



Staff Report

To: Summit County Council

From: Jeffrey B. Jones, AICP, Econ. Development & Housing Director

Re: Census 2020 – Update

Type of Item: Informational

Meeting Date: Wednesday, March 25, 2020

BACKGROUND/EXISTING CONDITIONS

The census is a constitutionally mandated process that has occurred since 1790. It has been administered during a world war, earthquakes and a Great Depression, and yet the mission has remained the same: By trying to count every person in the country, the nation's communities can attain their rightful share of political representation and federal resources for vital programs such as school lunches, plans for highways, support for firefighters, the early childhood program Head Start and Section 8 housing, which provides subsidies to low-income residents.

A study published in 2017 by the George Washington Institute of Public Policy calculated that \$5,694,470,987 was distributed to Utah based on decennial numbers. For Utah, this figure breaks down to \$1,870 per capita and roughly \$5,254 per household in Summit County. Over a 10-year period, that would equate to \$52,547 lost for every household in Summit County that was missed in the Census count. For Census 2010, **only 55%** of the households in Summit County reported.

In the fall of 2019, and in response to the challenges associated with Summit County's low 2010 response rate, the League of Women Voters of Utah, a nonpartisan political organization encouraging informed and active participation in government offered to volunteer and assist the County with Census 2020. Towards that end, a [Complete Count Committee](#) was organized to increase awareness and motivate residents to respond to the 2020 Census.

In support of the Complete Count Committee, Summit County created a Census 2020 [web page](#), made presentations to every city/town within Summit County and budgeted \$10,000 in support of the outreach efforts. Summit

County also made application to the State of Utah for a grant in the amount of \$30,000 to support outreach efforts. However, the County was unsuccessful in obtaining funds from the State of Utah. The state ended up with \$2.5M in requests but only had \$500,000 to distribute.

Led by Diego Romo (PCTV), LULAC, the Christian Center of Park City, the Park City Community Foundation, the League of Women Voters, Park City Park City Municipal Corporation and others, Summit County participated in a [Census 2020 Town Hall](#) (January 2020) aimed to provide answers to questions about census usage & methodology, importance of census data, personal data privacy and census job opportunities. The presentation was in both Spanish and English.

In response to not being able to secure funding from the State, the Complete Count Committee revised its outreach strategy to use public spaces such as libraries, city/town halls and community centers to raise awareness about the census — and help communities fill out the survey. Working in concert with Summit County's IT Department, the County purchased 16 kiosks and associated iPads and secured kiosk locations throughout the County. It was the County's intent to deploy the kiosks the week of March 15th.

Summit County also began a daily social media campaign entitled: "Who We Are," to increase interest in the Census. The ["Who We Are"](#) campaign illustrates unique data points in Summit County.

IMPACTS OF THE CORONAVIRUS VIRUS ON THE US CENSUS

The coronavirus presents a challenge to the 2020 census because human transmission of the virus has prompted public health officials to close many facilities and discourage public gatherings and limit social interactions. Summit County's deployment of the kiosks has also been furloughed.

Limiting public interactions poses a challenge for the count of Latino and immigrants, who often depend on in-person interactions to help them understand the census — and its importance to their economic and political power.

To ensure an accurate count, census takers will try to track down those who do not respond to the census by late April by knocking on doors between May and July. Though no physical interaction is required to complete the count, concerns over contracting the virus could affect the traditional door-to-door process.

The coronavirus outbreak is yet another major reminder of why it's important for Summit County to have access to accurate census data.

An accurate census count can help ensure that the County will have the necessary public health services to provide a safety net to those in need, whether that means properly funding community health clinics, ensuring child-care needs are met or devoting resources to emergency preparedness.

WHAT YOU CAN DO TODAY

Available now, Summit County residents can complete the Census Questionnaire online at my2020census.gov. It is also possible to respond by telephone, 844-330-2020, and by mail using a paper-form some residents will receive from the Census Bureau. The online survey and phone service are available in many languages.

The Census Bureau is encouraging everyone to respond by **April 30**, preferably online or by phone. Everyone living in the United States is encouraged to participate in the census regardless of age, gender, immigration or housing situation. The 2020 Census does not include questions about citizenship or immigration status and is completely confidential.

For those who are unable to respond by April 30, Census Bureau employees are scheduled - as of March 12 - to visit neighborhoods starting in May to collect responses in person.

CENSUS 2020 TIMELINE

- **January 2019**, field offices Open around the country.
- **August - September 2019**, Census Bureau will deliver feedback from the Local Update of Census Addresses Operation (LUCA) feedback back to Summit County.
- **February 2020**, Group Quarter operations begin. These operations include, but are not limited to, people in colleges and universities, correctional facilities and medical facilities, people experiencing homelessness, people receiving service at service-based locations, people living on maritime vessels and people living on military bases.
- **March 2020**, Internet self-response begins. Mailing 1: Contains instructions to self-respond with unique ID. Most will receive a postcard with instructions to complete the survey online or over the phone. About 20% of households will receive a paper form option as part of the initial outreach. The Census will encourage, but not require, people to enter their unique ID with their response. Mailing 2: Letter to non-respondents. Mailing 3: A post card to non-respondents.
- **April 2020**, Census Day is April 1. Mailing 4: Letter and survey to non-respondents. Mailing 5: "It's not too late" post card to non-respondents.
- **May 2020**, Non-response follow-up (NRFU) begins. Census workers visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door.

Enumerators can visit an unresponsive household up to six times.
Includes solicitation of proxy responses, which are responses provided by a knowledgeable source, such as a neighbor.

- **August 2020**, Complete NRFU.

ATTACHMENT: PowerPoint Presentation