

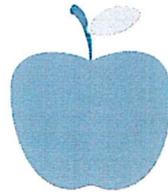


Warren County COUNTS

Update on Census 2020 Operations and Outreach

August 25th, 2020
Planning Committee

Why does the Census matter?



When we are
short-counted,
we are
short-changed.

Census counts are used to reapportion legislative districts, from the U.S. House of Representatives all the way down to our local election districts.

The Census data are used to apportion federal funding streams. In 2016, Census data was used to determine the allocation of over \$675 billion.

In 2016 New York received **\$73 billion** in 55 federally funded programs reliant on Census Data.

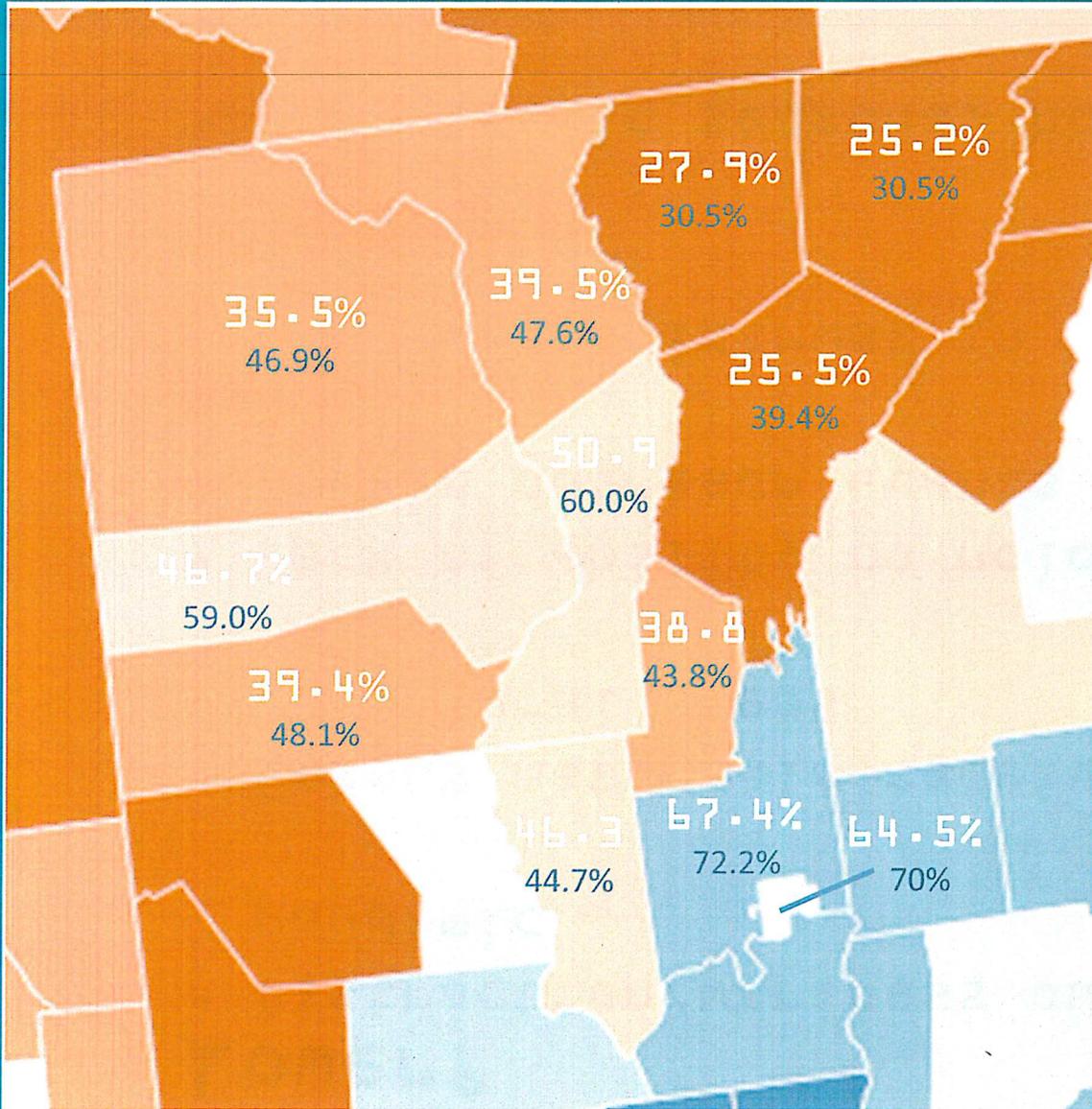
Warren County's 2010 population was 65,707.

If every citizen is worth \$3000 in federal funding each year, just a 1% undercount for our county - approximately 650 people - over a decade until the next census, would result in a loss of **\$19.5 million**

Self-Response Rates

As of 8/23

2020 self-response rate
2010 self-response rate



| | |
|--------------------|-------|
| United States: | 64.4% |
| New York: | 60.3% |
| Warren County: | 53.0% |
| Washington County: | 58.2% |
| Saratoga County: | 65.9% |
| Essex County: | 39.9% |

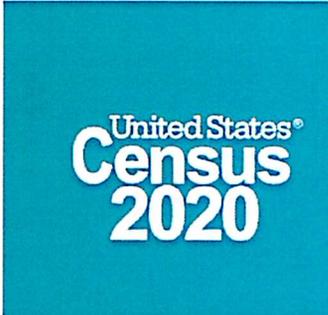
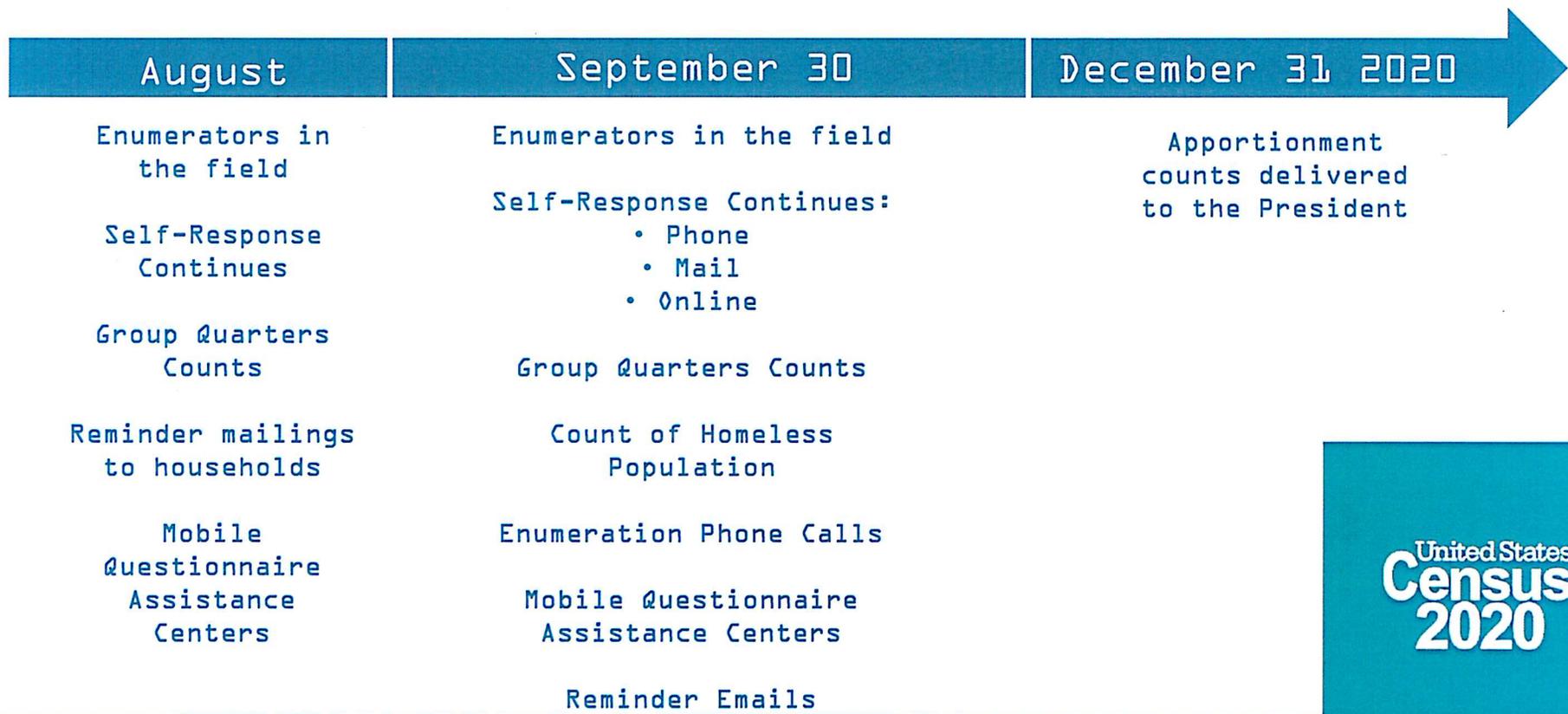
Percentage of Households Counted by Enumerators in NYS as of 8/24: 12.0%



Why are Response Rates Lower?

- Distraction/wariness due to the pandemic
- Census materials received late in many rural areas
- Lack of ability to hold Census-themed outreach events
- Increased distrust in the government
- Increase in seasonal housing

Current Census Bureau Activities and Timelin



Warren County's Hard-to-Count Populations

young children

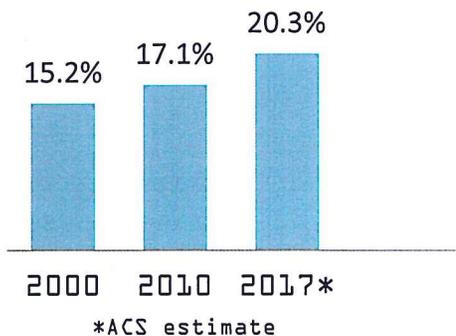
- historically undercounted nationwide
 - nearly 10% not counted in 2010
- divorce - double count or not counted at all
- young parents unfamiliar with the census
- children may not be biologically related to householder or may be living in a complex household
- Highest rate of undercounted children live in low income urban census tracts
- Hispanic and racial minorities are less inclined to include young children in the census response

seasonal

- Warren County has a high seasonal population
- Confusion about how to respond to the census for people with two homes ("usual residence").
- Many of these homes do not have mail delivery

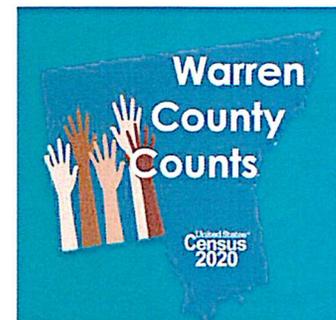
elderly

- Warren County has a high and growing elderly population.
- May have difficulty using the internet
- May have difficulty understanding and completing the Census



rural

- lack of trust in the government
- higher populations without internet access. 14.8% of Warren County households do not have internet access.
- places with lower self-response rates typically have less accurate counts
- higher poverty level areas have typically lower response rates



Warren County's Hard-to-Count Populations

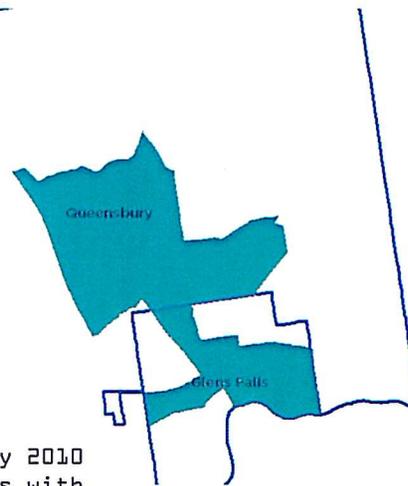
immigrant communities and communities of color

- Small but growing percentage of Warren County's population
- Mostly concentrated in Glens Falls
- Concern about the citizenship question
- Possible language barriers

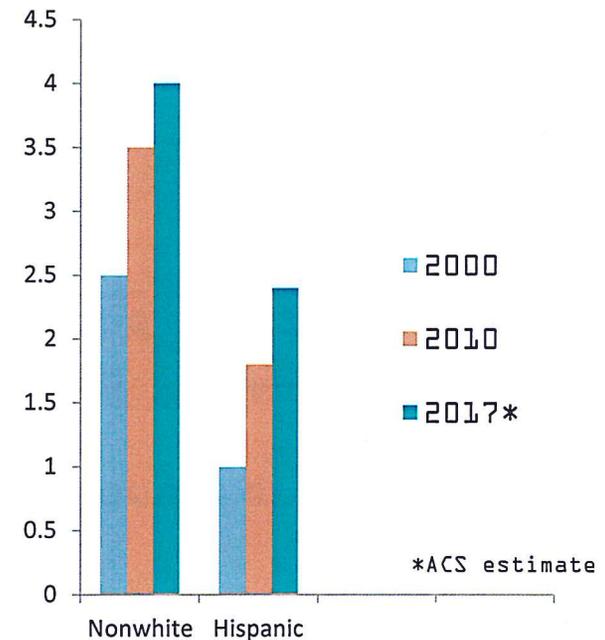
renters

- Renters are historically undercounted.
- Areas with a high percentage of renters are at greater risk for an undercount.
- Currently, Wards 1 and 4 have lower response rates than the rest of Glens Falls

Warren County 2010
Census Tracts with
over 50% renters



Percentage of the population



Warren
County
Counts



United States
Census
2020

Warren County Outreach Activities



Partnered with Tri-County United Way

CENSUS BOOTHS:

- Warren County Farmer's Markets
- Shirt Factory Food Corral
- Will distributed "Warren County Counts" masks and hand sanitizer

CENSUS PHONE BANK

EMAIL OUTREACH:

- Bulk emails to local organizations and employers



Warren County
COUNTS

TIME IS RUNNING OUT.

**FILL OUT
THE 2020
CENSUS
TODAY!**

Go to
MY2020CENSUS.GOV
& Get Counted.

MOBILE QUESTIONNAIRE ASSISTANCE CENTERS:

- Open Door Food Pantry
- Million Reasons to Vote Rally

CENSUS SIGNS:

- Banners for Town Halls
- Lawn Signs
- Digital Signs

HARDCOPY MATERIALS:

- Census cards distributed via meal deliveries to elderly and schoolchildren
- Glens Falls Housing Authority Properties

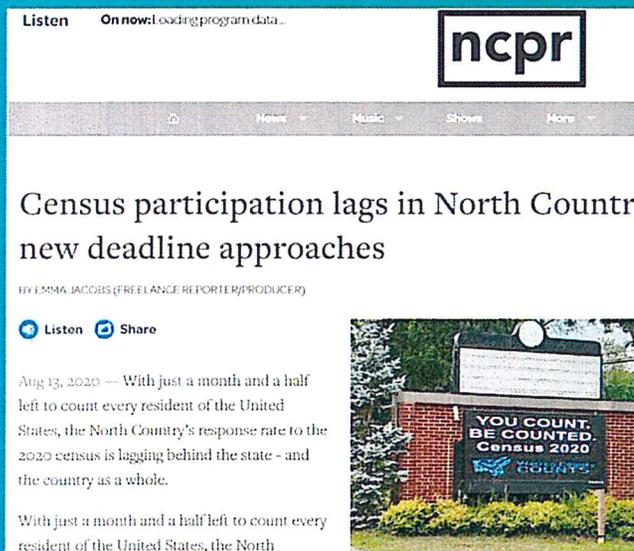
Warren County Outreach Activities

SOCIAL MEDIA:

- Testimonials from local community members
- Calls to action
- Census information
- Boosted to all Warren County Facebook and Instagram users

TRADITIONAL MEDIA:

- Articles/interviews in:
 - North Country Public Radio
 - Post Star
 - Sun Community News
- Ads in:
 - Post Star
 - Chronicle
 - Sun Community News



The screenshot shows a news article from NCPR. The header includes the NCPR logo and navigation links for News, Music, Shows, and More. The article title is "Census participation lags in North Country as new deadline approaches" by Emma Jacobs. Below the title are "Listen" and "Share" buttons. The main text begins with "Aug 13, 2020 — With just a month and a half left to count every resident of the United States, the North Country's response rate to the 2020 census is lagging behind the state - and the country as a whole." To the right of the text is a photograph of a brick sign that reads "YOU COUNT. BE COUNTED. Census 2020" with the NCPR logo.

Fighting Census Rumors

Q: Does the 2020 Census ask about Citizenship?

A: NO

Q: Are non-citizens Counted in the Census?

A: YES. The Census counts everyone living in the Country.

Q: Can my answers be used by law-enforcement or used against me?

A: NO. The law prevents the sharing of Census information with law enforcement or any other government agency or private entity.

Q: I heard the Census Bureau's system was breached:

A: This is a false rumor.

Q: I got a call, text or email from the Census Bureau. Is this a scam?

A: The Census Bureau IS calling, texting and emailing people. They will never ask for social security number, bank account, or party affiliation. To confirm legitimacy, call 844-330-2020.

United States®
Census
2020

How can the Supervisors Help?



Directly ask 10 acquaintances if they have responded to the Census. If not, encourage them to respond.



Ask others to take this challenge. Hang a Census banner at the Town Hall. Post a reminder on digital message boards.



Host a Mobile Questionnaire Assistance Center at the Town Hall or another community location.



Discuss the Census at Town Board meetings and other meetings where you are in attendance.



Post our Warren County Counts web banner on the town's website. Post reminders regularly on Facebook.



Send out a bulk email using our template and instructions. Forward to other local organizations to send out to their member

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Warren County COUNTS

Questions?