

A Review of Census 2020

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Mayor's Office for New Americans



The Importance of the Census

- The Constitution has required a census every 10 years since the first U.S. count in 1790.
- The main purpose of the census is to produce the latest population totals that are used to redistribute the seats in the House of Representatives among the 50 states.
- The decennial census provides data for the redraw of state and local voting districts and guides the fair distribution of \$1.5 trillion a year in federal funding.



Goal: Ensuring all Salt Lake County Residents are Counted in the 2020 Census

- Mobilized business, faith-based organizations, non-profit agencies, and other stakeholders to elevate the importance of Census 2020 within their influence
- Create a robust grassroots campaign to increase the participation rate of Hard to Count Communities
- Create a coordinated and robust outreach plan in Salt Lake County
- Create strategic partnerships with allies to leverage advertisement and marketing opportunities
- Prepare a pipeline of qualified residents to be Census Enumerators



Complete Count Workgroups

- Population age 4 and under
- Hispanics and Latinos
- Older Adults
- People with Disabilities
- Refugees or People with a Refugee Background
- Renters and Millennials



SLCo Census Timeline



9/24/2018: Community
Engagement Workshop



5/18/2019: Census Table
at Living Traditions
Festival



2/10/2020: NALEO
Census Training



SLCo Census Outreach



You Matter. Be Counted magnets on SLCo vehicles



6/2020: Census Challenge outreach at Utah Community Action Head Start Dinners



8/26/2020: Census Challenge between Utah County and Salt Lake County



Media-Wilkinson Ferrari & Co

CENSO 2020

Usted Importa
— SE CONTADO —

EL CENSO 2020 EMPIEZA EN EL INTERNET EL 12 DE MARZO DE 2020

El Censo de los Estados Unidos ayuda a dar fondos para escuelas, servicios médicos, carreteras y otras partes importantes de la comunidad. Es rápido y fácil de llenar y además es confidencial.

LA POSTAL CON INSTRUCCIONES PARA EL CENSO 2020 LLEGARÁ POR CORREO PRONTO

VISITA SLCO.ORG/CENSUS PARA MÁS INFORMACIÓN

SL SALT LAKE COUNTY

UTAH CENSUS 2020

CENSUS 2020

2020 인구 및 주택 조사

정확한 통계를 위 해
서 당신의 참여가
절대로 중요합니다

2020 온라인 인구 조사는 2020년 3월 12일부터 시작합니다

미국 인구조사는 학교, 보건 시설, 도로 및 기타 우리 지역사회의 중요한 부분 에 예산 배정을 돕습니다. 인구조사 참여는 빠르고 쉽고 비밀이 보장됩니다.

더욱 자세한 사항은 SLCO.ORG/CENSUS 방문해 주십시오.

곧 가정으로 배달되는 2020 인구조사 참여방법을 담은 엽서를 우편함에서 살펴 보시기 바랍니다.

SL SALT LAKE COUNTY

UTAH CENSUS 2020

CENSUS 2020

CENSUS 2020

You Matter
— BE COUNTED —

THE CENSUS IS CRITICAL TO OUR FUTURE

Ensuring that every person is counted helps our community secure critical funding and information needed for emergency planning for events such as natural disasters and pandemics like COVID-19.

COMPLETE YOUR CENSUS BY PHONE, MAIL OR ONLINE AT MY2020CENSUS.GOV

VISIT SLCO.ORG/CENSUS FOR MORE INFORMATION

PUEDEN VISITAR SLCO.ORG/CENSUS PARA OBTENER MÁS INFORMACIÓN

SL SALT LAKE COUNTY

UTAH CENSUS 2020

CENSUS 2020

CENSUS 2020

You Matter
— BE COUNTED —

CENSUS 2020 BEGINS ONLINE MARCH 12, 2020

The U.S. Census helps fund our schools, health care, roads, and other important parts of our community. It's quick, easy to fill out and confidential.

VISIT SLCO.ORG/CENSUS FOR MORE INFORMATION

PLEASE VISIT SLCO.ORG/CENSUS FOR QUESTIONS AND INFORMATION

WATCH FOR A CENSUS BUREAU LETTER WITH INSTRUCTIONS ARRIVING IN MAIL SOON

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You Matter
— BE COUNTED —

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COMPLETE YOUR CENSUS TODAY

ONLINE AT MY2020CENSUS.GOV

LEARN MORE

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SL SALT LAKE COUNTY

UTAH CENSUS 2020

CENSUS 2020

Wilkinson Ferrari & Co Campaign Summary



- Total marketing budget - \$57,000
 - Traditional media - \$39,878
 - Online advertising - \$19,500
- Total Investment - \$63,264.42*
- Print and digital ads placed with 12 outlets
- 15 promoted posts shown on the Salt Lake County Census Facebook
- 2,714,503 possible print ad impressions
- 6,245,631 digital ad impressions
- 8,960,134 total possible impressions

Media-Univision Campaign

- Marketing Budget - \$35,000
 - SLC_o, SLC, Ogden, and Utah
- TV Spots:
 - 222 spots purchased
- FB & FB Live:
 - 24,000+ post reach
 - 15,800+ video views
- Census Digital Home Takeover



Mobile Top & Bottom Banners (Above)



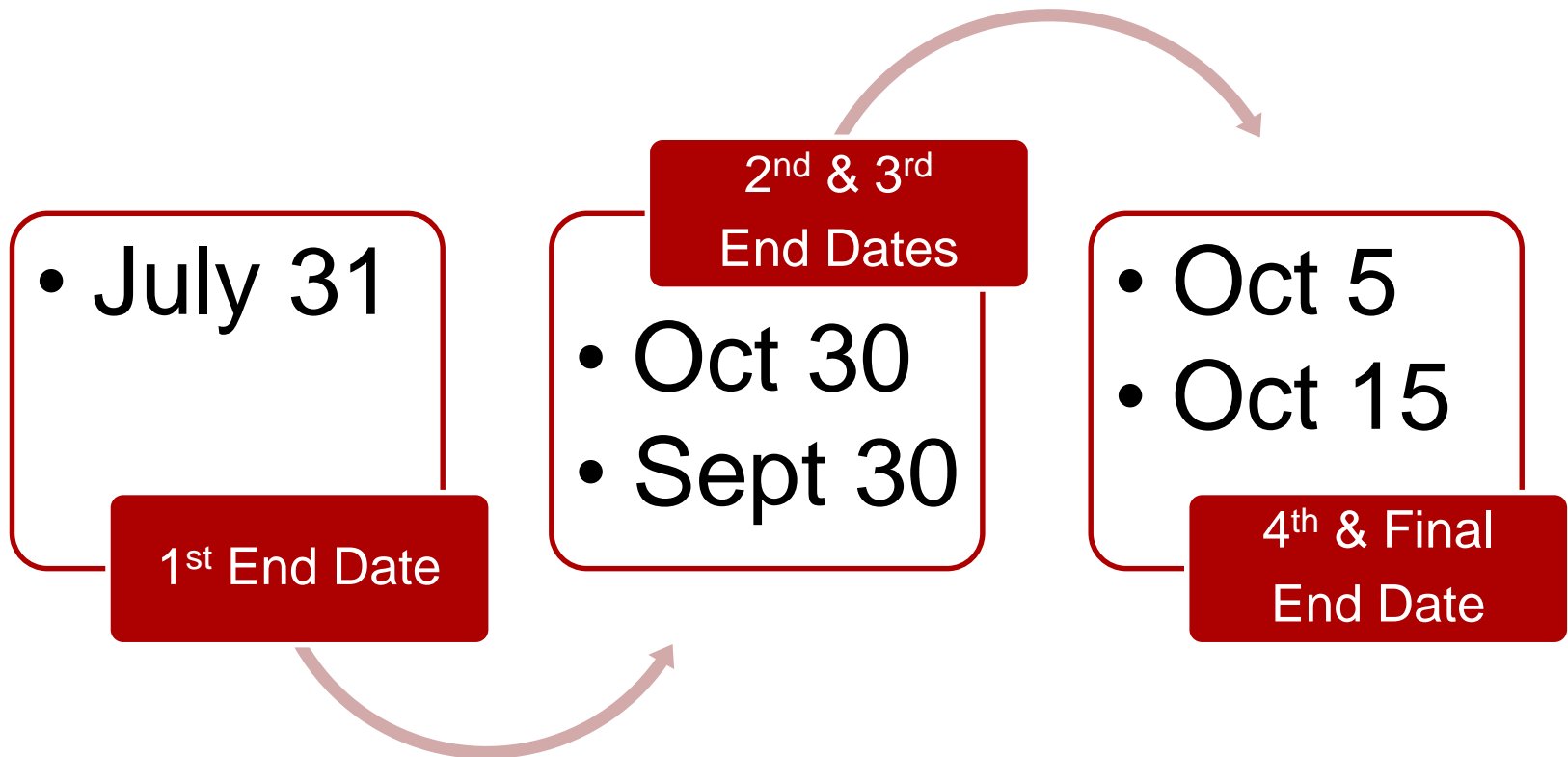
Desktop Asset (Above)



Mobile Takeover (Left)



COVID-19's Impact on Census 2020





2020 Census Participation Rates

2020

- USA – 67%
- Utah – 71%
- Salt Lake County – 74.3%

2010

- USA -- 74%
- Utah – 68.6%
- Salt Lake County – 71.6%

CENSUS 2020

SALT LAKE COUNTY COUNTS



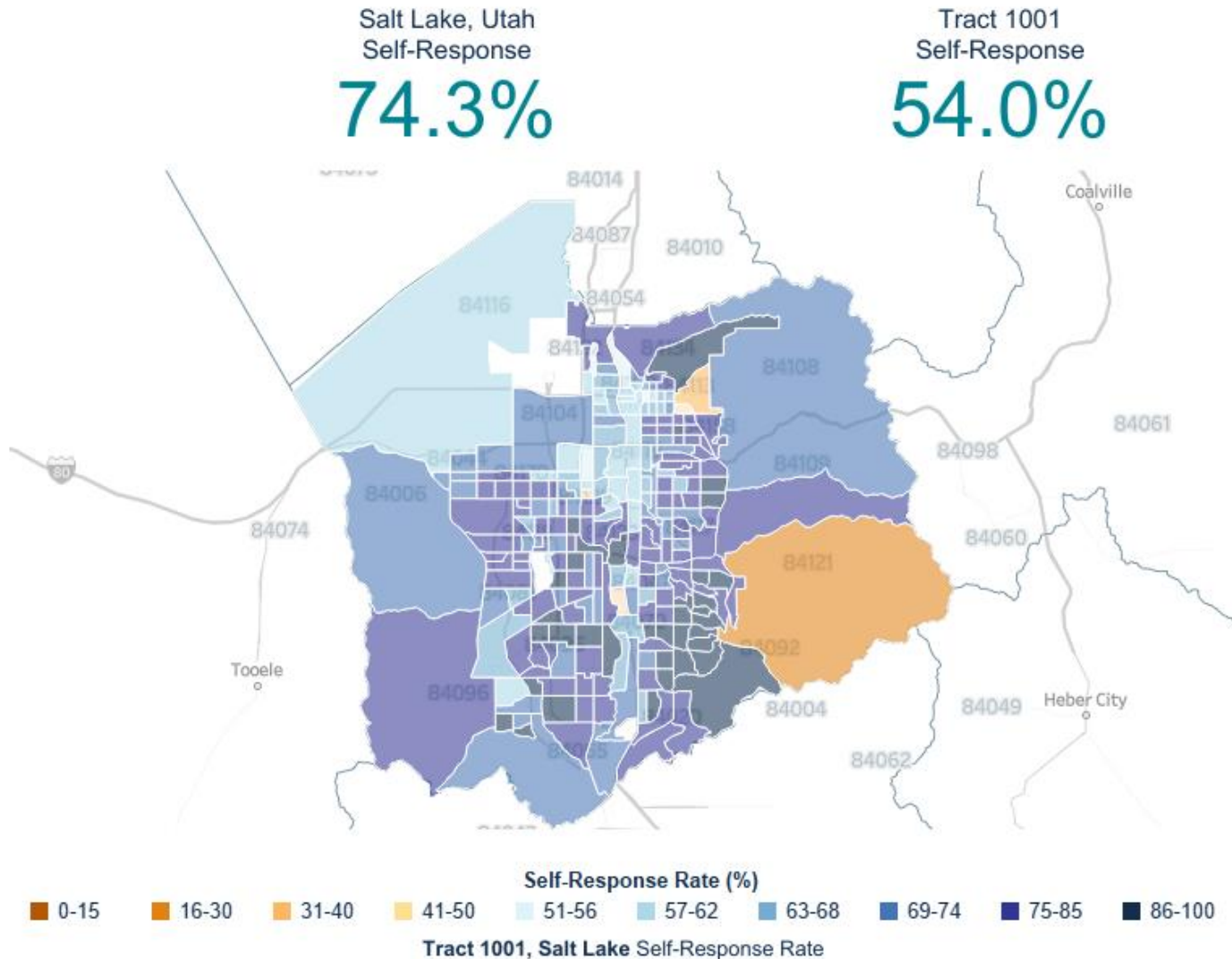
Municipalities Participation Rates

USA - 67%		Utah - 71%		Salt Lake County - 74.3%			
White City-	82.8%	South Jordan-	81.5%	Sandy-	81.3%	Cottonwood Heights-	80.6%
Holladay-	80.4%	Riverton-	79.9%	Draper-	78.4%	Copperton-	78.1%
Murray-	76.9%	Taylorsville-	76.8%	Bluffdale-	76.0%	Millcreek-	75.7%
Emigration Canyon-	75.3%	Kearns-	74.5%	West Jordan-	74.7%	Herriman-	72.7%
Magna-	71.1%	West Valley-	70.6%	Salt Lake-	69.9%	Midvale-	69.3%
South Salt Lake-	65.0%	Alta-	18.0%	Brighton-	26.0%		



Self-Response by Census Tract

This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).





QUESTIONS?