

# SHAPE ARLINGTON'S FUTURE

Everyone Counts.

## 2020 CENSUS COMPLETE COUNT COMMITTEE & SELF-RESPONSE REPORT

EXECUTIVE SUMMARY 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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# 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

- Lower public trust in federal 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 (CCC)** and  
developing an **Outreach Strategy in Arlington**



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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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# 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

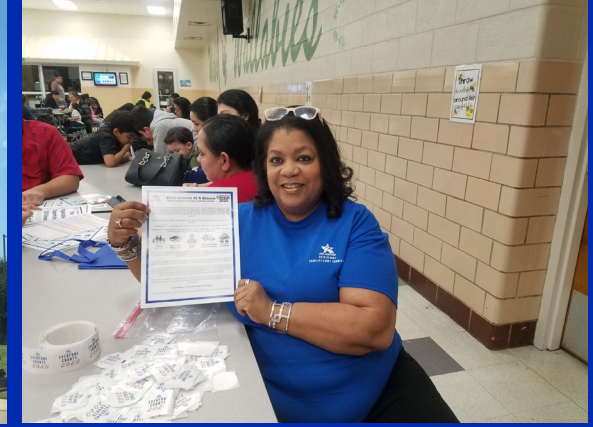


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# OUTREACH ACTIVITIES

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



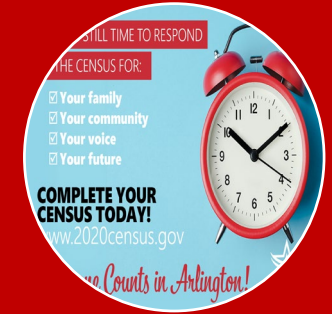
## Ask Arlington Episode

**Total Views: 24,655**



## Multi-lingual PSA

**Total Views:  
113,850**



## It's Not Too Late!

**Total Views: 294,660**

English: 75,814

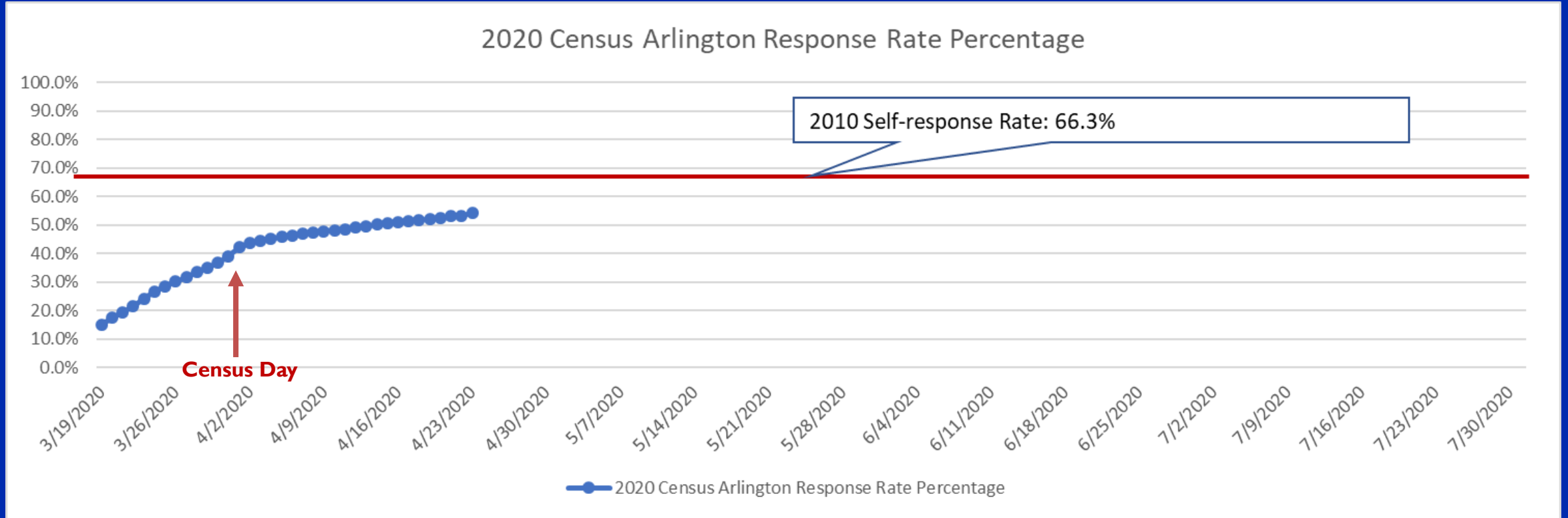
Spanish: 121,186

Vietnamese: 97,660



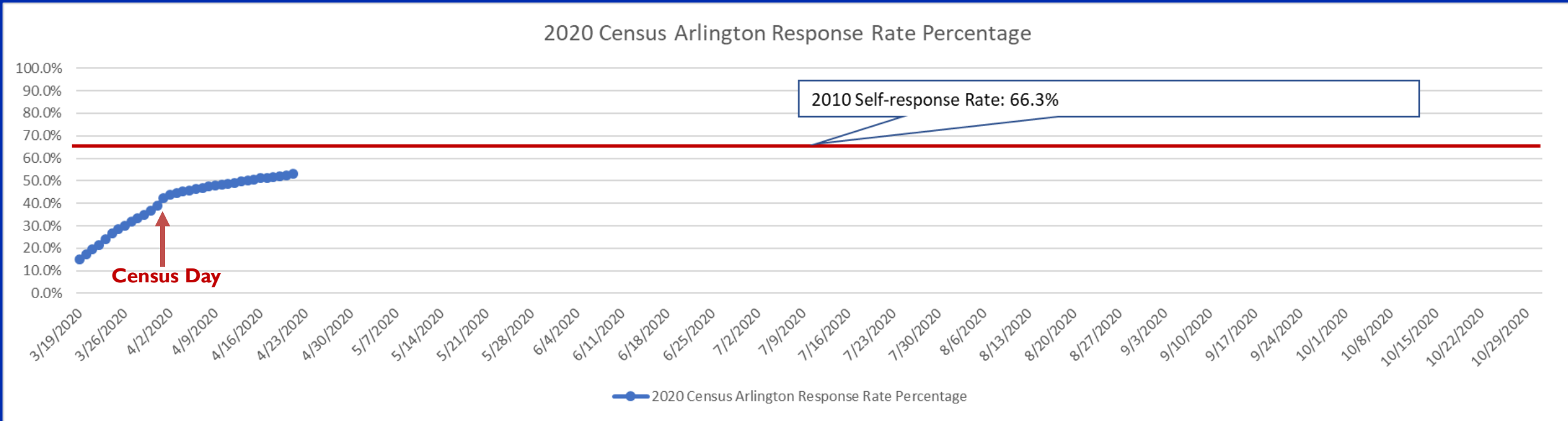
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# SELF-RESPONSE TRACKING – ORIGINAL TIMELINE



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# SELF-RESPONSE TRACKING – EXTENDED TIMELINE

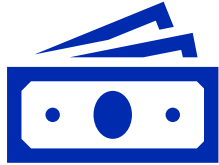


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# OPERATIONAL SHIFTS



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



- 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 with nearly 653,000 views
  - Pre-Roll Videos
  - Digital News Ads
  - Over The Top Streaming Television Ads
  - Spotify Ads



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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%

# 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**

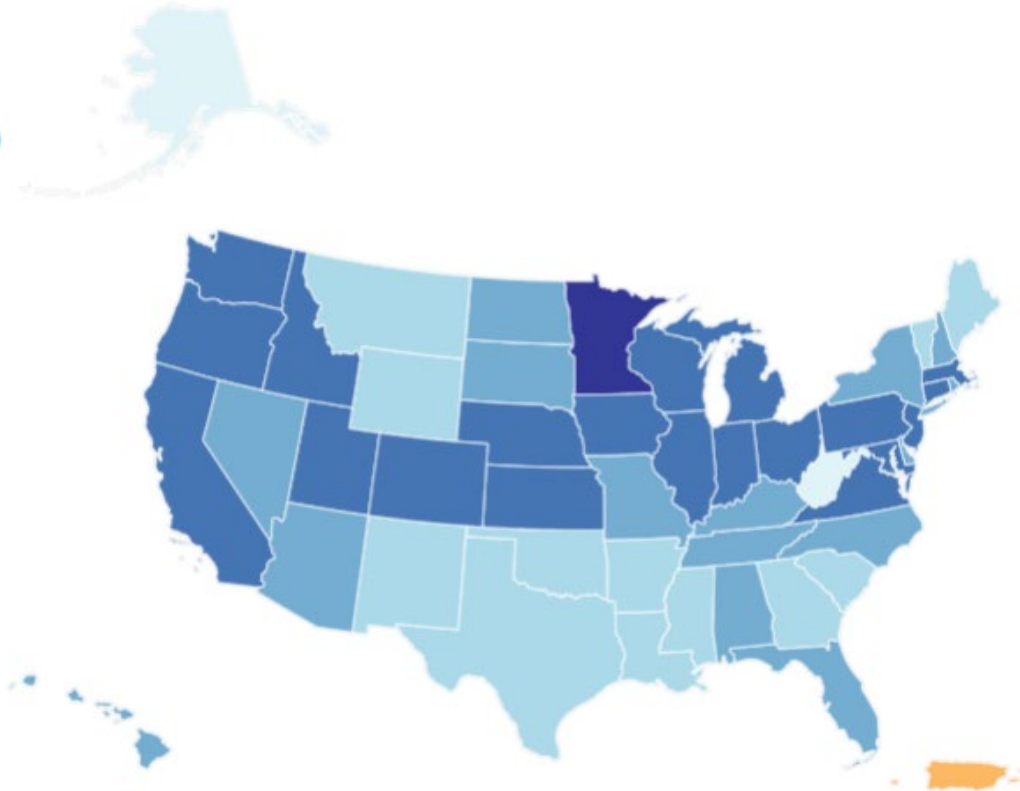


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# NATIONWIDE SELF-RESPONSE RATES

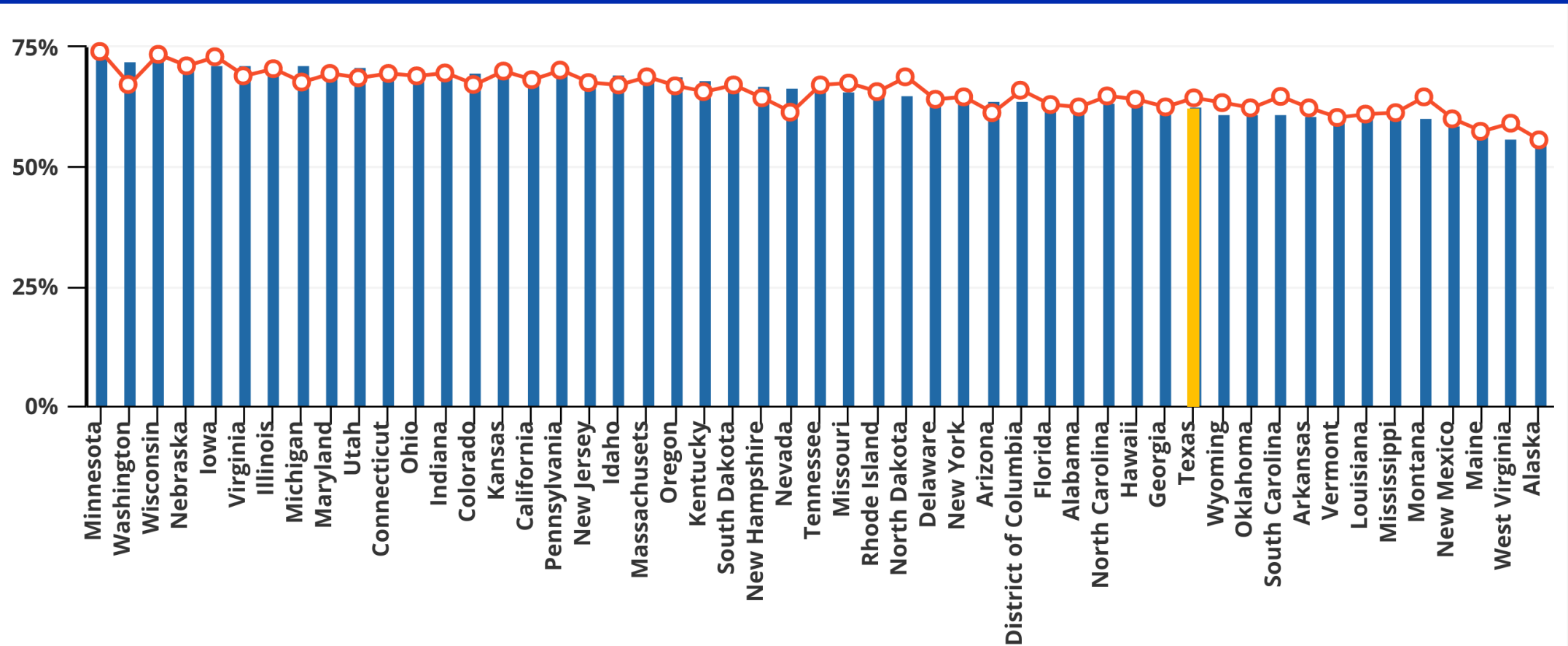
National  
Self-Response  
**67.0%**



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

- 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

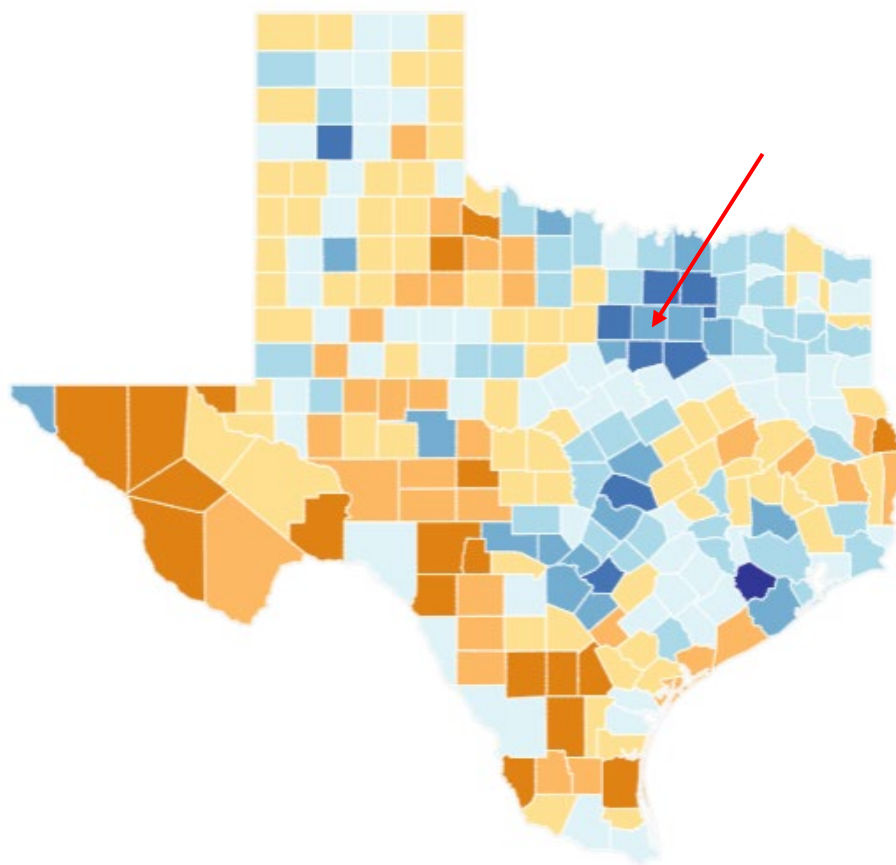


2010 vs 2020 Census Response Rates by State

■ 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%

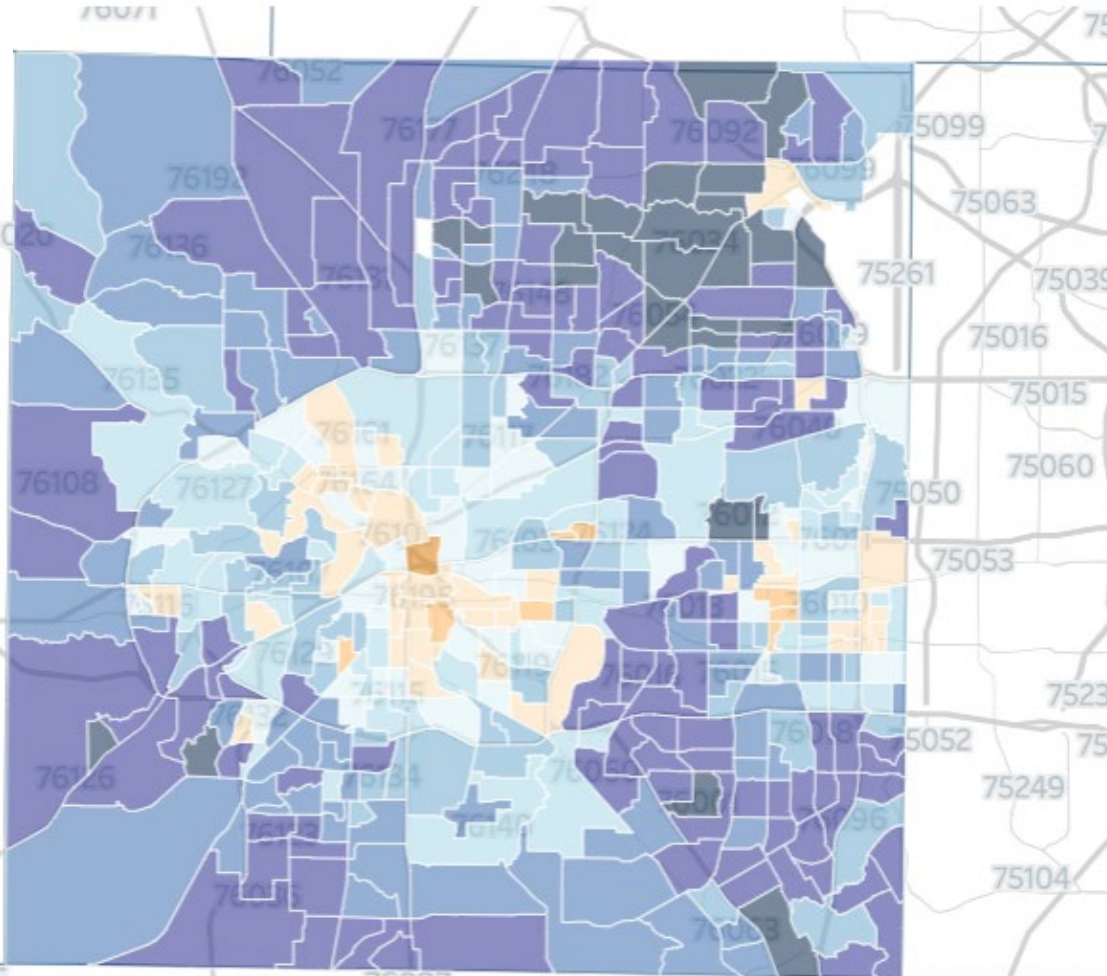
- 2010 Self-Response Rate: 64.4%
- Texas had 1.6% less self-response in 2020 than in 2010
- Areas with higher population generally had higher response rates
- Rural counties and counties with high Hispanic or immigrant communities had lowest response rates

# 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%

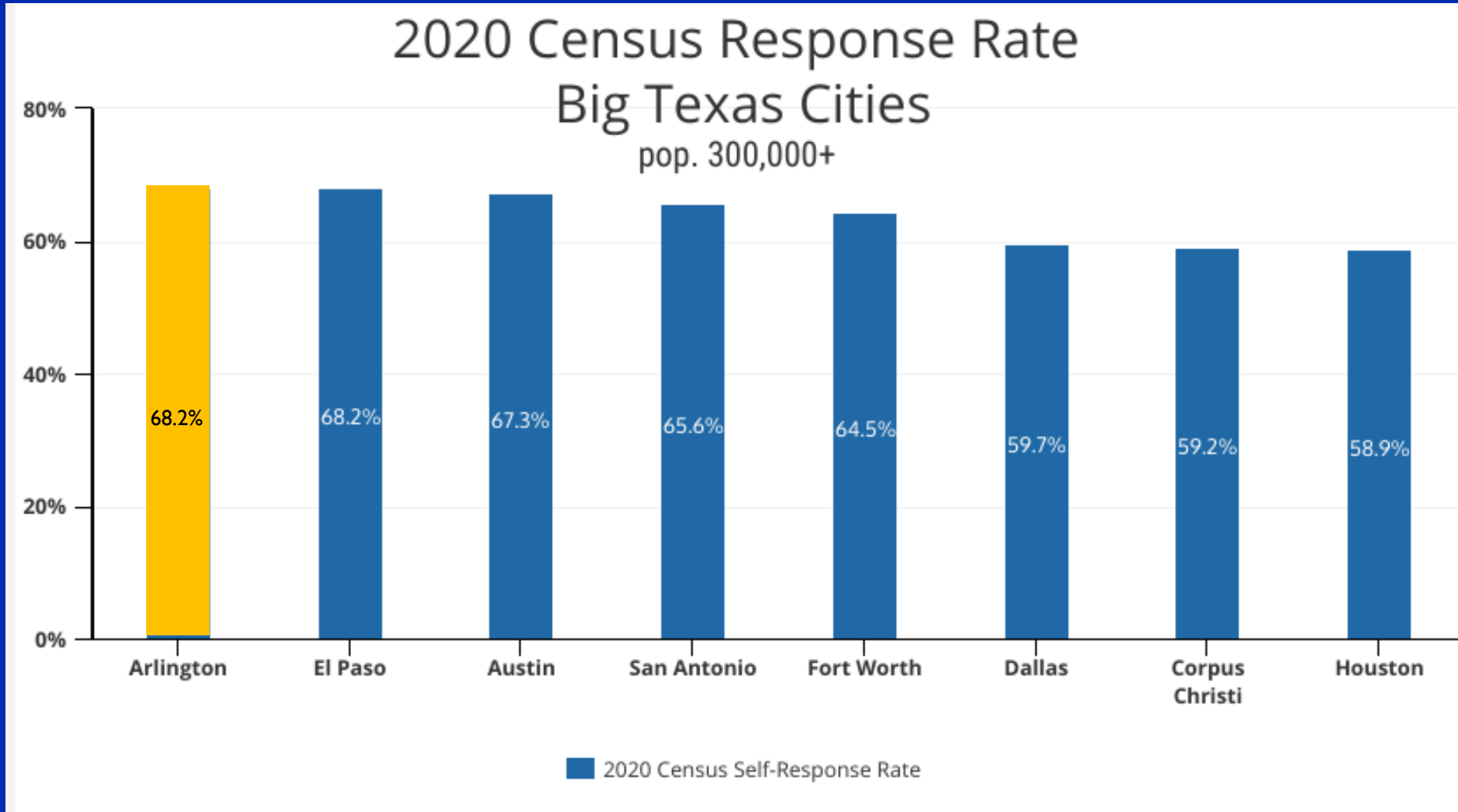


Self-Response Rate (%)

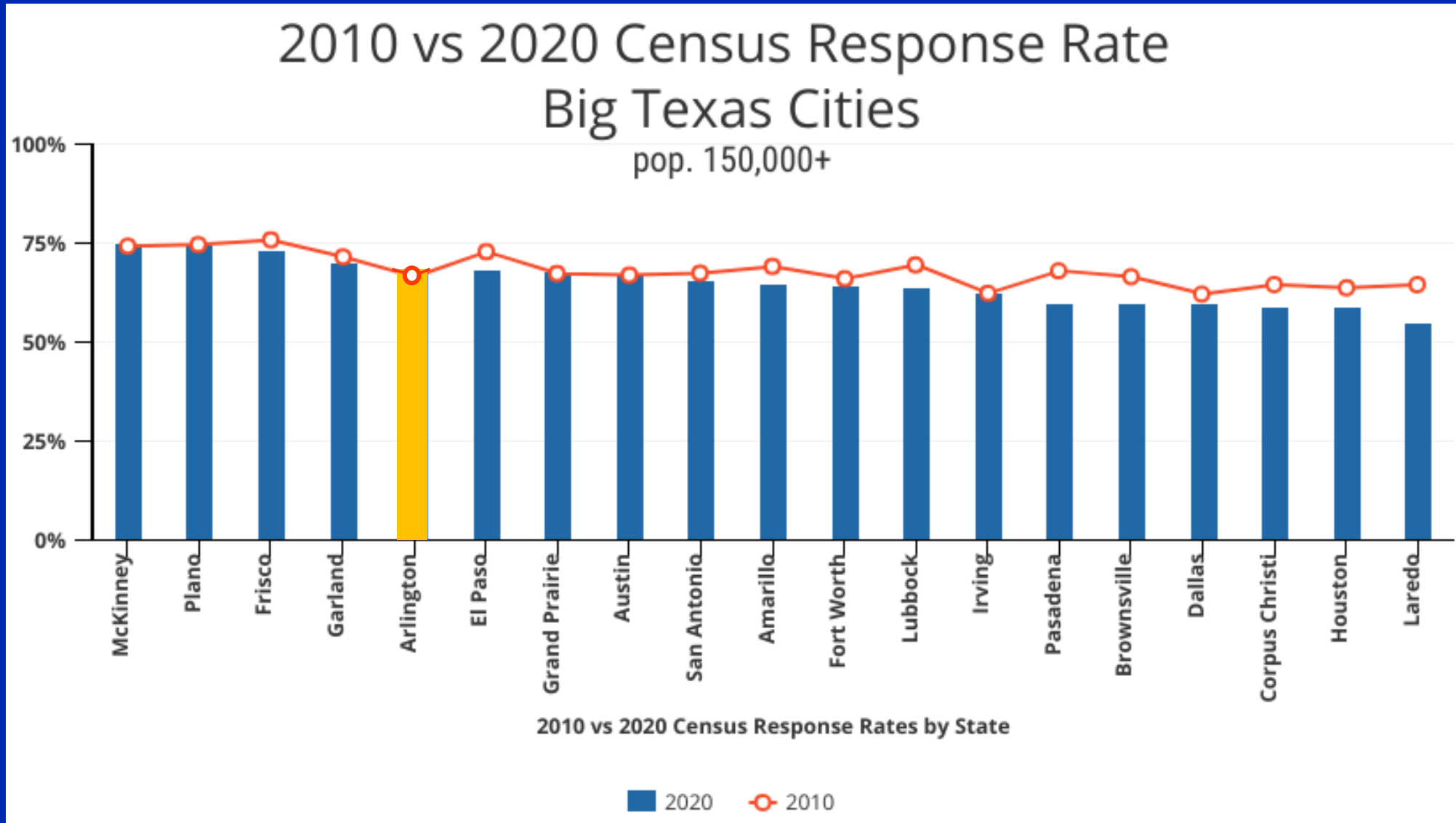
0-15 16-30 31-40 41-50 51-56 57-62 63-68 69-74 75-85 86-100

- 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



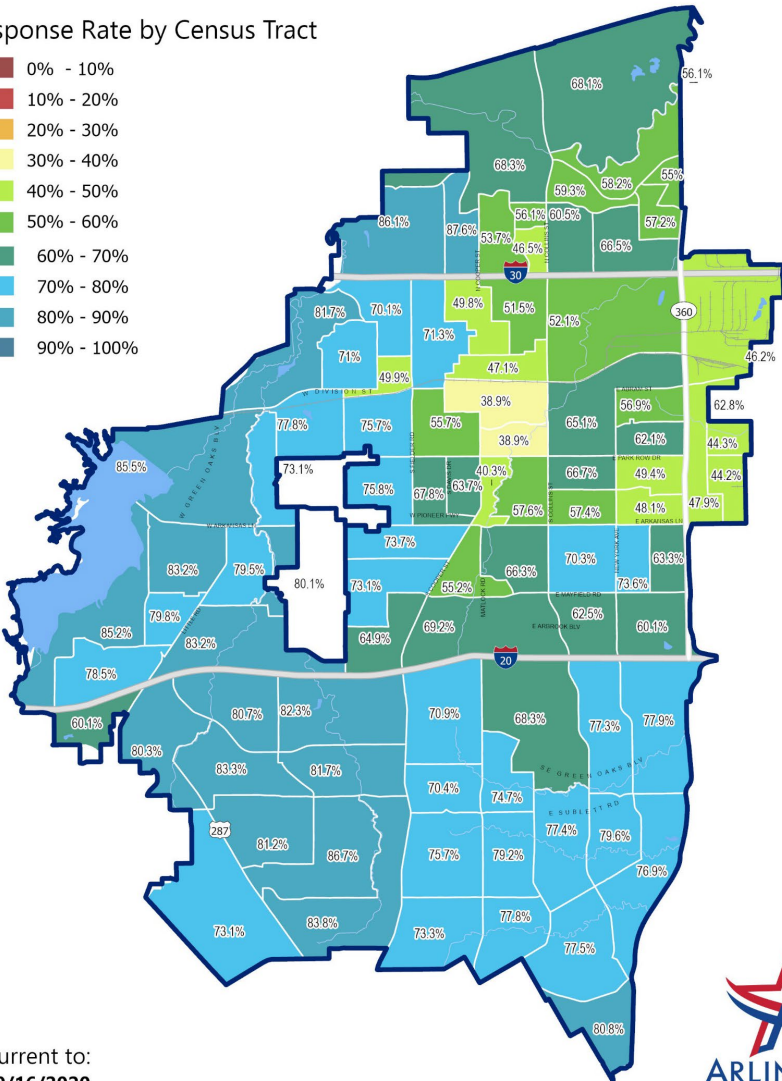
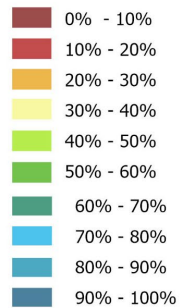
# TEXAS CITIES SELF-RESPONSE RATES

City	2010 Census	2020 Response	Difference
<b>Arlington</b>	<b>66.3%</b>	<b>68.2%</b>	<b>1.9%</b>
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



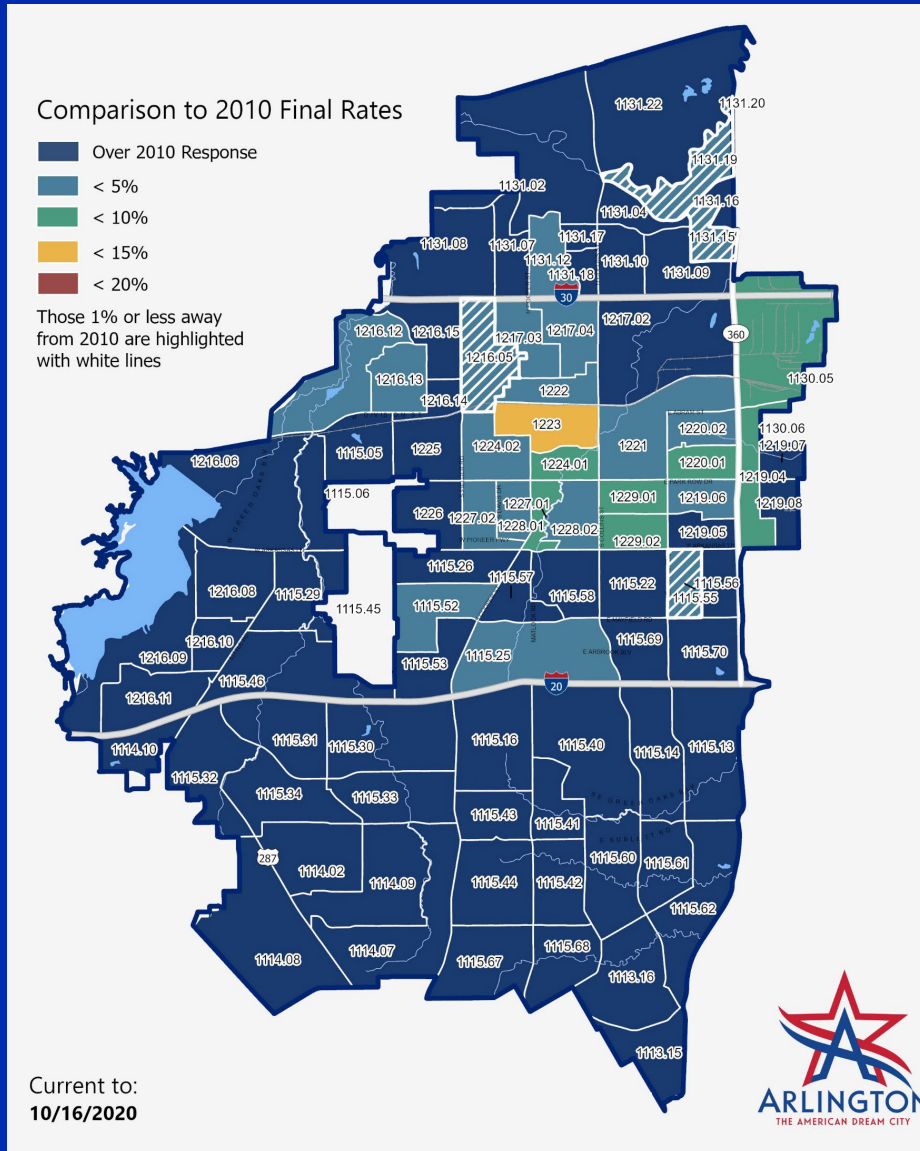
Current to:  
10/16/2020



- 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
<b>Estimated Increase from 2010 Population</b>			<b>24,215</b>

	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
<b>Estimated Increase from 2010 Households</b>			<b>3,554</b>

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://arlingtontx.gov/2020census)