



Complete Count Committee Workplan

The U.S. census is so much more than just a head count. It is a snapshot of how congressional seats are apportioned, how state and federal dollars are distributed based on funding formulas, where businesses choose to ship products and where they build new stores, how health and social services programs are delivered.¹ Other uses of census data are:

- Location decisions
- Infrastructure, public health and environmental protection, and program planning
- Social science and academic research
- Assisting families and low-income populations, the elderly, the disabled, and veterans, and many more.

To do all these properly, the count needs to be accurate.

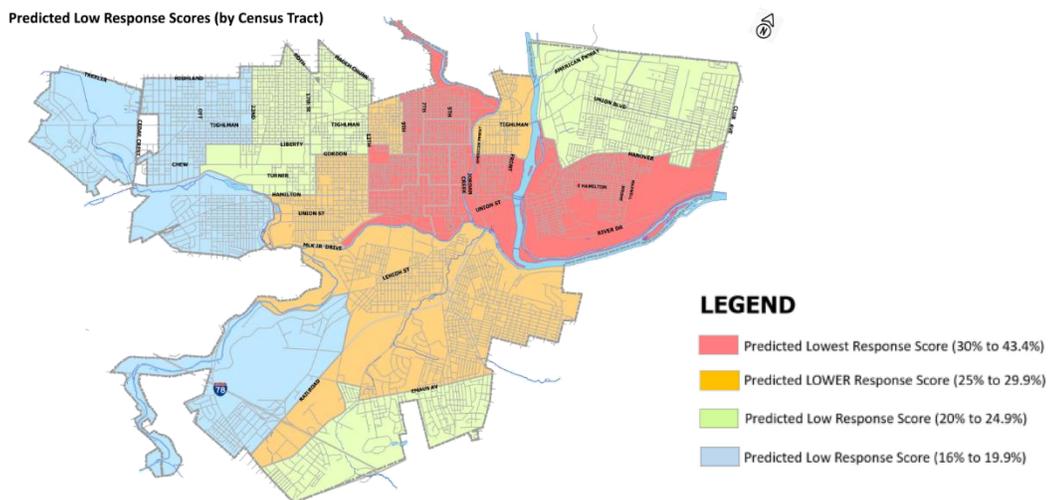
In the last census-taking of 2010 in Allentown it was estimated that in areas called hard-to count areas, between 30% and 35% of the population was not counted.

Goal: To attain a complete population count of all Allentown residents on Census Day 2020

Possible reasons for low response rates:

- Disengaged residents
- Fear of (or distrust in) government
- Lack of awareness
- Language/cultural barriers

Areas of Focus: Citywide (=26 Census tracts)



¹ <https://www.nytimes.com/2018/03/27/us/politics/census-citizenship-question.html>. Here's Why an Accurate Count is so Important (Jim Tankersley and Emily Baumgaertner); New York Times. March 27, 2018

The Low Response Score (LRS) is a metric developed by the Census Bureau to classify geographic areas according to their propensity to self-report (self-report: meaning – not returning the Census questionnaire by mail) in surveys and censuses. Simply, the LRS is the predicted mail non-response rate. The higher the LRS value, the harder-to-count that area is. In turn, hard-to-count areas are, generally, census tracts where populations have been historically undercounted and/or do not self-report as well as others. Examples of hard-to-count populations include persons of color, recent immigrants, young children, renters who move often, persons experiencing homelessness, and low-income households.

Workplan Elements:

A. Census Hubs

Citywide, Allentown is comprised of 26 census tracts, ten of which are deemed hard-to-count areas. To, at least, have the assurance of a high accuracy in population count, it is highly desired to create a “Census Hub” in each of the census tract. A census hub will serve as a place where people may go to for clarifications and answers to concerns on specific Census2020 questions. A census hub will be housed either in a public building or a quasi-public building (like a church, community center). A set of Hubs – that is, more than one to as many as four or five Hubs) will be managed by one temporary part-time worker (called Census Ambassador, Item-C below) who are area residents, trained to respond to specific Census2020-related concerns verbally or by sharing relevant printed Census materials. A table and two chairs would be needed for furnishings in a Census Hub. Most printed materials (like flyers, information packets, posters) will be sourced from the Census Bureau and re-printed by the City of Allentown. A Memo-of-Understanding will be entered into between the City of Allentown (Department of CED) and the respective organizations that will sponsor a census hub for the responsible use of space and furniture.

NOTE: Depending on the availability of funds, the creation of Census Hubs will be prioritized in favor of hard-to-count areas (or HTC) and staffing may be limited to just one paid PT worker. As well, depending on available funds, two or three HTC areas may share one Census Hub. From mid-March up to end-April 2020, the Hubs in HTC areas will also be Wi-Fi hotspots where the Census online questionnaire will be accessible.

B. Wi-Fi Hotspot

According to the Census Bureau every household will have the option to respond online, by mail or by phone. Granted that Allentown is part of a metropolitan urban area where most people and households have internet access and cellular telephone, it is highly suspected that a fair proportion of households in HTC areas are low-income with no internet connection. It is much desired that HTC areas, at least, to have free hook up to a Wi-Fi network – for some duration in the census-taking period – to enable residents in those areas direct and dedicated access to the Census website. Depending on what is deemed financially- and technologically-feasible Wi-Fi access will be available either within the building that houses the Census Hub or a street segment in the HTC area, or the whole geographic area of the census tract.

C. Census Ambassadors

All Census Ambassadors will be local area residents. Hiring will be done by an existing Non-Profit Organization using the organization’s hiring procedures. Hiring will be competitive based on

qualifications (still to be formulated). Hub staff shall be hired as TPT (temporary, part-time) and will be paid a flat rate of \$18 an hour – without benefits – working a maximum of 30 hours per a week. Census Ambassadors will be trained to share /dispense Census2020-related information both verbally and through relevant printed materials. Training will be handled by the local Census Partnership Specialist and other available, competent Census personnel, free of charge.

D. Non-Profit Organizations (NPOs) (to be developed further) –

For this effort, there might be a need for two NPOs, both of which will be existing 501c3 entities, either stand-alone or church-based:

1. One NPO will be to handle personnel management for all the Census Hubs created (interviewing/hiring/firing staff, scheduling, remunerating). It must have the necessary support staff to handle this responsibility.
2. The other NPO will act as the fiscal agent for the Allentown CCC. This NPO will receive and disburse funds contributed by donors to raise awareness to Census2020 in Allentown.
3. In both cases of NPOs, a management and performance will be paid to the NPO for satisfactory services rendered in personnel management, as well as, funds management and disbursement. To implement this mechanism, the NPO will enter into a single Memo-of-Understanding signed by all donors of funds to the Allentown CCC.

E. Marketing – Will include the following media, to be implemented in phases (see Attachment A)

1. Flyers
 - a. mass mailing
 - b. distribution by housing and health inspectors
 - c. distribution at special events by volunteers
2. Mail Inserts (by COA units: Finance, Recycling, Rental Housing)
3. Door Hangers (house-to-house distribution by volunteers)
4. Billboards (donated and paid)
5. LANTA bus advertising
6. TV and Radio PSAs (by partner radio and TV stations)
7. Website and Social Media Posting (by partner organizations)
8. Banners (posted on city bldgs., ASD bldgs., charter schools, colleges)

F. Professional Services – Activities deemed outside the skills and expertise of CCC member agencies will be contracted out. This may include (at the minimum), social media

1. Social Media -- To effectively implement outreach efforts, part of the activities (social media posting, tracking, updating, content development, video production).
2. Flyer Design, Printing and Mass Mailing – To take advantage of creative design skills and available technologies in printing and planning for mass mailings.

G. Costs Borne by the City of Allentown

The City of Allentown agrees to assume the cost of the following expenses:

1. Printing /re-printing of Census2020 materials sourced from the Census Bureau
2. Special Printing Census2020 banners posted on municipal buildings
3. Wi-Fi hotspot services
4. Billboard messaging

H. Funds Generation

1. COA contributions in kind (re-printing of Census of flyers, posters and brochures)
2. COA funds (from General Fund)
3. Cash and in-kind Contributions from or sponsorships by partner organizations
 - a. Foundations
 - b. Corporate citizens (through the Chamber of Commerce)

I. Events, Activities by Partners Organizations to Address the Following (see suggested activities in page 5):

1. How do we encourage participation from disengaged residents?
2. How do we educate residents and broaden Census 2020 awareness?
3. How do we break the language and cultural barriers in these communities?
4. Identify events sponsored by your organization /neighborhood where the CCC can have a presence (ex: operate a booth or information table, distribute "awareness" flyers, etc.

J. Budget (to be developed further)

Item	Description	Amount
Census Hub Staff	5 part-time Hub staff; 4 Hubs; 6 months hire	\$ 70,178
Wi-Fi	10 to 15 Hubs installed w/ Wi-Fi; Live for 1 month	50,000
Professional Services		
	Social Media	25,000
	Flyer printing/mailing	27,500
	Design of Banners /Flyers	200
Banners	Various sizes and costs; Vinyl	2,950
Special Events	Up to \$2-k /event; Neighborhood groups	10,000
Meetings	\$40 light refreshments; once /month; 6 months	240
Non-Profit Org Admin Fee	??	???
TOTAL		\$ 186,068

Deployment of Workplan Elements (Attachment A, Page 6)

Some Suggested Activities for CCC-Partner Organizations

	Commitment /Activity /Special Event	Organization /s	Dates	Cost
1	Be the Non-Profit Organization to manage the Census Hub Staff.			
2	Be the Non-Profit Org to act as the fiscal agent for the CCC.			
3	Be a Census Hub in a hard-to-count area.			
4	Identify job applicants; Assist in recruiting for Hub staffing and Census jobs.			
5	Air or run Census promotions through TV/Radio/Billboards /Buses /Other public transportation.			
6	Display/distribute digital materials through social media website, your organization's website and newsletters.			
7	Encourage constituent's participation in the Census beginning in March 2020. 2020 Census takes 10 minutes to complete and can be completed online, paper, or by phone in several languages.			
8	Host a parade, fair or event with Census in attendance.			
9	Provide testing space, computer banks and meeting space.			
10	Link to Census website from organization's website.			
11	Host special events or meetings in your neighborhood /office and have a Census Partnership Specialist as a resource speaker.			
12	Print promotional bags, pins, and similar items with your organization, Census logo, and approved messages to show importance of everyone counted, only once and in the right place			
13	Print materials, flyers and other promotional items showing participation in Census is Easy, Important and Safe with complete confidentiality.			
14	Educators can participate in Census Statistics in Schools ; informational program for students which stresses the importance of their participation in 2020 Census.			

