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Office of Mayor John Cranley

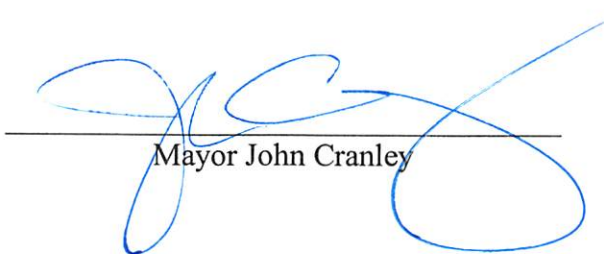
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August 4, 2020

MOTION

WE MOVE that the City Manager immediately allocate \$100,000 for increased outreach efforts to ensure that every Greater Cincinnati resident is counted in the 2020 Census.

WE FURTHER MOVE that the City Manager is authorized to allocate these funds immediately and a moral obligation ordinance will be passed in September. These funds will be used for canvassing, rental and landlord outreach, and targeted outreach in lowest performing Census tracts.



Mayor John Cranley

Statement: The City of Cincinnati remains committed to ensuring every resident is counted in the 2020 Census. The data collected by the Census has a direct impact on how much federal funding we receive, which means an undercount of population leads to communities and individuals that are underserved. The Trump Administration's push to end the Census count a month early will result in a massive undercount, specifically in minority communities. The immediate allocation of funding is vital to ensure a more complete, accurate count, despite efforts to undermine the Census.



Scope of Work (SOW)

July 27-~~October 30~~ **September 30**

Project Manager: Chandra Yungbluth

SUMMARY:

The US Census Bureau announced that counting operations will end September 30, 2020, one month before the adjusted pandemic deadline. Additional funds, detailed below, will support ongoing efforts to ensure a fair and accurate count.

TASK LIST:

Canvass Program- 50K

Universe of approximately 25,000 households in lowest responding tracts with high single-family unit percentage. (Mid-August- Mid-September)

Census Mobile Kiosk Program- 25K

Visit public spaces in lowest responding neighborhoods, CMHA properties, and Universities with prizes and incentives for completing the Census at Kiosk. (6 weeks August 15- Sept 30)

Census Renter/landlord outreach program- 25K

Dedicated staff member to:

- Engage Landlords and property Managers to work with US Census Bureau enumerators onsite
- Assist US Census bureau with Data collection of proxy day from property managers to USCB
- Conduct outreach and census assistance on site with residents

GREATER CINCINNATI COUNTS PROGRESS | OCTOBER 2019 – AUGUST 2020

Greater Cincinnati Counts (GCC) Kick-off, 10/1/19
9 Monthly GCC Meetings (6 in person, 3 virtual)
Approximately 50 – 75 attendees at each meeting

Provided resources to GCC participants:

- *One-on-one guidance*
- *Full Communication/Media strategy*
- *Messaging Tool Kit: graphics, social media posts, email blasts, newsletter articles, etc.*
- *Hands-on training to practice key talking points*
- *Printed materials - posters, palm cards, flyers, yard signs in any language requested*
- *Attended/spoke at numerous events/meetings*

Staffed Kiosks Serving Hard To Count Communities

- *Over 90 kiosks staffed mid June – August 4*
- *70 more already scheduled*
- *Mayor's Interns provided staffing*
- *Tablets and phones allowed for immediate census response*
- *Answered questions, provided printed materials*

Outreach meetings with CPS, Metro, Spectrum, Apartment Association, other stakeholders, including all City departments resulting in the following:

- *Free advertising on busses*
- *Backpack stuffers*
- *Translation services for printed materials,*
- *Bill On-serts and Inserts in GCWW, Cincinnati Bell*
- *Spectrum PSAs*
- *Home Visits to special immigrant populations via Compass*
- *Newsletter/Eblasts educating about Census (including multiple languages)*
- *Newsletter/Eblasts educating about Census scams*
- *Posters, handouts, and yard signs at all City facilities*
- *Census response stations at community spaces*
- *Dedicated outreach to landlords for proxy*
- *Trash can stickies*
- *591-6000, Fix it Cincy special announcements*
- *Stickers for food banks and diaper banks*
- *Info on phone census to Meals on Wheels*

MEDIA ENGAGEMENT

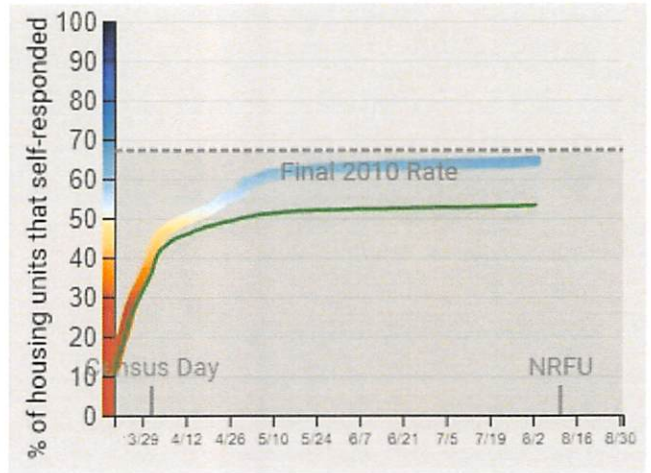
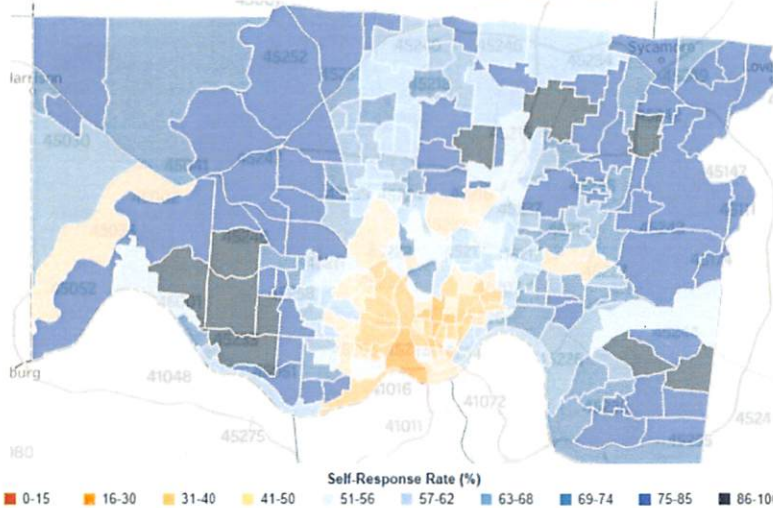
Regular discussions with local media including incorporating into our social media posts; inviting them to GCC meetings; setting up standard media interviews (WCPO, Enquirer, Local 12, WVXU); talk show appearances (Cincinnati Edition, Lincoln Ware (TV and radio,) Let's Talk Cincinnati); Clyde Gray produced PSA that runs regularly on WCPO.

Upcoming: Lincoln Ware show takeover; WCPO (Lucy May) and CityBeat (Nick Swartzell) interested in back-to-school stories and impact of colleges and universities on the Census; WVXU Cincinnati Edition

- <https://www.wcpo.com/news/our-community/outreach-has-changed-but-message-remains-the-same-the-2020-census-is-happening-and-its-important>
- <https://www.uc.edu/news/articles/2020/04/n20902704.html>
- <https://local12.com/news/childhood-poverty-a-cincinnati-crisis/low-census-response-can-cost-neighborhoods-cities-billions-in-the-long-run>
- <https://www.wvxu.org/post/covid-19-complicates-census-outreach-hard-count-neighborhoods>
- <https://www.citybeat.com/news/blog/21112188/cincinnati-hamilton-county-kick-off-2020-census-efforts>
- <https://www.wlwt.com/article/community-leaders-gearing-up-for-2020-us-census/30649068>
- <https://local12.com/news/local/community-partners-to-host-virtual-events-after-coronavirus-impacts-census-cincinnati>
- <https://www.wlwt.com/article/let-s-talk-cincy-importance-of-the-2020-census/31041344>
- <https://www.cincinnati.com/story/news/2020/04/24/coronavirus-how-pandemic-could-hurt-cincinnati-census-count/3004804001/>
- <https://thecincinnatiherald.com/2020/01/2020-census-jobs-available/>
- <https://www.soapboxmedia.com/devnews/Cincinnati-census-2020.aspx>

The national 2020 response rate is 62.9%. The state of Ohio has a 67.3% 2020 response rate. In 2010, Ohio's self-response rate was 69%.

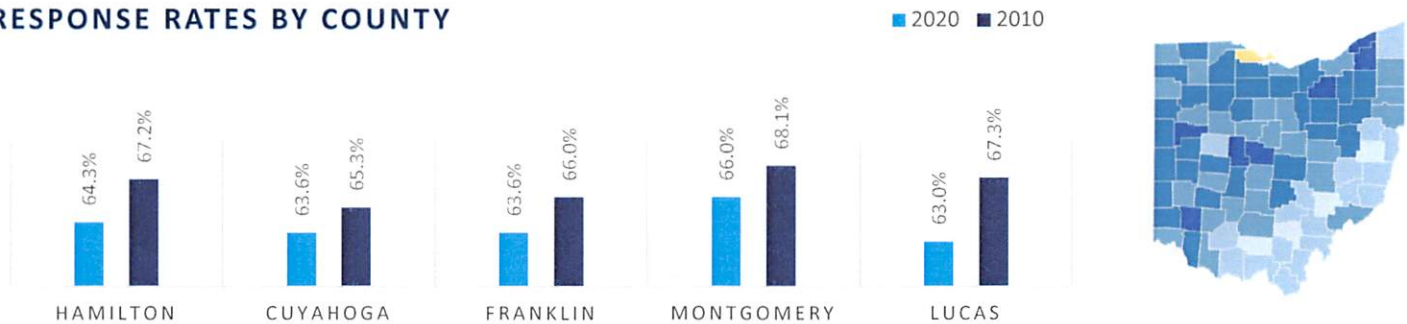
HAMILTON COUNTY RESPONSE RATES MAP RESPONSE RATES BY DAY FOR HAMILTON CO.



The following tracts have the **highest** 2020 response rates in the County: Tract 249.03 (89% - Mt. Washington), Tract 204.04 (88% - Miami Twp), Tract 212.01 (87.8% - Green Twp), Tract 211.02 (87.8% - Green Twp), and Tract 226.01 (87.4% - Wyoming City).

The following tracts have the **lowest** 2020 response rates in the County: Tract 16 (18.2% - OTR), Tract 30 (24.1% - Corryville), Tract 25 (24.7% - CUF), Tract 33 (26% - Corryville), and Tract 17 (26.4% - OTR).

RESPONSE RATES BY COUNTY



Hamilton Co. has a 64.3% response rate as of August 2, 2020. Their 2020 Census self-response rate was 67.2%.

RESPONSE RATES BY CITY



Cincinnati has a 52.3% response rate as of August 2, 2020. The city's 2010 Census self-response rate was 59.1%.



Paid Communications Plan

July 27-~~October 30~~ September 30

African American/Latin X outreach

Radio- 2 weeks of ads on Radio 1, & LaMega starting August 1
 Print- two weeks of ads in Herald and LaVanguardia starting August 1
 Mail- Targeted bilingual Latinx mailer (5,000 households) Aug 30

Digital Advertising

Targeted hard to count- renters, African American, 18-54 in specific zip codes. Facebook, Instagram, digital display ads.

- General Hard to Count Audience, July 27-October 7
- Geofenced around multifamily units, July 27-October 7- localized neighborhood messaging

Phone & Text Program

Targeted by lowest responding census tract- universe approx. 17,000

Week #	Date	Phone	Text
Week 8	3-Aug	Live patch thru	
Week 7	10-Aug		animated text
Week 6	17-Aug	robo call	
Week 5	24-Aug	robo call	
Week 4	31-Aug		animated text
Week 3	7-Sep	Live patch thru	
Week 2	14-Sep	robo call	
Week 1	21-Sep		animated text
week 0	28-Sep	robo call	

Direct Mail

Mail universe based on Census model developed by Target Smart (48,000) each household receives during its blitz week:

- Census information (August)
- Social pressure (August)
- Final Notice (September)

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