

Bismarck – Burleigh 2020 Complete Count Committee

OUTREACH PLAN

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City of Bismarck

Community Development Department

701-355-1850

Table of Contents

Name..... 3

Formation..... 3

Members..... 3

Meeting Frequency..... 4

Past Efforts 4

Supporting Technical Efforts 4

Why the Census is Important..... 5

2010 Response Rates 5

ROAM 7

Hard to Count Areas/Key Outreach Needs 7

How People are Counted 7

CCC Purpose & Goals 9

General Timeline for Census 2020 Activities..... 9

Committee Goals 10

Name

The name of the CCC is Bismarck-Burleigh 2020 Complete Count Committee. The name reflects the jurisdictional entity under which it was formed but is expanded to include Burleigh County who is an active participant in the CCC's efforts.

Formation

A Bismarck-Burleigh 2020 Complete Count Committee (CCC) has been created to assist the US Census Bureau with the 2020 Census. In November 2018, the Mayor of Bismarck proclaimed that the City of Bismarck will be a 2020 Census Partner with the following stated goals:

1. *Support the goals and ideals for the 2020 Census and disseminate 2020 Census information to encourage those in our community to participate.*
2. *Encourage people in our community to place an emphasis on the 2020 Census and participate in events and initiatives that will raise overall awareness and ensure a full and accurate census.*
3. *Support census takers as they help our community complete an accurate count.*
4. *Create or seek opportunities to collaborate with other like-minded groups in our community by participating in Complete Count Committees and/or utilizing high-profile, trusted voices to advocate on behalf of the 2020 Census.*

The CCC was established by the Bismarck Board of City Commissioners by resolution on March 26, 2019 as follows:

1. *The Bismarck Complete Count Committee is hereby established to develop and implement an awareness campaign that motivates residents to respond to the 2020 Census and encourages participation by population groups that are often undercounted; and*
2. *The Mayor of the City of Bismarck, North Dakota, is hereby authorized to appoint government and community leaders to serve as members of the Bismarck Complete Count Committee, to partner with the U.S. Census Bureau to provide training to the members of the Bismarck Complete Count Committee, and to take all steps necessary to accomplish these purposes.*

Members

Members of the CCC were selected and approved by the Mayor in April 2019. The CCC is comprised of representatives from the following organizations/businesses.

- Bismarck Public Schools
- Bismarck State College
- Bismarck-Burleigh Public Health
- Bismarck Human Relations Committee
- Bismarck-Mandan Chamber EDC
- Bismarck-Mandan Apartment Association
- Bismarck Veterans Memorial Library
- Burleigh County
- City of Bismarck
- Community Action Program
- Heaven's Helpers Soup Cafe
- Ministry on the Margins
- Missouri Valley Coalition for Homeless People
- Missouri Slope Areawide United Way
- MHA Satellite Office
- Native American Development Center
- ND Job Service
- ND State Complete Count Committee
- University of Mary
- United Tribes Technical College

In addition, staff from the City of Bismarck Community Development Department provides resources and assists the Complete Count Committee with meeting organization and implementation of the CCC Outreach Plan. A regional US Census Bureau Partnership Specialist works with the CCC to provide training and resources to aid in CCC objectives.

Meeting Frequency

The first meeting of the CCC was held on April 29, 2019. The second meeting was held on July 16, 2019. It is anticipated that the CCC will meet every other month and subcommittees will meet in between the CCC meetings up until January 2020. From January 2020 to May 2020, it is recommended that the CCC meet once per month. The CCC regular scheduled meeting date is the first Thursday of the month at 3:30 PM. The location changes each month and hosted by the various partner organizations.

Past Efforts

The City of Bismarck previously formed a CCC in 2000 and 2010.

The 2010 CCC consisted of 9 subcommittees.

1. Business
2. Education
3. Religion
4. Government
5. Media
6. Worker Recruitment
7. Community Organizations
8. Veterans Organizations
9. Events

A non-exhaustive list of 2010 CCC activities included:

- Distribution of printed stickers for K-12 students
- Census information inserts in all county property tax statements
- Census information inserted into food baskets provided to qualified households during the Christmas season
- Posting of Census fliers in all City buildings and park facilities
- Radio ad recorded and aired by the Mayor with support from the Denver Census Office
- CCC partnership with the City of Wilton
- Retail Mall presence through zero cost kiosk lease at Kirkwood Mall
- Census Road Tour – a traveling US Census Bureau promotional van
- Procurement, display and distribution of promotional materials, vinyl signs, posters,
- Implementation and support of Questionnaire Assistance Centers

Supporting Technical Efforts

The City of Bismarck participates in technical efforts with the US Census Bureau that support the 2020 Census. These technical efforts were provided for both the City of Bismarck and all of Burleigh County. These efforts include:

1. Boundary Annexation Surveys (BAS) - annual updates to indicate changes to the corporate boundaries for all cities within Burleigh County and indicate new street/road information data county wide.
2. Local Update of Census Addresses (LUCA) – Completed July 2018 – exhaustive local review of all known addresses within Burleigh County.
3. Participant Statistical Area Program (PSAP) – Initial review submitted May 2019 – review and local suggested edits of proposed boundary changes and splits for Census tracts and Census block groups.

Why the Census is Important

The legal authority for counting residents is defined in Article 1, Section 2 of the US Constitution. It states: *The actual Enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.*

An accurate Census count is vital to our community and residents' well-being by helping planners, businesses, and organizations determine where to locate schools, daycare centers, roads and public transportation, hospitals and other facilities. The Census helps achieve an accurate and complete count of our nation's growing population.

North Dakota receives over \$1.4 billion dollars per year based on Decennial Census Data and an estimated total of \$1910 per person in Federal funds is disbursed annually, statewide, based on census population counts.

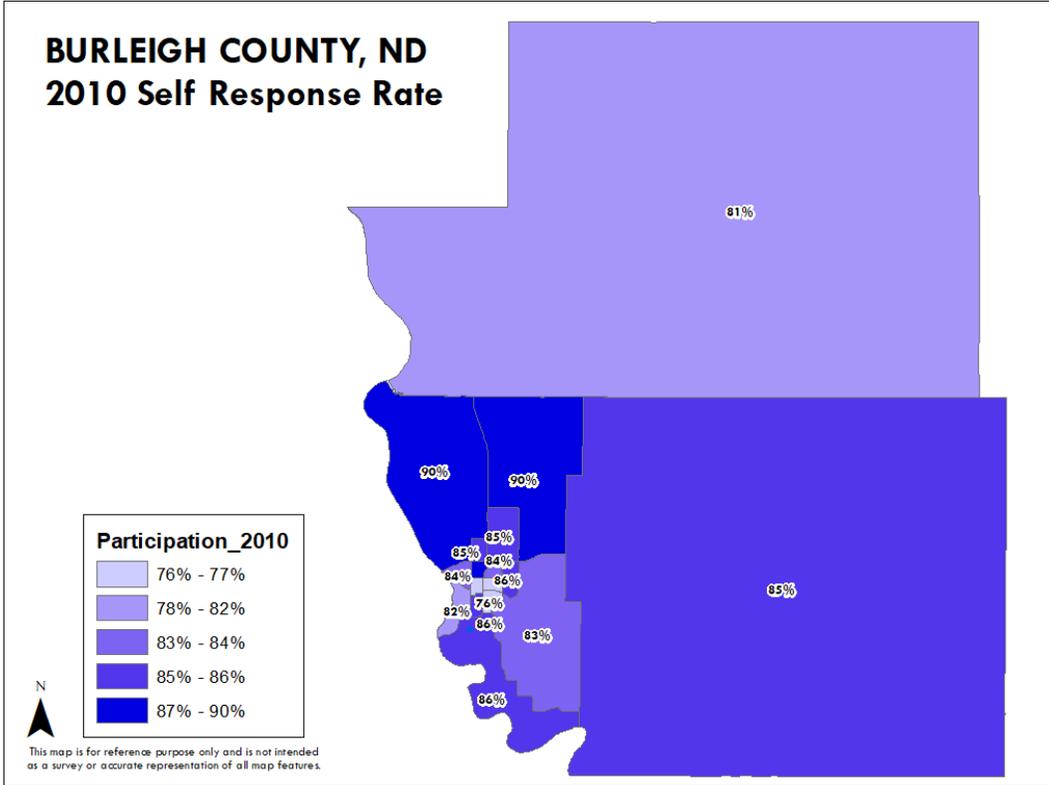
(Source: <https://qwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/North%20Dakota%20CFD%2008-18-17.pdf>)

Census data also helps determine how many seats each state will have in the U.S. House of Representatives and often is used for the redistricting of state legislatures, county and city councils and voting districts, and thus helps to ensure equal representation in the political process.

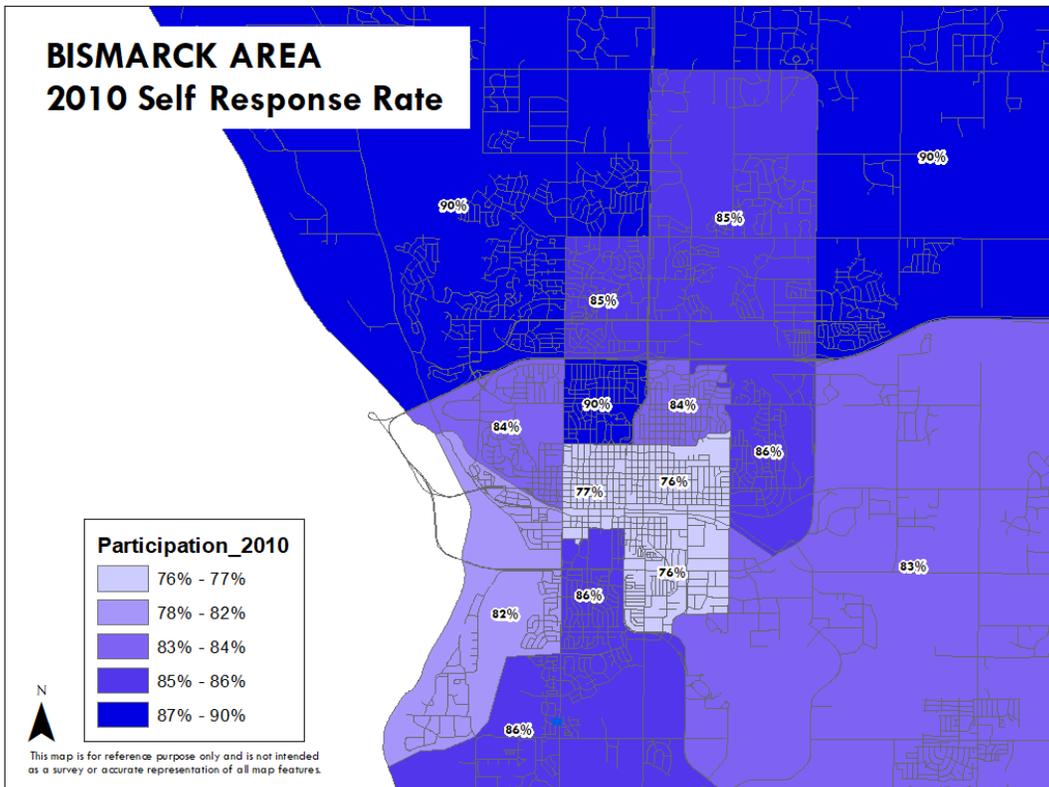
2010 Response Rates

The Census Bureau monitors the self-response rate of past Census counts. Self-response is defined as those residents who voluntarily self-respond to the Census without requiring follow-up from Census employees. The following maps show 2010 self-response rates by Burleigh County Census tracts. Overall self-response rates were mostly between 80%-90%. However, three areas show a self-response rate below 80%, indicating areas where targeted campaigns may be more beneficial. Those Census tracts are located within central and east central Bismarck. Overall, in comparison to the state and nation, self-response rates within Burleigh County and Bismarck are good.

BURLEIGH COUNTY, ND 2010 Self Response Rate



BISMARCK AREA 2010 Self Response Rate



ROAM

The US Census Bureau has developed an application known as the Response Outreach Area Mapper (ROAM) to make it easier to identify hard to survey areas and to provide a socioeconomic and demographic characteristic profile of these area using American Community Survey (ACS) estimates.

[CLICK HERE TO ACCESS ROAM](#)

In ROAM, a Low Response Score (LRS) equals the predicted level of Census non-response at the Census tract level. Value range between 0 and 100 with a score indicating the percentage of households in that tract that are predicted to not respond. In example, a score of 25 indicates a tract that the Census Bureau predicts 25% of households will not self-respond.

Utilizing ROAM will assist the Complete Count Committee and workgroups identify specific areas where outreach and encouragement efforts will be most needed and provide demographic, socio-economic and language characteristics for those tracts that can be used to develop strategies to boost self-response rates.

Hard to Count Areas/Key Outreach Needs

During the first meeting of the Complete Count Committee, the following hard-to-count populations were identified specific to the Bismarck-Burleigh region. Outreach efforts to specifically target and educate about the Census by the CCC and its partners will help ensure everyone is counted.

- Apartment Dwellers
- Rural Populations
- New Americans
- Native Americans
- Homeless
- Limited English Proficiency
- Lower Income
- Immigrants
- Students
- Children under 5
- Senior Citizens
- Off-Campus College Students

How People are Counted

Proper understanding of how residency is determined will assist the CCC in education efforts.

Federal regulations known as the “Residence Criteria” govern where people are counted during the 2020 Census. The Criteria say:

- Count people at their usual residence, which is the place where they live and sleep most of the time.
- People in certain types of group facilities on Census Day are counted at the group facility.
- People who do not have a usual residence, or who cannot determine a usual residence, are counted where they are on Census Day.

What's New in 2020

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online and by phone, but responses by mail will still be accepted. Beginning in mid-March, the U.S. Census Bureau will mail notices to households inviting them to go online to fill out their Census form. The notice will contain a unique census ID number linked to the address of the household. The Census form will ask for a Census ID number or an address. People can enter either one to verify their location and ensure that no one else has completed their Census form.

What to expect

The 2020 Census will collect basic information about the people living in each household. When completing the Census, everyone who is living in a household should be counted on April 1, 2020. The 2020 Census website will be available on March 12, 2020.

The questions that will be asked during the 2020 Census are:

- How many people are living or staying at your home on April 1, 2020.
- Whether the home is owned or rented.
- The sex of each person in the household.
- The age of each person in the household.
- The race of each person in the household.
- Whether each person in the household is of Hispanic, Latino, or Spanish origin.
- The relationship of each person in the household to one central person.

Households with PO Box Addresses

Census mail is only mailed to residential street addresses, not PO boxes. For those who live in a rural area that normally receive mail at a PO box, a Census form will be hand-delivered to households by a U.S. Census Bureau employee through an operation called Update Leave beginning in mid-March 2020.

Census Form Languages

The online Census form will be available in 13 languages: English, Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese. Phone assistance will be available in these 13 languages, with additional Mandarin and Cantonese Chinese phone options and telecommunication devices for the hearing impaired. The U.S. Census Bureau will also provide video and language print guides, language glossaries, and language identification cards in a total of 59 non-English languages, including American Sign language, braille, and large print.

Non-Responsive Households

In May 2020, the U.S. Census Bureau will begin following up in person with households that have not responded to the Census.

CCC Purpose & Goals

The following goals have been established for the CCC.

- **Educate** the public about the importance of the Census to the local community
- **Inform** the community about the Census activities and timelines
- **Involve** the community in activities to build awareness
- **Increase** the response rate
- **Motivate** the community to self-respond

The CCC will support the 2020 Census at a local level by educating City and County residents about the Census and encouraging them to participate. The CCC will meet these goals by:

1. Identifying groups to target for priority attention to encourage their members to be counted in the 2020 Census.
2. Encouraging participation in the 2020 Census by the public generally, and target groups in particular.
3. Preparing recommendations to City of Bismarck's Community Development Department and Census Bureau staff about any necessary resources needed to encourage participation.

General Timeline for Census 2020 Activities

The next Census will take place in 2020. April 1, 2020 is Census Day. Beginning in mid-March, households will receive a notice in the mail to complete the 2020 Census

- **Education Phase** – 2018-2019 | CCC formation, ongoing CCC meetings and education and research to determine community-specific needs, development of outreach plan and subcommittees and formulation of strategies.
- **Awareness Phase** – January - April 2020 | Government and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is easy, important, and safe.
- **Motivation Phase** – March - May 2020 | Review and update plans to increase activities aimed at encouraging households to respond; implement Census Day activities; encourage households to respond quickly to the Census; ensure that the committee is using the right activities in the right place and adjust as needed
- **Reminder Phase** – May – July 2020 | Encourage every household that did not respond that they still can respond or wait for the Census taker to knock on their door; continue to meet and review the 2020 response rates and implement your plans to encourage cooperation.
- **Thank You Phase** – Starts July 2020 | Prepare a summary report of committee activities and member feedback; Share this report with Census Bureau staff; celebrate the success of the 2020 Census and recognize the efforts of the CCC members and partners; thank your community for their support and response

Committee Goals

The CCC is comprised of the larger committee and several workgroups to target and identify focuses. Each subcommittee will develop, maintain and update individualized objectives that outline goals, objectives and timelines.

The workgroups and their goals are as follows:

Education

K-12 Public and Private, Pre-K/ Childcare and Higher Education

- Creates, facilitates, and coordinates Census awareness activities among the various educational levels from pre-kindergarten to post-graduate, including child care centers, Head Start programs, and public, parochial, private, charter and home schools.
- Ensures the wide distribution and awareness of the Census in school programs and materials.
- Works with area colleges and universities to raise awareness of the Census among students housed on and off campus.
- Raises awareness through adult education and English Language Learner programs.

Community

Government Organizations, Faith Based, Seniors, General Population and Media

- Represents local government in all programs between the Census Bureau and the local government, such as new construction programs and others.
- Ensures that elected officials are aware of and are included in all CCC activities.
- Facilitates and coordinates Census awareness activities between faith-based institutions and organizations, ministerial alliances and forums, and ecumenical councils across racial, cultural and ethnic divisions.
- Assists the CCC in communicating Census messages to ALL residents.
- Facilitates communication of CCC messages through multiple channels, such as media, local newsletters, electronic bulletin boards and local websites.
- Coordinates the building of coalitions with community organizations.

Hard to Count Populations

New Americans, American Indians, Homeless, Low-Income, Refugees and Social Services

- Works with organizations and businesses to reach out to areas or populations that may not respond or may potentially be undercounted.
- Focuses on education about Census activities and work to overcome concerns about self-responding.

Business

Workforce Development, Career Services and Business Associations

- Distributes recruiting materials received from Partnership Specialists and assists Partnership Specialists in securing donations for space to test and train employees.
- Publicizes Census Bureau job openings using all available resources, including local festivals and job fairs.
- Coordinates and generates Census awareness activities that involve businesses of all types and sizes.

A template for each workgroup has been provide to each workgroup to track objectives and goals as they progress.