



Committee: Directly to Council
Committee Review: N/A
Staff: Carolyn Chen, Legislative Analyst
Purpose: Receive briefing and have discussion – no vote expected
Keywords: #Census2020 #communityengagement, #CEC

AGENDA ITEM #20
December 1, 2020
Discussion

SUBJECT

Montgomery County Government Census 2020 Briefing

EXPECTED ATTENDEES

- Diane Vu, Director, Office of Community Partnerships (OCP)
- Shawn Ellis, 2020 Census Manager, Montgomery County, (OCP)

COUNCIL DECISION POINTS & COMMITTEE RECOMMENDATION

N/A

DESCRIPTION/ISSUE

Montgomery County Government Census 2020 Briefing

SUMMARY OF KEY DISCUSSION POINTS

- Montgomery County finished the 2020 Census effort with a self-response rate of 78% - 1.9% above the self-response rate in 2010 and a key jurisdiction contributing to the State of Maryland finishing at #9 in the nation.

This report contains:

Office of Community Partnerships (OCP) 2020 Census Briefing

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Montgomery County Office of Community Partnerships
2020 Census Briefing to Montgomery County Council
Tuesday, December 1, 2020

Overview

The Office of Community Partnerships spearheaded “Everyone Counts in Montgomery County,” a multifaceted 2020 Census education and outreach strategy in partnership with stakeholders from a broad representation of sectors and communities to ensure a fair and accurate of everyone in Montgomery County, with a special focus on “hard-to-count” (undercounted) communities, with support from the State of Maryland’s 2020 Census Grant Program. Started in January 2019, this was a tremendous all-hands-on-deck effort that involved hundreds of events, volunteers and partners; distribution of tens of thousands of multilingual materials; and required rapid and creative adaptation of strategies due to COVID-19, legal battels and changing deadlines.

Montgomery County finished with a self-response rate of 78% - 1.9% above our self-response rate in 2010 and, since we are the most populous jurisdiction in Maryland, we were key to the State finishing at #9 in the nation (our goal was #10). It is also important to note that response rates nationally and, in the County, had decrease every census since 1990.

Using data from the Census Bureau, OCP used a granular approach to target specific historically undercounted census tracts/neighborhoods and populations. We recognized in there was a significant overlap between communities most directly impacted by COVID-19 and undercounted communities and tied COVID-19 resources to our census outreach. As we approached election time, we worked closely with the Board of Election to tie voting information to our census and COVID-19 outreach.

Highlights of Targeted Outreach

The County’s in-person outreach activities were suspended in March due COVID-19 in March resumed on August 8 in line with The Census Bureau’s operations.

Fairland/Castle Blvd (7014.22)

- Not only did we exceed the 2010 response rate by 4.8%, but there was a 7.3% increase in participation between the restart of in-person outreach and the close of field operations.

2020 Self-Response Rate: 60.3% (2010 Self-Response Rate: 55.5%)

Populations Historically Undercounted

People of Color

- 12% of the tract is Hispanic (regardless of race)
- 84% of the tract reported their race as Black (either alone or in combination with other races)
- 10% of the tract reported their race as Asian (either alone or in combination with other races)

Renters

- 99% of the tract's households are renter occupied (an estimated 1,023 households).
- 1% of the tract's households are owner occupied (an estimated 11 households)

Immigrant

- 44% of the tract was born outside the U.S.,

Key Census Activities: door hanging, pop-up tents at food distribution events, media outlets, nonprofit partners.

Long Branch (Tract 7020)

- While the self-response rate did not reach the mark of 2010, it is important to note that it did increase by 8.0% between the time we were able to restart in-person outreach and the close of the response phase on October 15.

2020 Self-Response: 66.3% (2010 Self-Response Rate: 70.8%)

Populations Historically Undercounted

People of Color

- 61% of the tract is Hispanic (regardless of race)
- 21% of the tract reported their race as Black (either alone or in combination with other races)
- 10% of the tract reported their race as Asian (either alone or in combination with other races)

Renters

- 61% of the tract's households are renter occupied (an estimated 870 households).
- 39% of the tract's households are owner occupied.

Immigrants

- 57% of the tract was born outside the U.S., an estimated 2,957 people.

Census Activities: Pop up Tents at Crossroads Farmers Market, New Hampshire Estates Elm Food Distribution, Mt. Calvary Baptist Church + more.

Aspen Hill (Tract 7032.13)

- This community was projected to have a low self-response rate but had a significant increase in response after the start of NRFU and our in-person outreach activities in August.

2020 Self-Response Rate: 61% (2010 Self-Response Rate: 67.0%)

Populations Historically Undercounted

People of Color

- 46% of the tract is Hispanic (regardless of race)
- 36% of the tract reported their race as Black (either alone or in combination with other races)

- 2% of the tract reported their race as Asian (either alone or in combination with other races)

Renters

- 81% of the tract's households are renter occupied (an estimated 1,908 households).
- 19% of the tract's households are owner occupied (an estimated 449 households).

Immigrants

- 48% of the tract was born outside the U.S., an estimated 2,915 people.

Census Activities: Pop-up Tents at Peppertree Farms Apts., Plaza Del Mercado, and Mega Mart grocery store.

Montgomery Village (Tract 7007.13)

2020 Self-Response Rate: 59.6% (2010 Self-Response Rate: 64.8%)

Populations Historically Undercounted

People of Color

- 50% of the tract is Hispanic (regardless of race)
- 27% of the tract reported their race as Black (either alone or in combination with other races)
- 10% of the tract reported their race as Asian (either alone or in combination with other races)

Renters

- 75% of the tract's households are renter occupied (an estimated 1,533 households).
- 25% of the tract's households are owner occupied (an estimated 504 households)

Immigrants

- 55% of the tract was born outside the U.S., an estimated 3,430 people.

Census Activities: Pop-up Tents at HMart, Cider Mill food distribution and outreach, door hanging, farmer's market

Wheaton (Tract 7038)

2020 Self-Response Rate: 62.8% (2010 Self-Response Rate: 70.2%)

Populations Historically Undercounted

People of Color

- 17% of the tract is Hispanic (regardless of race)
- 43% of the tract reported their race as Black (either alone or in combination with other races)
- 13% of the tract reported their race as Asian (either alone or in combination with other races)

Renters

- 81% of the tract's households are renter occupied (an estimated 1,416 households).

- 19% of the tract's households are owner occupied (an estimated 322 households)

Immigrants

- 30% of the tract was born outside the U.S., an estimated 1,141 people.

(Data Source: US Census Bureau, American Community Survey, 2014-2018)

Outreach at a Glance

- 142 Census Complete Count Committee members
- 376 multi-lingual volunteer Census Ambassadors recruited, trained and provided census outreach between August 2019 and October 2020
- Targeted outreach to top 7 languages spoken in the county, including multilingual flyers, media outlets and social media (English, Spanish, Amharic, Chinese, Korean, French, Vietnamese)
- 14 non-profit organizations were Montgomery County's 2020 Census Partners through the Maryland State 2020 Census Grant Program
- Partnered with over 150 other non-profit, small business, civic, community, and faith or faith-based organizations to promote or provide information to communities about the census.
- Hosted over 350 census related outreach events, information tables, staff trainings, virtual presentations, information sessions, or volunteer orientations since August 2019.
- Developed and distributed 1500 lawn signs in multiple languages, with a focus on low-response census tracts and neighborhoods.

What's Next

The conclusion of field operations in October neither marks the end of work on the 2020 Census nor provides a resolution to significant questions. Here's a look at some of the key upcoming dates to keep in mind, as they are currently scheduled:

- November 30, 2020: The Supreme Court is set to consider whether the Trump administration can leave undocumented immigrants out of the count of the total population in the census.
- By December 31, 2020: The Census Bureau will deliver apportionment counts to the President as required by law:
- April 1, 2021: The Census Bureau will send redistricting counts to the states. This information is used to redraw legislative districts based on population changes.