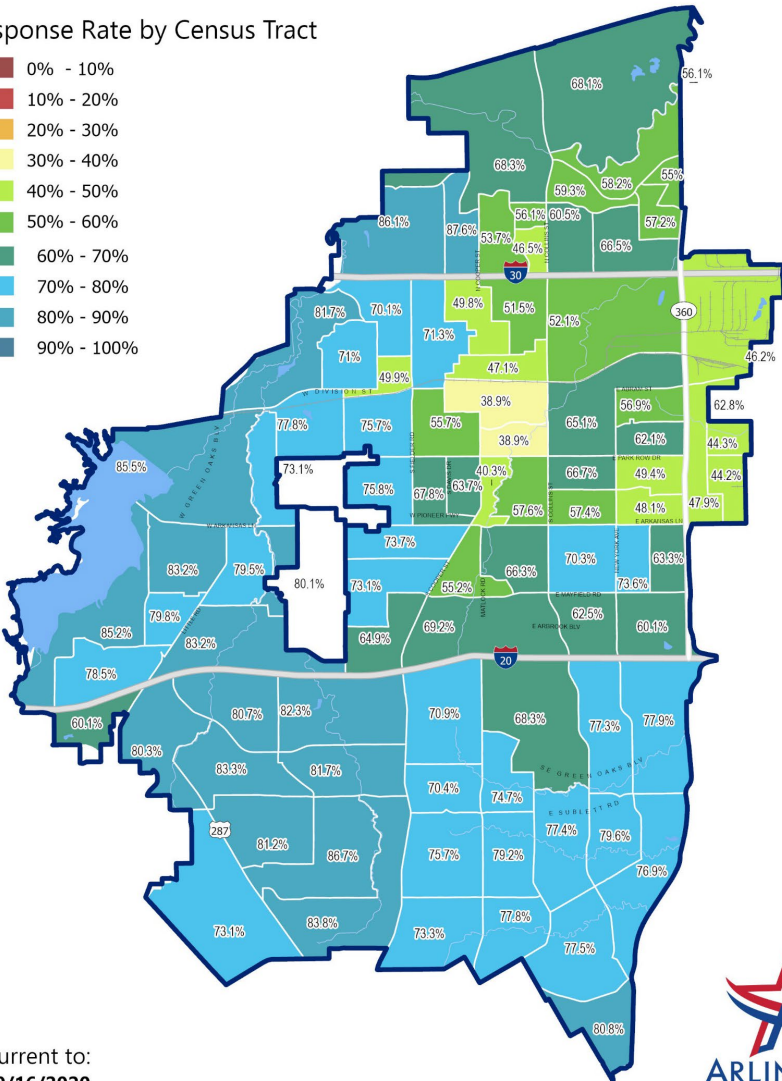
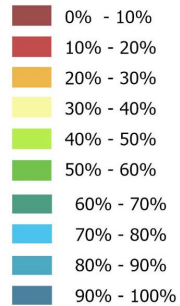
TEXAS CITIES SELF-RESPONSE RATES

City	2010 Census	2020 Response	Difference
Arlington	66.3%	68.2%	1.9%
McKinney	74.0%	75.2%	1.2%
Grand Prairie	67.1%	67.8%	0.7%
Austin	66.7%	67.3%	0.6%
Irving	62.1%	62.3%	0.2%
Plano	74.4%	74.4%	0.0%
Garland	71.3%	70.1%	-1.2%
Fort Worth	65.8%	64.5%	-1.3%
San Antonio	67.2%	65.6%	-1.6%
Frisco	75.6%	73.4%	-2.2%
Dallas	61.9%	59.7%	-2.2%
Amarillo	68.9%	64.8%	-4.1%
El Paso	72.6%	68.2%	-4.4%
Houston	63.5%	58.9%	-4.6%
Corpus Christi	64.3%	59.2%	-5.1%
Lubbock	69.3%	64.0%	-5.3%
Brownsville	66.3%	59.7%	-6.6%
Pasadena	67.8%	60.0%	-7.8%
Laredo	64.3%	54.8%	-9.5%

Arlington increase of 1.9% was the **largest increase** in self-response rates from the 2010 Census to the 2020 Census for the 19 Texas Cities with population over 150,000.

ARLINGTON SELF-RESPONSE RATES

Response Rate by Census Tract

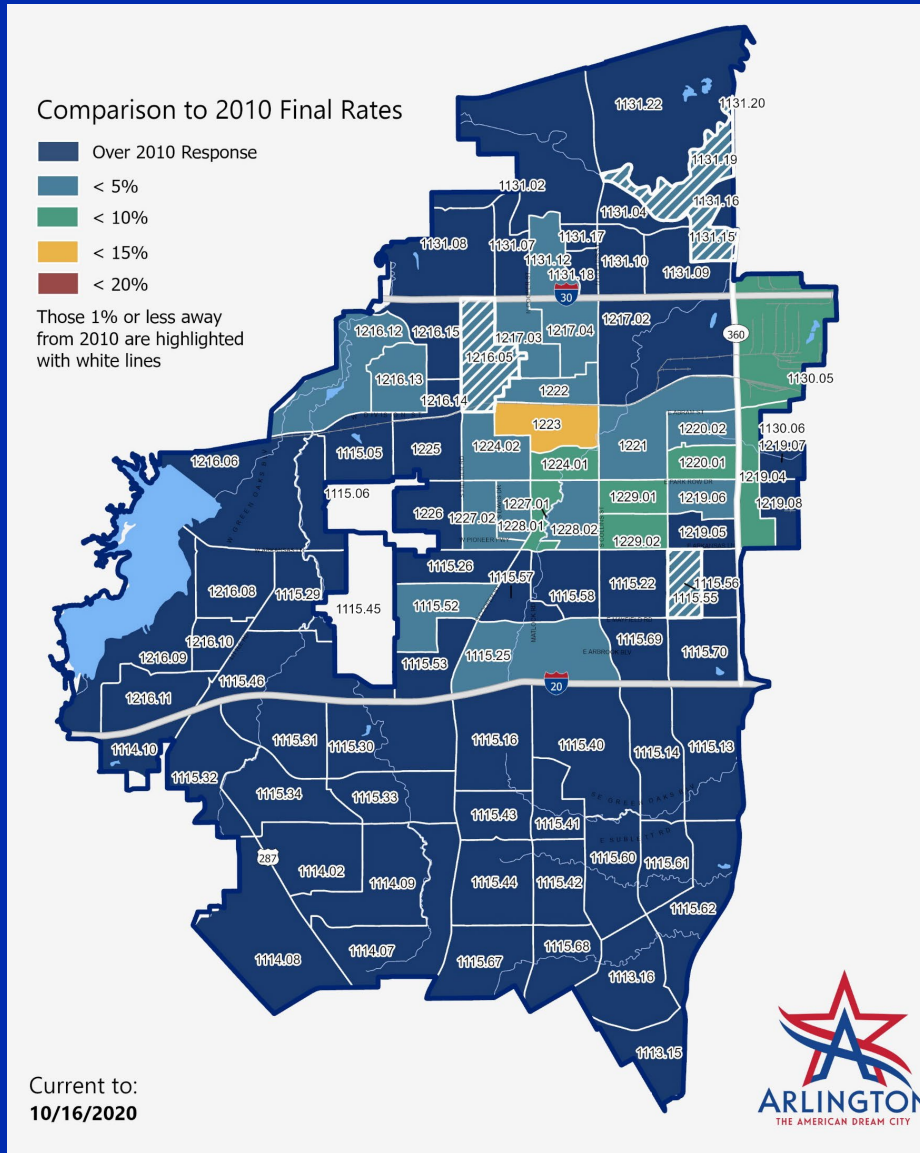


Current to:
10/16/2020



- 2020 Self-Response Rate: 68.2%
- 2010 Self-Response Rate: 66.3%
- Arlington exceeded the 2010 self-response rate by 1.9% in 2020
- Stable, established neighborhoods had highest self-response rates
- Areas around UTA had lowest self-response rates

ARLINGTON SELF-RESPONSE RATES



- 55 of 88 census tracts exceeded 2010 self-response rates
- 25 additional tracts were less than 5% from 2010 self-response rates

ARLINGTON SELF-RESPONSE RATES

	Population	Percent Counted	Total Counted
2010 Census population	367,185	66.3%	243,444
2014-2018 ACS population estimate	392,462	68.2%	267,659
Estimated Increase from 2010 Population			24,215

	Households	Percent Counted	Total Counted
2010 Census households	133,491	66.3%	88,505
2014-2018 ACS household estimate	134,984	68.2%	92,059
Estimated Increase from 2010 Households			3,554

Based on 2010 Census data and current estimates, approximately 24,215 more Arlington residents and 3,554 households self-responded in 2020 than in 2010.



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WHAT'S NEXT?

- Monitor ongoing litigation
- State Populations delivered to President by December 31, 2020
- Congress receives 2020 population data by April 30, 2021
- States and Localities begin the redistricting process
- Prepare for 2030 Census



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2020

[ARLINGTONTX.GOV/2020CENSUS](https://www.arlingtontx.gov/2020census)