

#HoCoCounts
 **2020 CENSUS**

Howard County 2020 Census Update



HOWARD COUNTY DEPARTMENT OF COMMUNITY RESOURCES AND SERVICES

9830 Patuxent Woods Drive ■ Columbia, Maryland 21046 ■ 410-313-6400 voice/relay

Jacqueline R. Scott, Director
communityresources@howardcountymd.gov

FAX 410-313-6424

HoCo Counts: Howard County Complete Count Committee Meeting
Friday, August 28, 2020, 1:00PM – 2:00PM
Conference Line 650-479-3207 Access Code 160 366 5635#

- 1) **Stephanie Adibe, DCRS** - Welcome
- 2) **Daniel Jones, U.S. Census Bureau** - Federal Updates
- 3) **Chris Fairall, U.S Census Bureau** - Recruitment Updates
- 3) **John Watson, Maryland Census Outreach Coordinator** - State Updates
- 4) **Jarrett Carter, DCRS** - HoCo Marketing Updates
- 5) **Stephanie Adibe, DCRS** - HoCo Census Updates
- 6) **John Watson, Maryland Census Outreach Coordinator** - Maryland Census Champions



Countdown to a Complete Count





Countdown to a Complete Count



**I CAN'T
KEEP CALM**

ONLY

**33 DAYS
LEFT**



Federal Census Updates

Daniel Jones

U.S. Census Bureau

Partnership Specialist



Recruitment Updates

Christopher Fairall

U.S. Census Bureau
Census Field Manager



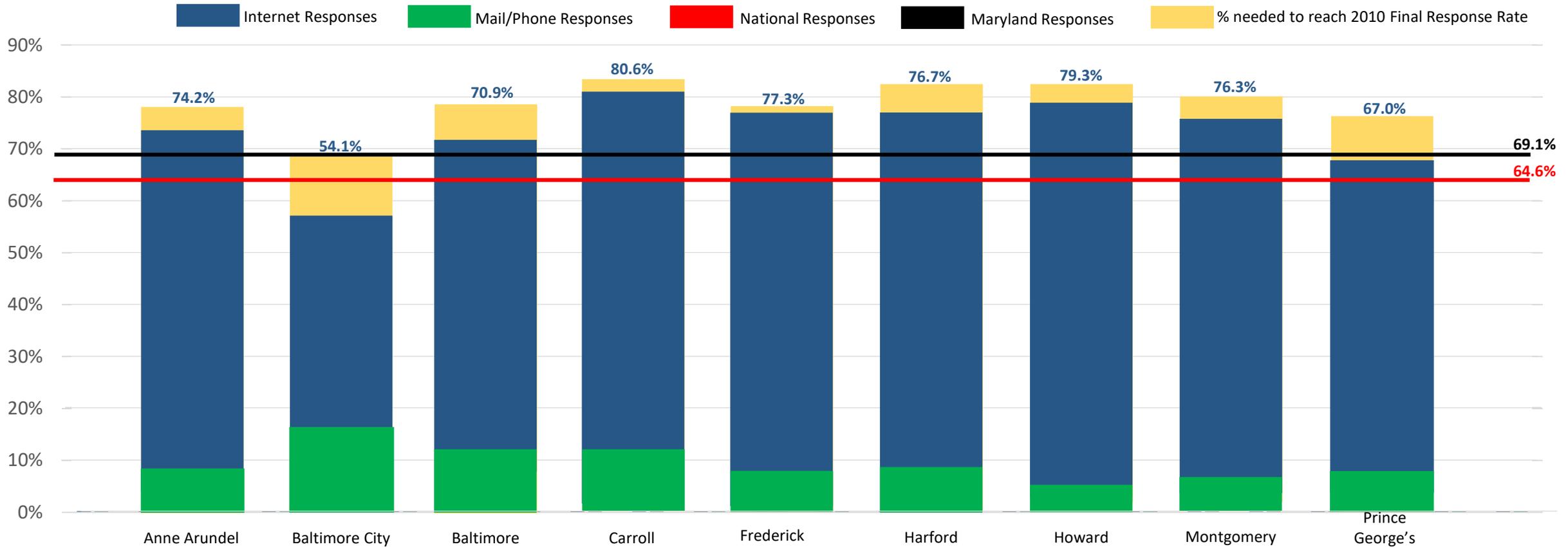
State Census Updates

John Watson

Maryland State Department of Planning

Census Outreach Coordinator

Maryland Census Responses





Marketing Updates

Jarrett Carter

Department of Community Resources and Services
Communications Manager

Howard County, MD Census 2020 Self-Response Rates
#HoCoCounts 2020 CENSUS
☰

Self-Response Rates by County (Central Maryland Region)

Overall Response Rate
Responses via Internet

County	Overall Response Rate	Responses via Internet
Baltimore City	38.4	54.1
Queen Anne's	55.7	66.6
Prince George's	58.5	67
Baltimore	60	70.9
Anne Arundel	67.1	74.2
Montgomery	69.6	76.3
Harford	67.2	76.7
Frederick	68.5	77.3
Howard	74.2	79.3
Carroll	69.3	80.6

Howard County, Maryland

Cumulative Self-Response ↕ Response Rate via Internet

79.3

74.2

Cumulative Self-Response Rate

69.1

Maryland

Respond to United States®
Census 2020

Response Rate via Internet

59.1

Maryland

Average Self-Response Rate

66.025

for Maryland Counties

Average Response Rate via Internet

53.558

for Maryland Counties

Application development and maintenance by
Howard County Dept. of Planning & Zoning, Division of Research
Data sourced from the U.S. Census Bureau and Esri
Census 2020 Response Rate Data, Esri Demographics

New Branding



Complete YOUR Census Today!

Calvin Ball
Howard County Executive

YOUR RESPONSE is a critical piece!

IMPORTANT

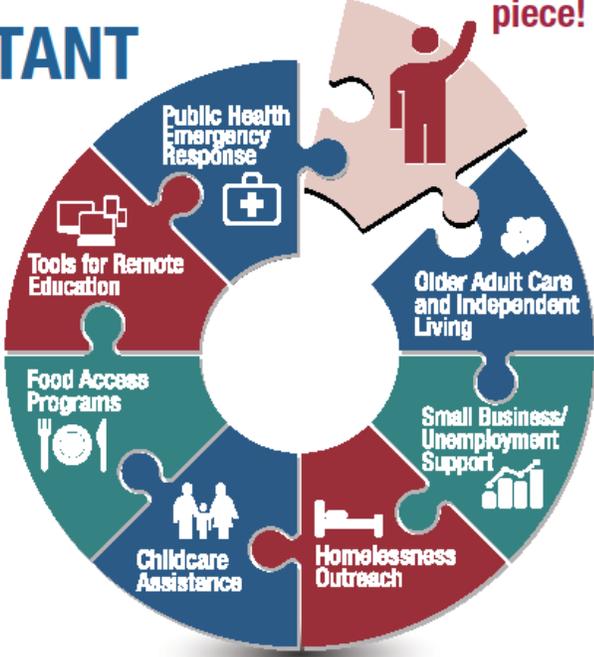
Funding supports many critical services and community resources.

EASY

Only 10 questions and it takes less than 10 minutes.

SAFE

Responses are 100% confidential.



Public Health Emergency Response

Tools for Remote Education

Food Access Programs

Childcare Assistance

Homelessness Outreach

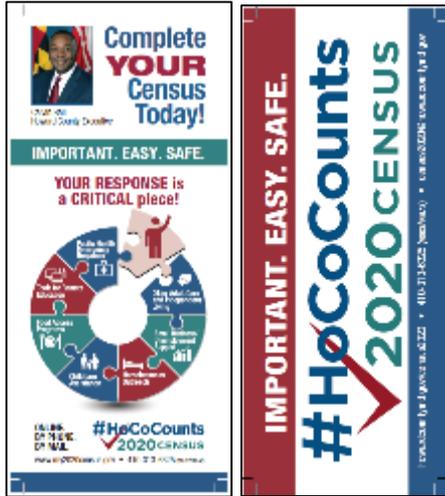
Small Business/Unemployment Support

Older Adult Care and Independent Living

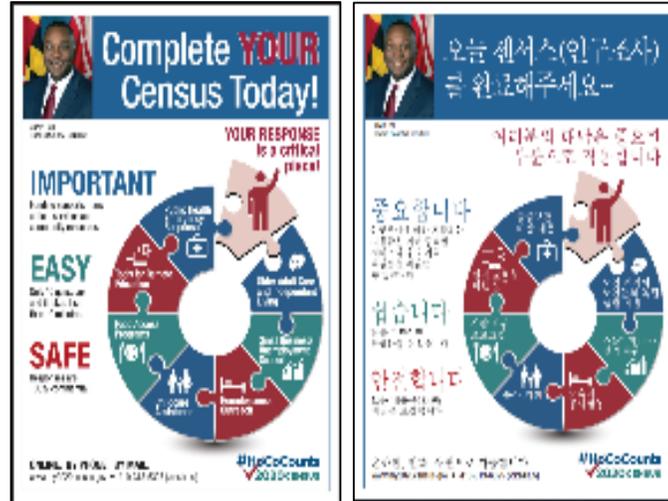
ONLINE. BY PHONE. BY MAIL.
www.my2020census.gov • 410-313-6325 (VOICE/RELAY)

#HoCoCounts
2020 CENSUS

Current Marketing Campaigns



UTILITY INSERT



MULTILINGUAL FLYERS



DOORHANGER





Social Media Campaign

I am counting on you...

Join the HoCoCounts Census Challenge!

Complete your census at my2020census.gov. Then, tag **YOUR** favorite nurse, caretaker, or volunteer in a post using **#HoCoCounts**.



Calvin Ball
Howard County Executive



EMERGENCY SERVICES • HEALTHCARE • NUTRITIONAL SUPPORT FOR OLDER ADULTS

Digital Advertising

The image shows a screenshot of a newspaper website, 'THE BALTIMORE SUN', with a digital advertisement for the 2020 Census. The website header includes navigation links for 'SECTIONS', 'SEARCH', 'NEWSPAPER', 'LATEST', 'SPORTS', 'OBITUARIES', 'WEATHER', and a 'LOG IN' button. The date is 'MAY 28, 2020' and the temperature is '72°F'. Below the newspaper name is the 'Howard County Times' section, with sub-sections for 'COLUMBIA', 'HOWARD COUNTY SPORTS', 'HOWARD MAGAZINE', and 'LAUREL LEADER'. The advertisement features a photo of Calvin Ball, Howard County Executive, and the text: 'Complete YOUR Census Today! YOUR RESPONSE is a CRITICAL piece! IMPORTANT. EASY. SAFE.' It also includes contact information: 'ONLINE. BY PHONE. BY MAIL. www.my2020census.gov 410-313-6325 (VOICE/RELAY)' and the hashtag '#HoCoCounts 2020 CENSUS'. A circular graphic shows various services supported by the census, including Public Health Emergency Response, Tools for Remote Education, Food Access Programs, Older Adult Care and Independent Living, and Small Business/Unemployment.

SECTION | SEARCH | NEWSPAPER | LATEST | SPORTS | OBITUARIES | WEATHER | LOG IN

THE BALTIMORE SUN

MAY 28, 2020 | 72°F

Howard County Times

COLUMBIA | HOWARD COUNTY SPORTS | HOWARD MAGAZINE | LAUREL LEADER

ADVERTISEMENT

Complete YOUR Census Today!
YOUR RESPONSE is a CRITICAL piece!
IMPORTANT. EASY. SAFE.

ONLINE. BY PHONE. BY MAIL.
www.my2020census.gov
410-313-6325 (VOICE/RELAY)
#HoCoCounts
2020 CENSUS

Calvin Ball, Howard County Executive

Public Health Emergency Response
Tools for Remote Education
Food Access Programs
Older Adult Care and Independent Living
Small Business/Unemployment

A photograph of a waiter in a white shirt and black vest, wearing a blue face mask, setting a table with white linens, glassware, and silverware in a restaurant setting.

Howard County Billboards

065500 – Washington DC/Baltimore

Clear Channel Outdoor

Description: Washington Blvd WS 2112ft N/O Port Capital F/N - 1

TAB Panel ID: 30445

Media Type: Premiere Posters

Facing: N

Size: 12'3" x 24'6"

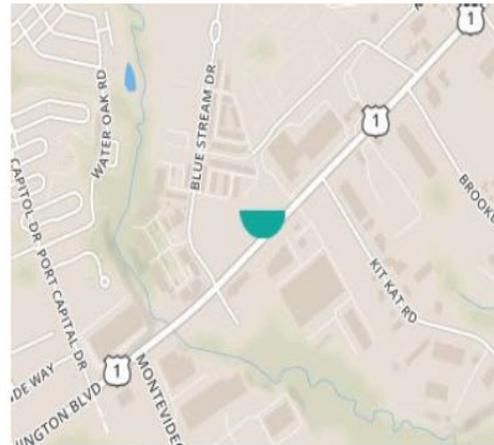
City: Jessup

Zip: 21075

Latitude: 39.17789

Longitude: -76.773223

Current Advertiser: Friends of Z. Stephen Horvat for Judge



Demo	Weekly Impressions	
	Baltimore MD (DMA)	Total
18+ yrs - All	93,708	111,328

100533 – Washington DC/Baltimore

Clear Channel Outdoor

Description: Route 1 - Baltimore Blvd ES 3mi N/O I 95 F/S - 1

TAB Panel ID: 30916

Media Type: Bulletin

Facing: S

Size: 14' x 48'

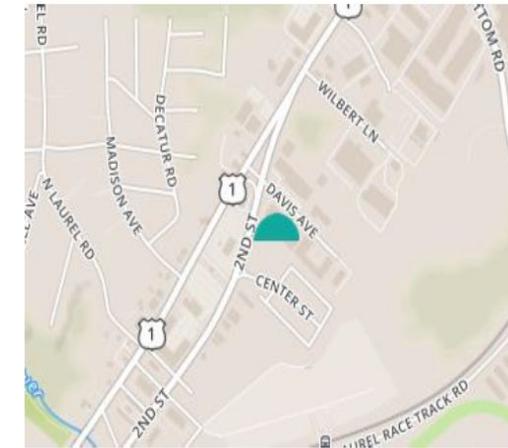
City: North Laurel

Zip: 20723

Latitude: 39.110038

Longitude: -76.835453

Current Advertiser: Redfin Corporation



Demo	Weekly Impressions	
	Baltimore MD (DMA)	Total
18+ yrs - All	75,400	145,646

Laurel Billboard

7/23/2020
INSTALLED

CREATIVE
INSTALLED

Complete your census
7/23/2020 12:10am



#HoCoCounts
**2020 CENSUS**

MD Census Champion

John Watson

Maryland State Department of Planning

Census Outreach Coordinator

Young Smith-LOKA-HC

**CENSUS
CHAMPION**

YOUNG SMITH



Howard County's Complete Count Committee Census Champion is Young Smith, a community advocate who leverages her work with families and neighborhoods to promote census completion in some of our historically low-count areas.

Smith is President of the Howard County League of Korean Americans (LOKA-HC), and has successfully executed several on-site census promotional events at key locations in underrepresented census tracts. Through these events and with the help of LOKA members, Smith has successfully promoted these outreach events to hundreds of Korean residents and helped dozens of individuals and families to complete the census in person.

Safa Hira-County Administration

**CENSUS
CHAMPION**

SAFA HIRA



Safa Hira is a Community Liaison in the Howard County Office of the County Executive. She has served as a key official in coordinating census messaging from the executive office and providing oversight of intra-agency promotion of census completion and important deadline information.

Safa has helped produce a series of census-related promotional videos and social media content to build public awareness of the county's census participation rate and has helped to coordinate census information access in on-site and digital outreach events.

#HoCoCounts
✓ 2020 CENSUS



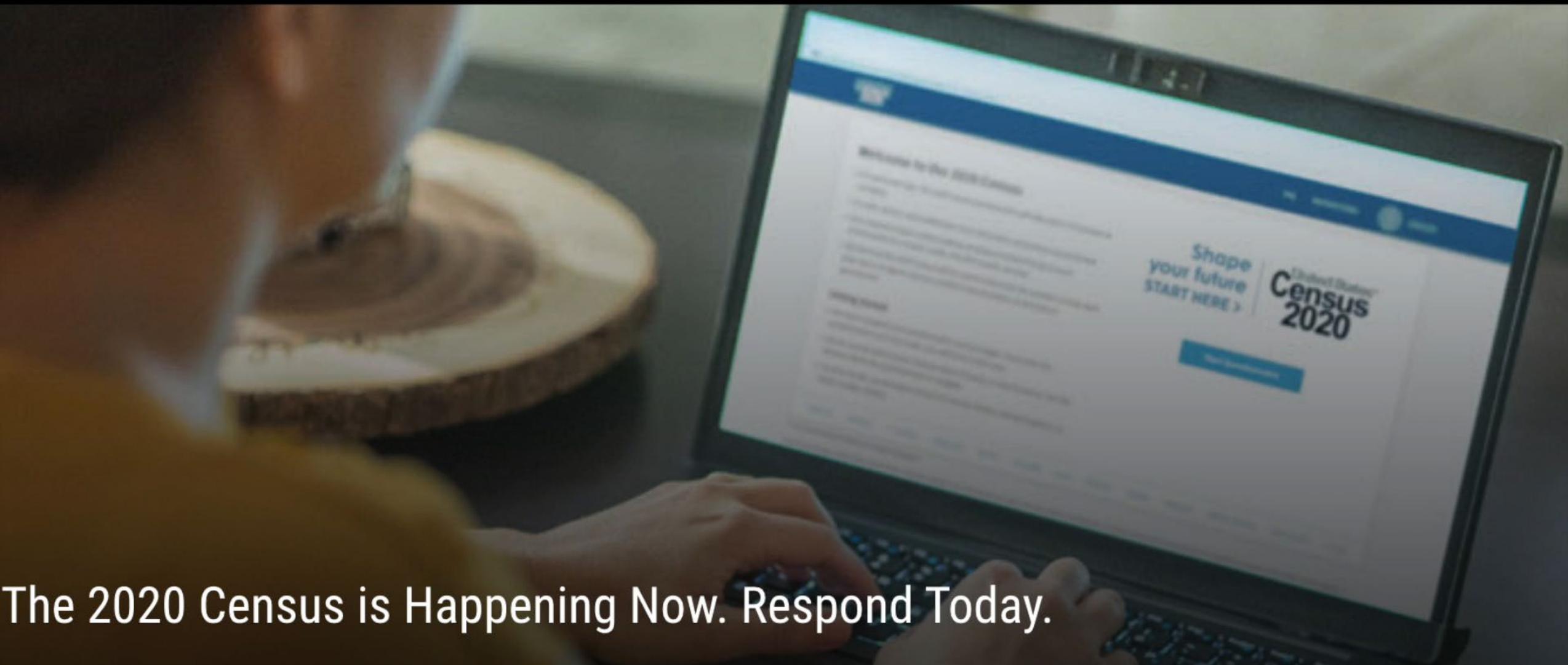
Howard County Executive Calvin Ball



30-Day Census Challenge

Stephanie Adibe

Department of Community Resources and Services
Deputy Director



The 2020 Census is Happening Now. Respond Today.



#HoCo Counts 30-DAY Census Challenge

Countdown to a Complete Count

- ✓ Create 3 social media posts per week for the month of September
- ✓ Like and Share 2 Census posts per week for the month of September
- ✓ Create 1 Census video and share (video must be a minimum of 30 seconds)
- ✓ Take a selfie holding a sign about how census data/funding supports our communities and tag 5 friends
- ✓ Include Census message and graphic at the top of your September e-newsletter or group email distribution
- ✓ Complete 4 volunteer hours providing Census outreach in the community for the month of September
- ✓ Wear your Census Swag while out in the community and send us a pic to share on our social media pages. Ideas include wearing your census t-shirt while at the gym or walking/biking in your community, use your reusable Census tote next time you go grocery shopping
- ✓ Hang Howard County Census branded flyers on 3 different community boards in Elkridge, Jessup, Laurel or Columbia and send us a pic to share on our social media pages. Ideas include posting on you local HOA site, Next Door account, Starbucks, grocery stores
- ✓ Tag a first responder, educator, healthcare professional or older adult care professional in a social media post with the hashtag #HoCoCounts
- ✓ Create you own Census Challenge Task and send to us

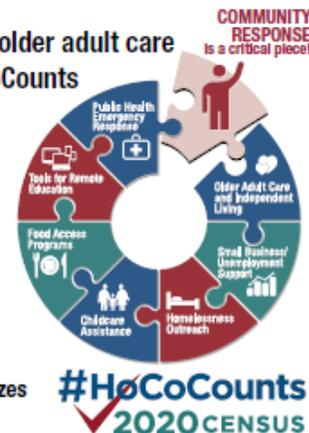
RAFFLE PRIZES

Will be announced on September 1

INSTRUCTIONS

Pick 5 tasks from the challenge list and complete
Submit proof of completion for each task completed
After verification of completion you will be entered for a chance to win one of 3 prizes

All entries must be received by October 1. Final drawing October 5.

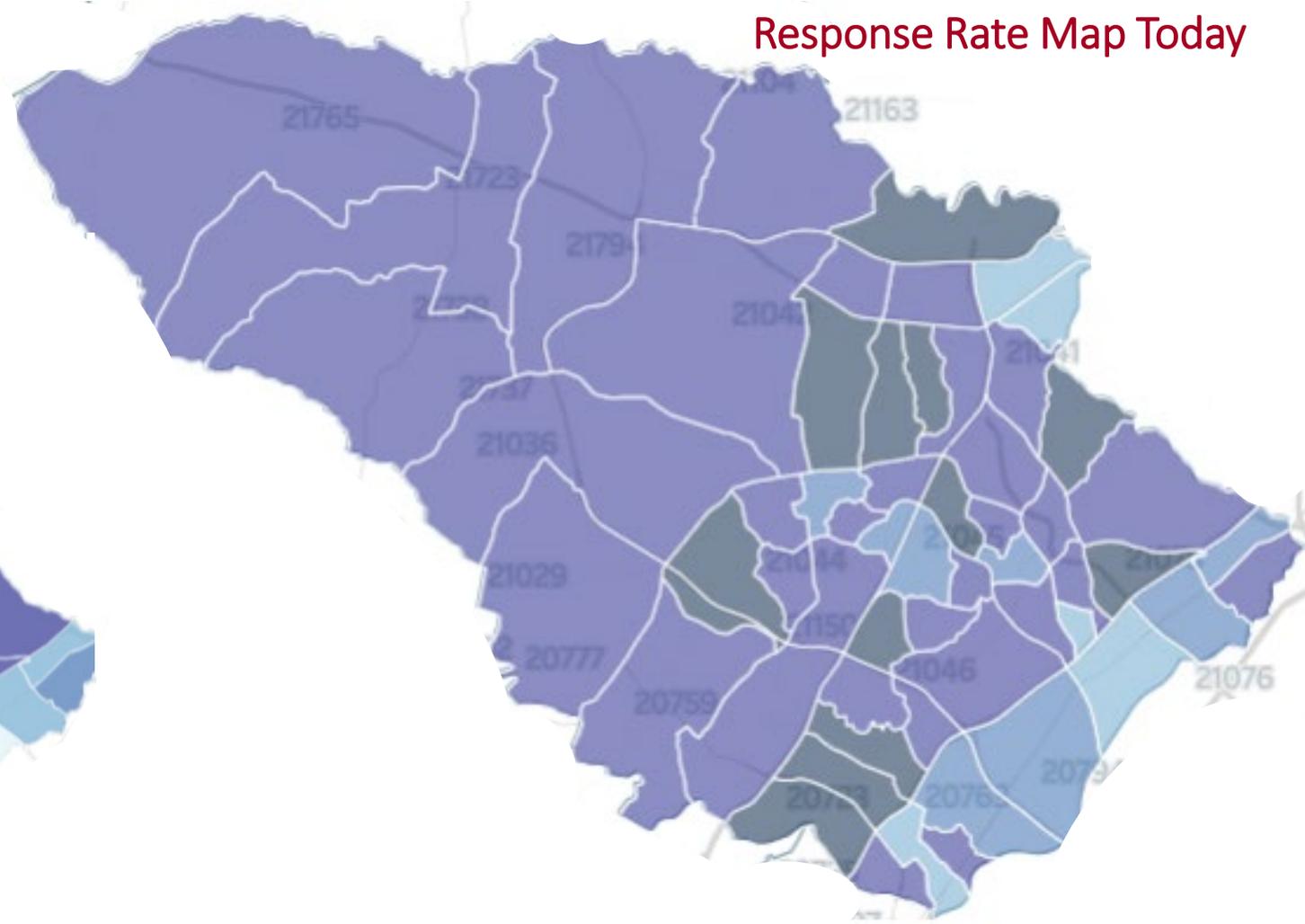
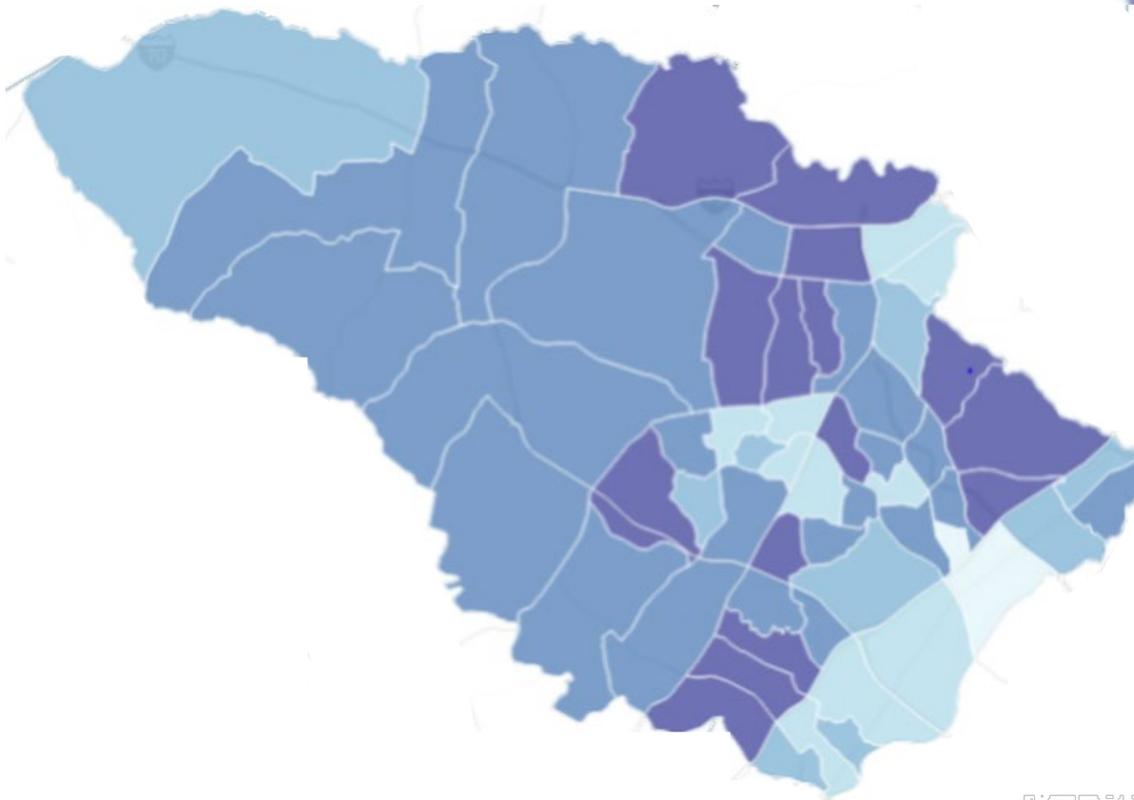


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2020 CENSUS

Response Rate Map

Response Rate Map Today

Response Rate Map April 2020



Self-Response Rate (%)



#HoCoCounts
 **2020 CENSUS**

**Complete Count
Committee Updates**

#HoCoCounts
✓ 2020 CENSUS

Questions