

Mapping Hard to Count Communities with **HTC 2020** for a Fair and Accurate Census

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Rochester City Council Chambers

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Every 10 years, here's how the Census Bureau counts us:

1. Self-Response phase:

- Census Bureau mails information about the decennial questionnaire to almost all households (starting in March 2020, continuing through April).
- For 2020, some households will be mailed the actual questionnaire, most households will be mailed a website link to fill out the form online, & everyone will have the opportunity to mail in the form or call-in their responses.

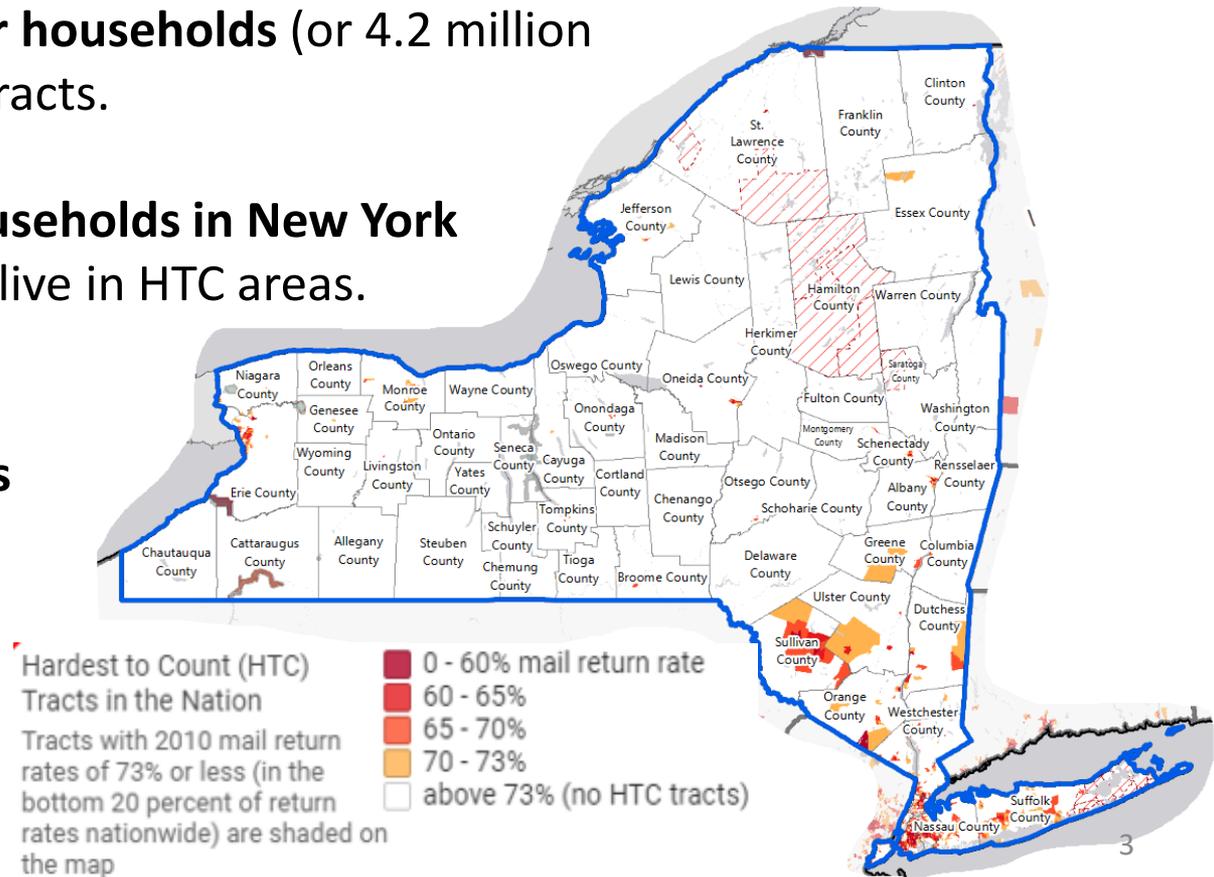
The most accurate & complete population data is submitted during this phase.

2. Non-Response Follow Up phase:

- The Census Bureau hires 100s of thousands of people to go door-to-door to count every household that didn't self-respond (after April 1, 2020).
- Much more expensive than the self-response phase (**\$2 BILLION** in 2010).
- *During this phase, the risk is greatest that people will be missed or counted inaccurately.*
- Areas with large shares of households that don't self-respond are therefore "**hard to count**". Almost every community will have some households that don't self-respond. But in many communities **25% or more of their households** didn't mail in their forms and needed to be counted in person. *We've mapped these communities to help ensure a fair and accurate 2020 Census.*

New York: a diverse state with diverse enumeration challenges

- **More than half (56%) of the state's immigrant population** (or 2.5 million people born outside the US) live in hard-to-count (HTC) tracts in New York.
- **Half of New York's renter households** (or 4.2 million households) live in HTC tracts.
- **45% of single-parent households in New York** (or 365,000 households) live in HTC areas.
- **42% of households with no internet subscriptions** (or just over 500,000 households) live in HTC areas.



Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

Search by state, county, Congressional district, or state legislative district

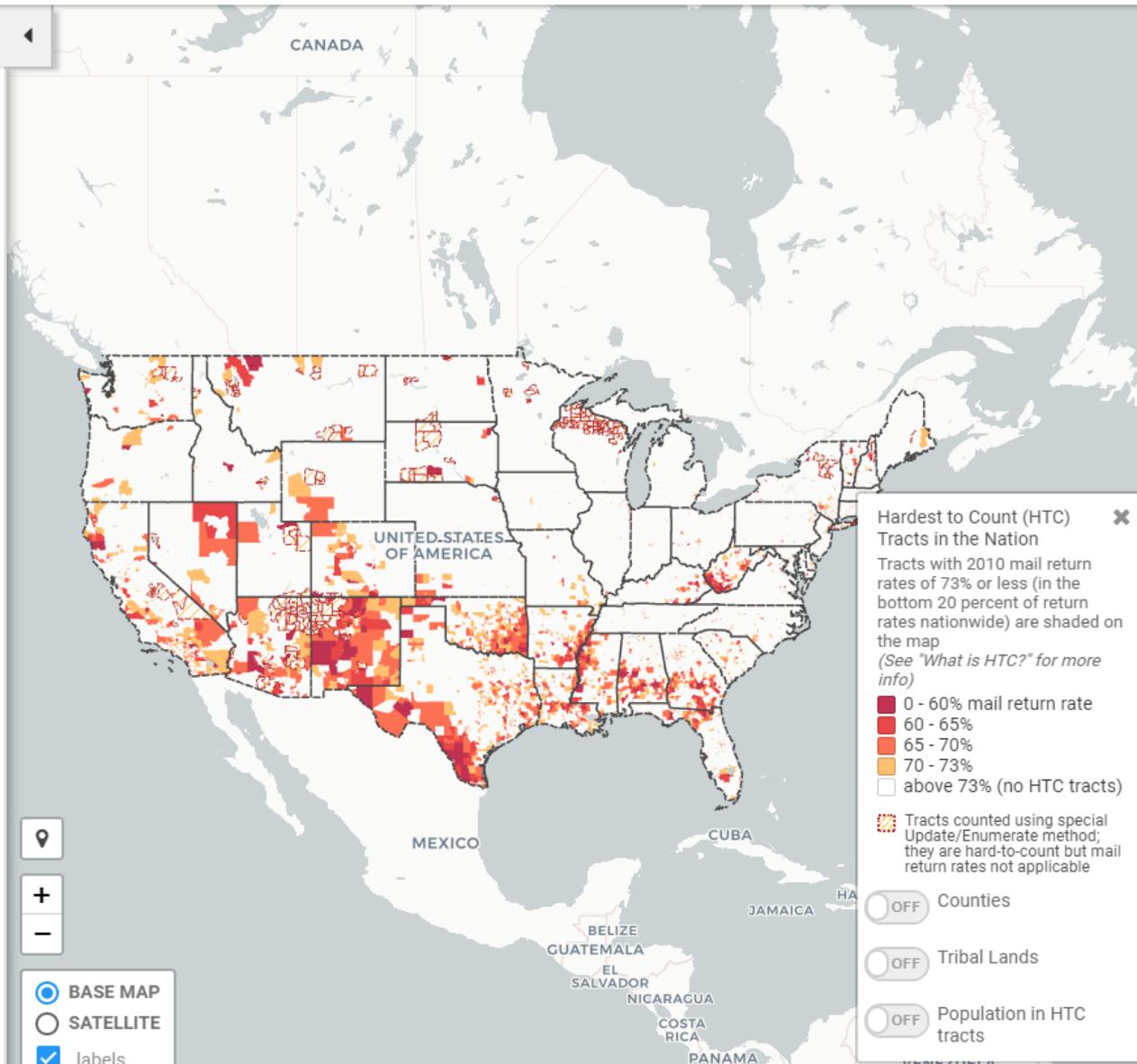
- You can zoom to any area in the country and the map will highlight the local hard-to-count tracts and show how much of the area's population lives in hard-to-count neighborhoods.

Enhance your educational campaign supporting an adequate Census budget

- When you search for a district, the information panel to the left of the map provides contacts for each congressional & state representative and US Senator.

Zoom in on any tract in the nation to see its hard-to-count profile

- The map color-shades the hardest-to-count tracts in the country. You can click on or tap any tract (or search by address) to find out important population information, such as:
 - How many households mailed back their census questionnaire in 2010 (i.e., how much of the tract **may require more costly in-person follow up** by the Census Bureau in 2020); and
 - How much of the tract is populated by groups that are **at risk of being undercounted**, such as children under 5, households with poor Internet access, recent immigrants, and more.



Search options

SEARCH BY: COUNTY ▾ Monroe County, New York

- STATE
- COUNTY
- ADDRESS/LOCALE
- US CONGRESSIONAL DISTRICT
- STATE LEGISLATIVE UPPER
- STATE LEGISLATIVE LOWER

TRACT ST./CO. CONGRESS STATE LEG.

STATE COUNTY

NEW YORK
MONROE COUNTY



The 2020 Census is critically important to Monroe County in New York!

ZOOM TO

Based on the latest census estimates (for the 2013-2017 period), **721,907 people live in 300,496 households** in this county, and **26,773 people live in group quarters.** (Total population = 748,680.)

Some population characteristics that may affect this county's participation in the 2020 Census include:

Census Self-Response

In 2010, **81.4%** of the county's households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to enumerate the remaining 18.6%.

Based on the latest census estimates, **approx. 22% of Monroe County's current population (or 168,287 people) lives in hard-to-count neighborhoods**, shaded in **light orange-to-dark red** on the map. (These are census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010.) Without higher self-response, more households in these and other neighborhoods in the state are at risk of being missed in the 2020 census.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the internet. During 2013-17, **17.4% of Monroe County's households had either no internet access or dial up-only**, according to the **latest American Community Survey estimates.** (Read more about the importance of internet access for the 2020 Census.)

Detailed info

Display libraries on the map (other options coming soon eg., cities, towns)

Hardest to Count (HTC) Tracts in the Nation
Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map (See "What is HTC?" for more info)

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)

Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

- Counties
- Tribal Lands
- Population in HTC tracts
- Libraries
- ZIP Codes

TRACT ST./CO. CONGRESS STATE LEG.



Tract 0088.00 in Monroe County, NY

ZOOM TO

Based on the latest census estimates (for the 2013-2017 period), 2,341 people live in 944 households in this tract, and 5 people live in group quarters. (Total population = 2,346.)

Will this tract be hard-to-count in 2020?

Public Library info

Lyell Branch (ID: NY0521) 956 Lyell Avenue Rochester, NY 14606

More info [PDF] from the American Library Association on how libraries will be involved in 2020 Census activities.

Some population characteristics that may affect this tract's participation in the 2020 Census include:

Census Self-Response

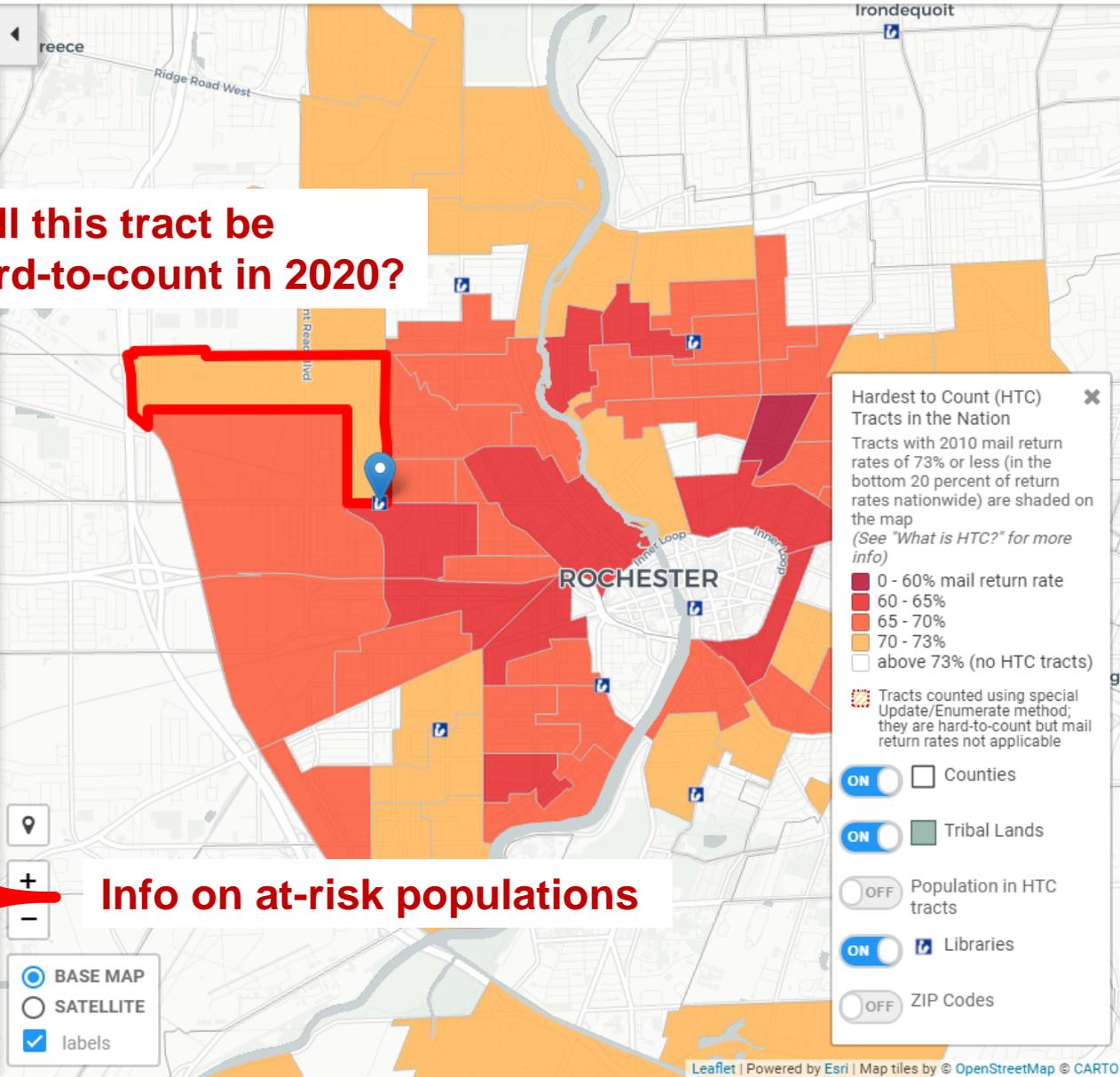
In 2010, only 70.6% of the tract's households mailed back their 2010 census questionnaire, requiring more costly and difficult in-person follow up to count the remaining 29.4%. This tract is one of the hardest to count in the country.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the internet. During 2013-17, 34.3% of this tract's households had either no internet access or dial up-only, according to the latest American Community Survey estimates.

PEOPLE OF COLOR

Populations at Risk of Being Undercounted

Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates.



Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map (See "What is HTC?" for more info)

- 0 - 60% mail return rate (darkest red)
60 - 65% (red)
65 - 70% (orange-red)
70 - 73% (orange)
above 73% (no HTC tracts) (lightest orange)

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- Counties (ON)
Tribal Lands (ON)
Population in HTC tracts (OFF)
Libraries (ON)
ZIP Codes (OFF)

Map navigation controls: location pin, zoom in (+), zoom out (-), BASE MAP (selected), SATELLITE, labels (checked)

Info on at-risk populations

TRACT ST./CO. CONGRESS STATE LEG.

Census Self-Response

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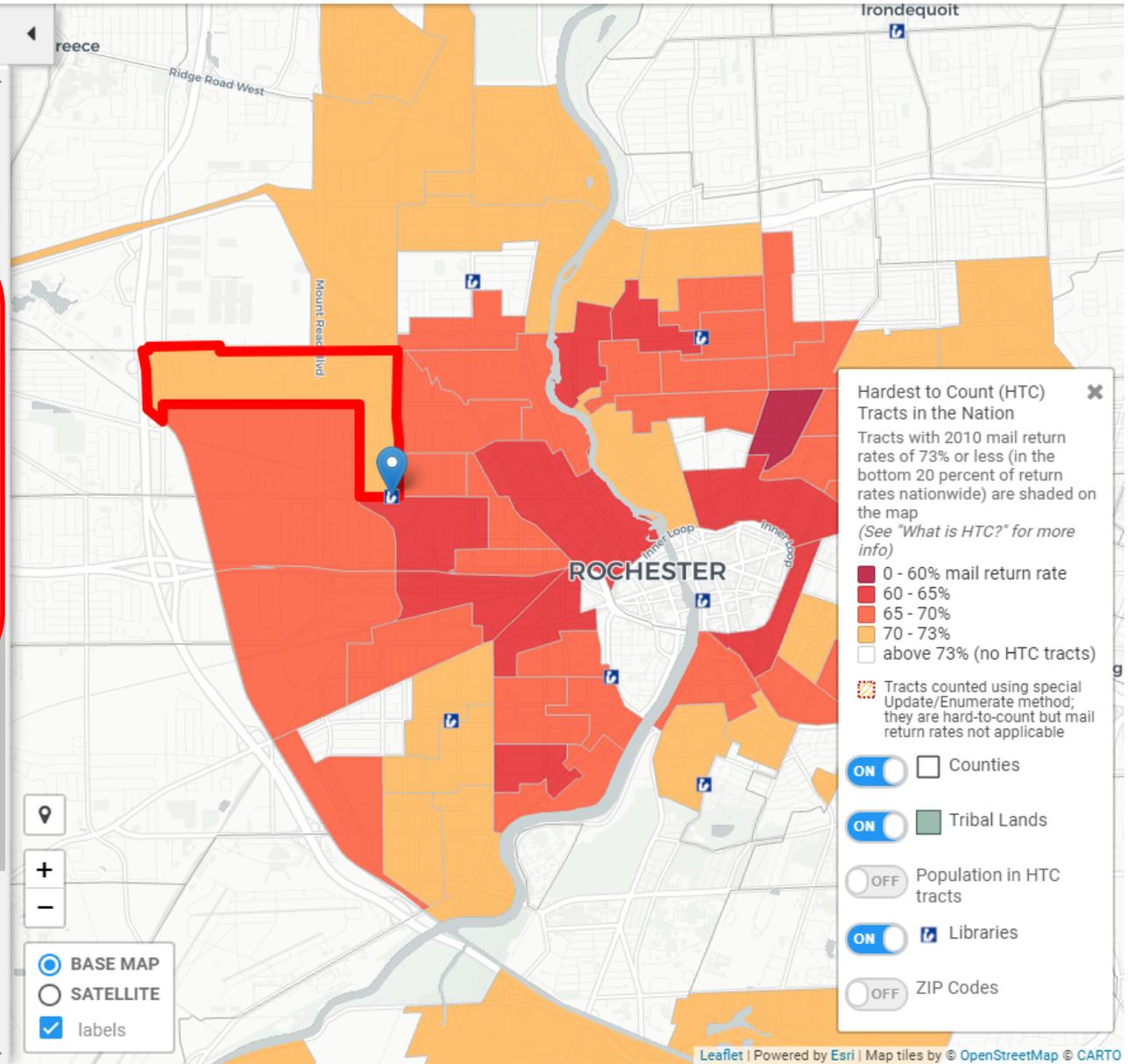
- PEOPLE OF COLOR
- CHILDREN UNDER 5
- RENTERS
- CROWDED HOUSEHOLDS
- SINGLE-PARENT HOUSEHOLDS
- IMMIGRANTS
- LOW-INCOME POPULATIONS
- PEOPLE WITH LIMITED ENGLISH PROFICIENCY
- PEOPLE LIVING IN MULTI-FAMILY HOUSING

PEOPLE OF COLOR ^

- ~21% of the tract is **Hispanic** (regardless of race)
- ~49% of the tract reported their race as **Black** (either alone or in combination with other races)
- ~5% of the tract reported their race as **Asian** (either alone or in combination with other races)
- ~1% of the tract reported their race as **American Indian or Alaska Native** (either alone or in combination with other races)

(Percentages may not total 100%.)

Note: see the Census Bureau's analysis of net undercount rates for race and Hispanic origin categories, *DSSD 2010 CENSUS COVERAGE MEASUREMENT MEMORANDUM SERIES #2010-G-01*.



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Populations at Risk of Being Undercounted

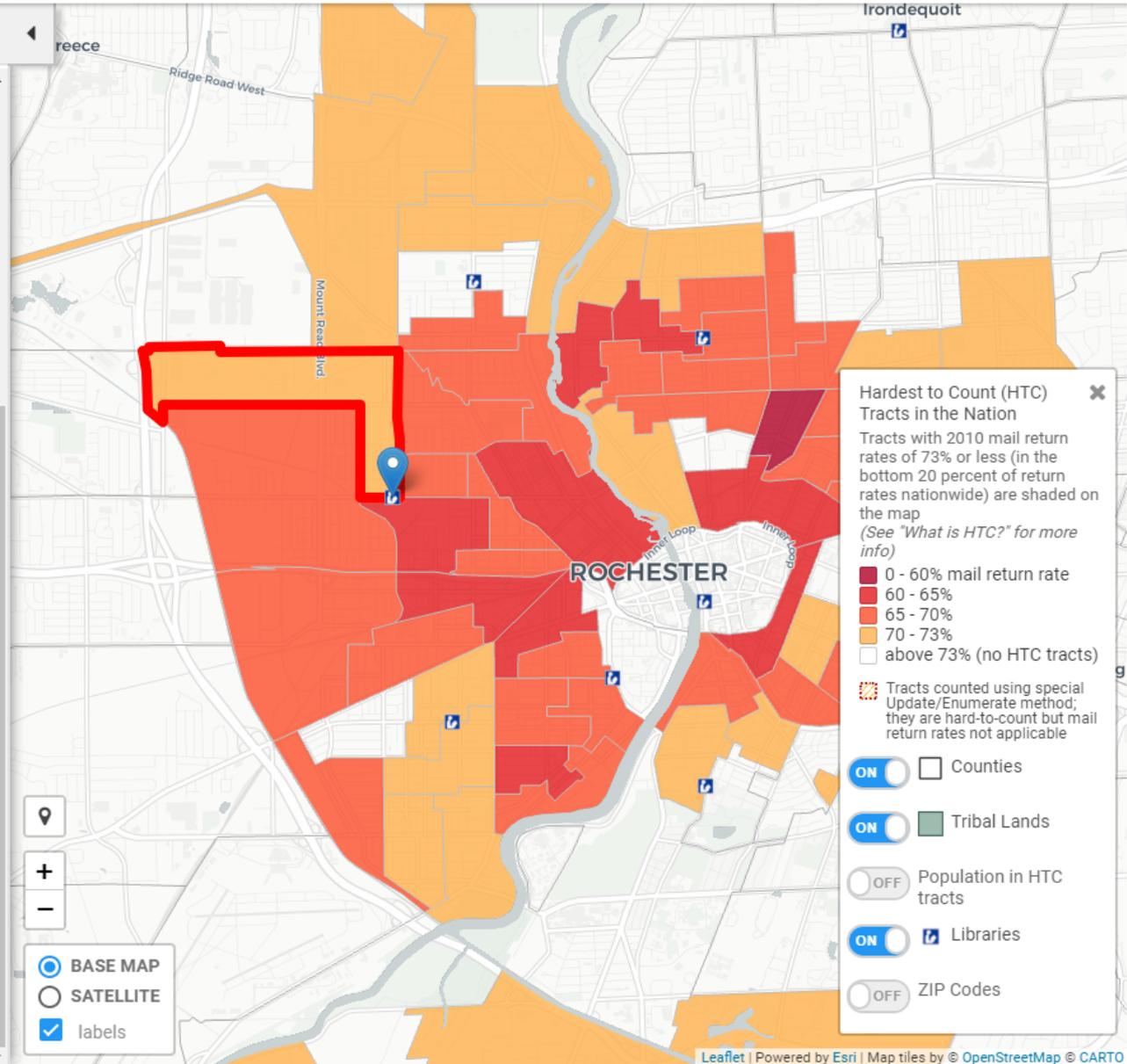
Some populations historically have been, or are at risk of being, missed in the census at disproportionately high rates. **These include (based on 2013-17 estimates):**

RENTERS ▾

- ~54% of the tract's households are **renter occupied** (an estimated 512 households).
- By comparison, ~46% of the tract's households are **owner occupied** (an estimated 432 households).

Note: According to the latest Census Bureau [research on census self-response](#) [PDF], "renters are much less likely to mail back a census questionnaire than homeowners."

Data Source: US Census Bureau, American Community Survey, 2013-2017, [table B25003](#).



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ON Counties

ON Tribal Lands

OFF Population in HTC tracts

ON Libraries

OFF ZIP Codes

TRACT ST./CO. CONGRESS STATE LEG.

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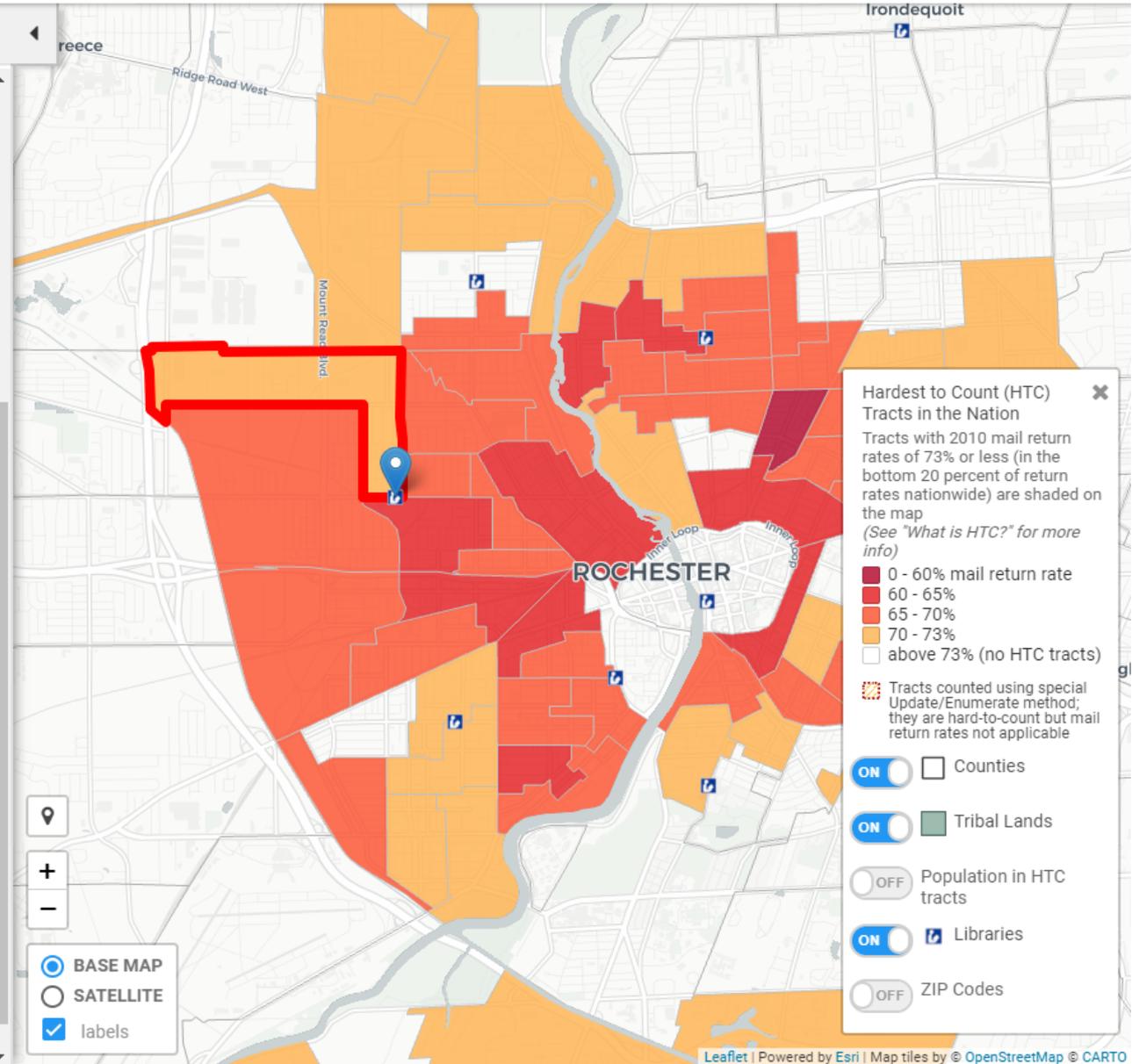
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SINGLE-PARENT HOUSEHOLDS ▾

- ~22% of the tract's households are **single-parent households** (an estimated 209 households).
- Of these single-parent households, ~100% include **children under 18** (an estimated 209 households).

Note: According to the latest Census Bureau research on census self-response [PDF], married couple households have higher census self-response rates than single-parent households, especially single female-headed households."

Data Source: US Census Bureau, American Community Survey, 2013-2017, table B11005.



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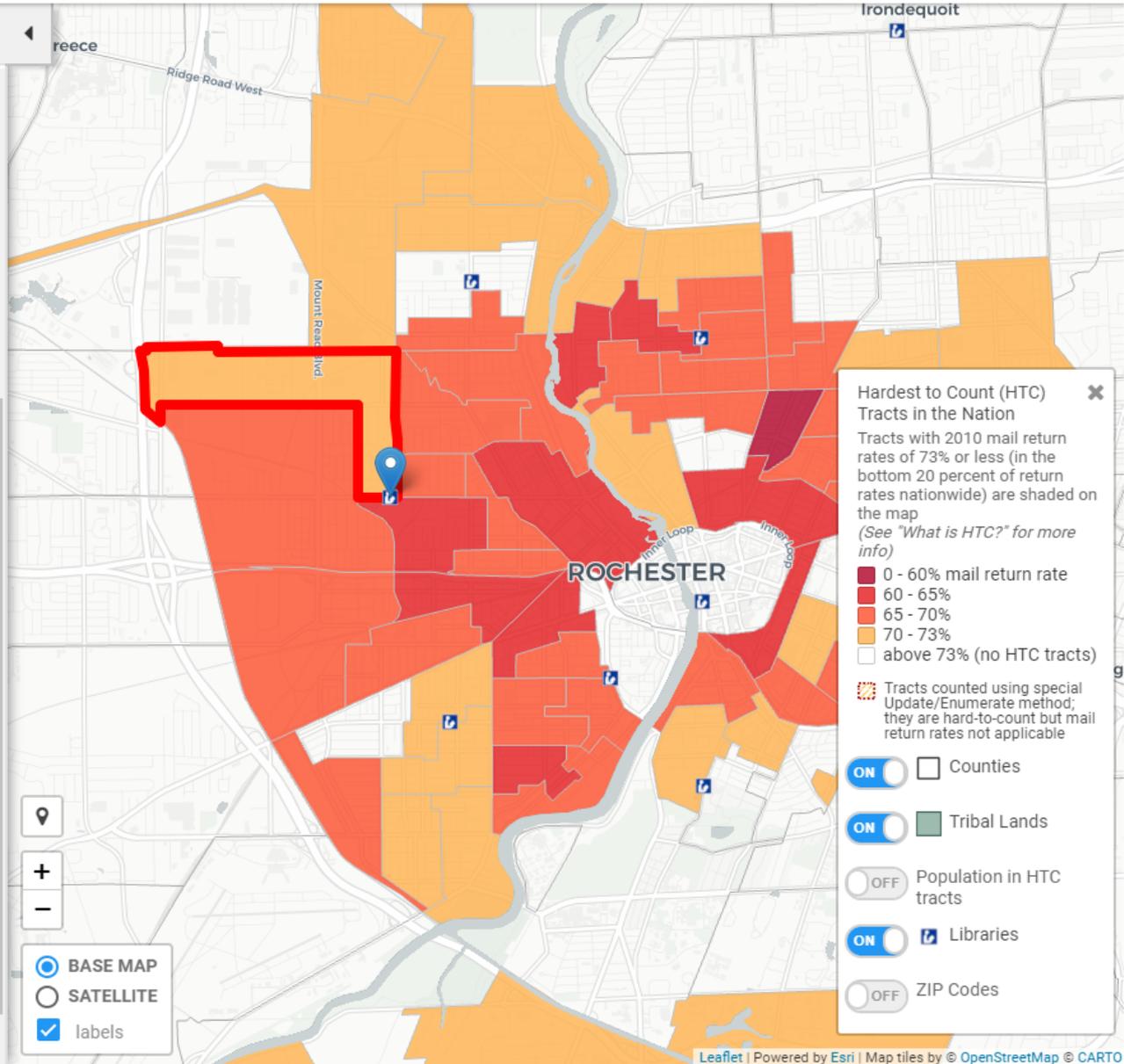
LOW-INCOME POPULATIONS

- ~31% of the tract is *in poverty* (an estimated 730 people have incomes below the poverty level).
- Another 22% of the population is *near poverty* (an estimated 512 people have incomes between 100 and 200% of the poverty level).

NB: These statistics apply to the population for whom poverty status has been determined.

Note: see p. 17, *Race and Ethnicity in the 2020 Census* [PDF].

Data Source: US Census Bureau, American Community Survey, 2013-2017, table C17002.



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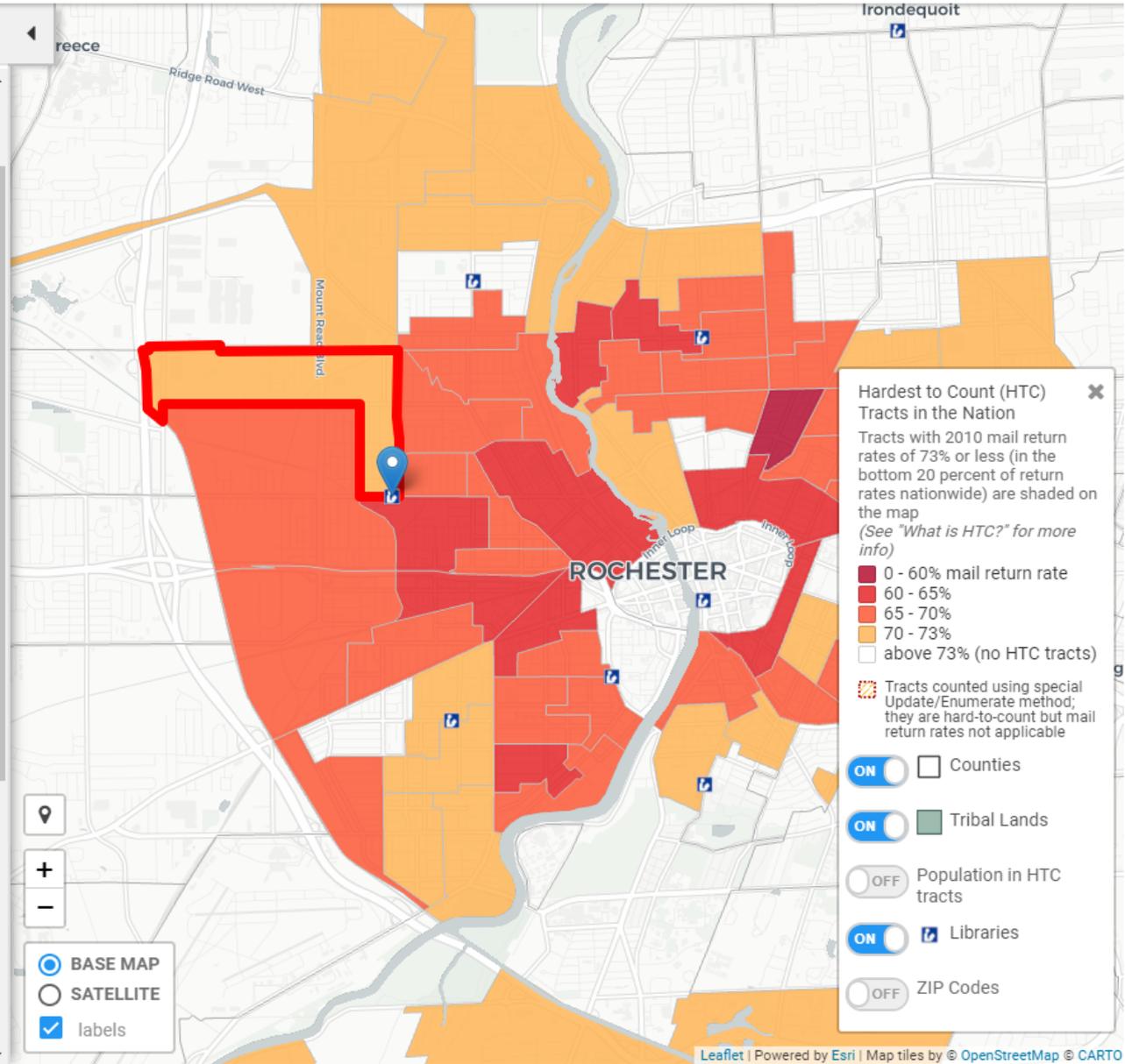
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Using the HTC 2020 map to prioritize *Get Out the Count* outreach strategies

Low mail return rates in 2010

- Emphasize importance of self-response

Limited internet connectivity

- Nearby public libraries?

Recent immigrants

- Emphasize importance of self-response (no need to talk with Census enumerator)
- Importance of being counted despite worrisome political climate

People of color

- Political representation, historic undercounts

Young children

- 2.2 million missed nationwide in 2010 census

Trusted voices / trusted partners!

Other resources

Census Counts 2020 (via Leadership Conference on Civil and Human Rights)

- <https://censuscounts.org/>
 - Fact sheets and state/city/congress district tables of HTC pop.
 - “Counting for Dollars” analysis of federal/state funding dependent on accurate census data
 - White papers on citizenship question, privacy concerns, health care implications of census, and much more

The Census Project

- <https://thecensusproject.org/>

Census Bureau ROAM map

- <http://www.census.gov/roam>

Census Bureau TEA map

- <https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340>

HTC 2020 demo

<https://www.CensusHardtoCountMaps2020.us>

Contact for questions, additional information:

www.CensusHardtoCountMaps2020.us

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