

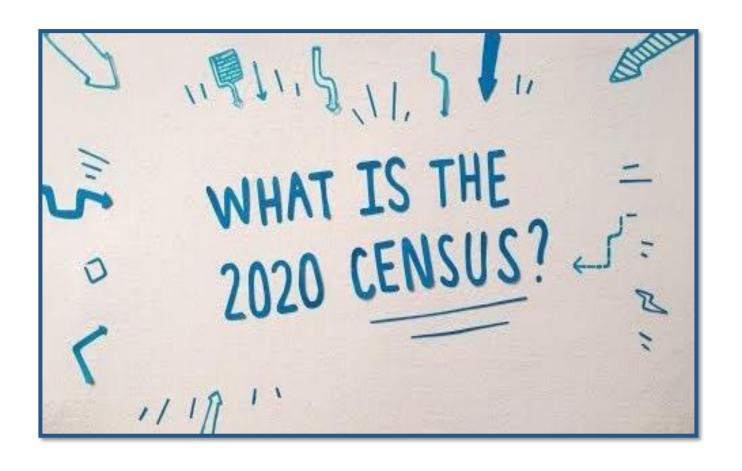
#HøCoCounts
2020census



The Census count will be critical to understanding the updated picture of our community, the needs of all our residents, and the future of our service to the public.



What is the Census?





Census Timeline

Spring 2019

Hiring of in-field address canvassers

August 19, 2019 In-field address carwassing begins

September 2019 - April 2020

Hiring of enumerators

March 12 – 20, 2020

March 16 – 24, 2020

Mailing 2: Reminder letter to non-respondents

Mailing 1: Letter with info to take survey online (the majority of people will get this) or Letter + Paper Survey (20–25% of people based on demographic characteristics and Internet connectivity of a geographic area will receive this)

March 26 - April 3, 2020

Mailing 3: Postcard to non-respondents

Conduct Group Quarters Advance Contact

April 1, 2020

May - July 2020

Census Day

April 2020

Mailing 4: Letter + questionnaire to non-respondents

Mailing 5: "It's not too late" postcard to non-respondents March - August 2020

Conduct non-response follow-up: Census enumerators visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door

July 2020

Conduct Group Quarters Service-Based Enumeration

June - July 2020

July 24, 2020

On-line survey shuts down

July - August 2020

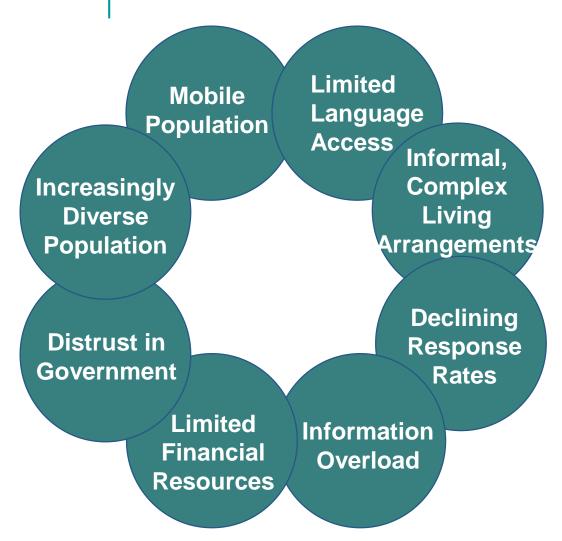
Conduct Group Quarters Enumeration

Dec. 31, 2020

The Census director delivers apportionment counts to the president



Howard County Challenges





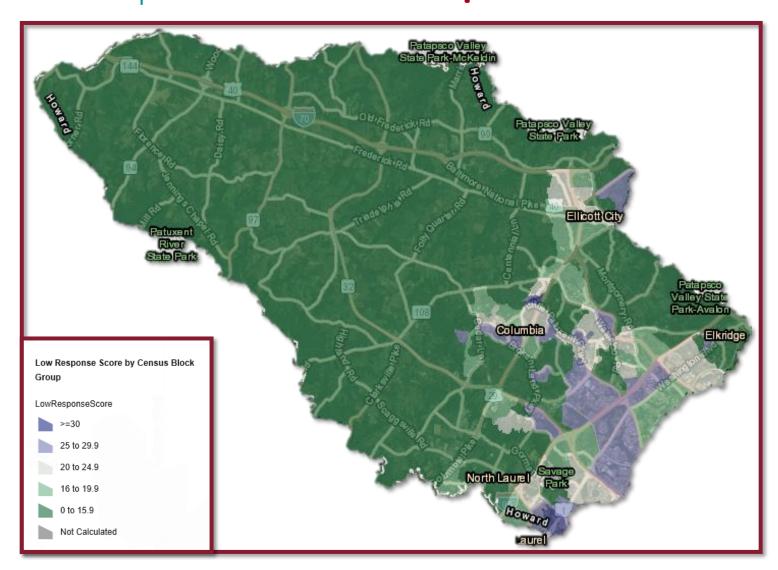
Hard to Count Populations

- Children Under Age 5
- 65 and Older
- Non-English speakers
- Racial and Ethnic Minorities
- African Americans
- Renters

- Undocumented immigrants
- Low Income Persons
- Persons with mental or physical disabilities
- Persons experiencing homelessness

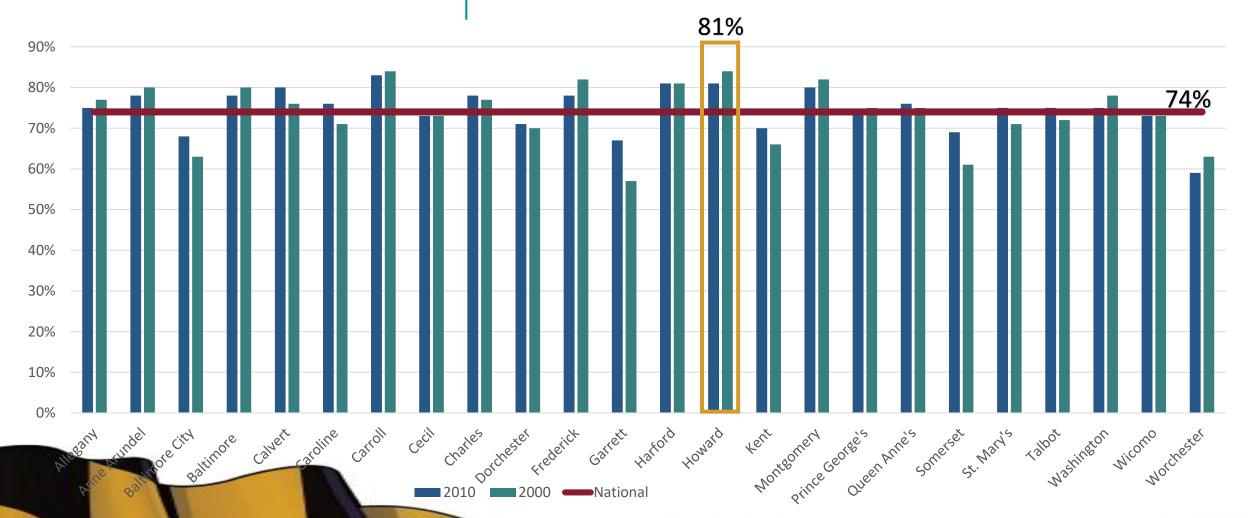


#HøCoCounts HoCo Counts Low Response Outreach Map





MD Jurisdiction Participation Rates





Working With Our Community



Leveraging Partnerships of our Complete Count Committee and their respective communities.



Howard County General Hospital

Community Action Council League of Korean Americans of HoCo Delta Sigma Theta Sorority, Inc. Workforce Development Office of Human Rights Lincoln College of Technology **Howard County Chinese School** Department of Social Services Department of Housing Grassroots Korean Cultural Association **NAACP Howard County Village Centers Association of Community Services County Council Hopeworks** ION Department of Planning and Zoning **Howard County Library System** Phi Beta Sigma Fraternity, Inc. **Indian Cultural Association** Department of Community Resources and Services Fire Department **PTA Council** Bridge to Housing Stability Heritage House Partners Corporation **Housing Commission** Pflag **Howard County Chamber of Commerce PATH** Chinese American Parent Association Council on American-Islamic Relations Chin Community **Howard County Public Schools Celebrations Church** African American Community Roundtable **Howard Community College** Police Department Coalition to End Homelessness Conexiones Jewish Federation of Howard County Department of Health **Dollar Plus UMBC Training Center-Columbia** 141 Cares Bethel Korean Presbyterian Church Taiwanese Association of America-Columbia

Department of Recreation and Parks

#HøCoCounts 2020census

How You Can Help

- Join our Complete Count Committee
- Post flyers in your lobby
- Add Census tagline to your email signature
- Sign up to be a census hub
- Complete your 2020 Census online



QUESTIONS