

MARYLAND COMPLETE COUNT COMMITTEE
FINAL REPORT

Prepared for:
Governor Larry Hogan

Sept. 30, 2020



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INTRODUCTION

In addition to determining apportionment for congressional representation, the decennial Census determines federal funding to states, and provides critical data to inform economic development and local planning. Over \$1.5 trillion is allocated to state and local governments based upon Census data that funds 180 federal programs and services, including Medicaid, Supplemental Nutrition Assistance Program (SNAP), Woman, Infants, and Children insurance program (WIC), Head Start, emergency preparedness, foster care, health insurance for poor women and children, school construction, highway and transportation projects, housing assistance, special education and more.

In 2010, [Maryland's estimated undercount was 53,300 residents](#) resulting in nearly [\\$973 million in federal funding not accessed over 10 years](#).

The 2020 decennial Census created unprecedented challenges never before faced by previous enumerations. Most obviously, the fact that the kickoff for the Census coincided with the beginning of a nationwide pandemic, stay-at-home order, and a completely different environment in which to market and encourage Census completion and participation. This unique situation created the need to adapt our marketing methods to reach Marylanders. Plans were modified from a mostly out-of-home advertising campaign to a more digital and in-home approach. Fortunately, several media partners continued running ads long after contract run dates had ceased. Additionally, funds were reallocated from a subscription newsletter effort through the Granicus .govDelivery program toward an extremely successful paid social media campaign in targeted hard-to-count (HTC) areas in the state.

Most importantly, partnership efforts with a variety of governmental agencies, nonprofit organizations and business and faith leaders paved the way for disseminating information to a wide array of communities through trusted leaders. A key factor of these partnerships and the subsequent success was the development and engagement of the statewide Complete Count Committee (CCC) in addition to working with local CCC chairs from each of Maryland's 24 jurisdictions.

In order to achieve the most complete count possible, in February 2019, Governor Hogan signed the State of Maryland's first [Executive Order](#) (EO) committing Maryland to a full and accurate count and empaneling a Maryland State Complete Count Committee (CCC). Under the EO, the Maryland CCC was charged with seven responsibilities:

- 1. Meet at least quarterly until March 31, 2020;*
- 2. Develop and implement, in conjunction with the Maryland Department of Planning, a community outreach strategy to encourage full participation in the 2020 Census;*
- 3. Coordinate with local governments, community organizations, faith-based groups, nonprofit organizations, and private-sector partners, including local and community complete count committees, to ensure a complete count of Maryland's populations for the 2020 Census;*
- 4. Develop subcommittees and solicit input from relevant experts involved in the 2020 Census efforts as necessary;*

5. *Review projected response rates of hard-to-count groups and populations that encounter barriers to participation, and recommend strategies to overcome those barriers to maximize response;*
6. *Provide an interim report to the Governor on or before Dec. 31, 2019, with the status of the 2020 Census efforts and recommendations on additional steps to achieve a complete count of Maryland's populations; and*
7. *Submit a final report to the Governor, summarizing its activities and suggesting improvements to Maryland's Census efforts for the 2030 decennial Census, on or before Sept. 30, 2020.*

(Executive Order 01.01.2019.03, Governor Larry Hogan)

The Maryland CCC set the following goals for 2020 Census outreach:

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

The committee held its first meeting on April 1, 2019, one year from Census Day 2020 in Anne Arundel County. The meeting featured a training for members by the U.S. Census Bureau's Partnership Coordinator for Maryland. The Maryland CCC was also trained in the Census Solutions Workshop with facilitators from the U.S. Census Bureau and included county partners and nonprofit organizations that received Census grant funding for outreach through the [2020 Census Grant Program](#). More than 50 people were trained to successfully communicate the importance, ease, and safety of the 2020 Census to HTC and low response score communities.

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

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

Budget allocations to the Maryland CCC were provided by the Maryland Department of Planning (Planning) in the amount of \$450,000 for the committee to develop and implement outreach. The funding ensured that the Maryland CCC had resources available to reach HTC populations while supporting federal and local outreach efforts. The funding supported a marketing and media advertising plan developed to reach those living in historically HTC areas. The Maryland CCC created three work groups to focus on the business community, faith-based community, and nonprofit organizations/HTC populations. The work groups provided recommendations to engage these communities. Each work group developed recommendations regarding the various public and private entities that the CCC wishes to engage. Buy-in from

trusted community voices was an essential tool in delivering the Census message to everyone in Maryland that the Census is important, easy, and safe.

MARYLAND CCC OUTREACH

Business Workgroup Outreach:

The business work group strategy for the Maryland Census involved segmenting categories of business organizations and utilizing existing networks to leverage relationships and maximize participation.

Faith-based Work Group Outreach:

The faith-based work group recognized the importance of the religious community as trusted voices. Historical undercounting of often marginalized groups demonstrates the necessity of outreach. The work group noted with concern that in the 2010 U.S. Census, which showed that 2.2 million children were not counted, 3.7 million African-Americans were not counted, and 3.8 million Latinos were not counted. Significant efforts were concentrated in Census tracts with large populations of these groups.

Nonprofit Organizations/Hard-to-Count Populations Work Group Outreach:

The HTC work group focused its engagement on those communities traditionally undercounted and those that potentially benefit the most from the important programs funded through the Census. The work group plan increased the awareness-building, outreach, and engagement activities in targeted areas to reach these communities.

Implementation of Adapted Plans:

The recommendations of the work groups, CCCs, consultants and Planning staff were constructed into a plan presented to the legislature in January 2020. The plan included detailed outreach efforts via both paid media and advertising campaigns. Planning contracted with Maryland Public Television to facilitate a media buy. An outdoor advertising campaign also consisted of bus signage and billboards to reach commuters. When the daily activities of Marylanders came to a halt in March, Planning reworked the strategy. In doing so, the efforts of CCC members and other Census volunteers became even more critical to a successful Census.

Planning continued meetings with the State CCC, and staff participated in local CCC meetings to provide guidance and partnership. Statewide CCC meetings were held virtually and provided updates to the CCC members as to the evolution of our plan. Further, knowing that the efforts and actions of local CCCs would become even more important, Planning held several regional meetings with local CCC chairs to provide a forum in which to discuss best practices, creative ideas and insight. Ultimately, based upon the collaborations born from these regional meetings, Planning included the local CCC chairs into the state CCC meetings creating a consortium of Census ambassadors.

Information gleaned from these meetings also illustrated the need for resources and collateral materials among these groups. Planning staff created a variety of downloadable digital materials to share with CCC members so that they could utilize them for marketing. These resources were then also uploaded to the Census website as toolkits for business, faith government, and nonprofit leaders to use in reaching their communities. Additionally, Planning staff also sent data each week to the local CCC chairs identifying each jurisdiction's five lowest performing Census tracts so that they could focus efforts where they would be most beneficial.

Planning also demonstrated to the CCC how to use the various web-based dashboards that were made available that enabled each jurisdiction to easily examine the most predictive characteristics of each Census tract. The application was updated to include an overlay of the food distribution centers on the Census tracts by response rates to facilitate outreach in connection with COVID-related food distribution throughout the state. This supplemented Planning's "Census Response at a Glance" dashboard that provided real time daily updates and allowed jurisdictions to compare themselves to their previous performance.

The partnership efforts among the statewide CCC, local complete count committee chairs and Planning proved invaluable during this most unconventional Census process. By working in concert, the groups were able to reach far more Marylanders than if each had operated in a vacuum. Members hosted Facebook Live shows to which they invited other members and Planning staff to join for interviews; some jurisdictions partnered to reach areas with shared borders; local CCCs shared digital materials with other chairs that they could customize to reflect their locale and more. In all, the way in which the leaders of the Maryland Census came together is the foundation for our success.

Recommendations for 2030 Decennial Census:

- Begin procurement process for media buy in early 2029
- Begin partnership efforts with local CCCs earlier for more cohesive process
- Create a repository of customizable digital and print assets for all CCC leaders
- Better defined roles of statewide CCC chairs and members

Statewide CCC Meetings, Calls and Virtual Meetings:

The Maryland CCC met monthly, beginning in April 2019 and continuing through September 2020, with limited exceptions due to COVID-19 scheduling constraints. Topics of the meetings included statewide outreach efforts, marketing and media plan development and implementation, and workgroup efforts. The meetings also included coordination with local CCCs.

Due to the pending court proceedings in the U.S. District Court in California and the U.S. Court of Appeals for the Ninth Circuit challenging the Census operational deadline, the District Court issued an order that, in part, requires the U.S. Census Bureau to violate its statutory deadlines and enjoined the Bureau from ending the count on September 30, 2020 according to its operational plan. The target date has been extended by the U.S. Census Bureau to October 5, 2020. This date *may* change depending upon the outcome of those proceedings. The CCC is meeting on October 1, 2020 to discuss the current status of the Census.

Current Status of the Maryland Response to the Census:

As of September 30, 2020, The U.S. Census Bureau reports

- Maryland is **ninth in the nation** for self response at 70.7%
 - This is beyond the self response rates for 2000 and 2010.
- Total enumeration in Maryland is at 99%
- 17 counties in Maryland have met or surpassed their 2010 self-response rates
- 87 municipalities that have met or exceeded their 2010 self-response rates

Members of the 2020 Census Maryland CCC:

Lily Castillo, Co-Chair, Workplace Management Group and Hispanos sin Fronteras
Walkiria Pool, Co-Chair, Centro de Apoyo Familiar, or Center for Assistance to Families
Rob McCord, Secretary, Maryland Department of Planning
Samantha Blizzard, Secretary's Designee, Maryland Department of Human Services
Debra Lichter, Superintendent's Designee, Maryland State Department of Education
Keith Colston, Administrative Director, Maryland Commission on Indian Affairs
Senator Mary Washington
Delegate Jheanelle Wilkins
Sevetra Peoples, Baltimore County Government (appointee of Maryland Association of Counties)
Lauren Sukal, City of Gaithersburg Government (appointee of Maryland Municipal League)
Marianne Brackney, Korean American Women's Society
William Ariano, President and CEO, Baltimore Community Lending, Inc.*
Watchen Bruce, President and CEO, Baltimore Community Lending, Inc.

George Escobar, Chief of Programs and Services, CASA
Keshia Morris, Common Cause
Pastor Angelique Mason, Allen African Methodist Episcopal Church
Pastor John Odukoya, The Fountain of Life Grace Spring Church
Dan Joerres, President and General Manager, WBAL-TV*

*Resigned



State of Maryland

Larry Hogan, Governor

Boyd Rutherford, Lt. Governor



Maryland Department of Planning

Robert McCord, Secretary

Sandy Schrader, Deputy Secretary



Lily Castillo, CCC Co-Chair

Walkiria Pool, CCC Co-Chair