

Maryland Department of Planning 2020 Census Summary Report

Report to the
Maryland General Assembly
January 1, 2021



2020
CensusMaryland

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Executive Summary

Coordinated strategic plans and efforts resulted in a spectacular completion for the state in the 2020 Census. More than 2.2 million Maryland households were counted, representing a total enumeration of 99.9%. Most importantly, Maryland finished ninth in the nation for self-response for the 2020 Census. Self-response is when a household completes the Census on their own prior to a U.S. Census Bureau employee having to go to the residence for enumeration. 71.2% of all Maryland households completed their forms online, by mail, or by phone. Maryland ranked also fourth in the U.S. for internet response. Carroll County led the state with a self-response rate of 81.5%, ranking 24th in the U.S. out of more than 3,200 counties and was one of four Maryland counties in the top 100 in the nation. 21 of Maryland's 24 jurisdictions exceeded their 2010 self-response rate.

2020 brought a different way of doing things for everyone. For the Maryland Department of Planning (Planning), 2020 also brought with it the decennial Census. While the U.S. Census Bureau was responsible for the actual enumeration of those residing in the country and state, Planning was responsible for promoting and encouraging participation in the Census to all Marylanders. This endeavor included marketing, advertising, data collection, and outreach efforts. Planning's foundational work for the 2020 Census began in 2015, and the Department was prepared for its role in the 2020 Census, but the COVID-19 pandemic brought unforeseen challenges. Fortunately, the Department was able to adapt our fluid and dynamic plan to reach Marylanders who suddenly were not living their lives as normal. This meant adjusting not only marketing and advertising plans, but also the way in which we would connect with and convey the importance of the Census to those living in the state.

Planning's main role in the Census was to promote and encourage Census participation among Marylanders. Working in partnership with a wide variety of government agencies and independent organizations, Planning was charged with ensuring a complete count of those residing in the state. In addition to determining apportionment for congressional representation, the decennial Census also determines federal funding to states and provides critical data to inform economic development and local planning decisions. There is approximately \$1.5 trillion allocated every 10 years to state and local governments based upon Census data. More than 180 federal programs and services are funded using Census data, including Medicaid, the Supplemental Nutrition Assistance Program (SNAP), the Women, Infants, and Children (WIC) program, Head Start, emergency preparedness, foster care, health insurance for poor women and children, school construction, highway and transportation projects, housing assistance, special education, and others. A full and accurate count of every person living in Maryland ensures that the state receives its fair share of federal funding for critical and life-saving programs and services. In 2010, Maryland's estimated undercount was 53,300 residents resulting in nearly \$1 billion in federal funding lost over 10 years.

As part of Planning's early efforts to promote the Census, Planning provided the administrative and legal support to make sure approximately \$5 million in grant funding was provided to nonprofit organizations and local jurisdictions for Census activities in communities across the state specifically targeted at historically hard-to-count areas and populations. This funding for outreach through the 2020 Census Grant Program enabled recipients to directly connect with those who may not have otherwise completed the Census. Despite pandemic constraints, grant recipients were mostly able to adapt their plans in order to reach communities in need.

Another critical outreach effort included partnerships with a variety of governmental agencies, nonprofit organizations, and business, community and faith leaders, which 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 of the Census was the development and

engagement of the Maryland Complete Count Committee (CCC or Committee) in addition to working with local CCC chairs from each of Maryland's 24 jurisdictions. Further, Governor Larry Hogan, Lt. Governor Boyd Rutherford and First Lady Yumi Hogan each provided a public service announcement encouraging Marylanders to complete the Census. The First Lady also recorded a version of the PSA in Korean and Lt. Governor Rutherford created a Census edition of his signature *Mundane But Meaningful* video series.

The 2020 Census officially kicked off on April 1, 2020, but preparations began long before then. Governor Larry Hogan took strong leadership early on in this process in order to achieve the most accurate and complete count possible. In February 2019, Governor Hogan signed the State of Maryland's first-ever executive order (EO) committing Maryland to a full and accurate count, and empaneling a Maryland CCC. Under the EO, the state CCC was charged with seven responsibilities: (Executive Order 01.01.2019.03, Governor Larry Hogan)

- Meet at least quarterly until March 31, 2020;
- Develop and implement, in conjunction with the Maryland Department of Planning, a community outreach strategy to encourage full participation in the 2020 Census;
- 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;
- Develop subcommittees and solicit input from relevant experts involved in the 2020 Census efforts as necessary;
- 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;
- 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
- 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.

The Committee was charged with pursuing a full and accurate count of every Marylander. Working with state and local leaders to coordinate Census efforts was paramount to its success. Its membership consisted of representatives from state and local government, the Maryland General Assembly, nonprofit organizations, and the business and immigrant communities. Planning was instrumental in helping to ensure that all of Maryland's 24 jurisdictions also formed local CCCs and appointed a Census point of contact. Upon coming together as a group, the Maryland CCC set the following goals for 2020 Census outreach:

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

The committee had three workgroups focusing on: the business community; faith-based community; and nonprofit organizations/hard-to-count populations. The workgroups provided recommendations to engage these communities, and developed recommendations regarding the various public and private entities with which to connect. Buy-in from trusted community voices was essential in delivering the Census message to everyone in Maryland and proved to be a successful means of communication to those who needed convincing of the safety of completing the Census.

To enhance these efforts, the 2020 Census Grant Program initially provided more than \$4.1 million in competitive matching grants to local jurisdictions as well as nonprofit organizations to reach some of the most challenging segments of Maryland’s population. Grant funding was allocated in the summer of 2019 to allow local organizations and government agencies the ability to plan ways to connect with their constituents.

Between Planning’s Census budget of more than \$1.3 million, the grant funding of \$4.1 million with local matching required, and the balance of the grants panel funding, \$900,000 made available to counties, municipalities and the Maryland CCC, Maryland achieved historic investment in the Census of over \$6.3 million. In 2000 and 2010, Maryland’s entire budget for the Census was approximately \$1 million. The return on the 2020 investment will far exceed the budget considering that each additional person counted brings approximately \$18,250 in federal funding to the state over the course of the next decade.

Collaboration was the key factor resulting in Maryland’s top 10 ranking in the 2020 Census. Partnership efforts among government agencies, nonprofit organizations, and business and faith communities led to the ability to reach Marylanders to alert them of the critical nature of the Census and how its resulting data impacts their everyday lives. The commitment of our partners led to record numbers of Census completions and will serve to bring federal funding to our state.

This report provides more in-depth details of the work of the Department of Planning, the CCCs, as well as an overview of the work from local jurisdictions. It also provides insight into efforts of key Census partners, including state agencies, nonprofits, and other organizations. By taking an all-hands-on-deck approach to the 2020 Census, the primary goal was to reach every corner of Maryland, including historically hard-to-count and undercounted populations in past Censuses. While COVID-19 presented some challenges to this historic effort, Maryland persisted and overcame to assist with the 2020 Census.

Total Self-Responded		
1	Minnesota	75.1%
2	Washington	72.4%
3	Wisconsin	72.2%
4	Nebraska	71.9%
5	Virginia	71.5%
5	Iowa	71.5%
7	Illinois	71.4%
8	Michigan	71.3%
9	Maryland	71.2%
10	Utah	71.0%

Planning, Strategy and Funding for the 2020 Census

Introduction to the Census

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

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

The date of the Census has evolved over time. The first decennial Census was conducted in 1790, and from 1790 until 1820, the Census was conducted on the first Monday in August. From 1830 until 1880, and 1900, the Census was conducted on June 1. The 1890 Census was conducted on June 2, the 1910 Census was conducted on April 15, and the 1920 Census was conducted on January 1. Since 1930, Census Day has been April 1.

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

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

A full and accurate count of every person ensures that states receive their share of federal funding for critical and life-saving programs and services. Based on \$675 billion available, it is estimated that each person who does not complete the Census in Maryland represents \$1,850 per year in missed federal funding. Over a 10-year period that accounts for \$18,250. In 2010, Maryland's estimated undercount was 53,300 residents resulting in nearly \$973 million in federal funding not accessed over 10 years.

The 2020 decennial Census was the first Census accessible online. While having an online Census in the digital age would seem a welcome enhancement to counting every resident, it also created additional challenges for many populations, including those who lacked broadband access, those who distrust government, those who were concerned with cybersecurity and online safety/privacy, and those who wanted a minimal or negligible online footprint. Coupled with the national debate over the introduction of a citizenship question for the first time since the 1950 Census and the concerns about the question from immigrants/advocates, the challenges to counting every Maryland resident were unique in 2020. However, once the COVID-19 pandemic hit, the ability to complete the Census online was likely a key factor in the outstanding response rate seen in Maryland and by states across the country. Further, it is highly likely that individuals were motivated to complete the Census online to avoid having enumerators come to their households during the pandemic. The use of portable devices allowed for Census takers in some instances to interface safely with some people who would not have otherwise had access to completing the Census online.

Promoting the Census was a challenging campaign in 2020. Encouraging completion relied heavily on conveying the message that the Census was safe, important, and easy. To do this, a marketing and outreach effort was mounted to reach every corner of the state. This ambitious goal required a financial commitment that was utilized strategically within the state budget to fulfill the mission of counting every Marylander.

Governor Hogan Funding for Census Outreach

Pursuant to SB 855, Governor Hogan included an appropriation of \$5 million into Planning's FY20 budget to support the 2020 Census Grant Program Panel (see below). The 2020 Census Grant Program Panel provided matching grants to local governments and nonprofit organizations, which represented \$8.2 million in economic activity to support the 2020 Census. In addition to the grant funding, the governor also invested \$1.4 million in Planning's operating budget to support internal Census operations. The governor's historic investment of over \$6.3 million in Census outreach positioned Maryland to finish among the top 10 states in the nation in Census self-response.

2020 Census Grant Program Panel

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

Planning Secretary Rob McCord served on the panel and Planning staff provided administrative, technical, and legal support to the panel. The recommendations were forwarded to the Grants Panel for final review and adjustments of award amounts. Planning staff at the Maryland Historical Trust (MHT) reviewed the proposals, made recommendations to the panel and most importantly, developed the grant agreements to include monitoring the progress of each grant recipient.

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

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

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

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

Grant panelists determined criteria for grant proposal review, suggested minimums and maximums for grant proposals, and created a schedule for disbursement. The Panel agreed to award 50% of the funding to the recipients upon completion of a grant agreement, with 40% being disbursed in January 2020, provided that the recipients met their reporting requirements. Those status reports were due by January 31, 2020. The final 10% match requirement timeline was extended to October 31, 2020 due to the COVID-19 pandemic and was awarded on or around June 30, 2020, provided the recipients met their reporting requirements.

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

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

Selection Criteria

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

1. **Goals and objectives:** The project demonstrates a plan and strategy that closely aligns with the goals and criteria of the Census Grant Program and the U.S. Census Bureau, particularly in reaching hard-to-count populations and geographies. The project identifies obstacles to participation in the 2020 Census and identifies workable strategies for overcoming these challenges.
2. **Project readiness and timeline:** The project is ready to proceed at an appropriate time relative to the U.S. Census and the Census Grant Program's administrative timeline. The project will be ready to begin after July 1, 2019, and be completed by June 1, 2020. (This date was amended due to changes in Census deadlines)
3. **Budget:** Costs are realistic, reasonable, and eligible, and the budget is well defined.
4. **Applicant qualifications and organizational capacity:** The applicant organization will:
 - a. Demonstrate established relationships with targeted communities.
 - b. Leverage existing resources.
 - c. Demonstrate success with past activities that increased community engagement or civic participation, such as community organizing, public education, outreach, or advocacy.
 - d. Demonstrate stable structures for organizational leadership and financial oversight.

5. **Project impact:** The project demonstrates measurable and reportable project impact, especially against targeted hard-to-count populations and geographies as defined under “Project Goals,” above. The project will lead to increased Census participation, particularly during the self-response period.
6. **Project focus:** The project focuses on reaching at least one, but preferably more than one, of the hard-to-count populations or geographies as defined above under “Program Goals.”
7. **Partnerships:** The applicant proposes teaming with strong and diverse community partners with a demonstrated expertise or experience reaching hard-to-count populations.

Award Recipients

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

Recipient	Matching Grant Amount
Action in Maturity, Inc.	\$25,000
Anne Arundel County	\$45,000
Baltimore City Department of Planning	\$250,000
Baltimore County	\$250,000
Baltimore Office of Promotion and the Arts, Inc.	\$139,500
Banner Neighborhoods	\$26,740
Carroll County	\$40,000
CASA de Maryland, Inc.	\$447,614
Catholic Charities Esperanza	\$65,050
Centro De Apoyo Familiar	\$250,000
Chinese American Parent Association of Howard County	\$50,000
City of College Park	\$34,385
City of Greenbelt	\$15,000
City of Seat Pleasant	\$18,636
Frederick County	\$80,000
Global Outreach Leaders	\$109,200
Green and Healthy Homes Initiative	\$125,000
Harford County	\$133,310
Howard County	\$150,240
Howard County Chinese School	\$80,000
Identity, Inc.	\$123,080
Montgomery County	\$581,700
Montgomery County Renters Alliance	\$100,000
Moving Youth Toward Hope, Inc.	\$52,000

No Boundaries Coalition	\$76,086
Northern Gateway	\$25,000
Prince George's County	\$244,208
Resident Services. Inc.	\$163,182
Southwest Partnerships	\$30,000
Town of Forest Heights	\$59,000
Unified Efforts, Inc.	\$7,500
United Way of Central Maryland	\$110,000
Vietnamese American Service, Inc.	\$62,900
Washington County Commission on Aging	\$15,000
Women's Home Preservation Fund	\$89,990
Young Invincibles	\$25,000
Total	\$4,099,321

Planning sent out 35 grant agreements, of which 33 were fully executed. Two grantees (United Efforts, Inc. and Young Invincibles), did not sign grant agreements and were not executed. Those funds were redirected toward the municipalities who submitted a proposal during the second round of funding.

Distribution of Funding Remainder

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

Each of the 15 counties were eligible for up to \$20,000 in a Census grant (for a total of no more than \$300,000), while the municipalities grants were awarded on a competitive basis, with suggested proposals within the range of \$5,000 to \$20,000 (also for a total of no more than \$300,000). These grants did not require a match. During this subsequent grant round, Planning received proposals from the following counties, nonprofits, and entities:

- Allegany County
- Calvert County
- Caroline County
- Cecil County
- Charles County
- Dorchester County
- Garrett County
- Kent County
- Queen Anne's County
- Somerset County

- St. Mary's County
- Talbot County
- Washington County
- Wicomico County
- Worcester County

Planning also received grant proposals from the following municipalities:

- City of Aberdeen
- City of Annapolis
- Town of Bel Air
- Town of Betterton
- Town of Bladensburg
- City of Bowie
- Town of Brentwood
- City of Brunswick
- Town of Capitol Heights
- Town of Chesapeake Beach
- Town of Cheverly
- Mayor & Town Council of Colmar Manor
- Town of Cottage City
- City of Cumberland
- Town of Denton
- City of District Heights
- Town of Easton
- Town of Emmitsburg
- Town of Fairmount Heights
- Mayor & City Council of Federalsburg
- Town of Funkstown
- City of Glenarden
- Town of Greensboro
- Town of Hancock
- City of Havre de Grace
- City of Hyattsville
- Town of Landover Hills

- Mayor & City Council of Laurel
- Town of Marydel (shared by five towns)
- Town of Morningside
- City of Mount Rainier
- City of New Carrollton
- Town of North Beach
- Town of North East
- Town of Riverdale Park
- City of Rockville
- City of Salisbury
- City of Takoma Park
- Town of Upper Marlboro
- Town of Williamsport

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

Further, as discussed above, two grant recipients from the first round of grant distribution did not execute a grant agreement. In December 2020, those two grant recipients were informed that if they did not execute a grant agreement by January 15, 2020, their grants were forfeited. No such grant agreements were executed, so their funds, totaling \$32,500, were added to the total available funds for municipalities in the second round of grant distribution. The total funds available to municipalities during the second round was \$332,500. That money was distributed to 32 municipalities as follows:

Recipient	Grant Amount
City of Aberdeen	\$10,000
Mayor & Aldermen of the City of Annapolis	\$19,000
Town of Bladensburg	\$19,000
City of Bowie	\$6,000
Town Council of Brentwood	\$14,500
Town of Capitol Heights	\$10,000
Chesapeake Beach	\$5,000
Mayor & Town Council of Cheverly	\$10,000
Mayor & Town Council of Colmar Manor	\$7,335
Town of Cottage City	\$5,000
Mayor & City Council of Cumberland	\$8,000
Town of Denton	\$5,000

City of District Heights	\$19,000
Town of Easton	\$10,000
Town of Emmitsburg	\$8,500
Town of Fairmount Heights	\$7,670
Mayor & City Council of Federalsburg	\$13,330
City of Glenarden	\$19,000
Town of Greensboro	\$7,000
City of Hyattsville	\$19,000
Town of Landover Hills	\$5,000
Mayor & City Council of Laurel	\$15,000
Commissioners of Marydel, to be shared among Goldsboro, Henderson, Hillsboro, Marydel, and Templeville	\$3,940
Town of Morningside	\$5,000
City of Mount Rainier	\$19,000
Town of New Carrollton	\$6,750
Mayor & Commissioners of the Town of North East	\$5,000
Town of Riverdale Park	\$10,000
Mayor & City Council of Rockville	\$9,800
City of Salisbury	\$19,810
City of Takoma Park	\$7,500
Town of Upper Marlboro	\$3,365
Total	\$332,500

Grant Recipient Auditing

In order to ensure the grant funding was utilized for the stated purpose, all of the grant recipients in both grant rounds were subject to the same auditing requirements. MHT staff followed the financial documentation policy utilized for all MHT grants and Maryland Heritage Areas Authority grants. All grantees received a copy of the policy along with the grant agreement to sign. Once again, the pandemic led multiple grant recipients to request modifications to the awards. This was mostly due to the primary use of funds being earmarked for large-scale and/or in person events. These modifications were granted and allowed for awardees to redirect funds to reach people in other innovative ways. Knowing that grantees had to reallocate funds in a variety of ways, Planning worked with each recipient to ensure they were able to maximize their resources. Planning also worked closely with grantees to allow for modified final reporting requirements in light of the changing Census deadline dates.

Maryland State Complete Count Committee

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

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

The Maryland CCC was created in February 2019, and held its first meeting in April 2019 - exactly one year out from the decennial Census. Pursuant to the executive order, the Maryland CCC had 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, pursuant to 13 U.S.C. § 141, which may include:
 - a. Coordinating with State agency initiatives regarding the 2020 Census; and
 - b. Developing partnerships with school-based outreach programs and community-based organizations;
3. Coordinate with local governments, community organizations, faith-based groups, nonprofit organizations, and private-sector partners, including local and community complete count committees, to ensure a complete count of Maryland's populations for the 2020 Census;
4. Develop subcommittees and solicit input from relevant experts involved in the 2020 Census efforts as necessary;
5. Review projected response rates of hard-to-count groups and populations that encounter barriers to participation, and recommend strategies to overcome those barriers to maximize response;
6. Provide an interim report to the Governor on or before December 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 September 30, 2020.

The CCC met monthly during the planning stages of the Census and frequently during the enumeration period. The CCC varied the meeting locations as a way of engaging as many local voices in the process as possible. Initial meetings prior to the pandemic were held in Anne Arundel, Carroll, Charles, Howard, and Prince George's counties, and Baltimore City.

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

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

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

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

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

The Maryland CCC had three workgroups focusing on the: business community; faith-based community; and nonprofit organizations/hard-to-count populations. The workgroups provided recommendations to engage these communities.

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

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

Marketing and media services were a critical component of the outreach plan as the committee spent significant time in discussion and deliberation in order to inform the Maryland CCC's outreach plan. Planning also hired a marketing consultant to guide the marketing and outreach efforts as part of an overall effort to communicate to residents, partners, and stakeholders the importance of everyone participating in the Census. At the CCC's monthly meeting in January 2020, Planning's marketing consultant presented the CCC with options for investments opportunities for its budget. The budget mainly represented the costs associated with the marketing and advertising campaign to educate Marylanders and encourage Census participation. The CCC invested approximately \$190,000 to supplement Planning's advertising contract with Maryland Public Television (MPT), approximately \$70,000 for bus and train signage and approximately \$112,000 on billboard advertisements. This budget and plan was put into action just as the COVID-19 pandemic hit the state. Adjustments, adaptations and extensions were subsequently put into place and will be discussed in greater detail later in this report.

Members of the 2020 Census Maryland CCC:

Lily Castillo, Co-Chair, Workplace Management Group and Hispanos sin Frontera

Walkiria Pool, Co-Chair, Centro de Apoyo Familiar, or Center for Assistance to Families (CAF)

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 MACo)

Lauren Sukal, City of Gaithersburg Government (appointee of MML)

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 Episcopalian Church

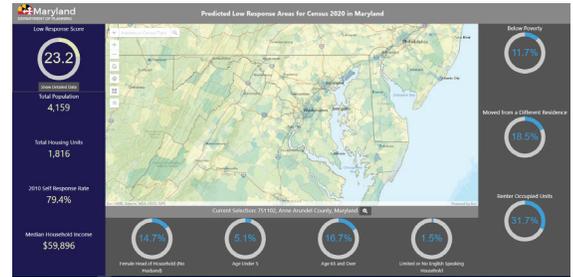
Pastor John Odukoya, The Fountain of Life Grace Spring Church

Dan Joerres, President and General Manager, WBAL-TV*

**Resigned*

Maryland Established as a Leader in 2020 Census Preparedness

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



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

These efforts and partnerships established Maryland as a leader in the U.S. Census Bureau's Philadelphia Region and in the nation.

Planning Data and Research

While actual Census enumeration occurs only every 10 years, Census activities began many years in advance. The decennial Census was a substantial undertaking that required a dedicated, specialized, and experienced team above and beyond the significant number of Planning staff members who supported the various Census-related projects and outreach activities. Most Census support projects and associated technical support was undertaken by Planning's State Data Center (SDC) staff.

As an integral part of Planning, the Maryland SDC monitors development trends, analyzes social, economic and other characteristics and prepares population, housing, employment, labor force, and income projections, which provide the baseline for planning for growth and development in the state. The SDC support for the decennial Census activities was an ongoing effort for several years prior to the 2020 Census. SDC completed and in some cases continues to participate in the following programs:

- **Block Boundary Suggestion Project (2015-2017)** - Provided states the opportunity to submit their suggestions for the 2020 Census block boundaries. Planning reviewed and made recommendations for the entire state, which included more than 130,000 blocks. This project was completed in May 2017.
- **Voting District Project** - Analyzed local boards of elections' legal descriptions, map data, and in some cases, address files. This was a three phase project. In phase one, staff reviewed all precinct boundaries based on either legal descriptions or maps provided by the local election boards. In phase two, staff sent the updated precinct boundaries to the counties to review and sign off on the changes. During the third and final phase completed in early 2020, staff provided one final opportunity to make corrections that were missed during the first two phases.

- **Local Update of Census Addresses (LUCA)** - LUCA was the only opportunity for the state, counties, and local governments to review and update the U.S. Census Bureau's residential address list. This information ensured that the Census questionnaire was sent to all the households in Maryland. This project was completed in June 2018.
- **Participant Statistical Area Program** - The program allows for the review, revision, and verification of the statistical and political boundaries used for summarizing the 2020 Census data. The statistical geographies include Census tracts, block groups, Census designated places, and Census county divisions. Planning reviewed and provided proposed revisions to the U.S. Census Bureau in June 2019.
- **Census Count Review Program** - The Federal-State Cooperative for Population Estimates Count Review Program is designed to identify missing housing units and group quarters (GQ) in Maryland. Staff provided the U.S. Census Bureau with a list of all residential GQ addresses in Maryland. The address database was put together using the Maryland State Department of Assessments and Taxation data. The U.S. Census Bureau will add/update addresses to its Master Address File (MAF). The MAF was used to mail the Census forms to all the households in Maryland. The first phase was completed in August 2019, and the final phase was completed in early 2020.
- **Count Question Resolution Program (CQR)** (*Anticipated July 2021 to June 2023*) - The program allows governments to challenge Census results and petition for corrections. The 2020 Census CQR program allows for corrections due to boundary, geocoding, or coverage errors.
- **New Construction Program** - This program allows governments to submit addresses for units constructed after the LUCA operation, but before the first day of the Census (April 1, 2020). Building permits and other documentation identifying construction activity were submitted to the U.S. Census Bureau in October 2019.
- **Boundary Annexation Survey (BAS) (2017-2020)** - This is an annual program leading up to the Census that provided both Maryland and the Census Bureau with required up-to-date geopolitical boundaries used when aggregating Census counts.
- **Redistricting Support** - Maryland is required to adjust the PL 94-171 data for Maryland to account for prison population as required by law to be reallocated to the last known address prior to incarceration.

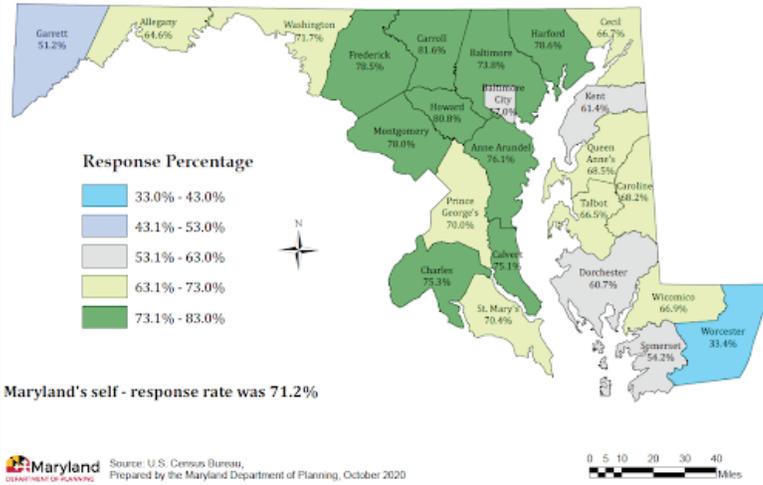
The SDC, working with the U.S. Census Bureau, corrected 130,000 missing or misaligned addresses prior to the Census. This is a major success and represents a potential savings of several billion dollars for the state.

In addition to the aforementioned programs, the SDC supported the 2020 Census by utilizing latest technologies for visual representation of Census data to facilitate quicker, easier, and better-informed decision making. These efforts consisted of various analyses, dashboards, maps, reports, and presentations.

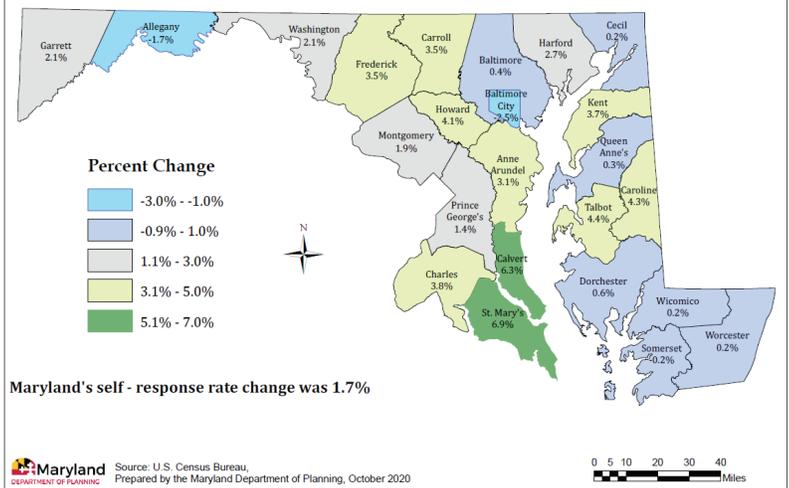
Critically, SDC's support to the overall Planning effort helped in Maryland improving the 2020 self-response rate to 71.2% from the 69.5% in 2010. With approximately 2,226,767 households, a differential of 1.7% translates into approximately 37,855 additional households or 100,315 more Marylanders self-reporting to the U.S. Census Bureau. Considering that each unreported Marylander costs the state \$18,250 over 10 years, Planning's 2020 efforts potentially helped secure an additional \$1.83 billion in Census-based funding over the next decade.

The improvements in Maryland's self-response rate over the 2010 Census are visible in the following charts:

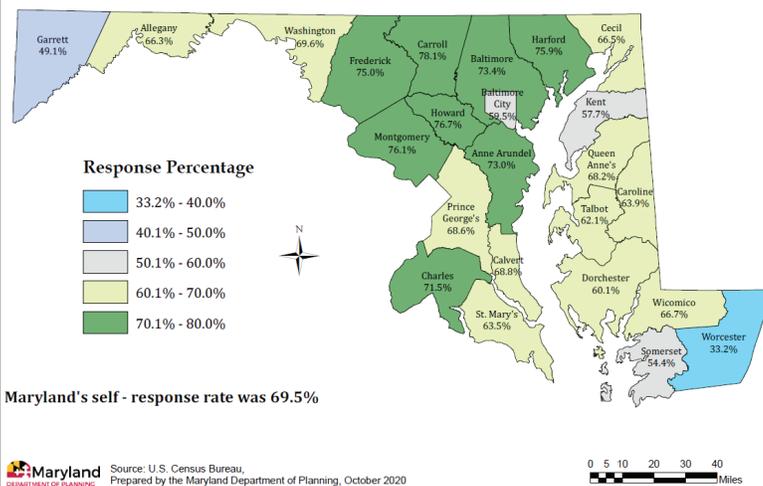
Census Self Response Rate 2020



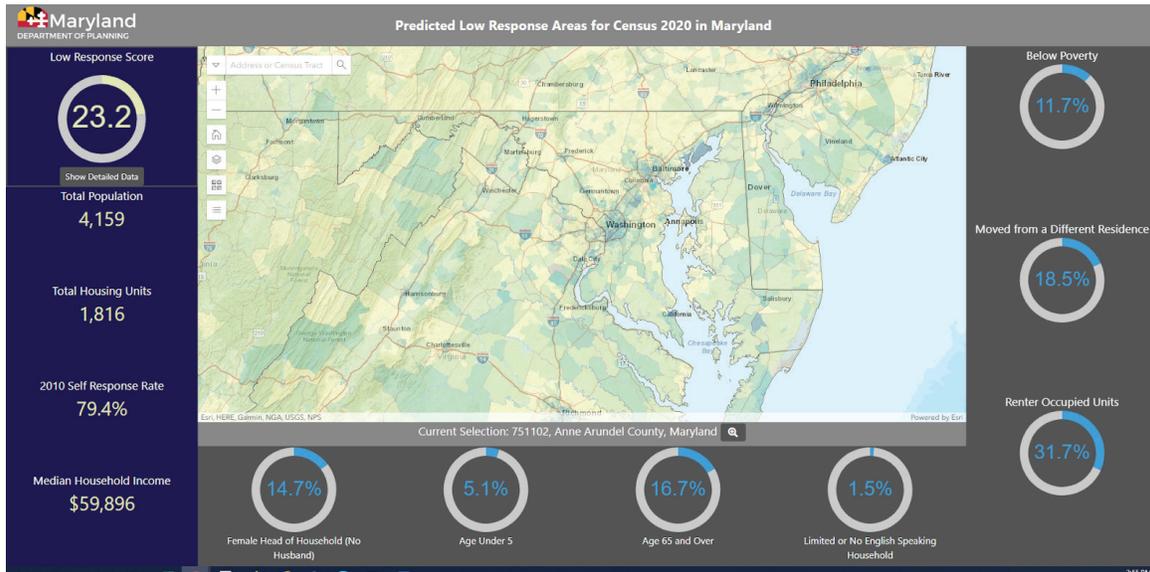
Census Self - Response Rate Change 2010-2020



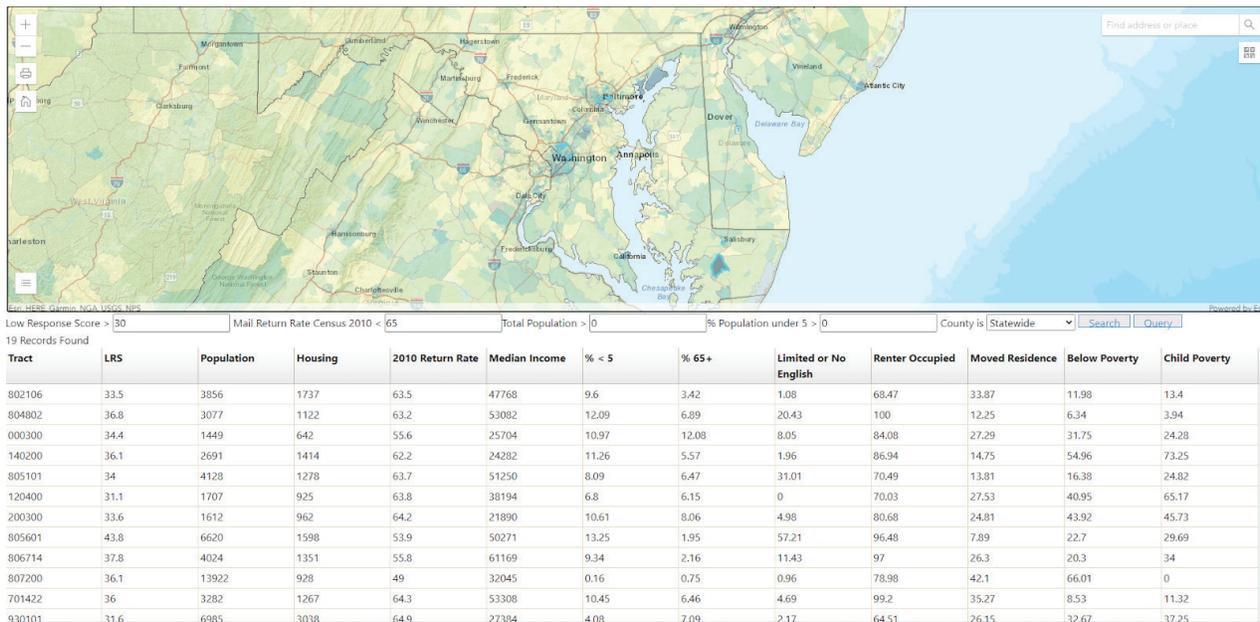
Census Self Response Rate 2010



Early on in the process, Planning's SDC developed a Low Response Dashboard to assist the state and local CCCs. This tool was designed to assist CCC members with quickly identifying the low response areas and their underlying attributes within the state, counties, municipalities, and legislative and congressional districts. This assisted the CCCs by helping them better focus their efforts on the areas requiring the most outreach.

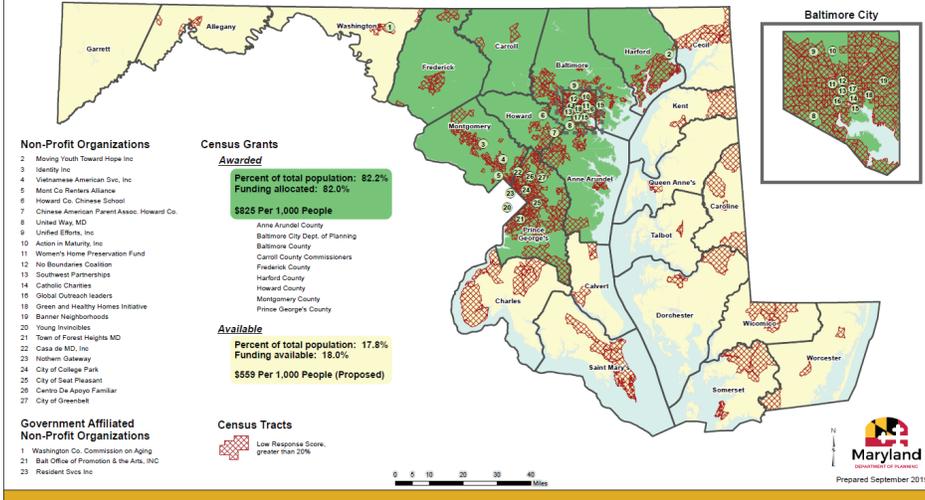


Based on the feedback from the State CCC, Planning's SDC rapidly developed an analysis tool to allow CCC members to search and identify geographical areas as per user-defined attributes.

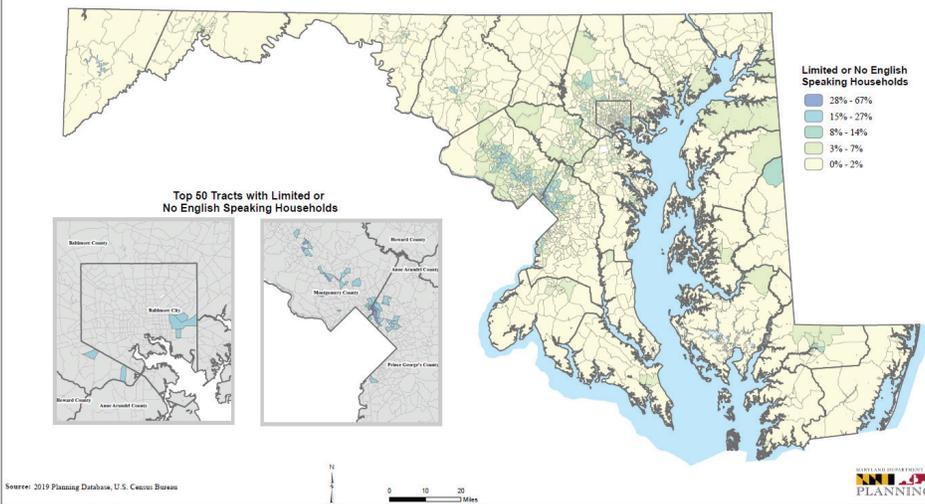


SDC staff also developed several maps, including the ones below, to provide reports that were easy to understand by visually representing the data. These include reports on the distribution of the Census Grant Awards, a demographic spread based on specific attributes, and potential geographical areas requiring more attention and effort.

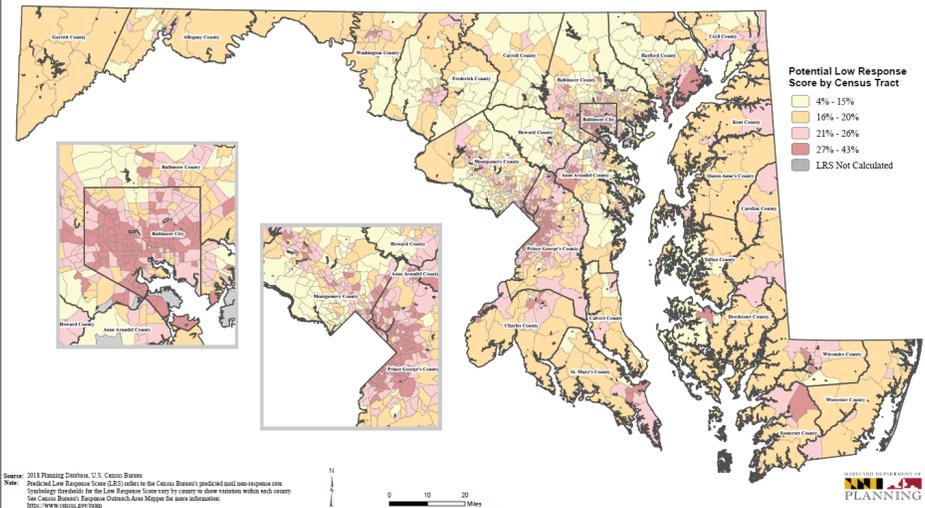
Maryland Census Grant Awards Fiscal Year 2020



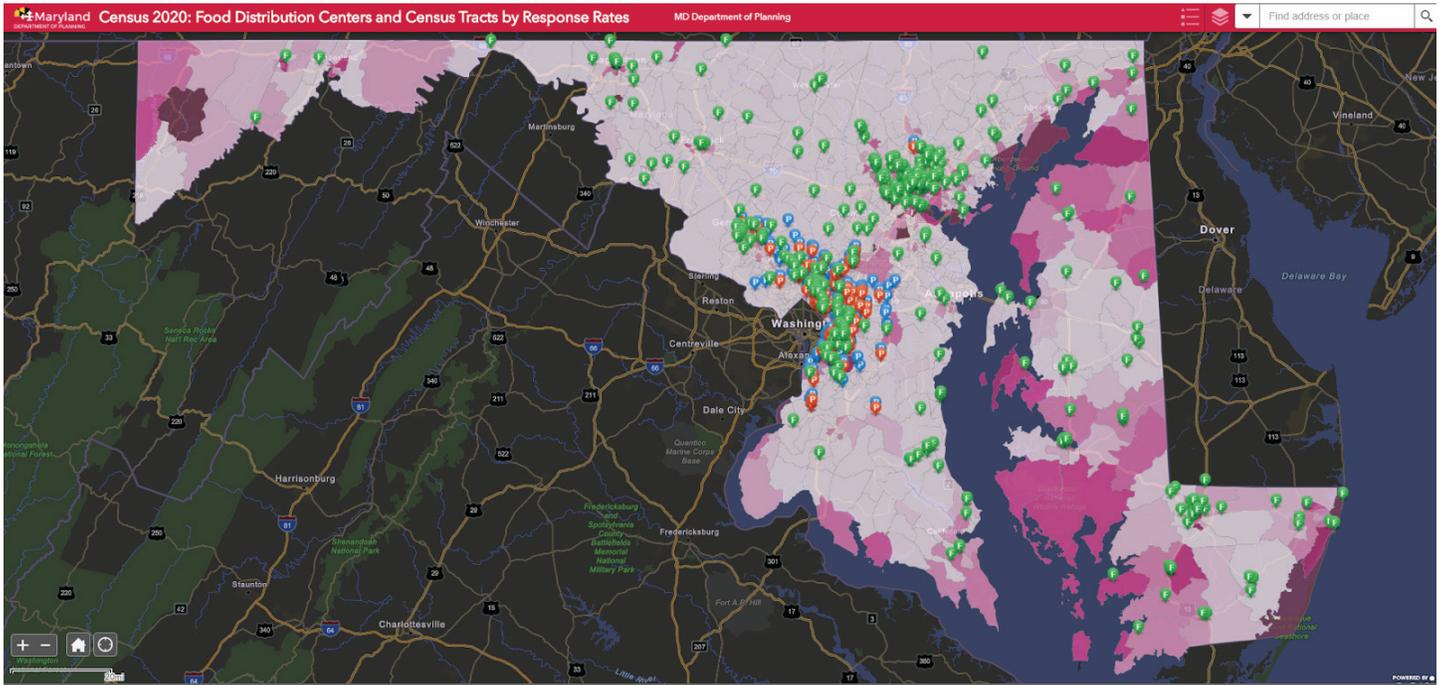
Percent Limited or No English Speaking Households in Maryland



Potential Low Response Areas for Census 2020 in Maryland



Planning's Census outreach strategy included reaching out to the most vulnerable sections of the population during the COVID-19 pandemic. As such, staff made a conscious and concerted effort to promote Census messages at food distribution centers. To facilitate and support this endeavor, the SDC developed a dashboard depicting the food distribution centers and Census tracts by response rates.



The SDC was tasked by the Secretary of Planning to support the 2020 Census effort by providing 21st century tools along with data driven analysis to assist with an informed decision-making process. The SDC was able to successfully accomplish this task. The success can be attributed to the highly collaborative approach between individuals and teams within Planning and external partners.

Strategic Plan and Census Structure Implementation

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

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

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

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

With the education phase of the Census complete, the infrastructure for the remaining phases was in place for maximizing the foundation of the carefully laid plan.

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

- Regular CCC and subcommittee meetings;
- Finalizing plans for activities surrounding responding to the Census;
- Reviewing task lists and subcommittee plans;
- Proceeding with 2020 Census activities;
- Finalizing plans for activities to encourage households to complete and respond to the Census; and
- Coordinated with the U.S. Census Bureau to develop and finalize plans for motivating residents who did not participate or want to cooperate with Census takers during nonresponse follow-up. Planning and the state CCC specifically targeted low response communities.

In February 2020, Planning's Census outreach transitioned into the critical Phase III - Motivation - which occurred between February and September 2020. Planning hired a marketing consultant to coordinate an outreach strategy focused on engaging the public in the Census at the proper time, just before the Census form was available to complete. The U.S. Census Bureau made the online Census and the phone Census available in mid-March 2020, with the paper questionnaire following in early April 2020.

The Census Bureau faced recruitment challenges (e.g., strong economy and employment) during this cycle, which initially led to fewer enumerators being available to visit Marylanders in person. However, this also changed due to the pandemic and messaging was adapted accordingly.

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

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

As part of the Motivation Phase, Planning entered into an interagency agreement with MPT to formulate a comprehensive outreach campaign across multiple forms of media. Discussed in greater detail below, the agreement with MPT included television production, radio spots, geo-targeting, and digital targeting. Planning also:

- Held regular CCC and subcommittee meetings and finalized plans for activities surrounding responding to the Census;
- Reviewed task lists and subcommittee plans;
- Proceeded with final 2020 Census activities;
- Finalized plans for activities to encourage households to complete and respond to the Census; and
- Coordinated with the U.S. Census Bureau to develop and finalize plans for motivating residents who did not participate to cooperate with Census takers during nonresponse follow-up.

The final Phase of Planning's 2020 Census strategy was the Reminder and Thank You Phase, which due to the extensions of the Census deadline became an ongoing process throughout the duration of the Census. Census enumerators were ultimately able to canvas neighborhoods to engage Marylanders in person in order to remind them to complete their Census forms. Planning continued to spread Census awareness and messaging during this phase by:

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

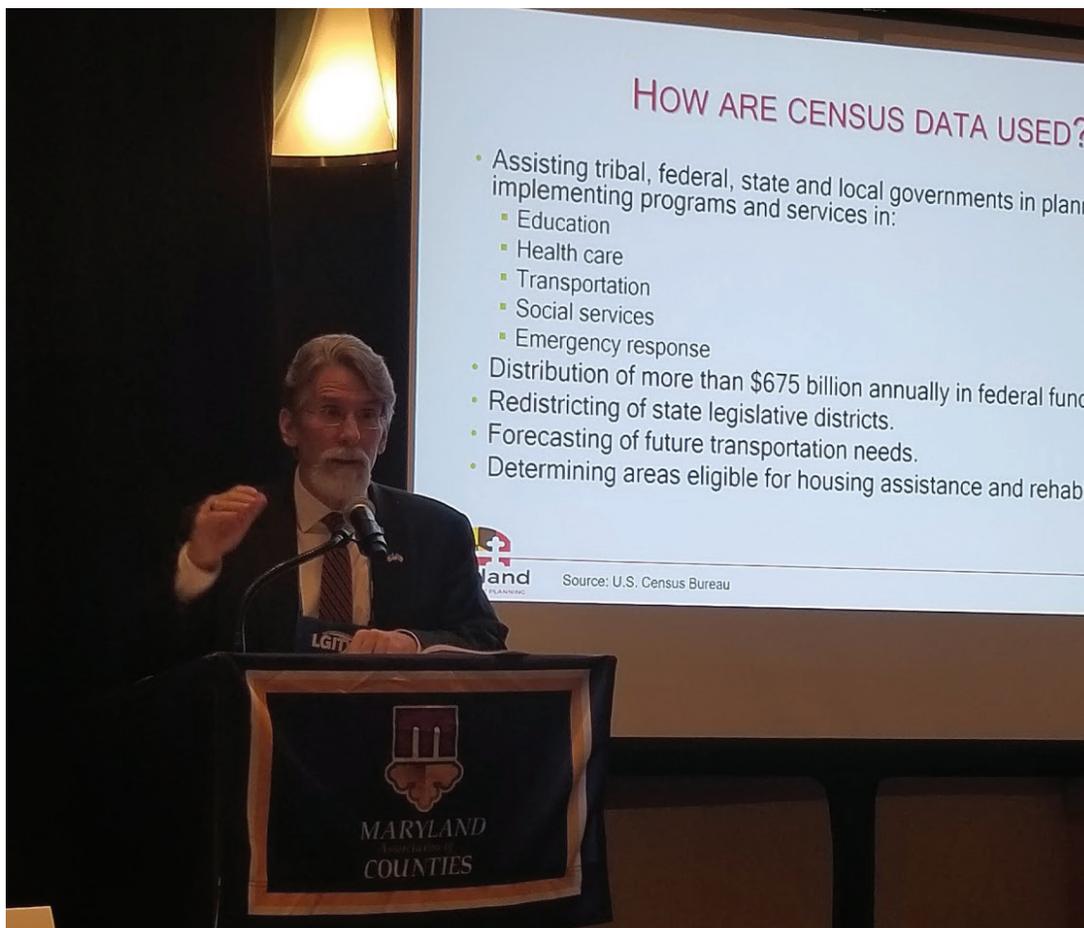
Planning engaged in comprehensive Census activities that involved partnership with the federal government, state agencies, local governments, the business community, the faith-based community, and other interested stakeholders.

Collaboration with the U.S. Census Bureau

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

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

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



Coordination with Local Jurisdictions

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

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



The responsibilities of the outreach coordinators were divided between the Eastern Shore and western shore as well as the Baltimore and Washington metropolitan areas.

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

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



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

Planning's Census outreach coordinators.

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

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

Anyone from an elected official to a community organizer could use the ROAM map tool to quickly learn about hard-to-count areas and help identify ways to get those households counted. The data could then be used to tailor communication and partnership campaigns, and to plan for field resources to target areas for specific outreach to improve Census response rates.

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

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

The SDC was also able to provide the socioeconomic details of the top lowest performing Census tracts to each local CCC on a weekly basis in order to assist them in maintaining a focus on the hard to count populations in their county.

State Agencies Census Operations

Census data has far reaching implications, including apportionment and redistricting, federal funding for important, life-saving programs, as well as emergency planning and preparation.

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

Beyond the full measure of resources from Planning being brought to bear, every state agency was committed to ensuring Census success for Maryland. All state agencies subject to the direction and control of Governor Hogan designated a Census coordinator to assist in utilizing the resources of their respective agencies to maximize the reach to everyone in Maryland. The state agency coordinators met six times during 2019, and had constant contact with Planning's Secretary, Deputy Secretary, and Chief of Staff.

As will be detailed more thoroughly later in this report, the state contracted with Granicus (a technology company that works with state and local governments) for a digital campaign to connect with Marylanders. Most state agencies utilize Granicus for the govDelivery email platform to distribute their departmental newsletters. Through the state's contract with Granicus, Maryland state agencies have, in the aggregate, email accounts for an estimated 79% of all people in Maryland as a result of customer interactions with state agencies. However, each agency has its own specific constituency based on a given person's needs. Agencies developed messaging for their respective constituents in order to inform the public about how Census data impacts each agency and each person. Further, agencies included Census messaging in their respective newsletters, with the goal of demonstrating how Census funding supports their particular agency.

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

Planning staff created designated social media accounts for the Census. Given that each agency has a unique constituency of followers, agencies were able to share (on Facebook) and retweet (on Twitter) Census-related content to their followers. Planning saw exponential growth in our number of social media impressions and engagement. In addition to sharing our content, state agencies created Census messaging of their own, which in turn was shared by Planning, to maximize the reach. Through a coordinated social media campaign, the state agencies spread awareness across Maryland. State agencies also included Census messaging on their respective websites.

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

Aging

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

Agriculture

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

Budget and Management

The Department of Budget Management (DBM) was essential to spreading the word about the importance of the Census to state employees. To assist in this effort, DBM placed a Census message directly onto the home page of the state employees mandatory online timekeeping and leave system. DBM also sent an email to every state employee encouraging Census completion.

Coordinating Offices

The Governor's Coordinating Offices leveraged their collective resources to assist with outreach efforts to the various communities. The Office of Community Initiatives included Census displays at their local events and distributed Census flyers. The Office of the Deaf and Hard of Hearing developed a PSA between Director Brick and Secretary McCord regarding the importance of Census for the deaf community. The Office of Performance Improvement conducted key social media analysis to determine which demographic and geographic groups and engaged with our social media messaging to expand our reach. Once the Census began, the Coordinating Offices were also key in assisting with the distribution of information to key demographics and trusted leaders such as the faith community.



Commerce

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

Disabilities

The Department of Disabilities engaged with service providers and retail locations, including group homes regarding the Census. They also developed a PSA regarding the importance of Census for the disabled community.

Education

State Superintendent of Schools Dr. Karen Salmon reached out to supervisors and all 24 local superintendents and local school system math, social studies and science supervisors to stress the importance of Census, and communicate and encourage the use of the Census Bureau's Statistics in Schools Curriculum.

Dr. Salmon invited local superintendents and principals to participate in a two to three minute testimonial-type video to promote the Statistics in Schools Curriculum. The video explained the importance of the 2020 Census, its impact on students and their communities, and the ways in which teachers and administrators could get involved. This video included key messages targeted specifically to teachers and administrators focused on how they could incorporate the 2020 program materials in their classrooms to help ensure a complete count in the 2020 Census.

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

Content was also posted on the agency website with materials for teachers to help promote the Census on social media.

General Services

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

Health

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

Information was included in newsletters for the Developmental Disabilities Administration and the Behavioral Health Administration.

Human Services

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

Information Technology

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

Labor

The Department of Labor worked with their workforce development programs to support the Census Bureau's recruitment efforts. For example, the Census Bureau sent a representative to reemployment workshops to provide a 5-8 minute presentation regarding opportunities available. The Office of Small Business Regulatory Assistance also distributed Census information to small businesses local/statewide at outreach events.

Maryland Public Television

While not under the direction and control of the governor, MPT had invaluable resources devoted to the Census. Planning developed an interagency agreement with MPT to provide media services, including broadcast television, cable, over-the-top TV, urban, talk, Historically Black Colleges and Universities, and other radio media, geo-targeting on mobile devices, and social media. Planning invested approximately \$1,150,000 as part of an interagency agreement with MPT, with the option to spend an additional \$200,000. The Maryland CCC invested a portion of its budget toward supplementing Planning's investment with MPT.

Public Safety and Corrections

The Department of Public Safety and Correctional Services developed a PSA about the importance of the Census. Flyers were posted in all the parole and probation offices, in facilities, lunchrooms, and discussed during roll call.

State Library

The State Library system worked to develop designated Census-terminals for use to complete the online Census in 2020. They also rolled out a social media campaign that ran through April 2020 in conjunction with sharing content from the Planning and Census 2020 social media accounts.

State Police

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

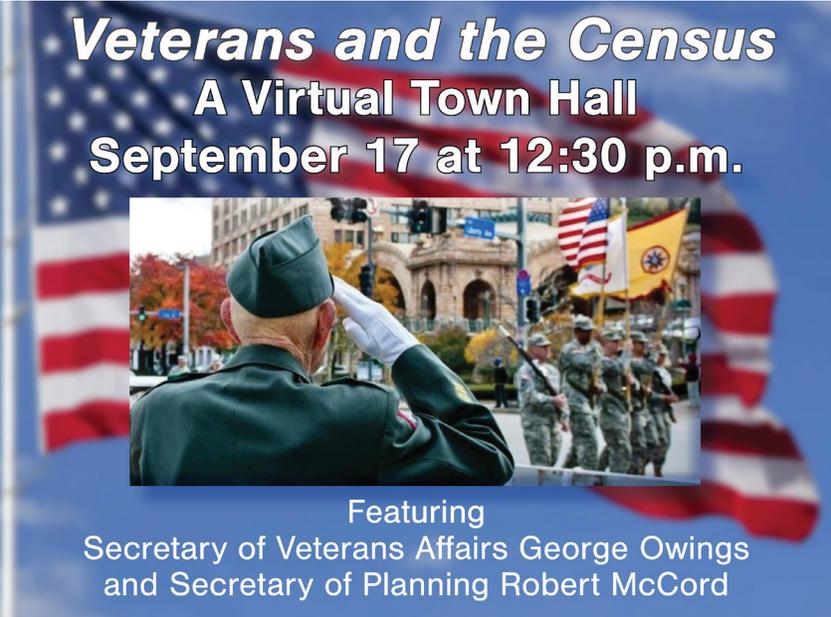
Transportation

The department was uniquely positioned for spreading Census awareness and education. Unlike other governmental programs that are utilized on an as-needed basis, the Maryland Department of Transportation (MDOT) Motor Vehicle Administration (MVA) centers are utilized by nearly everyone in Maryland. MVA centers displayed Census flyers, banners, and digital displays at many full-service locations. MVA also provided Census content in Spanish to those centers where the maximum reach could be achieved.

Planning worked with the MDOT Maryland Transit Administration to provide bus signage with Census branding for buses that travel through hard-to-count communities. The MDOT Maryland Aviation Administration advertised digital and analog Census messaging at BWI Thurgood Marshall Airport, in both English and Spanish.

Veterans Affairs

The Department of Veterans Affairs advertised the Census several times in their newsletter beginning in June 2019. They also organized and participated in a Virtual Veterans Census Roundtable on September 17, 2020 that was well attended by veterans across the state.



Veterans and the Census
A Virtual Town Hall
September 17 at 12:30 p.m.

Featuring
Secretary of Veterans Affairs George Owings
and Secretary of Planning Robert McCord

Local Jurisdiction Census Operations

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

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

As the Census enumeration phase continued and began to slow down, data began to show which counties were struggling or falling behind their 2010 completion rates. Lt. Governor Boyd Rutherford and Planning Secretary Rob McCord reached out to the leaders of these jurisdictions to encourage local Census messaging through County communications tools.

Census Operations by County

Local Census operations were planned and strategized long before the actual kick-off date. While the following information provides insight into how local jurisdictions planned in advance for Census outreach, it is important to note that many plans were altered and updated due to the pandemic. Further information on local Census operations during enumeration will be detailed later in this report.

Allegany County

Allegany County's CCC began meeting in May 2019, and was led through a coordinated effort under the county administrator. The CCC worked closely with municipal partners in this effort, including coordinating with Frostburg State University's CCC. They established a CCC within Allegany County Public Schools and the City of Cumberland. They also worked with health care providers, schools, libraries, and economic development representatives in order to support a full count in the county and included members from local high schools and college students.

Anne Arundel

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

Baltimore City

Baltimore City began preparing for the 2020 Census in early 2018, forming the first large city CCC in advance of the 2020 decennial Census. The CCC was led by the city's Planning Department and included city government, business, nonprofits, higher education, the Enoch Pratt Library System, public schools, and immigrant and community groups. The CCC had several subcommittees and used block level data to support outreach efforts in the city. Using the state's award for Census outreach, Baltimore City allocated \$100,000 to subgrant to nonprofit organizations, citizens, and businesses in the city to support Census awareness efforts. Baltimore City coordinated with other county partners from the Baltimore Metropolitan Council for media/marketing in the Baltimore region for the Census. The Baltimore City CCC met bi-weekly and ultimately met weekly in the final months of enumeration.

Baltimore County

Baltimore County formed a CCC following their award of a 2020 Census grant. The county's Census efforts and CCC were led by the Office of the County Executive. The CCC was made up of county agencies who had regular contact with residents and partners such as the Community College of Baltimore and Chamber of Commerce. Census Outreach efforts were focused on grassroots collaboration as well as coordination with the Baltimore Metropolitan Council for media/marketing in the Baltimore region.

Calvert County

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

Caroline County

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

Carroll County

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

Cecil County

Cecil County's CCC was led by the county council, and included county and municipal governments, public state and county agencies, business, health care and community organizations, citizen representatives, and private utilities. In December 2019, the CCC hosted a faith-based event to engage the faith community in the 2020 Census effort and focus on its hard-to-count and low response score populations, including non-English speaking residents. The county council issued a proclamation in November 2019 supporting a full and accurate count.

Charles County

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

Dorchester County

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

Frederick County

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

Garrett County

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

Harford County

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

Howard County

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

Kent County

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

Montgomery County

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

Prince George's County

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

Queen Anne's County

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

St. Mary's County

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

Somerset County

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

Talbot County

Talbot County's CCC was led by the County Planning Department in partnership with the Town of Easton. The CCC was focused on raising Census awareness throughout the county with emphasis on seniors, 0-5 year-old children, non-English speaking, and the homeless. The town of Easton used grant funding to secure paid advertising on the town's Discover Easton webpage. Talbot worked regionally with other Mid-Shore counties on media strategies to reach hard-to-count communities in order to achieve a full and accurate count.

Washington County

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

Wicomico County

The Wicomico County CCC was led by the Planning Department and partnered with the City of Salisbury. Prior to the start of the Census, the CCC hosted a faith-based meeting with more than 50 leaders from faith communities in attendance. Members of the CCC included schools, county and municipal government, nonprofit and faith-based organizations, the local NAACP, and libraries. The county had a number of hard-to-count communities, including a significant population of Haitian immigrants, the homeless, young children, immigrants, and renters.

Worcester County

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

Getting Ready for Census Day

The Census was set to officially kick off on April 1, 2020 and while that did indeed occur, the way in which every Census partner planned to reach Marylanders had to change. The next section of this report will detail the adaptations made and the partnerships and collaborations forged to carry out messaging and reach Marylanders. This included working with the state CCC as well as local CCCs to accomplish the mission of a complete count. While COVID may have kept people further apart, it definitely brought members of Planning, the CCCs and numerous community leaders and Census Ambassadors together virtually to attain our original goals.

Census Enumeration Begins

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 orders and a completely different environment in which to market and encourage Census completion, made for some early challenges. The unique situation created the need to adapt the marketing methods to reach Marylanders. Plans were modified from a mostly out-of-home advertising campaign to a more digital and in-home approach. Further, an extremely successful paid social media campaign in targeted hard-to-count areas in the state reached thousands of families where programs and services are highly needed and utilized. This success was based on many factors, including a phased approach, collaborative efforts, an adaptable plan of action, key partnerships, and a comprehensive media, marketing, and communications agenda.

Implementation of Adapted Plans:

The recommendations of the workgroups, 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 MPT 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 wisely 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 monthly between April and October 2020, 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 they could utilize them for marketing and outreach. These resources were then uploaded to the Census website to be used as toolkits for business, faith-based efforts, government staff, 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 “Census Response at a Glance” dashboard 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 staff 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 where they invited other members and Planning staff to join for interviews. Some jurisdictions partnered with each other 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 was the foundation for our success.

Advertising Campaign

As mentioned earlier in this report, an advertising campaign to reach Marylanders was put in place long before the start of the Census. However, just before Census Day 2020, the way of life of all Marylanders came to an abrupt halt. The initial campaign was geared toward reaching people, specifically in historically hard-to-count areas, outside of their homes. To do this, a comprehensive media buy was made to include commuter bus signage and billboards in highly traveled areas. The impact of COVID-19 shut downs was monumental - our plan to reach people during commuting and travel times was no longer going to have the impact it would have otherwise had. Planning quickly shifted to alter, adapt, and develop our plan.

As these assets were already created and paid for prior to the stay-at-home order, the campaign proceeded as planned. While there were not as many people seeing them as initially forecast, they still had an impact. Further, the vendors were able to extend the original buy by several months due to the lack of new advertising coming in for these products. Fortunately, this allowed for a great deal more coverage as people began venturing out to start working, shopping, going to school, and dining out.

Maryland Public Television (MPT)

Another tool used in our advertising efforts was also mentioned earlier in this report - the engagement of MPT for a media buy of commercial air time across Maryland’s television and cable stations. The pandemic ultimately allowed for this to work greatly in our favor as people became more homebound. Radio and digital ads were also part of the media buy and also proved to benefit from people staying at home. In order to target hard-to-count communities, ads were also placed with historically Black colleges and universities. Planning’s commercials were seen multiple times by many Marylanders providing them a better understanding of the full spectrum of the mission of the Census.

Granicus - govDelivery Communications

As previously stated, most state agencies, including Planning use the same company, Granicus, to distribute their email newsletters to subscribers. With so many Marylanders subscribed to newsletters and text messaging alerts from state agencies on a multitude of topics, the decision was made to tap into this opportunity to send Census messaging to them. This was done in two ways. Some agencies chose to send Census messaging directly to subscribers allowing them to opt in to Census-specific content, meaning the subscriber would receive a message either via email

or text about the importance of the Census and could decide if they wanted more information and to opt in to learn more. This allowed for multiple touches to the individuals and allowed for them to continue receiving valuable information on the Census. Once someone took the Census, it offered messaging to encourage them to become Census ambassadors encouraging others to complete the Census. Another mechanism was to allow agencies to put the messages created by Granicus and the Planning team directly into their own newsletters and other outreach outlets, allowing subscribers to look into things further. They were also able to opt in to receiving the same Census messages. Further, we also reached out to municipalities and nonprofit grant recipients to request they include the same messaging in their communications to constituents, members, and clients.

In total, 124 partner agencies and organizations joined Planning as part of the Census campaign. More than 36 million touches to Marylanders occurred through the outreach of our state agencies and municipality and nonprofit grant recipient partners. Most impressively, there was an audience engagement rate of 47% with subscribers and significantly above average open rates for new communications.

Paid Social Media Campaign

Further into the campaign as it became more and more obvious that people would not be living life normally any time soon, the decision was made to initiate a paid social media campaign to reach people on Facebook. Since social media usage was skyrocketing to even greater heights during the COVID-19 pandemic, a portion of the original Granicus budget was reallocated into a paid social media campaign. Planning staff worked closely with Granicus to develop the ads, including messaging and images. The buy was specifically targeted in areas known to be historically hard-to-count. Our data team also identified the lowest responding Census tracts in which to advertise to maximize exposure. The campaign ran during the end of the summer 2020, and proved hugely successful. The campaign resulted in almost 300,000 impressions in targeted low responding areas with an engagement of over 11,000 and, most importantly, well over 6,000 clicks onto the official Census online form.

Advertising in Ocean City, Maryland

By the summer of 2020 it was also clear that typical summer vacations would be very different. With travel restrictions across many state borders, many Marylanders decided to stay in the state. This meant the strong possibility of family trips to Ocean City, Maryland, especially later in the summer as COVID numbers dropped. Knowing that many beachgoers would indeed be by Marylanders, Planning opted to do a four-week floating billboard sign along the coast of the beach. The message was simple and provided the Census website for completion. We were also able to secure space on the two digital billboards for the Ocean City Convention Center and were able to run Census messaging throughout the summer. While we cannot accurately measure the success of this campaign that reached various demographics across the state and beyond, we received great feedback from those who saw the signage and were reminded of their civic duty.



Social Media Efforts - Organic

Planning had three social media accounts for the 2020 Census - Facebook, Twitter, and Instagram. The majority of social media outreach was on Facebook and Twitter where Planning engaged with more than two million people in 2019 and 2020, with a growing audience from month-to-month. More than 1 million unique users alone were on Twitter, and 1.2 million were in targeted reach to hard to count communities on Facebook.

The Maryland Census Twitter Page was initiated in February 2018 to build an audience prior to the Census. Throughout the course of the Census campaign, Planning engaged with local leaders, counties, municipalities, elected officials, and other community groups to spread the message of completing the Census. The Maryland Census Twitter Page was able to reach more than 1 million people organically on Twitter.

The Facebook page was created in November 2019, and while the “likes” reached 610, the growth continued throughout the Census. The graph below shows an increase representing the full duration and evolution of the page until the end of the campaign.



Over the course of the Maryland Census campaign, the Census team engaged with partners across Maryland to share social media graphics on various platforms. Counties and municipalities shared content on all of their platforms and included graphics (such as the visuals below) in newsletters to their audiences. Several added creative touches and used Maryland Census graphics on platforms including their public access channels.



Social media graphics included congratulatory messaging for every municipality that exceeded their 2010 Self-Response Rate and each was posted on social media. Ninety one municipalities and 21 of the 24 counties and jurisdictions, met or surpassed their 2010 Self-Response Rate. Examples are shown below.



From mid-April 2020 to early May 2020, increased engagement with the Spanish community was evident on Facebook through paid advertisements, which led to hundreds of Spanish inquiries and messages to the Census Page. As a result, Planning staff developed FAQs, which were translated into Spanish in order to answer the most frequently asked questions.

Also, between May and mid-June 2020, every lesson from the Statistics in Schools toolkit provided by the U.S. Census Bureau provided was posted on social media platforms. Each day (Monday through Friday), at 9 a.m., the Maryland Census Facebook Page highlighted a lesson that parents could do with their children during the pandemic. Lessons posted began with the lower grade levels and continued through the upper grade levels to add difficulty.

Another key milestone was reached on June 23, 2020 when the general Planning Facebook page reached 2,000 likes. This milestone number for Facebook allowed Granicus and Planning to add an additional widget to engage more people to complete the Census.

In July 2020, staff identified 72 municipalities that had social media accounts and had not surpassed their 2010 self-response rate. Staff reached out to each of the page administrators and sent social media graphics to promote the completion of the Census to their constituencies. Thirty-two of the 71 municipalities contacted ultimately surpassed their 2010 self-response rate in the final 90 days.

Planning’s Census team was committed to finishing the Census campaign strong. Social media was no exception, and in the final month of the Census, more people were engaged than in any other month, including:

- 238k impressions on Twitter
- 27,700 reach on Facebook
- 94 mentions on Twitter
- Top tweet on Twitter had 32.5k impressions

TWEET HIGHLIGHTS

Top Tweet earned 32.5K impressions

Congrats to Wicomico County on surpassing your 2010 Census Self-Response Rate! Great work! #2020MDCensus pic.twitter.com/07SZhQtBb1



5 replies 6 retweets 38 likes

[View Tweet activity](#)

[View all Tweet activity](#)

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. A successful modification was made to a virtual meeting platform which ultimately allowed for even more attendees than some previous meetings. Topics of the meetings included statewide outreach efforts, marketing and media plan development and implementation, as well as discussing ongoing workgroup efforts. The meetings also included coordination with local CCCs.

Once the Census was underway, a new understanding of the challenges for outreach being faced by local jurisdictions was evident. This led to the inclusion of local CCC chairs in the state CCC meetings to provide greater collaboration. Prior to this merging of meetings, Planning staff coordinated and moderated regional meetings of the local CCC chairs to ascertain what their key struggles were, what their greatest needs were, and to facilitate the sharing of their best practices that proved successful. The local CCCs were categorized by regions - northern Maryland, southern Maryland, western Maryland, Eastern Shore and metropolitan counties. Each jurisdiction was able to provide an update of their Census activities during the June 2020 CCC meeting. These regional CCC meetings allowed for a great deal of insight into the needs of specific geographical areas as well as demographic needs.

The image displays a grid of 12 presentation slides from a meeting agenda. The slides are numbered 1 through 12 and cover the following topics:

- Slide 1:** CensusMaryland logo and meeting title: "September 16, 2020 Statewide CCC and Local CCC Chairs".
- Slide 2:** "AGENDA - SEPTEMBER 16, 2020" listing the meeting schedule and attendees.
- Slide 3:** "LATEST STATS AND FIGURES" showing a table of self-response rates by county and a note about Maryland's national ranking.
- Slide 4:** Four maps of Maryland showing self-response rates by region: BALTIMORE ACO (86.3% NPFU COMPLETED), HAGERSTOWN ACO (92.4% NPFU COMPLETED), HENRIK ACO (77.9% NPFU COMPLETED), and THOMAS ACO (89.3% NPFU COMPLETED).
- Slide 5:** "MARKETING EFFORTS & PLANS" listing various outreach activities.
- Slide 6:** "PARTNERSHIPS" listing various community and organizational partners.
- Slide 7:** "Grassroots Efforts: Newsletters, Digital Outreach and Texts" detailing outreach metrics.
- Slide 8:** "EFFORTS IN HARD-TO-COUNT AREAS" listing specific outreach efforts in various counties.
- Slide 9:** "WHAT'S NEXT" listing future meeting topics and goals.

An example of an agenda of one of the multiple State CCC and Local CCC chair meetings held throughout 2020

Census Materials and Assets

Planning staff spent considerable time creating collateral materials, including brochures and flyers for distribution around the state. Knowing that the majority of Census outreach efforts were significantly impacted, the team set about to ensure that all printable assets were available for download and customizable for local jurisdictions and organizations. The Maryland Census website became a vault of useful information and assets to be used in Census marketing. Additionally, it was clear that some local CCCs and non-government organizations would need assistance in getting the word out in their communities. The CCC meetings proved to be a valuable tool in identifying various needs around the state. Examples of topic-specific materials are attached at the end of this document. Such items included flyers to be distributed for specific messaging, including the creation of an oversized postcard for distribution at school lunch sites once schools were no longer in session. Simple messaging in both English and Spanish conveyed a message of the importance of the Census to those receiving free and reduced lunches. Another flyer was created to show the importance of the Census to those living in rural areas. Planning made it our mission to provide support and guidance to all local CCCs and other Census partners. This resulted in the creation of multiple assets that could be downloaded, shared, and printed by those spreading the message of the Census. These materials were stored on the *Outreach Tools* section of the Census website so they were easily accessible and made into downloadable PDFs. Direct links to these materials were included in a legislator’s toolkit sent to members of the Maryland General Assembly enabling them to promote the Census in their districts.

Identifying the need to be more granular for various topics, Planning staff created toolkits for specific groups to use in promoting the Census. These included materials specific to faith leaders, business leaders, banking, and labor. The toolkits included Census-specific messaging and sample letters, ads, web banners and posts, social media posts and other materials. Planning attempted to create materials that made it simple and easy for communities to become Census ambassadors and spread the word.



The 2020 Census is Here! Did You Know...

The Census is important for funding programs such as:

- Healthcare including vaccines and emergency services
- School lunches
- Before and Afterschool Programs

Fill out your Census online, by phone, or by mail.

To complete your Census, visit my2020census.gov or call 1-844-330-2020



¡Llegó el Censo 2020! Sabía que ...

El censo es importante para financiar programas como ser:

- La atención sanitaria, incluso vacunas y servicios de emergencia
- Los almuerzos escolares
- Los programas de antes y después de la escuela

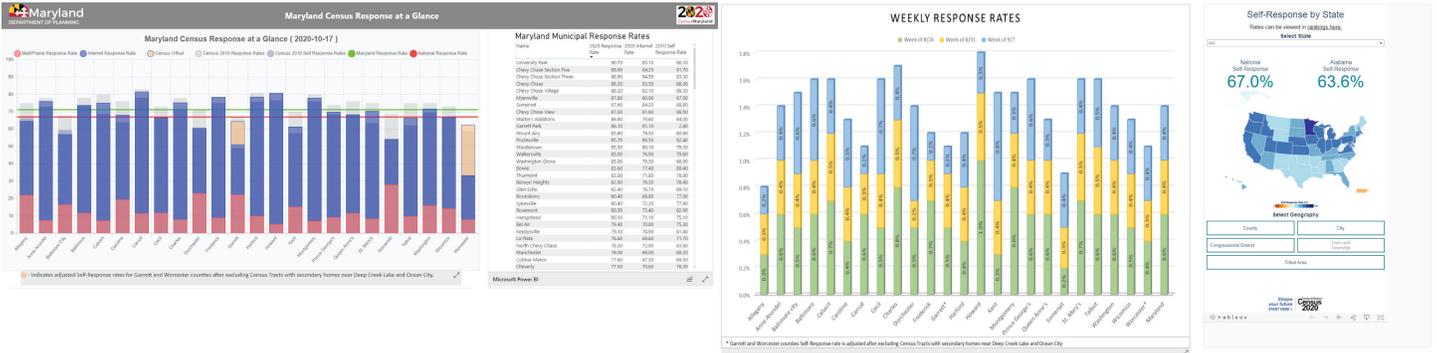
Llene su censo en línea, por teléfono o por correo.

Para llenar debidamente su censo vaya a my2020census.gov o llame al 1-844-468-2020



Data and Mapping Tools for Marketing and Outreach Efforts

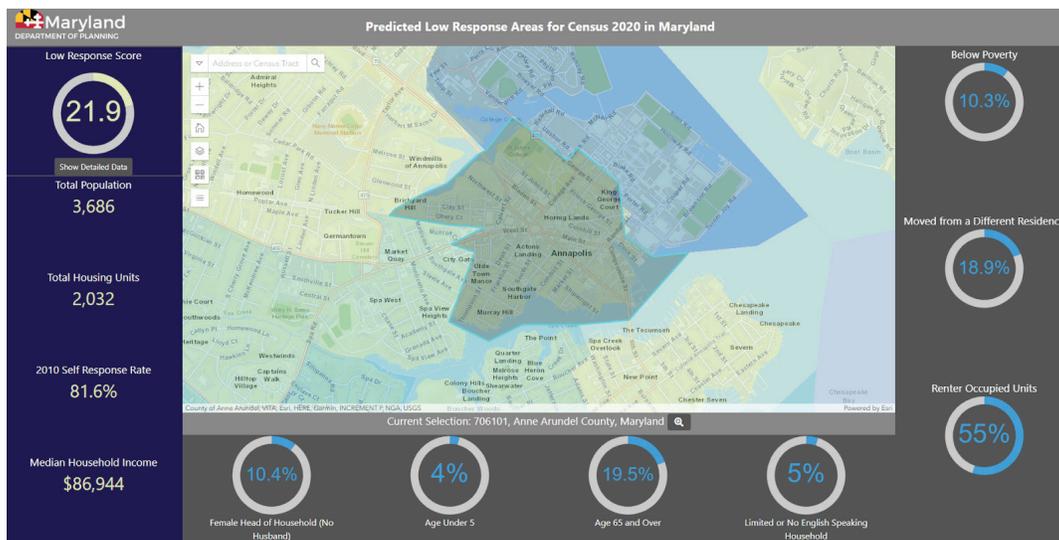
As mentioned earlier, Planning's SDC developed a comprehensive dashboard to provide Maryland specific tracking for counties and municipalities, including with weekly Census response rates. In support of local CCCs, the SDC delivered weekly reports listing the lowest performing Census tracts for each county. These reports allowed the counties to redirect their efforts toward geographical areas requiring the most attention. SDC staff enhanced the Low Response Dashboard to allow the counties to view the geography and associated attributes of these lowest performing tracts with a single click from within the reports.



Anne Arundel County, Census Tracts with Lowest Self Response Rates as of: 10/17/2020

	Census Tract 24003706103	Census Tract 24003730511	Census Tract 24003740601	Census Tract 24003730205	Census Tract 24003730514
Total Self-Response Rate	55.2	56.4	58.2	60.2	60.9
Population	3,686	3,416	3,981	5,538	4,673
Population under 5	147	172	508	358	399
Population over 65	719	246	9	1,005	393
Hispanic Population	152	432	414	944	396
Foreign Born Population	204	331	310	901	881
Total Housing Units	2,032	2,026	1,262	2,758	2,246
Occupied Housing Units	1,658	1,799	1,166	2,469	2,104
Vacant Housing Units	374	227	96	289	142
Renter_Occupied Units	911	1,559	1,137	1,596	1,515
Percent Female Households with no Husband	10.4%	15.1%	7.2%	16.3%	27.0%
Population not Responded	1,651	1,489	1,664	2,204	1,827
Households not Responded	536	656	432	809	736

Prepared by Maryland Department of Planning, Source: Census Bureau



Additional Outreach Efforts

Planning was very successful in engaging businesses, faith communities, nonprofit communities, and organized labor in Census outreach efforts. We approached each of these segments of the population with a basic model, but with variations based on each group's unique characteristics. Within each industry, Planning approached trusted voices in the community who had a track record of reaching organizations and stakeholders. Planning then established relationships with the leaders of those industries, creating materials specific to the needs of their constituents and providing the appropriate calls to action. As circumstances regarding the Census and COVID-19 changed, so too did Planning's tactics, while maintaining the objective of achieving a complete count.

The Faith Community

Planning's faith-based approach was to engage interfaith and ecumenical associations, large church organizations, and ethnic independent churches. These organizations have ongoing relationships with their members and are the trusted voices in their communities. The department initially sought public speaking opportunities at events as part of the education and awareness phase of the Census. Staff developed materials to engage our audiences and focused on specific kinds of media that would suit the needs of contacts. We also solicited feedback from these organizations to determine how best to reach its constituents by leveraging the resources of Planning and state government. The Maryland Governor's Office of Community Initiatives played a significant role in helping us connect with these leaders by sending our communications through their existing database. The Secretary of Planning and staff attended various faith-based meetings of ministers across the state and at a Spanish Mass in Baltimore City where he was permitted to address the congregation concerning the importance of the Census.

The COVID-19 pandemic triggered a dramatic change in the way that faith organizations interacted with their congregants. The requirements of social distancing and the limiting of houses of worship to virtual services required that Planning pivot on the outreach methods that it had developed. While this posed a challenge, Planning emphasized social media and digital contacts. Many pastors and other faith leaders moved their services online. While many expressed concerns about a digital divide, they were able to utilize the faith tools that the department developed.

In conjunction with our partners at the U.S. Census Bureau, Planning participated in the Faith Communities Census Weekend of Action, July 24-26, by developing materials specific to the event and soliciting participation prior to the event.

Another approach used was the utilization of relationships built by faith leaders serving on the Maryland CCC. By maximizing these relationships, Planning was able to disseminate information and promote response in ethnic communities throughout the state in the Nigerian, Korean, French Creole, and other ethnic communities.

Contacts with faith-specific ethnic organizations were formed and provided relevant materials and messaging. These included Catholic Charities, the Baltimore Area Minister's Conference, (African-American Interfaith), Union Baptist Missionary Convention (African-American Baptist), Islamic Society of Baltimore, Seventh Day Adventist World Headquarters, Maryland Bilingual Christian Church (Latino, Spanish), Centro Cristiano Casa de Bendición (Latino, Spanish), and the Baltimore Jewish Council. Megachurches, those with large congregations, whose memberships intersected with traditional low-response populations, were approached, including the United Evangel Church, New Psalmist Church, Bridgeway Community Church, Grace Community Church, and Baptist Church of Glenarden. Finally, staff placed emphasis on ethnic independent churches, particularly in low response areas.

Through the programs administered by the Maryland Department of Human Services, Planning was able to ensure that houses of worship were in direct contact with parishioners through food banks and other social services.

The Nonprofit Community

Planning reached out and worked with the nonprofit sector in multiple efforts. This group is often a trusted voice for those who need help the most – the food insecure, the non-English speaking, and persons experiencing homelessness. These constituents are among the low-response populations who, ironically, are among those who can benefit most from a complete and accurate Census count.

Staff leveraged nonprofit contacts to take advantage of COVID-19 initiatives these organizations and other community-based organizations were providing to the public at their time of need, including food distribution events. As was the case with members of the faith community, Planning ensured nonprofits had access to the bilingual Census postcards for food boxes wherever food was distributed.

Staff also targeted nonprofits that had strategic alliances with vulnerable constituencies, such as the Maryland Food Bank, Maryland Hunger Solutions, community law centers, the United Way of Central Maryland, the Federation for the Blind, and Nonprofit Maryland, an umbrella organization serving nonprofits throughout the state.

By securing a Census partnership with Nonprofit Maryland, Planning was able to secure access to more than 1,300 nonprofit organizations in every Maryland jurisdiction. In addition to inviting Planning to virtual conferences to discuss the importance of the Census, Nonprofit Maryland engaged social media and distributed Planning bilingual materials to its members.

The Business Community

Planning engaged the business community through chambers of commerce and trade associations to leverage relationships those leaders have with their memberships.

In November 2019, staff developed a strategy to contact business organizations with a two-fold purpose: 1) to enlist business leaders and the organizations they engage in as trusted voices with their constituencies, and 2) to utilize and develop existing networks. By doing this, rather than contacting individual companies, Planning was able to reach a substantial portion of the business community, including their customers and employees. The exception to this approach was in contacting the utilities that service Maryland, as will be discussed below.

Initially, the department sought public speaking opportunities at events as part of the education and awareness phase of the Census. Staff developed materials that would engage these audiences and focus on specific kinds of media that would suit their needs. Planning solicited feedback from these organizations to determine how best to reach their constituents, thereby leveraging the resources of Planning and state government. Many regional chamber executives were a part of their county's CCCs, providing enhanced communications within the business community. The Secretary of Planning and the Chief of Staff appeared at various chambers of commerce events throughout the state, including the Maryland Economic Development Association meetings.

While the COVID-19 pandemic eliminated these public speaking engagements by late March, the department moved aggressively to provide a wealth of media materials on its website through the outreach toolkit. We solicited these leaders to share Census assets at virtual meetings, such as board and general organization meetings, social events, and working committee events.

Planning engaged with 41 business membership organizations and the economic development authorities of every jurisdiction in Maryland. Some of these organizations are statewide, particularly the Maryland Chamber of Commerce (MCC). The chamber has 4,500 members, the majority of whom are affiliate members through regional chambers throughout the state. By cultivating a relationship with MCC, Planning was able to reach most large employers.

Planning also approached the Maryland Restaurant Association, which was able to distribute the Census message to its 2,100 members in every jurisdiction in the state, through social media and its website. This relationship was significant because of the number of smaller businesses who belong only to this state food service sector trade association.

Utilizing the Maryland Public Service Commission, Planning was able to secure the cooperation of four of the six electric utilities that service state residents. They provided social media messaging and included newsletter information to accompany invoices. This resulted in Census messaging and calls to action to more than 3.8 million Marylanders.

The department also solicited business-related nonprofit organizations, including the Community Development Network, the Urban League, the Maryland Affordable Housing Coalition, the Maryland Multi-Housing Association, and the Greater Baltimore Board of Realtors. These organizations not only provided information to their stakeholders, but also sent information to the constituent groups that they served, including renters. These groups had access to low-response and vulnerable populations and documents were provided in both English and Spanish.

Planning also focused on organizations who have contacts beyond traditional chambers of commerce and the banking community as local chambers of commerce do not always represent those going from job-to-job workers and small entrepreneurs, many of whom are women, minorities, and the foreign-born.

To this end, Planning secured the cooperation of the Small Business Development Centers (SBDC) throughout the state, operated by the University of Maryland. SBDCs consult in the development of business plans for entrepreneurs and existing small businesses, assist them in securing funding, and provide executive training. Their clients often come from low-response communities.

The Labor Community

Planning also reached out to multiple labor unions, whose members represent 11% of the state's population, or 660,000 Marylanders.

Staff connected with the largest labor unions in Maryland, among them the American Federation of State, County, and Municipal Employees, the Maryland/DC AFL-CIO, the Coalition of Labor Union Women, the Maryland State Education Association, Plumbers and Steamfitters Local 486 (Baltimore area), Plumbers and Steamfitters Local 1300 (Washington area), the Amalgamated Transit Union, the Maryland Branches of the U.S. Postal Union, and the Longshoreman's Union (Baltimore). Planning developed a flyer prior to Labor Day that was sent to the leaders of these organizations for distribution to their membership.

Planning was also able to secure the cooperation of the U.S. Census Bureau in augmenting its union-specific Census message with supplemental materials.

Local Outreach Efforts

As the state slowly and safely opened back up and moved through the various phases, the opportunity to start doing safe, socially distanced events started to be possible in the summer of 2020. Planning staff worked with individual counties on interpreting current local restrictions and what could potentially be done with outreach specific in each jurisdiction. In the final few months of the Census, Planning staff supported the local CCC's by attending outreach events, while always adhering to CDC safety guidelines for social distancing, wearing masks, etc. Planning acquired 20 iPad tablets early in the Census process and when possible, these devices were provided to event organizers for onsite Census completion by attendees. These events were done in conjunction with the U.S. Census Bureau as they offered language and technical support. During the final weeks of the 2020 Census, Planning staff attended more than 40 outreach events that resulted in hundreds of residents completing their 2020 Census. The Secretary of Planning appeared at events in Wicomico County, Baltimore City and Prince George's County in the last few weeks of the Census enumeration.

Census Champion Program

With so many people and organizations around the state working hard on behalf of the Census, Planning created the *Maryland Census Champions* program to provide an opportunity to highlight the efforts of those who went above and beyond in their commitment to a full and accurate Census count. The program was detailed during a monthly CCC meeting so state and local CCC members could nominate those making a difference. Honorees were highlighted in the weekly Maryland Census newsletter. Each honoree was sent a certificate and a recognition letter in the mail. In all, there were 139 *Census Champions*. Through this program, Planning was able to not only recognize people who contributed to Census success, we were able to pass along best practices and inform each other of innovative strategies that were working throughout the state and could be adapted to many other local situations.

Subsequently, *Census Champion* recipients and other identified key Census ambassadors were sent thank you letters and citations from Planning Secretary Rob McCord.



Hard-To-Count Populations

As detailed throughout this report, a key and guiding element during the entire Census process was to reach those populations in historically hard-to-count areas of the state. Census data from the 2010 Census provided guidance as to the location of those geographical areas, but staff understood much has changed in Maryland over the past decade. As in many other Census-related efforts, Planning connected with the trusted leaders of these communities to help reach these constituencies.

One of the largest growing communities and one that presented significant obstacles was the Hispanic community. Planning needed to articulate to certain populations that they could trust the Census, and that the only goal was a complete and accurate count to bring the most federal funding to Maryland. It was important to share that their personal information would not be shared with any law enforcement or immigration organization. Staff relied on the trusted leaders of these communities to help spread the word. Several counties excelled at interacting with the Hispanic communities and we followed guidance provided by the local CCCs in many cases. Materials were made available in Spanish and posted to the toolkits page of our website. Staff also worked closely with groups created specifically to work on Census messaging with this population, including a particularly active group in Prince George's County that hosted weekly virtual meetings to discuss best practices. Additionally, in conjunction with the Prince George's County Department of Planning and the Maryland Latino Census Coalition, Planning was successful in placing more than 200 bilingual Census posters in apartment buildings, markets, and other retail storefronts in low-response Hispanic areas in Prince George's County, including Riverdale Park, Langley Park and Seat Pleasant.

Toward the end of the Census, a Hispanic Weekend of Action occurred and multiple events were held to promote Census completion in these communities. Car parades, drive-by events, and religious services were held across the state. Planning Secretary McCord, who is also a Catholic Deacon, attended and spoke at a Spanish language Mass in Baltimore City.

Additional immigrant populations with related language barriers were also identified to ensure Census awareness, including Korean and Haitian communities. Planning staff also attended events on the Eastern Shore that encouraged Census completion by the Haitian immigrant population.

Planning also worked with various organizations to support efforts to reach homeless populations, specifically in rural areas. Staff worked with nonprofits to reach other underserved communities to inform them of how the Census impacts their daily lives. Reaching these hard-to-count areas was of utmost importance to the Planning team and a significant portion of our efforts centered on connecting with these communities. These populations typically represent those who need the services funded by Census data the most and staff took creative measures to reach as many Marylanders as possible to increase Maryland's Census response.



CELEBRATE MARYLAND HISPANIC CENSUS WEEKEND September 18-20, 2020

Call to Action Day – Friday, 9/18

Call community members and post Census messages on social media encouraging Hispanics to complete the Census online or by phone.

- [2020Census.gov](https://2020census.gov)
- (844) 330-2020 (English) and (844) 468-2020 (Spanish)



Census Caravan Day – Saturday, 9/19

Join the 2020 Caravan!

- Meet at 9:45 a.m. - Cool Spring Elementary 8910 Riggs Road, Hyattsville, MD 20783
- Census Bureau Mobile Questionnaire Assistance Centers will be on site to assist with the Census Form
- You can even organize your own local Census Caravan to promote the Census

For more information on the Caravan, please email: AREscobar@co.pg.md.us

Hispanic/Latino Faith-Based Outreach Day – Sunday, 9/20

Census Bureau Mobile Questionnaire Assistance Centers (MQA) at Hispanic/Latino churches throughout the state.

3 special event locations:

1. Baltimore City: Iglesia Sagrado Corazón: 600 South Conkling Street, Baltimore, MD 21224. 11:30 a.m.
2. Office of the County Executive, Prince George's County, Ministerio Cristo el Rey, 3900 48 St, Bladensburg, MD 20710, 3:00 p.m. (first come, first serve, hot meal distribution) , For more information, call (240) 623-4872
3. Office of the County Executive, Prince George's County, St. Marks Catholic Church, 7501 Adelphi Rd, Hyattsville, MD 20783, 2:00 p.m. (first come, first serve, hot meal distribution), For more info: (240) 623-4872

Questions about Celebrate Maryland Hispanic Census Weekend?

Please email Daniel.Jones2@2020census.gov



The Census Comes to a Close

Recommendations for 2030 Decennial Census

Regardless of Maryland's success in the 2020 Census, there are some recommendations Planning would offer to improve the process for the 2030 Census.

First, it is recommended that the procurement process for any media buy begin as early as possible. This process can prove very lengthy and with the need to secure the ad spots along with the creation of the ads. However the media will change in the next decade, the civic responsibility to respond will remain. It is recommended that groundwork for this begin in early 2029.

Also, better defining the roles of the Maryland CCC chairs and members may prove beneficial to the overall coordination. While this partnership worked well for the 2020 Census, a more clear and identified definition of roles and processes would benefit the efforts.

Planning would also suggest initiating partnership efforts with local CCCs earlier for a more cohesive process and getting the most collaboration that can then be tailored to the local situations.

Placing the resources of the SDC into the Census effort must continue. There are ways that this resource can be of even more value and made more available in the next decade. The talent and the tools can be adapted so that the smallest jurisdiction can have the best information available to develop strategies that make the most of every effort.

Finally, though Planning placed digital and print materials on the Census website in PDF format so that they could be easily downloaded, it is recommended that the next Census process create a repository of customizable digital and print assets for all CCC leaders to access for their own use.

Conclusion

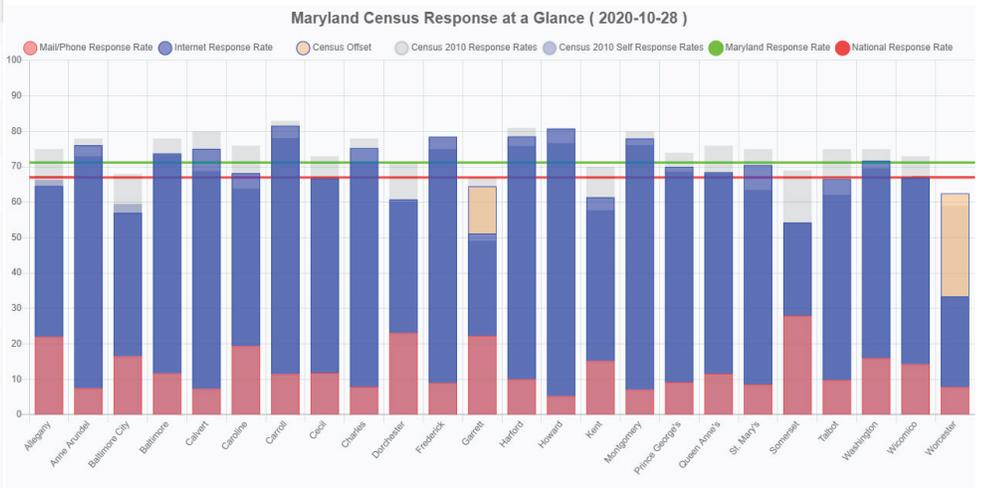
The U.S. Census Bureau ultimately changed the Census response period and enumeration deadlines multiple times due to the impact of COVID-19. While the Census began as originally planned on April 1, 2020, rising case numbers paired with various state mitigation responses led the Census Bureau to delay the deadline to mid-August. However, that was quickly changed and amended on several other occasions to dates in September and then October. Ultimately, the Census Bureau moved the deadline from October 30 back to September 30, which resulted in court filings and judicial decisions further amending the date back to October 30. Due to high self-response rates along with enumeration efforts, the Bureau reached a 99+% rate, including in Maryland, for most states and announced a final deadline of October 15.

Through record investment in the 2020 Census, Governor Hogan and the General Assembly positioned Maryland for Census success. Planning committed to working with our federal, state, and local government partners, as well as nonprofit organizations, faith-based organizations, the business community, and other community voices to ensure a full and accurate count of everyone in Maryland. Planning utilized new technologies to reach every corner of the state, engaged millions of Marylanders in the process, and reminded everyone that the Census is important, easy, and safe.

In the end, more than 2.2 million Maryland households completed the 2020 Census. Maryland finished ninth in the nation for self-response for the 2020 Census, a significant achievement with an ongoing COVID-19 pandemic all across the nation. Most Maryland households completed their forms online, ranking Maryland fourth in the country for Internet response. Carroll County led the state's counties with a self-response rate of 81.5%, ranking 24th in the U.S. out of more than 3,200 counties and was one of four Maryland counties in the top 100 in the nation. 21 of Maryland's 24 jurisdictions exceeded their 2010 self-response rate.

These rankings and statistics show the dedication of Census team members across the state. The Census is a family portrait taken only every 10 years and it took great collaboration among many partners to ensure that everyone was in the picture. This was essential to secure the funding Marylanders deserve for everyday aspects of their lives. No one agency can have this type of success without the outstanding support of key stakeholders as mentioned throughout this report. Planning would like to thank all who played a role in every part of the Census process from beginning to end. It was that commitment and dedication that led the way to our outstanding finish among the top states in Census completion. What is most important to remember is that this achievement will result in more funding for Maryland critical programs and services to our residents - especially those who need help the most.

Self-Responded by County		
24	Hanover, Virginia	81.6%
24	Carroll, Maryland	81.6%
28	Douglas, Colorado	81.5%
29	Davis, Utah	81.2%
30	Dubois, Indiana	80.9%
31	Howard, Maryland	80.8%
31	Fairfax, Virginia	80.8%
31	Eau Claire, Wisconsin	80.8%
31	DuPage, Illinois	80.8%
35	Sherburne, Minnesota	80.7%



Appendix

Please note that the following assets may show different Census deadlines. This is due to the fact that the deadline changed on multiple occasions and files were updated accordingly.

Sample PowerPoint Presentation From One of the Multiple CCC Meetings

The image displays a grid of 8 numbered thumbnail images representing slides from a PowerPoint presentation. The slides are as follows:

- Slide 1:** 2020 Census Maryland logo, September 16, 2020 Statewide CCC and Local CCC Chairs, Robert S. McCord, Esq., Secretary, Maryland Department of Planning.
- Slide 2:** AGENDA - SEPTEMBER 16, 2020. Topics include: Welcome, Letter/Direct & Update, Marketing Efforts & Plans, Partnerships, Efforts in HTC Areas, What's Next, and Closing Remarks.
- Slide 3:** LATEST STATS AND FIGURES. Includes a table of self-response rates by county and a summary of Maryland's self-response rate (72%) compared to the national rate (76%).
- Slide 4:** Maps showing NEFU completion percentages for Baltimore ACO (46.3%), Progression ACO (92.4%), Hagerstown ACO (17.3%), and Towson ACO (89.3%).
- Slide 5:** MARKETING EFFORTS & PLANS. Lists activities such as virtual meetings, social media, radio spots, and digital messaging.
- Slide 6:** PARTNERSHIPS. Lists various community partners including County Councils, Business & Building Committees, Faith Leaders, and Labor Organizations.
- Slide 7:** Granular Efforts: Newsletters, Digital Outreach and Texts. Details outreach to 36 million households and an audience engagement rate of 47%.
- Slide 8:** EFFORTS IN HARD-TO-COUNT AREAS. Lists targeted areas like Prince George's County, Hispanic Weekend of Action, and group quarters.

Sample Digital Ads And Flyers



I'm counting on you.
Fill out your Census for community funding

CLICK HERE School Lunches | SNAP | WIC | Head Start



I'm counting on you.
Fill out your Census for community funding

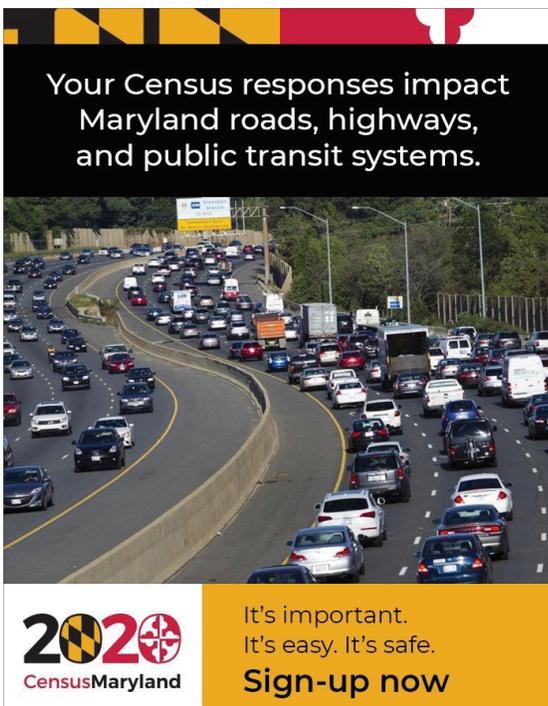
- Emergency Services
- Medicare

CLICK HERE



It's up to you 

to make sure Maryland's rural communities get their fair share of federal funding over the next 10 years



Your Census responses impact Maryland roads, highways, and public transit systems.

 It's important. It's easy. It's safe.
Sign-up now

This year's Census determines how much we get for:

- Healthcare including vaccines, hospitals, clinics & emergency services
- SNAP/WIC
- School lunches, Head Start, Before and Aftercare Programs
- Medicaid, Medicare & Children's Health Program Funding
- Water and Waste Disposal Systems
- Roads and Transportation

Complete Your Census

Online at
2020census.gov

By Phone:
Toll-Free (English):
1-844-330-2020
Llame gratis al (Español):
1-844-468-2020

By Mail

Billboards



Sample Digital Assets Provided to Partners and On Website



TOP 10 PROGRAMS FUNDED IN MARYLAND BY THE CENSUS

- MEDICAID
- FEDERAL STUDENT LOAN AID
- SNAP
- MEDICARE PART B
- HIGHWAY PLANNING AND CONSTRUCTION
- TEMPORARY ASSISTANCE FOR NEEDY FAMILIES (TANF)
- CHILDREN'S HEALTH INSURANCE PROGRAM (CHIP)
- SCHOOL LUNCH PROGRAM
- WIC

Maryland DEPARTMENT OF PLANNING 

Take the Census Now!
Visit 2020Census.gov

Cuento con usted.
Llene su censo para traer fondos a la comunidad

- Servicios de emergencia
- Vacunas
- Camas de hospital

Visite 2020CENSUS.GOV



THE WHOLE FAMILY COUNTS



FILL OUT YOUR CENSUS TODAY!
GO TO 2020CENSUS.GOV
TO COMPLETE YOUR CENSUS

Maryland DEPARTMENT OF PLANNING 

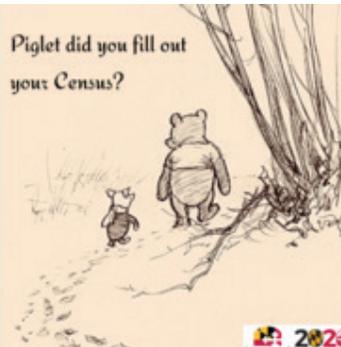
DID YOU KNOW?
Census numbers determine how many vaccines are made. By filling out your Census you ensure Maryland gets an accurate number of vaccines.

Fill out the Census at 2020census.gov





Piglet did you fill out your Census?





SAFETY is BGE's first priority.

For information on BGE's response to COVID-19, visit BGE.COM/coronavirus.




US CENSUS 2020

Starting in mid-March, households will receive official United States Census Bureau mail with detailed information on how to respond to the 2020 Census. BGE urges everyone to respond to the 2020 Census to ensure our communities are accurately reflected in governmental representation and funding decisions. Everything you need to respond can be found at 2020CENSUS.GOV along with other useful information.

Sample Toolkits



2020 CensusMaryland Toolkit for Elected Officials

- Include a button to complete the Census in your signature line for all emails you send out. Download the button graphic here:



and hyperlink the button to <https://my2020census.gov>

- Include Census messaging and/or a "Take the Census Now" button on your webpage or in your emails/newsletters.



Make Sure You're Counted in the Census

Have you completed the 2020 Census? Maryland loses almost \$2,000 per person per year who is not counted. The deadline of **September 30th** is fast approaching!

The Census funds critical programs from healthcare to highways to meals to medicare. Make sure you're counted by completing the Census today!

Take the Census Now! It only takes 10 minutes! 2020Census.gov



(Follow instructions above to download and hyperlink the "Take the Census Now" button)

- Click [here](#) for sample language to send as an email or letter to your constituents.
- Include Census messages on your social media pages: census.maryland.gov/Pages/media-resources/social-media.aspx
- Include Census messaging or a graphic on digital signage (size customizable)



You can also hyperlink this button to <https://my2020census.gov>

Take the Census Now! It only takes 10 minutes! 2020Census.gov

- Include Maryland Census 2020 logos on your materials. Logos are downloadable from: census.maryland.gov/Pages/Outreach-Tool-Kits.aspx
- Want more Census tools? Visit: census.maryland.gov/Pages/Outreach-Tool-Kits

For more information, contact Kristin Fleckenstein, Director of Public Affairs for the Maryland Department of Planning - kristin.fleckenstein@maryland.gov



Harnessing the Power of Faith: Shaping the Future for All Marylanders

Ideas for Ways the Faith Community Can Help in Spreading the Word About Census 2020

- Share the importance of EVERYONE being counted in the Census as part of your sermons and all of your communications. This will be the most effective way to ensure action.
- Include Census messaging on your online donation requests and web pages
- Congregation Website & Marquee
 - Download Maryland Census 2020 logos here: <https://census.maryland.gov/Pages/Outreach-Tool-Kits.aspx>
 - Use logos and other tools from the kits to create your own posts to your site
 - Post Census messages on your site header or on other important pages - especially if you post a weekly message to your congregants
 - Post similar messages to your congregation's outdoor signage
- Share and discuss this information at meetings of Faith Leaders
- Include Census information and a Call-to-Action in your newsletters

You can download vital census materials at: <https://census.maryland.gov/Pages/Outreach-Tool-Kits.aspx>

For more information, contact
Lorena Rivera (lorena.rivera@maryland.gov) or
Randall Nixon (randall.nixon2@maryland.gov)



Customized Flyers and Digital Assets for Specific Community-Based Events



It takes less than 10 minutes
to complete the Census

Sign-up for general information, preview
the questions and get deadline reminders.



It's important. It's easy. It's safe.
Sign-up now ▶



Veterans and the Census
A Virtual Town Hall
September 17 at 12:30 p.m.



Featuring
Secretary of Veterans Affairs George Owings
and Secretary of Planning Robert McCord



Faith Communities Census Weekend of Action
July 24-26, 2020

We know you're busy and have put together an updated toolkit for your use to simplify things in helping us to encourage Census completion. There are several ways your organization can help in promoting the Census:

- > **To your congregants during services** - ideas can be found [here](#)
- > **On your website and newsletters**
Include Census messaging and/or a "Take the Census Now" button in your newsletter and/or on your web page
Take the Census Now! It only takes 10 minutes! [2020Census.gov](#)
Offer a button to go directly to the Census form:

- > **On your social media pages** - A variety of social media posts can be found at:
[census.maryland.gov/Pages/media-resources/social-media](#)
- > **Include Census messaging or a graphic on branch digital signage (size customizable)**
Take the Census Now! It only takes 10 minutes! [2020Census.gov](#)

- > **At services or events offered to your members**
Handouts and signs are available to download directly from our website at:
[census.maryland.gov/Pages/Outreach-Tool-Kits](#)
- > **Include Maryland Census 2020 logos on your materials.** Logos are downloadable from:
[census.maryland.gov/Pages/Outreach-Tool-Kits](#)
The toolkit provides you assets to use in each of these mediums and we are happy to customize any of the items you'll find here to include your logo for a more personalized approach.

For more information contact: Kristin Fleckenstein, Director of Public Affairs for the Maryland Department of Planning - kristin.fleckenstein@maryland.gov





Maryland

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CHANGING
Maryland
FOR THE BETTER

Larry Hogan, Governor
Boyd Rutherford, Lt. Governor

Robert S. McCord, Secretary
Sandy Schrader, Deputy Secretary