

Maryland Department of Planning 2020 Census Outreach Efforts

Report to the Chairmen

of the

Senate Budget and Taxation Committee

and

House Appropriations Committee

January 15, 2020



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Executive Summary

In the 2019 *Joint Chairmen's Report on the Fiscal 2020 State Operating Budget (HB 100) and the State Capital Budget (HB 101) and Related Recommendations* (page 33), the Maryland General Assembly requested that the Maryland Department of Planning (Planning) report on the 2020 Census Grant Program (Chapter 18 of 2018) and Planning's outreach program. As Maryland's liaison to the U.S. Census Bureau, Planning is involved in all aspects of Census activity, including data analysis and outreach to the public. Every division within Planning is engaged in Census operations to ensure that Maryland achieves a full and accurate count of every person in Maryland in 2020.

This report details the work of the 2020 Census Grant Program, the work of the Maryland Complete Count Committee (CCC), as well as an overview of the work from local jurisdictions, governments, nonprofits, and state agencies. By taking an all-hands-on-deck approach to the 2020 Census, the primary goal is to reach every corner of Maryland, including historically hard-to-count and undercounted populations in past Censuses.

Planning has taken a holistic approach to the 2020 Census. A successful Census depends on maximizing the state's resources in the most efficient manner possible. Planning recognizes the value of engaging trusted voices in the community to spread the message that the Census is important, easy, and safe. More than \$4.1 million in matching grants were allocated in summer 2019 to local jurisdictions and governments as well as nonprofit organizations to reach some of the most challenging segments of Maryland's population. Local voices know how to get their communities engaged in the process.



Beyond the work of the local governments, the state has a crucial role to play. Planning is:

- Providing staff support to the 2020 Census Grant Panel;
- Providing staff support to the Maryland CCC;
- Coordinating with the U.S. Census Bureau;
- Coordinating with sister state agencies;
- Working with the business community;
- Working with the faith-based community;
- Conducting complex data analysis; and
- Assisting with the creation and operation of local complete count committees.

Planning continues working with our sister state agencies to leverage the full resources of the state. As part of the state's efforts to meet people where they are, Planning staff distributed Census information at Motor Vehicle Administration (MVA) centers, health centers, senior centers, and group homes, utilizing the assistance of partner state agencies. Planning also prepared displays for agency lobbies and procured and distributed as many public-facing state facilities as practicable. Planning also prepared Census materials in a variety of languages, which are available on the Census website at census.maryland.gov.

Between Planning's Census budget of more than \$1.3 million, the 2020 Census grant funding of \$4.1 million with local matching required, and the balance of the grants panel funding, \$900,000 made available to counties, municipalities and the Maryland CCC, Maryland has achieved historic investment in preparation for the 2020 Census.

In 2000, Maryland's entire budget for the Census was \$1 million and in 2010, the state had no formal budget for the Census. Outreach was only conducted through fiscal and in-kind donations.

Through Planning's comprehensive strategy of developing innovative use of new technology, engagement with trusted voices in communities, leveraging the resources of state agencies, and supporting the Maryland and local CCCs, Maryland's goal is to be in the top 10 states for self-response rate in 2020. Maryland's self-response rate in both 2000 and 2010 was 76 percent, which ranked Maryland 17th in 2000 and 15th in the U.S in 2010. The overall US response rate in both 2000 and 2010 was 74 percent.

Introduction



The decennial Census is mandated by the United States Constitution to count every person in the nation every 10 years. Enumerating the number of people living in the country was considered by the Founding Fathers so important that it was included in Article 1, Section 2 of the U.S. Constitution. The basis of the Census was to determine representation in the U.S. House of Representatives, as the Census became the foundation for a truly representative democracy.

“[An] Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

In addition to determining apportionment, the Census also determines federal funding to states, and provides critical data to inform economic development and local planning decisions. The federal government reports that more than \$675 billion annually is allocated using Census data. A recent study from George Washington University concludes that there is more than \$1.4 trillion dollars allocated based on census derived formulas.¹

There are more than 180 federal critical safety-related programs and services funded using Census data, including Medicaid, SNAP/WIC, Head Start, emergency preparedness, foster care, health insurance for poor women and children, school construction, highway and transportation projects, housing assistance, special education, and more.

A full and accurate count of every living person ensures that states receive their share of federal funding for critical and life-saving programs and services. It is estimated that each person who does not complete the Census in Maryland represents \$1,850 per year in missed federal funding. Over a 10-year period that accounts for \$18,250. In 2010, Maryland’s estimated undercount was 53,300 residents² resulting in nearly \$973 million in federal funding not accessed over 10 years.³

The date of the Census has evolved over time. The first decennial Census was conducted in 1790, and from 1790 until 1820, the Census was conducted on the first Monday in Aug.. From 1830 until 1880 and 1900, the Census was conducted on Jun. 1. The 1890 Census was conducted on Jun. 2, the 1910 Census was conducted on Apr. 15, and the 1920 Census was conducted on Jan. 1. Since 1930, Census Day has been Apr. 1, with the next decennial Census occurring on Apr. 1, 2020.

The 2020 decennial Census is the first Census accessible online. While having an online Census in the digital age would seem a welcome enhancement to counting every resident, it also creates additional challenges for many populations, including those who lack broadband access, those who distrust government, those who are concerned with cybersecurity and online safety/privacy, and those who want a minimal or negligible online footprint. Coupled with the debate over the introduction of a citizenship question for the first time since the 1950 Census and the concerns about the question from immigrants/advocates, the challenges to counting every Maryland resident are unique in 2020.

1 “Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds.” <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

2 https://www.census.gov/coverage_measurement/pdfs/maryland/st24.pdf

3 <https://census.maryland.gov/Documents/flyers/MD-census-2020-flyer.pdf>

Census Milestones

While the actual Census enumeration occurs in years that end in 0, Census activities begin many years in advance. The decennial Census is a substantial undertaking that requires a dedicated, specialized, and experienced team above and beyond the significant number of Planning staff members supporting various Census-related projects and activities. Most Census support projects and associated technical support is undertaken by the existing State Data Center (SDC) staff. These initiatives include:

- **Block Boundary Suggestion Project (2015-2017)**
- Provides states the opportunity to submit their suggestions for the 2020 Census block boundaries. Planning reviewed and made recommendations for the entire state, which includes more than 130,000 blocks. This project was completed in May 2017.
- **Voting District Project** - Analyzed local Boards of Elections' legal descriptions, map data, and in some cases, address files. This is a three phase project. In phase one, staff review all precinct boundaries based on either legal descriptions or maps provided by the local election boards. In phase two, staff sent the updated precinct boundaries to the counties to review and sign off on the changes. During the third and final phase to be completed in early 2020, staff provide one final opportunity to make corrections that were missed during the first two phases.
- **Local Update of Census Addresses (LUCA)** - LUCA is the only opportunity for the state, counties, and local governments to review and update the U.S. Census Bureau's residential address list. This information ensures that the Census questionnaire is sent to all the households in Maryland. This project was completed in Jun. 2018.
- **Participant Statistical Area Program** - The program allows for the review, revision, and verification of the statistical and political boundaries used for summarizing the 2020 Census data. The statistical geographies include Census tracts, block groups, Census designated places, and Census county divisions. Planning reviewed and provided proposed revisions to the U.S. Census Bureau in Jun. 2019.
- **Census Count Review Program** - The Federal-State Cooperative for Population Estimates Count Review Program is designed to identify missing housing units and group quarters (GQ) in Maryland. Staff provided the U.S. Census Bureau with a list of all residential GQ addresses in Maryland. The address database was put together using the Maryland State Department of Assessments and Taxation data. The U.S. Census Bureau will add/update addresses to its Master Address File (MAF). The MAF is used to mail the Census forms to all the households in Maryland. The first phase was completed in Aug. 2019 and the final phase will be complete by Feb. 2020.
- **New Construction Program** - This program allows governments to submit addresses for units constructed after the LUCA operation, but before Apr. 1, 2020. Building permits and other documentation identifying construction activity were submitted to the U.S. Census Bureau in Oct. 2019.



The State Data Center at Planning, working with the U.S. Census Bureau, corrected 130,000 missing or misaligned addresses prior to the Census. This is a major success and represents a potential savings of several billion dollars for the State.

Maryland Department of Planning Census Outreach Mission, Organization, and Structure

Planning serves as Maryland's liaison to the U.S. Census Bureau. Through its various divisions, Planning has an all-hands-on-deck approach to the 2020 Census and is committed to a full and accurate count of every person in Maryland on Apr. 1, 2020.

Planning is divided into four divisions: Operations, Planning Services, 2020 Census, and the Maryland Historical Trust. The 2020 Census division, while temporary through this process, is the core function of Planning's Census efforts.

Led by Planning Secretary Rob McCord, Deputy Secretary Sandy Schrader, Chief of Staff Adam Gruz, and a communications team of two people, each and every level of Planning staff is heavily involved in the success of a complete count for the 2020 Census.

Additionally, several staff were hired specifically for the Census, including a director, an associate director, and several field-based outreach coordinators. The Census team assisted with the creation of a CCC in every county and Baltimore City. Planning's 2020 Census team also provides staff support to the 2020 Census Program Grant Panel and the Maryland Complete Count Committee (CCC). The team also built a strong partnership with the U.S. Census Bureau, as well as our local partners.

Within Planning's Services Division is the Planning Data and Research Group, which includes the Maryland State Data Center. Staff conducted complex analysis and developed interactive web-based maps and other useful tools for spreading Census awareness to historically undercounted populations.

The 2020 Census Grant Program Panel provided grants to local governments and nonprofit organizations to assist with Census outreach. Planning Secretary McCord served on the panel and Planning provided administrative, technical, and legal support to the panel. The initial review and recommendations on the grants was made by the Director, Associate Director and staff from the Governor's Grants Office. The recommendations were forwarded to the Grants Panel for final review and adjustments of award amounts. Planning staff at the Maryland Historical Trust (MHT) reviewed the proposals, made recommendations to the panel and most importantly, developed the grant agreements to include monitoring the progress of each grant recipient.

Governor Hogan Funding for Census Outreach

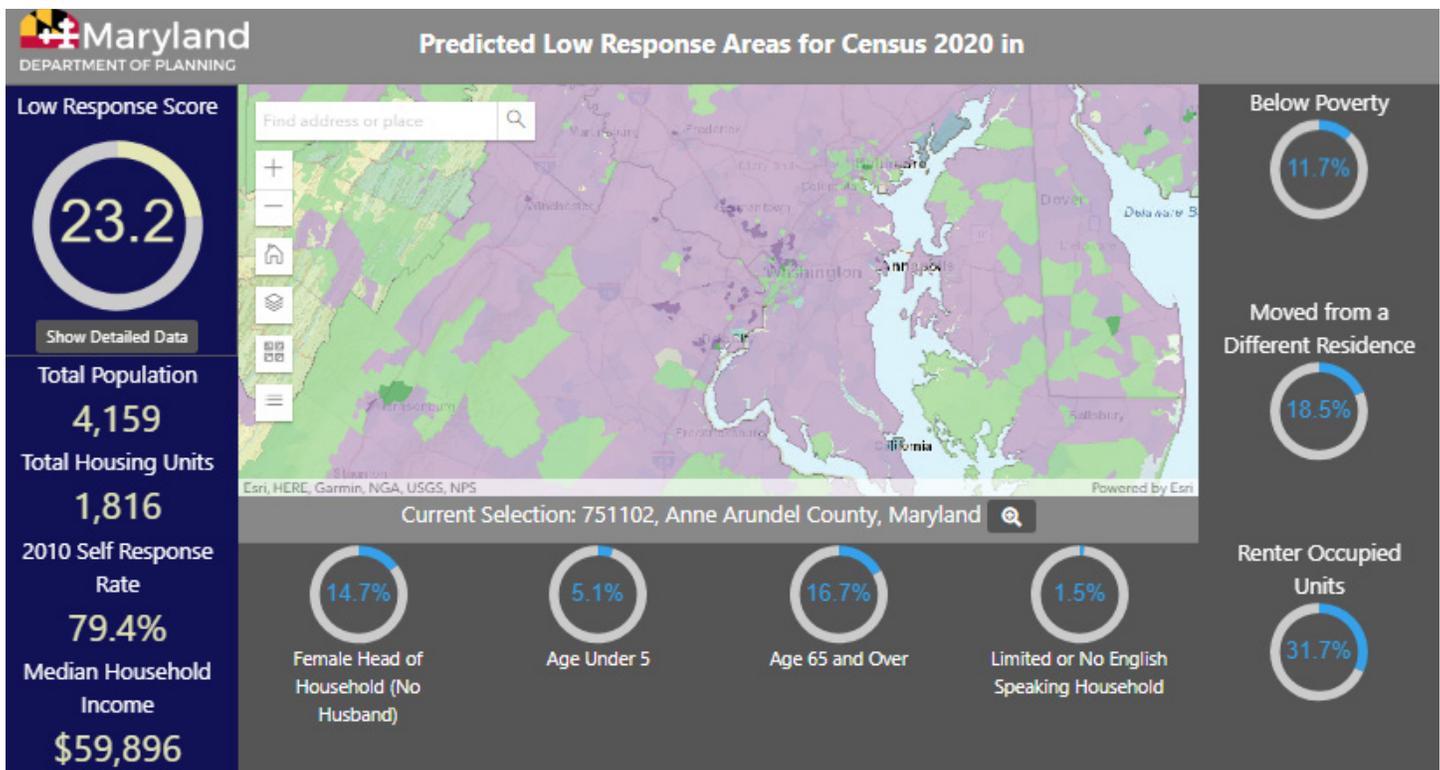
Pursuant to SB 855, Governor Hogan included an appropriation of \$5 million into Planning’s FY20 budget to support the 2020 Census Grant Program Panel (see below). The 2020 Census Grant Program Panel provided matching grants to local governments and nonprofit organizations, which represents \$8.2 million in economic activity to support the 2020 Census. In addition to the grant funding, the governor also invested \$1.4 million in Planning’s operating budget to support internal Census operations. The governor’s historic investment in Census outreach has positioned Maryland to achieve a full and accurate count of every person living in Maryland on Apr. 1, 2020, thereby ensuring that Maryland receives its fair share of more than \$675 billion in federal funding over the next decade.

Maryland Established as a Leader in 2020 Census Preparedness

In Jul. 2019, U.S. Census Bureau Director Steven Dillingham and his leadership team visited Planning/Census staff in Baltimore to recognize and learn from Maryland’s success in preparing for the 2020 Census. Director Dillingham identified Maryland’s leadership in several ways: Governor Hogan’s executive order forming the Maryland CCC⁴; the 2020 Census Grant Program; outreach funding in the State of Maryland’s FY20 budget; the creation of 24 local CCCs in each jurisdiction; and the strong partnerships the state built with the U.S. Census Bureau, federal and local governments, nonprofit and community-based organizations.

By fall 2019, Maryland’s 24 jurisdictions had all publicly announced the formation of their local CCC and their critical, local commitment to a full and accurate count in 2020. Baltimore City and Maryland’s 23 counties have diverse CCC’s with representatives from important communities such as government, nonprofits, faith-based, community/advocacy organizations, business, health care, education, and libraries.

These efforts and partnerships at all levels have established Maryland as a leader in the U.S. Census Bureau’s Philadelphia Region and in the nation as the country prepares for the decennial Census.



4 Executive Order 01.01.2019.03. See also <https://governor.maryland.gov/2019/02/15/governor-larry-hogan-signs-executive-order-on-maryland-census/>

2020 Census Grant Program Panel

In 2018, the Maryland General Assembly passed SB 855 - 2020 Census Grant Program - Establishment and Funding (Ch. 18 of the Acts of 2018). The legislation was enacted under Article II, Section 17(b) of the Maryland Constitution. It created the 2020 Census Grant Program Panel (Panel) for the stated purpose of distributing matching funds to local jurisdictions and nonprofit organizations to support the 2020 Census efforts in order to ensure the accurate counting of everyone in Maryland on Apr. 1, 2020. Five million dollars was included in the FY20 budget, which was appropriated to the Department of Planning.

The grant panel consists of five members: three appointed jointly by the President of the Senate and the Speaker of the House, including a chair; and two members appointed by the governor. The panelists include:

- Steven Jost, Chairman, Senior Vice President for Content Strategy at Subject Matter (former top official at the U.S. Census Bureau);
- Robert McCord, Secretary, Maryland Department of Planning;
- Victor Valentine, Director of Engagement and Policy for the Association of Baltimore Area Grantmakers;
- Michelle Mendez, Managing Attorney for the Catholic Legal Immigration Network, Inc.; and
- Tony Baysmore, Director of Government Relations and Constituent Services for Baltimore County Public Schools.

The legislation named the Department of Legislative Services (DLS) as the staffing agency for the panel. Planning worked collaboratively with DLS and provided additional staffing support to the panel. MHT and Planning staff were able to streamline the grant process and provide for the most efficient application process possible.

Under the terms of the bill, local jurisdictions and nonprofit organizations had until Mar. 1, 2019 to apply for funding, with the panel making its awards on or before Apr. 1, 2019. As the money was included in the FY20 budget, funding became available for disbursement on Jul. 1, 2019.

The panel first met on Jan. 18, 2019, with three subsequent meetings and a conference call during spring 2019. Throughout the course of these meetings, the grant panelists determined criteria for grant proposal review, suggested minimums and maximums for grant proposals, and the schedule of disbursement. The Panel agreed to award 50% of the funding to the recipients upon completion of a grant agreement, with 40% being disbursed in Jan. 2020, provided that the recipients met their reporting requirements. Those status reports are due by Jan. 31, 2020. The final 10% will be awarded on or around Jun. 30, 2020, provided the recipients have met their reporting requirements.

On Feb. 11, 2019, Planning issued a press release, announcing the program and opening the application pool, with proposals due to Planning on or before Mar. 1, 2019. Planning staff received 38 applications, with a total request of \$4,099,321.

After the application period closed, Planning reviewed all of the proposals and made recommendations to the panel at its meeting on Mar. 28, 2019. The panel made its decisions on funding at the Mar. 28 meeting, with the announcement of award recipients following those decisions on Apr. 1, 2019.

Selection Criteria

After the application period closed, Planning reviewed all of the proposals and made recommendations to the panel at a meeting on Mar. 28, 2019. Project proposals were asked to demonstrate how a given project would increase Census self-response rates, particularly within low response score communities and populations. Applicants were encouraged to strike a balance between measures that have proven successful in the past and innovative, collaborative efforts to be used in 2020. Grant proposals were reviewed using criteria outlined under general headings listed below.

- 1 **Goals and objectives:** The project demonstrates and plan and strategy that closely aligns with the goals and criteria of the Census Grant Program and the U.S. Census Bureau, particularly in reaching hard-to-count populations and geographies. The project identifies obstacles to participation in the 2020 Census and identifies workable strategies for overcoming these challenges.
- 2 **Project readiness and timeline:** The project is ready to proceed at an appropriate time relative to the U.S. Census and the Census Grant Program's administrative timeline. The project will be ready to begin after Jul. 1, 2019, and be completed by Jun. 1, 2020.
- 3 **Budget:** Costs are realistic, reasonable, and eligible, and the budget is well defined.
- 4 **Applicant qualifications and organizational capacity:** The applicant organization will:
 - a. Demonstrate established relationships with targeted communities.
 - b. Leverage existing resources.
 - c. Demonstrate success with past activities that increased community engagement or civic participation, such as community organizing, public education, outreach, or advocacy.
 - d. Demonstrate stable structures for organizational leadership and financial oversight.
- 5 **Project impact:** The project demonstrates measurable and reportable project impact, especially against targeted hard-to-count populations and geographies as defined under "Project Goals," above. The project will lead to increased Census participation, particularly during the self-response period.
- 6 **Project focus:** The project focuses on reaching at least one, but preferably more than one, of the hard-to-count populations or geographies as defined above under "Program Goals."
- 7 **Partnerships:** The applicant proposes teaming with strong and diverse community partners with a demonstrated expertise or experience reaching hard-to-count populations.

Award Recipients

On behalf of the panel, Planning announced the initial grant recipients on Apr. 1, 2019. In total, 36 applicants received nearly \$4.1 million in matching grant funding. This represents almost \$8.2 million in economic activity for Census outreach. The first round of Census grants were awarded on the basis of competitive applications from nonprofits and local governments. The grant recipients and their award amounts were:

Recipient	Matching Grant Amount
Action in Maturity, Inc.	\$25,000
Anne Arundel County	\$45,000
Baltimore City Department of Planning	\$250,000
Baltimore County	\$250,000
Baltimore Office of Promotion and the Arts, Inc.	\$139,500
Banner Neighborhoods	\$26,740
Carroll County	\$40,000

Recipient	Matching Grant Amount
CASA de Maryland, Inc.	\$447,614
Catholic Charities Esperanza	\$65,050
Centro De Apoyo Familiar	\$250,000
Chinese American Parent Association of Howard County	\$50,000
City of College Park	\$34,385
City of Greenbelt	\$15,000
City of Seat Pleasant	\$18,636
Frederick County	\$80,000
Global Outreach Leaders	\$109,200
Green and Healthy Homes Initiative	\$125,000
Harford County	\$133,310
Howard County	\$150,240
Howard County Chinese School	\$80,000
Identity, Inc.	\$123,080
Montgomery County	\$581,700
Montgomery County Renters Alliance	\$100,000
Moving Youth Toward Hope, Inc.	\$52,000
No Boundaries Coalition	\$76,086
Northern Gateway	\$25,000
Prince George's County	\$244,208
Resident Services. Inc.	\$163,182
Southwest Partnerships	\$30,000
Town of Forest Heights	\$59,000
Unified Efforts, Inc.	\$7,500
United Way of Central Maryland	\$110,000
Vietnamese American Service, Inc.	\$62,900
Washington County Commission on Aging	\$15,000
Women's Home Preservation Fund	\$89,990
Young Invincibles	\$25,000
Total	\$4,099,321

No grant agreements were executed for United Efforts or Young Invincibles. Funds allocated for awardees who did not sign grant agreements were redirected toward municipalities who submitted a proposal during the second round of funding. The initial payment of 50% of the grant amount has been processed for all 34 who have signed grant agreements.

Distribution of Funding Remainder

At a grant panel meeting on Mar. 28, the panel requested to redistribute the remaining \$900,679 in Census funding to other Census activities and outreach across the state. Secretary McCord allocated \$300,679 of the balance to the Maryland CCC, \$300,000 to municipalities not funded in the initial grant round, and \$300,000 to the 15 counties that did not receive funding in the initial grant round.

Each of the 15 counties were eligible for up to \$20,000 in a Census grant, while the municipalities grants were awarded on a competitive basis, with suggested proposals to be within the range of \$5,000 to \$20,000. These grants will not require a match. Grant proposals for municipalities and counties were accepted until Dec. 31, 2019.

During this subsequent grant round, Planning received proposals from the following counties, nonprofits, and entities:

- Allegany County
- Calvert County
- Caroline County
- Cecil County
- Charles County
- Dorchester County
- Garrett County
- Kent County
- Queen Anne's County
- Somerset County
- St. Mary's County
- Talbot County
- Washington County
- Wicomico County
- Worcester County



Planning also received grant proposals from the following municipalities:

- City of Aberdeen
- City of Annapolis
- Town of Bel Air
- Town of Betterton
- Town of Bladensburg
- City of Bowie
- Town of Brentwood
- City of Brunswick
- Town of Capitol Heights
- Town of Chesapeake Beach
- Town of Cheverly
- Mayor & Town Council of Colmar Manor
- Town of Cottage City
- City of Cumberland
- Town of Denton
- City of District Heights

- Town of Easton
- Town of Emmitsburg
- Town of Fairmount Heights
- Mayor & City Council of Federalsburg
- Town of Funkstown
- City of Glenarden
- Town of Greensboro
- Town of Hancock
- City of Havre de Grace
- City of Hyattsville
- Town of Landover Hills
- Mayor & City Council of Laurel
- Town of Marydel (shared by five towns)
- Town of Morningside
- City of Mount Rainier
- City of New Carrollton
- Town of North Beach
- Town of North East
- Town of Riverdale Park
- City of Rockville
- City of Salisbury
- City of Takoma Park
- Town of Upper Marlboro
- Town of Williamsport

Each county that submitted a proposal during the second round was approved for the full \$20,000 grant, so all 23 counties and Baltimore City have received funding for their census efforts. With respect to the municipalities, Planning received requests in the amount of \$490,968. The maximum possible award was capped at \$20,000. One project proposal exceeded the amount and requested \$30,000, so the total amount requested was reduced to \$480,968.

Two grant recipients from the first round of grant distribution did not execute a grant agreement, so funds totaling \$32,500 were added to the total available funds for municipalities in the second round of grant distribution. The total funds available to municipalities during the second round was \$332,500. That money was awarded to 32 municipalities as follows:

Recipient	Grant Amount
City of Aberdeen	\$10,000
Mayor & Aldermen of the City of Annapolis	\$19,000
Town of Bladensburg	\$19,000
City of Bowie	\$6,000
Town Council of Brentwood	\$14,500
Town of Capitol Heights	\$10,000
Chesapeake Beach	\$5,000
Mayor & Town Council of Cheverly	\$10,000
Mayor & Town Council of Colmar Manor	\$7,335
Town of Cottage City	\$5,000
Mayor & City Council of Cumberland	\$8,000
Town of Denton	\$5,000
City of District Heights	\$19,000
Town of Easton	\$10,000
Town of Emmitsburg	\$8,500
Town of Fairmount Heights	\$7,670
Mayor & City Council of Federalsburg	\$13,330
City of Glenarden	\$19,000
Town of Greensboro	\$7,000
City of Hyattsville	\$19,000
Town of Landover Hills	\$5,000
Mayor & City Council of Laurel	\$15,000
Commissioners of Marydel, to be shared among Goldsboro, Henderson, Hillsboro, Marydel, and Templeville	\$3,940
Town of Morningside	\$5,000
City of Mount Rainier	\$19,000
Town of New Carrollton	\$6,750
Mayor & Commissioners of the Town of North East	\$5,000
Town of Riverdale Park	\$10,000
Mayor & City Council of Rockville	\$9,800

Recipient	Grant Amount
City of Salisbury	\$19,810
City of Takoma Park	\$7,500
Town of Upper Marlboro	\$3,365
Total	\$332,500

Grant Recipient Auditing

In order to ensure the grant funding is being utilized for the stated purpose, all of the grant recipients in both grant rounds are subject to the same auditing requirements. MHT staff are following the financial documentation policy currently utilized for all MHT grants and Maryland Heritage Areas Authority grants. All grantees received a copy of the policy along with the grant agreement to sign. Pursuant to the grant agreements, all Census grantees are subject to a spot-check and may be randomly selected to provide full financial documentation on expenditures. Failure to submit appropriate documentation could result in recapture of grant funds and cancellation of the grant. A sample grant agreement and financial responsibilities memo are available for public viewing on our website.⁵

⁵ <https://planning.maryland.gov/MSDC/Pages/census/census-grant-2020.aspx>

Maryland Department of Planning Census Outreach Program

Department of Planning Census Operations

Planning is engaged in comprehensive Census activity that involves partnership with the federal government, state agencies, local governments, the business community, the faith-based community, and other interested stakeholders.

Collaboration with the U.S. Census Bureau

From the outset, Planning established a strong working relationship with the U.S. Census Bureau, working in tandem with the leadership to coordinate outreach efforts and leverage resources whenever possible. By engaging in combined and cooperative outreach, both Planning and the U.S. Census Bureau have been able to achieve optimal awareness of the decennial effort throughout the state.

Planning has also been able to use the U.S. Census Bureau's training tools to educate CCC's on their responsibilities. The core elements of CCCs are to utilize local knowledge, influence, and resources to educate communities and promote the Census through locally-based, targeted outreach efforts. CCCs provide a vehicle for coordinating cooperative efforts between state, and local governments; communities; and Planning, enabling the state to secure a complete count in 2020.

Planning, in formulating the development of county CCCs, has utilized the U.S. Census Bureau's partnership specialists in all 24 jurisdictions, making introductions to local officials, business, clergy, and other community leaders to bridge gaps and create comprehensive coverage. Planning's staff have coordinated kick-off events, youth forums, faith-based breakfasts, interfaith events, and helped the Bureau recruit Census workers. This last feature of the partnership continues to bear fruit, attracting both media attention and community engagement.

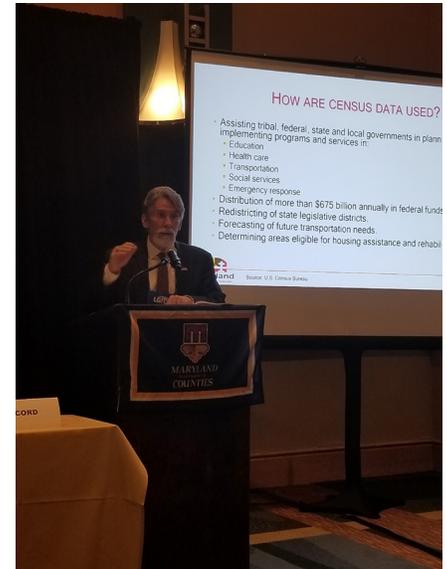
The U.S. Census Bureau created a tool, Census Solutions Workshops, which is a creative, collaborative, problem-solving event to bring together diverse thinkers and problem solvers. The Census Solutions Workshop is specifically designed to generate new ways of communicating the importance of U.S. Census Bureau data, reaching hard-to-count populations, and encouraging participation in U.S. Census Bureau surveys and programs.

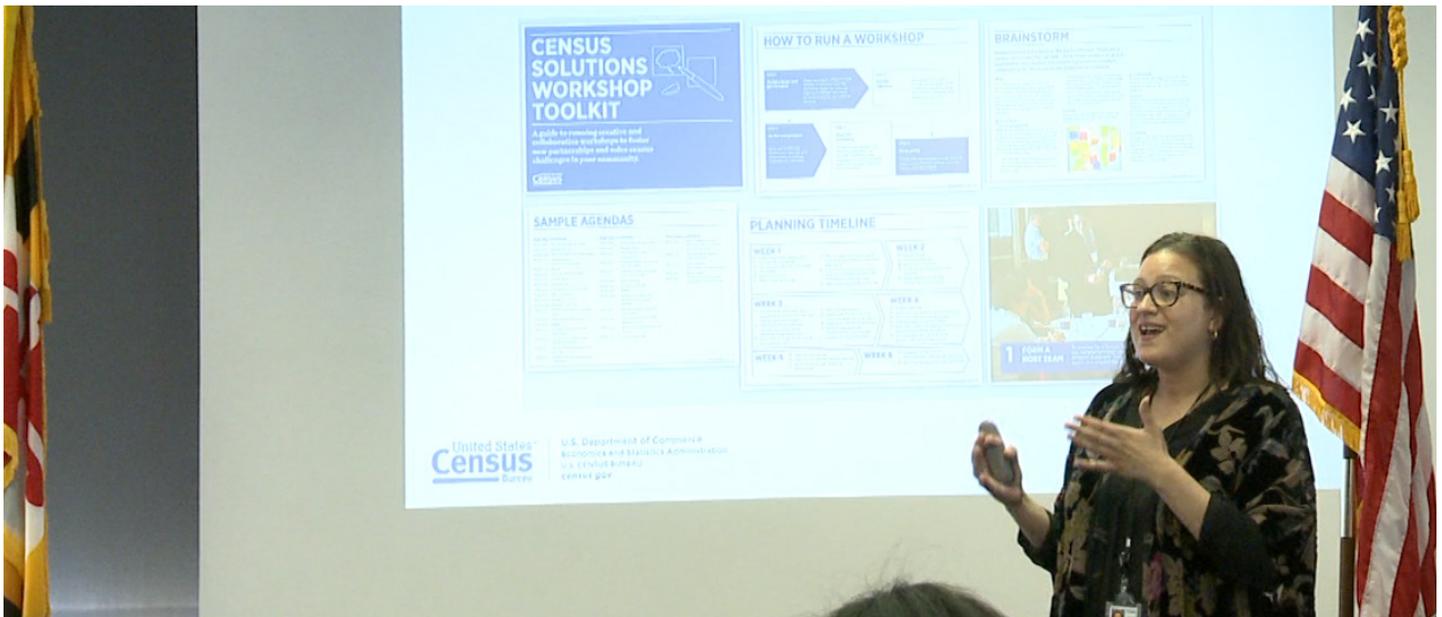
The workshops help Census participants by:

- Increasing targeting, which means better participation rates and greater benefits to Maryland's communities and
- Creating new opportunities for large scale civic action. Creative solutions can help people understand the vital importance of Census Bureau data.

It also helps Census partners:

- Create groundbreaking ideas that would be more difficult to generate in a traditional event or meeting setting
- Support diversity of thought by bringing together organizations across sectors and industries, resulting in more creative, effective solutions





- Provide an opportunity for business development and new connections around a shared mission
- Create new public-private partners, a proven model that can achieve significantly more than any one partner could on its own
- Help each partner better understand its audience, focusing on empathy and insights into the mindset, behaviors, and motivations of the end participant.

The Census Solutions Workshop is based on design thinking methodology. A common practice in the technology and business world, design thinking is a user-centered approach that has been increasingly adopted across the public sector to create impactful solutions to social challenges.

Because each community in Maryland is different with different needs and different hard-to-count communities, workshops have different tactical outcomes. However, the results have been viable, creating congruent working plans with each jurisdiction's unique needs and population.

Coordination with Local Jurisdictions

One of the strengths of the state's efforts have been the outreach coordinators. These positions were created to:

- Develop and implement strategies for 2020 Census outreach, including identifying target populations and the effective methods of local outreach
- Build and maintain statewide and local coalitions, including with businesses and nonprofit organizations to raise awareness and promote the 2020 Census
- Direct, manage, and oversee statewide and local coalitions and volunteers
- Work with county CCC's to train volunteers and develop volunteer schedules
- Represent Planning at professional conferences, panels, community meetings, and other public venues
- Travel to various locations throughout the state to spread information about the Census and
- Monitor and measure the progress of 2020 Census goals.

The responsibilities of the outreach coordinators are divided between the eastern shore and the western shore as well as the Baltimore and Washington metropolitan areas.

Planning's Census Outreach unit emphasizes partnership and support for the counties' CCC approach to getting residents counted. The priority for the Census Outreach team is to build strong partnerships with county Census points of contact and their CCC members.

One primary goal for the Census outreach coordinators is to provide staff support to improve local CCC operations and effectiveness. They work together collaboratively with county CCCs and the Planning Census Outreach leadership. Trust in the coordinator from the various stakeholders has been critical to this work. Counties that were not originally funded through the 2020 Census Grant Program were prioritized.

Census Outreach Coordinators also make weekly contact with our local counterparts, in part to limit the additional demands that may be placed on the county points of contact. A county counterpart was identified by the outreach coordinator to be the primary person within the county/CCC for all Census needs. Many of the Census points of contact from the counties are directors and administrators who delegate responsibilities to their staff/CCC members. Particularly in Maryland's smaller counties, much of the outreach is coordinated by Planning's Census outreach coordinators.

Planning also houses the Maryland State Data Center (SDC), a critical component of Census data creation and analysis. The SDC developed a tool to refine the U.S. Census Response Outreach Area Mapper (ROAM) specific to Maryland.

ROAM is a customer friendly mapping application developed to more easily identify hard-to-count areas and to provide a socioeconomic and demographic characteristic profile using American Community Survey estimates available in the Planning database. This tool was demonstrated for U.S. Census Bureau Director Dillingham and the director expressed a desire to use Maryland's tool as a model for every state.

Anyone from an elected official to a teacher to a resident can use the ROAM map tool to quickly learn about hard-to-count areas. The data can then be used to tailor communication and partnership campaigns, and to plan for field resources to target areas for specific outreach to improve Census response rates.

ROAM also provides access to a subset of information through a web mapping application and allows a download of up to 5,000 data records from the application in a single transaction.

SDC developed this innovative tool in response to a request from the state CCC, who was looking for an easier way to identify hard-to-count/low response score areas using specific criteria. Using such criteria at the granular level is helping the state CCC develop strategies for improving responses in struggling areas.

Strategic Plan Implementation

Appropriate timing for Census outreach is critical to a full and accurate count. In the wake of the 2010 Census, the U.S. Census Bureau warned of the potential for a phenomenon termed "Census fatigue," which is an over saturation of the market with Census information too early in the process. Many individuals did not respond to the Census on Apr. 1, 2010 because they had already tired of too much information and ignored the Census at the most critical time. Planning's strategy for a full and accurate count includes carefully timed goals to educate, recruit, and follow up. As a result, the 2020 Census has been divided into four phases in order to strategically approach the process and maximize engagement at the appropriate time. The phases include : (1) Education; (2) Awareness; (3) Motivation; and (4) Reminder and Thank You.

Phase I was the Education Phase, which occurred from Aug. 2018 to Jun. 2019, and was focused on developing an infrastructure to deliver effective Census outreach through design of an operational plan, capacity building, partnership building, and data management and information systems building.



Planning's outreach team succeeded in reaching all of its benchmarks for the Education Phase, which included:

- Conducting CCC training;
- Developing a work plan for promoting the Census and motivating participation in each county;
- Holding regular meetings to report on tasks and other activities, including subcommittee reports;
- Proceeding with Census awareness-building activities generated by the committee or subcommittees; and
- Evaluating the effectiveness of CCC activities.

The education phase of the Census is complete. The infrastructure for the remaining phases is in place for maximizing the foundation that has been carefully laid.

Phase II is the Awareness Phase, which continues through Feb. 2020. The focus of the Awareness Phase is to recruit and train community and business organizations, nonprofits, local governments, and residents to identify the critical trusted voices in a given community. These trusted voices are critical to spreading the message that the Census is important, easy, and safe, particularly in low response score areas and with historically undercounted populations. Specific tasks of Phase II includes the following:

- Continue holding regular CCC and subcommittee meetings;
- Finalize plans for activities surrounding responding to the Census;
- Review task lists and subcommittee plans;
- Proceed with 2020 Census activities;
- Finalize plans for activities to encourage households to complete and respond to the Census; and
- Coordinate with the U.S. Census Bureau to develop and finalize plans for motivating residents who do not participate to cooperate with Census takers during nonresponse follow-up. Planning and the state CCC will coordinate to target low response communities.

It is also worth noting that Planning has developed a weekly newsletter for the Census that includes information regarding job fairs and public events. This newsletter is published on a weekly basis and seeks to bring Census messaging directly into Marylanders' in-boxes.

In Feb. 2020, Planning's Census outreach transitions into the critical Phase III - Motivation, which will occur from Feb. 2020 until May 2020. Planning hired a marketing firm to coordinate an outreach strategy focused on engaging the public in the Census at the proper time, just before the Census form is available to complete. The U.S. Census Bureau plans to make the online Census and the phone Census available in mid-Mar. 2020, with the paper questionnaire to follow in early Apr. 2020.

The U.S. Census Bureau has faced recruitment challenges (e.g., strong economy and employment) during this cycle, which may lead to fewer enumerators being available to visit Marylanders in person.

Recognizing this challenge, Planning's outreach campaign is encouraging people to self-respond to the Census, either online, over the phone, or by completing the paper questionnaire. Planning's analysis suggests that, on average, it takes at least 10 touches to get someone to act. The same holds true for motivating someone to complete the Census.

The operations of Planning, local governments, with state financial support from the 2020 grant program, the outreach of the Maryland CCC, and other interested parties, all working in tandem, will spread awareness to every corner of the state and maximize the self-response rates in Maryland.

Self-response is critical for Census success, and Planning remains dedicated to encouraging everyone in Maryland to complete their Census form by spreading the message that the Census is important, easy, and safe.

As part of the Motivation Phase, Planning entered into an interagency agreement with Maryland Public Television (MPT) to begin a comprehensive outreach campaign across multiple forms of media. Discussed in greater detail below, the agreement with MPT, includes TV production, radio spots, geo-targeting, digital targeting. Planning will also:

- Hold regular CCC and subcommittee meetings and finalize plans for activities surrounding responding to the Census;
- Review task lists and subcommittee plans;
- Proceed with final 2020 Census activities;
- Finalize plans for activities to encourage households to complete and respond to the Census; and
- Coordinate with U.S. Census to develop and finalize plans for motivating residents who do not participate to cooperate with Census takers during nonresponse follow-up.

The final Phase of Planning’s 2020 Census strategy is the Reminder and Thank You Phase, which will begin in May 2020, and continue until Jul. 2020. Census enumerators will canvass neighborhoods to engage Marylanders in person in order to remind them to complete their Census forms. Planning will continue to spread Census awareness and messaging during this phase by:

- Reminding every household that did not self-respond that they still can respond;
- Coordinating with the state CCC to target low response communities;
- Continuing to meet and review the CCC plans;
- Preparing a summary report of CCC committee activities and member feedback;
- Celebrating the success of the 2020 Census and recognizing the efforts of the CCC members; and
- Thank all Marylanders for their support and response.

With a successful Census foundation built during the Education Phase, leading to a strong infrastructure during the Awareness Phase, Planning is prepared to support a successful Census in 2020.

State Agencies Census Operations

A complete and accurate count of every person in Maryland on Apr. 1, 2020 is vital to our state’s future. Census data has far reaching implications, including apportionment and redistricting, federal funding for important, life-saving programs, as well as emergency planning and preparation. As the liaison to the U.S. Census Bureau, Planning is home to the State Data Center (SDC) and is committed to a full and accurate count in 2020.

According to a report of the U.S. Census Bureau,[1] Census data is used to distribute more than \$675 billion in federal funding across 132 programs. Of those programs, Medicaid received more than \$311 billion, the highest for any program. Further, the Supplemental Nutrition Assistance Program (SNAP) and Medicare Part B received more than \$70 billion each. Census data is also linked to funding for highway planning and construction, school lunches, Section 8 housing, Head Start, child care, Special Supplemental Nutrition Program for Women, Infants and Children (WIC), Children’s Health Insurance Program (CHIP), crime assistance, mental health programs, senior centers and independent living programs, disability assistance, historic preservation, hazardous waste management, juvenile assistance, job training and many others. Census data has far reaching implications that support state agencies as they carry out their respective missions.

Beyond the full measure of resources from Planning being brought to bear, every state agency is committed to ensuring Census success for Maryland. All state state agencies subject to the direction and control of the governor has designated a Census coordinator to assist in utilizing the resources of their respective agencies to maximize the reach to everyone in Maryland. The state agency coordinators have met six times since May 2019.

Planning’s Census activities have been detailed above in this report, however, we continue to provide resources and guidance to all of the state agencies. More than 40,000 people work for the State of Maryland, not counting county government employees or federal government employees residing in Maryland. State employees are our best asset and every agency is sharing Census information internally so every state employee can be a Census ambassador for the state.

Through the state's contract with Granicus, Maryland state agencies have, in the aggregate, email accounts for an estimated 79% of all people in Maryland as a result of customer interactions with state agencies. However, each agency has its own specific constituency based on a given person's needs. Agencies have been and continue to develop messaging for their respective constituents in order to inform the public about how Census data impacts each agency and each person. Further, agencies have begun including Census messaging in their respective newsletters, with the goal of demonstrating how Census funding supports their particular agency.

Planning developed a series of stand up banners for public display and provided one to each state agency. As Marylanders come to the state for various programs and services, there are opportunities to spread awareness to those already seeking information. The banners provided to the state agencies are on display in public-facing spaces, including lobby and common areas. Agencies also have the ability to take the banners on the road for public events, including farmers markets or other community activities.

Planning staff created designated social media accounts for the Census. Given that each agency has a unique constituency of followers, agencies are sharing and retweeting Census content to their followers. We have seen exponential growth in our number of social media impressions and engagement. In addition to sharing our content, state agencies are creating Census messaging of their own, which is in turn shared by Planning, to maximize the reach. Through a coordinated social media campaign, the state agencies are spreading awareness to every corner of Maryland. State agencies have also begun to include Census messaging on their respective websites. Given that so much information is consumed digitally, all of the state agencies are working to leverage 21st century tools to spread Census awareness and education.

In addition to actions taken by all state agencies, each agency is working to leverage its specific resources to maximize Census engagement. Planning, working in collaboration and coordination with the state agencies, developed a Census plan for all agencies. Planning staff continue to meet with each agency individually to discuss their specific resources that can be brought to this effort. Action items for specific agencies are identified below. Please note this list does not represent a complete accounting of action items taken by state agencies as the agency coordinators have latitude in sharing Census messaging.

Aging

The Department of Aging distributed Census literature at 19 local offices and 120 senior centers. Aging has also spread Census awareness at local Meals on Wheels events, distributed materials through the Community for Life program, and highlighted Census displays at local events hosted by local area aging agencies.



Agriculture

The Department of Agriculture is engaging with trusted agricultural voices, including the Maryland Farm Bureau, Maryland Grain Producers, Maryland Nursery, Landscape, and Greenhouse Association, Grow and Fortify, Delmarva Poultry Industry, and Animal Health Board. The department is also beginning to display Census information at farmers markets.

Coordinating Offices

The Governor's Coordinating Offices have begun leveraging their collective resources to assist with outreach efforts to the various communities. The Office of Community Initiatives included Census displays at their local events and distributed Census flyers. The Office of the Deaf and Hard of Hearing developed a PSA between Director Brick and Secretary McCord regarding the importance of Census for the deaf community. The Office of Performance Improvement conducted key social media analysis to determine which demographic and geographic groups are engaging with our social media messaging so that we may expand our reach to those who have not yet engaged.

Commerce

The Department of Commerce has begun spreading the Census message to the business community, including chambers of commerce. They have also provided Census education to local business leaders around the state to ensure an accurate count.

Disabilities

The Department of Disabilities has engaged with service providers and retail locations, including group homes regarding the Census. They are currently in the process of developing a PSA regarding the importance of Census for the disabled community.

Education

Dr. Salmon has reached out to supervisors and all 24 local superintendents and local school system Math, Social Studies and Science supervisors to stress the importance of Census, and communicate and encourage the use of the Statistics in Schools Curriculum.

Dr. Salmon invited local superintendents and principals to participate in a two to three minute testimonial-type video being developed to promote the Statistics in Schools Curriculum. The video will explain the importance of the 2020 Census, its impact on students and their communities, and the ways in which teachers



and administrators can get involved. This video will include key messages targeted specifically to teachers and administrators and will focus on how they can incorporate the 2020 program materials in their classrooms to help ensure a complete count in the 2020 Census.

Dr. Salmon has sought assistance of non-public school umbrella groups in communicating the importance of the Census to their various stakeholders, including more than 120,000 non-public school, pre-k to 12, students and their families.

The Maryland State Department of Education Communications Office has continued to push out the Statistics in Schools Census website with materials for teachers to help promote the Census on social media.

General Services

The Department of General Services procurement officers have reviewed existing state contracts that Planning could provide an addendum to utilize during the Census.

Health

The Department of Health's customers are unique to the Census given that two of the three highest funded programs, Medicaid and Medicare Part B, are both health-related. Health is expanding Census information and distribution of materials to health centers, substance abuse clinics, hospitals, and long-term care facilities.

Information is also being included in newsletters for the Developmental Disabilities Administration and the Behavioral Health Administration.

Human Services

The Department of Human Services has begun communicating Census information to food banks. As SNAP is the second highest funded program using Census data, the Census is incredibly important for the department to have the ability to serve as many Marylanders as possible.

Information Technology

Working with the Governor's Office of Performance Improvement, Information Technology assisted by conducting a key social media analysis. They also assisted with spreading Census messaging on state agency websites.

Labor

The Department of Labor has continued to work with their workforce development programs to support the Census Bureau's recruitment efforts. For example, the Census Bureau sends a representative to the reemployment workshops to provide a 5-8 minute presentation regarding opportunities available. The Office of Small Business Regulatory Assistance (OSBRA) has also begun distributing census information to small businesses local/statewide at outreach events.

Maryland Public Television

While not under the direction and control of the governor, Maryland Public Television (MPT) has invaluable resources that can be devoted to the Census. Planning developed an interagency agreement with MPT to provide media services, including broadcast TV, cable, over-the-top TV, urban, talk, HBCU, and other radio media, geo-targeting on mobile devices, and social media. Planning has invested approximately \$1,150,000 as part of an interagency agreement with MPT, with the option to spend an additional \$200,000. The Maryland CCC has invested a portion of its budget towards supplementing Planning's investment with MPT. MPT work will reach every corner of the state, including historically hard-to-count populations.

Public Safety and Corrections

The Department of Public Safety and Correctional Services developed a PSA about the importance of the Census. Flyers have been posted in all the parole and probation offices, in facilities, lunchrooms, and roll call. Currently, they are in the process of setting up a kiosk at the Division of Parole and Probation offices for those who do not have computers.

State Library

The State Library system is working to develop designated Census-terminals for use to complete the online Census in 2020. They have also rolled out a social media campaign to run through Apr. 2020 in conjunction with sharing content from the Planning and Census 2020 social media accounts.

State Police

Each month since November, the State Police has added the Census page to their publicly distributed monthly IMPACT newsletter. In Nov. 2019, an internal message was posted to PowerDMS to all personnel with a link to the Census page.

Transportation

The department is uniquely positioned for spreading Census awareness and education. Unlike other governmental programs that are utilized on an as-needed basis, Motor Vehicle Administration (MVA) centers are utilized by nearly everyone in Maryland. MVA centers are displaying Census flyers, banners, and digital displays at as many full-service locations as budgeting allows. MVA will also provide Census content in Spanish to those centers where the maximum reach can be achieved.

Planning is working with the Maryland Transit Administration to provide bus wraps with Census branding for buses that travel through hard-to-count communities. Through the Maryland Aviation Administration, they will advertise digital and analog Census messaging at BWI Airport, in both English and Spanish.

Veterans Affairs

The Department of Veterans Affairs has begun advertising the Census several times in their newsletter since Jun. 2019.

Maryland Complete Count Committee Census Operations

Recognizing that the state receives more than \$13 billion in federal funds annually and uses Census data to allocate funds to more than 70 state programs, Governor Hogan issued Executive Order 01.01.2019.03 creating the Maryland Complete Count Committee (CCC). The CCC consists of two appointees to serve as co-chairs, Secretary Rob McCord, Senator Mary Washington, Delegate Jheanelle Wilkins, representatives of mission-critical state agencies, members of community organizations, faith-based organizations, nonprofits, educational organizations, and the business community.

The U.S. Census recommends the creation of CCCs as a way of mobilizing people and information across boundaries. The CCC is key to creating awareness in communities both in Maryland and all across the country.

CCCs utilize local knowledge, influence, and resources to educate communities and promote the Census through locally based, targeted outreach efforts. They provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the U.S. Census Bureau. CCCs also help the U.S. Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

The Maryland CCC was created in Feb. 2019, and held its first meeting in Apr. 2019 - exactly one year out from the forthcoming decennial Census. Pursuant to the executive order, the Maryland CCC has seven responsibilities:

- 1 Meet at least quarterly until Mar. 31, 2020;
- 2 Develop and implement, in conjunction with the Maryland Department of Planning, a community outreach strategy to encourage full participation in the 2020 Census, pursuant to 13 U.S.C. § 141, which may include:
 - a. Coordinating with State agency initiatives regarding the 2020 Census; and
 - b. Developing partnerships with school-based outreach programs and community-based organizations;
- 3 Coordinate with local governments, community organizations, faith-based groups, nonprofit organizations, and private-sector partners, including local and community complete count committees, to ensure a complete count of Maryland's populations for the 2020 Census;
- 4 Develop subcommittees and solicit input from relevant experts involved in the 2020 Census efforts as necessary;
- 5 Review projected response rates of hard-to-count groups and populations that encounter barriers to participation, and recommend strategies to overcome those barriers to maximize response;
- 6 Provide an interim report to the Governor on or before Dec. 31, 2019, with the status of the 2020 Census efforts and recommendations on additional steps to achieve a complete count of Maryland's populations; and
- 7 Submit a final report to the Governor, summarizing its activities and suggesting improvements to Maryland's Census efforts for the 2030 decennial Census, on or before Sep. 30, 2020.

The CCC has met monthly since Apr. 2019, with two meetings occurring in Sep., for a total of 11 meetings. The CCC has varied the meeting locations as a way of engaging as many local voices in the process as possible. Meetings have been held in Anne Arundel, Carroll, Charles, Howard, and Prince George's counties, and Baltimore City.

The Maryland CCC is a partnership between state and local governments and the private and nonprofit sectors to conduct comprehensive outreach and mobilization that leverages existing community assets to encourage Marylanders, especially those who are least likely to participate, to complete the Census. The Maryland CCC set the following goals for 2020 Census outreach:

- Strive for 100% Census participation, particularly in the hard-to-count populations
- Empower our communities to build capacity so the outreach efforts can be sustained beyond the 2020 Census

At the first CCC meeting in Apr. 2019, a CCC training course was provided by the U.S. Census Bureau's Partnership Coordinator for Maryland. The 10 members of the committee began setting the agenda for the committee's role in a full and accurate count of every Maryland resident with membership from state and local government, the General Assembly, nonprofit organizations, and the business and immigrant communities. The committee agreed to meet monthly.

The Maryland CCC was also trained in the Census Solutions Workshop, held in Baltimore City, with facilitators from the U.S. Census Bureau. The meeting included county partners and nonprofit organizations that received Census grant funding for outreach through the 2020 Census Grant Program. More than 50 people were trained to successfully communicate the importance, ease, and safety of the 2020 Census to hard-to-count and low response score communities.

In Jun., the Maryland CCC met in Prince George's County and added four additional members representing the media and elderly/persons 50 years and older, immigrant, and business communities.

By Jul. 2019, all of Maryland's 24 jurisdictions had formed a local CCC and appointed a Census point of contact. Baltimore City and county partners were invited to the Jul. Maryland CCC meeting to share their progress and the anticipated challenges to getting their communities counted. The members of the Maryland CCC were able to learn about local efforts in organizing communities for the decennial count and how the state committee could enhance those efforts and begin to strategize on filling the gaps in outreach.

The Maryland CCC has three work groups focusing on the: business community; faith-based community; and nonprofit organizations/hard-to-count populations. The work groups have provided recommendations to engage these communities and will use the budget allocations to support this work.

Each workgroup developed recommendations regarding the various public and private entities that the CCC wishes to engage. Buy-in from trusted community voices is essential to delivering the Census message to everyone in Maryland that the Census is important, easy, and safe.

Planning Secretary McCord provided the CCC with \$300,679 from the funding balance of the Census Grant Panel, and added \$150,000 from Planning's Census budget. The CCC has a total budget of \$450,679 to use towards its plan implementation. This budget will assist the CCC with its outreach and plan implementation, under the direct supervision of Planning. The funding ensures the Maryland CCC has resources available to reach hard-to-count populations while supporting federal and local outreach efforts.

Marketing and media services have been an area where the committee has spent significant time in discussion and deliberation in order to inform the Maryland CCC's outreach plan. Planning recently hired a marketing consultant to guide the marketing and outreach efforts as part of an overall effort to communicate to residents, partners, and stakeholders the importance of everyone participating in the Census. At the CCC's monthly meeting in Jan. 2020, Planning's marketing consultant presented the CCC with options for investments opportunities for its budget. The CCC is investing its budget to expand upon the work of Planning and other local partners. The CCC is planning to invest approximately \$190,000 to supplement Planning's contract with MPT, approximately \$70,000 for bus and train wraps and approximately \$112,000 on billboard advertisements. Please note that these numbers are flexible and represent current approximations that are subject to change due to the fluid nature of advertising expenditures.

Local Jurisdiction Census Operations

The Maryland Department of Planning's Census Outreach began preparing for the 2020 decennial Census in early 2018 by developing a strategic plan that incorporated guidance from the U.S. Census Bureau. Planning's Census Outreach relied on creating partnerships to develop Complete Count Committees (CCC) at the state (including state agencies), local, and community-based levels. CCCs are the U.S. Census Bureau's primary strategy for partners for the 2020 decennial Census. They are "volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census." (Complete Count Committee Guide, U.S. Census Bureau⁶).

2020 Census Grants Program Provides Support to Organizing Local CCCs

The 2020 Census Grant Program, created by the General Assembly in 2018,⁷ gave a significant boost to the State of Maryland's efforts for the 2020 Census. Planning's Census Outreach staff led the review of grantees and provided recommendations to the bipartisan panel. Eight counties (Anne Arundel, Baltimore, Carroll, Frederick, Harford, Howard, Montgomery, Prince George's) and Baltimore City applied and were awarded Census grants in Apr. 2019.⁸ Four municipalities received grant awards. The grants to local governments allowed Planning's Census Outreach partners to form CCCs. In May 2019, all Census grantees were invited by Planning's Census Outreach to participate in a workshop to assist outreach efforts to hard-to-count and low response score communities with the U.S. Census Bureau.

Immediately following the Apr. 2019 Census grant award announcements, Planning's Census Outreach pivoted to organize and identify support for the 15 counties that did not apply for a 2020 Census Grant Program award. Working with county administrations, by summer 2019 each county prioritized the 2020 Census by agreeing to form CCCs with the support and guidance of Planning's Census Outreach and its partners in the U.S. Census Bureau.

Planning's Census Outreach Works to Build and Train County/Baltimore City CCCs

Planning's Census Outreach identified a Census point of contact in every jurisdiction by spring 2019. This person serves as a liaison and point person on local Census efforts. Working in partnership with the U.S. Census Bureau, Planning's Census Outreach focused on organizing, supporting, and training the CCC volunteers in order to support a full count. Twenty-three jurisdictions have received the U.S. Census Bureau's CCC training to date with only one county outstanding. Nineteen jurisdictions have participated in the Census Solutions Workshop with five counties to participate in the next few months. These training sessions and workshops have empowered CCC members to understand the operational plan for the 2020 decennial Census, empower volunteers to be Census ambassadors, identify and successfully communicate with hard-to-count and low response score populations, and how and with whom to build partnerships to count everyone in their communities. Planning's Census Outreach will continue to work with our county and federal partners to train the remaining committees.

Census Outreach Coordinators are providing on the ground support to county partners, performing administrative duties, coordinating meetings, distributing marketing materials and information, and encouraging regional partnerships to increase Census participation.

6 <https://2020census.gov/content/dam/2020census/materials/partners/2019-03/ccc-guide-d-1280.pdf>

7 Senate Bill 855 (Chapter 18 of the Acts of 2018). http://mgaleg.maryland.gov/2018RS/chapters_noln/Ch_18_sb0855T.pdf

8 <https://content.govdelivery.com/accounts/MDMDP/bulletins/23b2bd9?reqfrom=share>

Keeping the 2020 Momentum Going by Promoting Census Jobs

Following the formation of CCCs in all of Maryland's 24 jurisdictions and their subsequent training and outreach plan development, Planning's Census Outreach is continuing momentum during the awareness and motivation phases by promoting 2020 Census jobs with the U.S. Census Bureau. Working with counties, Planning is coordinating recruitment events hosted by county partners to provide access to well-paying jobs while also continuing the education component for the upcoming Census through publicizing local jobs to get communities counted. Four counties have hosted Census job recruitment events with the goal to have county-hosted recruitment events in every jurisdiction.



Census Operations by County

Allegany County

Allegany County's CCC began meeting in May 2019, and is led through a coordinated effort under the county administrator. The CCC is working closely with municipal partners in this effort, including coordinating with Frostburg State University's CCC. Efforts are currently underway to establish a CCC within Allegany County Public Schools and the City of Cumberland. They are also working with healthcare providers, schools, libraries, and economic development representatives in order to support a full count in the county and includes members from local high schools and college students.

Anne Arundel

Anne Arundel County's CCC is led by the Office of the County Executive and has issued an executive proclamation for a full count and an executive order forming the CCC. The CCC has focused on the densely-populated north county and immigrant populations in south county, providing videos and materials for non-English speaking residents. The CCC held a question-and-answer session in Aug. 2019 with federal, state, and county partners and created a webpage and Census business card.

Baltimore City

Baltimore City began preparing for the 2020 Census in early 2018, forming the first large city CCC in advance of the 2020 decennial Census. The CCC is led by the city's Planning Department and includes city government, business, nonprofits, higher education, the Enoch Pratt Library System, public schools, and immigrant and community groups. The CCC has several subcommittees and are using block level data to support outreach efforts in the city. Using the state's award for Census outreach, Baltimore City allocated \$100,000 to subgrant to nonprofit organizations, citizens, and businesses in the city to support Census awareness efforts. Baltimore City is coordinating with other county partners from the Baltimore Metropolitan Council for media/marketing in the Baltimore region for the Census. The Baltimore City CCC meets bi-weekly. More information can be found at census2020.baltimorecity.gov.

Baltimore County

Baltimore County formed a CCC following their award of a 2020 Census grant. The county's Census efforts and CCC are led by the Office of the County Executive. The CCC is made up of county agencies who have regular contact with residents and partners such as the Community College of Baltimore and Chamber of Commerce. Census Outreach efforts are focused on grassroots collaboration as well as coordination with the Baltimore

Metropolitan Council for media/marketing in the Baltimore region.

Calvert County

Calvert County's CCC is led by the Planning Department. The county point of contact and two members of the committee are Census veterans with experience in the efforts involved in a decennial Census. It has representation from county government, schools, libraries, interfaith council, regional partners, advocacy groups, municipalities, health care, business, sorority representatives, and civic associations. Southern Maryland counties including St. Mary's, Charles, and Calvert work closely together on many issues and continue to do so to count all residents in the 2020 Census, including hosting recruitment events through the Tri-County Council.

Caroline County

Caroline County's CCC is led by the Planning Commission, and includes members from county and municipal governments, libraries, schools, and libraries. They are coordinating Census efforts through subcommittees on business, health care and social services, faith based, education, and government. Caroline County is also working closely with Queen Anne's County on their efforts.

Carroll County

Carroll County's CCC is led by the Planning Department, and includes members from county and municipal governments, nonprofit and business organizations, veterans and youth services organizations, the local management board, libraries, and McDaniel College. The CCC is focusing efforts on raising awareness to residents through government, transportation, schools, libraries, the media, and among the faith community. The commissioners issued a proclamation supporting a full and accurate count in the county in 2020.

Cecil County

Cecil County's CCC is led by the county council, and includes county and municipal governments, public state and county agencies, business, health care and community organizations, citizen representatives, and private utilities. In Dec. 2019, the CCC hosted a faith-based event to engage the faith community in the 2020 Census effort and focus on it's hard-to-count and low response score populations, including non-English speaking residents.. The county council issued a proclamation in Nov. 2019 supporting a full and accurate count. Plans for a countywide 2020 Census Day include public libraries, college, and senior centers to assist the public to respond online or by telephone.

Charles County

Charles County's CCC is led by the Planning Department, and includes members from county, tribal, and municipal government, colleges, nonprofit and regional organizations, libraries, veteran and advocacy groups, health care, business, and schools. Southern Maryland counties, including St. Mary's, Charles, and Calvert work closely together on many issues including their efforts to count all residents in the 2020 Census. They worked regionally to host recruitment events through the Tri-County Council. The CCC has developed a media and marketing plan and strategies to provide outreach to the county's Amish population.

Dorchester County

Dorchester County's CCC is led by the Local Management Board, and includes county and municipal government, Chamber of Commerce and economic development staff, health care, and advocates for children and families. The county is working with its Mid-Shore county partners to raise awareness and motivate residents to complete their Census forms. Dorchester also has a strong partnership with the City of Cambridge and Mayor Victoria Jackson-Stanley.

Frederick County

Frederick County's CCC is led by the Planning Department, and includes members from county and municipal government, immigrant groups, military base personnel, schools, and the LGBTQ community. The county has hired a Census coordinator to oversee its 2020 Census efforts and grant. The CCC will focus on communicating to the county's diverse population, including immigrants and non-English speakers, the 50 + community, faith community, civic groups, and renters/college students.

Garrett County

Garrett County's CCC is led by the county government and county library system. It includes members from local colleges, schools, Chamber of Commerce, and government. The committee is focused on children under five years old, rural residents, the 50 + community, veterans, millennials, and those with disabilities. Due to the relatively small population, their efforts are geared toward a full and accurate count of every resident. The CCC has disseminated Census information through the schools and government, and will raise Census awareness during upcoming events.

Harford County

Harford County's CCC is led by the Planning Department in partnership with LASOS, Inc., a nonprofit organization that provides literacy classes, youth mentoring, and services to non-English speaking and immigrant communities. The CCC includes county and municipal government, libraries, nonprofit organizations, business groups, and schools. The CCC is focusing its efforts on increasing Census awareness and motivating residents to complete their forms through media, faith-based, business, education, and community organization partnerships. The CCC, through state grant funds, will also conduct paid media advertising and marketing and promotional materials.

Howard County

Howard County's CCC is led by the Office of Community Resources and Services, and includes community and faith leaders, nonprofit organizations, county government, schools, libraries, and immigrant advocacy organizations. The CCC is focusing on training Census ambassadors to encourage participation from the county's diverse communities in the 2020 Census by building partnerships through sub-grants of its state grant funds. Howard County is coordinating with other county partners from the Baltimore Metropolitan Council for media/marketing in the Baltimore region for the Census. The county executive held a kick-off event in Aug. 2019.

Kent County

Kent County's CCC is led by the Local Management Board and the Planning Department, and includes members from the Kent Family Center, social services, county and municipal government, Bayside Hoyas, faith-based, and libraries. The county is working closely with neighboring Caroline and Queen Anne's counties in their collective Census efforts.

Montgomery County

Montgomery County's CCC is led by the Office of Community Partnerships and has more than 100 members. The CCC includes subcommittees focused around the county's five regional service centers. Each regional CCC subcommittee is tasked with developing and implementing outreach strategies for the hardest-to-count Census tracts and communities in their regions. The county has recruited volunteers to serve as 2020 Census ambassadors who will work directly with nonprofit partners and community organizations to promote Census awareness at festivals and events across the county.

Prince George's County

Prince George's CCC is led by the Planning Department and Census coordinator. The CCC has representation throughout the county, including colleges, county and municipal government, and the faith community. It has hosted and participated in more than 60 community events and workshops promoting Census since the beginning of 2019. The county designed a Census palm card for businesses, created talking points and one-page flyers, and other marketing materials for Census ambassadors. The first of two Census mailers to hard-to-count communities has been sent to more than 75,000 households. The county's Census efforts are promoted regularly through social media as well as regular public comments about the importance of the Census by the county executive and other government officials.

Queen Anne's County

The Queen Anne's County CCC is led by the Department of Community Affairs – Public Information, and includes members from county government, faith-based service organization Haven Ministries, public schools, libraries, Chamber of Commerce, and the League of Women Voters. The CCC is focusing its Census efforts on its outreach to hard-to-count communities within the county, including young children, communities of color, and those experiencing homelessness. The CCC is working regionally with Kent and Caroline counties to promote the Census, and will include paid media advertising on radio, print, and billboard to encourage a full count.

St. Mary's County

St. Mary's County's CCC is led by the Planning Department with members from business and advocacy groups, College of Southern Maryland, housing, and county and municipal government. Subcommittees are working on outreach strategies to direct their efforts. The county will promote Census through a multimedia advertising campaign and has worked regionally to host recruitment events through the Tri-County Council.

Somerset County

Somerset County's CCC is led by the Planning and Zoning Department, and includes members from county and municipal government, the Seton Center, Catholic Charities, University of Maryland Eastern Shore (UMES), and faith-based organizations. The county is working regionally and is focusing on outreach to hard-to-count communities by building partnerships with faith and service-based organizations within the county. The CCC developed a strong partnership with UMES to ensure every college student is properly counted.

Talbot County

Talbot County's CCC is led by the County Planning Department in partnership with the Town of Easton. The CCC is focused on raising Census awareness throughout the county with emphasis on seniors, 0-5 year-old children, non-English speaking and the homeless. The committee is also looking into possibly providing transportation to online sites where Census forms can be submitted. Talbot will be working regionally with other Mid-Shore counties on media strategies to reach our hard-to-count communities in order to achieve a full and accurate count.

Washington County

Washington County's Census effort is led by county government, and includes municipalities, nonprofit organizations, schools, colleges, libraries, advocates for immigrant and Spanish speaking communities, county government, economic development, and Chamber of Commerce staff. Members created subcommittees to target hard-to-count populations in the county and developed plans to address the challenges and solutions to counting everyone.

Wicomico County

The Wicomico County CCC is led by the Planning Department and is partnering with the City of Salisbury. The CCC recently hosted a faith-based meeting with more than 50 leaders from faith communities in attendance. Plans are also underway to have a faith dinner in Jan. 2020 to bring more of the community together. Members of the CCC include schools, county and municipal government, nonprofit and faith-based organizations, the local NAACP, and libraries. The county has a number of hard-to-count communities, including a significant population of Haitian immigrants, the homeless, young children, immigrants, and renters. The county is planning a “Party with a Purpose” event in Mar. 2020 where municipalities from around the county will host simultaneous Census events.

Worcester County

Worcester County’s CCC is led by the Development Review and Permitting Department, and consists of municipal and county government, representation from Ocean Pines, state agencies and the Board of Education. The CCC is focusing on the county’s hard-to-count populations to promote Census participation in partnership with civic, veteran, and faith-based groups to target young children, the 50+ community, veterans, households without access to broadband, and renters. While the county had four Census tracts with a Low Response rate of greater than 20% in the 2010 Census, there were 13 other Census tracts which had a 15%-19.9% rate. The CCC hopes to increase awareness and motivate participation in the completion of the 2020 Census county-wide.

Conclusion

Through record investment in the 2020 Census, Governor Hogan has positioned Maryland for Census success. Planning is committed to working with our federal, state, and local government partners, as well as nonprofit organizations, faith-based organizations, the business community, and other community voices to ensure a full and accurate count of everyone in Maryland on Apr. 1, 2020. Planning is utilizing new technology to reach every corner of Maryland, engage every Marylander in the process, and remind everyone that the Census is important, easy, and safe. Through the efforts of Planning, the Maryland CCC, state agencies, local CCCs, the 2020 Census Grants Program Panel, and our private-sector partners, Maryland is leading the nation in Census preparedness and is positioned to be one of the top states in the U.S. for self-response rates. Participating in the 2020 Census is important, easy, and safe -- it's the portrait of us that will last 10 years, so we need to get everyone in the picture.



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