

Duval Counts





What is the 2020 Census?

Once a decade, America comes together to count every resident in the United States, creating national awareness of the importance of the census and its valuable statistics. The count is mandated by the Constitution and conducted by the U.S. Census Bureau, a nonpartisan government agency. The 2020 Census will mark the 24th time that the country has counted its population since 1790.

The Census counts our population and households, providing the basis for:

- Reapportioning congressional seats,
- Redistricting congressional and state legislative districts and
- Distributing more than **\$675 billion in federal funds** annually to support states, counties and communities' vital programs — impacting housing, education, transportation, employment, health care and public policy.



Why is an accurate count important?

Much of the funding that comes from the count helps the most vulnerable among us. A complete and accurate count is critical for our community, because the results of the 2020 Census will affect community funding, congressional representation, business decisions and more. The census provides critical data that lawmakers, business owners, teachers, and many others use to provide daily services, products, and support for our community. By filing out the Census, you help create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

- As a result of the 2010 Census, Florida gained *two congressional seats* making Florida the 3rd most populated state in the U.S.
- In FY2016, Florida received more than ***\$44 billion through 55 federal spending programs***, including Head Start, National School Lunch Program, Section 8 Vouchers, Federal Pell Grant and Title 1 Education Grants.
- For every resident who is not counted in Florida, ***approximately \$1,445 per capita per year in funding*** is missed.



Conducting the Census

By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. You will have three options for responding: **online, by phone, and by mail.**

The 2020 Census marks the first time you'll have the option to respond online. You can even respond on your mobile device. Starting in May 2020, the Census Bureau will begin following up in person with homes that have not responded to the census.

Confidentiality - Your personal information is kept **confidential**. The Census Bureau is bound by federal law to protect your information. The answers you provide are used only to produce statistics. You are kept anonymous: The Census Bureau is not permitted to publicly release your responses in any way that could identify you or anyone else in your home.

Secure Technology – The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure. They use industry best practices and federal security standards for encrypting data.



Avoiding Fraud and Scams

Avoiding Scams Online:

To help protect yourself from phishing and other scams, please remember that the Census Bureau will never ask for: **your Social Security number, your bank account or credit card numbers, or for money/donations.** In addition, the Census Bureau will not contact you on behalf of a political party.

Staying Safe at Home:

If someone visits your home to collect a response for the 2020 Census, you can do the following to verify their identity:

- First, check to make sure that they have a valid ID badge, with their photograph, a U.S. Department of Commerce watermark, and an expiration date.
- If you still have questions about their identity, you can call **800-923-8282** to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, ***contact your local police department.***



Duval Counts 2020 – Complete Count Committee

- Stephanie Burch, Deputy Chief Administrative Officer
- Bill Killingsworth, Director of Planning and Development
- Nikki Kimbleton, Director of Public Affairs
- Dr. Charles Moreland, Director of Community & International Affairs
- Dawn Lockhart, Director of Strategic Partnerships

Media Campaign: In partnership with the U.S. Census Bureau, Mayor Lenny Curry and his administration are going to extraordinary lengths to make sure everyone is counted once, only once and in the right place. Partners – nonprofit and for profit – will play a critical role in the public education and outreach effort. Using paid media will be a key component of the campaign. Paid advertising will support and integrate with other components of the campaign including Partnerships, Social Media and the 2020 Census Website.



Duval Counts 2020 – Timeline

January through March 2020: Awareness/Education

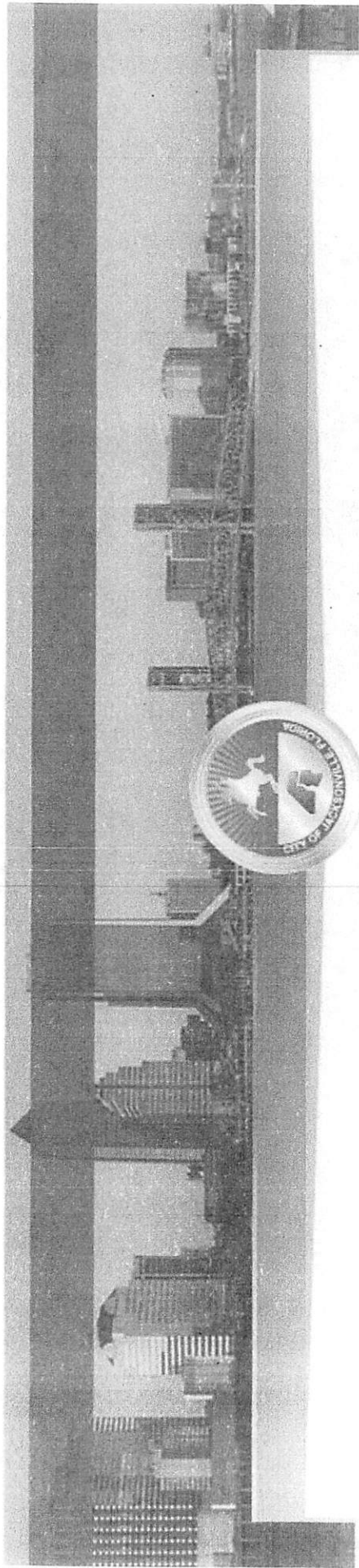
The objective of this phase is to build immediate awareness and provide educational information using both traditional and non-traditional media channels to reach as many people as possible. Make sure that people know what the census is and how census data are used. We will increase awareness of the upcoming 2020 Census and prepare people to respond.

March through April 2020: Motivation/Participation

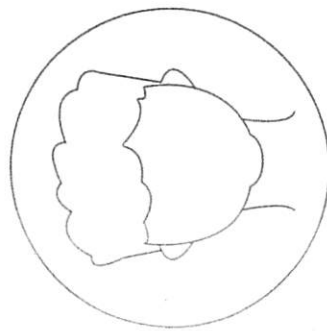
The objective of this phase is to inspire and motivate residents to complete the 2020 Census questionnaire. It will begin with the launch of the online response website and the first mailing of the paper questionnaires.

May 2020 through TBD: Reminder/NRFU (Nonresponse Follow Up)

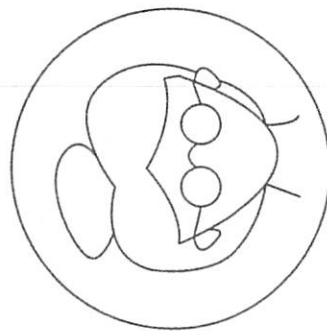
The objective of this phase will be to continue to remind people to respond to the 2020 Census, as well as support census workers as they go door-to-door to count households that have not yet responded.



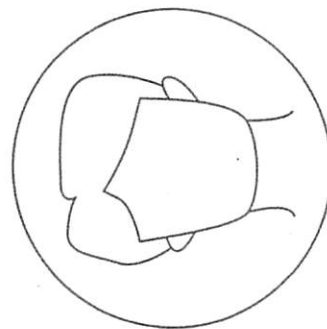
Most Common Barriers to Participation



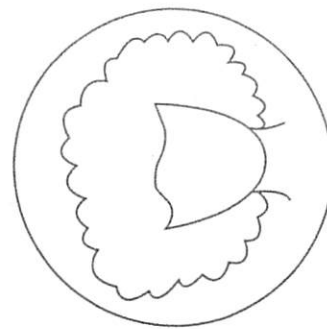
"I don't think the census has any impact on my life"



"I don't trust the government with my information"



"I have trouble completing the census forms"



"I don't have time to fill out the census"

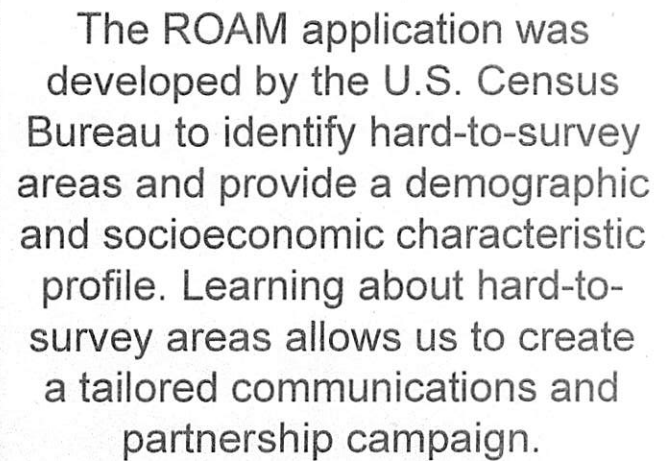


Hard to Count Areas & Populations

COJ has utilized data from the Census Planning Database (PDB) to identify areas with a Low Response Score (LRS) to target communications in hard to count areas. The LRS is a score predicting that a tract will produce a low mail return rate, and it is negatively associated with Mail Return Rate from the 2010 Census. During the campaign, COJ will receive real-time updates on Census completion—We will be able to monitor the response rate and continue targeting communications based on data.

2020 Census Hard to Count populations:

- Young Children (specifically children under the age of 5)
- Highly mobile individuals (ex. Military, college students, Retirees)
- Racial & ethnic minorities
- Non-English speakers
- Low-income individuals
- Individuals experiencing homelessness
- New immigrant populations
- Individuals who distrust the government
- Renters & individuals who do not live in traditional housing
- People displaced by natural disasters
- Seniors



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

- 10



Duval Counts 2020 – Strategic Partners

The City will coordinate with strategic partners to use their natural communication and partnership routes to deliver the 2020 Census message and to create momentum and engagement for member participation and response.

Goals:

- To develop and implement a 2020 Census awareness campaign with government and community leaders from neighborhood, education, business, healthcare, faith-based, nonprofit and other sectors to ensure the complete count of all citizens.
- Engage and educate undercounted communities on the importance of the 2020 census and how it personally impacts them.
- Familiarize communities with the census process and changes to the 2020 census.
- Develop and implement effective strategies to boost census participation.



Areas of Focus

The areas of focus list below is comprised of Strategic Partners and Community Ambassadors. COJ will continue to expand the list during the course of the plan development.

- Aging and persons with disabilities
- Children and Youth – Mayor’s Young Leaders Advisory Council & Schools
- Communications/Media
- Community-Based Organizations/Community Centers
- Corporate and Business Associations
- Cultural Institutions
- Faith-Based Organizations
- Government & Elected Officials
- Health Care
- Higher Education
- Housing and Homelessness
- Jails/Corrections Facilities
- Workforce Development
- Military & Veterans
- Philanthropy/Nonprofits
- Retailers
- Special Events
- Technology



How You Can Help

- **Duval Counts Campaign:**
 - Serve as a Community Ambassador.
 - Donate to the Duval Counts 2020 Census Campaign.
- **Community:**
 - Provide computers or tablets that can be used to complete the 2020 Census job application and online training, or to fill out the 2020 Census form.
 - Offer transportation for people to visit locations such as libraries where they can apply for 2020 Census jobs, complete training and respond to the 2020 Census online.
 - Host a 2020 Census informational or Q&A session. Invite us to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table or exhibit.



How You Can Help (Continued)

- **Customers/Clients/Constituents:**

- Include information about the 2020 Census in correspondence (e-mails, bills, a website banner).
- Include an incentive for your customers in their purchases to complete the 2020 Census.
- Provide a link to the 2020 Census on your website.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles and in social media content—to raise awareness of the 2020 Census.

- **Employees:**

- Educate and encourage your employees to self respond to the 2020 Census.
- Host a 2020 Census informational or Q&A session for your employees.
- Host a contest promoting the 2020 Census and feature the winner.



Questions?

For More Information about Duval Counts

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Visit Us Online:

<http://www.coj.net/2020census>