

# Austin City Council Work Session

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CAMPAIGN UPDATE

JUNE 2, 2020

# Update on 2020 Census Outreach

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**Bruce Elfant**

Travis County Tax Assessor Collector

**John Lawler**

Census Program Manager

1. The Importance of the Census
2. Response Rate Data Analysis
3. General Campaign Update
4. Grassroots 'Deep Dive'

# Introduction

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**Bruce Elfant**

*Travis County Tax Assessor Collector*



# The Census Impacts Funding: \$800 Billion

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- 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

**For every Travis County resident that is not counted in the 2020 Census, the county is estimated to lose at least \$1,500 per year.**

# The Census Is Crucial

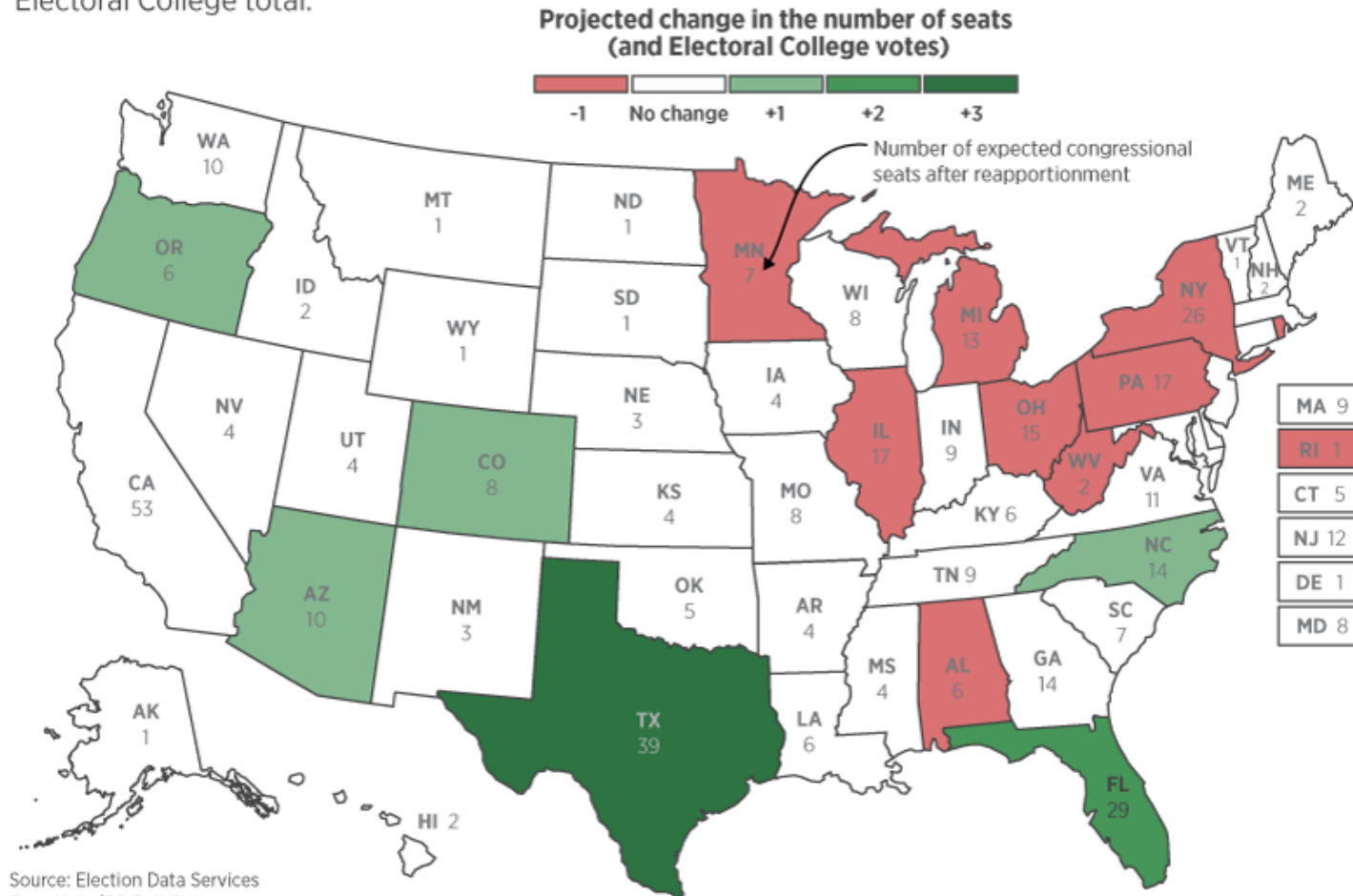
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- Allocation of federal funds to state and local communities
- Reapportionment of Congressional districts among the states
- Redistricting of state house, senate, legislative and other districts
  - City of Austin City Council Districts
  - Travis County Commissioners Court

**If the State of Texas were to be successful in counting all residents in the 2020 Census, Texans could gain at least three new congressional in the U.S. Congress**

## 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.



# Census Timeline Updates

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Activity/Operation	Original Schedule	New Schedule
Self-Response Phase	March 12–July 31	March 12– October 31
Non-response Follow up (NRFU)	May 13–July 31	August 11– October 31
Deliver Apportionment Counts to the President	By December 31, 2020	Deliver by April 30, 2021
Deliver Redistricting Counts to States	By April 1, 2021	Deliver by July 31, 2021

# Update on Self-Response Rates:

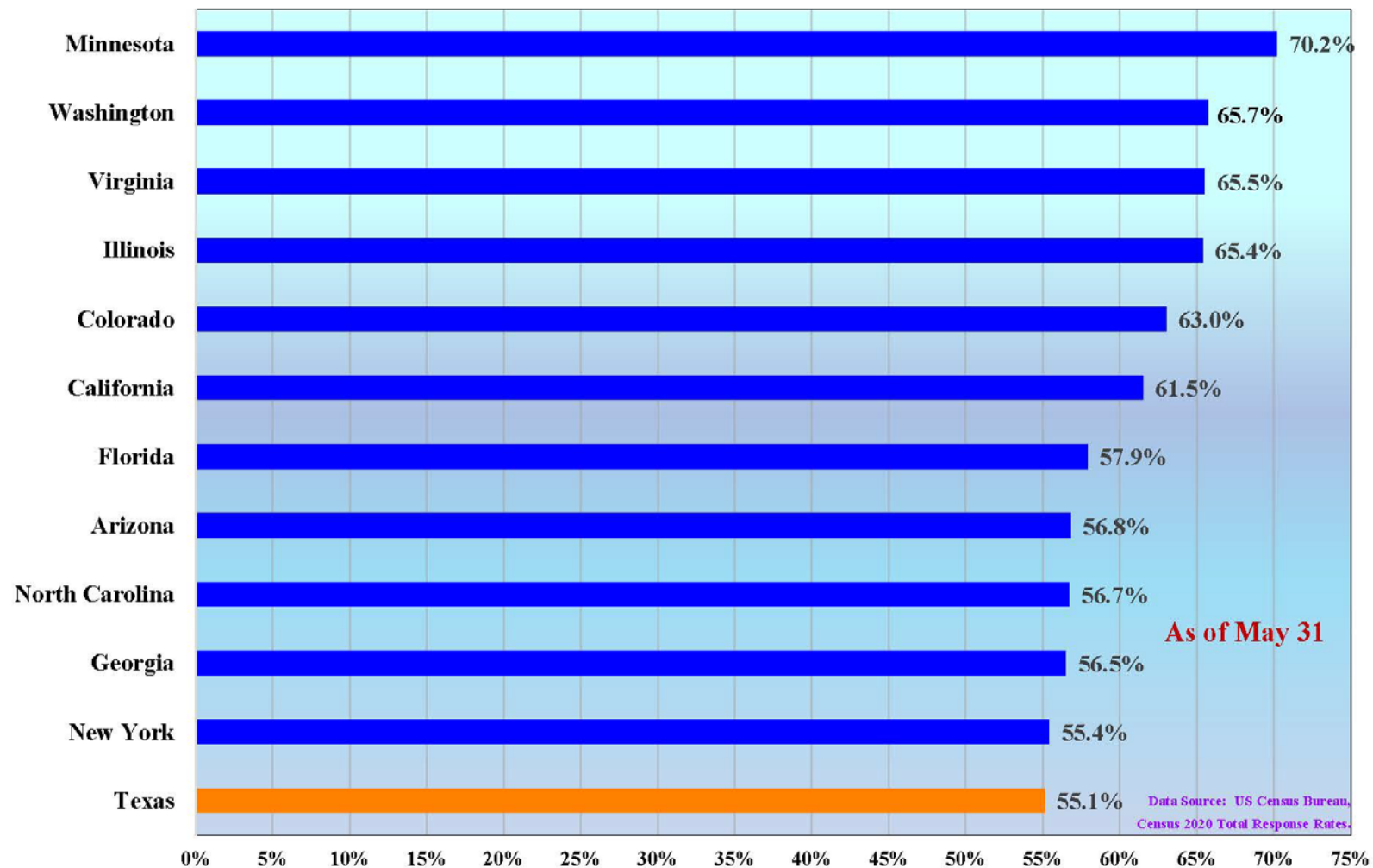
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**Ryan Robinson**

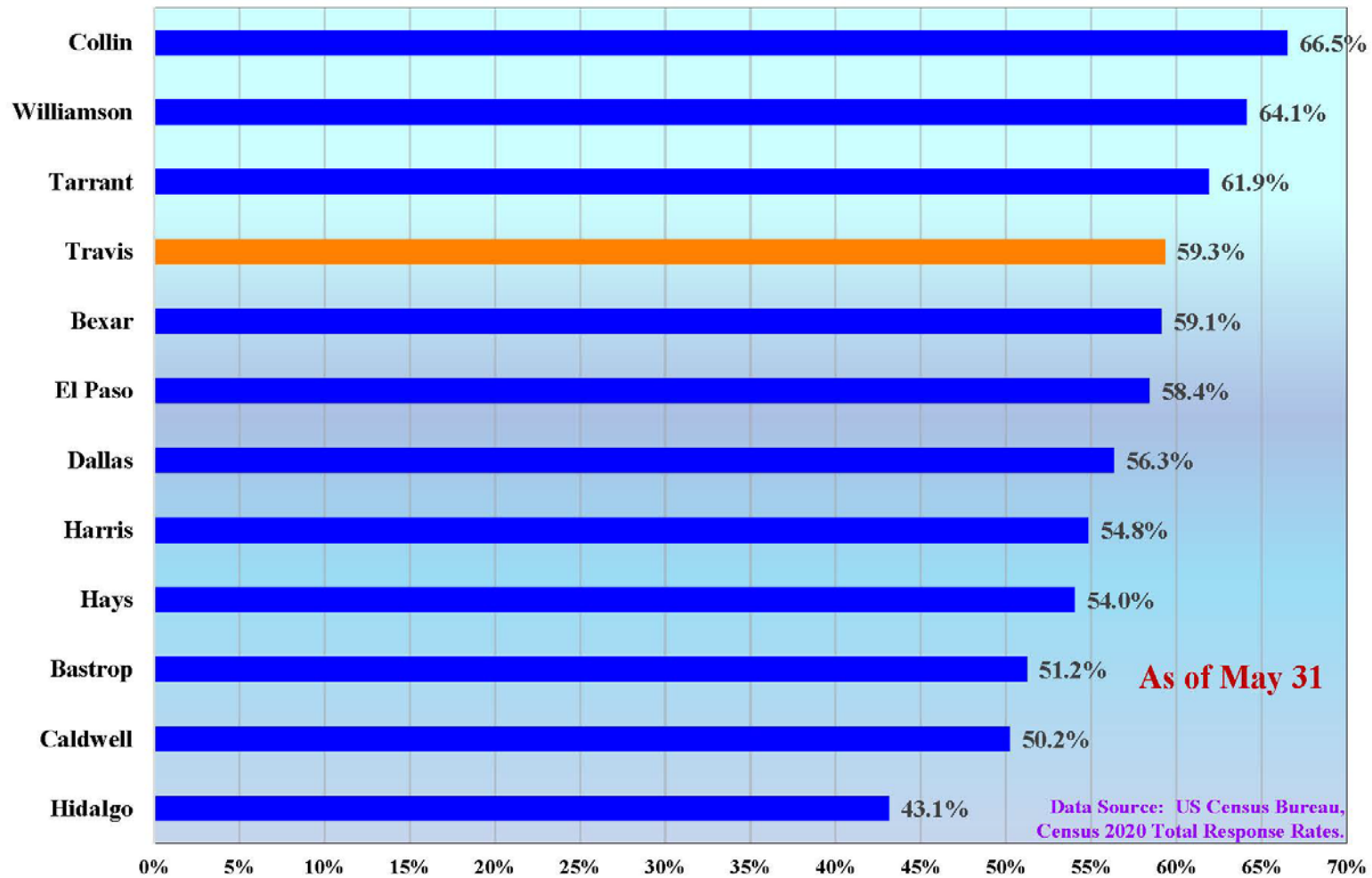
*City of Austin*



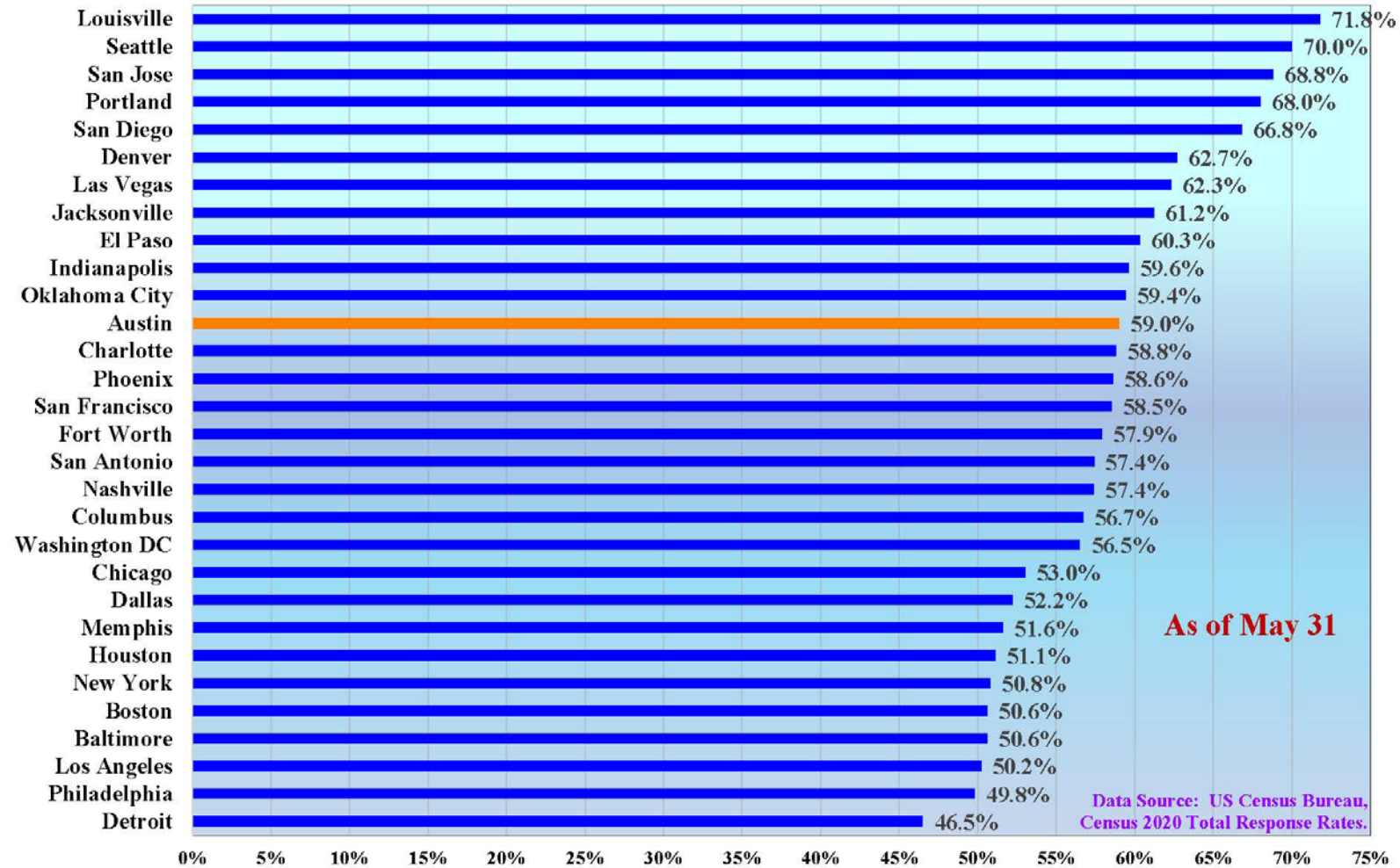
## Census 2020 Self-Response Rates, Selected US States



## Census 2020 Self-Response Rates, Selected Texas Counties



## Census 2020 Self-Response Rates, Top 30 US Cities



# 2020 Census Campaign Update

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**John Lawler**

Census Program Manager

- Strategic Plan
- Budget + Disbursements
- Regional Media + Digital Outreach
- Intersectional Focus Area
- Institutional Outreach Highlights
- Grassroots Outreach Highlights

# Strategic Plan

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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.

# Budget Mix

## **Community Canvassing . . . 53%**

Phone Banking, Flyer Drops, Supplies, etc.

## **Targeted Advertising . . . 13%**

Census Tract Specific Digital Advertising

## **Regional Media Grant. . . 13%**

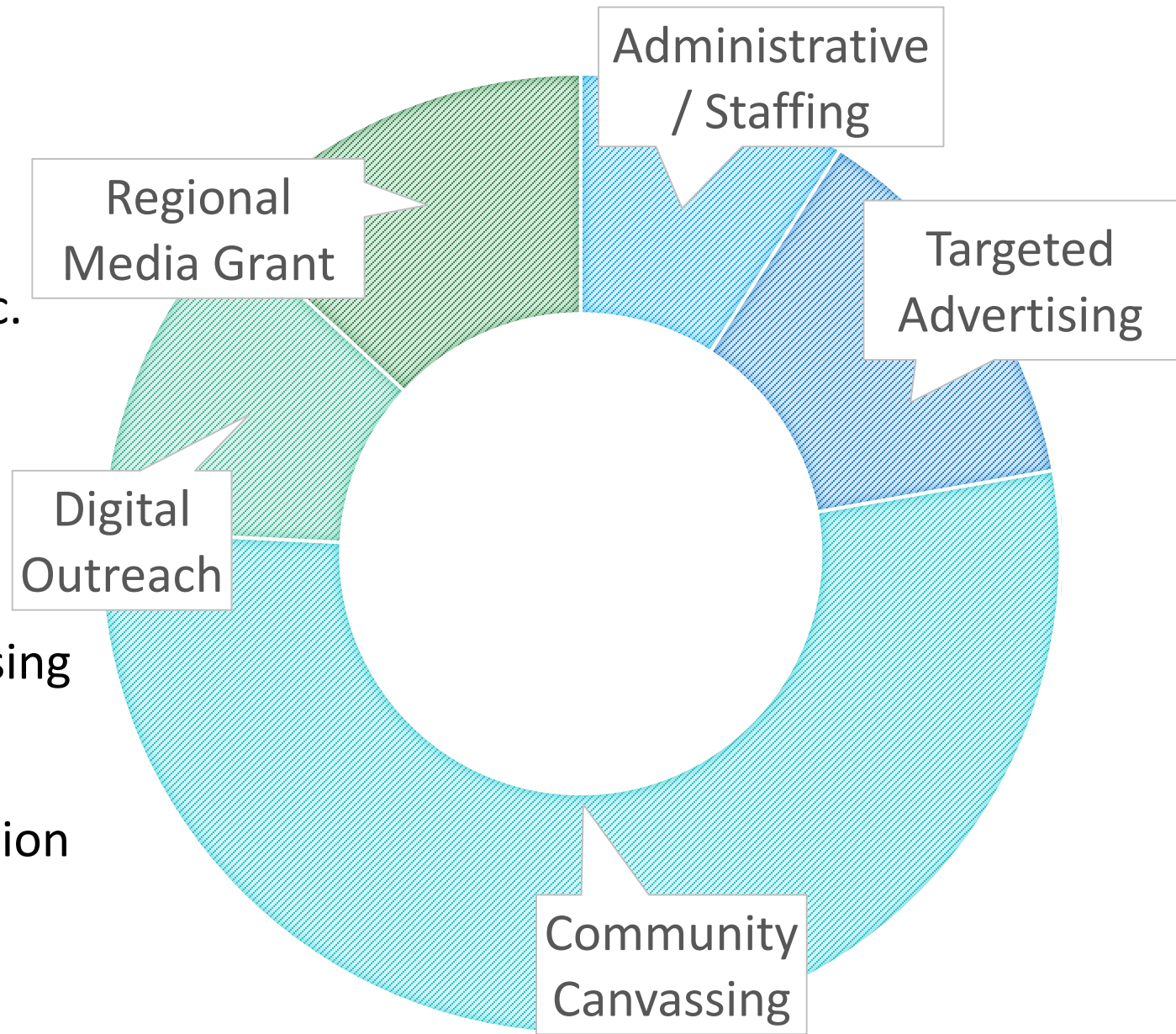
Spanish Speaking Radio + Digital Advertising

## **Digital Outreach . . . 12%**

Social Media Advertising + Content Creation

## **Administrative / Staffing . . . 9%**

Digital Coordinator + Financial Services



# Regional Media Plan

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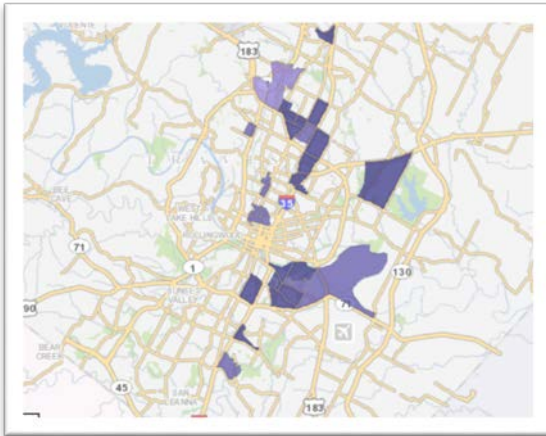
Five County region collectively applied for media grant from the Central Texas Pooled Fund late last year and were awarded \$59,000.

Regional consortium decided to allocate the dollars towards our three largest Hard to Count Community groups in an equitable fashion based on relative population size:

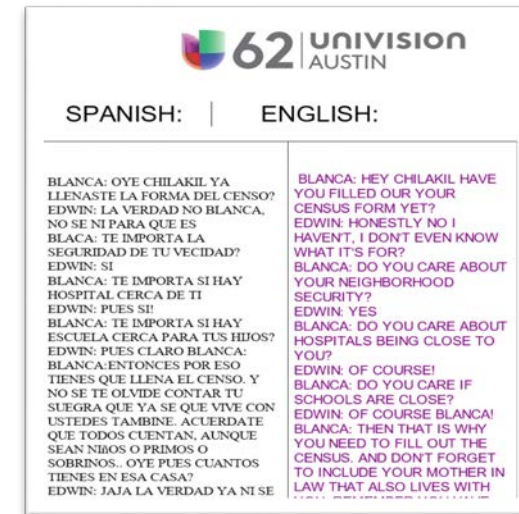
- o Hispanic Latino
- o Asian American
- o Black-African American

# Regional Media Plan cont.

\$40,000 contracted with the four Spanish speaking radio stations in the Central Texas area to be spent on coordinated, daily Spanish language advertising throughout Central Texas.

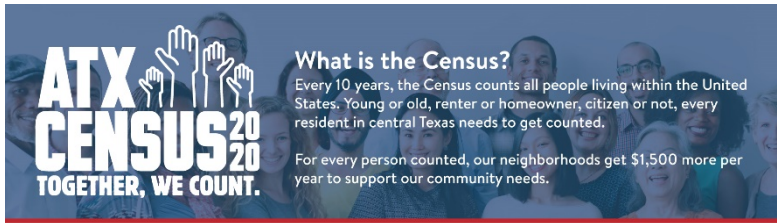


\$19,000 to be spent on expanded geographic footprint beyond Travis County for digital advertisers to target mobile devices with Asian American and Black-African American messaging.



# New Digital and Print Resources Available Online!

Visit [www.ATXCensus2020.com](http://www.ATXCensus2020.com) for posters, push cards, yard signs, & other local outreach materials.



**ATX CENSUS 2020**  
TOGETHER, WE COUNT.

**What is the Census?**  
Every 10 years, the Census counts all people living within the United States. Young or old, renter or homeowner, citizen or not, every resident in central Texas needs to get counted.

For every person counted, our neighborhoods get \$1,500 more per year to support our community needs.

**How Does the Census Affect Us?**

- Schools**  
Every child not counted means less funding for schools.
- Healthcare**  
Critical services for seniors, children, and families are funded based on the Census.
- Transportation**  
From highways, busses, to neighborhood streets, your response is critical to funding.

**Safe and Confidential**  
By law, your responses cannot be shared with any other government agency, or used against you in any way. Most important, the Census will NOT ask about citizenship status.

**9 Questions in 9 Minutes**  
As of March 12th, your home can fill out the Census in three ways:

- ONLINE**  
2020Census.gov
- BY MAIL**
- BY PHONE**  
844-330-2020

**Need Help Filling Out the Census?** Visit any Austin Public Library for details, call 2-1-1, or go to [ATXCensus2020.com](http://ATXCensus2020.com) to learn more.

**ATENCIÓN**  
¡Puede realizar el Censo en línea (por internet)!



**No se requiere identificación en línea.  
No se requiere una pregunta de ciudadanía.**

¡Visite [www.My2020Census.gov](http://www.My2020Census.gov) hoy!

Preguntas o necesidad de tomarlo por teléfono: Llame al 2-1-1.

**ATX CENSUS 2020**  
JUNTOS, CONTAMOS.

Visite [ATXCensus2020.com](http://ATXCensus2020.com) o llame al 2-1-1 para aprender más como el Censo afecta los fondos escolares, almuerzos escolares gratuitos, mejorando nuestras carreteras y autobuses locales, la atención médica para personas mayores de edad, CHIP, SNAP, y Medicaid para los niños.



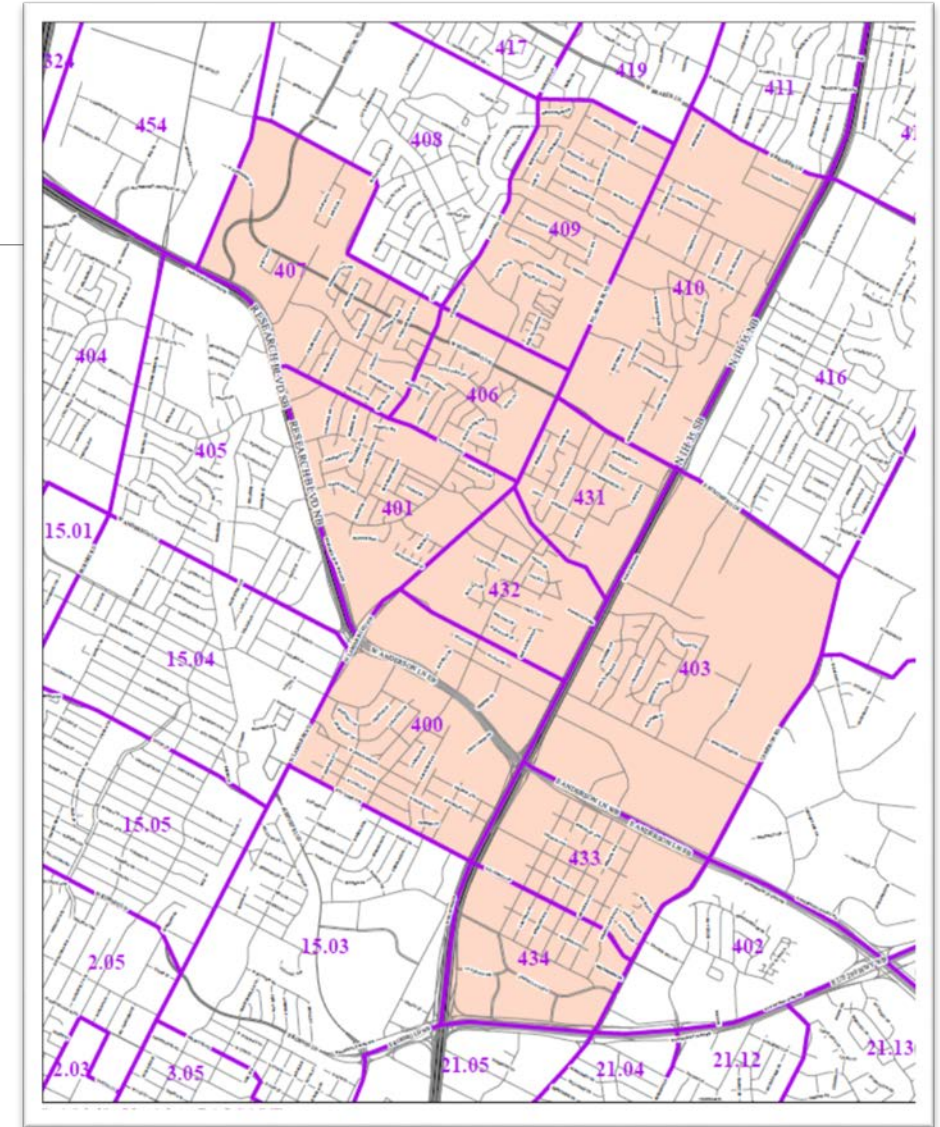
# Intersectional Focus Area

Refocusing Grassroots campaign to a targeted geographic area.

The census tracts selected are concentrated in the North Lamar/Rundberg area – one of the County's consistently lowest-responding neighborhood areas and diverse in hard to count populations.

The budget will invest in proven strategies used in the field and reported back to the CCC as measurably effective in increasing response rates:

- Phone-banking,
- Mail from local elected officials, and
- Resource center canvassing (when safe).



# 30 Day Response Challenge

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Countywide CCC has launched a 30-day challenge to count an additional 50,000 households in the month of June

Goal set in consultation with City Demographer and based on the historical average response rate this far.

If successful, county and city will surpass 2010 response rate.

Digital Team is working in partnership with grassroots groups to publish digital content regularly with weekly themes and targeted audiences.

**125,000** RESIDENTS

x **\$1,500** PER  
RESIDENT

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**\$185 MILLION** PER  
YEAR




# Census Challenge Digital Toolkit

## Facebook/Instagram Sample Text

Today, from your home, you can help our community receive the funding and representation it deserves for the next 10 years.

Over this next month, help us get another 50,000 counted in the Census - which brings our city another \$185 million/year in funding for schools, healthcare, housing and more!

Your home can fill out the 2020 Census in 3 ways:

-  Online - My2020Census.gov
-  Phone – 2-1-1
-  Mail

We're  
Counting  
on  
**YOU**

**ATX**  
**CENSUS**<sup>2020</sup>  
TOGETHER, WE COUNT.



[Get image](#)





# Kit de herramientas para los medios sociales


## Mensaje de muestra para Facebook y Instagram

Hoy desde su casa, ud puede ayudar a que Austin y el Condado de Travis reciban los fondos y la representación que merezcan durante los siguientes 10 años.

9 preguntas en 9 minutos ¡Hágase contar ahora! Su hogar puede llenar el Censo de tres maneras:

 En línea: [My2020Census.gov](https://My2020Census.gov)

 Por teléfono: 2-1-1

 Por correo postal

No se requiere una pregunta de ciudadanía. No se requiere identificación en línea.



**¡Todos los Cuentan!**

**ATX CENSUS 2020**  
JUNTOS, CONTAMOS.

 [Descarga](#) 

# Grassroots Campaign Updates: Community CCCs

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*Black - African American Community CCC*

*Asian American Community CCC*

*Hispanic - Latino Community CCC*

*LGBTQ+ Community CCC*

*College Student CCC*



# Black - African American Community CCC

Organizing in Black African American areas in partnership with other Hard to Count community groups.

Austin Area Urban League is serving as fiscal agent and has received national grants for local outreach.

Host regular #WeCountWednesdays with local creative talent.

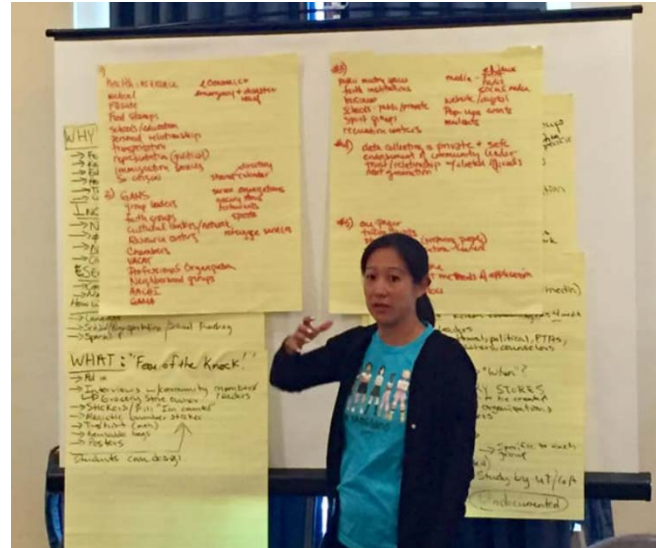


# Asian American Community CCC

Mobilizing a coalition by disbursing small grants to a diverse group of local community groups.

Leading a community focused digital campaign:

- [Website](#)
- [Facebook page](#)
- [YouTube channel](#)
- Livestream webinars with AAPI community leaders, scholars, and activists
- Weekly newsletters



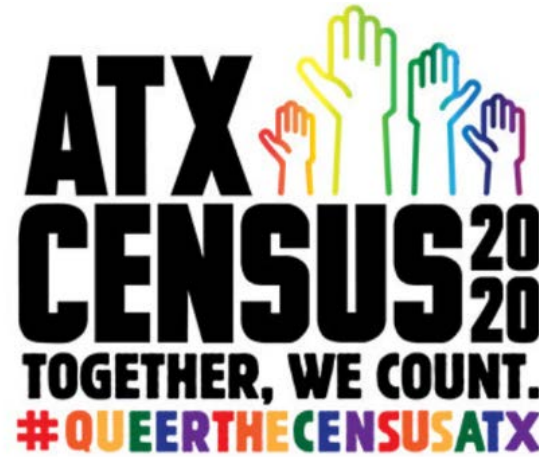
# LGBTQ+ Community CCC

Group is comprised of people from: City of Austin, University of Texas, the Transgender Education Network of Texas, Waterloo Counseling Center, Austin Tech Alliance, the Texas Civil Rights Project, Austin Pride, and others.

Created a series of [PSA videos](#) featuring LGBTQ+ Austin entertainers, activists and artists.

Crafted a website as a resource toolkit to address key concerns and considerations: <https://queerthecensusatx.org/>

Active social media accounts: [Facebook](#), [Instagram](#) & [Twitter](#)



# Hispanic - Latino Community CCC

Diverse community coalition chaired by Travis County Precinct 4 Constable George Morales.

Targeted Apartment and business outreach including mobile home parks, churches, and community resource centers.

Bilingual social media campaign led by Hispanic Chamber of Commerce's 'Hispanic Austin Leadership' program. Tactics have included gift card raffles, television appearances, YouTube videos, and Facebook live events.

Safely distributed outreach materials in partnership with Travis County constable offices at food pantries, churches, and school lunch sites.



# Grassroots Deep Dive: South East Travis County

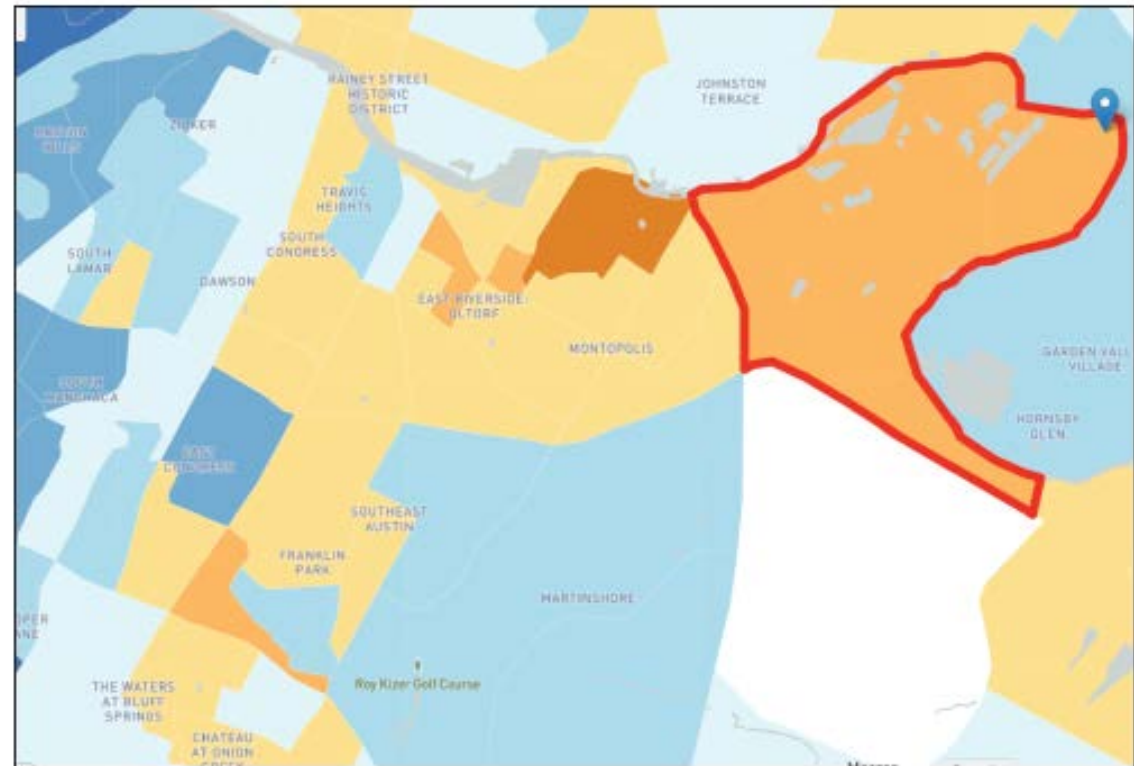


## **Census Tract 23.1** **A Case Study of Census Registration**

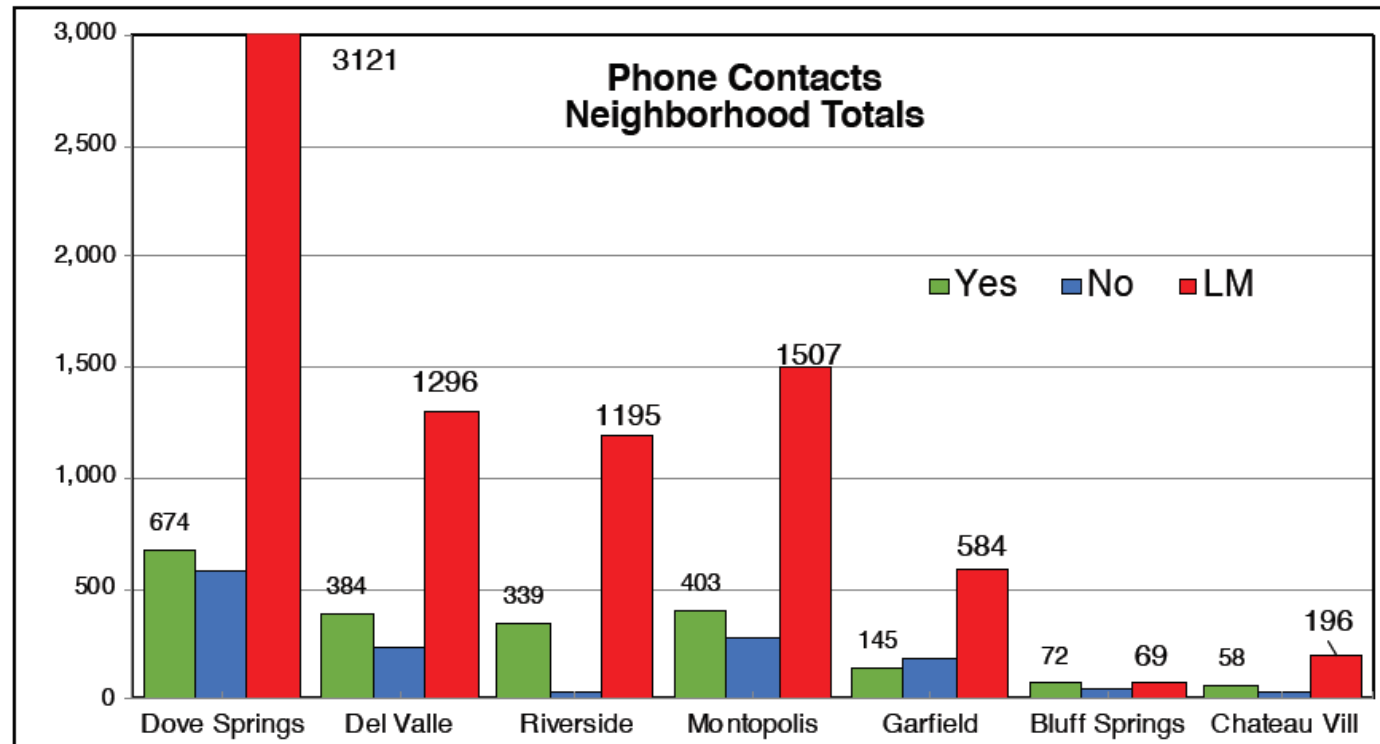
- Montopolis & Riverside
- 3,147 Households
- 86.1 % Hispanic
- Under 200% Poverty - 61.5%

### Registration Percent

- April 28: 27.2%
- May 18: 35.7%



# Grassroots Deep Dive: South East Travis County



## Census Phone Script

Hi, my name is \_\_\_\_\_. I'm a volunteer with CONTAMOS Austin calling about the census.

### Have you completed your census? (Yes/No)

**IF YES:** Great! Thank you for your time have a nice day.

**IF NO:** We're calling to remind you to please fill out your Census. You can fill it out online at [2020census.gov](https://2020census.gov), by mail or over the phone, and it should only take you a few minutes. The census is completely confidential and it is critical so that our community receives more funds for schools, transportation, and other infrastructure. Thank you for your time. Have a nice day.

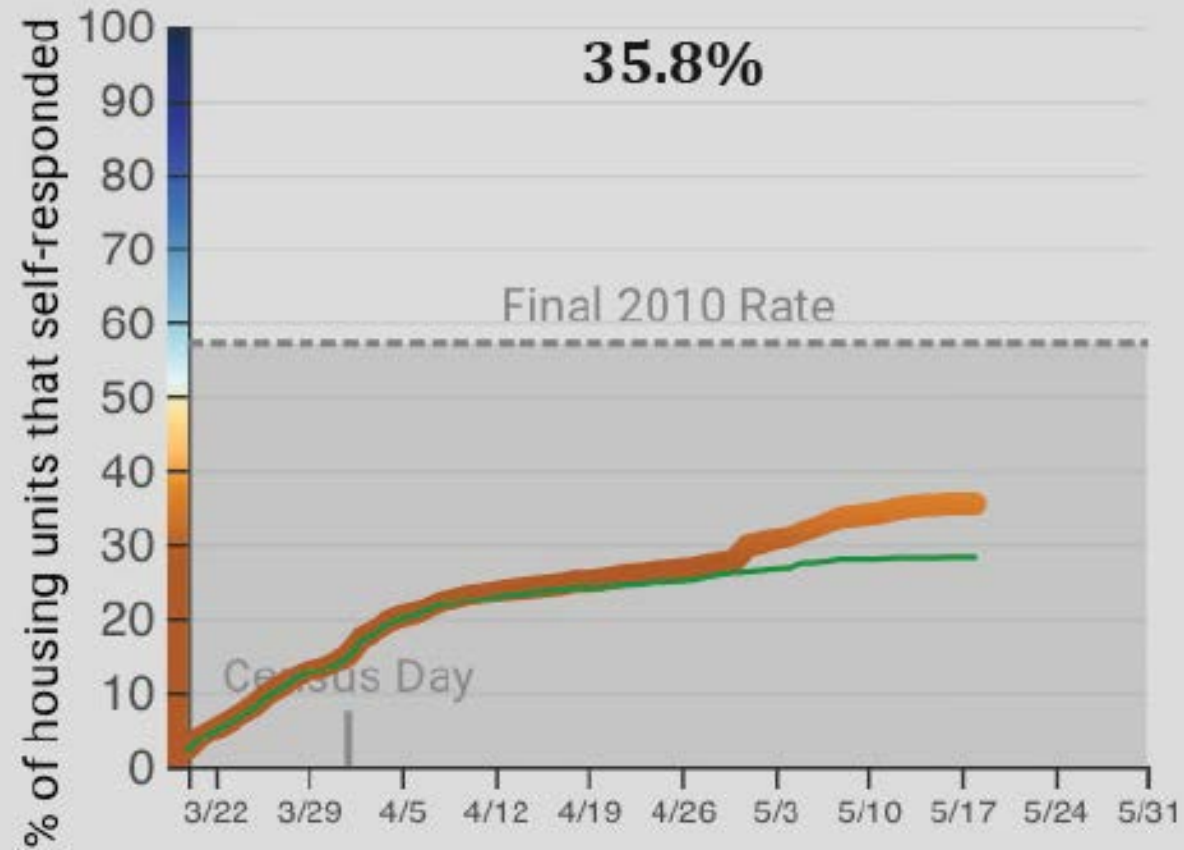
### Voice Mail

Hello, I'm a volunteer with CONTAMOS AUSTIN.

We are calling to remind you that it is time to fill out your census. You can do it by mail, on the computer at [2020census.gov](https://2020census.gov), or by phone at **844-330-2020**. It should only take you a few minutes, but it is very important so that our community is counted and we get the funding that our community needs for our schools, transportation and other infrastructure. Thank you.

**Questions: Jack Chincanchan - 512-699-0957**

## 2020 Self-Response by Day (overall & internet-only)



# Institutional Partner Highlights:

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*Austin Independent School District / ACPTA*

*Central Health*

*City of Austin*



# Austin Independent School District

Conducted multiple Census Ambassadors including one in Spanish and Parent Support Specialist have hosted multiple community Census events.

Designed Census Buttons and Banners for all Title 1 schools.

Created a Census Newsletter with resources and outreach materials for schools and leadership

Created a multilingual census 2020 resource packet which was distributed to AISD families at events.



CENSUS 2020

CENSO 2020

EVERYONE COUNTS  
TODOS CONTAMOS

Learn why your response matters  
Descubra por qué es importante su respuesta  
[www.my2020census.gov](http://www.my2020census.gov)

ONLINE /  
EN LÍNEA

PHONE /  
TELÉFONO

BY MAIL /  
POR CORREO

United Way

United Way for  
Greater Austin

AUSTIN  
Independent School District

Austin Council  
PTA

# Central Health

Postcard being mailed to 60,000 households in County's priority ZIP codes.

Outreach specialists have made 950 calls, reaching 544 MAP members about COVID prevention, testing and Census.

When people call MAP/MAP BASIC eligibility and enrollment department and get placed on hold, they hear information about COVID prevention, testing and Census in both Spanish and English.

### GET COUNTED. THE 2020 CENSUS IMPACTS EVERYONE.

Getting counted helps fund health care in your community.

- Look for your 2020 Census card in the mail.
- Complete the Census by phone, online or mail.
- Make sure everyone in your home is counted.

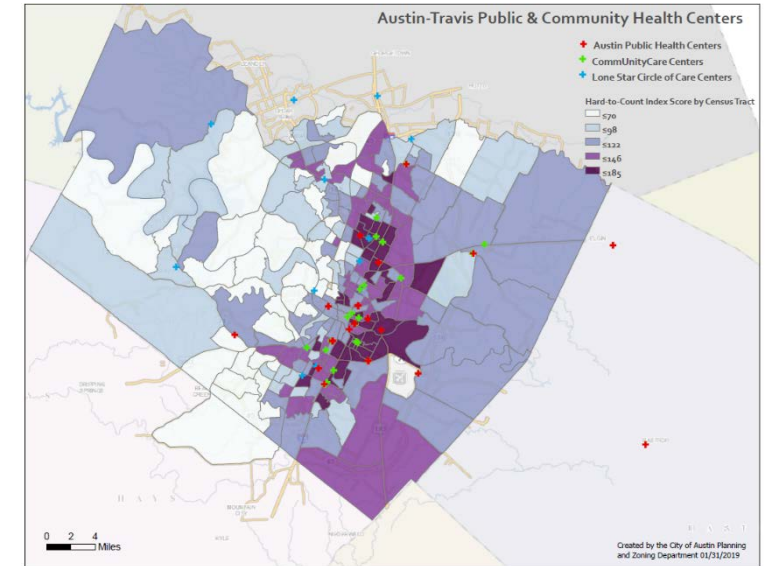
Your answers are safe and confidential – and will help ensure adequate health care for you and your family.

### MOLUPTAT EFEMO ELENT DERUM ETONME DOMCONT HARUM.

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The University of Texas at Austin  
Dell Medical School

SENDERO  
HEALTH PLANS

Community  
Care  
Collaborative

CommUnityCare  
HEALTH CENTERS

CENTRAL HEALTH

United States  
Census  
2020

## GET COUNTED

### LUPTATUR ASPERITIUM

Respond to the  
2020 Census.

For help  
CALL 211

For info visit  
2020CENSUS.GOV

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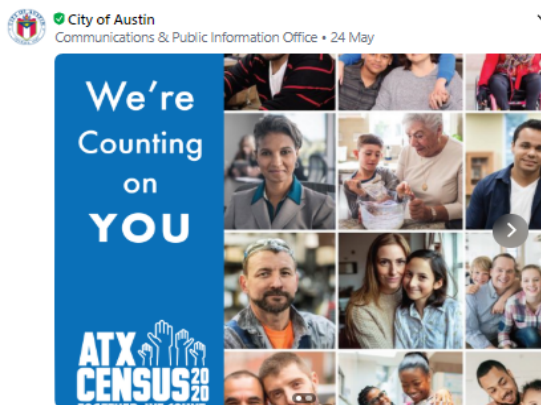
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2020CENSUS.GOV

FOR HEALTH INFO IN YOUR AREA TEXT "HEALTH" TO 47177.

INCIDIDUNT UT LABORE DOLORE MAGNA: TEMPOR ET DOLORE 47177

# City of Austin

- ATXCensus2020.com Website Updates and Resources
- Digital Toolkit Resources available in English and Spanish
- City of Austin Social Media Promotions in English and Spanish
- Postcards in English and Spanish provided in Resource Packets for EAT Initiative
- City of Austin Electronic Road Sign Promotion
- Promotions in City Newsletters, Austin Utilities Now Inserts, E-mails, and Printed Materials
- Census Update Presentations to City Boards and Commissions



We're counting on you ✓ / Todos los cuentan ✓. (en español abajo)  
Today, from your home, you can help our community receive the funding and representation it deserves for the next 10 years.

Over this next month, help us get another 50,000 counted in the Census - which brings our city another \$185 million/year in funding for healthcare, schools, housing and more!

Your home can fill out the 2020 Census in 3 ways:  
 Online – [www.My2020Census.gov](http://www.My2020Census.gov)  
 Phone – 2-1-1  
 Mail

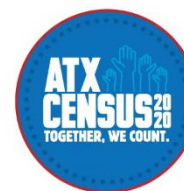
Already taken the Census? Help get your community counted by sharing this post or by going to [ATXCensus2020.com](http://ATXCensus2020.com) to volunteer!

Hoy desde su casa, ud puede ayudar a que Austin y el Condado de Travis reciban los fondos y la representación que merezcan durante los siguientes 10 años.

9 preguntas en 9 minutos ¡Hágase contar ahora! Su hogar puede llenar el Censo de tres maneras:  
 En línea: [www.My2020Census.gov](http://www.My2020Census.gov)

## ¡Los esfuerzos del Censo Local necesitan!

Hoy desde su casa, ud puede ayudar a que Austin y el Condado de Travis reciban los fondos y la representación que merezcan durante los siguientes 10 años.



### Black African American Community Group



### Hispanic Latino Community Group



### Asian American Community Group



### LGBTQ+ Community Group



## What is the Census?

Every 10 years, the Census counts all people living within the United States. Young or old, renter or homeowner, citizen or not, every resident in central Texas needs to get counted. For every person counted, our neighborhoods get \$1,500 more per year to support our community needs.

### How does the census affect us?

- » Schools — Every child not counted means less funding for schools.
- » Health care — Critical services for seniors, children and families are funded based on the Census.
- » Transportation — From highways to buses to neighborhood streets, your response is critical to funding.

### Safe and Confidential

- » By law, your responses cannot be shared with any other government agency or used against you in any way. Most important, the Census will not ask about citizenship status.



### Nine questions in nine minutes

Your home can fill out the Census in three ways:  
 » Online — [my2020Census.gov](http://my2020Census.gov)  
 » By Phone — [844-330-2020](tel:844-330-2020)  
 » By Mail

### Questions?

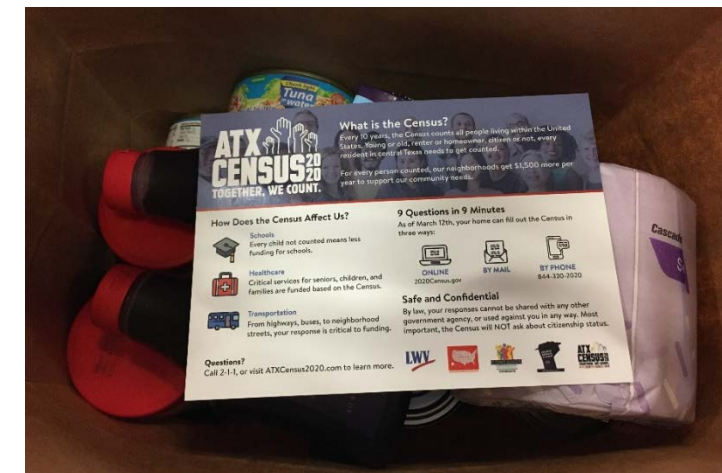
- » Call 2-1-1

Visit [ATXCensus2020.com](http://ATXCensus2020.com) or call 2-1-1 to learn how the Census affects our school funding, free school lunches, repair of our local roads, bus transportation, health care and more.



## Feedback so on housing p

The Draft Action Plan for the Neighborhood Housing Community Development (NHCD) releases for May 22. Each year, the federal funding from the Department of Housing and Urban Development for projects that support housing and public services for persons with disabilities and low- and moderate-income households. NHCD will provide feedback on the draft public comment phase. Visit [austintexas.gov/housing](http://austintexas.gov/housing), call 512-974-nhcd@austintexas.gov



# Next Countywide CCC Meeting

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Wednesday, June 17<sup>th</sup>, 2020

10:30 a.m. to noon

Online!

***YOUR COMMUNITY NEEDS YOU!***

***TAKE THE CENSUS  
ONLINE TODAY***



GO TO  
***MY2020CENSUS.GOV***  
CALL 2-1-1 FOR MORE INFO