



2020 Census: Getting a Complete Count COVID Environment

2020 Census: Getting a Complete Count



The Purpose:

Support the U.S. Census Bureau to achieve a complete Count of all residents living in San Antonio/Bexar County – with focused effort on populations at risk of being undercounted

The Goal:

Achieve a 67% self-response rate before census takers go door-to-door to collect data on August 11th

The Overarching Strategies:

Collaborate with community-based organizations to implement high-touch grassroots outreach activities

Support grassroots outreach with advertising/marketing



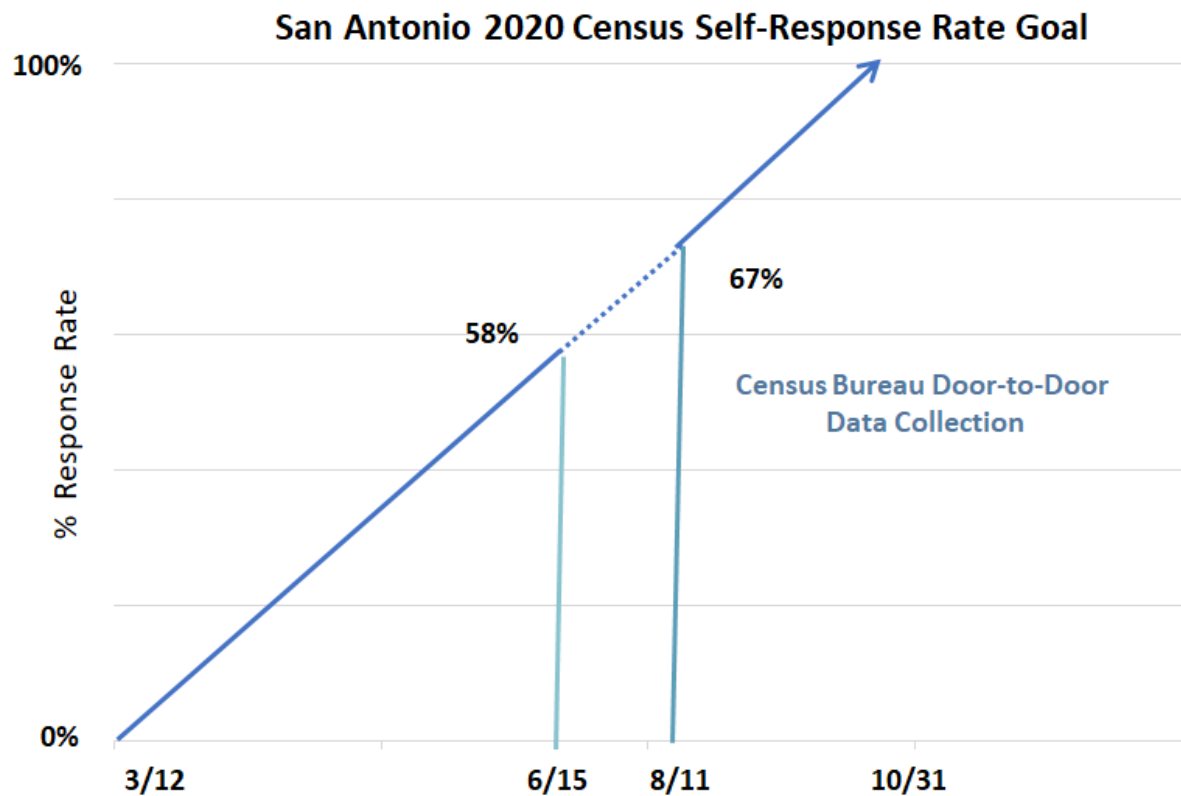
Self-Response Rates

<u>National</u>	<u>Texas</u>	<u>Bexar</u>	<u>San Antonio</u>
61.4%	55.1%	59.8%	58.1%

The Challenge:

171 out of 372 total census tracts in San Antonio/Bexar County have self-response rates of less than 58%

Rates as of June 14

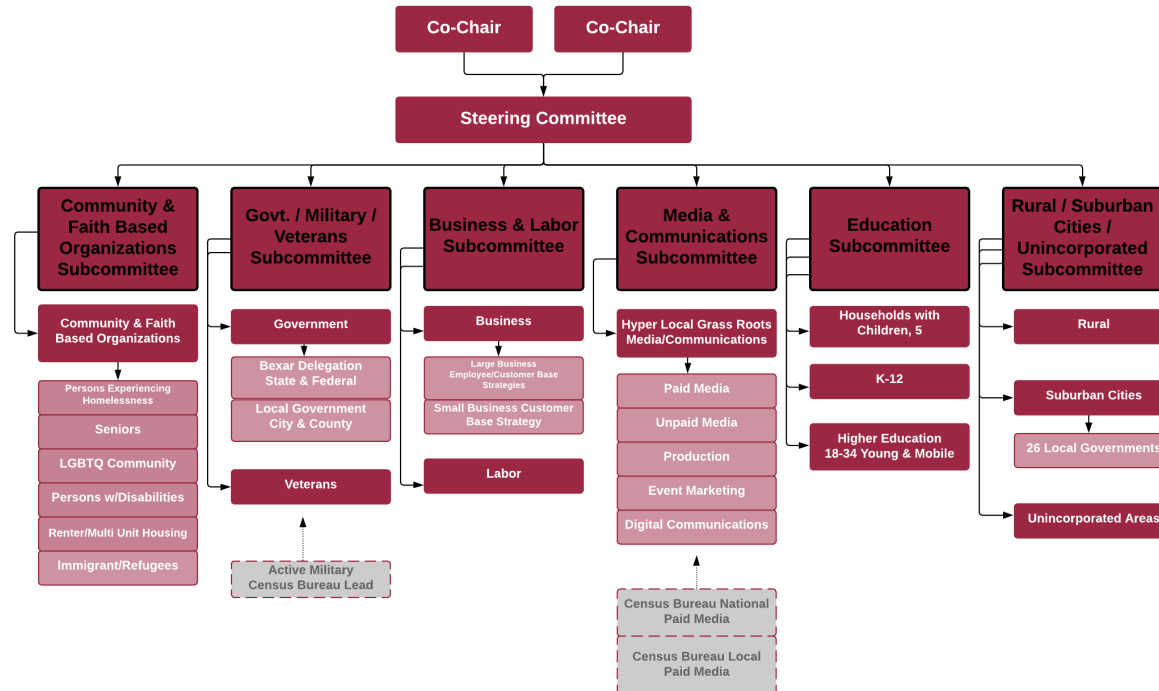


Source: San Antonio and Bexar County Census Self-Response Rates June 15, 2020

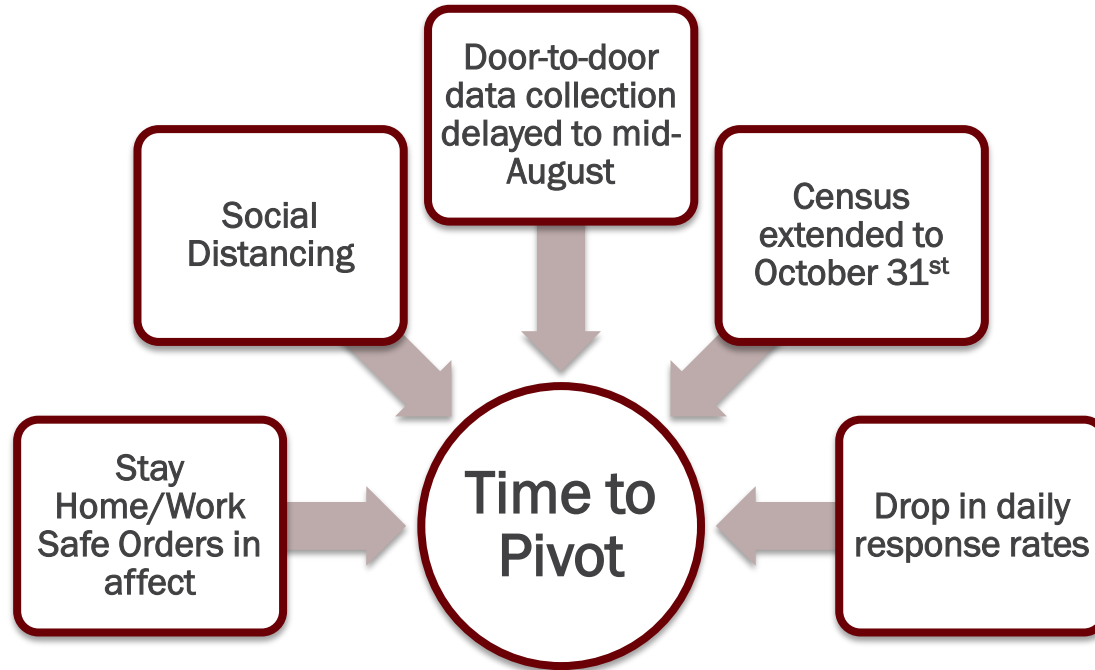
Committee Structure



San Antonio/Bexar County 2020 Census Complete Count Committee August 19, 2019



COVID-19 Alters Census Efforts



COVID-19: Pivoting Strategies



Loss of key grassroots
activation opportunities

- Analyze data: targeted and equitable strategies
- Shift from high-touch grassroots to high-media communications
- Evaluate existing media, identify targeted & equitable mediums, and diversify media mix
- In-house media planning/buying
- Encourage self-response and “Get Counted Now”
- Ensure messaging and communications were mindful of crisis facing community

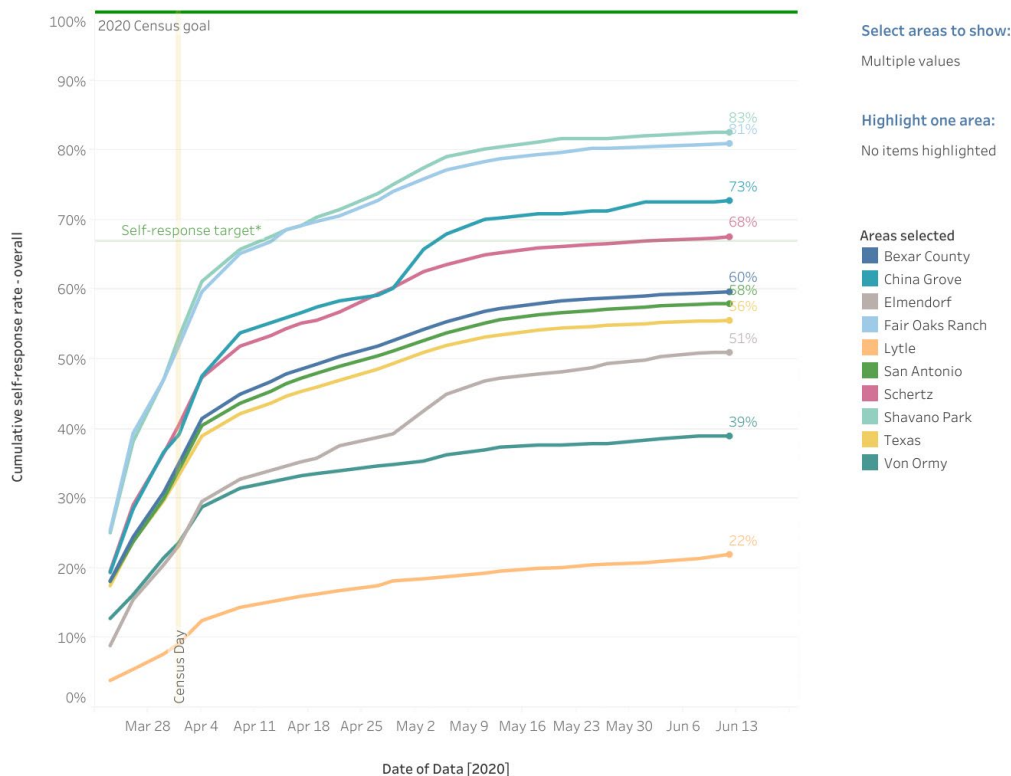


Data Driven Decisions

Use data to inform selection of targeted and equitable media strategies

➤ Collaboration with CI:NOW

- San Antonio & Bexar County 2020 Census Response Rates Dashboard
- Track U.S. Census Bureau response rate trends for San Antonio, and 26 suburban cities in Bexar County



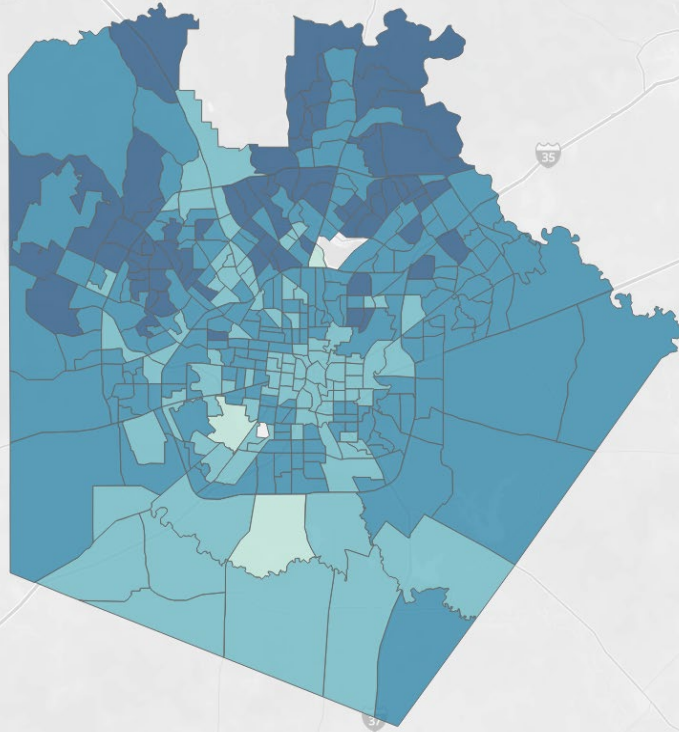
*Self-response target: the goal for 2020 Census household participation by internet, mail, or phone without the need for followup



Response Rate Map

➤ Common demographic characteristics in census tracts with low self-response rates:

- Racial/ethnic minorities
- Renters
- Limited internet access
- Low socioeconomic background



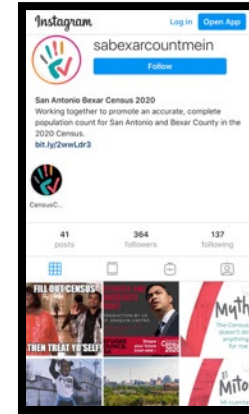
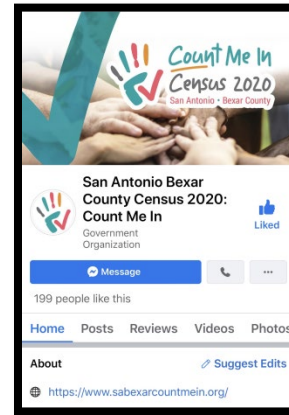
© 2020 Mapbox © OpenStreetMap

Self-response rate 20%  85%

Evaluating Existing Media

Social Media providing overall support to efforts

- ❖ January launch to establish presence prior to paid campaign launch in March
- ❖ Ability to geo-target populations and geo-fence community organizations in low response census tracts
- ❖ Variety of social channels and content to draw in Target Populations
- ❖ Nimble and responsive –use self-response rates to optimize targets and message



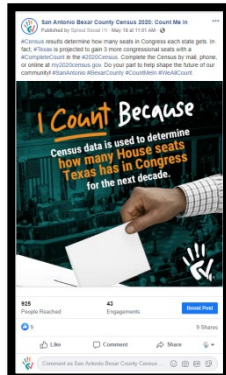
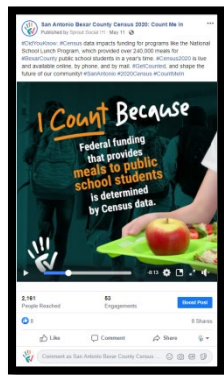
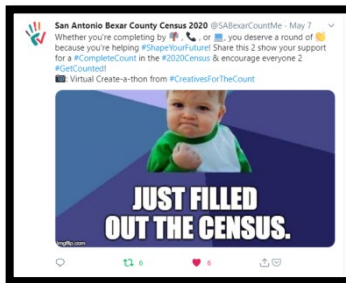
Social Media: Effectively Reaching Audiences



Impressions ⓘ 4,942,574 ↗-	Engagements ⓘ 22,825 ↗-	Post Link Clicks ⓘ 13,752 ↗-
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- @SABexarCountMeIn presence performing very well, approaching 5 million impressions and reaching over 594K people
- A steady cadence of organic and paid content key to sustained engagements; audience responding positively to multiple content types
- Facebook continues to garner the majority of social activity, with growing engagement on Twitter as our content is increasingly shared/re-tweeted
- Phase 2 focused on Target Populations in lowest response rate census tracts

Social Media Content: Engaging & Relevant



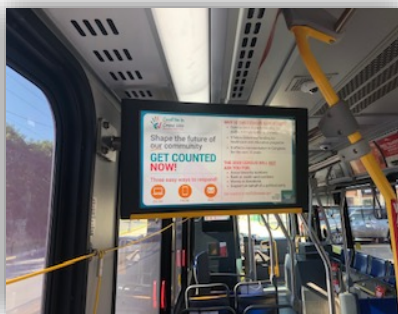
Targeted and Equitable Media Strategies



- Media placement aiming to reach Target Populations where they were during peak COVID crisis

Door Hangers	➤ Delivery of 175K English/Spanish door hangers in 116 tracts
Over the Street Banner	➤ 80 unique cross street locations
Register Receipt Ads	➤ English/Spanish ads at 104 Family Dollar/Dollar General; 5.1 million impressions
Gas Pump Ads	➤ English/Spanish ads on 1190 pumps at 130 stations; 1.8 million impressions weeks
Via Transit	➤ VIA Transit: bus wraps; 500 digital monitors – at no cost

Targeted & Equitable Creative Content





Targeted & Equitable Media Strategies

Diversifying Media Mix

Print media: 12 week campaign

- Communicate with those that are not likely to be engaged digitally
- Express News, SA Observer, La Prensa, Southside Reporter and JBSA.
- MySA banner ads negotiated as added value – 3 million page views/month

Junior Billboards: 8 week campaign

- Collaborate with community stakeholder to leverage existing media buy; production cost only
- Placement: neighborhoods in low response rate census tracts

Mobile Marketing Texting Strategy: 8 week campaign

- Geo- fenced site locations and geo-targeted populations
- Tag/retarget 28 K-12 campuses in low response-rate census tracts in South Bexar County; 8 Higher Ed institutions in low response rate census tracts across Bexar County; and 64 Public Housing properties in SA/Bexar County
- Over 1.8 million impressions projected over 8 week campaign

Community Engagement: Stakeholder Funding



Private Foundation funding awards: \$320,000

Grantee	Census Outreach
CentroMed	Pop up banners - 21 clinics sites; social media; virtual presentations to healthcare partners
ImmsSchools	Via WhatsApp thread with clients/families
Presentation Ministry Center	Via Facebook, Messenger, email and text
Confraternidad de Iglesias Cristianas	During drive-thru church, Facebook, texting
KLRN	Digital banners, on air :15 ads; activity bag distribution student meal pick-ups at NEISD elementary campuses
Mexican American Unity Council	During food distribution, rent check pick-up, wellness visits
Thrive Youth Center:	Cards in to-go bags at LGBTQIA+ restaurants; social media campaign with gift card give always; partnership with UIW Athletics
Hope Int'l for Community Development:	During home visits and meal distributions
RAICES	During legal consultation via phone/mail
Martinez Street Women's Center	Parent Educator outreach during phone calls with clients



Community Ownership of Census

- **School Districts:** eblast, robo calls, social media, distance learning curriculum, student meal distribution, website
- **Elected Officials:** social media, PSAs, Town Hall events
- **Government entities**
 - SAWS: mail out to 75K households
 - Tax Assessor: mail out to 50k households
 - Social media
 - Communication to employees
- **Media Partners:**
 - Television: English/Spanish messages, consistent news coverage, educational segments, phone banks, live Town Hall events via social media platforms
 - Radio: English/Spanish messages, live DJ reads, PSAs, live Town Hall events



Completing the Count

- The structures and strategies developed by the City/County and Complete Count Committee standing strong during these unprecedented times.
- San Antonio performing well among cities with populations of more than 1,000,000

Ranking by City

1	San Jose, California	69.4%
2	San Diego, California	67.4%
3	Phoenix, Arizona	59.2%
4	San Antonio, Texas	58.1%
5	Chicago, Illinois	53.7%
6	Dallas, Texas	52.9%
7	New York, New York	52.0%
8	Houston, Texas	51.8%
9	Los Angeles, California	50.9%
10	Philadelphia, Pennsylvania	50.5%

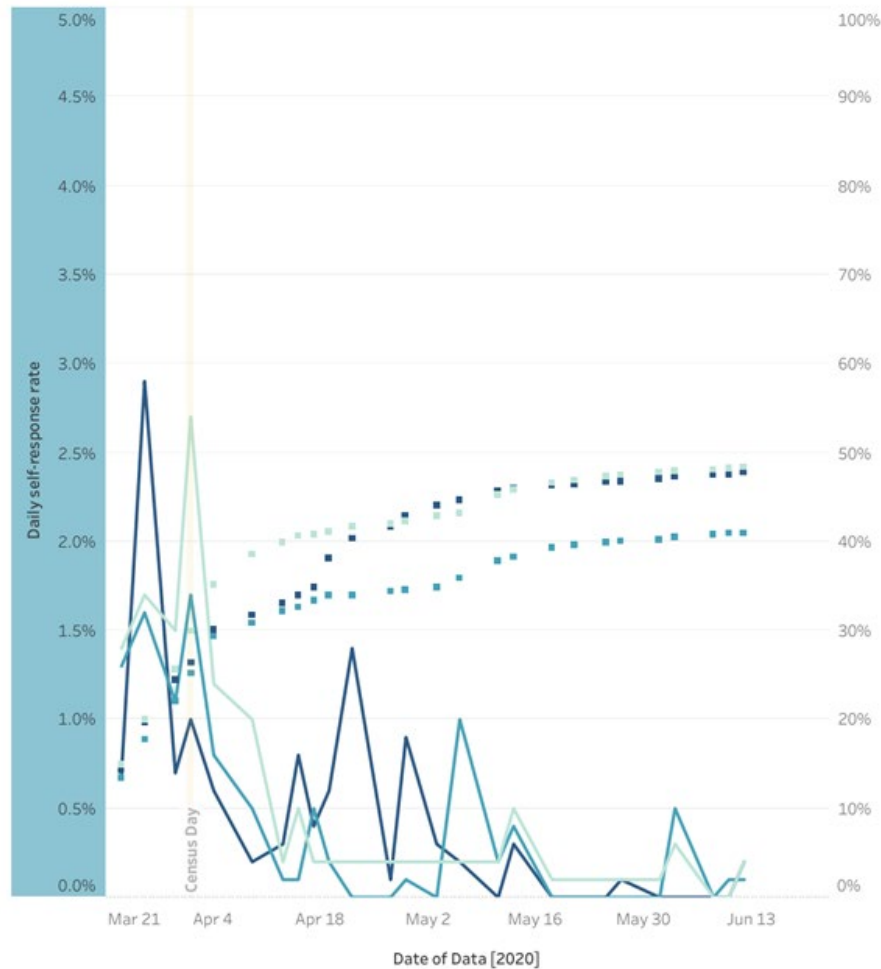
Ranking by County

1	Collin, Texas	67.1%
2	Tarrant, Texas	62.5%
3	Travis, Texas	60.1%
4	Bexar, Texas	59.8%
5	Dallas, Texas	56.9%
6	Harris, Texas	55.4%

Ranking by City

1	San Antonio, Texas	58.1%
2	Dallas, Texas	52.9%
3	Houston, Texas	51.8%

Response rates as of June 11



Key to response rates

— Solid line: Daily
■ Square: Cumulative

Census tract
Multiple values

COSA District
All

Bexar Precinct
All

Portion of tract unincorporated
All

TX Senate District
All

TX House District
All

Drop in Daily Response Rates

- COVID-19 continues to present challenges to getting a complete count



Planned & Pivoting Media Strategies

- Increase self-response rates and align outreach to extension of data collection
- Use a targeted, equitable and diverse media mix to reach Target Populations

2020 Census San Antonio/Bexar County Complete Count Committee Paid Media Flow Chart										
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.
U.S. Bureau										
Paid Social Media										
Over the Street Banners						County				
Gas Pump Ads										
Cash Register Receipt Ads										
Door Hangers										
Hearst Media*										
San Antonio Observer										
La Prensa										
Mobile Texting										
Bill Boards										
Total										

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