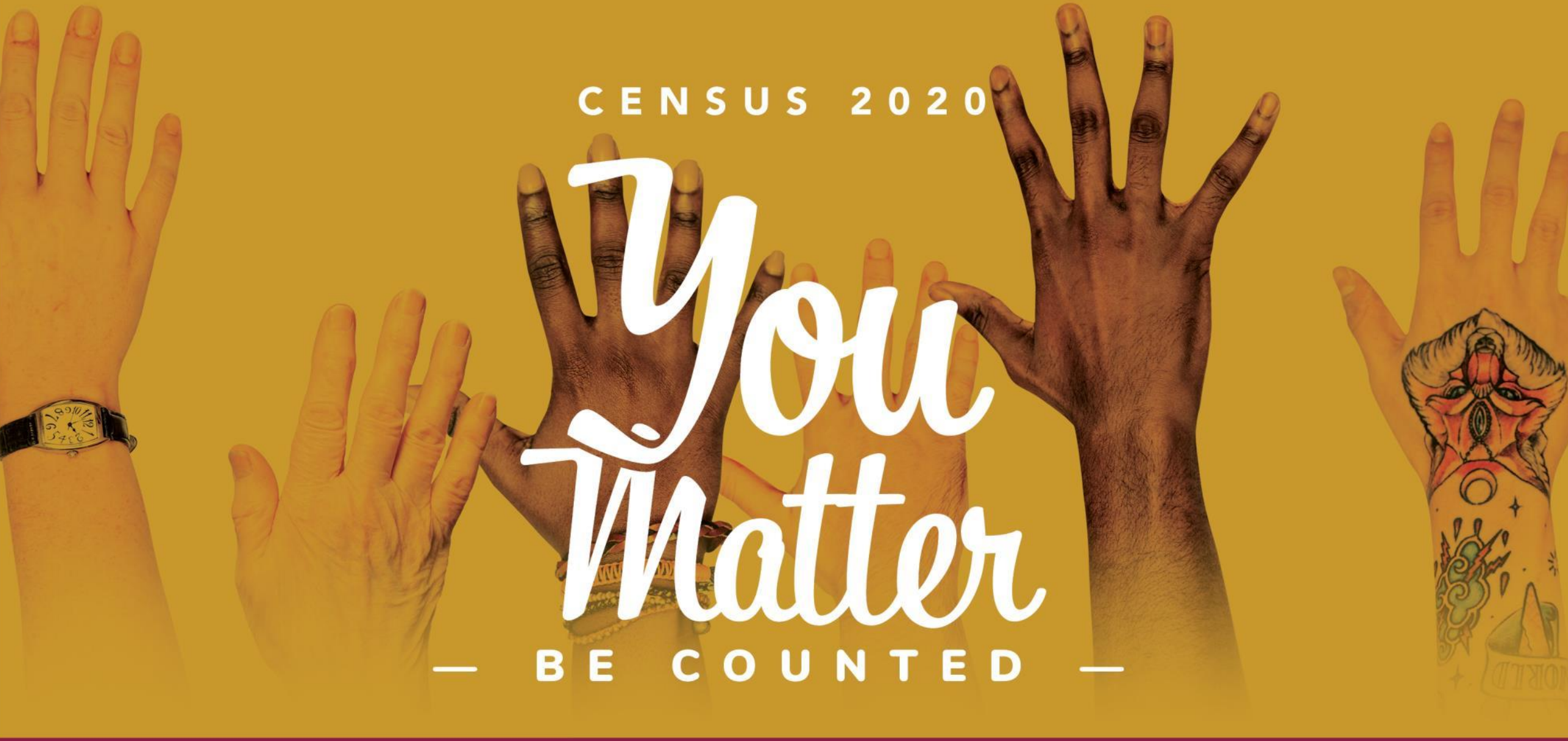

SALT LAKE COUNTY

UTAH CENSUS 2020
You Matter.
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CENSUS 2020
SALT LAKE COUNTY COUNTS

Salt Lake County's Approach & Activities

GOAL: *Ensure an accurate count of all County residents in Census 2020*

Here's how:

Updating Addresses The County, combined with cities, has thousands of address corrections and additions to the Census Bureau Master Address File, which will be used to send out information about Census 2020 and conduct follow up for households that don't respond.

Coordination with Local, State and National Efforts The County is working closely with the state officials and representatives from other local governments to ensure that Census 2020 outreach efforts in Utah maximize resources and benefit our County.

Complete Count Committee Salt Lake County, together with the County's cities and metro townships, nonprofit organizations, community groups and area businesses, has formed a Complete Count Committee to guide the development and implementation of strategies to reduce undercount.

Information & Community Engagement The County is working with trusted community organizations and institutions to reach out and educate residents about Census 2020, motivate them to participate, and support them in completing the survey.

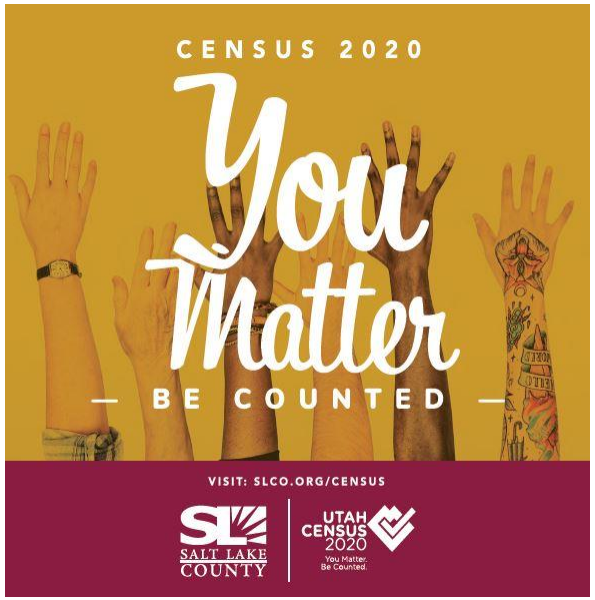
Coordination with National and State Efforts

- **$1 Million** investment from State Legislature (Nov. 2020)
  - ❖ $500,000 - Marketing Campaign
  - ❖ $500,000 Grants to the Community
    - 78 Applications
    - $2.2 Million in Request

Complete Count Committees

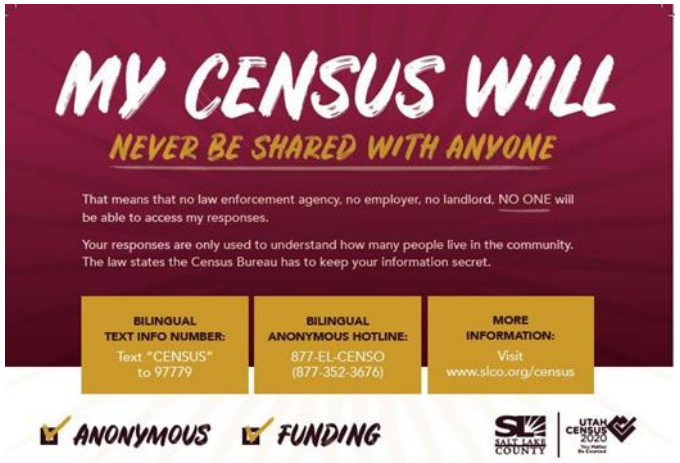
- Refugee
- Hispanic/Latino(a)
- 0-4 year olds
- Older adults
- Homeless/Treatment/Corrections
- Renters
- People with disabilities

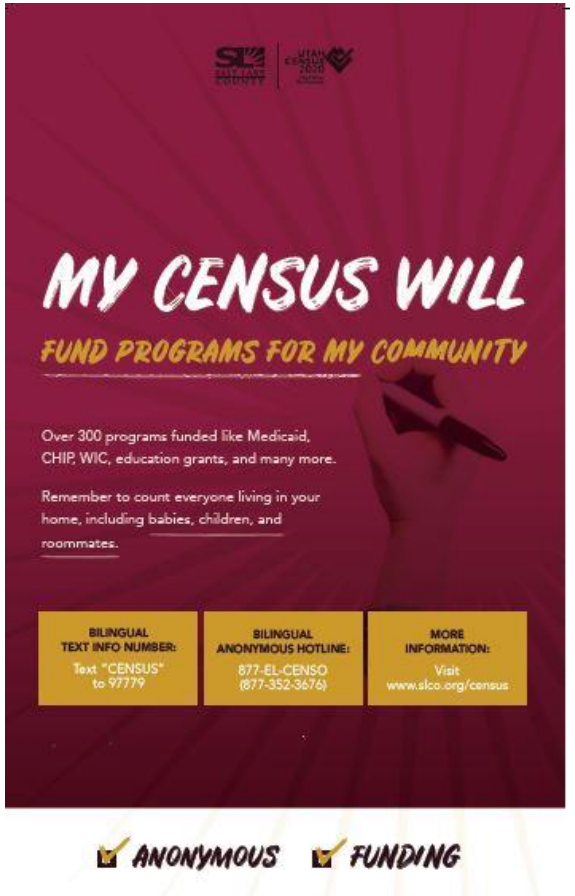
Information & Community Engagement: Materials

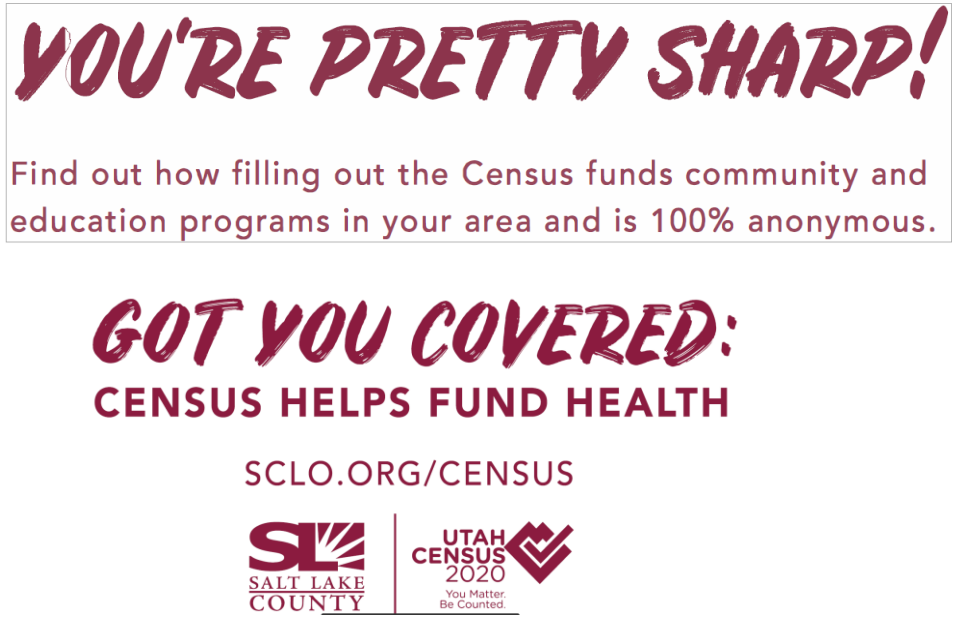


SLCO.ORG/CENSUS

- Fact Sheets
- Marketing Materials
- Social Media Posts







Information & Community Engagement: Training

ASK ME ABOUT CENSUS 2020

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CENSUS 2020: TRAINING FOR BUSINESSES

TUESDAY, FEBRUARY 25
9 TO 11 A.M.

HÁGASE CONTAR
A CAMPAIGN OF NALEO Educational Fund

Join NALEO Education Fund, The Utah State Complete Count Committee and Salt Lake County for a

Comprehensive Census Three Module Train-the-Trainer Series

February 11, 2020
9:00 a.m. to 4:00 p.m.

Viridian Event Center
8030 S 1825 W
West Jordan, Utah 84088

Information & Community Engagement: Media

Print and & Online Publications

City Journal – Targeting local communities
El Semanal Magazine – Spanish Speaker
Catalyst – women
Utah Family.com – Parents of young kids
Simply Seniors – 65+

Social Media

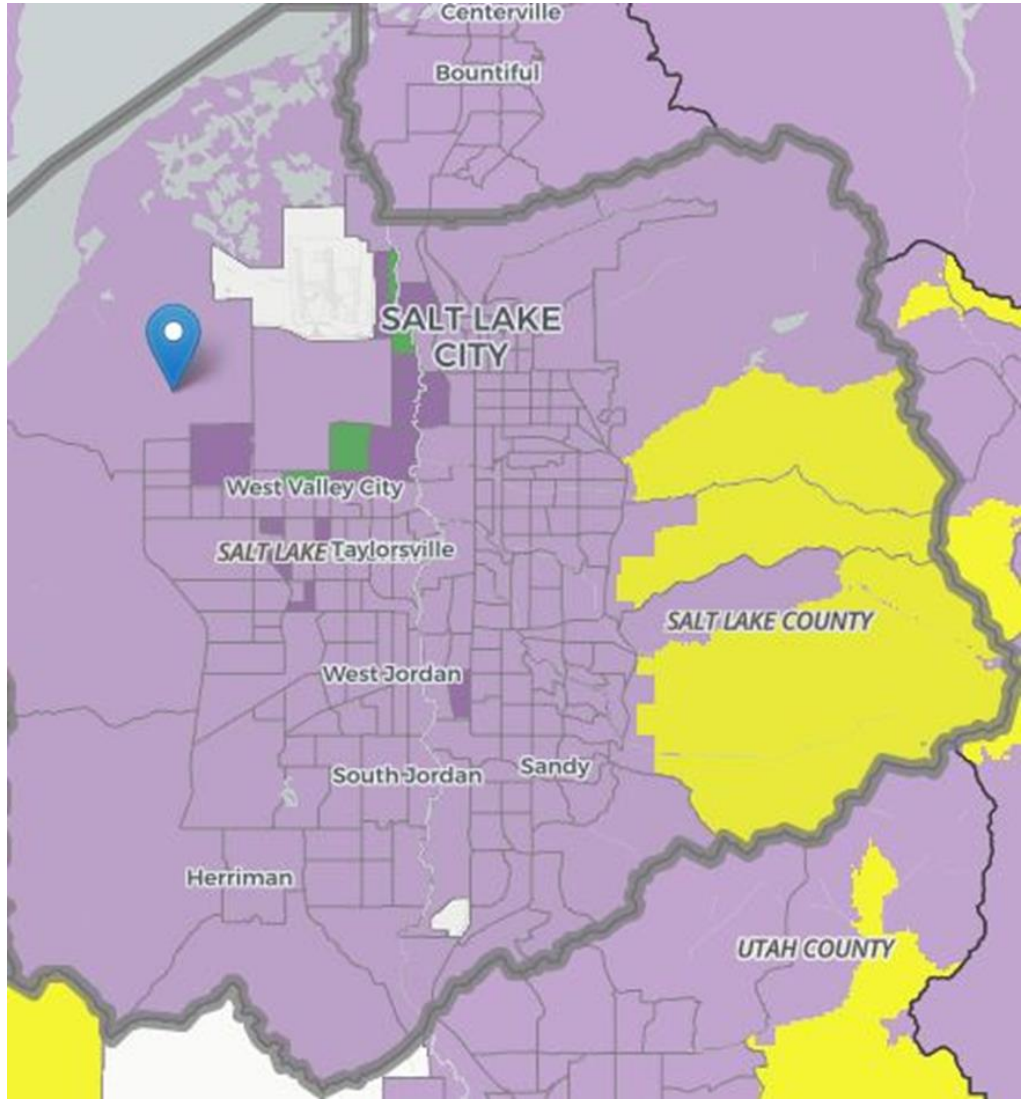
Facebook/ Instagram

- Paid posts will be geotargeted using data from Census 2010 and Facebook.
- Posts will be focused on reaching target audiences in historically low-response/HTC areas (parts of Midvale, Millcreek, SLC, SSL, Taylorsville, West Jordan & WVC.

Operational Timeline : Mailings

- **March 12-20** An invitation to respond online to the 2020 Census
- **March 16-24** A reminder letter
- If you haven't responded yet:
- **March 26-April 3** A reminder postcard
- **April 8-16** A reminder letter and paper questionnaire
- **April 20-27** A final reminder postcard before someone follows up in person

Operational Timeline : Hard-to-count Map

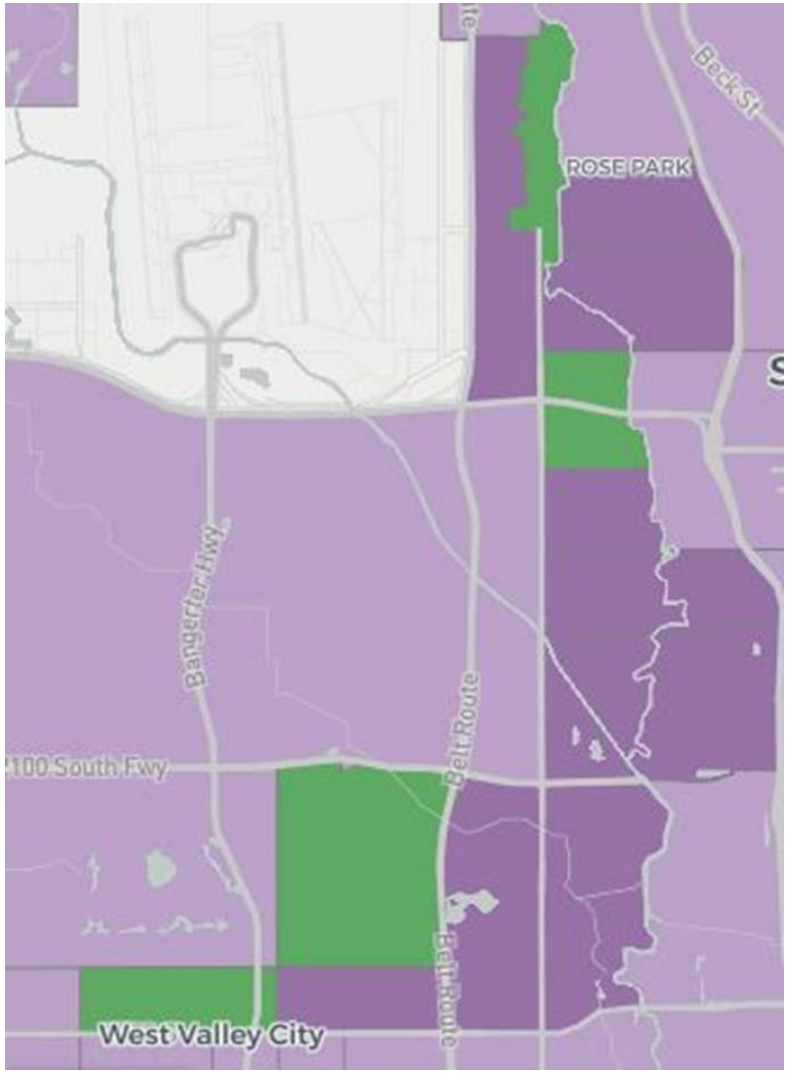


Yellow = Hand-delivered packet (0.4%)

Light Purple = English only mailing (90.9%)

Dark Purple = English/Spanish mailing (7%)

Green = English/Spanish mailing with paper questionnaire (1.7%)



Operational Timeline : Nonresponse Follow-up

- The Census Bureau will visit homes between **5/13/20-7/24/20** that haven't responded to the 2020 Census to make sure everyone is counted.

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