ARE YOU READY FOR THE
2020 CENSUS?
Get prepared!

Austin-Travis County Census 2020 Outreach

CITY COUNCIL UPDATE

FEBRUARY 4TH, 2020

Update on 2020 Census Preparations

John Lawler
Census Program Manager
Ryan Robinson
City of Austin Demographer

1. The Importance of the Census
2. The Story so Far
3. Strategic Plan
4. Mapping and Serving the Hard to Count

The Census Is Crucial

- Allocation of federal funds to state and local communities - **$800 billion/year**
- Reapportionment of Congressional districts among the states
  - Texas expected to gain as many as three seats
- Redistricting of state house, senate, legislative and other districts
  - City of Austin City Council Districts
  - Travis County Commissioners Court

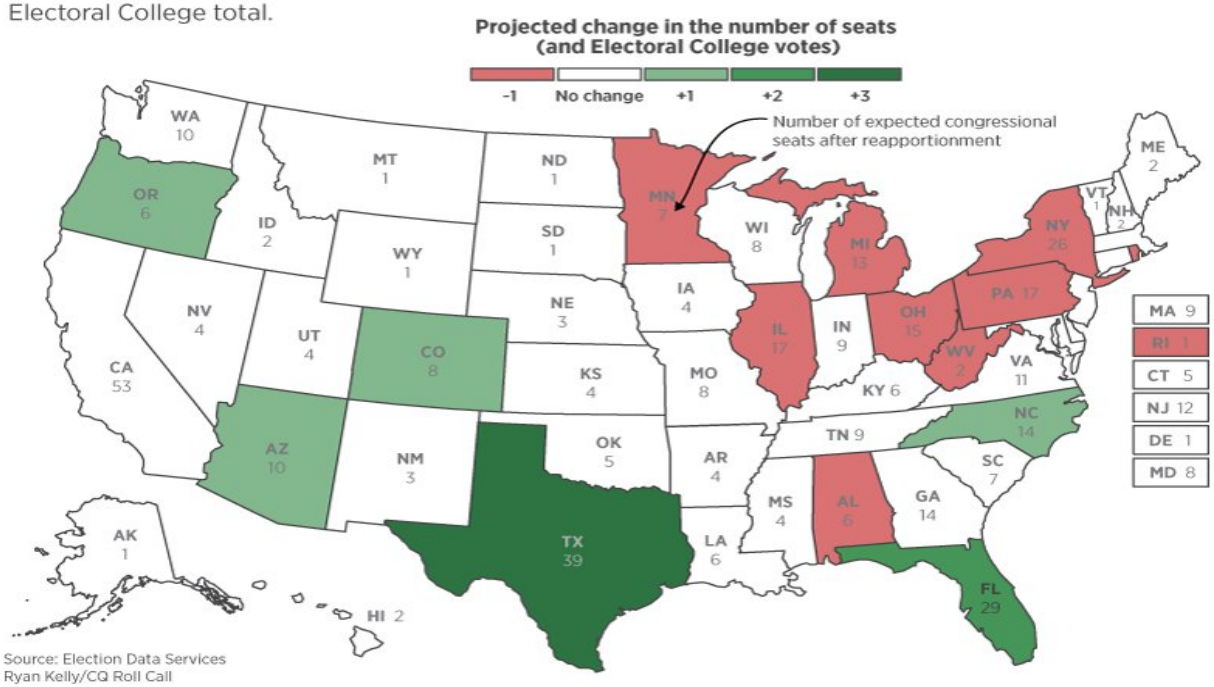
Federal Funds: $800 billion

- Medicaid
- Medicare Part B
- Children's Health Insurance Program (CHIP)
- Grants to local school districts (Title I)
- SNAP
- Highway and public transit programs
- Emergency food and shelter programs
- Head Start
- Women, Infants and Children (WIC) food assistance program
- Programs for the elderly
- Crime Victim assistance
- Substance abuse prevention and treatment

The Census Is Crucial

How the House Seats Are Likely to Change After the 2020 Census

Projections have nine states losing a seat and six gaining at least one. Shifts also affect the state's Electoral College total.



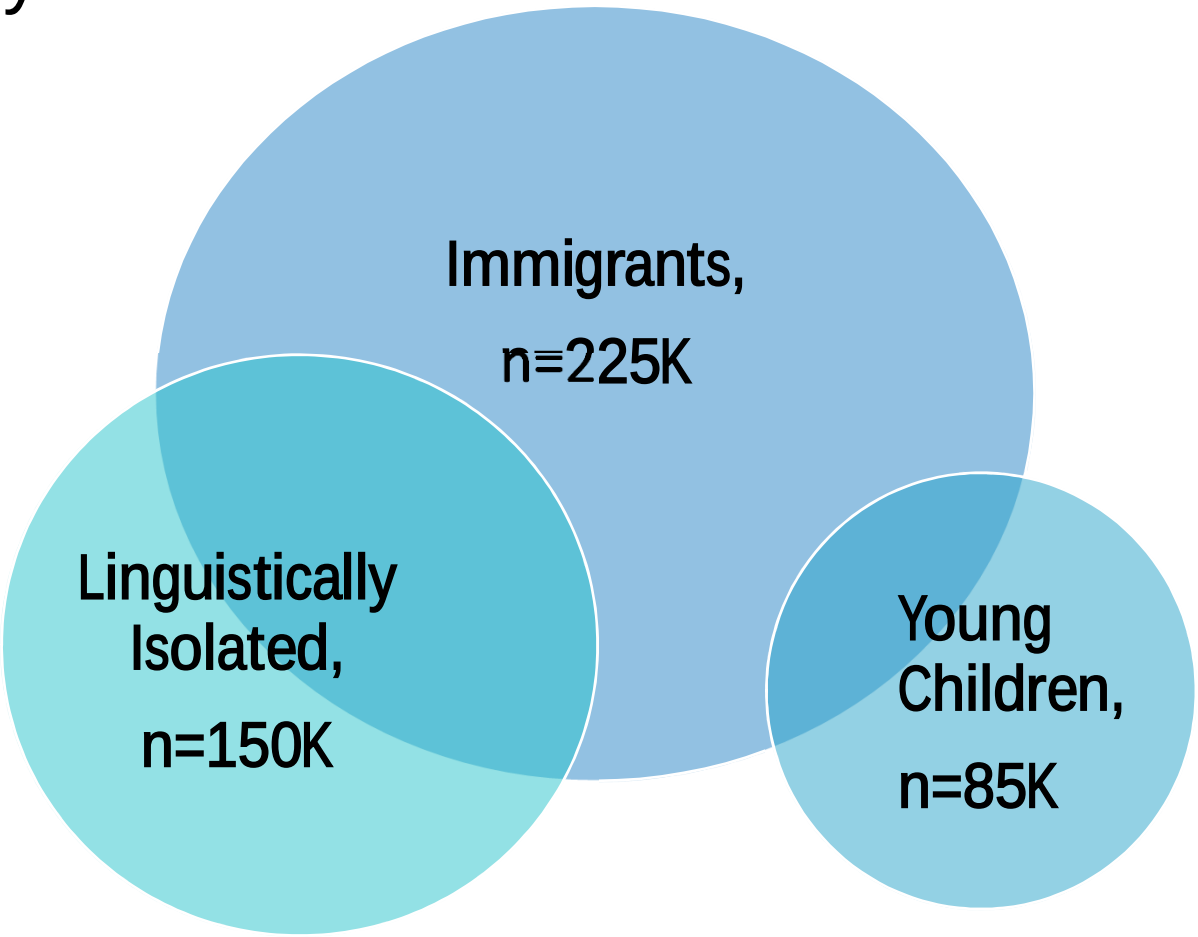
Source: Election Data Services
Ryan Kelly/CQ Roll Call

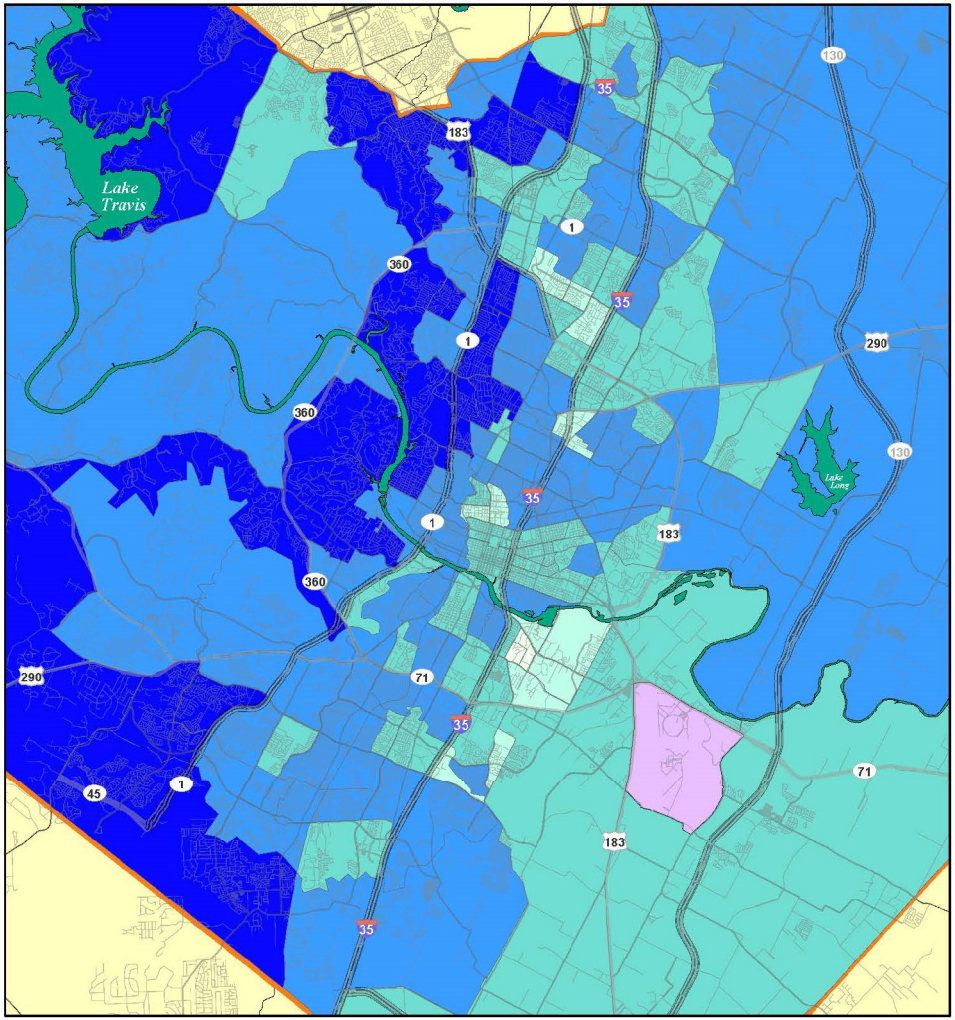
Austin Area Populations/Communities At-Risk For An Undercount

- Young children (under 5)
- College students – some 135,000 people involved in higher-ed in Austin
- Immigrants/Foreign-born/Refugees
- Non-English speaking residents who may be linguistically isolated, speaking Chinese, Vietnamese, or Spanish.
- Renters/recent movers/the highly mobile/newly arrived/alternative living arrangements
- Households of color
- The homeless – by definition, hard to find and count
- Elderly--aged
- LGBTQ
- The disabled, physical and mental
- Low income households and the very poor
- persons who distrust the government

Travis County

2019 estimates





Census 2010 Mail Participation Rates

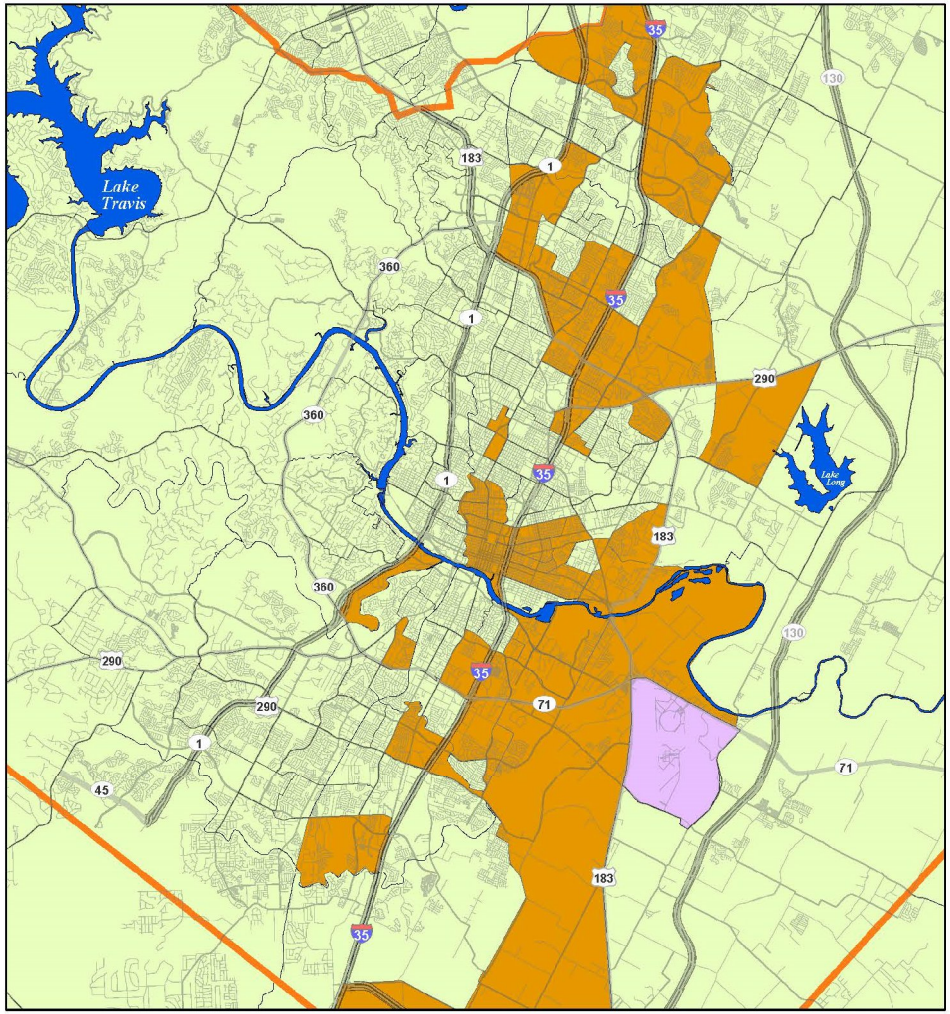
Tract-level as of October, 2010 Super Final

Travis County

overall rate = 73%

Participation Rate

- 80% Plus
- 70% to 80%
- 60% to 70%
- 50% to 60%
- Less than 50%
- No forms sent



Census 2010 Mail Participation Rates

Tract-level as of October, 2010 Super Final

Travis County

overall rate = 73%

Participation Rates Less than 70%

- Census Tracts
- No forms sent

The Story So Far…

October 2018 – CoA and Travis County fund Census Program Manager role

April 1, 2019 – First meeting of Austin/Travis County Census 2020 Complete Count Committee (CCC)

June 2019– CCC forms Subcommittees to plan and coordinate activities

August 2019 – John Lawler comes on board as Census Program Manager

The Story So Far…

September 2019 – CoA and Travis County each set aside $200K for Census activities

November 2019 – Community CCCs launched

December 2019 – Regional Media Plan awarded $59,000 by Central Texas pooled fund

January 2019 – Community CCCs finalizing messaging and strategies, and Southeast Travis County CCC formed

Timeline for Success

January – Finalize digital assets and support continued development of sub-committees and Community CCCs

February – Launch field campaigns and publish outreach materials

March – Start regional digital and media ads, and bilingual mailers

5th Weekend of March – CENSUS WEEKEND!

April – July 2020 – Follow-up by Census Bureau

August – September 2020 - Evaluation

Strategic Plan

The strategic plan for the 2020 Census has three principal components:

An **institutional** strategy, centered on mobilizing a broad swath of trusted Austin/Travis County institutions in educating and motivating a large segment of the public to participate in the Census.

A **grassroots** strategy, to identify and communicate with people who are not easily or ordinarily reached by the institutional outreach component.

A **media** strategy, to communicate effectively with all Central Texas residents through radio, TV, print media and social media.

Institutional: Subcommittees

Existing

- Faith Based
- Community Based Organizations
- Education (K – 12)
- Education (Higher Ed)
- Government
- Business
- Digital Team

Grassroots: Community CCCs

Existing

- Asian American
- Black-African American
- Hispanic-Latino
- Homeless Service Providers
- Healthcare Providers

Developing

- Affordable Housers
- College Students

Austin Public Library Census 2020 Resources

- Frontline Staff Training - US Census Bureau
- Online Resource Guide – Link from Library's homepage, launches in February

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- Dedicated CENSUS workstation at every location from March 12 – July 31
- PODs Reserve System

AUSTIN PUBLIC LIBRARY

United States Census 2020

PODS Reserve System

**PODS programming is tentative, details will be confirmed by March 12*

- 2 APL staff
- 5 laptops
- Wi-fi connection
- FAQ materials

- Swag
- 2-hour time blocks
- 7 days/week between 10AM and 6PM
- Capacity for 3-5 reservations per week

Activations Suggestions

- Civic and Cultural Events
- Churches
- Community Centers
- Townhall Meetings
- Neighborhood Assoc. meetings

Media: Targeted and Regional

Targeted Digital Ads

- Specific to geographic areas (Ex: schools and neighborhoods)
- Leverages HTC specific messaging generated by Community CCCs and national organizations

Regional Media Plan

- Partnership with Five County Region
- Coordinated media buys to avoid duplicative advertising
- Targeted to hard to count areas in the region

Fundraising Update

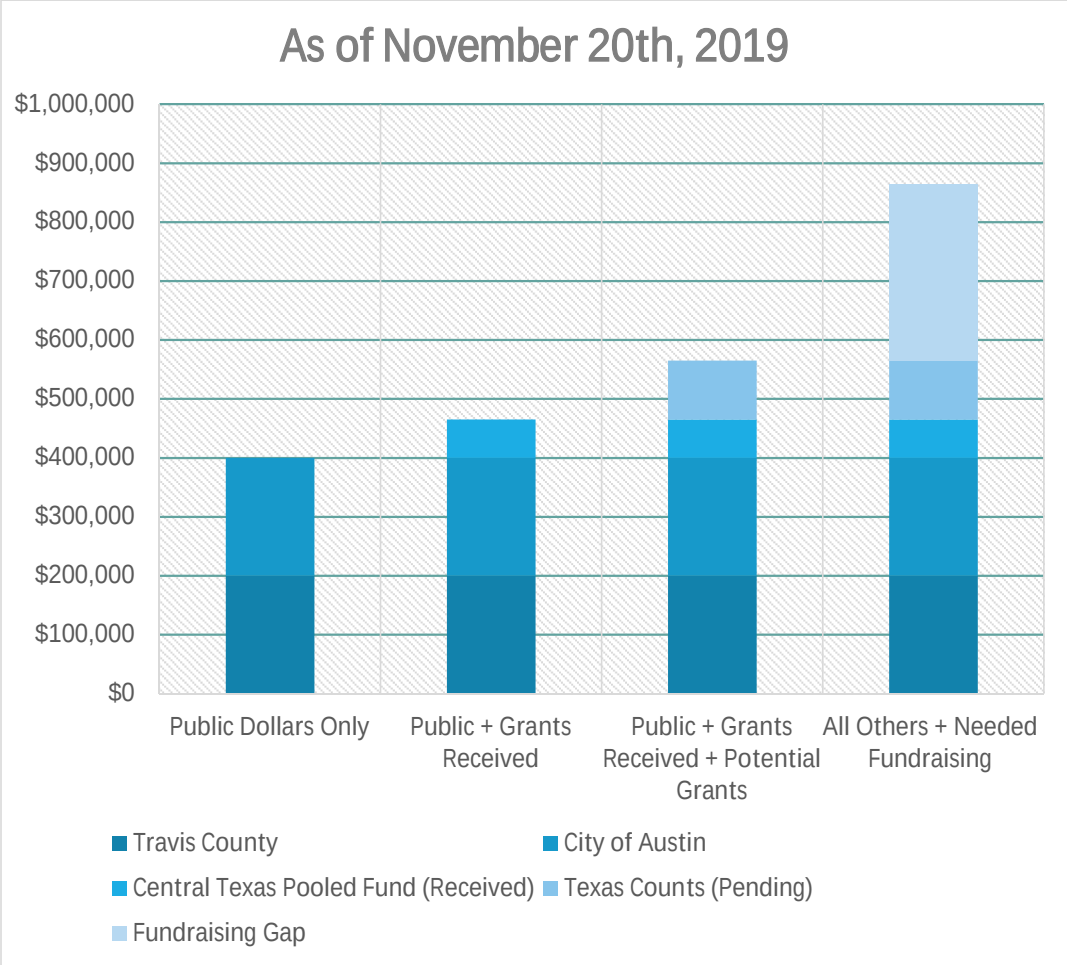
Travis County
- $200,000

City of Austin
- $200,000

Central Texas Pooled Fund (Received)
- $59,000

Texas Counts (Pending)
- $100,000

Local Fundraising
- $300,000



National and State-wide Resources

National Organizations

- Field tested messaging
- Research for best approaches and practices
- Outreach materials and design
- One-pagers, data crunching, and more…

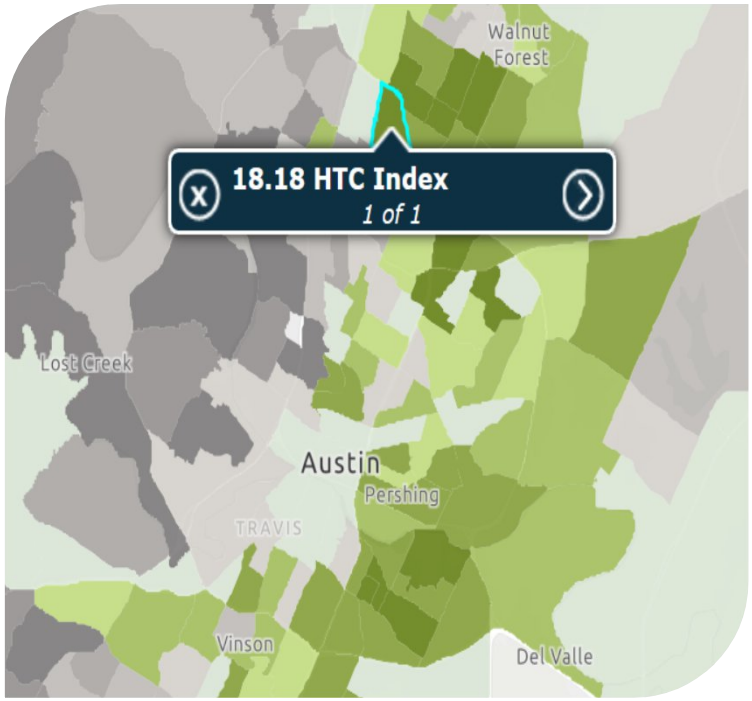
State-wide organizations (many Austin based)

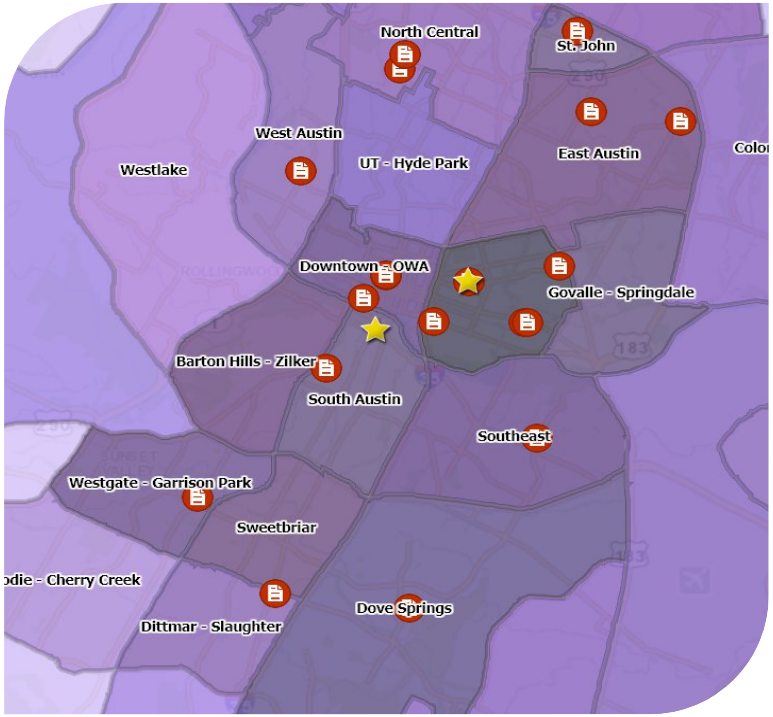
- Texas and County specific data
- One-pagers on Texas needs
- Infrastructure building in other parts of state…

Example of Partner Generated Content:

Updated and Improved Website

Mapping and Serving the Hard to Count Communities of Austin – Travis County





How City Council Can Help Lead…

1. Provide us a calendar of events in your district over the next three months.

2. Distribute outreach materials as they are produced.

3. Fill out our google form with local connectors to Hard to Count populations.