



2020 CENSUS FINAL REPORT



February 2021

 THE MARYLAND-NATIONAL CAPITAL
Park and Planning Commission

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Introduction

Every 10 years, the U.S. Census Bureau conducts a population count of people living in the nation, which is mandated by the U.S. Constitution Article 1, Section 2. The census determines the number of seats Maryland is proportioned in the U.S. House of Representatives, how boundary lines are drawn for redistricting, and the distribution of billions of dollars in federal funds to our community.

The U.S. Census Bureau's decennial census in 2020 was the first time residents were given the option to complete their census questionnaire online, in addition to by mail or phone. In the 2010 census, Prince George's County had a 68 percent self-response rate and 74 percent overall household count of residents.¹ Significantly low self-response rates were found in College Park, Hyattsville, and Joint Base Andrews. As a result of an estimated 19,900 undercount in 2010, the County lost an estimated \$363 million dollars in federal funding.

Census Day was April 1, 2020; however, households received an invitation with an identification code in the mail to respond as early as March 12, 2020. Census operations were scheduled to conclude July 31, 2020. However, the U.S. Census Bureau extended the census deadline until October 15, 2020, because of the COVID-19 pandemic.

Beginning in March 2020, government offices were closed to the general public, social distancing policies were enacted, and traditional in-person community outreach options were limited. As a result, community partners pivoted to virtual events and conducted socially distanced drive-up events where residents used their personal mobile devices to complete their census forms while picking up food for their families. Despite the global pandemic, Prince George's County improved its self-response rate from 68 percent to 70 percent. Results of the overall census household count should be available in April 2021. Legislative redistricting in Maryland is scheduled for July 2021 but is subject to change.

Discussion

BUDGET

Hiring/Designees – The Prince George's County Council appointed Planning Board Chairman Elizabeth Hewlett to serve as chairman of the Prince George's Complete Count Committee (CCC). The Prince George's County Planning Department, part of the Maryland-National Capital Park and Planning Commission (M-NCPPC), hired one fulltime census coordinator, Jordan Baucum Colbert, in May 2019 to support Chairman Hewlett and the CCC. A second census coordinator, Jacqueline Woody, was hired as a part-time consultant in January 2020 to support additional team efforts. Designated staff members from the Prince George's County Planning Department were assigned to conduct communications (marketing, social media, data) for the census initiative. Members of the Planning Department who worked on the census included Anika Jackson, Calista Black, James Cannistra, Kipling Reynolds, Dan Hartmann, Carly Brockinton, M'balu Abdullah, Shannon Sonnett, Manching Li, Audrey Graham, Mike Shean, Michelle Dallas, Phil Taylor, Arnaldo Ruiz, Marilyn Vega, and Terry Johnson. In November 2020, the Prince George's County Planning Department hired Charles Wade, a socioeconomic and demographic planner, to analyze subsequent census count findings.

Prince George's County Executive Angela Alsobrooks and the Office of Community Relations (OCR) assigned staff members to serve as members of the CCC and to conduct outreach within the County.

¹ [Census Coverage Measurement Person Result for Prince George's County](#); Enumerators conduct household counts and residents complete self-response questionnaires independently by mail, online, or by phone.

Thomas F. Johnson served as special projects manager and census project coordinator in partnership with the Planning Department. Thomas F. Johnson oversaw various subcommittees in collaboration with Jordan Baucum Colbert. Other staff members from OCR who worked on the census included Euniesha Davis, Caryne Moses, Courtney Mariette, and Daphne Benbow.

Maryland Department of Planning Census and Supplemental Grants — The State of Maryland appointed two Prince George’s County-based advocacy group leaders to serve on the CCC— Walkiria Pool, CEO of the Center for Assisting Families (CAF), and George Escobar, president of CASA de Maryland (CASA). CASA and CAF heavily contributed to outreach in the Latino community by door knocking, telephone banking, and engaging with the Latino community.

The state awarded OCR \$244,208 in grant funding for the 2020 census. OCR, as a grantee, was required to match the grant amount, for a dedicated total of \$488,416.

In December 2019, the state awarded 17 municipalities in Prince George’s County an estimated \$193,000 in supplemental census grant funds. Each municipality used funding to purchase census marketing and campaign materials.

Table 2 State of Maryland grant awardees in Prince George’s County

RECIPIENT	AMOUNT
Prince George’s County	\$244,208
Town of Forest Heights	\$59,000
Northern Gateway	\$25,000
City of Greenbelt	\$15,000
City of Seat Pleasant	\$18,636
City of College Park	\$34,385
MULTIPLE COUNTIES INCLUDING PRINCE GEORGE’S COUNTY	
CASA de Maryland	\$477,614
Young Invincibles	\$25,000
Centro de Apoyo Familiar	\$250,000

Table 1 Census grants awarded to County municipalities

RECIPIENT	AMOUNT
Town of Bladensburg	\$19,000
City of Bowie	\$6,000
Town of Brentwood	\$14,500
Town of Capitol Heights	\$10,000
Town of Cheverly	\$10,000
Town of Colmar Manor	\$7,335
Town of Cottage City	\$5,000
City of District Heights	\$19,000
Town of Fairmount Heights	\$7,670
City of Glenarden	\$19,000
City of Hyattsville	\$19,000
Town of Landover Hills	\$5,000
City of Laurel	\$15,000
Town of Morningside	\$5,000
City of Mount Rainier	\$19,000
City of New Carrollton	\$6,750
Town of Riverdale Park	\$10,000
Town of Upper Marlboro	\$3,365
TOTAL	\$193,870

Marketing Materials & Swag — The Planning Department produced marketing materials that were distributed to CCC members and census community partners. M-NCPPC spent an estimated \$26,000 on promotional handouts/swag. PDF versions of posters, palm cards, yard signs, and other printable materials were uploaded and available to the public for free at PGCensus2020.org.

The Planning Department provided OCR with a Memorandum of Understanding (MOU) to purchase \$40,000 in census marketing materials. Terry Johnson oversaw the execution of the MOU.

An estimated \$2,500 was spent on social media advertisement between the months of March 2020 and October 2020.

The Planning Department’s publications team created marketing ads for The Mall at Prince George’s Plaza. A total of \$3,650 was spent on 20 food court tabletops and two standees which covered the cost of production and installation.

Print Requests and Resources — The Prince George’s County Planning Department produced an estimated 12,300 printed copies of materials that were distributed to CCC members, nonprofits, County agencies, and OCR. Printed materials were generally produced in-house, but sometimes required a private vendor.

Monetary Donations — The Prince George’s County Planning Department contributed a monetary donation of \$500 to the Step Up for the Census Competition Exhibition in August 2020. The monetary donation was paid to Phi Beta Sigma, Delta Mu Chapter at Bowie State University as an awardee.

Food and Refreshments — The Prince George’s County Planning Department purchased most of the food and refreshments for CCC meetings and some census workshops. OCR purchased food for some events hosted by their team members. Altogether, an estimated \$1,000 was spent on catering for CCC meetings. Prince George’s County Department of Parks and Recreation (DPR) contributed to the purchasing of food and resources for various townhalls, community events, and meetings.

Metropolitan Washington Council of Governments (MWCOC) Coalition Washington Metropolitan Area Transit Authority (WMATA) Advertisement Buy — The Prince George’s County Planning Department partnered with MWCOC to purchase advertisements through WMATA and paid \$575 for interior bus cards, dioramas, and exterior bus advertisements. This initiative was in partnership with Washington, D.C., Montgomery County, Arlington County, Loudoun County, and Fairfax County. The following schedule was implemented.

Marketing, Production, and Design Items
County one-page fact sheet (Spanish/English)
Universal palm card (Spanish/English)
Proud to Be Counted yard signs (Spanish/English)
Proud to Be Counted posters (Spanish/English)
Prince George’s County FAQs (Spanish/English)
CCC Reporting Form
OCR Pledge Form
OCR Partnership Form
OCR Volunteer Sign Up Form
Door-to-Door Talking Points
Telephone Bank Script
Telephone Bank Call Log Spreadsheet
Census Hub How-to Guide
Census Champion Posters
COVID Palm Cards
Social Media Ad Promos
Census Proud to Be Counted Sticker Design

Table 3 Timing and Schedule of Coalition WMATA Ad Buy

	AGENCY	EXTERIOR BUS	DIORAMAS	INTERIOR BUS
February 2020	Arlington County	20	5	200
	Prince George’s County	20	5	200
March 2020	Loudoun County	20	5	200
	Fairfax County	20	5	200
April 2020	District of Columbia	20	5	200
	Montgomery County	20	5	200

Miscellaneous — After the campaign concluded, Chairman Hewlett hosted a Census Appreciation Drive-Up Celebration where Census Ambassadors picked up gift mementos purchased by the Chairman’s office, which included a wine glass, candy, masks, a thank you letter, and a resolution on behalf of the Commission. The Chairman’s office hired a disc jockey, purchased balloons, and set up tents. Additional posters of Census Champions were purchased and distributed to recipients. All social distancing protocols and guidelines ordered by the County Executive were followed.

CENSUS QUESTIONNAIRE & AMERICAN COMMUNITY SURVEY (ACS)

Census Questionnaire — The census questionnaire is administered once every 10 years. President Donald Trump proposed adding a citizenship question; however, the Supreme Court ruled that adding a citizenship question was unconstitutional and would not be permitted. The 2020 Census questionnaire included nine questions ([See sample of Census 2020 questionnaire](#)):

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?
2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
3. Is this a house, apartment, or mobile home?
4. What is your telephone number?
5. What is your name?
6. What is your sex?
7. What is your age and date of birth?
8. Are you of Hispanic, Latino, or Spanish origin?
9. What is your Race?

ACS — Unlike the decennial census questionnaire, the ACS survey includes more than 40 questions and is annually administered to a small group of people. Each year, the U.S. Census Bureau contacts more than 3.5 million households across the country to participate in the ACS. ([See Questions on the Form and Why We Ask](#)). A snapshot of ACS questions:

- Citizenship
- Income
- Language spoken
- Birth origin
- Highest degree or level of school

OUTREACH

In preparation for the 2020 census, the County established a Complete Count Committee² (CCC) of more than 100 active members, which included a cross-section of trusted community partners that helped lead outreach efforts. To help increase the County's self-response rate, CCC members developed a thorough outreach and marketing strategy to engage historically undercounted populations. The strategy involved dividing the campaign into three phases: Phase I: Educational, which included workshops, trainings, and developing census partners; Phase II: Promotional, which included implementing census ads throughout the County, conducting interviews with local news outlets, and establishing census messaging on social media platforms; and Phase III: Get Out the Census, which included a plan to engage the public through a series of community events (door-to-door, phone banking, block parties). During the educational phase, CCC members prioritized community engagement with low-income households, non-English-speaking individuals, college students, rural areas with limited internet access, transitory areas, apartment complexes, homeless populations, veterans, and children under the age of 5 years old.

The initial goal of the census initiative was to achieve a self-response rate of 75 percent and an overall household count of 85 percent. However, because of the COVID-19 pandemic, census partners readjusted the County's self-response rate goal to 70 percent by October 2020.

Geographic outreach focused on historically undercounted areas that had low self-response rates in previous censuses throughout all nine councilmanic districts. Undercounted areas included Langley Park, College Park, Joint Base Andrews, Hyattsville, Oxon Hill, Suitland, Capitol Heights, Laurel, Greenbelt, District Heights, Mount Rainier, Lanham, and Bladensburg.³ It was equally important to identify cities with predominately Spanish-speaking households because these community members tend to experience language barriers that often discourage them from completing the census. These cities were Chillum, University Park, West Hyattsville, Adelphi, Riverdale and Riverdale Park, Laurel, Mount Rainier, and Bladensburg. A monthly report was produced by the Prince George's County Planning Department to track areas that fell below the 60 percent self-response rate.

Table 4 The Census Tracts that fell below a 60 percent self-response rate. The rows highlighted in gray indicate a greater than 50 percent Hispanic population, according to the ACS.

² Subcommittees included Faith Based, Education, Immigration/International, Nonprofit Community Based, Media, Universities/Colleges, Seniors, Group Quarters, Libraries, Municipalities, Homeless, and Agencies.

³ Residents in College Park reflect a majority of on-campus housing units, which are not included in self-response rates but are counted by the U.S. Census Bureau as Group Quarters. Joint Base Andrews is also considered Group Quarters.

TRACT	Cumulative Response (%)	ZIP CODE	CITY	ALTERNATE
980000	20.00	20742	College Park	
801106	40.30	20762	Joint Base Andrews	Andrews AFB
805908	42.10	20782	Hyattsville	Chillum, University Park, West Hyattsville
801105	44.70	20762	Joint Base Andrews	Andrews AFB
807000	45.60	20740	College Park	Berwyn Heights
805601	46.50	20783	Hyattsville	Adelphi
805602	46.90	20783	Hyattsville	Adelphi
801908	49.80	20746	Suitland	Camp Springs, Hillcrest Heights, Morningside
801600	50.30	20745	Oxon Hill	Forest Heights
802406	50.90	20746	Suitland	Camp Springs, Hillcrest Heights, Morningside
802502	51.40	20743	Capitol Heights	Fairmount Heights, Seat Pleasant
802501	52.90	20743	Capitol Heights	Fairmount Heights, Seat Pleasant
800209	53.20	20708	Laurel	Montpelier
806713	53.60	20770	Greenbelt	
802106	53.70	20747	District Heights	Forestville
802001	54.10	20746	Suitland	Camp Springs, Hillcrest Heights, Morningside
802404	54.70	20747	District Heights	Forestville
805907	54.70	20783	Hyattsville	Adelphi
805906	55.90	20783	Hyattsville	Adelphi
801702	56.00	20748	Temple Hills	Camp Springs, Hillcrest Heights, Marlow Heights
807410	56.90	20705	Beltsville	Calverton
802107	57.00	20747	District Heights	Forestville
806714	57.20	20770	Greenbelt	
801801	57.20	20748	Temple Hills	Camp Springs, Hillcrest Heights, Marlow Heights
804300	57.60	20781	Hyattsville	
804801	57.90	20712	Mount Rainier	
801904	58.20	20746	Suitland	Camp Springs, Hillcrest Heights, Morningside
801707	58.20	20745	Oxon Hill	Forest Heights
803613	58.50	20706	Lanham	Glenarden, Lanham Seabrook, Seabrook
804802	58.60	20712	Mount Rainier	
804001	58.90	20710	Bladensburg	
801704	58.90	20745	Oxon Hill	Forest Heights
805202	59.00	20783	Hyattsville	Adelphi
806601	59.60	20737	Riverdale	Riverdale Park
803900	59.70	20781	Hyattsville	
800210	59.70	20708	Laurel	Montpelier
805909	60.20	20782	Hyattsville	Chillum, University Park, West Hyattsville
802408	60.20	20743	Capitol Heights	Fairmount Heights, Seat Pleasant

803100	60.20	20743	Capitol Heights	Fairmount Heights, Seat Pleasant
801802	60.40	20748	Temple Hills	Camp Springs, Hillcrest Heights, Marlow Heights
806000	60.50	20782	Hyattsville	Chillum, University Park, West Hyattsville
802407	60.80	20747	District Heights	Forestville
806501	60.80	20737	Riverdale	Riverdale Park

PEOPLE & ACTIVE PARTNERS

Complete Count Committee (CCC) — To ensure a complete count of residents, Prince George’s County Council passed Council Resolution CR-35-2-19, in support of a CCC consisting of Prince George’s County government officials and subcommittee members from faith-based organizations, nonprofit organizations, parks, and public libraries, among others.

Core Coordination Team — A core team of census outreach individuals was established in July 2020 and included Chairman Elizabeth Hewlett, James Cannistra, Anika Jackson, Thomas F. Johnson, Jacqueline Woody, and Jordan Baucum Colbert. These individuals made executive decisions and ensured follow through on collaboration efforts.

Subcommittee Chairs and Subcommittee Members — The CCC comprised 13 subcommittees with 22 subcommittee chairs to oversee direct outreach among undercounted populations. The Office of the County Executive worked in partnership with Chairman Hewlett to appoint several subcommittee chairs. The subcommittees were:

- Faith Based (Chair Pastor Charles McNeil)
- Education (Co-Chairs Meghan Thornton and Erica Berry)
- Immigration/International (Co-Chairs Katina Joy and Elvis Dannah)
- Nonprofit Community Based (Co-chairs Rosie Allen Herring and Diana Leon Brown)
- Business (Co-Chairs Marva Jo Camp and Mark Lawrence)
- Media (Chair Anthony McAuliffe)
- Universities & Colleges (Co-Chairs Gloria Aparicio Blackwell and Robert Johnson)
- Senior (Co-Chairs Karen Sylvester and Lynn Butler)
- Group Quarters (Vacant)
- Libraries/Parks-Recreation (Co-Chairs Amy Jenkins and Anthony Nolan)
- Municipalities (Co-Chairs Ola Hill and Cynthia Miller)
- Homeless Population (Co-Chairs Beverly Bruce and John Summerlot)
- Agencies (Co-Chairs Jacqueline Woody and Thomas F. Johnson)

Census Ambassadors — Census Ambassadors are unpaid volunteer community members responsible for community outreach and encouraging residents to complete their census questionnaires. There was a total of 138 actively enrolled members on the CCC. A full list of ambassador names and contact information is available from the Planning Department.

U.S. Census Bureau Partners — The U.S. Census Bureau designated partnership specialists to assist with outreach to Prince George’s County churches, universities/colleges, and ethnic organizations. The key partnership specialists were:

- Fernando Armstrong, Regional Director, fernando.e.armstrong@2020census.gov,
- Daniel Jones, Partnership Specialist & Outreach, daniel.jones2@2020census.gov
- Robin Brown, Partnership Specialist & Outreach, robin.brown@2020census.gov
- Julius Maina, Partnership Coordinator julius.v.maina@2020census.gov
- Thomas F. Coogan Jr., Assistant Census Regional Manager, thomas.f.coogan.jr@2020census.gov
- Georgia Dandeneau, Recruiting Manager Hanover Office, georgia.p.dandeneau@2020census.gov
- Robert Solem, Group Quarters Coordinator, robert.solem@2020census.gov
- David Schwengel, Training & Recruitment, david.e.schwengel@2020census.gov

Maryland Department of Planning — The Maryland Department of Planning served as a liaison to the state CCC members, municipalities, and County partners by providing census funds to the OCR and various municipalities within the County. *See grant distribution amounts on page 4.* Key state census contacts were:

- Robert McCord, Secretary of Planning, robert.mccord@maryland.gov
- Lorena Rivera, MD Census Director, lorena.rivera@maryland.gov
- Kristin Fleckenstein, Director of Public Affairs, kristin.fleckenstein@maryland.gov
- John Watson, Census Outreach Coordinator, john.watson@maryland.gov

Maryland Area Census Offices (ACOs) — The U.S. Census Bureau established four Maryland Area Census Offices (ACOs). The closest location to Prince George’s County was in Hanover. Despite continued efforts to establish a census office within Prince George’s County, the U.S. Census Bureau was unsuccessful. The U.S. Census Bureau exceeded applicant hiring pool goals in Prince George’s County; 21 of the 30 census field supervisors had Spanish language skills, about 2,300 individuals were invited to train as enumerators, and 1,600 enumerators were successfully trained and hired.⁴

Office of the County Executive — County Executive Angela Alsobrooks, in coordination with OCR, played a major role in census outreach within the County. She appointed several subcommittee members and designated a leadership team to help coordinate major events such as workshops, census block parties, telephone banking, and door-to-door outreach. Her office also played a major role in connecting the media to Prince George’s County efforts during her *What’s the 411 Series* of virtual events.

Office of Community Relations (OCR) — OCR managed the Maryland Department of Planning census grant, door-to-door outreach, meal distribution efforts, connecting subcommittee chairs with census partners, and direct messaging within the community. *See more on OCR efforts on page 3.*

⁴ Many applicants who signed up were later unable to participate in training due to COVID-19 impacts and unavailability.

Prince George’s County Council — County Councilmembers played a vital role in sharing information on social media, at townhalls, during meal distribution initiatives, and similar events. Jordan Baucum Colbert met with each councilmember during summer 2019 to identify census efforts and obtain a census communications contact from each office. Thomas F. Johnson also met with councilmembers to further census outreach in councilmanic districts. County Councilmembers and their staff members were briefed by coordination team members, Jacqueline Woody, Thomas Johnson, and James Cannistra during formal hearings in July 2019 and January 2020.

Prince George’s County House Delegation — Jordan Baucum Colbert met with the former County Delegation Chair Michael Jackson in September 2019 to discuss the House Delegation’s participation in census efforts. Jordan Baucum Colbert and subcommittee chair Ola Hill briefed the full delegation just before the March 12, 2020, census go-live date. Ongoing communication with the Latino Caucus and Delegate Joseline Peña-Melnyk ensured the Latino community was frequently engaged.

U.S. Congressional Offices — The coordination team met with U.S. congressional officials one-on-one at the beginning of the census initiative in Summer 2019. In support of the census, congressional officials attended and hosted townhalls, including the MD State Latino Census Coalition press conference on January 15, 2020, and the Congressional District 4 Congressman Anthony G. Brown Townhall in April 2020. U.S. Congressmen were vital to preventing the citizenship question from being added to the 2020 census questionnaire.

Metropolitan Washington Council of Governments (MWCOCG) — MWCOCG led a group of census coordinators and partners across the metropolitan area from various jurisdictions. MWCOCG hosted monthly meetings, shared census information and resources, and partnered with stakeholders on the WMATA paid advertisement project. More detailed information regarding the MWCOCG-WMATA partnership can be found on page 5. The Prince George’s County Planning Department collaborated with MWCOCG to sponsor a universal palm card to showcase at various businesses within the metropolitan area.

Additionally, MWCOCG’s board members sent a letter to Congress in August 2020 requesting that it include language in the next COVID-relief bill to extend the statutory reporting deadlines for the 2020 census by four months in line with the U.S. Census Bureau’s recommendations to address the challenges brought on by the global pandemic. The census concluded on October 15, 2020. Key MWCOCG contacts were:

- Monica Nunez, Government Relations Supervisor, mbeyrouti@mwkog.org
- Jennifer Schitter, Principal Health Planner, jschitter@mwkog.org

Prince George’s County Planning Department — Dan Hartmann (Publications Section) led several census marketing and website development projects and played a vital role during the census initiative. The publications team, which included Carly Brockinton, M’balu Abdullah, Shannon Sonnett, and Manching Li, created and designed print marketing materials, banners and signs, fact sheets, posters, bus and WMATA advertisements, the website, social media campaign and graphics, and fulfilled purchase orders for census swag. Community Planning Division Chief Kipling Reynolds and Carly Brockinton drafted, edited, and reviewed OCR’s application for state grant funding, which was ultimately approved. Mike Shean led Geographic Information Systems (GIS) census requests which included production of census maps and self-response rate data reports. Audrey Graham served as lead GIS

Specialist by producing data on historically hard-to-reach populations. *See reporting section for more detailed information on GIS census projects.*

Prince George’s County Department of Parks and Recreation (DPR) — Anthony Nolan, Chief of the Special Programs Division, ensured census participation was consistent throughout the recreation centers in Prince George’s County. His team helped with census outreach among senior citizens and at meal distribution sites during the COVID-19 pandemic. DPR also provided printed materials, census swag, and various resources to community members and census partners.

Utility Companies, Local Businesses, and Nonprofits — Local private businesses displayed marketing signs, distributed census materials, and used their platforms to inform residents about the upcoming census.

Table 5 Notable businesses that served as census partners

Organization	Contact Name	Commitment
WSSC (Public Utility)	Charles Brown	Census newsletters
Southern Management	Adenia M. Bradley	Census yard signs and email messages
Carrollton Enterprises	William Steen	Census promo ads
The Mall at Prince George’s	Colleen Hauser	Census promo ads
Catholic Charities	Joseph Dempsey	Meal and food distribution
AARP	GiGi Ballard Blakes	Census forums and newsletters
Kaiser Permanente	George Leventhal	Display of palm cards in offices
NAACP	Rob Boss	Phone banking and community outreach
United Way	Rosie Allen Herring	Partnership and community outreach
Prince George’s Child Resource Center, Inc.	Jennifer Iverson	Community outreach
Mega Farmers Market	Unknown	Signage
Comcast	Adeyinka Ogunlegan	Advertisements and briefing business community

Maryland Latino Census Coalition — The Maryland Latino Census Coalition, led by Gloria Aparicio Blackwell of the University of Maryland, included statewide organizations and government census liaisons who focused on Latino outreach within their respective jurisdictions. The coalition met monthly to discuss marketing, media, and outreach techniques. Some key stakeholders were Prince George’s County, Telemundo, CASA de Maryland, Councilmember Deni Taveras, Delegate Joseline Peña-Melnyk, Montgomery County, and Anne Arundel County.

Census Prince George’s County Weekly Call Team — In March 2020, the U.S. Census Bureau began hosting monthly partnership calls to encourage groups within the County to reach more residents in hard-to-count areas. Gloria Aparicio Blackwell assisted with coordinating the weekly meetings alongside U.S. Census Bureau Partnership Specialist Daniel Jones.

Media/News Outlets — Media coverage was vital to highlighting the 2020 Census including outreach and challenges within Prince George’s County. Subcommittee Chair Anthony McAuliffe and subcommittee members engaged local news stations, such as NBC Channel 4 and WPGC radio, to

conduct events including The Training Source’s Census Hiring Fair, the County Executive’s Census Block Party and the WPGC Census Day Meet Up with Radio Host Joe Claire.

Additionally, several media interviews that featured census partners captured major updates and events within the County.

Outlet	Publish Date	Article
Government Technology	5/5/20	State, local gov face new reality for 2020 U.S. Census
The Washington Informer	3/18/20	Coronavirus pandemic puts stranglehold on census outreach efforts
The Washington Post	3/8/20	For Prince George’s, the census can pay off
WBAL-TV	2/24/20	Think of the census as family portrait that has to last for 10 years
Washington Post	1/28/20	Advocates see challenges in persuading immigrants to fill out census form
Greenbelt Review	1/15/20	Committee to focus on 2020 census participation in County
Prince George’s County Suite Magazine and Media	12/04/19	The countdown to be counted
NBC 4	11/21/19	Prince George’s Career Fair has 7,000 job openings
Prince George’s County Suite Magazine and Media	11/21/19	The Training Source, Inc. to host inaugural career fair on November 21
Prince George’s County Suite Magazine and Media	11/18/19	Things to come
CTV News	11/14/19	Career fair interview
El Pregonero	11/14/19	Censo 2020, una oportunidad laboral
WUSA9	10/23/19	Census miscounting caused Prince George’s County to miss out on more than \$250,000,000
CTV News	9/17/19	Census interview
El Pregonero	7/30/19	Funcionarios piden apoyo comunitario para éxito del Censo 2020
Prince George’s County Suite Magazine and Media	7/16/19	Making it Count
The Prince George’s Sentinel	7/10/19	County Council briefed on census outreach efforts
The Washington Informer	7/8/19	Prince George’s forms committee for accurate census count
CouncilConnection Newsletter	6/21/19	Council’s committee of the whole receives briefing from the Census 2020 Complete Count Committee

DATA

Local Update of Census Addresses (LUCA) — The Prince George’s County Planning Department participated in the LUCA program, which allows state and local governments the opportunity to review and comment on the U.S. Census Bureau’s residential address list for their jurisdiction prior to the 2020 Census. A total of 43,000 addresses were corrected and accepted by the U.S. Census Bureau.

Historically Hard to Count Maps and Resources — The Prince George’s Planning Department created various maps to help partners track census self-response rates. The [Prince George’s County 2020 Census Response Rate Map](#) displays self-response rates from households that have responded to the 2020 Census online, by mail, or by phone in Prince George’s County. The data was updated daily from information provided by the U.S. Census Bureau. Geographies for the self-response rates were based on the to-be-released 2020 Census tracts. Prior maps of hard-to-count areas were shown relative to the 2010 Census tract boundaries. These maps were accessible to the public at [PGCensus2020.org](#).

The U.S. Census Bureau and the Maryland Department of Planning created additional resources, which can be found at [PGCensus2020.org](#) under [2020 Census Response Rate Maps](#). During the initiative, residents frequently asked questions regarding how to complete the online census and what questions were on the questionnaire. As guidance, the U.S. Census Bureau created a YouTube video titled [Preview of 2020 Census Language Guide](#) for households to review. The guide provided assistance on how to navigate the website and additional options for households that were not provided an identification code in the mail.

Census Hub: Maps and Guides — Prior to the pandemic, ambassadors registered as a hub site to help residents complete census questionnaires. The Prince George’s County Planning Department created a map of Census Hub sites and a [How-to Census Hub Operations Guide](#) for hosts to easily administer assistances to residents. However, the pandemic limited the launch and eventually halted the program.

Reporting — Jordan Baucum Colbert provided quarterly census reports to James Cannistra and formal updates to Chairman Hewlett and the CCC on an as-needed basis. Subcommittee members provided monthly updates that were shared with Chairman Hewlett and County Executive Angela Alsobrooks.

According to the Maryland Department of Planning census grant agreement, OCR is required to provide a final report by December 31, 2020, on the allocation of the funds and provide proof that matching requirements were fulfilled.

Monthly Census Tract Data Reports — Audrey Graham of the Prince George’s County Planning Department provided monthly reports to the CCC of census tracts with self-response rates below 50 percent. *See page 10 for a final detailed list of census tracts that fell below 60 percent self-response.*

WEBSITES & SOCIAL MEDIA

Website/Email — The Prince George’s County Planning Department’s publications team created and maintained a website to share updates, maps, links to partnership resources, and printable outreach materials at PGCensus2020.org. A census email account was also created at PGCensus2020@mncppc.org.

Table 6 Census webpage and other M-NCPPC webpage statistics

Source	Page Views	Unique Views
Prince George’s County Census 2020	26,601	24,686
Map and Information Tools	12,350	7,262
Information Management Division	1,693	1,414
Street Name Addressing	1,279	982

Social Media/Virtual Tools — Four social media accounts (Facebook, Instagram, Twitter, and Nextdoor) were created through the Prince George’s County Planning Department’s publications team with the @PGCensus2020 handle. Microsoft Teams, Zoom, and WebEx were used for virtual meetings. These tools were integral to communications when COVID-19 forced County agencies and some businesses to shut down out of abundance of caution. At times, Zoom became an issue because of security concerns. Therefore, M-NCPPC approved Microsoft Teams as the official software for meetings hosted by coordination team members.

Table 8 Facebook posts

Month	People Reached
June 2019	564
July 2019	2,299
August 2019	1,980
September 2019	522
October 2019	902
November 2019	497
December 2019	399
January 2020	6,770
February 2020	1,677
March 2020	1,320
April 2020	4,925
May 2020	9,676
June 2020	5,060
July 2020	3,493
August 2020	3,060
September 2020	5,081
October 2020	353

Table 7 Paid Advertisements on Facebook

Dates	Reach	Impressions
March	174,336	401,785
April	11,488	106,408
May	10,544	91,621
June	12,692	100,455
July	4,085	11,852
August	4,949	15,792
September	1,758	6,142
TOTAL		734,055

OTHER COMMUNICATION MEDIUMS

Direct Mailers — With state grant funds, two direct mailers were sent to Prince George’s County households. The first direct mailers were sent in September 2019 to 66,000 households and 180,000 people. The second direct mailers were sent in January 2020 to 188,000 households and to 470,000 people. The Prince George’s County Planning Department’s publications team created, designed, and printed the first round of direct mailers. The second round of direct mailers were created and designed by the publications team and printed by an OCR vendor.

Direct Mailer Date	Households	People
September 2019	66,000	180,000
January 2020	188,000	470,000

Radio/Media — The U.S. Census Bureau paid for short commercial advertisements to be aired on various media platforms from March 2020 until mid-summer and on some of the local urban radio and TV stations. The coordination team met with Telemundo, Radio One, and iHeartRadio but did not purchase radio ads because the U.S. Census Bureau had already committed to these mediums to reach the targeted audience.

Table 9 U.S. Census Bureau Paid Advertisements

BET, BET Her, aspireTV, TV ONE, VH1	Pandora, Spotify, Google	ESPN, ESPN2	WPGC
CNN, OWN	TVL, LMN, CLEO	Telemundo, Univision	WKYS
TNT, Warner Bros	Revolt TV	Verizon Media, Facebook, Instagram, Twitter	WHUR

Phone Banking/Mass Text Messaging/Door Knocking — Phone banking became more attractive in March 2020 as partners were able to conduct calls to residents from home during the pandemic. The coordination team conducted training sessions for CCC members to make phone calls using Progressive Maryland’s database of registered voters. About 5,000 calls were made by the phone banking participants, including:

- OCR
- District 2 Councilmember Deni Taveras
- CASA de Maryland
- Progressive Maryland
- NAACP
- United Way
- Chamber of Commerce
- DPR
- Juanita C. Grant Foundation
- National Coalition of 100 Black Women Prince George’s County
- The Commission for Women
- Nonprofit Prince George’s County
- Common Cause

Through partnership with WMATA and with grant funds, OCR reached more than 1,000,000 residents via mass text messaging mobile census ads. Additionally, the County Executive, DPR, CASA de Maryland, and Progressive Maryland used their personal resources to send mass text messages to encourage residents to complete their 2020 Census.

Bus Ads, Electronic Ads & Billboards – With census grant funds, WMATA (Outfront Media) provided signage, bus wraps and electronic messaging to hard-to-count areas of the County. Between March 12, 2020 to July 1, 2020; Outfront Media received 2,195,625 Impressions and totaled 9,099 app hits/clicks on social media. In Site Street Media (TheBus) provided bus stop signage and marketing in hard-to-count areas of the County from March 16, 2020 – June 17, 2020. Weekly, each of the 45 bus stops received 1,943,090 impressions and in total 23,317,080 impressions.

Table 10 OCR Paid Mass Text Messaging

Type	Date	Impressions	Other
TheBus (In Site Street Media)	March 16, 2020 – June 17, 2020	23,317,080	Weekly Impressions 1,943,090
WMATA (OutFront Media)	March 12, 2020 – July 1, 2020	2,195,625	9,099 social media clicks and application hits

Face	Market	Location	Completed
MD105I	Suitland-Silver Hill	Silver Hill Rd S/S, 150 ft E/O Swann Rd, W/F, RR	04/04/2020
MD120I	Glenarden	Glenarden Pkwy S/S, 50 ft W/O MLK Hwy, W/F, RR	04/06/2020
MD123O	Glenarden	Glenarden Pkwy S/S, 75 ft W/O Brightseat Rd, E/F, CR	04/06/2020
MD137I	Landover Hills/Landover	Sheriff Rd S/S, 50 ft W/O Village Green Dr, W/F, RR	04/03/2020
MD138I	Landover Hills/Landover	Nalley Rd W/S, 350 ft N/O Capital View Dr, N/F, RR	04/03/2020
MD140I	Landover Hills/Landover	Brightseat Rd E/S, 650 ft S/O Congress Pl, S/F, RR	04/08/2020
MD162O	Capitol Heights/Walker Mill	Walker Mill Rd S/S, 50 ft W/O Rochell Ave, E/F, CR	04/06/2020
MD171I	New Carrollton	Riverdale Rd S/S, 160 ft E/O Fountainebleau Dr, W/F, RR	04/06/2020
MD174O	Riverdale/Riverdale Park	Riverdale Rd N/S, 50 ft E/O 57th Ave, W/F, CR	04/06/2020
MD181I	Suitland-Silver Hill	Suitland Rd N/S, 825 ft E/O Regency Pkwy, E/F, RR	04/04/2020
MD199I	Landover Hills/Greater Landover	Hawthorne St N/S, 85 ft E/O Pinebrook Ave, E/F, RR	04/03/2020
MD208I	Hyattsville	Hamilton St S/S, 110 ft W/O 36th Ave, W/F, RR	04/04/2020
MD282O	Hyattsville/Langley Park	University Blvd N/S, 375 ft W/O Riggs Rd, W/F, CR	04/06/2020
MD321I	Bladensburg	Kenilworth Ave E/S, 0.20 mi N/O Loyd St, S/F, RR	04/08/2020
MD328O	Hyattsville	Belcrest Rd W/S, 450 ft N/O E West Hwy, S/F, CR	04/06/2020
MD439I	Suitland-Silver Hill	Suitland Rd S/S, 625 ft E/O Walls Ln, W/F, RR	04/08/2020
MD468O	Temple Hills	Fisher Rd E/S, 85 ft S/O Damian Dr, N/F, CR	04/03/2020
MD469I	Temple Hills	Fisher Rd W/S, 475 ft N/O Brinkley Station Dr, N/F, RR	04/03/2020
MD471I	Temple Hills	Fisher Rd W/S, 550 ft N/O Brinkley Rd, N/F, RR	04/03/2020
MD472O	Temple Hills	Fisher Rd E/S, 510 ft N/O Brinkley Rd, N/F, CR	04/03/2020
MD47I	Mount Rainier	Queens Chapel Rd E/S, 75 ft S/O Chillum Rd, S/F, RR	04/06/2020
MD480O	Riverdale/New Carrollton	Riverdale Rd S/S, 420 ft E/O Auburn Ave, E/F, CR	04/06/2020
MD50I	Hyattsville	University Blvd S/S, 550 ft W/O Riggs Rd, W/F, RR	04/06/2020
MD518O	Fairmount Heights	Addison Rd W/S, 175 ft S/O Sheriff Rd, S/F, CR	04/06/2020
MD527I	Hyattsville	Sheriff Rd S/S, 50 ft W/O Harvey Dr, W/F, RR	04/04/2020
MD564I	Landover Hills/Greater Landover	Fire House Rd E/S, 145 ft S/O Landover Rd, S/F, RR	04/08/2020

Face	Market	Location	Completed
MD566O	Temple Hills	Glen Rock Ave E/S, 130 ft N/O Brinkley Rd, N/F, CR	04/03/2020
MD568I	Temple Hills	Glen Rock Ave E/S, 65 ft S/O Corning Ave, S/F, RR	04/03/2020
MD572I	Oxon Hill	Kennebec St S/S, 225 ft W/O Owens Rd, W/F, RR	04/03/2020
MD573O	Fairmount heights/Glassmanor	Owens Rd N/S, 500 ft E/O Iverson St, W/F, CR	04/03/2020
MD585I	Hyattsville/Landover	Columbia Park Rd N/S, 75 ft E/O S Club Dr, E/F, RR	04/04/2020
MD589I	Temple Hills/Hillcrest Heights	Curtis Dr N/S, 400 ft W/O Branch Ave, E/F, RR	04/06/2020
MD590O	Temple Hills	Fisher Rd E/S, 450 ft N/O Brinkley Station Dr, N/F, CR	04/03/2020
MD598I	Suitland-Silver Hill	Silver Hill Rd N/S, 50 ft E/O Brooks Dr, E/F, RR	04/04/2020
MD607I	Oxon Hill	Audrey Ln S/S, 90 ft W/O Indian Head Hwy, W/F, RR	04/06/2020
MD610I	Oxon Hill	Iverson St N/S, 500 ft W/O Sutler Dr, E/F, RR	04/03/2020
MD614I	Oxon Hill	Iverson St N/S, 125 ft W/O Owens Rd, E/F, RR	04/03/2020
MD618O	Landover Hills/Landover	Brightseat Rd E/S, 0.19 mi N/O Jericho City Dr, N/F, CR	04/03/2020
MD629O	Temple Hills	Branch Ave E/S, 425 ft N/O Silver Hill Rd, N/F, CR	04/06/2020
MD632I	Oxon Hill	Audrey Ln S/S, 325 ft E/O Indian Head Hwy, W/F, RR	04/06/2020
MD637O	Bladensburg	58th Ave E/S, 50 ft S/O Emerson St, N/F, CR	04/08/2020
MD640O	Hyattsville	Landover Rd S/S, 550 ft E/O Annapolis Rd, E/F, CR	04/04/2020
MD654I	Suitland-Silver Hill	Suitland Rd, 0.10 mi E/O Silver Hill Rd, W/F, RR	04/04/2020
MD80I	Mount Rainier	Chillum Rd W/S, 50 ft N/O Buchanan St, N/F, RR	04/06/2020
MD97O	District Heights	Brooks Dr W/S, 125 ft S/O Ridley St, S/F, CR	04/08/2020

Table 11 Locations of Census billboards in Prince George’s County

Rt 5 Branch and Moores St.	Indian Head Hwy and Cornett	SB 95/495 and Ritchie Marlboro Rd.	Branch Ave East of Coventry	Rt 5 & Branch Ave and Moores Rd.
Rt 5 Branch and Moores St.	Branch Ave and Coventry Rd.	Baltimore Blvd WS 300ft N/O Contee Rd.	Indian Head Hwy and Cornett	SB 95/495 and Richie Marlboro Rd.

Census Posters and Signage Distribution During COVID-19 — Posters and yard signs were distributed in low-response census tracts and in retail establishments within College Park and Hyattsville.

Table 11 Poster and yard sign distribution

Northern County	Central County	Southern County
Laurel Bowie Rd @ Contee Rd	Marlboro Pike @ Donnell Drive (Close to Pennsylvania Ave)	Oxon Hill Rd @ next to Tanger Outlets
Adelphi Rd @ Metzert Rd	Landover Rd @ Peace Cross	Eastover Shopping Center
Sargent Rd @ Ray Rd (existing COVID 19 testing Site)	Iverson Street @ Iverson Mall	Piscataway Rd @ Dixon
Contee Rd @ Van Dusen (existing COVID 19 testing Site)	Sheriff Rd @ Addison Rd	
Ager Rd @ Hamilton St		

COMMUNITY ACTIVITIES

CCC and Subcommittee Meetings — CCC meetings commenced in July 2019 and were initially held every other month until March 2020. In March 2020, new social distancing requirements altered the meeting schedules because of COVID-19. CCC meetings moved to virtual platforms and took place in March, April, May, and June. Chairman Hewlett hosted all seven CCC full-body meetings, where census coordinator Jordan Baucum Colbert served as the liaison and lead organizer. Thomas F. Johnson and other OCR staff members presented during the meetings.

Chairman Hewlett used M-NCPPC facilities to host in-person CCC meetings; Microsoft Teams was used to conduct the virtual meetings. Subcommittee meetings were held on an as-needed basis with informal reports shared with Jordan Baucum Colbert or Thomas F. Johnson. Important updates were shared with Chairman Hewlett and the County Executive.

As a result of the global pandemic, the U.S. Census Bureau commenced weekly Prince George's County partnership calls on Thursdays to encourage safe direct outreach and set weekly goals. Various virtual townhalls and census competition ideas arose from these meetings. The Prince George's County Public Schools (PGCPS) launched a student-led census video competition where winners were featured on social media platforms and highlighted in the local NBC-4 news.

Census Solutions Workshops/Volunteer Trainings — Seventeen workshops were hosted by Jordan Baucum Colbert in coordination with Thomas F. Johnson and Jacqueline Woody. Ambassadors, partners, and community volunteers also hosted independent workshops and trainings throughout the County to reach more residents. The census coordination team served as a resource by providing updated presentation slides, handouts, and marketing materials.

Career Fairs/Hiring — The U.S. Census Bureau hired partnership specialists to conduct outreach in Prince George's County. *See a list of contacts for the U.S. Census Bureau on page 10.*

The U.S. Census Bureau's initial goal was to reach 6,880 applications for census enumerators in the County.

Although the U.S. Census Bureau exceeded its application pool goal, COVID-19 impacted the availability of most applicants and only 2,300 enumerators were invited to train. An estimated 740 enumerators had Spanish-speaking skills and about 70 percent of the enumerators who were invited to train were hired. Of the 30 census field supervisors, 21 had Spanish language skills. Recruitment flyers were shared with the census coordination team and posted on social media. Hiring efforts were frequently showcased at various U.S. Census Bureau forums and County outreach events.

The U.S. Census Bureau co-hosted several census hiring fairs with County partners. The goal of the hiring fair events was to encourage residents to apply online for enumerator positions. U.S. Census Bureau representatives advised applicants to check their application status online to ensure they are still showing an "available" status. If not, they were told to call the customer service number on the website to investigate.

Community Events — Community events were hosted by Census Ambassadors, which included various census partners, CCC members, elected officials, and government entities. More than 400 events were conducted in an effort to promote the 2020 Census and reach individual households.

Food & Meal Distribution Sites — Promoting the census at food and meal distribution events became customary after March 2020 because of COVID-19 and the limited amount of in-person engagement with the community. Encouraging residents to complete their census at meal distribution sites became one of many ways Census Ambassadors connected with residents during the global pandemic. M-NCPPC's DPR played a vital role in providing access to properties, resources, and materials during community meal distribution events.

Conclusion

FINAL OUTCOME

Self-Response Rate — The final self-response rate for Prince George's County was 70 percent, which was just 1 percent below the Maryland final self-response rate of 71 percent. The U.S. Census Bureau reached 99 percent of the addresses in the County.

Household Census Outcome — The U.S. Census Bureau anticipates releasing census Count numbers in September 2021.

Redistricting and Redrawing of Legislative Boundaries — A redistricting commission for Prince George's County and the state was established in January 2021. Detailed demographic data used for redistricting is expected to be released July 30, 2021. This date is subject to change.

RECOMMENDATIONS FROM THE CENSUS COORDINATOR

Prince George's County Planning Department census coordinator Jordan Baucum Colbert recommends the following actions for the next census outreach campaign.

Organizing and Hiring — At least two lead coordinators should assist with the 2030 Census initiative in Prince George's County. One person should oversee communications and correspond with census partners; a second person should oversee door-to-door, in-the-field operations. The field coordinator should speak fluent Spanish and be able to perform verbal and written translations. A French-speaking consultant would be helpful to reach the African Diaspora.

An additional three community organizers should be hired to oversee engagement in the northern, southern, and mid-central areas of the County. This will ensure a personal relationship is developed with residents, partners, schools, and businesses within those jurisdictions. It would be prudent to have field organizers assigned to specified councilmanic districts to reach more constituents and businesses within each district. CCC members should follow the guidance of the organizers that lead community outreach within those districts. Gas cards should be provided to volunteers to cover the cost of transportation.

Complete Count Committee — The County should provide a small stipend for non-government official subcommittee positions. It might be helpful for subcommittee chairs who are also government employees to be provided a timecode to record hours attributed to census work. The CCC should

consider requiring a signed letter of commitment from persons hired for census work or appointed to the CCC to ensure follow through with leadership roles.

More frequent updates from the PGCPs subcommittee chairs and leads should be given to the CCC. The school system played a very important role during the 2020 census. Children under the age of 5 years old are one of the most undercounted populations and based on feedback from community advocates, Spanish/French-speaking grade school children tend to help their family members complete the census questionnaire if English is not their first language.

Frequently Used Resources — One of the most frequently requested resources during the census initiative was printed materials. In the future, coordination with multiple foundations could ensure nonprofits, churches, and schools have the resources (such as printed materials and swag) they need to distribute within the community.

Outreach Areas — Additional outreach to persons with disabilities and medical/health personnel is necessary because persons with disabilities are considered hard to count.