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Ohio Development
Services Agency

Census 2020 Complete Count Commission

August 25, 2020

Update / Overview

Where Ohio
Stands

Plan now until
September 30th
Deadline

Commission Ask

U.S. Census
Bureau Update

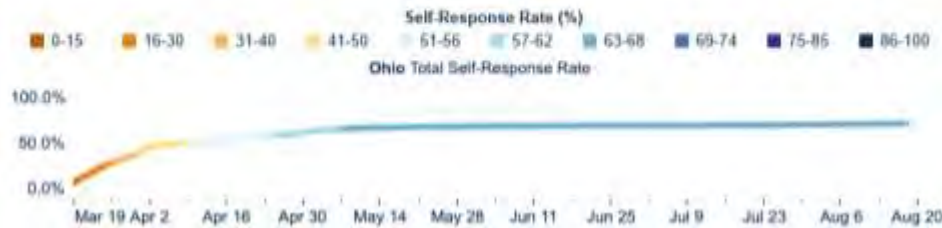
Q&A

Response Rates by State

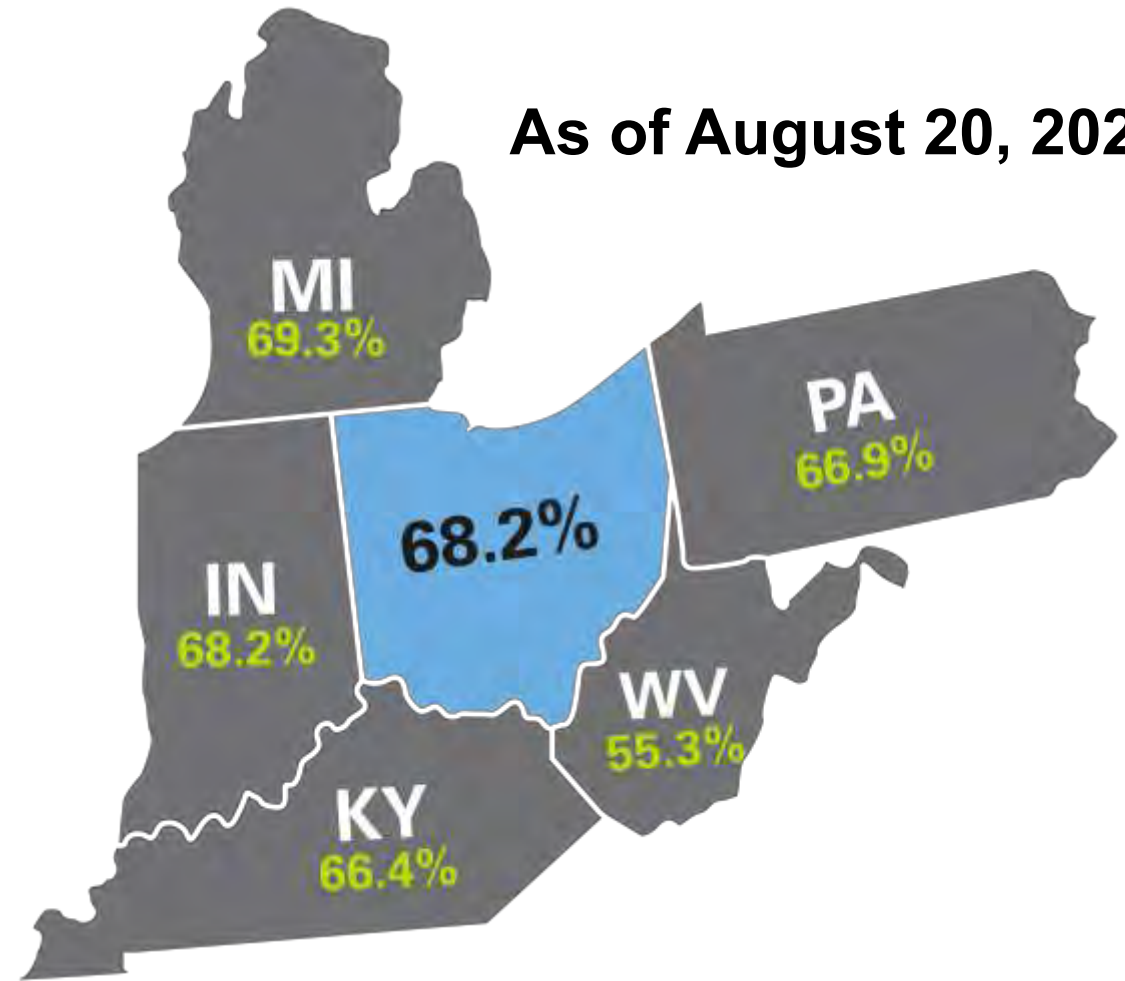
2020 Census Self-Response by State

This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

National Self-Response: **64.0%**
Ohio Self-Response: **68.2%**



As of August 20, 2020



2020 Census Housing Unit Enumeration Progress by State

The 2020 Census will conclude data collection operations on September 30, 2020. Use this table to keep track of households in your state enumerated across all collection operations.

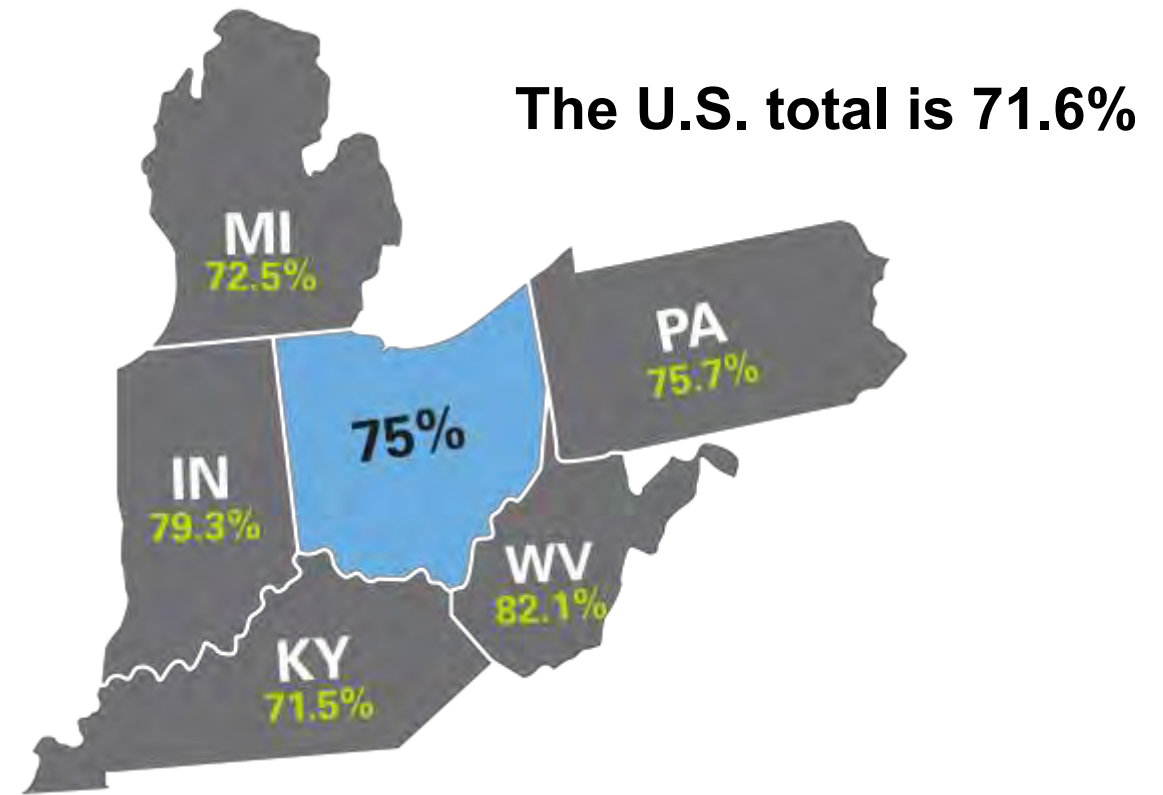
State	Report date: 8/19/2020 As of 8/18/2020, percentage of housing units:		
	Self-responded	Enumerated in Nonresponse Followup (NRFU)	Enumerated
U.S. Total	64.0	7.6	71.6
Alabama	61.3	3.9	65.2
Alaska	51.5	18.4	69.9
Arizona	60.5	3.7	64.2
Arkansas	58.5	9.3	67.7
California	65.8	8.8	74.5
Colorado	67.4	7.3	74.7
Connecticut	68.0	12.0	80.0
Delaware	61.5	6.8	68.2
District of Columbia	60.4	8.1	68.5
Florida	60.7	4.4	65.1
Georgia	59.5	4.6	64.1
Hawaii	61.0	16.3	77.3
Idaho	66.3	21.7	88.0
Illinois	68.9	10.9	79.9
Indiana	68.2	11.1	79.3
Iowa	69.1	1.2	70.4
Kansas	67.9	14.0	82.0
Kentucky	66.4	5.1	71.5
Louisiana	57.8	9.3	67.1
Maine	56.3	22.6	78.9
Maryland	68.4	9.9	78.3
Massachusetts	66.3	10.0	76.3
Michigan	69.3	3.2	72.5
Minnesota	73.1	5.8	78.8
Mississippi	58.4	5.7	64.1
Missouri	63.9	12.2	76.1
Montana	57.4	6.0	63.4
Nebraska	69.5	5.8	74.9
Nevada	63.0	4.3	67.3
New Hampshire	65.8	4.7	68.5
New Jersey	65.8	5.3	71.2
New Mexico	54.4	4.8	59.2
New York	59.8	6.6	66.4
North Carolina	59.9	4.4	64.3
North Dakota	68.3	11.8	75.1
Ohio	68.2	6.8	75.0
Oklahoma	56.5	10.1	66.6
Oregon	66.7	11.6	78.3
Pennsylvania	66.9	8.8	75.7
Rhode Island	61.7	6.9	68.5
South Carolina	57.9	5.1	63.0
South Dakota	64.8	5.2	70.0
Tennessee	63.3	7.3	70.6
Texas	59.2	7.0	66.2
Utah	68.3	6.4	74.6
Vermont	57.6	8.0	65.6
Virginia	68.7	6.4	75.0
Washington	70.2	12.5	82.8
West Virginia	55.3	26.8	82.1
Wisconsin	70.3	8.2	78.5
Wyoming	58.3	7.2	65.4
Puerto Rico	30.6	21.3	51.9

Note: Percentages may not sum due to rounding. A limited number of areas were part of the NRFU "soft launch" beginning July 16, 2020, and could have higher completion rates due to more time in the field. Percentages for the U.S. total do not include housing units in Puerto Rico.

Source: U.S. Census Bureau

Response Rates and Non-Response Follow-Up (NRFU)

2020census.gov/en/response-rates/nrfu.html



Connect with us
@uscensusbureau
For more information:
2020CENSUS.GOV
D-PL-07-6602F

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Response Rates by County

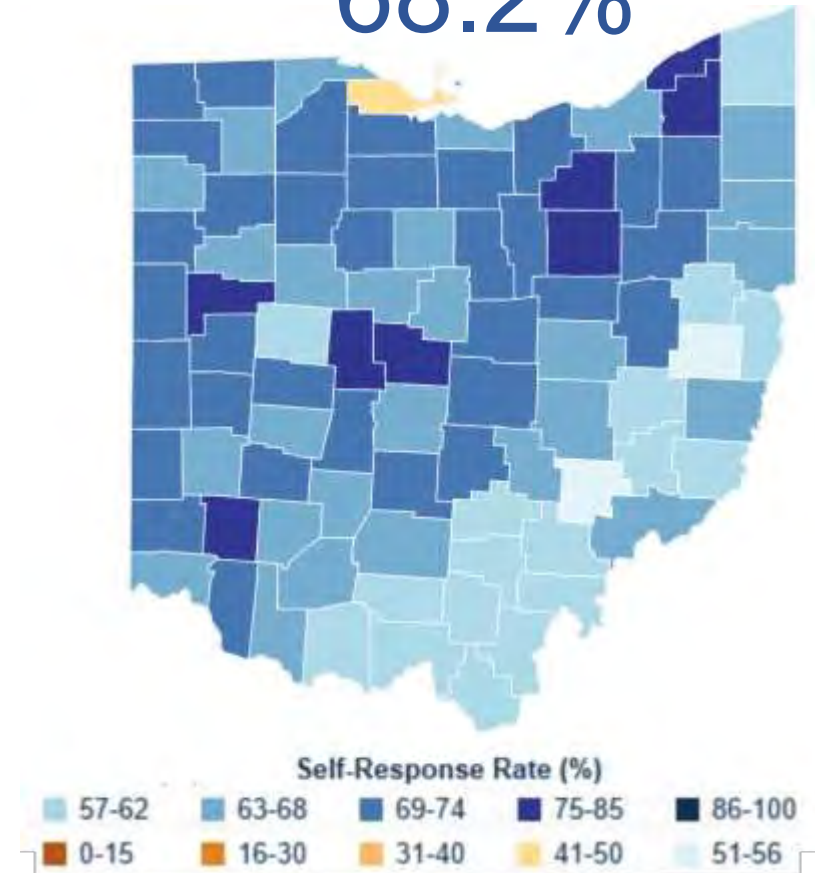
Counties that reported under 50% response rate
May meeting – Now

County	May 7	Aug 20 Total/Internet	Final 2010 Self-Response
Ottawa*	43.8	48.4/36.2	51.8
Harrison*	47.0	54.7/23.3	58.6
Morgan*	49.1	56.9/18.3	57.2
Vinton*	49.3	57.1/20.2	63.9
Meigs	49.9	58.9/24.7	64.7

*Lowest Ohio counties in response rate as of August 20, 2020

Ohio Self-Response

68.2%



Action Plan

Governor

- Mention in weekly briefings
- Social Media
- Participate in an AARP Tele-town Hall
- Email to all state employees

Director

- Earned Media
- Social Media
- Op-Ed and/or Letter to the Editor
- Commission Meeting
- Participate in an AARP Tele-town Hall

Local Community Partners/State Agencies

- Insert DSA's easy graphic with links in all communication platforms (website, social media, newsletters etc.)
- Use DSA's social media elements

Partner Campaign: AARP

Campaign

- 5-week campaign beginning mid-August
- Combination of earned, paid social, organic social and paid media to raise awareness
- Main elements: newspaper, radio and streaming audio, plus
 - targeted social media campaign using the AARP social channels,
 - statewide audio news release and an email to the members in those areas.
- Targeted to the five areas: Ottawa, Harrison, Morgan, Vinton and Pike.

Tele-town Hall

- Targeting 150,000 callers in five key counties
- Guest presentations
- Q&A
- Automated phone system set up with option to connect directly to the Census toll-free number at the conclusion of the meeting.

Commission Members

- Lead a Town Hall call with community leaders
- Contact local faith leaders and ask them to include a census message to congregants
- Write an Op Ed and/or Letter to the Editor
- Put a link to my2020census.gov on your social media platforms
- Remind your family and friends to complete if they have not already done so

Social Media

- Quick and easy way to spread the word
- Sample posts and graphics are available on our website
- Can lift directly and use it from your own respective accounts
- Continually check [Census.Ohio.Gov](https://www.census.gov) for more materials
- Watch for an email



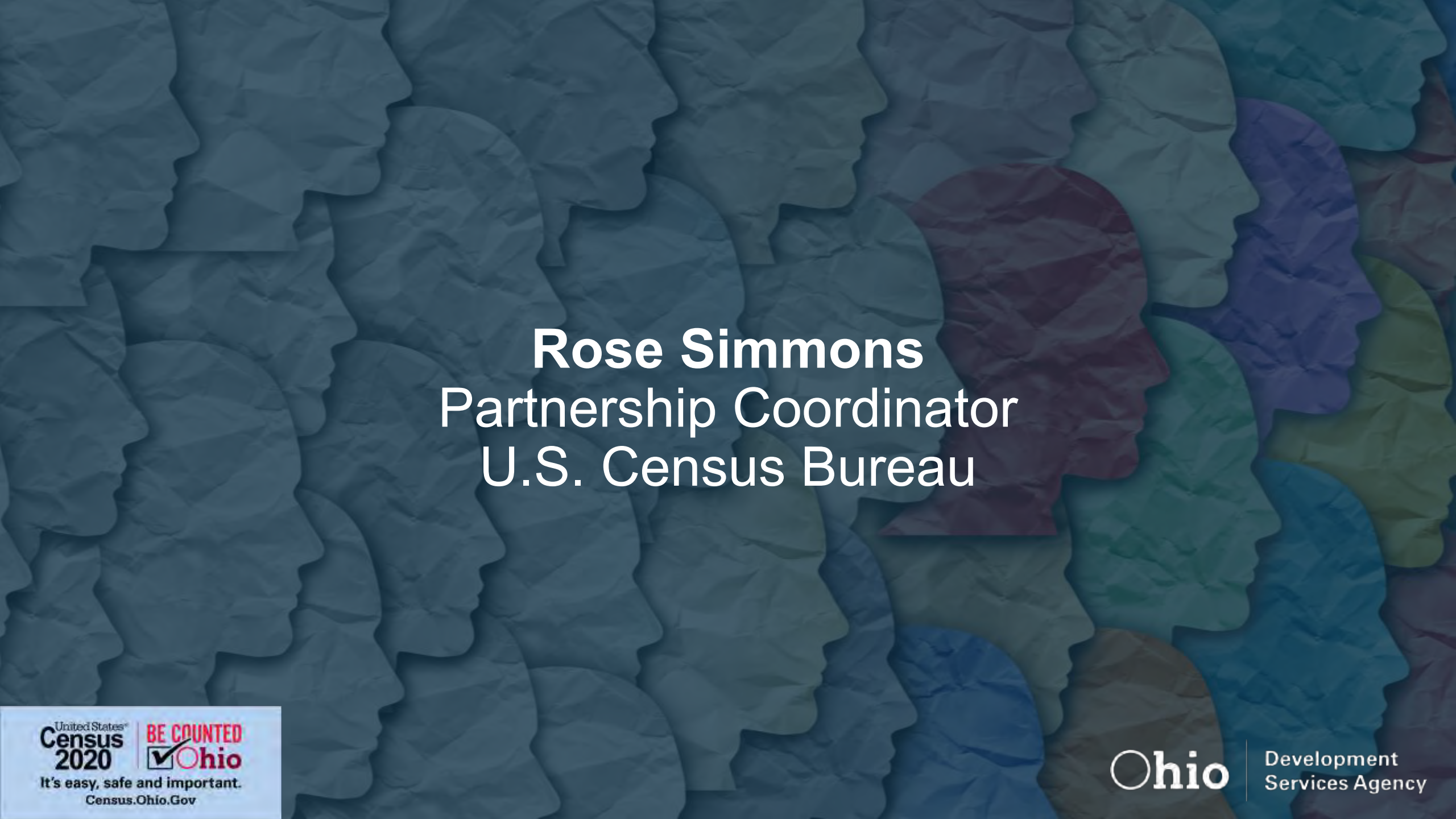
Example Social Media Graphics



Hashtags

Regardless of your content copy or social media channel, please utilize at least one of the following hashtags in your Census 2020 posts:

#Census2020
#2020Census
#Census
#BeCountedOH2020
#BeCountedOhio
#OhioCensusChallenge
#BeCounted



Rose Simmons
Partnership Coordinator
U.S. Census Bureau

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Operational Timelines: Original and Pandemic-Adjusted

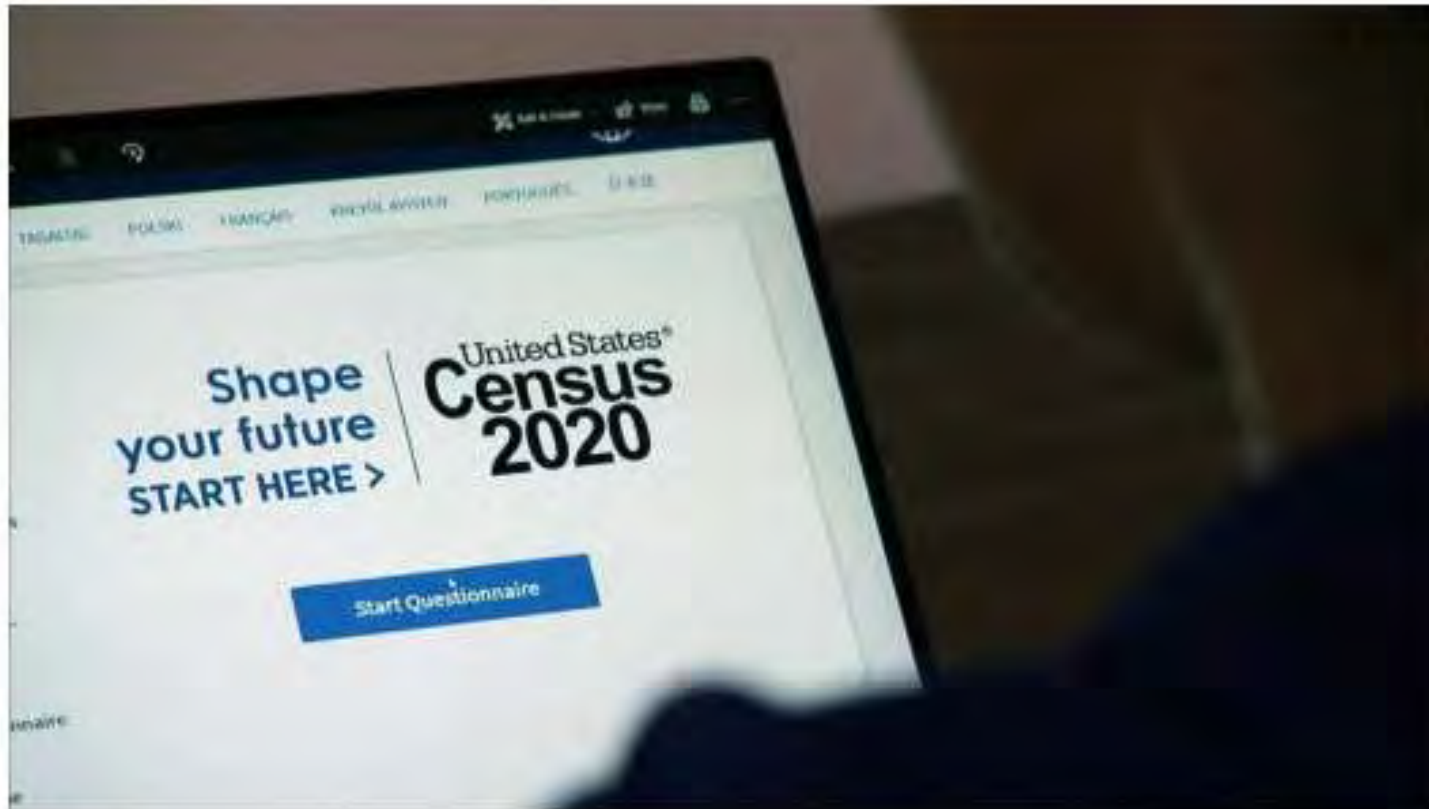
Activity / Operation	Original Dates	Replan Dates
Update Leave (Stateside)	March 15 – April 17	Phased re-opening occurred between May 4 and June 12
Service Based Enumeration	March 30 – April 1	September 22 – 24
Targeted Non-Sheltered Outdoor Locations	March 31 – April 1	September 23 – 24
Group Quarters Enumeration	April 2 – June 5	April 2 – September 3
Enumeration of Transitory Locations	April 9 – May 4	September 3 – 28
Nonresponse Followup*	May 13 – July 31	August 9 – September 30
Delivery of Apportionment Data**	By Statutory Deadline: December 31, 2020	By Statutory Deadline: December 31, 2020
Delivery Redistricting Data**	By Statutory Deadline: March 30, 2021	Plan in Development

Self-Response Rate Summary

As of 11:59 pm August 20, 2020

National - 64.1% (94,800,000 households)

Ohio - 68.2% (3,700,000 households)



Decline in State Rankings

As of 8/20/2020

Ranking by State		
1	Minnesota	73.2%
2	Wisconsin	70.4%
3	Washington	70.3%
4	Nebraska	69.6%
5	Michigan	69.4%
6	Iowa	69.2%
7	Illinois	69.0%
8	Virginia	68.7%
9	Maryland	68.5%
10	Utah	68.4%

Ranking by State		
10	Idaho	68.4%
12	Indiana	68.3%
13	Ohio	68.2%
14	Connecticut	68.1%
15	Kansas	68.0%
16	Colorado	67.5%
17	Pennsylvania	67.0%
18	Oregon	66.8%
19	Kentucky	66.5%
20	Massachusetts	66.4%

Ohio County and City Rankings

As of 8/20/2020

Ranking by County

1	Medina, Ohio	81.4%
2	Geauga, Ohio	78.1%
2	Delaware, Ohio	78.1%
4	Warren, Ohio	77.4%
5	Union, Ohio	76.8%
6	Lake, Ohio	76.7%
7	Wayne, Ohio	76.3%
8	Auglaize, Ohio	76.1%
9	Greene, Ohio	74.9%
10	Miami, Ohio	74.7%

Ranking by City

1	Evendale, Ohio	87.6%
2	St. Henry, Ohio	87.2%
2	Minster, Ohio	87.2%
4	Bay Village, Ohio	87.1%
5	Minerva Park, Ohio	86.8%
6	Montgomery, Ohio	86.7%
7	Seven Hills, Ohio	86.2%
8	South Russell, Ohio	86.0%
9	Worthington, Ohio	85.9%
9	Amberley, Ohio	85.9%

Group Quarters Enumeration

Operation:

Group Quarters Enumeration is the U. S. Census Bureau's special process for counting people who live or stay in group quarters during the 2020 Census. Because group quarters are owned or managed by a third party, the Census Bureau assists groups quarters administrators in responding to the census on behalf of residents to ensure a complete and accurate census count.



2020 Census Service-Based Enumeration (SBE) Overview

Background

The SBE operation is conducted at service-based locations and targeted non-sheltered outdoor locations (TNSOLs) to enumerate people experiencing homelessness. These service locations include: emergency and transitional shelters (with sleeping facilities) for people experiencing homelessness, soup kitchens, and regularly scheduled mobile food vans.

Prior to operational adjustments made in lieu of COVID-19, SBE was scheduled to be conducted March 30 – April 1.

Consulted With Major Stakeholders

- In late May/early June we consulted with 67 national and local organizations to assist the Census Bureau in determining the best date to conduct SBE/TNSOL.
- Determining an optimal date to conduct SBE took into consideration the need to conduct a thorough and accurate enumeration, while also understanding the needs of our external partners, which are crucial during SBE.

Operational Decision

- Based on the feedback from our stakeholders, input from Census experts, and consultation with operational team leads, we have selected September 22 – 24 as the dates to conduct SBE and TNSOL.

Current Status

- Updating TNSOLs locations and making appointments with service providers in early September.

Safety during Field Activities

On August 7, in a joint statement from the Census Bureau and Centers for Disease Control (CDC) on Conducting 2020 Census Non-Response Follow-Up Interviews, the CDC stated that participation in 2020 Census interviews should present a low risk of transmission of COVID-19.

Census takers are trained to rigorously and universally follow these CDC recommendations to mitigate risk of transmission:

- Wearing of face masks.
- Maintaining social distance of 6 ft. or more.
- Practicing hand hygiene.
- Not entering homes, and conducting interviews outside as much as possible or practical.



Maintaining Original Contact Strategy

We are maintaining the original contact strategy for occupied housing units. Field activities, including number of attempts to contact respondents, will not be changed.

- In most cases, census workers will make up to six attempts at each housing unit address to count possible residents.



Adapting to Dynamic On The Ground Conditions

Actions	Benefit
<p>Extending Mobile Questionnaire Assistance (MQA)</p> <ul style="list-style-type: none">• Deploying trained staff to assist with self-response in low response areas• Will extend through September 30	<p>MQA representatives are in open, public places in the lowest-responding areas of the nation to encourage people to respond to the 2020 Census.</p> <p>Provides a convenient way for the public to get information about the 2020 Census and self-respond in areas with low response.</p>
<p>Targeted Communications</p>	<p>Continue to promote self-response and cooperation with enumerators by focusing on specific, targeted areas.</p>

Ensuring Quality of Data Collected during Field Operations

- **Employing** expanded technical capacity to conduct analytical Re-Interview selection as the basis for the Re-Interview process.
- **Utilizing** new techniques for the 2020 Census to monitoring quality:
 - **Using** statistical techniques with professional statisticians and analysts to proactively identify, monitor, evaluate, and resolve quality issues.
 - **Analyzing** data and metrics to identify and investigate outliers and other unusual activity.
- **Increasing** efficiency of our strategy for verifying vacant or non-existing Housing Units.



36 Days Until September 30, 2020

The clock is ticking ...

There are no do overs

What can you do?



Collaborate with Us!

Host an MQA Census
Reps will attend to
assist persons w/
completing the census

Invite a Census
Representative to
Speak at an Event

Websites, Social Media,
& Newsletters

Conduct an interview
with local media

Put a census message
in utility bills

Host an MQA at Local
Events

Display or Distribute
2020 Census Materials

Post PSA's on your
website.

Run Promotions on TV
and Radio

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[Census.Ohio.Gov](https://census.ohio.gov)

Questions/Comments?

Thank you!

Reminder:

Census.Ohio.Gov Updates
New social media calendar
and newsletters.

