

# Winston-Salem/Forsyth County 2020 Census Update

## Informational Briefing



# Winston-Salem/Forsyth County 2020 Census Update

- Update on Complete Count Committee efforts was presented to CD/H/GG Committee on January 8, 2020.
- At that time, community outreach efforts were planned or underway with billboards, wraps on sanitation trucks, local radio ads, social media, and planned “Get Out The Count” events.
- The Coronavirus halted not only many of our efforts, but Census Bureau efforts as well.
- Public-facing Census Bureau Operations were suspended in mid-March, including events, physical counts, and group quarters enumerations.
- The Winston-Salem location of the Area Census Office (ACO) also closed in mid-March.

# Winston-Salem/Forsyth County 2020 Census Update

- **New Developments in 2020 Census response:**
  - **Self-response window has been extended to October 31, 2020.**
  - **Census Bureau public facing operations resumed June 1, 2020, with some non-contact outreach starting late May 2020.**
  - **Group quarters enumerations are in the process of being rescheduled.**
  - **Winston-Salem ACO resumed partial operations late May 2020, with full operations anticipated in early June 2020.**
  - **Enumerators have begun reaching out to some households in a ‘contactless’ manner, leaving information and questionnaires on doorsteps in anticipation of resuming door-to-door operations.**

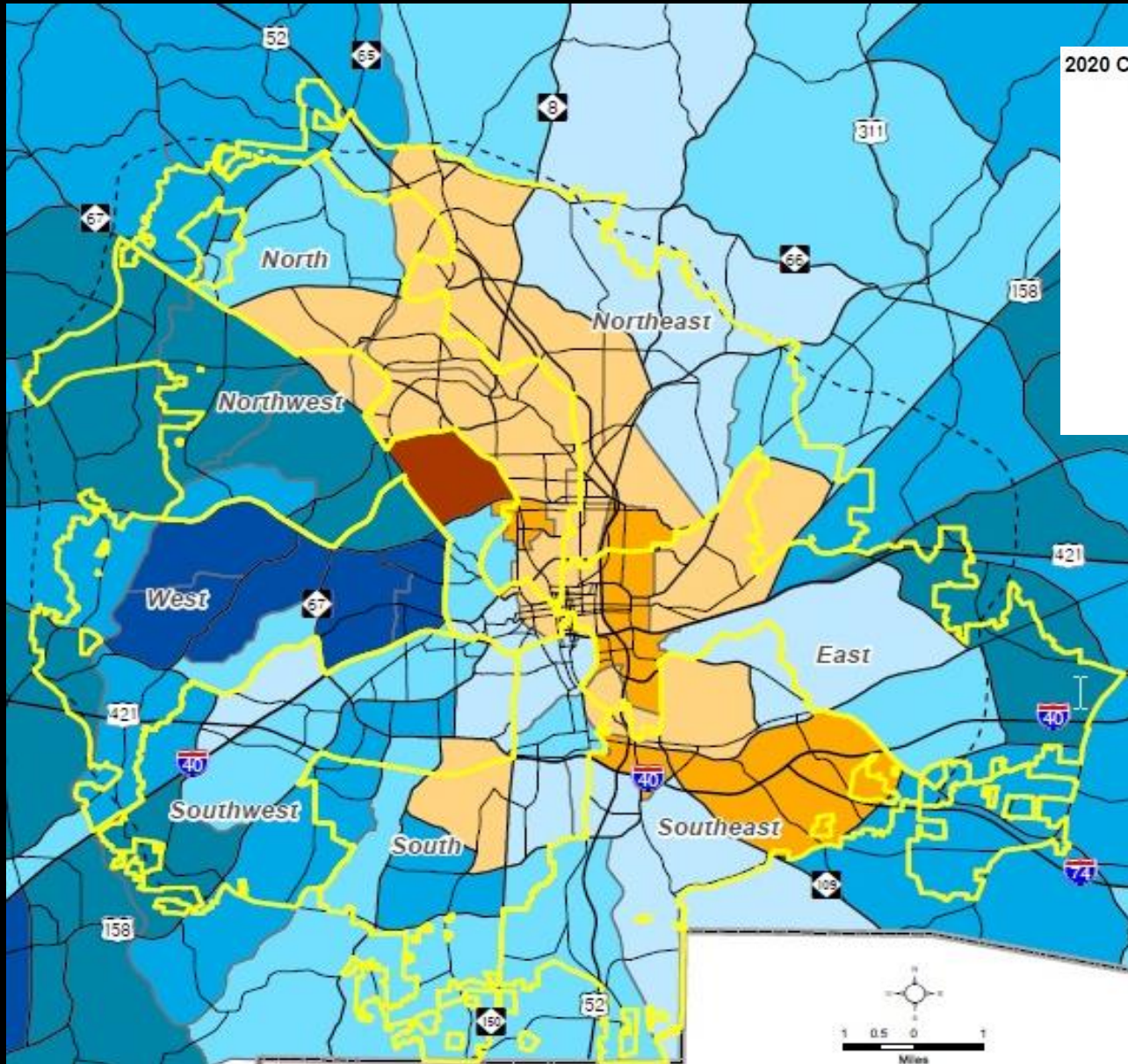
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- **New Developments in 2020 Census response:**
  - **Council authorized \$50,000 in February 2020 to be spent on local Census outreach.**
  - **Initial expenditures included billboards, sanitation truck wraps, media buys and printing, with additional funding planned for “Get Out the Count” events.**
  - **It is hoped that with the extension of the self-response window, these planned events will be able to occur, with social distancing, in the late summer or early fall.**
  - **An additional \$10,000 was awarded through a grant from the National League of Cities to be used for outreach to the historically undercounted Census tracts in Winston-Salem.**

# Winston-Salem/Forsyth County 2020 Census Response Rate

- For the 2020 Census, the Census Bureau has an online Response Rate Tracker.
- This tracker can be broken down by state, county, and census tract.
- The information is updated every weekday at 3pm.
- URL: [2020census.gov/en/response-rates](https://2020census.gov/en/response-rates)

# Winston-Salem/Forsyth County 2020 Census Response Rate



2020 Census Response Rates by Tract for Winston-Salem\*

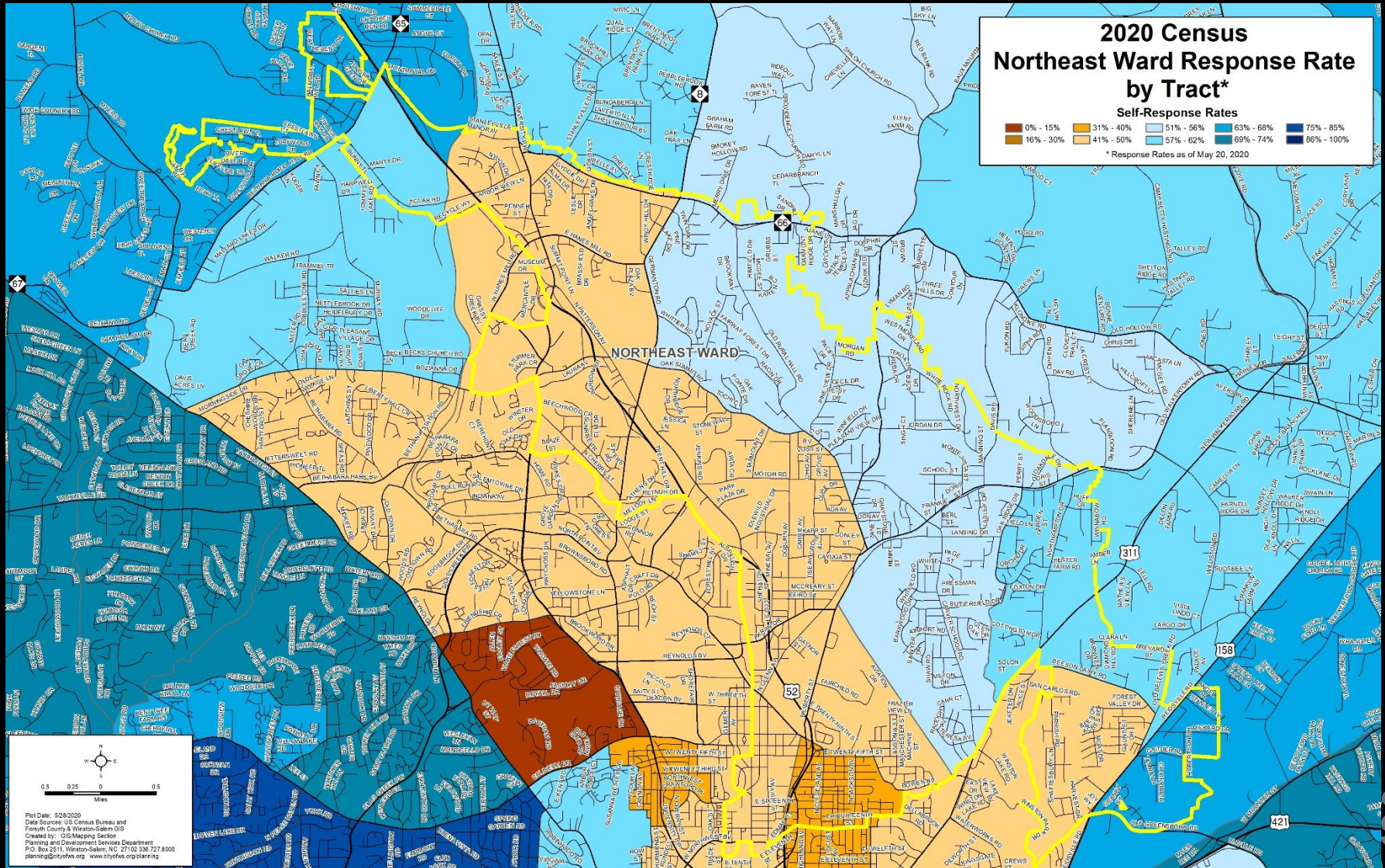
Self-Response Rates	
0% - 15%	57% - 62%
16% - 30%	63% - 68%
31% - 40%	69% - 74%
41% - 50%	75% - 85%
51% - 56%	86% - 100%

\* Response Rates as of May 20, 2020

- Winston-Salem Wards
- Forsyth County Boundary

Plot Date: 5/28/2020  
 Data Sources: US Census Bureau and  
 Forsyth County & Winston-Salem GIS  
 Created by: GIS/Mapping Section  
 Planning and Development Services Department  
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# Winston-Salem/Forsyth County 2020 Census Update

- **Next steps:**
  - **Self-response window has been extended to October 31, 2020.**
  - **The City/County and Complete Count Committee partners can continue messaging about the importance of Census response.**
  - **Outreach and public-facing events can be planned/modified as we continue to open up locally.**
  - **Ensure support of local Census Bureau enumeration as they resume operations.**