



Centre County Board of Commissioners Meeting

Tuesday, July 2, 2019

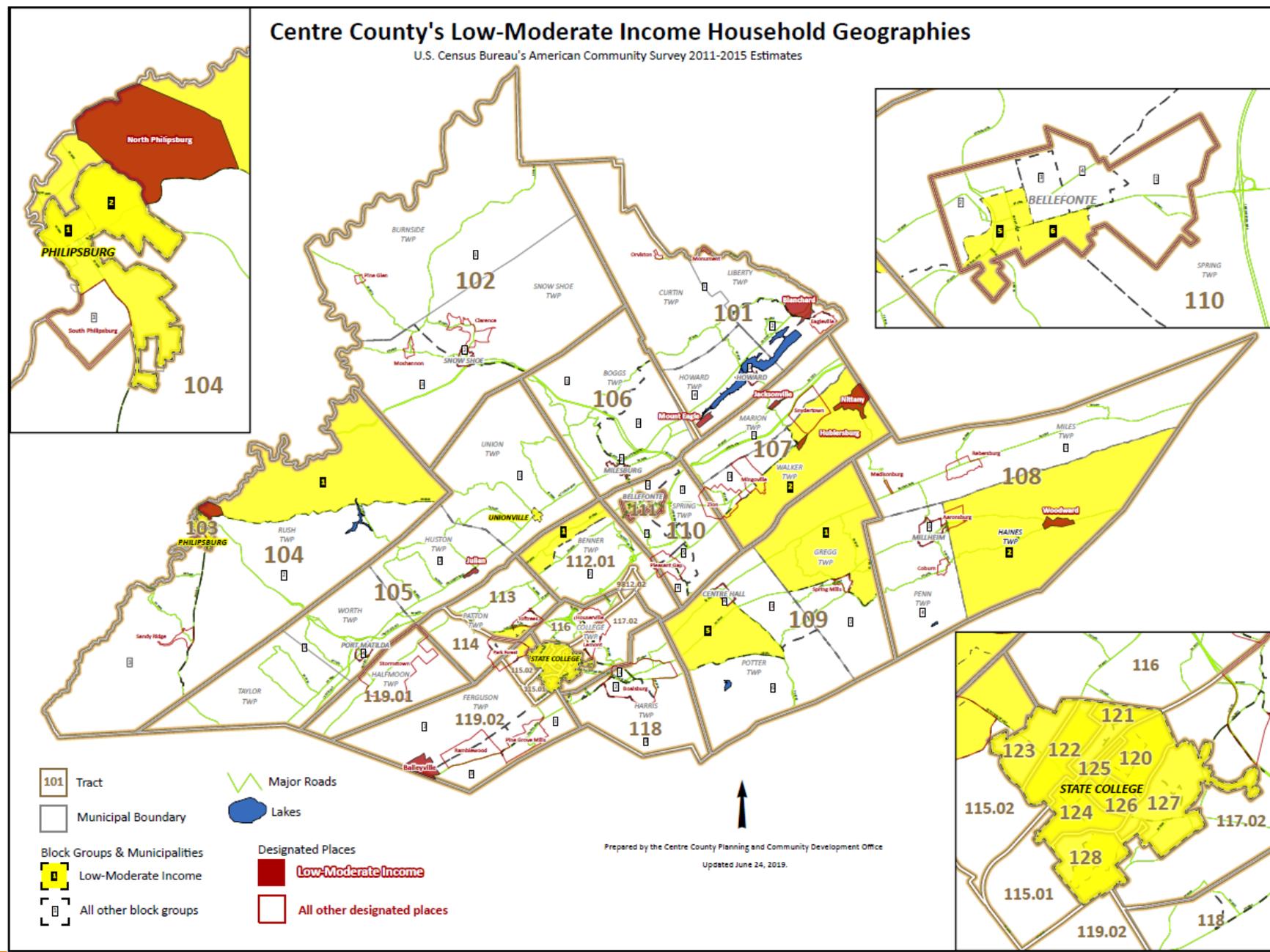
Willowbank Office Building



“Be Counted For Your Community”

U.S. Census Bureau ACS 2011-2015 Estimates

Low to Moderate Income Block Groups and Designated Places



Examples of Hard-to-Count Areas or Populations

- Hidden or overcrowded housing
- Populations that speak little or no English
- Off-campus Apartments
- New immigrant populations
- People displaced by natural disasters such as floods, fires, and hurricanes
- Children under 5 years old
- Gated Communities



Response Outreach Area Mapper (ROAM)

Low Response Score by 2016 Census Tract

State (or state equivalent) Layer

State (or state equivalent) Boundary



County (or county equivalent) Layer

County (or county equivalent) Boundary



Predicted Mail Non-Response Rate (%)

Low Response Score by 2017 Census Tract (2019 Planning Database)

30.0 to 48.4

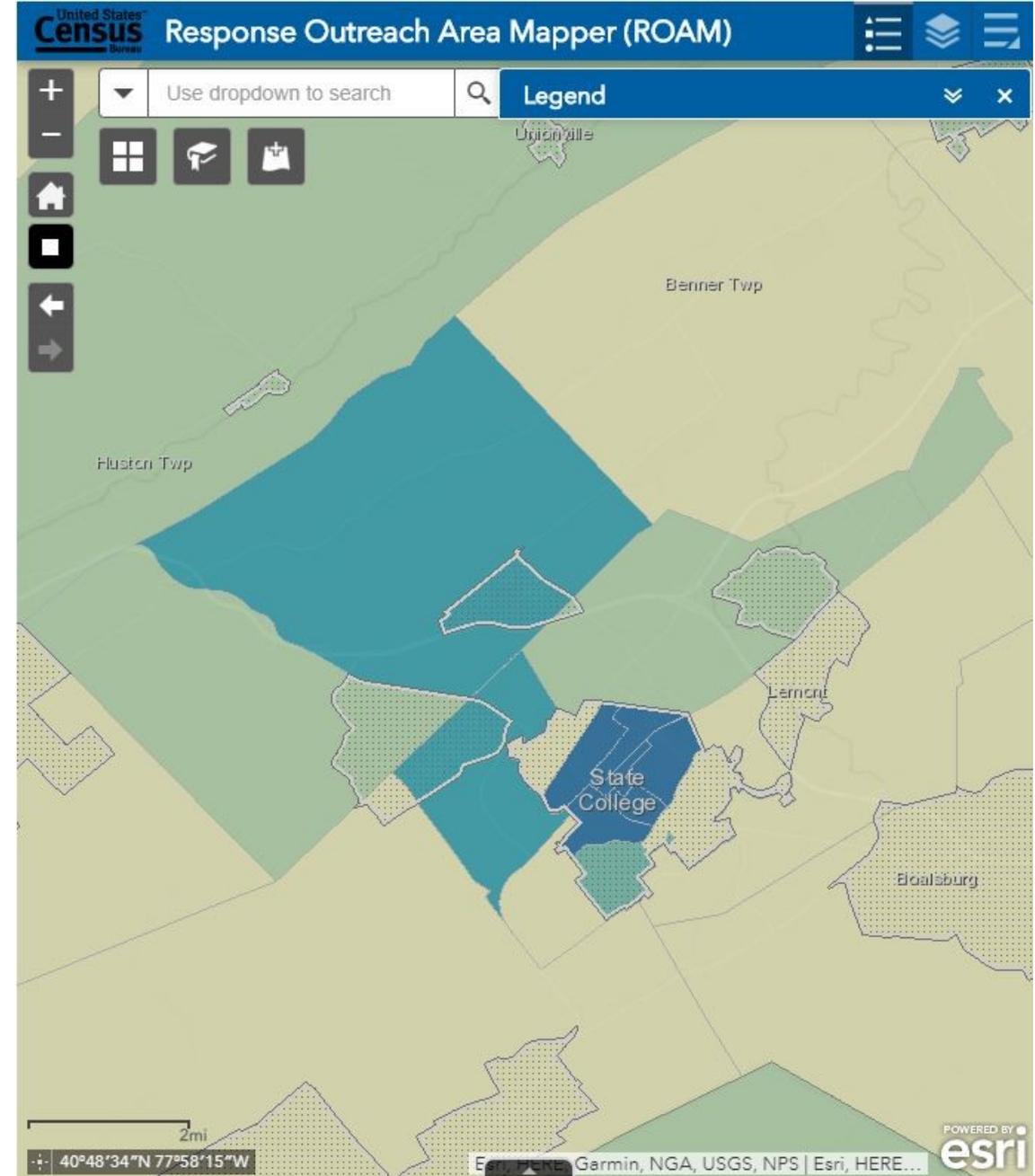
25.0 to 29.9

20.0 to 24.9

16.0 to 19.9

0.0 to 15.9

Not Calculated





Changes for the 2020 Census

- Building a more accurate address list for automating field operations – while keeping information confidential and safe
- People will be able to respond to the Census online, by mail or by phone
- Census will use data that the public has already provided to cut down on in-person follow-up visits to non-responding households



Complete Count Committee (CCC)

A volunteer committee established by tribal, state and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census

Two types:

Government and Community-Based

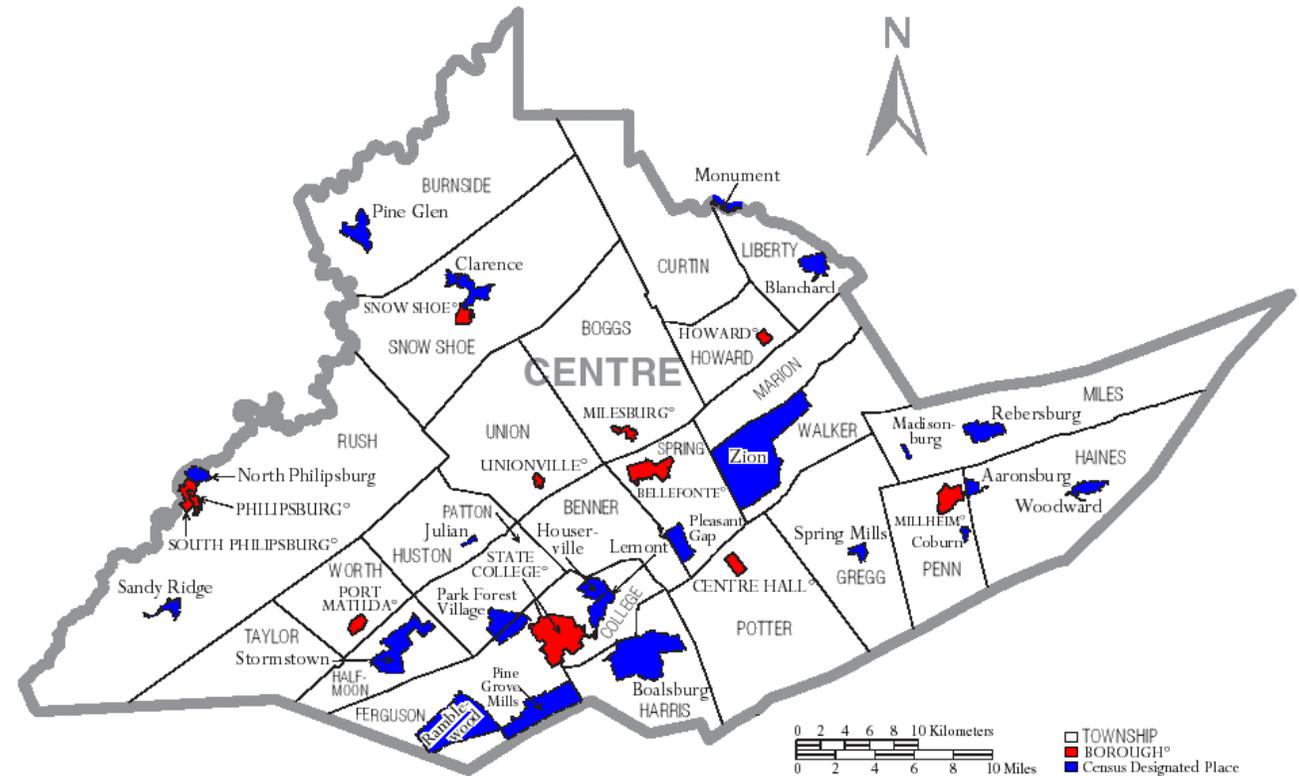
Government CCC: Committees of government officials and community members appointed by the highest elected officials of a tribal, state or local government for the purpose of developing and implementing a Census awareness campaign that motivates communities to complete the Census thoroughly and in a timely manner.

✓ **Small** (5-20 members), **Medium** (20-50 members) and **Large** (50-100 members).

Who is the Complete Count Committee (CCC)

Census Recommended Government CCC Structure:

- Government Representation
- Workforce Development
- Faith-Based Community Members
- Education Representatives
- Media
- Technology
- Community Organizations
- Business/Industry



Effective Complete Count Committee Activities

- Public Service Announcements (PSAs)
- Advertising Campaign (radio, social media)
- Banners, posters, and billboards
- Print materials
- Faith-based Activities (building awareness through organizations)
- Translation of Material
- Local Media Coverage





U.S. Census Partnership Specialists

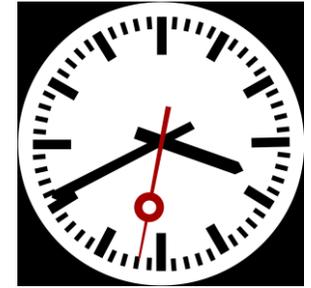
Carol King, Partnership Specialist, State College

- Serves as a technical advisor and resource for CCCs
- Attends, but does not lead, CCC meetings
- Assist in the identification of awareness-building activities
- Provides promotional materials



2020 Census – Key Communication Phases

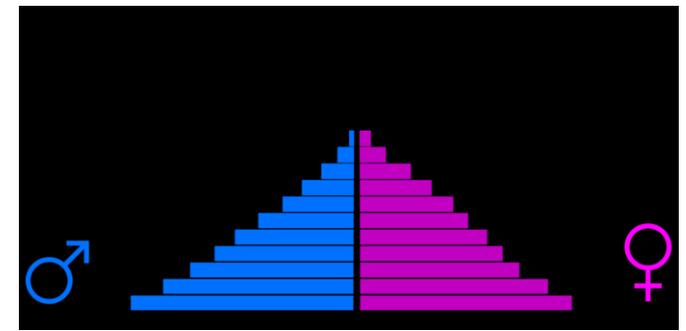
- Education Phase (2018-2019): ***“Raising Census Awareness”*** this period is used to strongly emphasize examples of how the Census data benefits the community.
- Promotion Phase (April 2019 – January 2020): ***“The 2020 Census is Coming”*** CCCs implement activities through government, faith and community based organizations, business and media. Community resident will encounter Census messages during times of work, play, leisure, school and worship.
- Motivation/Action Phase (February 2020 – June 2020): ***“Be Counted for your Community”*** – focus is to motivate each household to take ownership of the Census and make a conscious decision to participate.



2020 Census Timeline

- **September 2019**: U.S. Census to open an office in Centre County along with deployment of enumerators
- **March 12, 2020**: Census sends out an announcement and invitation to respond with a number and instructions
- **March 25, 2020**: Follow-Up Note sent
- **April 1, 2020**: **Census Day!**
- **After April 1, 2020**: “Reminder Phase” – Follow-up with households that did not participate in the Census
- Census delivers apportionment counts to the President of the United States prior to **December 31, 2020**

2020 Census CCC Considerations



- Centre County and its municipalities highly depend upon accurate population data every ten years for numerous programs, Congressional reapportionment and redistricting
- Centre County retains Hard-to-Count populations that may be under-counted and under-represented
- The Centre County BOC can elect to appoint a Small to Medium CCC to coordinate with the local Partnership Specialist and with other Community-Based CCCs and the Pennsylvania State University to increase response rates in previous low-response score areas