
2020 Ohio Complete Count Commission Recommendations

United States®
Census
2020

BE COUNTED
 **Ohio**

It's easy, safe and important.
Census.Ohio.Gov



Foreword

December 1, 2019

Dear Governor DeWine,

According to the U.S. Census Bureau, Ohio has had slow population growth in the past three decades. With all the post-recession growth, Ohio population is essentially flat.

Ohio must take Census 2020 seriously and ensure that every Ohioan is counted.

People are counted based on where they are living or staying on April 1, 2020. Together, every local, regional, and state organization must reach them where they live and remind them to be counted and educate about the importance of being counted. Communities across the state have a lot of things to focus on. We must help them move this count to the top of their priority list. Ohio is projected to lose at least one seat in Congress after the 2020 count.

Population loss has a high cost. When it comes to assigning seats in Congress, a state with a shrinking population will lose representation. If Ohio loses even one seat in Congress, that is one less voice to share our Ohio values and policy interests in national decision-making.

Perhaps most important to our communities is the loss of funding, if we don't get it right. That's because \$675 billion in federal funds are divided among states on a per capita basis. Those funds are distributed to communities, businesses, families, and individuals.

Our strategy for 2020 will be to activate all existing communications networks in the state. We will partner with the U.S. Census Bureau and activate all state agencies, county, city, village, and township governments, as well as business and community leaders and organizations from the private and nonprofit sectors.

This is the first year the Census will be conducted primarily online. We know we need to make special provisions to aid people who are unfamiliar with computers or lack access. And for these and all people considered hard to count, we will help them to understand that Census 2020 is easy, safe, and important. And there is a high cost if they are NOT counted.

The Ohio Census 2020 Complete Count Commission is pleased to present to you the report on its activities pursuant to Executive Order 2019-13D.

We look forward to fulfilling the mission with which you have entrusted us.

Sincerely,

Lydia L. Mihalik
Chair, Ohio Complete Count Commission



Census Background

The Constitution requires the federal government to conduct a Census every 10 years. The decennial Census is mandated by Article 1, Section 2 of the U.S. Constitution. Beginning in 1790, the resident population of the United States has been counted every 10 years. The Census is a bedrock of our democratic system of government. It determines states' proportional representation in the U.S. House of Representatives. After the 2010 Census, Ohio lost two House seats and is now divided into 16 Congressional Districts.

The Census also plays a crucial role in allocating funds through more than 132 federal programs, totaling more than \$675 billion annually¹. These programs rely on Census data to guide the allocation of funds to states, local governments, households, and individuals. These include a wide range of programs, including public safety, disaster relief, transportation, health care, education, and housing, among others.

The Census is Important

Ohio received more than \$33 billion from federal programs in 2016², including \$15.5 billion for the Medical Assistance Program (Medicaid), nearly \$3 billion for the Supplemental Nutrition Program (SNAP) and National School Lunch Program, \$2.1 billion for Medicare Supplemental Medical Insurance (Medicare Part B), \$1.4 billion for Highway Planning and Construction, more than \$700 million for the Federal Pell Grant Program, and \$450 million for Special Education Grants.

Accurate Census data is crucial to state and local governments. Schools, businesses, hospitals, and charitable organizations use census population data to determine population trends, market conditions, and the needs of local communities.

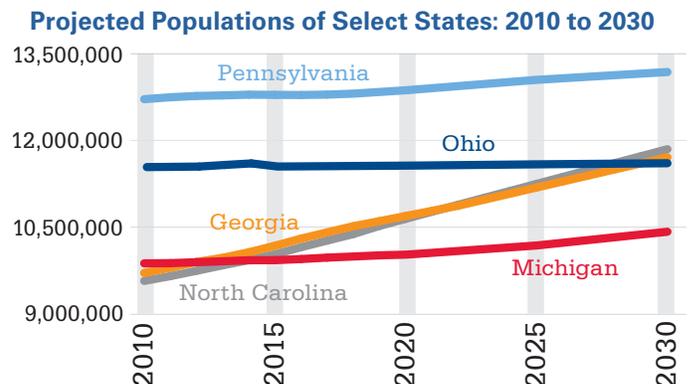
According to Census estimates, the population of Ohio has grown by 1.3% since 2010. However, 58 of Ohio's 88 counties have lost population during this time as a result of out-migration and as a result of local deaths exceeding births. Population projections indicate that while Ohio is currently the seventh most populous state, Georgia and North Carolina may surpass us as early as 2030.

State	2018 Population
1. California	39,557,045
2. Texas	28,701,845
3. Florida	21,299,325
4. New York	19,542,209
5. Pennsylvania	12,807,060
6. Illinois	12,741,080
7. Ohio	11,689,442
8. Georgia	10,519,475
9. North Carolina	10,383,620
10. Michigan	9,995,915

State	2030 Population
1. California	43,631,000
2. Texas	34,894,000
3. Florida	24,244,000
4. New York	20,604,000
5. Illinois	13,433,000
6. Pennsylvania	12,768,000
7. North Carolina	12,228,000
8. Georgia	12,018,000
9. Ohio	11,615,000
10. Michigan	10,425,000

Source: Ohio Development Services Agency Office of Research

Because of their own population trajectories, these competing states may potentially take a portion of the representation and funding that Ohio loses. Our efforts to support the Census and to maximize the 2020 Census count in Ohio are therefore crucial. Many counties, cities, villages, and townships across Ohio have formed local complete count committees and are already working to increase awareness and to motivate residents to respond to Census 2020.



Source: Ohio Development Services Agency Office of Research

1. Based on 2015 funds, *Uses of Census Bureau Data in Federal Funding Distribution* issued December 2017 U.S. Department of Commerce, Economic Standards Administration

2. See *Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*, the George Washington Institute of Public Policy, George Washington University, <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

Preparing the Master Address File

Census 2020 operations are based on the Census Bureau's Master Address File. The Census Bureau uses various methods to ensure its Master Address File is complete, accurate, and up to date. The Master Address File is updated every month based on the records of the U.S. Postal Service and from various other administrative records of the federal government. In addition, Census staff has reviewed aerial photos and walked local communities as part of address canvassing operations. Updates will be made to the Master Address File through February 2020.

Prior to each decennial Census, state and local governments are given the opportunity to update the Master Address File during the Local Update of Census Addresses (LUCA) program. This program, which was completed in August 2018, allowed local governments to review, add, and delete addresses of housing units in their jurisdictions. Local governments in 57 Ohio counties participated in the LUCA program.

As a result of the LUCA program, the Census Bureau added more than 145,000 Ohio addresses to the Master Address File. Where there are new housing starts, communities must ensure the Post Office and the Census Bureau are notified in the timeliest manner.

Local governments also completed the Participant Statistical Areas Program (PSAP), which allows them an opportunity to review and update selected statistical area boundaries, such as Census blocks and tracts, for 2020 Census data tabulation. Additionally, the State of Ohio compiled and submitted to the Census Bureau an address list of more than 2,000 group quarters housing units in the state.

Group Quarters Residences

A group quarters residence is a place where people live or stay in a living arrangement owned or managed by an organization that provides various services to its residents. Such facilities include prisons and local jails, college dormitories, nursing homes, and military barracks. Group quarters residents are counted at the facilities in which they are housed or living on Census Day, April 1, 2020.

As of the 2010 Census, Ohio had more than 300,000 residents in group quarters facilities across the state. The three largest types in Ohio are college housing (106,042), nursing homes (83,019) and adult correctional facilities (76,590). Nearly 3 percent of all Ohioans live in a group quarters facility. In some local communities, group quarters residents are a crucial part of the population.

Group quarters administrators select the method by which residents will be counted. For most facilities, group quarters administrators will select one of four methods: electronic data response (also known as eResponse), in-person interviews, drop-off / pick-up of Census questionnaires, or paper response data collection.



The State of Ohio recommends eResponse as the most effective method of counting the group quarters population.

The Census Bureau, in collaboration with other federal agencies and with the state Census office, has identified the group quarters facilities in the State of Ohio. However, in some communities, group quarters may resemble a single-family home or a non-descript building. If you are aware of a group quarters facility that is not readily apparent, contact the state Census office by phone at 614-466-9350 or email at OhioCensus2020@Development.Ohio.Gov.

Hard-to-Count Populations

In the 2010 Census, Ohio ranked fifth of all states in its self-response rate (78 percent). This figure is based on the number of households in the Master Address File and refers to households that replied by mail (or "self-responded") to the Census without a Census taker going to their residence. The remaining 22 percent of Ohio households were counted by Census takers during the non-response follow-up period. While Ohio has a strong track record in prior censuses, there may be challenges to a complete count in 2020, particularly at smaller levels of geography.

The Census Bureau identifies populations who are a known risk of not being counted as "hard-to-count". These populations include young children, highly mobile individuals, racial and ethnic minorities, non-English speakers and immigrants, low-income individuals, individuals experiencing homelessness, LGBTQ individuals, individuals with mental or physical disabilities, individuals living in non-traditional housing, and individuals who distrust the government.

For the first time, individuals with limited computer access are at risk of being undercounted because Census 2020 will rely on the internet as the primary self-response method.

In Ohio, special efforts will be made to provide computer access and assistance to people with limited or no computer access. This includes state agencies providing computer access in county located offices, for the purposes of citizens taking the Census.

The Census Bureau has established various methods to predict and monitor where hard-to-count groups are located, and the likelihood that they will be uncounted. The Bureau has used these findings to create the Response Outreach Area Mapper, known as ROAM [see "Resources" at end of report]. ROAM helps local officials develop customized strategies to ensure everyone is counted.

According to the Census Bureau, more than 2.5 million Ohio residents face a heightened risk of not being counted. Nearly 23 percent of all Ohioans are less likely than the state as a whole to respond to Census 2020. The risks of an undercount are therefore a very real danger, particularly in communities that are poor, have limited internet access, and have large immigrant populations.

Local leaders can play a critical role in reducing undercounts in their cities by helping the Census Bureau identify and focus on increasing awareness of the Census among hard-to-count communities within their municipalities.

Ohio Complete Count Commission Recommendations

State Complete Count Commissioners have submitted actionable suggestions concerning how the State of Ohio can ensure a complete and accurate Census count.

There is a broad consensus of the commissioners to:

- Utilize commissioners' existing networks in order to promote public awareness and understanding of the importance of the Census.
- Partner with local governments, businesses, non-profits, local libraries, and other trusted voices in communities across Ohio.
- Census messaging should be customized and delivered by trusted voices specific to various communities.
- All levels of government must be involved in promoting Census messaging. Counties, cities, villages, and townships should actively coordinate their efforts with Census Bureau officials and local Complete Count Committees.
- Emphasize confidentiality of Census responses and publicize Census Bureau contact info for questions (phone: **800-923-8282**; online: **Ask.Census.Gov**).

Commissioners and organizations engaged in the Census have suggested the following ways to reach the population as a whole and various hard-to-count groups (note: several suggestions are applicable to more than one hard-to-count population). These ideas will be implemented by the state where applicable and encouraged locally where appropriate.

Individuals with Limited Computer/Internet Access

- Utilize public libraries as official Census Questionnaire Assistance Centers (QAC).
 - Bookmobiles and other outreach services programs could be used to provide wireless internet to isolated, rural communities. Some public libraries can also loan mobile WiFi hotspots in those areas.
- Make use of other places with computers, such as health clinics, schools, government offices, senior centers, and post offices.
- Utility companies may print Census messaging on water bills and other printed correspondence.
- Utilize Bureau of Motor Vehicles to disseminate Census messaging.
 - Printed material or promotional videos in waiting areas.

Young Children (Ages 0 – 4)

- Promote Census in childcare programs (Groundwork Ohio, Head Start, Latchkey, etc.).
- Promote the Census to children and families during Storytime at public libraries.
- Promote Census at sporting events, school plays, and other extracurricular activities.
- Utilize local school boards, parent teacher organizations (PTOs), school administrators.
- Incorporate Census messaging and awareness in lesson plans.
- Provide children with take-home materials on the importance of Census and counting young children.
- Emphasize that children of all ages matter to the potential loss of government funding from an undercount of children.

Highly Mobile Individuals

- Promote Census in local clubs and community centers, especially in neighborhoods of lower response rates.
- Print Census reminders on payroll materials.
- Utilize high-traffic retail businesses for Census promotion (grocery stores, gas stations, convenience stores, etc.).
- Encourage businesses with a large number of hourly employees to make them aware of the importance of the Census.

Racial and Ethnic Minorities

- Highlight more than simply “funding” – messaging should emphasize specific programs important to local communities (schools, home assistance, school lunches, etc.).
- Encourage the U.S. Census Bureau to hire Census takers that understand the hard-to-count areas.
- Make potential Census workers aware of the job opportunity close to home.
- Targeted messaging in barbershops and hair salons.





Best Practices around the Country

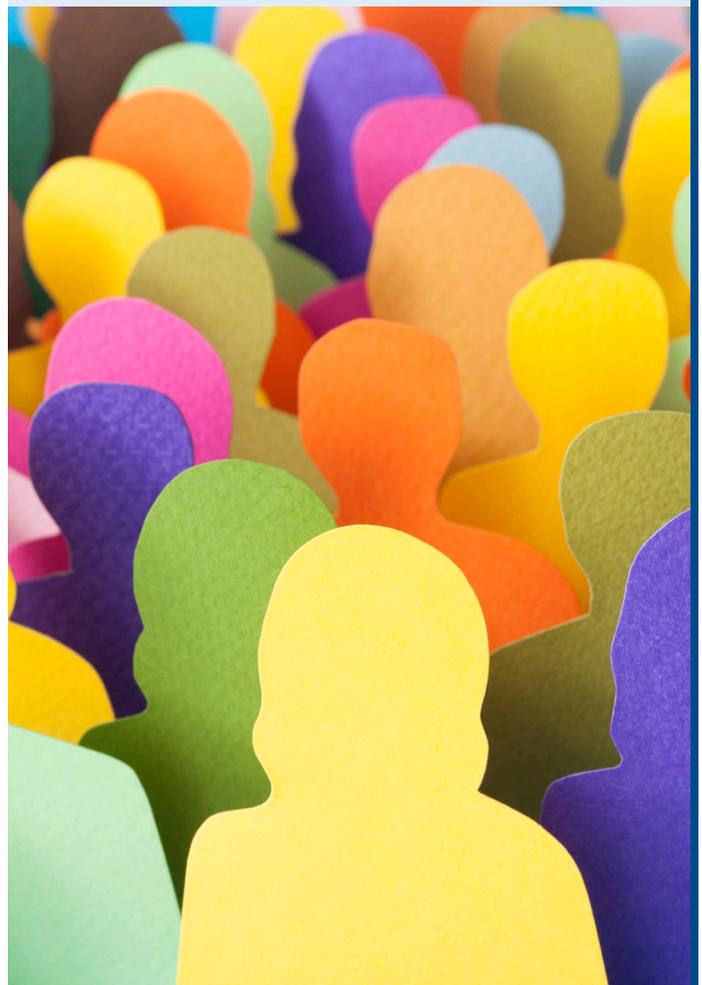
Expand the number of Questionnaire Assistance Centers in the state. – **Rhode Island**

Local Complete Count Committees should sponsor rallies in hard-to-count neighborhoods. – **Illinois**

Local and branch libraries should reserve computer terminals and host Census staff to assist area residents to submit electronic Census forms. – **Virginia**

Place signage on highly visible corners reminding passers-by of the local benefit of responding to Census. – **Village Mayor in Michigan**

Local Complete Count Committees should work with schools to send messages out across phone trees about the importance of responding to Census. – **2010 Meigs County (Ohio) Complete Count Committee**



Non-English Speakers and Immigrants

- Employ multilingual Census takers able to communicate with local residents.
- Promote Census 2020 in ethnic fairs, food festivals, and other events.
- Emphasize the confidentiality of Census responses.
 - It is necessary to dispel myths concerning the citizenship question.
- Utilize ethnic community organizations and other trusted voices in immigrant communities.

Low-Income Individuals

- State of Ohio agencies will include Census messaging on printed correspondence, such as Home Energy Assistance Program (HEAP) and Percentage of Income Payment (PIPP) program and other assistance programs.
- Highlight Census importance for daily lives of respondents, including federal social services programs: Medicaid, WIC, school lunch, etc.
- Incorporate the opportunity to complete the Census at free tax preparation clinics.
- Place stations for Census self-response at local soup kitchens and in homeless shelters.

LGBTQ Individuals

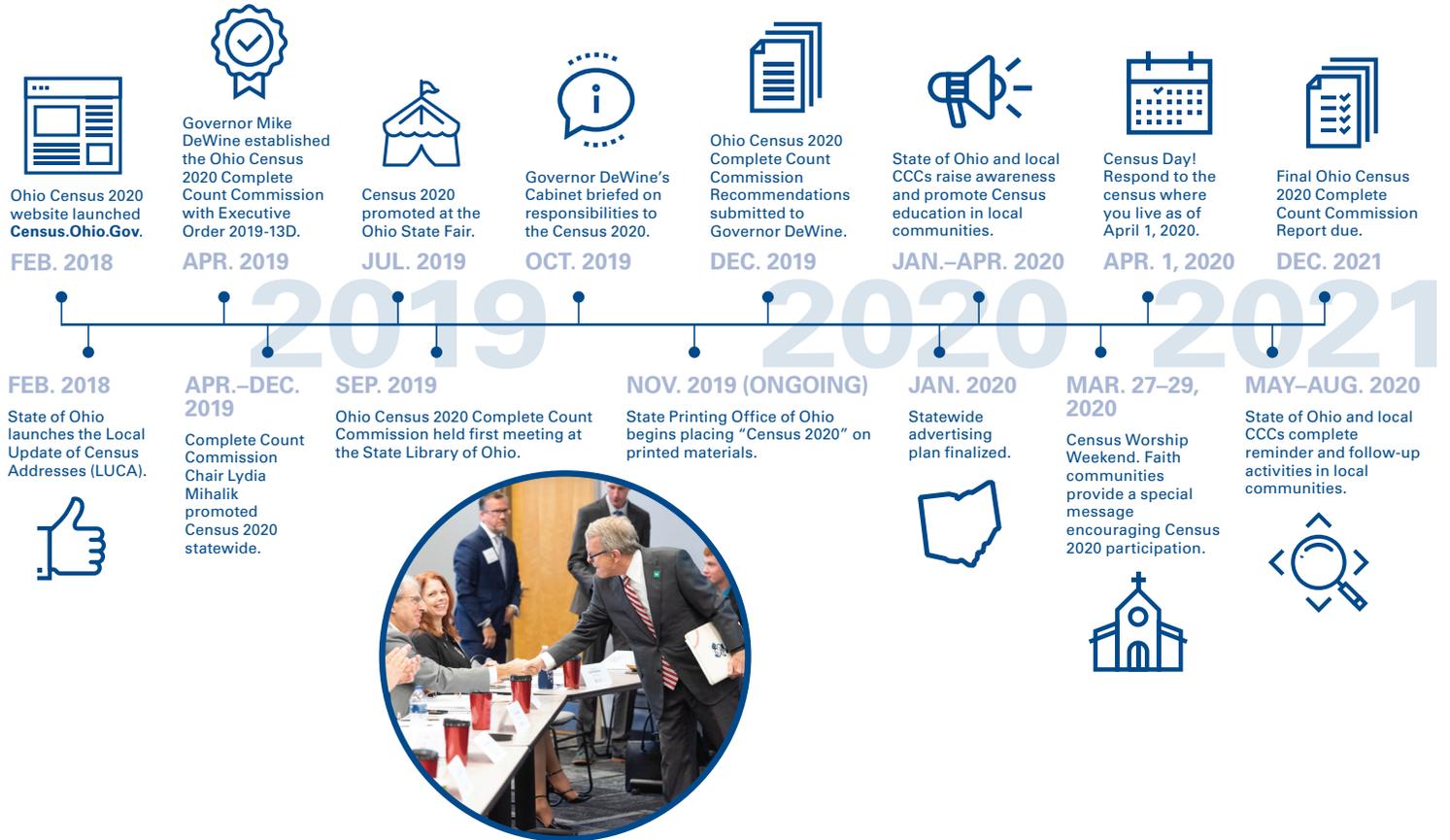
- Partner with organizations and other trusted voices with unique access to the community.
- Personalize Census messaging to the LGBTQ community.

Individuals with Mental or Physical Disabilities

- Put Census messaging in public health centers, community mental health and addiction providers, hospitals, dental clinics, urgent care facilities, and advocacy partners.

Individuals who Distrust the Government

- Emphasize constitutional mandate of the Census.
- Mention Census in township and public library monthly newsletters.
- Stop the spread of misinformation.
 - Immigration, custody issues, social services/benefits.
- Use trusted professional, fraternal, and social organizations to promote Census messaging.



The Census is Safe

Personal information is protected by law and sworn U.S. Census Bureau personnel, and used only in aggregate to form statistics. Computer systems at the Census have been updated with the highest-level security. And the individual information or family information cannot, by law, be shared with any law enforcement, taxing, or other government authority. Personal Census data is held in strict confidentiality for 72 years.

Preventing Fraud and Scams in Census 2020

The U.S. Census Bureau is committed to making Census 2020 quick, easy and safe for all participants. Here are some tips to help you stay safe.

Avoiding Scams Online

Phishing is a criminal act in which someone tries to get your information by pretending to be an entity that you trust. Phishing emails often direct you to a website that looks real but is fake – and may be infected with malware. It is important to know that the Census Bureau will not send unsolicited emails to request your participation in Census 2020. Further, during Census 2020, the Census Bureau will never ask for:

- Your Social Security number.
- Bank account or credit card numbers.
- Money or donations.

In addition, the Census Bureau will not contact you on behalf of a political party.

If someone visits your home to collect a response for Census 2020, you can do the following to verify their identity:

- First, check to make sure that they have a valid ID badge, with their photograph, a U.S. Department of Commerce watermark, and an expiration date.
- If you still have questions about their identity, you can call **800-923-8282** to speak with a local Census Bureau representative.

If you suspect fraud, call **800-923-8282** to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, contact your local police department.

Activities of State of Ohio Agencies, Boards and Commissions

State of Ohio agencies, boards, and commissions are actively promoting Census 2020 awareness and participation through a variety of initiatives. All state communications personnel have been educated on the Census and are forming agency-by-agency plans to communicate the Census to their stakeholders, in alignment with the statewide messaging plan.

[See Appendix 2]

The Development Services Agency is meeting with all state agencies throughout November and December to ensure a tailored and comprehensive plan by each state agency that aligns with the overall state messaging.

The Ohio Development Services Agency is meeting with other statewide elected officeholders to align Census strategies across all areas of government.

Early initiatives by state agencies include:

- The State Printing Office will place “Census 2020 – It’s Easy, Safe and Important” on State of Ohio agency printed material.
- The Ohio Department of Taxation will have all its forms and instructions printed with this tagline.
- The Ohio Department of Transportation is leading the way making 88 county maintenance offices available on weekends to become designated Census Questionnaire Assistance Centers.
- County Jobs and Family services offices will make computers available for people to complete the Census.
- State agencies will utilize their social media posts to raise Census 2020 awareness.
- The Ohio Department of Insurance will include Census 2020 content in local seminars and presentations.
- The Ohio Lottery will include information about the Census during the daily lottery drawing on broadcasts across the state.



- The Ohio Department of Aging is raising awareness of Census 2020 and its importance to hundreds of nursing homes as part of the group quarters enumeration process.
- The Ohio Department of Rehabilitation and Corrections is educating prison staff about the group quarters enumeration process.
- The Ohio Latino Affairs Commission will send out information on the Census to its affiliates and individuals via electronic and social media.
- The State of Ohio Library is setting up electronic links for its library network and the Ohio Library Council is promoting member participation as designated Questionnaire Assistance Centers across the state.
- The Ohio Development Services Agency has focused staff in Communications and Research Offices on Census 2020 promotion and is staffing the Ohio Complete Count Commission.
- The Ohio Development Services Agency Legislative Team will meet with staff for each of the four legislative caucuses to brief them on the Census. They will also brief the Legislative Teams at other state agencies on the Census and distribute Census FAQs to each legislative office. The Ohio Development Services Agency will provide content that is aligned with the state Census messaging to the four caucuses' Communications staff to use in newsletters and social media throughout the Census period.

Census Operations and Future Activities

The Census Bureau is in the process of hiring thousands of temporary staff to work directly with hundreds of complete count committees across the State of Ohio.

The Census Bureau has opened eight operation centers in Ohio and is actively recruiting and staffing offices. From 2018–January 2020, the state is encouraging people to be aware of the and apply for these jobs to assist in their local community

The key to the Census 2020 count is the self-enumeration process. In March 2020, the U.S. Census Bureau will be send out invitation postcards to all housing units in the Master Address File. In late March, the Bureau has stated that it will post online the daily return rates of those invitations for Census tracts. Local complete count committees will be able to see how their neighborhoods are responding. Utilizing the latest technology and interactive displays, the Ohio Complete Count Commission will post real-time “participation rates” at the Census tract level on its website, [Census.Ohio.Gov](https://www.census.gov/ohio). The state Census office will work with the State Complete Count Commission and local complete count committees as well as local officials and community organizations to identify and reorganize resources to raise participation in Census tracts that are not having strong response.

Resources

Census 2020 Toolkit

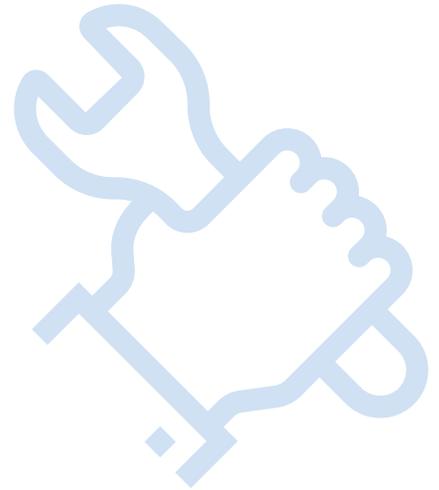
The State of Ohio is building an online toolkit that will be available to local complete count committees, businesses, organizations, communities, and any individual to help promote Census 2020.

It contains practical resources to help explain why an accurate count is valuable. It will include everything you need for a robust speech or presentation and can be used for a wide range of audiences.

We will provide:

- Branded fact sheets
- Messaging timelines and brochures
- High resolution logos and graphics
- Talking points
- PowerPoints
- Social media content and calendars
- Op-Ed and Letter to the Editor instructions

This toolkit will be available online at **Census.Ohio.Gov** in December 2019. New tools and information will be added and updated regularly.



ROAM

The Response Outreach Area Mapper (ROAM) makes it easy to identify hard-to-count areas (Census Tracts) and to see a profile of their socioeconomic and demographic characteristics. This information will be used to create outreach strategies in order to improve the accuracy and completeness of the Census count.

Areas have been assigned a Low Response Score (LRS), a metric that ranges from 0 to 48. Those areas shaded in blue have been designated as harder-to-count, while areas in yellow are easier-to-count. The LRS reflects the U.S. Census predicted response rate for the 2020 Census. For example, an LRS of 20 indicates a predicted self-response rate of 80%. In other words, the higher the LRS, the more difficult an area is to count.

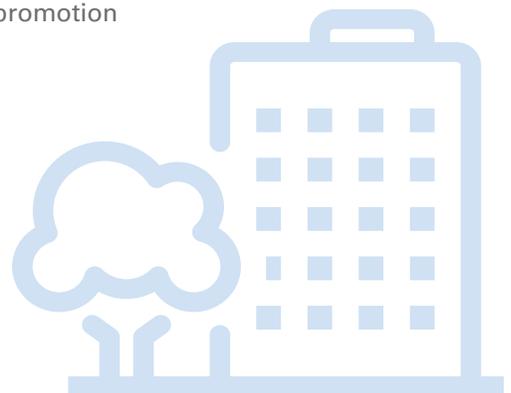
Users of ROAM may click on each area to see the corresponding LRS and other characteristics. Advanced users may click on the arrow at the bottom center of the map in order to filter and download data sets.

After April 1, 2020, the state Census office will provide regular updates of Census participation to Commissioners and state agency communication leaders about the performance of Census tracts across the state and identify additional promotion of the Census in the areas where response is low.



Libraries

Ohio's 251 public library systems and their 700+ locations are planning numerous events and programs to help promote Census 2020 – everything from emails to 8.5 million library cardholders, special "Count" theme Storytimes and Census Day events to distributing Census coloring sheets and "Get Counted" stickers. To learn more about Census activities at your local library, visit olc.org/BeCountedOhio.



U.S. Census Bureau Timeline

JAN.–SEPT. 2019

The U.S. Census Bureau opened eight area census offices in Ohio. These offices support and manage census takers who work to conduct the census.



JAN. 2020

January 2020: Census Bureau launches paid advertising campaign across traditional and social media platforms.



The Census Bureau begins counting the population in remote Alaska.

JAN. 14, 2020

Mailing of Group Quarters advance contact letters to facility managers.



FEB. 3– MAR. 6, 2020

Group Quarters make selection of method by which they will count.



MAR. 2020

Enumeration begins for transitory locations such as RV parks, campgrounds, tent cities, marinas, and hotels.

MAR. 16–23, 2020

Postcards mailed to most households in the United States, inviting residents to respond to the census online.



MAR. 20–27

Census Bureau sends follow-up notifications to households that have not yet responded to census.



MAR. 30– APR. 6, 2020

A second reminder is sent from Census Bureau to non-responding households.



APR. 2020

Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.



APR. 1, 2020

Census Day! When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.



APR. 1– MAY 1, 2020

Group Quarters eResponse enumeration window.

APR. 2– JUNE 5, 2020

All other (non-eResponse) enumeration for group quarters residents.



APR. 23–30, 2020

“It’s not too late” postcards sent to homes that have not filled out their Census questionnaire.



MAY 2020

The Census Bureau begins visiting homes that haven’t responded to the 2020 Census.



DEC. 2020

The Census Bureau delivers apportionment counts to the President and to Congress.



MAR. 31, 2021

By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes.



APPENDIX 1

Census 2020 Ohio Complete Count Commissioners

- **Lydia Mihalik**, Commission Chair, Ohio Development Services Agency
- **Matt Huffman**, State Senator, District 12, Lima
- **Vernon Sykes**, State Senator, District 28, Akron
- **Juanita Brent**, State Representative, District 12, Cleveland
- **Bill Dean**, State Representative, District 74, Xenia
- **Pierre Bejjani**, C.A.M.E.O. / Profile News Ohio
- **Michael Broidy**, Schottenstein Stores Corporation
- **Cara Dingus Brook**, Foundation for Appalachian Ohio
- **Jamael “Tito” Brown**, Mayor, City of Youngstown
- **Mark Cohen**, Adams Publishing Group of Ohio
- **Philip Cole**, Ohio Association of Community Action Agencies
- **Melissa Cropper**, Ohio Federation of Teachers
- **Julie Ehemann**, Commissioner, Shelby County
- **Keith Everhart**, Buckeye State Sheriffs’ Association
- **Tara Feiner**, Jewish Family Services
- **Heidi Fought**, Ohio Township Association
- **Michelle Francis**, Ohio Library Council
- **Maria Goeser**, Welcome Springfield/Latino Coalition
- **John Grafton**, Jefferson County Farm Bureau
- **Lisa Hamler-Fugitt**, Ohio Association of Foodbanks
- **Sister Rita Mary Harwood**, Catholic Diocese of Cleveland
- **Claudia Herrold**, Philanthropy Ohio
- **Eddie Howard Jr.**, Youngstown State University
- **Ernestine Jackson**, AARP
- **Daphne Kackloudis**, Equitas Health
- **Jack Karsten**, IHN Consulting Services, Inc.
- **Keith Lake**, Ohio Chamber of Commerce
- **Kamini “Kay” Laksi**, Alyfe Wellbeing Strategies
- **Candice Matthews-Brackeen**, Hillman
- **Marsha Mockabee**, Urban League of Greater Cleveland
- **Tracy Najera**, Children’s Defense Fund Ohio
- **Hassan Omar**, Somali Community Association of Ohio
- **Natosha Prolago**, Nationwide
- **Adam Shank**, Boys and Girls Clubs Ohio
- **Pastor James Washington**, Phillips Temple Church
- **Jonathan Westendorf**, City of Franklin Fire and EMS
- **Betty Young**, Hocking College



APPENDIX 2

Statewide Messaging Plan

Each state agency has a plan to disseminate Census 2020 information that is tailored to the Ohio citizens with whom they interact, as well as their contact with hard-to-count individuals and families.

Where Reach is the total number of people who see the message and Impressions are the number of times each person sees the message, it is our goal to reach every Ohioan with the message that the Census is happening in 2020 and it is easy, safe and important for them to participate.

The Ohio Development Services Agency, as the state Census office, is developing regional and statewide public service and paid advertising activities that will be integrated with the federal media plan, when it is released, to maximize both reach and impressions in Ohio.

The goal is to reach nearly 12 million Ohioans at least five times. Traditional media plans will be augmented with social media and direct email outreach, increasing beginning in January 2020. Once the Census is underway, we will monitor the number of Census surveys completed, by Census tract, and super-serve the individual Census tracts that are not being counted completely.

The state research office will identify constituents by county information and ZIP code to find potential overlap with Census tracts. The Ohio Development Services Agency will work with other agencies to increase contact with Ohioans in target tracts to encourage participation.

The U.S. Census Bureau is requiring the count be done primarily online for the first time. The most significant challenge we face is getting Ohioans to participate in the Census online. In addition to the hard-to-count populations identified by the U.S. Census Bureau, there are nearly 2 million Ohioans over the age of 65 years who may have limited access to or knowledge of a computer. It is estimated that 300,000 Ohio households representing one million Ohioans lack access to high speed internet. These factors also overlay people in other hard-to-count groups.

The state of Ohio is in the process of identifying locations where Ohioans can go to use a computer to submit their Census questionnaire. The Ohio Department of Transportation has maintenance offices for each county. The Ohio Department of Job and Family Services has offices in every county. These offices are planning to have computers that can be used by citizens to take the Census, both during regular office hours and evenings and weekends. When the times are established, the information will be distributed to their clients. The Ohio Department of Rehabilitation and Corrections will work with clients of Parole and Probation to enable them to participate in the Census by providing computer access to people who have no access or are court-ordered restricted from accessing the internet.

The following communications outreach is underway:

Census logo and messaging is added to state printed materials through the state printing office, for all state agencies. This includes envelopes, notices and state tax forms.

- Agencies with a large share of group quarters, the Ohio Department of Rehabilitation and Corrections and the Ohio Department of Higher Education are making their own election of eResponse to Census 2020 and/or working with the stakeholder groups that do the count to encourage them to select eResponse.
- The Ohio Department of Higher Education is working with its partner institutions to hold a Census Day on college and university campuses to raise awareness about student responsibility to participate in the Census count.
- All state agency Directors and their leadership teams are committed to share Census information when speaking in local communities, to private business and nonprofit organizations and stakeholders. Many agencies have added the Census logo and messaging to their PowerPoint templates.
- State agencies are committed to share the message of the 2020 Census and that it is easy, safe and important, in both employee and stakeholder newsletters, emagazines and eblasts. These articles will be sent monthly, through the period of the Census, with additional email messages added to super-serve the message to target Census tracts that may be underperforming, once the actual count begins.
- State agencies will make Census 2020 a part of their social media calendar, first on a monthly basis, then bi-weekly, then weekly, with everyone pushing daily during the week of the Census. Messaging will be as follows:
 - 2018–Jan. 2019: Jobs are available with the Census; Census is coming.
 - Jan.–March 2020: The Census is coming, it is easy, safe and important.
 - March 2020: Where people gather, talk to your neighbor about the Census.
 - April–June 2020: Take the Census. Be Counted. It is easy, safe and important.
 - July–Aug. 2020: It's not too late but time is running out. Take the Census. Be counted.
- State agencies including Job and Family Services, Opportunities for Ohioans with Disabilities, the Ohio Department of Public Safety, including Bureau of Motor Vehicles, are placing signage in offices for visitors, clients and citizens to see.
- State employees are encouraged to add a Census message to all agency reception and voicemail greetings.
- Other elected offices are being contacted to participate in Census outreach at the same level as state administrative agencies.

APPENDIX 3

2020 Census Sample Questionnaire – Continued

Person 2

1. Print name of Person 2
 First Name _____ MI _____
 Last Name(s) _____

2. Does this person usually live or stay somewhere else?
 Mark X, all that apply.
 No
 Yes, for college
 Yes, for a military assignment
 Yes, for a job or business
 Yes, in a nursing home
 Yes, with a parent or other relative
 Yes, at a seasonal or second residence
 Yes, in a jail or prison
 Yes, for another reason

3. How is this person related to Person 1? Mark X, ONE box.
 Opposite-sex husband/wife/spouse
 Opposite-sex unmarried partner
 Same-sex husband/wife/spouse
 Same-sex unmarried partner
 Biological son or daughter
 Adopted son or daughter
 Stepson or stepdaughter
 Brother or sister
 Father or mother
 Grandchild
 Parent-in-law
 Son-in-law or daughter-in-law
 Other relative
 Roommate or housemate
 Foster child
 Other nonrelative

4. What is this person's sex? Mark X, ONE box.
 Male Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.
 Age on April 1, 2020: _____
 Print numbers in boxes: _____
 _____ years

6. Is this person of Hispanic, Latino, or Spanish origin?
 No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spanish, Ecuadorian, etc. _____

7. What is this person's race? Mark X, one or more boxes AND print origins.
 White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. _____
 Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. _____
 American Indian or Alaska Native – Print name of enrolled or principal tribe, band, group, village, or community, or Mvskan, Aztec, Navajo Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. _____
 Chinese
 Filipino
 Asian Indian
 Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. _____
 Vietnamese
 Korean
 Japanese
 Native Hawaiian
 Samoan
 Chamorro
 Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. _____
 Some other race – Print race or origin. _____

→ If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.

Person 3

1. Print name of Person 3
 First Name _____ MI _____
 Last Name(s) _____

2. Does this person usually live or stay somewhere else?
 Mark X, all that apply.
 No
 Yes, for college
 Yes, for a military assignment
 Yes, for a job or business
 Yes, in a nursing home
 Yes, with a parent or other relative
 Yes, at a seasonal or second residence
 Yes, in a jail or prison
 Yes, for another reason

3. How is this person related to Person 1? Mark X, ONE box.
 Opposite-sex husband/wife/spouse
 Opposite-sex unmarried partner
 Same-sex husband/wife/spouse
 Same-sex unmarried partner
 Biological son or daughter
 Adopted son or daughter
 Stepson or stepdaughter
 Brother or sister
 Father or mother
 Grandchild
 Parent-in-law
 Son-in-law or daughter-in-law
 Other relative
 Roommate or housemate
 Foster child
 Other nonrelative

4. What is this person's sex? Mark X, ONE box.
 Male Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.
 Age on April 1, 2020: _____
 Print numbers in boxes: _____
 _____ years

6. Is this person of Hispanic, Latino, or Spanish origin?
 No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spanish, Ecuadorian, etc. _____

7. What is this person's race? Mark X, one or more boxes AND print origins.
 White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. _____
 Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. _____
 American Indian or Alaska Native – Print name of enrolled or principal tribe, band, group, village, or community, or Mvskan, Aztec, Navajo Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. _____
 Chinese
 Filipino
 Asian Indian
 Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. _____
 Vietnamese
 Korean
 Japanese
 Native Hawaiian
 Samoan
 Chamorro
 Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. _____
 Some other race – Print race or origin. _____

→ If more people were counted in Question 1 on the front page, continue with Person 4 on the next page.

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

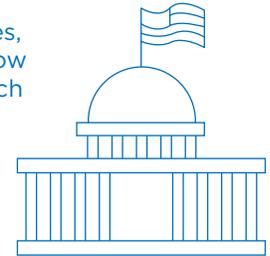
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

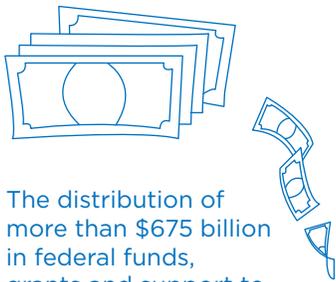
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the constitution.

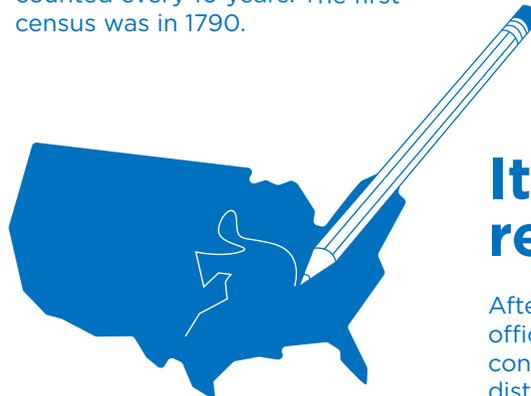
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

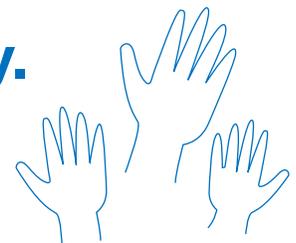


It's about redistricting.

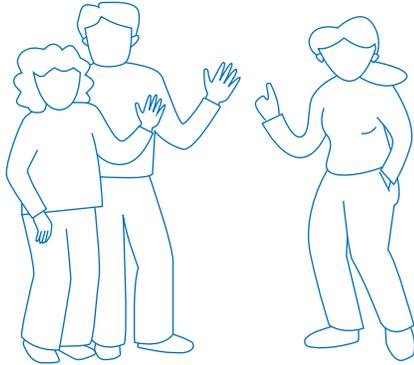
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

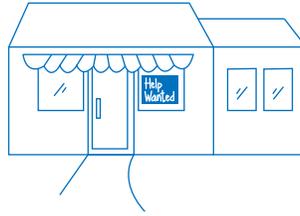
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



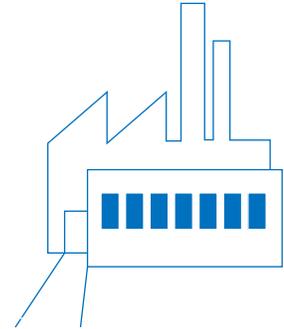
Census data are being used all around you.



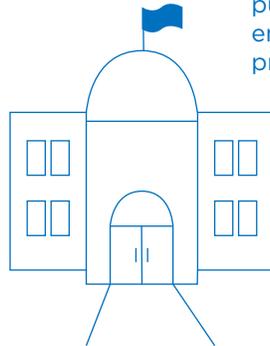
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your privacy is protected.

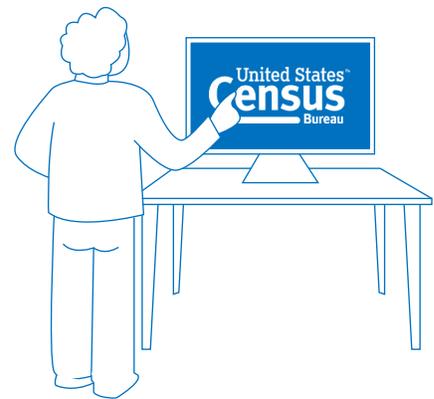
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.



2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



United States®
**Census
2020**

BE COUNTED
 **Ohio**

It's easy, safe and important.
Census.Ohio.Gov

Be Counted Ohio: Have a Voice in Census 2020

-  **It's Easy**
It asks questions about you and your household. You can respond online, by phone or by paper.
-  **It's Safe**
Your response is kept confidential and cannot be shared, even with law enforcement. All responses are encrypted in computers.
-  **It's Important**
It determines how much federal money will come to Ohio and local communities for the next 10 years.

Census Day is April 1, 2020.

The Census is a count of every resident in the United States.
The goal is to count everyone once, and only once, in the right place.