

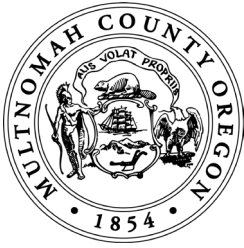
2020 Census Report



Multnomah
County

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Lori Stegmann

Multnomah County Commissioner
Representing East County, District 4

I want to extend my deepest gratitude for our community partnerships in promoting the 2020 Census. This year has been anything but easy, as our original census strategy and timelines had to be adjusted multiple times to respond to COVID-19. My team and I want to thank all our partners for their flexibility and continued trust in our work. We are thrilled to announce a record breaking self-response rate in Multnomah County at 73.7%, surpassing 2010's final rate of 70.5%. This achievement is significant, and all the more rewarding as we adapted and navigated during the pandemic. This would not have been possible without the hard work across our communities.

Over the last two years, we have seen new collaborations across local governments, unprecedented investments by our state leaders and local philanthropic partners, and tireless work across community organizations. Not only did this yield our impressive self-response rate but also showed that Multnomah County's efforts built on deep, relational connections in our underrepresented communities.

The benefits of our collective efforts will serve Multnomah County for the next decade. From hosting census trainings to posting on social media and everything in between, our partners played a significant role in shaping our county's success. You acknowledged the importance of serving our communities and stepped up to help ensure that they receive the dignity, respect and resources they deserve. We would like to recognize and extend appreciation to our state, cities, county departments, and community partners for your leadership in achieving a complete, fair, and equitable count.

As you read through this report, please use the sections as quick reference to find more information about our work, the strategies within cultural communities, and partnerships across sectors of local jurisdictions. Starting with the 'By the Numbers' document will provide the scale of outreach accomplished during the COVID pandemic and within communities over the enumeration period of the 2020 Census.

Our work has helped shape the political future of Oregon, our voices must continue to be heard at every level of government. Thank you again for your time, commitment and dedication.

Warm Regards,

Commissioner Lori Stegmann,
Multnomah County District 4

By The Numbers

Please find below an outline of the outputs of the Multnomah County Census Outreach Efforts divided by the following types of engagement: Culturally Specific Programming, Counting the Unhoused Population, Outward Facing HTC Promotion.

Culturally Specific Programming: Food & Health Items

Within communities across Multnomah County, economic and culturally specific needs were further exacerbated by the COVID pandemic. While our public health efforts mobilized around immediate health response and many residents transitioned away from direct service events, census outreach efforts were adjusted to provide immediate needs and much needed relational connection. The delivery changed but the heart and passion for our communities stayed the same. Multnomah County was able to provide culturally specific food and health items in over 10,000 care packages and supply bags.

- Somali American Council Of Oregon (SACOO), distribution of 1200-1500 food products & 2020 Census information
- Muslim Education Trust (MET), 1000-1500 food products, school supplies & 2020 Census information
- Arab American Association of Oregon (AAAO), 800-1000 food products, school supplies & 2020 Census information
- Bienestar de la Familia, 2800-4000 information in hot meals and food boxes, as well as 100-150 gift cards to families
- Meals on Wheels 2,400 food products & 2020 Census information
- Beyond Black, 100-150 health & wellness kits
- Immigrant & Refugee Community Organization 300 give away products & 2020 Census information
- City of Fairview, 200 Food Boxes & 2020 Census information
- Rockwood CDC, 150 school supply & 2020 Census information
- Slavic Family Center, Radio Advertising for 8 weeks ran 2x a day with appropriate 2020 Census information

Counting the Unhoused Population

For community residents living outdoors or without an address, being counted in the census was historically fraught with challenges. Individuals were made to feel further invisible by underfunded enumerations or head counts that failed to include information about how someone identified. Through negotiations with the U.S. Census Bureau and collaboration with our homeless service system, Multnomah County was able to provide enumeration opportunities that included more descriptive portrayals of our neighbors along with community-informed and unique outreach methods that were appropriate for residents without physical addresses. General HTC outreach

- Salvation Army, 5000 Sacked Lunches with 2020 Census information
- 8,000 community-specific, water-proof 2020 Census flyers distributed by homeless outreach staff

General Hard To Count outreach

Reaching communities that haven't been historically counted completely added challenges when communities across Multnomah County were staying home or were further distanced from traditional means of social connection. Initial plans to attend community events and spaces were rapidly adjusted and universal outreach began for zip codes and census tracts which had lower self-response rates. Working with local school districts and transportation partners, messaging was sent out to thousands of residents in multiple ways, all focused in geographic areas of highest importance.

- 106,000 individuals were texted in hard to count zip codes
- Seven school districts sent district wide text messages and provided culturally specific and appropriately translated census information to families through their digital platforms (Portland Public, Centennial, Corbett, David Douglas, Gresham-Barlow, Parkrose, and Reynolds)
- In collaboration with Trimet Bus signage and benches were displayed in hard to count areas resulting in an estimated reach of 4,131,000 total est impressions

Billboards were put up across the county in 34 HTC locations resulting in a total of 19 million estimated impressions over approximately 64 days

2020 Census Self-Response Rates

The self-response for some was made more convenient by being offered largely online this year. But for others, balancing essential roles at work and hardships with distance learning, this presented even more difficult challenges. Multnomah County partnered with local jurisdictions to include messaging in traditional and non-traditional communication tools through cities across the county. These efforts were coordinated across our complete count strategies as well as local collaborative partnerships that spanned jurisdictions. In Multnomah County departments, employees who were adjusting to a new way of doing business further strengthened messaging to residents through their daily work, programs, and resources. This resulted in exceptional response rates in our local cities.



69.2%

The state of Oregon self response rate, ranking the 21st highest in the nation.

67%

The national 2020 self response rate.

73.7%

Multnomah County self response rate, 3.2% above 2010 final rates

74.2%

Portland self response rate, ranking the 4th highest in cities with populations over 500,000.

Gresham at 69.8%,
Fairview 72.2%,
Wood Village 74.6%,
Maywood Park 87.6%,
Troutdale at 78.3%

General 2020 Census Information

The U.S. Constitution requires a full count of the United States population every ten years to reapportion seats in the U.S. House of Representatives. For the first time in 2020, the primary method of self-response to the census was online. A call-in option was also available and lines were open for assistance in thirteen different languages (English, Spanish, Arabic, Chinese, Vietnamese, Korean, Russian, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese)

Census data drives decisions that affect state economic investments and Oregon's congressional representation for the next decade. Census results also impact the number of Electoral College votes and how boundaries are drawn for state and local election districts.

The federal government uses census data to guide more than \$1.5 trillion in annual funds from 316 federal spending programs for education and health programs, highways, roads and bridges, water and sewage systems throughout the United States. Nonprofits and businesses use the data to help determine where to build health care facilities, child care and senior centers, grocery stores, new factories and other services critical to the health and well-being of residents.

In 2016, Oregon received \$13.5 billion of these funds for the top 55 programs in the state:

- Nearly \$507 million in bridge and highway maintenance and construction
- \$8.5 billion for health programs
- Over \$2 billion for education
- \$900 million for housing
- \$512 million for rural assistance programs Based on these numbers, the state would lose up to \$8 million over the decade for every 100 households missed, which would affect its ability to adequately support children, veterans, senior citizens and low-income families.

Source: OCCC Toolkit

Confidentiality and Privacy

- Strict federal law protects census responses. It is against the law for any Census Bureau employee to disclose or publish any census information that identifies an individual.
- Census Bureau employees take a lifelong pledge of confidentiality to handle data responsibly and keep respondents' information private.
- The penalty for wrongful disclosure of data is a fine of up to \$250,000 or imprisonment for up to 5 years, or both.
- No law enforcement agency (not the Department of Homeland Security, US Immigrations and Customs Enforcement, Federal Bureau of Investigation, or Central Intelligence Agency) can access or use the personal information provided at any time.
- Data collected can only be used for statistical purposes that help inform important decisions.
- The Census Bureau has a cyber security program that incorporates industry best practices and federal security standards for encrypting data.

The Census does NOT ask for:

- Social Security numbers
- Bank or credit card account numbers
- Money or donations
- Anything on behalf of a political parties

Counting People Experiencing Houselessness

The effort to count people experiencing homelessness at service locations and pre-identified outdoor locations is referred to as Service-Based Enumeration (SBE). SBE will count people at shelters, soup kitchens, regularly scheduled mobile food vans and target non-sheltered outdoor locations.

The US Bureau's Enumeration at Transitory Locations Operation (ETL) enumerates people who are living in special locations such as recreational vehicle parks, campgrounds, racetracks, circuses, carnivals, marinas, hotels and motels and who do not have a residence.

2020 Census Challenges

Digital Census: The 2020 Census was the first ever digital census; almost 20% of Oregon households do not have broadband internet.

Citizenship Question: The threat of a question about citizenship; almost a half-million Oregonians live with a non-citizen.

Fear: Growing fears among immigrants due to the current political and social climate, increasing public distrust of government and concerns regarding the security of personal and online information.

Fewer Resources for Bureau: The Census Bureau has been mandated by Congress to conduct the 2020 Census at a lower cost per household than in 2010, which means fewer outreach efforts than in 2010 to inform the public about the census. This also means fewer local census offices, field staff, and overall field "presence" in 2020.

COVID-19 Pandemic: In the wake of COVID-19 the census operations had to adjust to pandemic-related disruption and delays making it more difficult to enumerate households accurately. Those factors included: the passage of time since April 1, 2020 (the reference day for the census), the displacement of people and households from their usual April 1 residence due to the pandemic; concerns about COVID-19 on the part of both census takers (called "enumerators") and the public; and wildfire threats.

2020 Census Deadline Changes: The Census self report deadline was changed numerous times due to the COVID-19 pandemic and intervention by the Trump Administration. The original end date of the 2020 Census was July 30th, however the deadline was extended multiple times before reaching the final end date of October 15th. With such challenges, the statewide and County outreach efforts needed to respond and adjust quickly and accordingly to the circumstances.

2020 Census Operational Adjustments Due to COVID-19

The 2020 Census is underway and households across America are responding every day. In light of the COVID-19 outbreak, the U.S. Census Bureau has adjusted 2020 Census operations in order to:

- Protect the health and safety of Census Bureau employees and the American public.
- Implement guidance from federal, state, and local health authorities.
- Ensure a complete and accurate count of all communities.

The table below summarizes the adjustments to operations. Should any additional adjustment become necessary, the Census Bureau will promptly publish the change in an updated document.

STATUS OF CURRENT OPERATIONS

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
Self-Response Phase (online, phone, mail)	March 12–July 31	Extended	March 12–August 14
Update Leave	March 15–April 17	Delayed	March 29–May 1
Update Enumerate	March 16–April 30	Suspended and extended	March 16–May 14
Mobile Questionnaire Assistance	March 30–July 31	Delayed	April 13–August 14
Early Nonresponse Followup (NRFU)	April 9–July 31	Delayed	May 7–August 14
Nonresponse Followup (NRFU) and NRFU Reinterview	May 13–July 31	Delayed	May 28–August 14
Group Quarters Enumeration	April 2–June 5	Delayed	April 16–June 19
Service-Based Enumeration	March 30–April 1	Delayed	April 29–May 1
Census counts people experiencing homelessness outdoors	April 1	Delayed	May 1
Enumeration of Transitory Locations	April 9–May 4	Delayed	April 23–May 18
Deliver apportionment counts to the President	By December 31	On schedule	By December 31
Deliver redistricting counts to states	By April 1, 2021	On schedule	By April 1, 2021

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For more information:
[2020CENSUS.GOV](https://www.census.gov/2020census.gov)

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Overview of State, County and City Census Outreach Efforts

State Level Census Advocacy

August 2018 – The Census Equity Funders Committee of Oregon (CEFCO), a selection committee made up of community-based organizations and private philanthropy was formed.

November 2018 – CEFCO through its fiscal sponsor United Way of the Columbia-Willamette established and launched an RFP for (501 c3, 501c4 and LLCs and others) to submit a proposal to coordinate a statewide plan to implement on the ground efforts for the census that included:

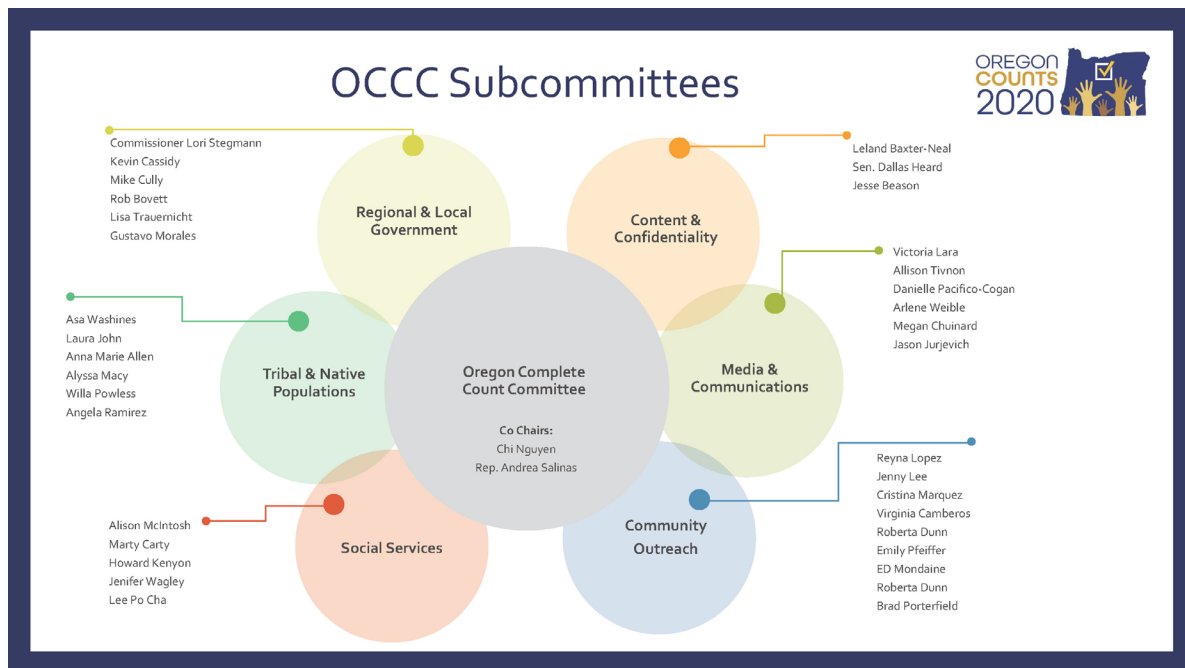
- Developing a plan for a “get out the count” campaign across Oregon
- Coordinating and aligning the implementation of that plan across the state and the Portland metropolitan area, (working with and across public, private and community-based sectors
- Supporting community-based organizations serving hard to count populations to maintain increased capacity to engage in similar activities by identifying and sharing best practices; and developing/sharing tools, templates and other materials to organizations involved in the effort

January 2019 – CEFCO raised over \$500,000 in private funds toward a \$1 million goal from philanthropy and partnered with the City of Portland (\$) to hire Dancing Hearts Consulting, founder Esperanza Tervalon-Garrett as the contractor for the HTC Campaign/ based out of rural Southern Oregon. Working with a set of community partners (through June 30) to develop a comprehensive implementation plan as a way to target Hard to Count Populations across Oregon, later referred to as the **WeCountOR Campaign**.

April 2019 – The Oregon Complete Count Committee was developed as a 2020 Census advisory body to Governor Kate Brown and the State of OR. It had the charge of recommending strategies that promote a fair and accurate count for Oregon. Members were appointed by Governor Kate Brown and representatives of diverse populations and service sectors from across the state. The OCCC developed six subcommittees which included: Regional and Local Government, Tribal and Native Populations, Social Services, Content and Confidentiality, Media and Communications and Community Outreach. The OCCC worked with WeCountOR to promote census awareness strategies statewide. Commissioner Stegmann co-chaired the Local Government subcommittee for the first phase of the OCCC work (until WeCountOR was up and running with toolkits for local jurisdictions).

WeCountOR Campaign Funding

The total goal of ten million dollars was determined to support a coordinated, statewide, culturally-relevant engagement, including door-to-door, community-based and in-agency outreach and communications. CEFCO/philanthropic organizations pledged over one million dollars. The Oregon Legislature, through a body appointed by Governor Kate Brown, entitled the Oregon Complete Count Committee seven and a half million dollars.



WeCountOR determined the following Campaign Phases

- Campaign Staffing & Coordination
- Systems & Infrastructure
- Communications
- Education
- Hard To Count Field Outreach

The WeCountOR Campaign outlined strategies they plan to execute in order to reach HTC populations; those included, developing culturally specific resources, working with community based organizations to create strategic field plans, and implementing modern outreach strategies such as their “text to pledge” campaign and social media engagement among others.



Cross Governmental Collaboration

OR State 2020 Census Campaign: Oregon Complete Count Committee (OCCC), WeCountOR Campaign

Regional Technical Assistance Team: Multnomah County, Clackamas County, Washington County and Metro

Multnomah Complete Count Committee: Cities of Portland, Gresham, Fairview, Wood Village, Metro, JOHS, and the Governor’s Office.

East County Coalition: Beyond Black, Latino Network, East County Rising, Cities of Fairview, Wood Village, and Gresham.



Multnomah County 2020 Census Outreach

Priorities and Values

Guiding Multnomah County 2020 Census were the values of equity and accessibility. In collaboration with state campaigns, county departments, city census representatives and community based organizations Multnomah County locally connected with communities that are acutely underrepresented. Multnomah County spearheaded efforts to achieve a complete count, prioritizing organizations who serve communities that were not awarded funding by state campaigns. Through the use of culturally relevant outreach strategies, the Multnomah County Complete Count Team disseminated appropriate census information to encourage census participation through adequate channels, at various access points across the county.

Focus Populations

- African (Somali, Ethiopian)
- Slavic (Russian, Ukrainian, Belarusians)
- Hispanic (Latinx, Cuban, Mexican, Puerto Rican, South or Central American)
- Asian (Afghani, Burmese, Iranian, Iraqi, Pacific Islander, Syrian, Vietnamese, Tibetan Chinese)
- Middle Eastern/ Arab (Palestinian, Syrian, Lebanese, Jordanian, Iraqi)
- North African (Moroccan, Algerian, Tunisian, Libyan, Egyptian, and Sudanese)
- Black (low income, residing in East County)
- Immigrants (predominantly recently relocated and first-generation immigrants)
- LGBTQ+
- Seniors
- People experiencing homelessness
- School Districts

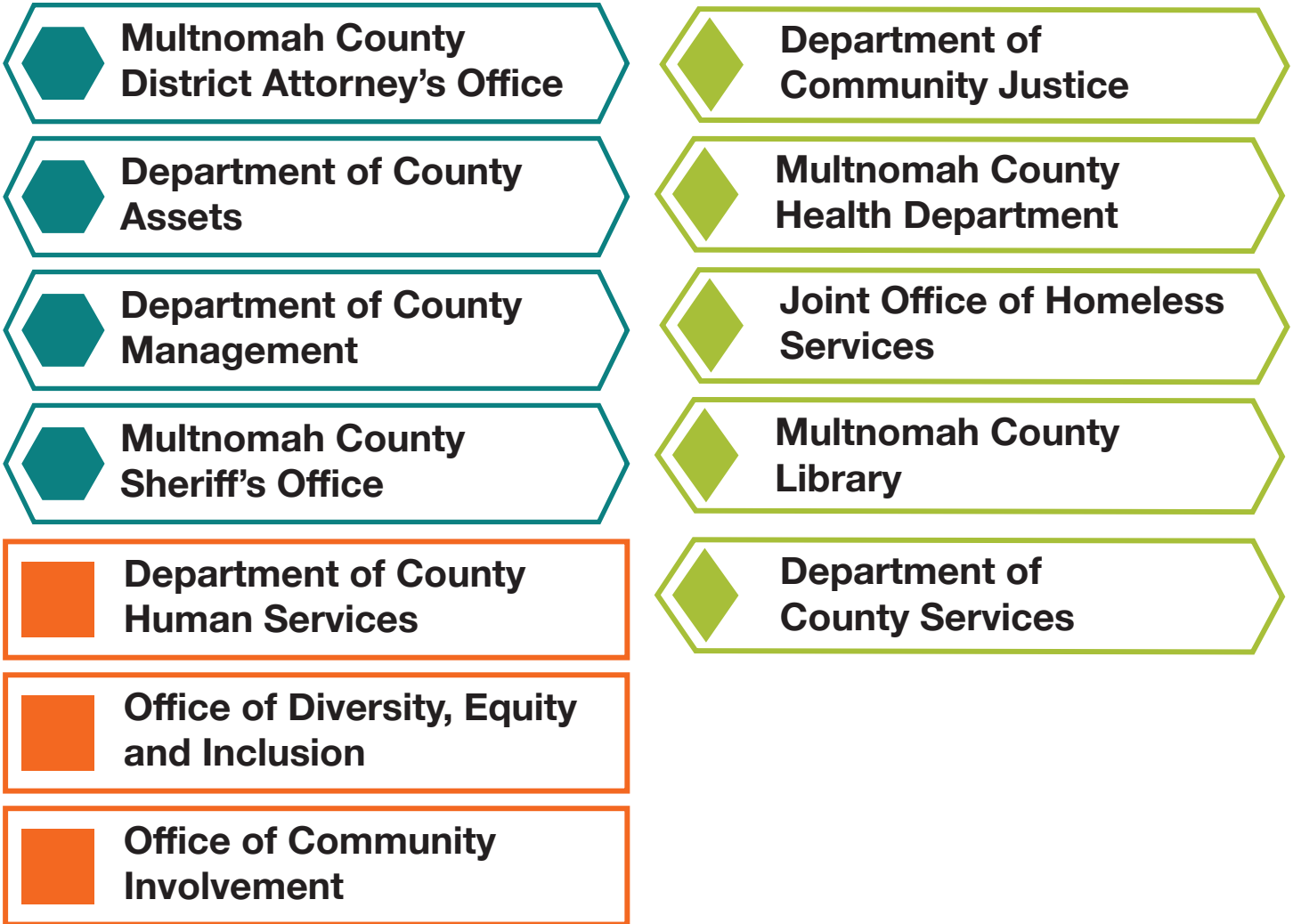
Ask of Multnomah County Departments

Educate the public and your employees about the importance of the 2020 Census. Encourage your respective networks to motivate people to self-respond, and be able to answer questions.

Promote and display census information (signage, website, social media, public buildings, employee newsletters, mailers, etc.)




Collaborate with the Complete Count Team and utilize census resources. Information, translation services, and the opportunity to create department and organization specific outreach plans/ trainings were provided by the complete count team.

Multco Department



Key

Levels of Engagement

-  Information dissemination / Updates
-  Information dissemination / Updates / Census training / Social media sharing / Sharing information to community and extended networks
-  Information dissemination / Updates / Census training / Social media sharing / Sharing information to extended networks / Creating department specific plans

Multnomah Complete Count Committee

Local government, through collaborative partnerships, came together to develop a Multnomah County Complete Count Committee (CCC). Spearheaded by Commissioner Stegmann of Multnomah County, joined by Commissioner Eudaly, the Bureau of Community and Civic Life of the City of Portland, Councilor Morales of the City of Gresham, and representation from the OCCC, US Census Bureau, Joint Office of Homeless Services, METRO, Wood Village and Fairview worked collaboratively to develop census awareness strategies for Multnomah County.

The CCC addressed the various racial, ethnic, cultural, and geographic considerations of residents in their respective geographic areas and developed localized action plans that would resonate with the population in the area. Census Bureau staff served as liaisons and information resources for the CCC. The CCC agreed that **when community members are adequately informed of the impacts, they are more likely to respond to the census.** The appropriate vehicles for that information are trusted voices that come from within the community, our dedication to this assertion is reflected in our Multnomah census outreach staff (*see Multnomah Field Program for more details*). Operations of the CCC were governed by District Four staff in coordination with other elected officials' offices and partners..

CCC Purpose

- Utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- Provide a vehicle for coordinating and nurturing cooperative efforts between state and local governments; communities; and the Census Bureau.
- Connect networks to census engagement opportunities by sharing materials, resources, and up to date information to address gaps, opportunities, and prioritize resource allocation

Pivoting and Adapting to Changes

Pre-COVID-19 Census Outreach Strategy

Originally, Mobile Census Assistance were planned to be used as vehicles to promote census engagement. Trained census outreach staff were going to use procured tablets to provide real time census assistance in hard to count census tracts where people regularly congregate. Staff would be able to answer questions, provide language assistance, and a platform for individuals to self-respond. Using decorated vans and incentives; such as prize wheel, food, snacks, gift cards and census swag (water bottles, tote bags, etc.). At locations like grocery stores, restaurants, county services, parking lots, events, etc.).

Post-COVID-19 Outreach Strategy

Post COVID-19 a major pivot away from direct contact was necessary. Digital strategies were used as a major vehicle of engagement; such as, social media (Facebook, Twitter, WhatsApp groups), newsletters, letters to the editor, text campaigns, informational trainings, email updates, and the distribution of census swag (tote bags, water bottles and census swag). With health and safety as a priority, flyers, posters, and banners were displayed in HTC locations across the County. Focusing on a common need (food and resources) the census team organized and staffed meal distribution programs and provided census question assistance. Multnomah census swag was also made available to all partners

Timeline Changes

After the wake of COVID-19, the US Census Bureau field operations were directed to resume when deemed safe by health professionals. In mid-April, the USCB moved the final self-response date from July 31st to October 31st. On August 3rd, the federal administration unexpectedly shortened its timeline to September 30th. This decision caused a great deal of strife within communities who were working to achieve a complete count and also internally within the Census Bureau as they adjusted plans with their field enumeration teams. Partners scrambled with this sudden loss of time to shift and change their operations. In mid-September, the US District Court in Northern California ordered the Trump Administration to abandon the shortened timeline of September 30th and return to the originally scheduled end date of October 31st. The Trump administration responded to this ruling by appealing the court decision. The administration asked the Ninth Circuit to immediately suspend the ruling, arguing that the September 30th deadline must stand in order for it to be able to deliver final population counts to Congress by December 31st, as is required by federal law. On Monday, September 28th The US Secretary of Commerce announced a new target end date of October 5th for all self-response and field efforts for the 2020 Census. The numerous changes proved incredibly disruptive to local complete count efforts as the complete count team needed to adjust messaging, timelines for promotion, and condense outreach efforts quickly. On September 30th the Ninth Circuit denied the Trump Administration's appeal to stay the order instructing the US Census Bureau to extend the enumeration deadline back to October 31st. The U.S. Supreme Court then sided with the Trump Administration, which argued the count needed to end in order to process the data in time for the December 31st deadline making the date of the Census deadline Oct 15th, 2020.

The following headlines illustrate the progression of changes in timeline court proceedings and more.

U.S. Census Bureau Director Steven Dillingham on Operational Updates (suspending operations), March 18, 2020

Updates to 2020 Census Operations (on opening field offices), June 12, 2020

Census Bureau Hosts 2020 Census News Briefing (on when field operations start), July 2, 2020

Statement from U.S. Census Bureau Director Steven Dillingham: Delivering a Complete and Accurate 2020 Census Count, August 3 2020

Executive Order on Collecting Information about Citizenship Status in Connection with the Decennial Census, July 11, 2019

Memorandum on Excluding Illegal Aliens From the Apportionment Base Following the 2020 Census, July 21, 2020

Important Information Related to Census Bureau's Compliance with Today's Federal Court Order, September 5, 2020

2020 Census Update (to conclude self response on October 5th), Sept 28, 2020

Census Bureau Statement on Oct. 1 Court Ruling, October 2, 2020

2020 Census Count 99.9 Percent Complete, October 30, 2020

U.S. starves 2020 census of funding, threatens undercount, Reuters, November 26 2019

Census Suspends Field Operations Amid Coronavirus Fears, NY Times, March 18, 2020

Trump Threatens Census Delay After Supreme Court Leaves Citizenship Question Blocked, NPR News, June 27, 2019

Trump tells census to not count undocumented people for purposes of deciding House apportionment, USA Today, July 21, 2020

Trump Sued Over Attempt To Omit Unauthorized Immigrants From A Key Census Count, NPR News, July 24, 2020

Census Bureau to halt counting operation a month earlier than expected, CNN News, August 3, 2020

Judge says 2020 census must continue for another month, AP News, September 25, 2020

Supreme Court Speeds Up Case On Trump's Push To Alter Census For House Seats, NPR News, October 16, 2020

Multnomah Field Outreach Program

2020 Census Field Outreach Team:

Overview: The goal of the census outreach staff was to reach HTC communities who were not awarded funding for Census outreach from the statewide campaign, and/or groups that needed additional support to reach their networks. Using an equity lens and taking into consideration the political climate and mistrust of government, the outreach team was hired by working with community-based organizations to ensure the information would come from trusted messengers. The ability to bring unique lived experiences, speak other languages, and experience serving hard to count communities were prioritized in the hiring process.

The following census outreach staff was the first round of hires for the mobile outreach operation. After the stay-at-home order due to the COVID-19 pandemic was issued, the complete count team decided against hiring a second round of outreach staff. The overall strategy for census outreach pivoted from field plans to digital strategies and grassroots advocacy. The following segment provides a brief overview of the communities and community-based organizations each team member worked with and examples of the type of outreach they successfully completed.

Multnomah Field Outreach Purpose: Using real-time self-response data to target areas of Multnomah County that needed additional resources and assistance to improve HTC self-response rates and to increase representation in HTC communities.



Ruba Leech

As a first-generation Arab immigrant, Ruba was able to connect with Arab, Middle Eastern, North African, and Muslim communities through language and culture. Ruba translated Multnomah County specific census literature and scripts for Arabic-only speaking informational events from English to Arabic. Working with community groups and developing customized content ensured people receiving the information had a higher likelihood of reading and understanding the material and the importance of filling out the census. Having experience as an educator, activist, and translator Ruba worked with retail establishments, restaurants, and community centers to display information disseminated Multnomah County census “swag” (tote bags, water bottles, etc). Ruba helped organize events at Arab American Council of Oregon (AACO), The Somali American Council of Oregon (SACOO), and The Muslim Education Trust (MET) and also coordinated strategies with a broader national campaign titled “Yallah Count me In.” Ruba trained volunteers on the census process and set up displays for easy and safe information sharing.



Mohamed Ali

Mohamed used his status in the Somali community, leadership in Muslim networks, and experience as a translator to help engage Middle Eastern, North African, and Muslim communities around the 2020 census. By meeting people where they were, Mohamed identified gaps in accessing information and provided new avenues to civic engagement. Mohamed encountered many people at the Somali American Council Of Oregon (SACOO) who needed guidance with navigating technology and required training and education to self respond to the survey. Technology proved to be a major barrier to the Somali population; to overcome this barrier, Mohamed used familiar digital platforms to train members of the community how to fill out the form. He also wrote and translated training resources in the many Somali dialects. Mohamed tapped into faith-based gatherings and networks as a source of outreach. He educated and informed attendees at these events and was able to answer specific questions and concerns in the community. Followup was common on group threads for existing community meetings and WhatsApp groups, which encouraged others exposed to the information people to fill out the census. Mohamed and the complete count team also coordinated its census efforts with SACOO's food distribution programming, helping to source food items from local Somali or African American owned businesses within the County.



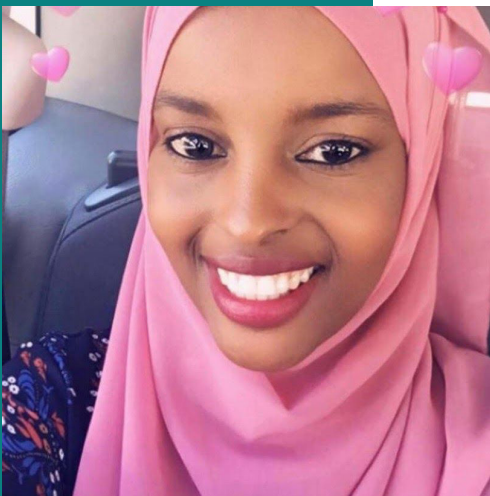
Dmitriy Sashchenko

Dmitriy worked predominantly with the Slavic community, with efforts focused in East Multnomah County, as well as other Russian-speaking areas throughout the County. Following the stay-at-home order, Dmitriy engaged community members using culturally appropriate avenues, such as retail settings, radio promotion, and food distribution programs. Dmitriy worked with Slavic Family Radio to help identify topics that would make the 2020 Census resonate with the community. Fear of government and confidentiality were the main barriers to participation. Dmitriy and other radio hosts had friendly and frank conversations addressing these concerns. To amplify these efforts, the complete count team recorded and produced radio advertisements that ran twice a day, for eight weeks during the summer. Each radio show and advertisement provided a phone number to a local Russian-speaking Census Assistance Center because phone calls were the community's preferred method of communication. Dmitriy also developed relationships with Russian speaking markets and local businesses. He worked with shop owners to set up informal census kiosks with information, phone numbers, and other contact information to encourage participation, setting up attractive, well-maintained displays equipped with appropriate translated materials.



Paolo Singer

Paolo's outreach plans were guided by his interest in connecting seniors and community-based organizations to government programs that are funded using Census data. Paolo used digital organizing strategies to compile culturally appropriate information for partners. He motivated volunteers in their respective networks to disseminate census information through their websites and other digital platforms. In addition, the complete count team organized a census meal distribution event for the senior HTC population in collaboration with Meals on Wheels. The focal point of the outreach became finding and sourcing food items that related to low-income seniors. Paolo produced and provided training documents for Meals on Wheels volunteers who then included census information specific to seniors with each food delivery. This system reached 2,400 primarily low-income households in Multnomah County and generated positive outreach.



Sumaya Elmi

As a proud Muslim woman, Sumaya used her established reputation at Somali American Council of Oregon and friendly advocacy in the community to build meaningful relationships within women groups. Sumaya educated Muslim women and her respective networks on the importance of filling out the 2020 census. After building trust with her community, she encouraged women to tell their children to help spread the word. Sumaya spread this advocacy to the southwest part of Multnomah County through the connections made at her local mosque. Sumaya assisted members of her community who had limited access to technology despite maneuvering through social distancing and safety procedures. Sumaya used Chromebooks made available by the complete count team to provide digital assistance to families filling out their forms. This was especially helpful as libraries were closed in Multnomah County due to COVID-19. Sumaya played a crucial role in helping overcome the cultural and technological barriers that would have prohibited participation in this community. During three food distribution events at SACOO, Sumaya used her connections to encourage participation and offered step by step digital and phone assistance.

Multnomah Complete Count Committee Accomplishments

- Organized pre-census subcommittees prior to the establishment of the Oregon Complete County and Multnomah County Complete Count Committee. Each subcommittee was led by a county Commissioner's office. Subcommittees were formed to represent various sectors in our community such as Health, Education, Local Government, and Advocacy Organizations, as a way to share census strategies with each offices' respective networks.
- Built cross-sector relationships in order to collectively coordinate census activities and strategies as well as educate and spread awareness through community involvement and outreach.
- Developed a communications strategy and media plan which was shared with all patterns and county departments to be disseminated to their respective networks
- Developed a coordinated campaign and identified incentives to ensure an accurate count of unsheltered populations
- Built cross-sector relationships in order to collectively coordinate census activities and strategies and spread awareness through culturally appropriate and responsive community outreach.
- Trained respective department leadership and shared information at leadership and management meetings and events.



Hard to Count Outreach Strategies

Community Specific Programming

The complete count team used census information/meal distribution partnerships, school supply drives, wellness kits, supporting local and BIPOC owned businesses, school district outreach and sending mailers to encourage participation in the 2020 census among residents in Multnomah County. Below you will find a detailed rationale for the hard to count strategies that were implemented.

Census Meal Distribution Partnerships

Using food to connect with HTC populations, the complete count team supported existing meal distribution programs with our Census partners throughout Multnomah County and helped to develop programming for those who did not. Organizations were selected based on communities served, targeted outreach strategies, and the organizations capacity to collaborate. The complete count team worked closely with Somali American Council of Oregon (SACOO), Arab American Cultural Center of Oregon (AACO), Muslim Education Trust (MET), Meals on Wheels, Beyond Black and Immigrant & Refugee Community Organization (IRCO), Bienestar de la Familia, The Rockwood CDC, Beyond Black, Fairview Food Distribution center, and the Salvation Army to establish and/or incorporate census materials, food and requested products into community resource distribution programs.

School Supply Drives

The complete count team supported school supply drives throughout the County by giving notebooks and journals to area drive centers. These products were originally purchased for giveaways, and were re-purposed to support school supply drives. Provided Census information in appropriate languages with school supply bags (Muslim Education Trust and Rockwood CDC).

Wellness Kits

As a partner of the statewide We Count Oregon campaign and the East County Census Coalition, Beyond Black partnered with the complete count team to coordinate a census information/wellness kit distribution event. The complete count team provided funding and helped organize building health and wellness kits alongside census information to hundreds of families.

Supporting Local and BIPOC-Owned Businesses

Building relationships with community partners was essential for Multnomah County census outreach efforts. The impacts of COVID-19 were increasingly detrimental for communities already experiencing food insecurity. Furthermore, due to the restrictions put in place to respond to the pandemic local businesses were experiencing a major loss of revenue. In response to these circumstances, the Multnomah Census Budget was revised to include food distribution programs that prioritized buying from local BIPOC-owned businesses. As a result of building relationships with local markets, vendors, and restaurants, the complete count team was also able to provide information such as displays, posters, and brochures in appropriate languages to help spread awareness.

Local Market Promotion

The complete count team built relationships that lead the following local markets, grocery stores, and restaurants to display posters and brochures with information about the census to targeted audiences in their respective languages.

Yadanar halal market	Abu Omar Gyros and Shawarma (food carts)	Tarboush Lebanese Bistro & Bar
Russian Elegant Food		
ABC Russian Produce LLC	Hoda's Middle-Eastern Cuisine-Lebanese Cuisine and Catering	Ya Hala Lebanese Cuisine
Babushka		Grill On the Go Mediterranean
Izobilie Euro Foods	DarSalam	CityMaxx
Overseas Taste	Aladdin's Cafe Restaurant & Catering	Roman Russian Market, Division
Moscow Nights Euro Food Market	Shawarma Express Halal	Imperial
Cedo's Falafel and Gyros	Riyadh's Lebanese Restaurant	Plenty Food and Deli
Egyptian Bros.	Kabob	Good Neighbor

Local Business Support

The following local businesses were supported during a county wide census challenge that encouraged Multnomah County constituents to send photos of themselves or their pet filling out the census. The winner received gift cards from the following local BIPOC owned businesses.

G Love	World Foods	Gourmet Coffee Brew
SQ Queen of Sheba Int.	Glisan Halal	Afisha Advertising
SQ The Sudra on 28th	Morel Ink	City Max
Guero No. 1 Tortas	La Bouffe International	
Bellas Italian Bakery	Bulsho International	

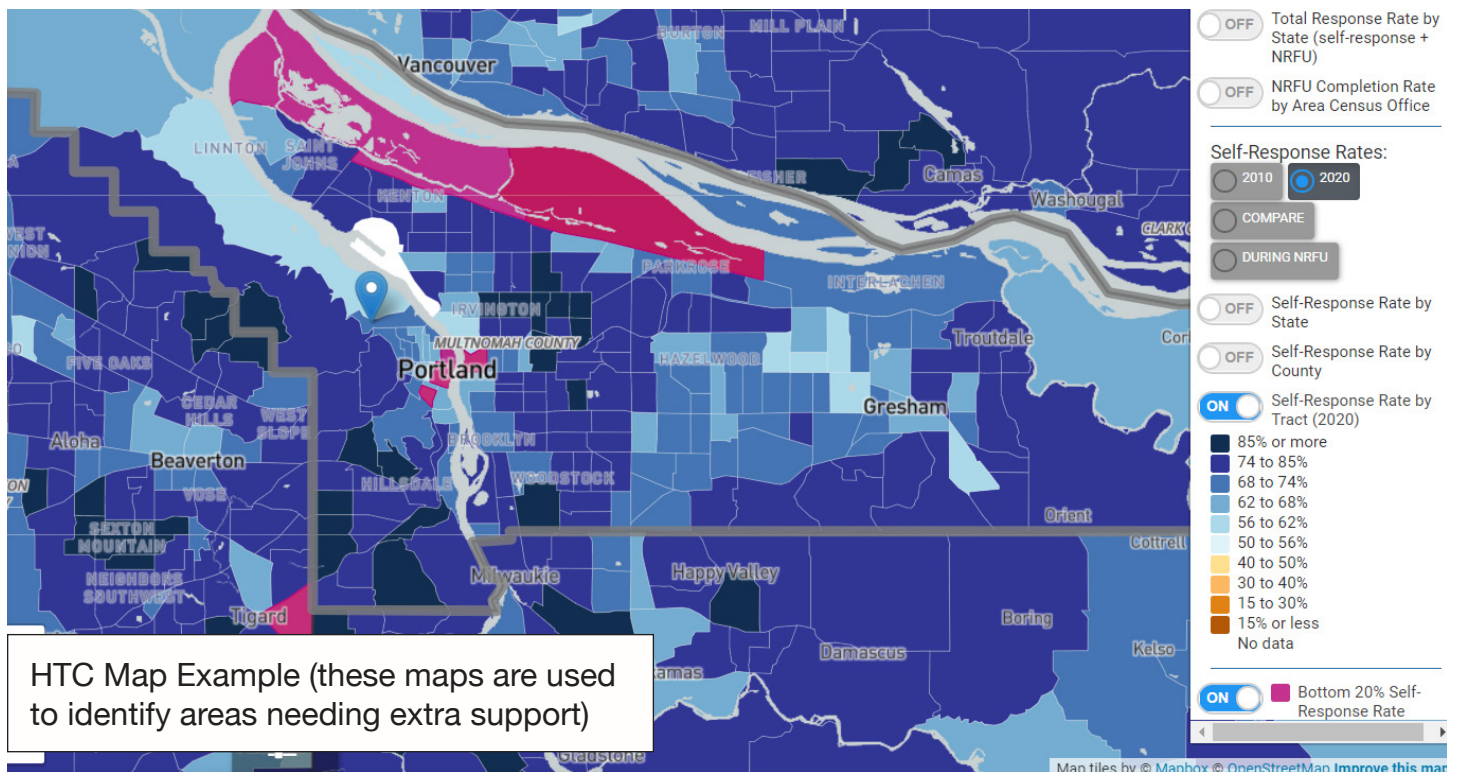
School District Outreach

Working with local school districts helped target outreach efforts for several HTC categories, including children under 5. In compliance with Title IV, translated information was shared with all districts in the County. The complete count team:

- Actively worked with school districts to provide census information to students and families through physical flyers in meal boxes
- Provided census scripts to be used for online portals such as PeachJar, school and district websites
- Encouraged school districts to send reminder texts to families through school networks a total of three texts were sent out to families (sent via SchoolMessenger). The complete count team provided translated text scripts in 22 different languages

Mailers

The complete count team produced Spanish Census Materials for a mailer with Census and Covid-19 health information to 330k families for the Northeast Coalition of Neighborhoods



Hard To Count Outreach Rationale

Across many cultures, sharing food is a common way to build trust and establish a sense of community. To build meaningful relationships with our community partners, the complete count team prioritized responding to issues county residents were experiencing in real time, such as food insecurity. The most vulnerable in our community have suffered from a lack of adequate resources prior to the COVID-19 pandemic but the need was exasperated when the pandemic began. More than ever, it was crucial to support county residents in need in tangible ways.

One of the ways the complete count team addressed food insecurity is by using a multifaceted approach. The complete count team prioritized purchasing food products from BIPOC and immigrant owned businesses and used culturally appropriate food items to connect with communities and share information on the 2020 Census. By tying local government census awareness outreach to food and resource programming our team was able to build a positive rapport with historically disengaged communities. The complete count team was able to distribute hot and bagged meals, sacked lunches, fresh produce, coffee, tea, biscuits, and necessary condiments to families in need.

The complete count team distributed meal items with census assistance literature in census tote bags in the appropriate languages depending on the community. Also included were give away products such as census water bottles, school supplies, fans and others depending on the particular community. By expanding the scope of the project and meeting people where they were, the census outreach strategy provided immediate assistance to people in need, while also ensuring communities were provided with necessary census information.

In collaboration with SACCO and AACO, the Multnomah complete count team organized a “Have a Date With the Census!” initiative. The events took place during the holy month of Ramadan, celebrated religiously and culturally

by Muslims. The food product rationale was informed by the fact that the fruit is traditionally used to break the practice of fasting during the holiday. These efforts resulted in the distribution of pounds of dates to families as a cultural awareness/census education combination. The complete count team received positive feedback from Somali, Arab, North African and Asian communities. The team was able to use this strategy (considering and applying the needs and cultural practices of the target population) to census outreach with other organizations. In partnership with Immigrant & Refugee Community Organization (IRCO), Meals on Wheels, Bienestar de la Familia, Salvation Army, Muslim Education Trust, Beyond Black and others we were able to provide census information alongside food boxes, sacked lunches, school supplies, traditional and culturally specific products and health & wellness kits.

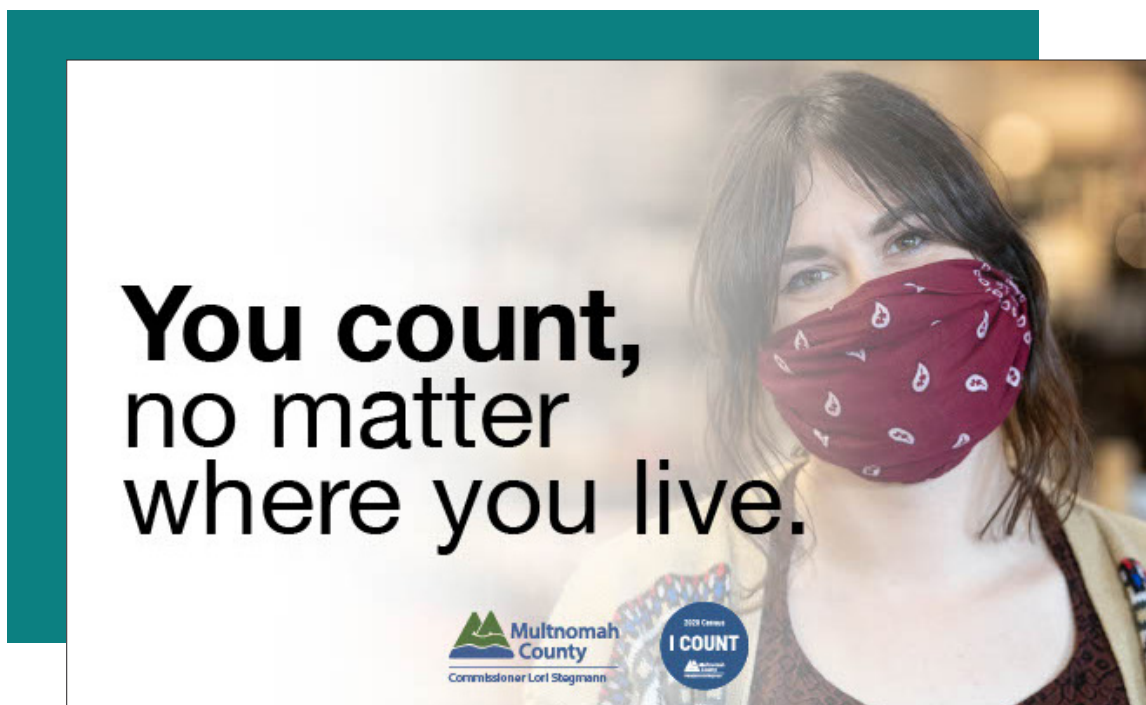


Counting People Experiencing Houselessness

Census results determine how much federal funding the state of Oregon will receive for shelters and soup kitchens, as well as for programs that assist with housing, nutrition, and transitioning from houselessness. In 2010, the Census form did not provide an option for people experiencing houselessness to self-report on the form. The 2020 Census did include an option to select “I do not have an address” on the survey. This option allows for individuals experiencing houselessness to fill out the census outside of the USCB enumeration process.

The USCB dedicated three days to count the unhoused population in specific enumeration phases, those included: **The Group Quarters Operation**, which counts people who live in group facilities, such as college dorms, prisons, nursing homes, and military barracks, **Service-based Enumeration**, and enumeration of **Targeted Non-Sheltered Outdoor Locations**, which count people experiencing homelessness who are not living in a household and **Enumeration of Transitory Locations**, which counts people who live in RV parks, hotels/motels, carnivals/circuses, marinas, and similar mobile living quarters. However, building more accurate data and representation of the non-household population during this Census became challenging as counting operations were delayed considerably due to the effects of the COVID-19 pandemic. USCB Operations (*Group Quarters Operation, Service-based Enumeration, enumeration of Targeted Non-Sheltered Outdoor Locations, and Enumeration of Transitory Locations*) dealt with significant challenges such as changing deadlines, accessibility obstacles, and other unforeseeable circumstances.

In response to these challenges, the Multnomah complete count team worked with the Joint Office to educate outreach workers, and create community-specific informational content in order to inform individuals experiencing homelessness that census enumerators would be visiting shelters and outdoor locations. By working with trusted messengers the element of surprise could be better managed and presented an opportunity to share information about census impacts. The complete count team chose to partner with the Salvation Army to extend the sacked lunch program to East County and provided census information in the lunches in hopes to raise awareness around how the census impacts programs the community may be utilizing such as housing and nutritional assistance.



Salvation Army Sacked Lunch Program

Census flyers were packed into 5000 sack lunches that were distributed to people experiencing houselessness. Salvation Army staff were also provided educational training and resources to help answer questions for those receiving the census literature.

Outreach Workers

As frontline workers with direct contact with the houseless population, outreach workers were given education and training on how to respond to census related questions. Weather resistant literature was created to help outreach workers effectively reach the target population.

Hard To Count Public Promotion

Trimet

Trimet bus advertisements were purchased to increase visibility. Bench advertisements were strategically placed in areas with traditionally low self-response areas and hard to count communities.

- 10 Queens for 8 weeks = Total Impressions of 523,000
- 13 Benches for 8 weeks = Total Impressions of 3,608,000
- Total 8 Campaign Impressions: 4,131,000

Billboards

Billboards were displayed across the county in 34 different HTC zip codes resulting in a total of 19 million estimated impressions over 64 days.



Conferences

Portland State University Population Research Center, Making Oregon Count 2020

Local Government Staff Summit in collaboration with WeCount OR, Metro and the City of Portland

#CreativesfortheCount

Radio Advertising

In Partnership with Slavic Community Center, radio advertisements were used as a way to reach the Slavic community. Ads ran twice a day in a span of two months in June and July 2020, with community specific content.

Text Campaigns

Reminder text messages were sent to cellular numbers in low-response zip codes, as well as to families through a collaboration with local school districts. Each text had a link to the form and provided the option of being translated in the top fifteen languages spoken in Multnomah County.

Reaching Top 5 Hardest to Count Zip Codes in Multnomah County

Reach: The text campaign contacted 106,028 people.

Response Breakdown: We received 3,658 substantive responses with 3,525 people saying they had completed their Census and 133 who hadn't.

Response Rate: The Response Rate was 3.5%.

Clicks: Our texts generated 667 clicks at a click-thru rate of 2.2%.

Low Opt-Out Rate: Our-opt out rate was below 1%, which is better than average.

Participating School Districts: Portland Public, Centennial, Corbett, David Douglas, Gresham-Barlow, Parkrose, and Reynolds

Digital Outreach & Media

Events such as the East County Issue Forum (ECIF) a public forum held once a month organized by the District Four office to share updates, discuss policy changes, and/or inform on specific topics with community members and advocacy groups in east county, provided an opportunity to advocate for Census participation through already established networks. **East County Issue Forum: COVID and East Multnomah County Partner Updates:** Recorded Meeting from April 2, 2020

In collaboration with the Department of County Human Services and Portland Public Schools, the complete count team held a 2020 Census information session in Arabic at a English as a first Language Program Virtual Event. Arabic Chat Time, PPS Communications

Newsletters

The complete count team worked with Multnomah County departments to include appropriate census information in existing newsletters, provided: information, talking points, draft articles and images for departments to use. Department newsletters (Wednesday Wire, Animal Services, Elections Division, Health Department, REACH Program, Home Forward, Multnomah Libraries)

Social Media

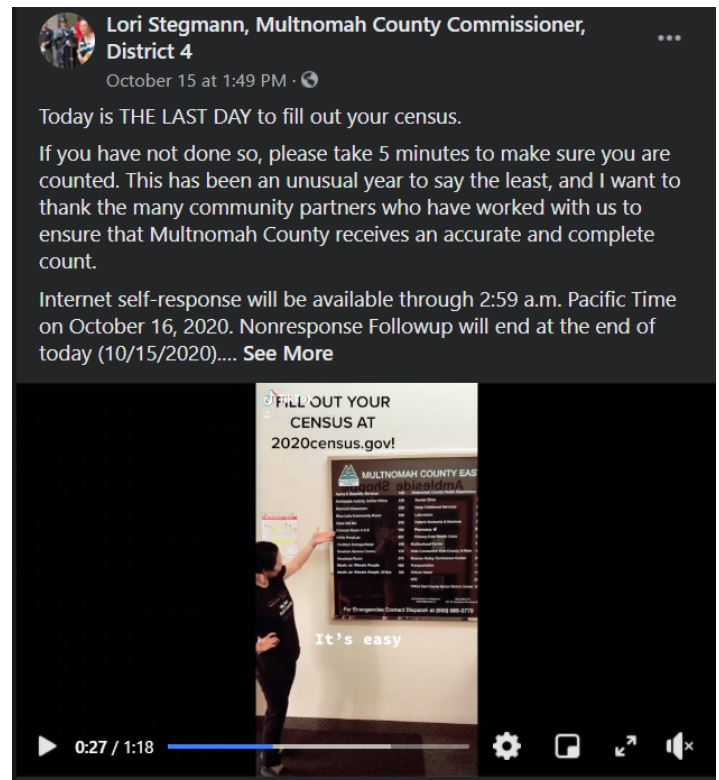
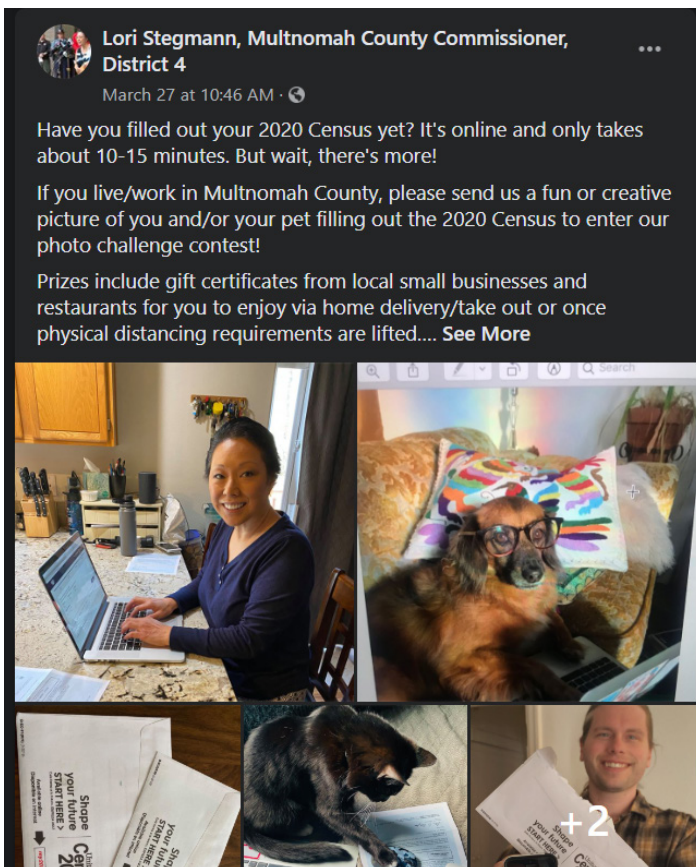
The complete count team heavily utilized social media during the COVID-19 pandemic as a way to spread 2020 census information and updates. With our audiences spending more time in front of screens, we made sure our efforts were visible and engaging.

- Facebook, Twitter, Whatsapp, Viber, Group chats, and Tiktok
- Commissioner Stegmann made 55 unique Facebook posts on the Census
- Social Media Guides: Media Guides were provided to all of our partners and County departments from March 2020 - October 2020 (Example: Final Push Media Guide) Included talking points, sample posts, graphics, videos, translations, flyers and language guides for varied audiences

Informational Videos

The complete count team created informational videos to share with county departments and the public at large. Commissioner Stegmann was interviewed by Community Hotline.

- Video in collaboration with Communications and Transportation, Department of Human Services
- Community Hotline Interview - 2020 Census with Lori Stegmann: “Interview with Multnomah County Commissioner Lori Stegmann about the 2020 U.S. Census. Community Hotline will be bringing you news and viewpoints from local leaders and community members, in online interviews to help you stay up to date with what’s going on in your community during the pandemic.”



Census Photo Challenge

In March 2020, the public's attention shifted towards learning how to live with the threat of the COVID-19 virus. In an attempt to continue our outreach efforts, the complete count team developed a lighthearted media campaign. Residents in Multnomah County were asked to participate in promoting the 2020 Census by sharing pictures of them or their pets "filling out the 2020 Census," upon submission the resident would be entered to win a gift card to a local business or restaurant.

Media Outlets (Outlook, Oregonian, KOIN)

Media proved to be a highly effective way to reach residents, Commissioner Stegmann took every opportunity to talk about the 2020 Census with media partners. Please find relevant headlines below:

Commissioner Stegmann Helms Local 2020 Census, The Outlook, March 12, 2019

Supreme Court rejection of census citizenship question cheered by Portland, Multnomah County officials, The Oregonian, June 17 2019

Gresham plays host to Legal Services Day, Portland Tribune, January 27, 2020

Census-counting efforts gear up as forms go into the mail, KOIN News, March 6, 2020

Counting East County, The Outlook, March 9 2020

Census-counting efforts gear up as forms go into the mail, WestLinnTidings, March 21, 2020

Census 2020 & COVID-19: With Census Day one week away, here's what you need to know, Katu News, March 25, 2020

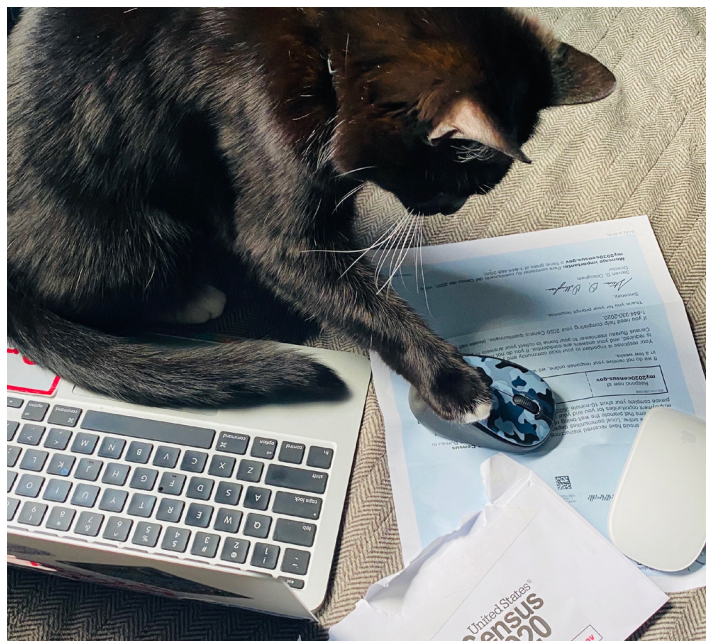
Se acerca fecha límite para participar en el Censo 2020, ante COVID-19 aún hay alternativa, Univision Portland, March 25, 2020

Multnomah County: Pet photo contest launched to boost 2020 Census, Portland Tribune, April 2, 2020

Multnomah County: Pet photo contest launched to boost 2020 Census, KOIN News, April 8, 2020

Census response lags nationwide, The Outlook, April 14, 2020

Everyone counts: Still time to complete 2020 Census, The Outlook, August 14, 2020



2020 Census Advocacy

Letter to Multnomah County employees and department heads requesting that they share information with their employees and respective networks on the importance of the 2020 Census and its impacts (page 29).

Letter to service providers who predominantly serve low income and unhoused populations to share information with their employees and communities they serve of the importance of the 2020 Census (page 30).

Letter to Portland Census Office requesting safe policies and procedures to be prioritized during outdoor count of people experiencing homelessness (page 32).

Letter from the Board to the federal delegation asking for the U.S. Census Bureau and U.S. Department of Commerce to reverse course on its decision to cut the 2020 Census response period short (page 33).

Letter urging the Senate to push back the reporting deadlines for apportionment and redistricting data. The goal is to extend the statutory deadlines to April and July 2021



Lori Stegmann

Multnomah County Commissioner

Representing East County, District 4

February 25, 2020

Multnomah County Leaders,

As you know, the 2020 U.S. Census is rapidly approaching and I have prioritized this work in my office. Over the last year, we have discussed what this will look like in your departments and I want to thank you for identifying staff and teams who are helping to secure a complete count for Multnomah County. Starting in March, we will begin to send increased communication and resources to county offices. I want to thank you for your partnership and encourage you to reach out to my staff if you need any support with this effort.

The census is conducted to determine population changes, appropriation of federal funds, and the number of delegates each state has in the House of Representatives. In Oregon, annually, approximately \$13.4 billion in funding from that appropriation goes to support vital programs impacting housing, education, transportation, and healthcare. Those dollars are at stake if we fail to secure an accurate count. Our population has grown in Oregon and we expect that to be reflected in our count as we gain an additional congressional seat, but this will not happen if we let confusion, fear and bigotry win.

Every ten years, we have an incredible opportunity to shape the flow of money and power into Oregon and Multnomah County. As the County Commissioner representing the most eastern portion of the County and some of the communities we haven't counted well in the past, I am delighted to share the work we are doing to make sure we change that in the upcoming 2020 U.S. Census.

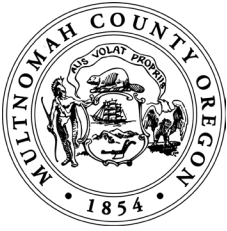
This accurate census count determines investments that are critical for our communities, our friends, our neighbors, and our families. This funding is necessary for services like Medicaid, Supplemental Nutrition Assistance Program (SNAP), school lunches, transportation planning, services for Women, Infants and Children (WIC) and foster care programs.

We want to make sure all Multnomah County departments and partners have the support, information, and resources they need to encourage staff and the populations we serve to fill out the census. So, as we approach the 2020 U.S. Census, my ask of you is to: **Educate** the public and your employees about the importance of the 2020 Census; **Encourage** community partners to motivate people to self-respond; **Promote and display** census information-- signage, websites, social media, public buildings, employee newsletters, mailers; And **Utilize** our Mobile Census Vans and resources.

My office wants to help support your efforts to promote census awareness. Census outreach staff are available to partner at events and activities or even county offices where it's most appropriate to provide information about the survey tool, timeline, and process. To request any of the resources or staff support available during this project, please email: Multnomah.Census@multco.us

Thank you for all that you do to serve our communities,

Commissioner Lori Stegmann,
Multnomah County District 4



Lori Stegmann

Multnomah County Commissioner

Representing East County, District 4

February 28, 2020

Service partners and community leaders,

Every ten years, we have an incredible opportunity to shape the flow of money and power into Oregon and Multnomah County. As the County Commissioner representing the most eastern portion of the County and some of the communities we haven't counted well in the past, I am delighted to share the work we are doing to make sure we change that in the upcoming 2020 U.S. Census.

The census is conducted to determine population changes, appropriation of federal funds, and the number of delegates each state has in the House of Representatives. In Oregon, annually, approximately \$13.4 billion in funding from that appropriation goes to support vital programs impacting housing, education, transportation, and healthcare. Those dollars are at stake if we fail to secure an accurate count. Our population has grown in Oregon and we expect that to be reflected in our count as we gain an additional congressional seat, but this will not happen if we let confusion, fear and bigotry win.

This accurate census count determines investments that are critical for our communities, our friends, our neighbors, and our families. This funding is necessary for services like Medicaid, Supplemental Nutrition Assistance Program (SNAP), school lunches, transportation planning, services for Women, Infants and Children (WIC) and foster care programs.

During this 2020 Census we have a unique opportunity to count the unhoused population during a time period beyond the US Census Bureau's traditional three day group enumeration process (March 30-April 1). Now that the census form includes an option to respond with "do not have a physical address", our window to count unhoused populations has expanded to a full window of March 12 to July 30th. This is our chance to collect accurate data, ensure everyone has an opportunity to be counted, and secure additional funding for programs our communities need and depend on.

During the 2010 census, a total of 1,216 individuals were counted at emergency and transitional shelters (with sleeping facilities) in Multnomah County in the Census' three day enumeration period. Another 2,173 people were counted at "other non-institutional facilities" (soup kitchens, mobile food vans, targeted non-sheltered outdoor locations, living quarters for victims of natural disasters, religious group quarters and domestic violence shelters) which equates to roughly 3,389 individuals. The 2019 Point in Time count in Multnomah County, resulted in a count of 4,015 people. The variation in these counts could amount to an additional \$2 million per year, which could yield Oregon upwards of \$20 million dollars over the next 10 years. This difference would significantly impact programming we are able to offer and will determine investments that are needed for our communities.

We want to make sure all Multnomah County partners have the support, information, and resources they need to encourage staff and the populations we serve to fill out the census. So, as we approach the 2020 U.S. Census, my ask of you is to: **Educate** the public and your employees about the importance of the 2020 Census; **Encourage** community partners to motivate people to self-respond; **Promote and display** census

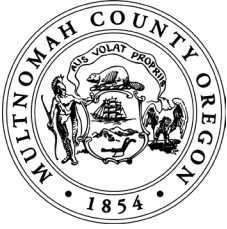
information – signage, websites, social media, public buildings, employee newsletters, mailers; And **Utilize** our Mobile Census Vans and resources.

My office wants to help support your efforts to promote census awareness. To request any of the above resources please email: Multnomah.Census@multco.us

Thank you for all that you do to serve our communities,

A handwritten signature in black ink that reads "Lori Stegmann". The signature is written in a cursive, flowing style.

Commissioner Lori Stegmann,
Multnomah County District 4



Lori Stegmann

Multnomah County Commissioner
Representing East County, District 4

Portland Area Census Office partners,

Thank you for your continued partnership in Multnomah County as we strive for a complete count. My staff have been working in unison with regional Census 2020 offices and team leads to determine the best possible ways to engage with Multnomah County residents living outdoors. In light of the truncated timeline to the federal census, I would like to reiterate that our priority remains engaging all residents in the most humane and respectful way possible.

I would like to urge the Portland Census Office to make safety a top priority for enumerators as well as preserving the dignity of Multnomah County residents. Specifically, this request is with regard to the enumeration efforts of our County's unhoused residents scheduled for the evening of Wednesday, September 23rd until Thursday, September 24th. I understand time is of the essence and your enumerators are going above and beyond to secure a complete count for our jurisdiction and my colleagues and I appreciate this. But in the event unhoused residents are approached without proper documentation or notice, I fear this will cause undue alarm and trauma.

My census outreach team has been working with our Joint Office of Homeless Services and all homeless service system outreach staff on effective strategies to increase knowledge and awareness of upcoming in-person enumeration. I would like enumerators to consider safety as a top priority, and urge number counts in acute situations to protect Census employees working in our County. I also request that enumerators work with our homeless outreach staff and take all possible efforts to not disturb people at their place of shelter in the middle of the night. We realize that at this point in the census count, your teams are doing everything they can to count residents, I want to be sure everyone is respected and safe during this last push.

Thank you for your consideration, and the hard work your office is performing to make sure Multnomah County has an accurate and complete count this 2020 Census.

Signed,

Commissioner Lori Stegmann,
Multnomah County District 4



Board of County Commissioners

Multnomah County

Facing shortened count, Board asks Congress to protect full 2020 Census

The Multnomah County Commissioners are asking Congressional leaders to immediately intervene in the 2020 Census, saying that federal actions this summer to shorten the counting period will have “severe consequences” for counties and other local governments trying to finance vital health and human services.

The Board asked that Congress act to “secure a complete, fair and accurate 2020 Census count and affirmation of The Bureau’s prior commitment to the October 31, 2020 deadline.”

In an Aug. 17 letter to Senate Majority Leader Mitch McConnell, House Speaker Nancy Pelosi, Senate Minority Chuck Leader Schumer and House Minority Leader Kevin McCarthy, the board said that in July, the Trump administration moved to exclude undocumented people who live here from the count. Then, the U.S. Census Bureau abruptly shortened field data collection and the self-response period by one month and end on September 30, 2020.

“Together these actions could lead to severe negative budgetary consequences for state and local governments throughout the nation,” wrote Chair Deborah Kafoury, and Commissioners Lori Stegmann, Jessica Vega Pederson, Susheela Jayapal and Sharon Meieran.

As of today, Multnomah County’s self response rate is 71.8 percent, slightly ahead of Oregon’s overall response of 67.5 percent.

But Commissioner Stegmann, who has led the efforts on behalf of the County, said our Multnomah County’s hardest to count population still needs encouragement to help make sure they get the representation they deserve. Every person who’s counted in the 2020 Census brings in an estimated \$4,000 to the State of Oregon over the next 10 years. This helps fund services for the most vulnerable throughout Multnomah County.

“The decennial census, as outlined in the Constitution, aims to count every United States resident each decade, is critical to county governments,” the Board said in its letter. “With nearly a trillion dollars in federal funding being apportioned each year based on Census results, an accurate, complete count is crucial to county governments and their residents.

“Funding for health care, economic development, infrastructure, education and other critical county responsibilities are all informed by Census results. Census counts are also increasingly critical to data-driven businesses and research efforts.

“Without an accurate and complete count, counties across the country, and our residents, will not have access to the services we critically need.”

Allowing enough time for the Census Bureau’s to follow up with those who have not responded is “crucial to reaching households that have been historically undercounted and are disproportionately impacted by COVID-19. Additionally, halting counting operations early will disproportionately affect the quality of life

and resources for county constituents for the next decade as well as the effectiveness of county officials to execute their responsibilities, the letter said.

In addition, Commissioners said they are working to remind the community that the Census data is used to determine funding for:

- Medicaid
- SNAP/WIC
- Free School Lunch/Breakfast
- Special Education Grants
- Federal Pell Grants
- Section 8 Housing
- Low-Income Energy Assistance

“Responding to the 2020 Census affects funding for our communities, planning for the future, and our representation in government,” said Commissioner Stegmann. “Participating in the count is fast, easy, and safe, but we need people — and Congress — to act now.”

Fill out the 2020 Census now by visiting 2020census.gov or by calling (844) 330-2020.

Budget Summary

Please find below a budget summary of \$250,000 allocated by the Board of County Commissioners for Multnomah County Census Complete Count efforts. Funding was approved by Commissioners for the FY 21 budget. An additional carryover contingency request was approved for FY 22 to align the program offer with the extended U.S. Census Bureau timeline. No additional funding was allocated for the extension.

With a focus on communities that had not been counted well in the past, this effort prioritized culturally specific investments and approaches. 58% of the program offer, in total \$145,325, was spent locally, prioritizing BIPOC owned businesses.



Census Field Outreach Staff (approx. 6.0 FTE) \$104,676 - 41.8%

- Focus in culturally responsive outreach methods
- Hired from Hard to Count communities

Hard to Count Community Outreach \$145,325 - 58%

- Food and Resource Distribution
 - Incentives (Represent Multnomah tote bags, represent Multnomah insulated bottles)
 - Food products
 - Other resources (school supplies, wellness kits, etc)
- Community Outreach Promotion
 - Billboards
 - Trimet (bus benches, bus advertisements)
 - Text Message Campaign

Leveraged investment from Commissioner Stegmann's Office

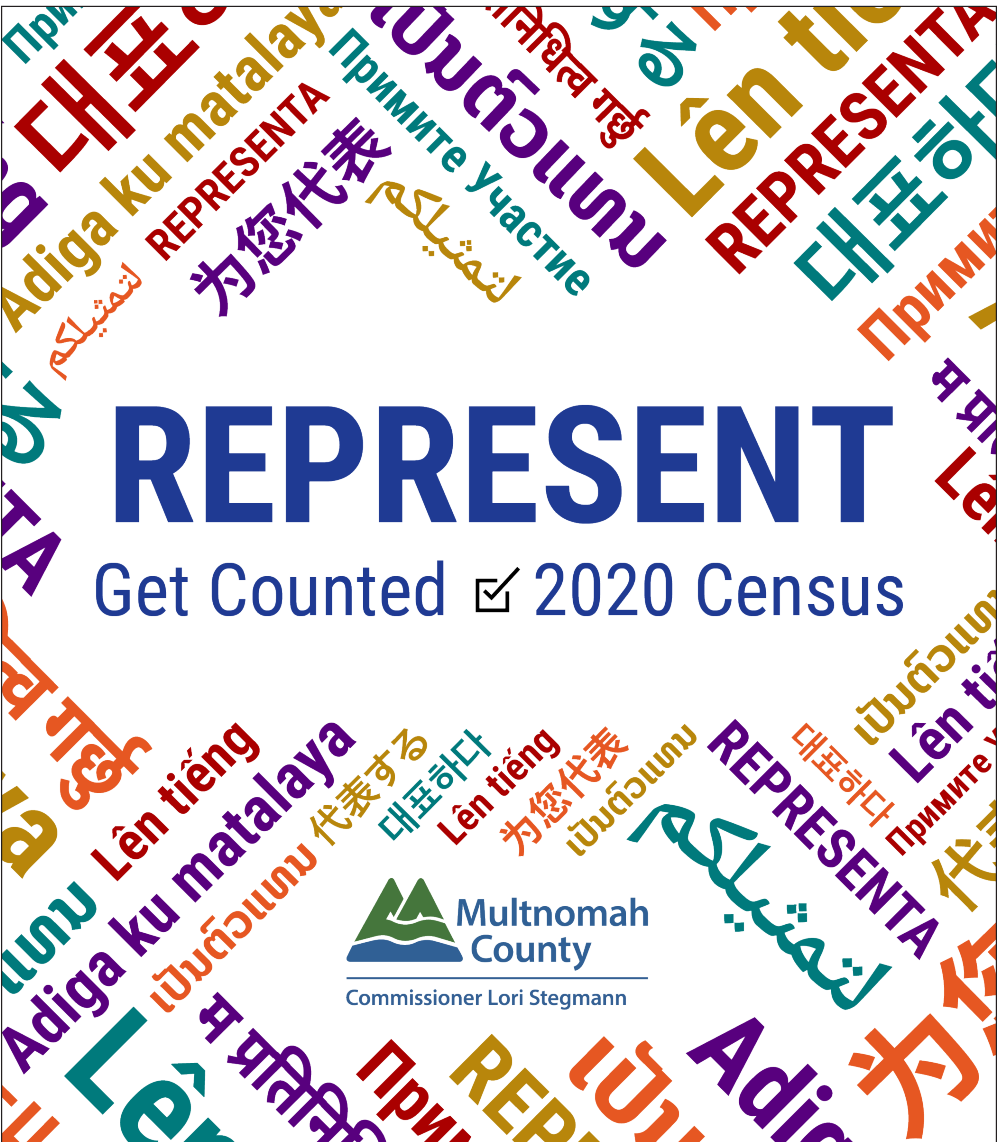
- 1.5 FTE for 1 year

Pre-COVID-19, the complete count team planned to launch a 2020 Census Campaign that included a field outreach team and a mobile fleet of county vehicles to promote and execute census activities and provide real time census assistance across Multnomah County. Three Multnomah County vans and their mileage were meant for this effort along with hot spots and tablets. The original intent of these funds was to assist community outreach supporting existing community events and organizing census specific events where the census outreach team could utilize the census vans to gain traction and educate respective residents. In light of COVID-19 those funds were quickly reallocated

to support community organizations by combining census outreach with meal and resource distribution and along with census information to hard to count communities.

The campaign staff included a manager and five staff members who were originally intended to work in the field but were reassigned to focus on digital and local grassroots outreach. Our census outreach staff represented the following ethnicities and hard to count populations (Somali, Burmese, Arab, North African, Slavic, and LGBTQ+). Due to the restrictions of the COVID-19 Pandemic, promotion to hard to count areas codes became a significant expense as we were no longer able to make contact with residents and distribute materials at coordinated events. We used informational material and census giveaway drops at local markets, billboards, bus and radio advertisements, and text campaigns in low response zip codes, as well as other coordinated media to reach communities across the county. Throughout the process we made it a priority to support local and BIPOC owned businesses purchasing our supplies and resources for the campaign from these entities. Using an equity lens, for all promotion materials we developed a census logo that included all major languages spoken in the county. Our goal was to have an inclusive logo illustrated on Multnomah census material that resonated with all of our county residents.

See logo below, languages represented: Arabic, Spanish, Somali, Japanese, Russian, Korean, Nepali, Lao, and Vietnamese

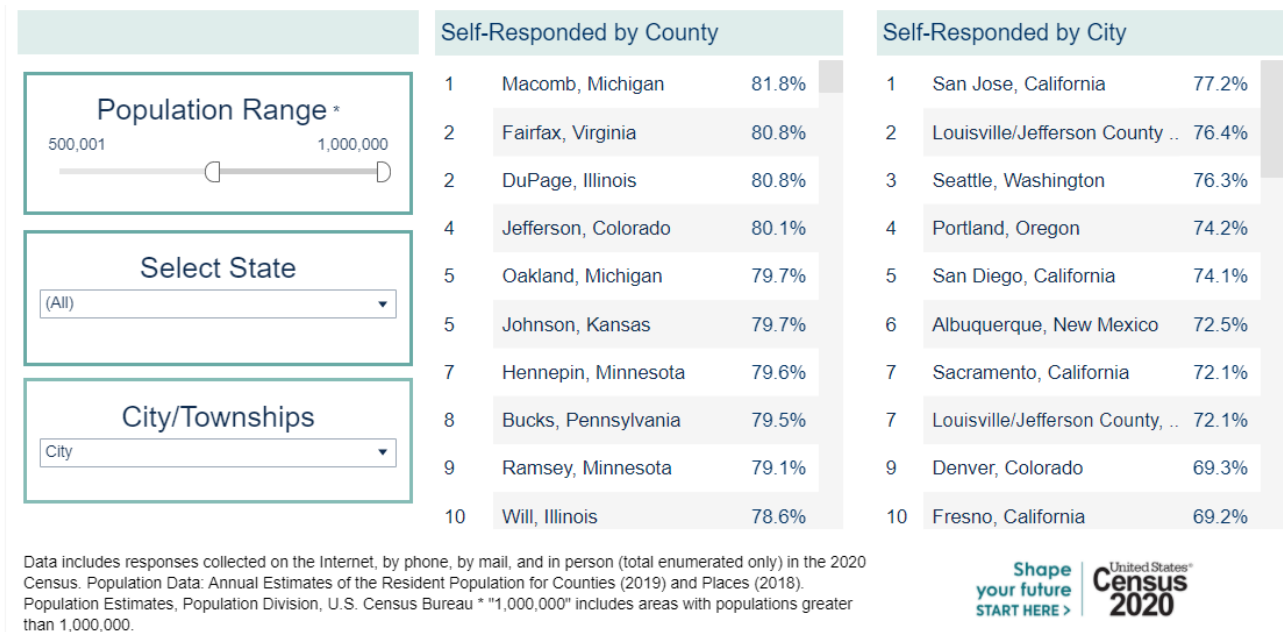


Final Census Response Rates

2020 Census Response Rates		2010 Response Rates
National Response-Rate	67%	66.5%
Oregon Response-rate	69.2%	66.9%
Multnomah County	73.7%	70.5%
Portland	74.2%	72.0%
Gresham	69.8 %	67.9%
Fairview	72.2%	69.1%
Wood Village	74.6%	63.0%
Maywood Park	87.6%	79.9%
Troutdale	78.3%	69.5%

Note: Oregon ranked with the 21st highest Self-Response Rates in the nation. In cities with populations over 500,000, Portland ranked the 4th highest with a final Self-Response Rate of 74.2%





Multnomah County

- 2020-73.7% as compared to 2010- 70.5% these numbers reflect housing units, not including group quarters and Non Response Follow Up.
- 3.2% above 2010 final rates

Self-Response Types

- Mail/Phone: 9%
- Online: 64.7%

Non-Response Follow-up

Non-response follow-up (NRFU) is the process where census takers make door to door visits to all homes that have not filled out the census the set completion date.

Oregon’s 2020 Census Non Response Follow Up (NRFU) rate was 30.7%

Oregon’s total percentage of households enumerated was 99.9%

The majority of occupied housing units in the NRFU operation were completed by a census taker interviewing a member of the household. The balances were completed by interviews with proxy respondents or using high-quality administrative records.

In the process of NRFU, approximately 5.6% of addresses nationwide were completed using high-quality administrative records, which is 13.9%. Those records included Internal Revenue Service (IRS) records, Medicare and Medicaid records, Social Security Administration information, and 2010 Census data. (If a household doesn’t respond after one or more census taker visits, the USCB then attempts to find other data sources that could provide the same information for that address).

In the 2020 Census proxy numbers were 24.1% nationwide or lower compared to 23.8% in 2010. After exhausting efforts to complete in-person interviews with a resident of an occupied housing unit, the USCB seeks out a proxy source which includes a neighbor, a rental agent, a building manager or some other knowledgeable person familiar with the housing unit, to obtain as much basic information about the occupants as they can.

Redistricting Data Program Management

In 2018, USCB estimates of state population's revealed that Oregon is due to have an additional seat in the US House of Representatives. After 2020 Census population figures are delivered from the President to the 117th Congress, the redistricting process can begin. States have power to draw new districts as directed by Article 1, Section 4 of the US Constitution:

The Times, Places and Manner of holding Elections for Senators and Representatives, shall be prescribed in each State by the Legislature thereof; but the Congress may at any time by Law make or alter such Regulations, except as to the Places of choosing Senators. The Congress shall assemble at least once in every Year, and such Meeting shall be on the first Monday in December, unless they shall by Law appoint a different Day.

Key Dates for Apportionment and the Redistricting Process

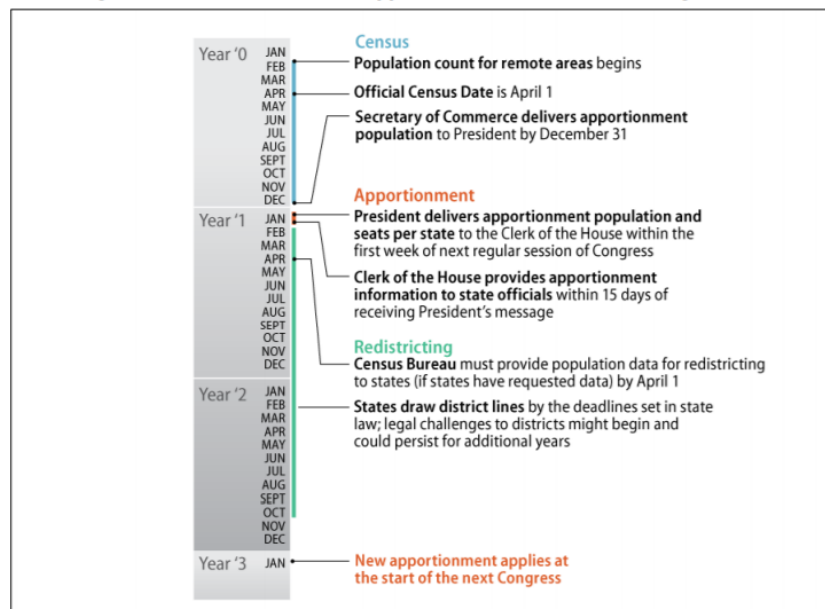
December 31, 2020: The Secretary of Commerce delivers apportionment population data to the President by this date

April 1st, 2020: States redistricting maps. The USCB must provide population data for redistricting by this date

January 2023: New apportionment applies at the start of the next Congress

In Oregon, Congressional and State Representative seats are drawn by the state legislature. The process will begin in 2021, and end as soon as the legislature and governor agree during the first legislative session.

Figure 1. Timeline of Census, Apportionment, and Redistricting Process



Source: CRS compilation, based on information from the U.S. Constitution, U.S. Code, U.S. Census Bureau, and state laws. Graphic created by Amber Hope Wilhelm, CRS Visual Information Specialist.

Source: Congressional Research Service

Glossary of Key Census Terms

Advance Letter – A Census Bureau letter sent to alert households in March of 2020, that the census questionnaire will be mailed soon.

American Community Survey (ACS) – A longer survey done yearly in between decennial census years to provide in depth information such as income, education attainment, migration, disability, employment, housing characteristics etc. The decennial census is the basis for all ACS survey data.

Census Bureau – Part of the U.S. Department of Commerce. Mission is to serve as the nation’s leading provider of quality data about its people and economy.

U.S. Census – Mandated by the U.S. Constitution, the U.S. Census every 10 years conduct a population enumeration of residents in the U.S.

Complete Count Committee (CCC) – A volunteer committee of state and local government, tribal, or community organizations established to increase awareness about Census 2020 and to motivate residents in the community to respond to the census.

Enumerator – A Census Bureau employee who collects census information by visiting households May – September of 2020.

Hard-to-Count (HTC) – Groups or populations that are historically undercounted and/ or have not responded to the Census questionnaire.

Nonresponse – A household for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone, mail or internet response.

Nonresponse Follow Up (NRFU) – Commonly referred to as “door knocking” phase of enumeration where Census Bureau officials go visit residences individually that did not fill out a form.

Proxy Enumeration – Process of using other sources of information to complete census profiles of households who have not responded in person. Including existing data sources, neighbors, landlords, etc.

Reapportionment – The process of dividing the 435 seats in the U.S. House of Representatives among the 50 states based on decennial census population numbers.

Title 13 – A law under which the Census Bureau operates. Provides protection for the information collected from the census for individuals and businesses and is never published. Census Bureau employees are sworn to protect confidentiality, violating the law is a serious federal crime.

Relevant information for 2030

Multnomah County Partner Census Engagement Framework

Membership

- After establishing the membership structure of your local CCC; Using an equity lens - Question who else needs to be included in census outreach efforts?
- Is the size and span of sectors manageable, does the CCC need to develop subcommittees?

Lay Groundwork for Outreach

- Develop strategies to break down barriers to access information in your networks.
 - Will you or someone else be their point person? Do you need to refer them to our staff?
 - What census tracts are your sector's priority?
 - Where is their concentration of Hard to count communities? That information can be found using the Response Outreach Area Map (ROAM)
 - Which community assets can you utilize? (ex. library, park, SUN school, etc)?
 - Do you have partners that already work in that area?
- Assess HTC populations within Multnomah County for 2030

Community Engagement

- Brainstorm how you can plan/ partner with other sectors to share information, plan activities or events, provide a route where people could get their questions answered regarding the census related to your sector.
- Distribute survey link to leaders in your community:
- Create a calendar of existing community in your network where census information could be distributed
 - Reach out to your networks to find out central meeting points in the community. What times and days are people engaging with these spaces/can census engagement be plugged in here?
 - Consider online accessibility, strategize how to make this accessible for older users or individuals who do not have access to technology in your community.

Partnership Mapping

- Compile a list of partners in your sector
- Reach out to collaborators in your networks to gauge interest

Acknowledgments

THANK YOU TO OUR 2020 CENSUS PARTNERS



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