

**TO:** Mayor, Mayor Pro Tempore and Members of the City Council  
**FROM:** Tiffany White, Project Planner  
**DATE:** June 9, 2020  
**SUBJECT:** 2020 Census Update for Winston-Salem/Forsyth County

Bryce A. Stuart Municipal Building  
100 E. First Street  
P.O. Box 2511  
Winston-Salem, NC 27102  
CityLink 311 (336.727.8000)  
Fax 336.748.3163

In October 2018, Planning Staff started preparations for the 2020 Census by helping establish a Complete Count Committee for Winston-Salem and Forsyth County. The purpose of the Complete Count Committee is to make sure all members of our community, particularly those in hard-to-count communities, are reflected in our Census count. Several informational updates about Committee outreach activities have been brought before City Council, most recently on January 8, 2020.

The Census Bureau initiated the 2020 Census count in mid-March 2020. Since that time, the COVID-19 pandemic has suspended Census Bureau operations, and disrupted outreach efforts nationally and locally. This memo will give a brief update on Census operations at this time, and Planning Staff will be available at the June 9, 2020 Community Development/Housing/General Government Committee meeting to give a presentation on this topic.

## Background

Prior to the stay-at-home orders issued in response to the COVID-19 pandemic, outreach efforts to educate the local community on the Census were well underway. Six subcommittees of the Forsyth County Complete Count Committee were canvassing the community to inform the public about the importance of a complete and accurate count. Some of the efforts used to reach citizens included mailers, billboards, wraps on sanitation trucks, media outreach (including radio ads and social media outreach), and outreach at several events.

The official Census count began with mailers from the Census Bureau being sent to local households in mid-March. These mailers encouraged households to respond online, by phone, or by mail. Follow-up mailers were sent to households that did not initially respond. While the COVID-19 pandemic did not stop mailers or the ability to respond in one of the three ways provided, it did halt all events, nationally and locally, that relied on a public component to the outreach. The Census Bureau suspended public-facing activities in mid-March, including events, physical counts, and group quarters enumerations. Several planned local “Get Out the Count” events were also canceled and local response locations at branch libraries and recreation centers were shuttered. Additionally, the Winston-Salem location of the Area Census Office (ACO) was also temporarily closed.

**City Council:** Mayor Allen Joines; Denise D. Adams, Mayor Pro Tempore, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; John C. Larson, South Ward; Jeff MacIntosh, Northwest Ward; Annette Scipio, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity

**County Commissioners:** David R. Plyler, Chairman; Don Martin, Vice Chair, Fleming El-Amin; Ted Kaplan; Richard V. Linville; Tonya McDaniel; Gloria D. Whisenhunt; County Manager: Dudley Watts, Jr.

**City-County Planning Board:** Chris Leak, Chair; Melynda Dunigan, Vice-Chair; George M. Bryan, Jr.; Jason Grubbs; Tommy Hicks; Clarence R. Lambe, Jr.; Johnny Sigers; Brenda J. Smith; Jack Steelman

### **Update to 2020 Census Response**

As stay-at-home orders have been lifted nationally and locally, Census operations have started to resume. Because of the outreach interruption caused by the pandemic, the Census Bureau has made operational adjustments to ensure a complete and accurate count. The self-response window for Census questionnaires has been extended from July 31 to October 31, 2020.

Public-facing operations for the Census Bureau officially resumed on June 1<sup>st</sup>, with some processes restarted in the weeks just prior to that date. The local ACO reopened at 50% capacity in late May, with anticipated full operations by early June. Group quarters enumerations are in the early stages of rescheduling, with an updated completion date of September 3, 2020. Enumerators have begun outreach to some households in a ‘contactless’ manner, leaving information and questionnaires on doorsteps in anticipation of resuming door-to-door operations later this summer.

Local outreach efforts are also starting to resume. In February, 2020, City Council authorized \$50,000 to be spent on local Census outreach. Initial expenditures included billboards, sanitation truck wraps, media buys, and printing, with the anticipation of funding “Get Out the Count” events as well. During the stay-at-home order, most outreach by Complete Count Committee Subcommittees was conducted via social media or print (hand-outs and mailers). Since the self-response window has been extended through October, it is hoped that some events (with appropriate social distancing precautions) will be able to resume, in addition to continuing existing outreach efforts.

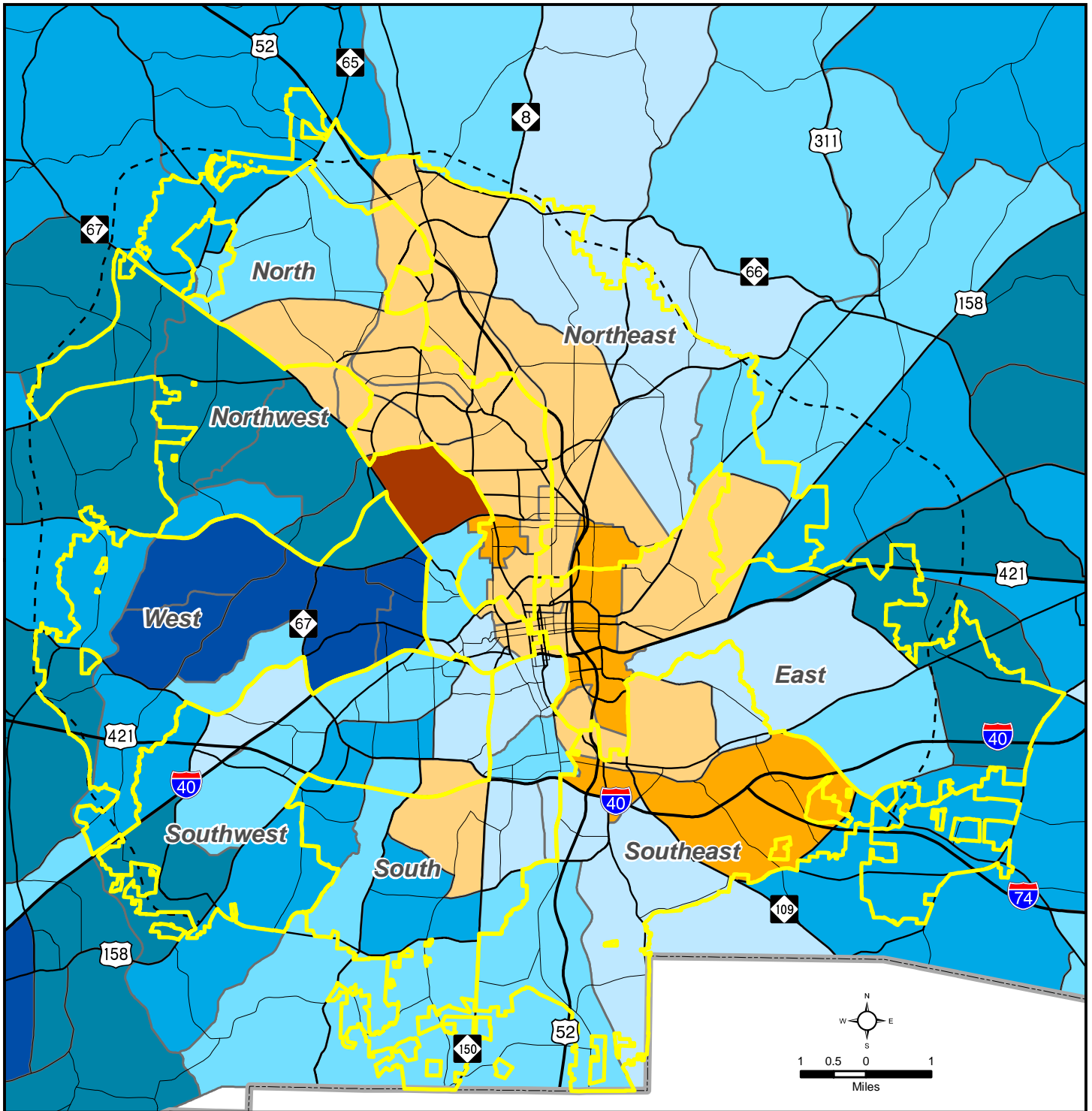
In addition to the \$50,000 allocation from City Council, the Government Subcommittee applied for and was awarded a Census outreach grant from the National League of Cities (NLC) in the amount of \$10,000. The grant was submitted in early March with an outreach plan that targeted Census tracts that had the highest undercount rates in the 2010 Census. When the grant was awarded, the NLC allowed grantees the opportunity to modify their submittal to update any outreach plans that needed to be adjusted due to Covid-19 and social distancing precautions. Staff is currently working on an updated outreach plan for these funds that will specifically target the historically undercounted Census tracts within Winston-Salem, along with any tracts that are currently showing a low response rate.

### **Census Response Rate Resource**

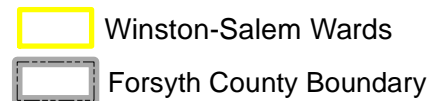
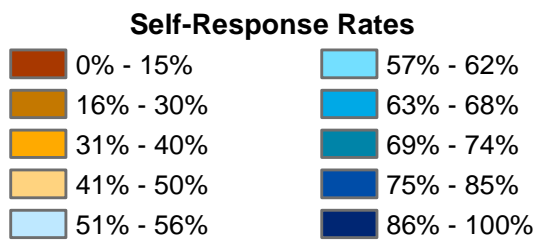
This year, the Census Bureau unveiled a new resource to track Census Response rates in real time. The 2020 Census Self-Response Rate website allows the viewer to track responses at a national, state, local, and Census tract level. It also breaks out data by response type - online, phone, or mail. This information is updated every weekday at 3pm. Currently the response rate for Forsyth County is at an average of 59.5%, above the state average of 56.6%. Current tract-level response rate maps for Winston-Salem, broken up by ward (attached) will be made available to City Council. However, this information is regularly updated, and City Council and the public are encouraged to continue to get up-to-date response information by going to [2020census.gov/en/response-rates](https://2020census.gov/en/response-rates).

**Conclusion**

As with many endeavors during these challenging times, operations and outreach by the Census Bureau remain fluid. Staff will be glad to give periodic updates on national/local timelines, outreach, and enumeration efforts to City Council as requested.



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



\* Response Rates as of May 20, 2020

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  
 P.O. Box 2511, Winston-Salem, NC 27102 336.727.8000  
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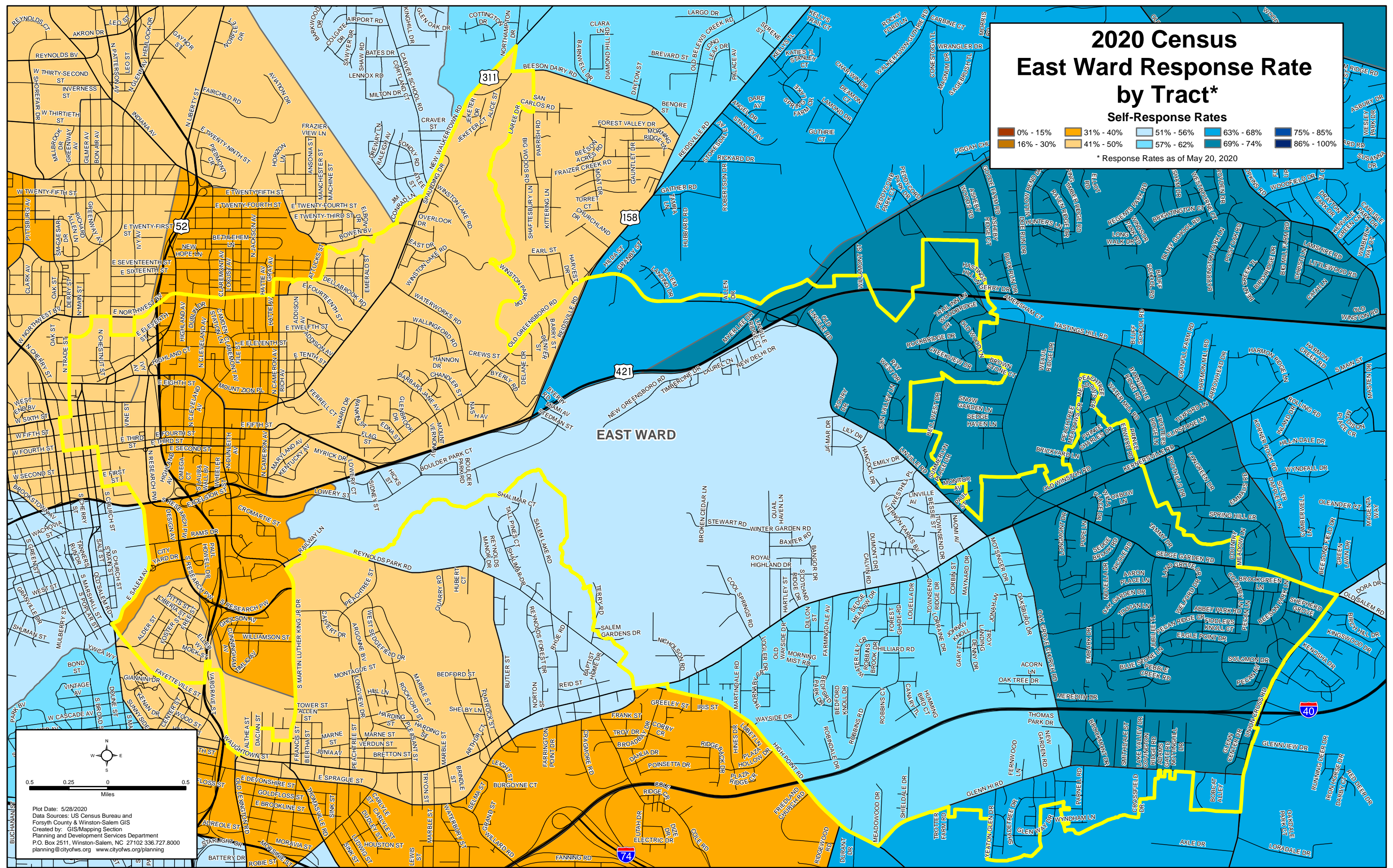


## 2020 Census East Ward Response Rate by Tract\*

**Self-Response Rates**

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

\* Response Rates as of May 20, 2020

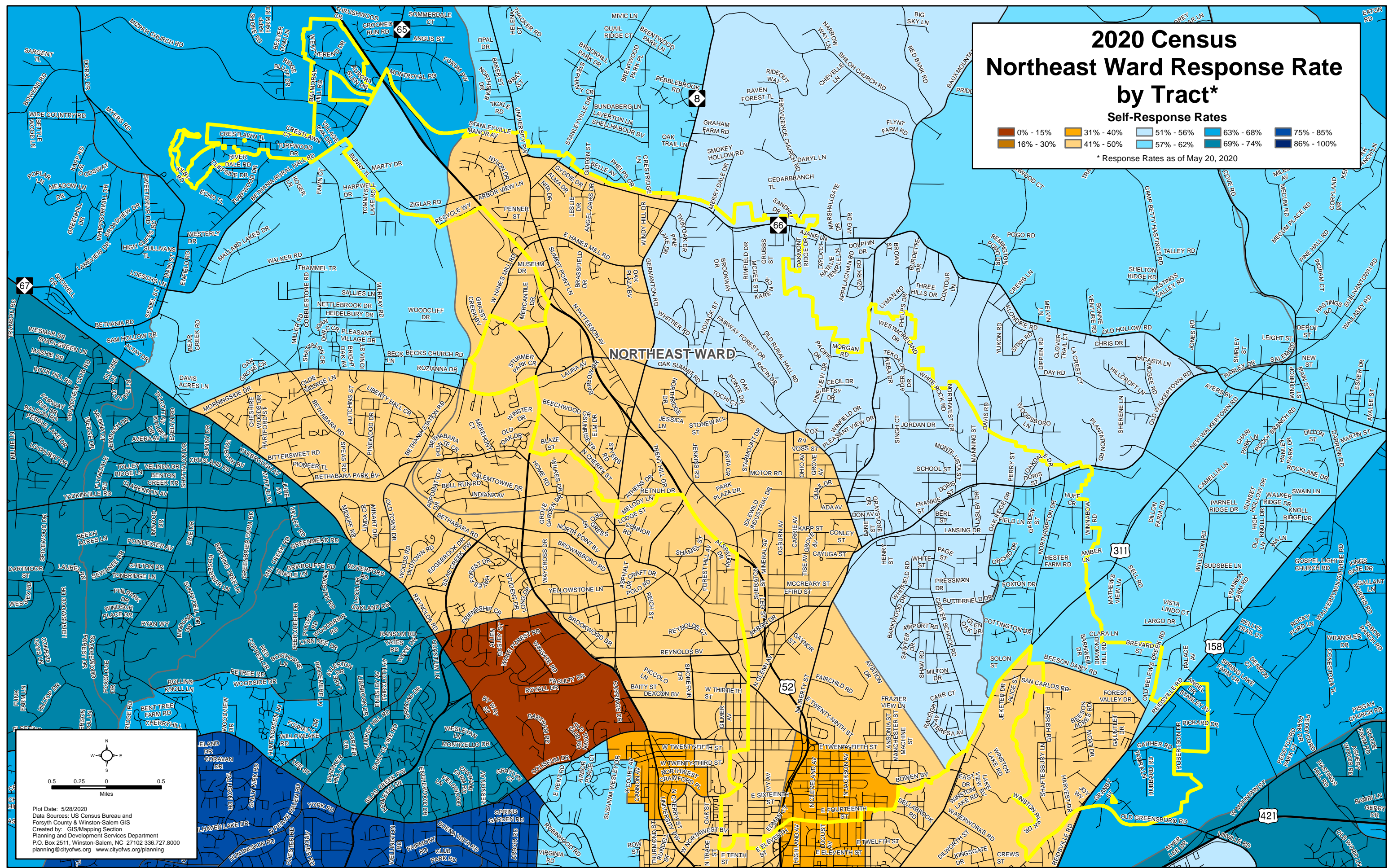
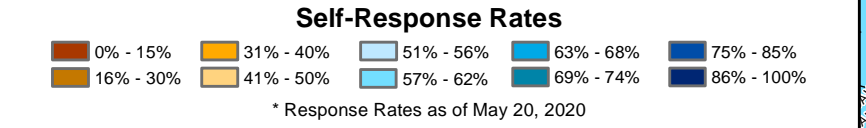


0.5 0.25 0 0.5  
Miles

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# 2020 Census Northeast Ward Response Rate by Tract\*

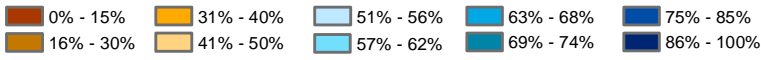


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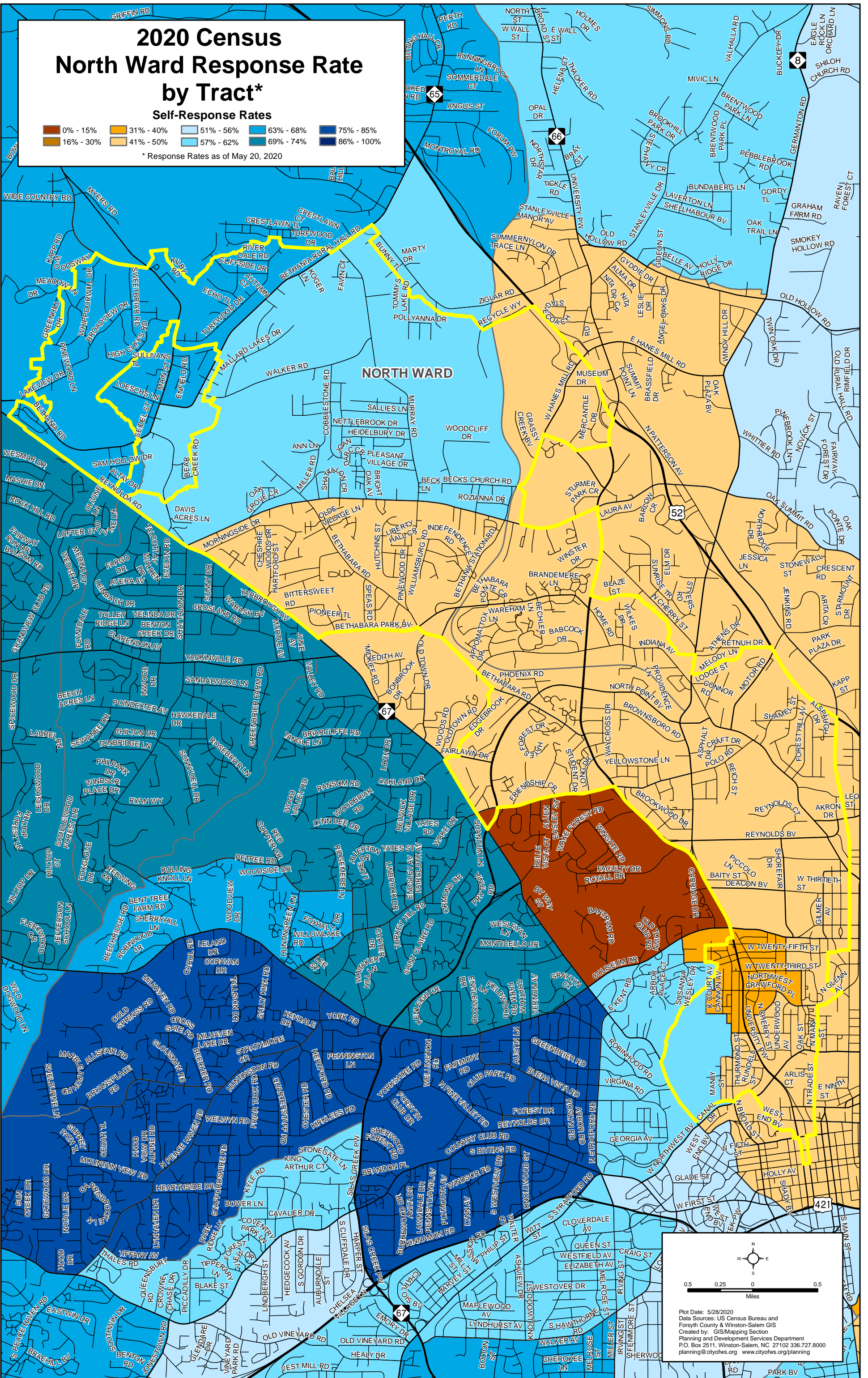


# 2020 Census North Ward Response Rate by Tract\*

## Self-Response Rates



\* Response Rates as of May 20, 2020

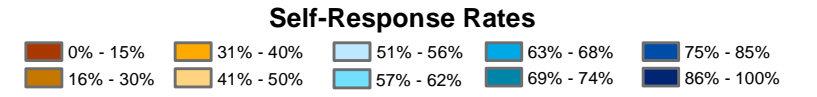


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Miles

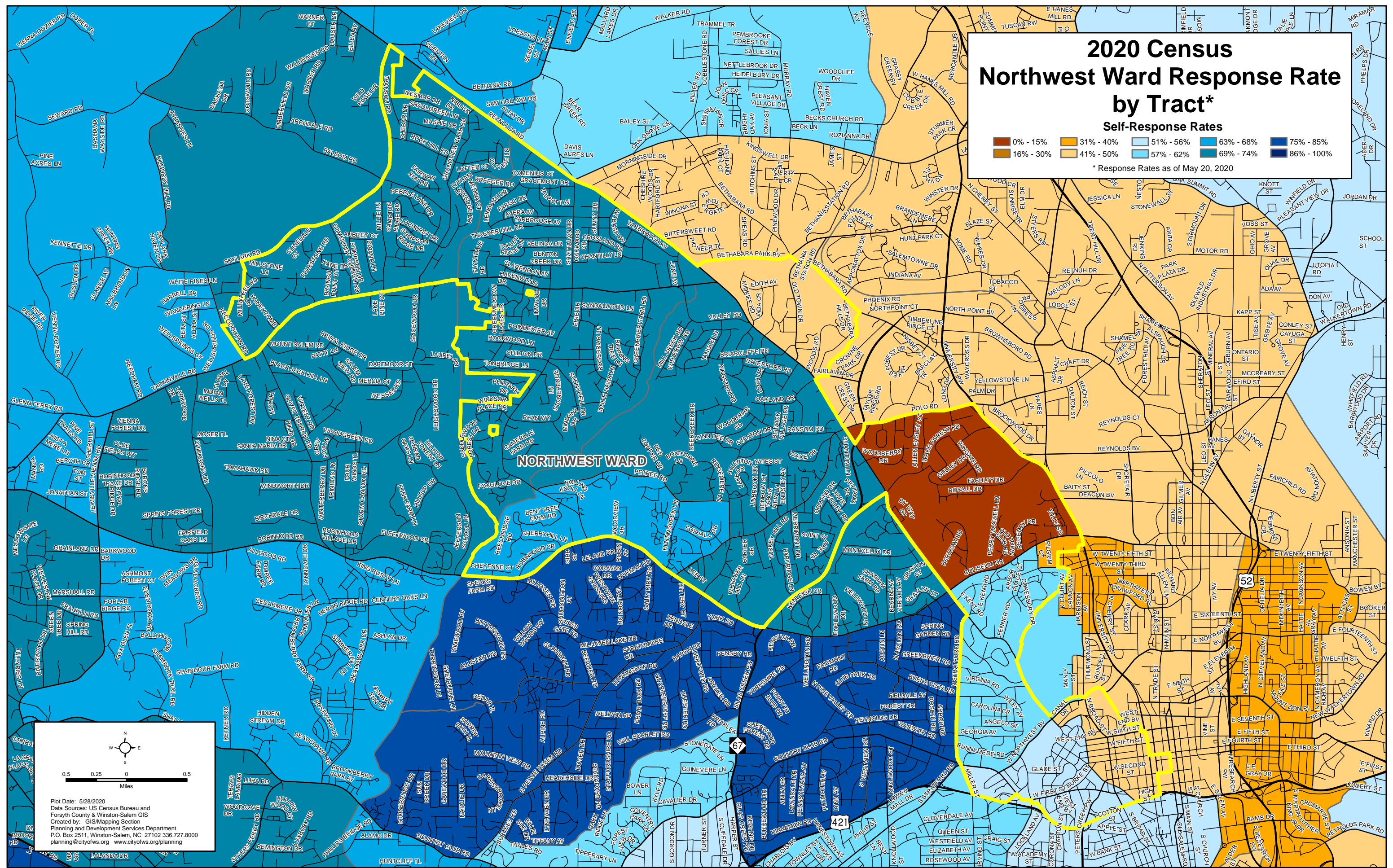
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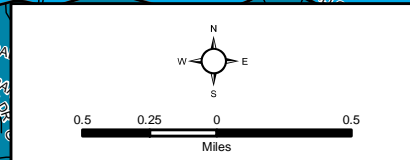
# 2020 Census Northwest Ward Response Rate by Tract\*



\* Response Rates as of May 20, 2020



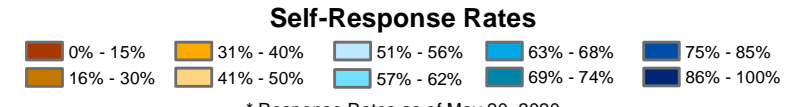
**NORTHWEST WARD**



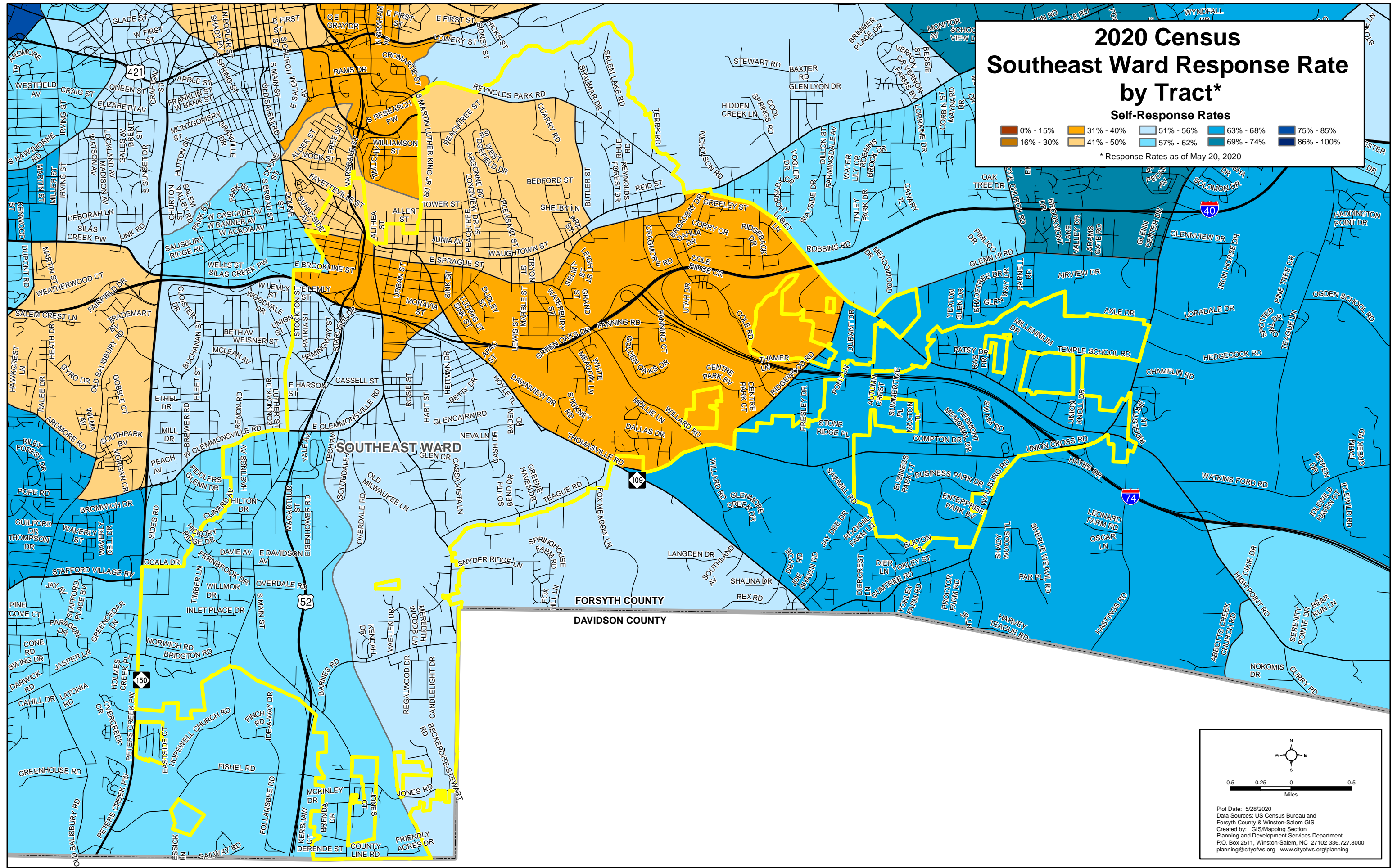
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# 2020 Census Southeast Ward Response Rate by Tract\*



\* Response Rates as of May 20, 2020

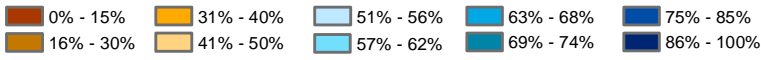


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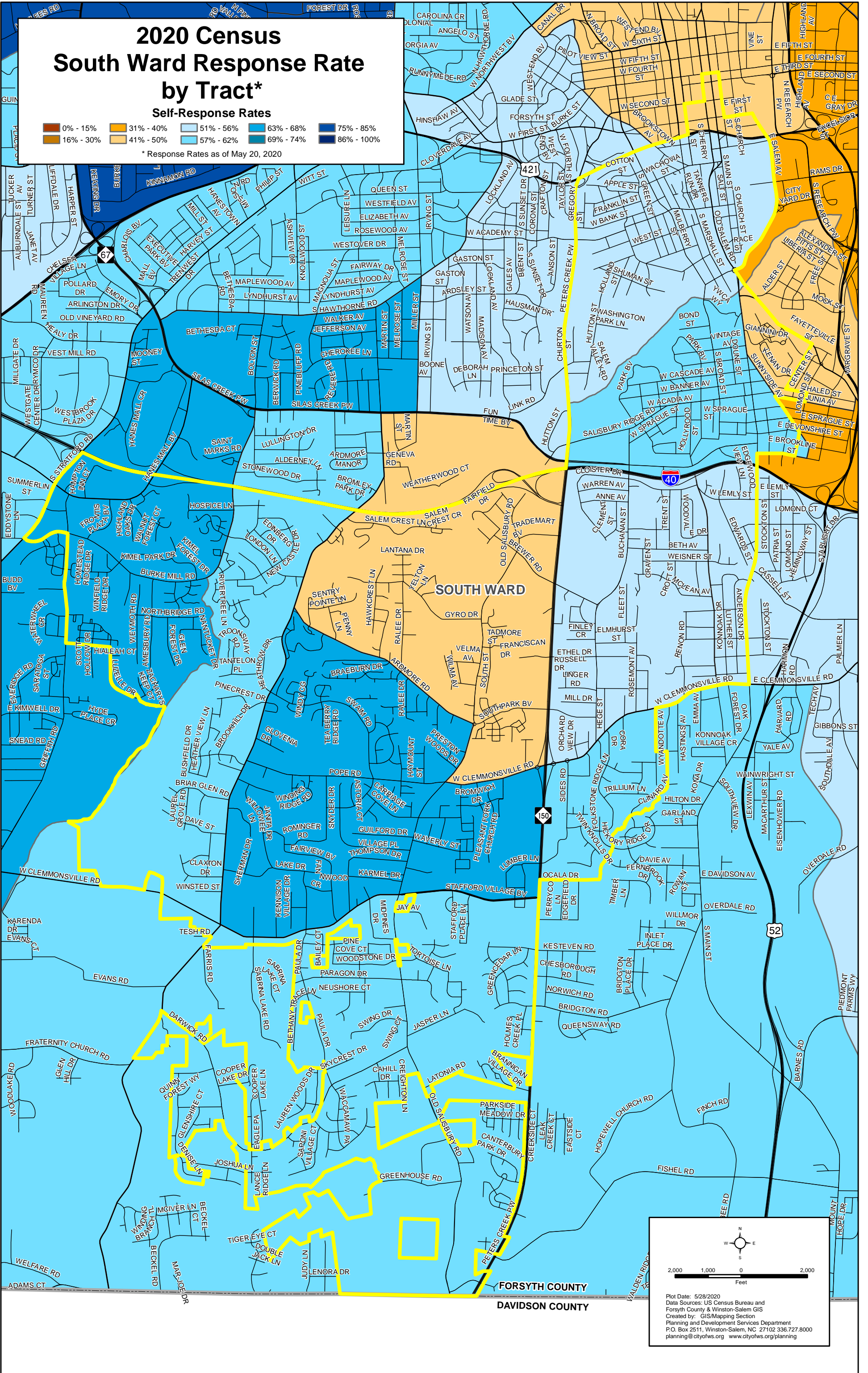


# 2020 Census South Ward Response Rate by Tract\*

## Self-Response Rates



\* Response Rates as of May 20, 2020

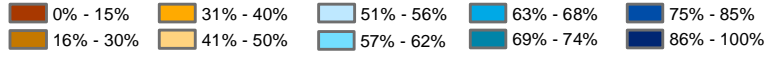


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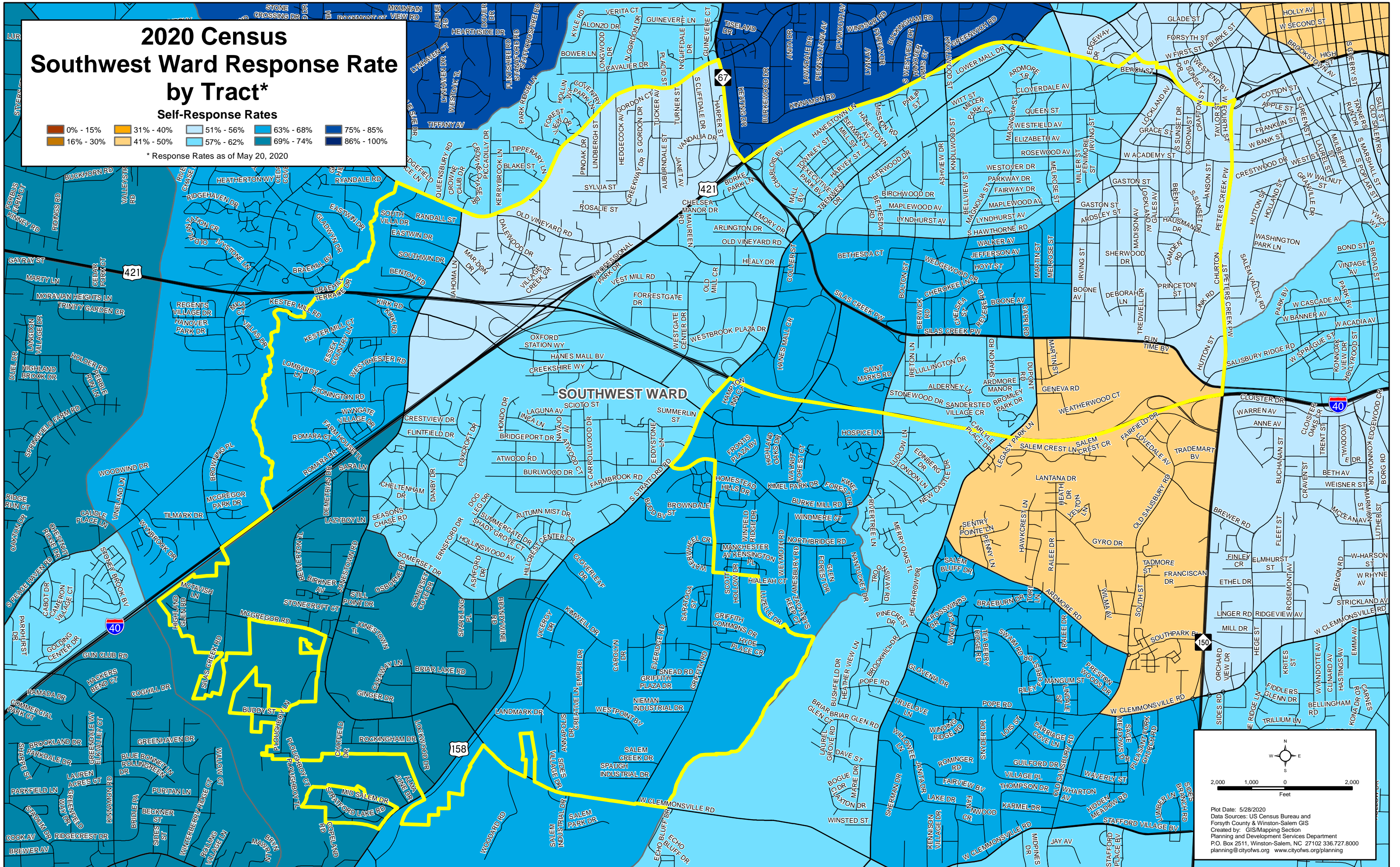


# 2020 Census Southwest Ward Response Rate by Tract\*

## Self-Response Rates



\* Response Rates as of May 20, 2020

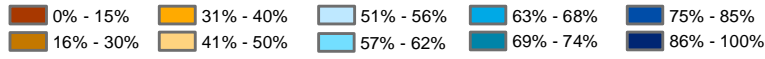


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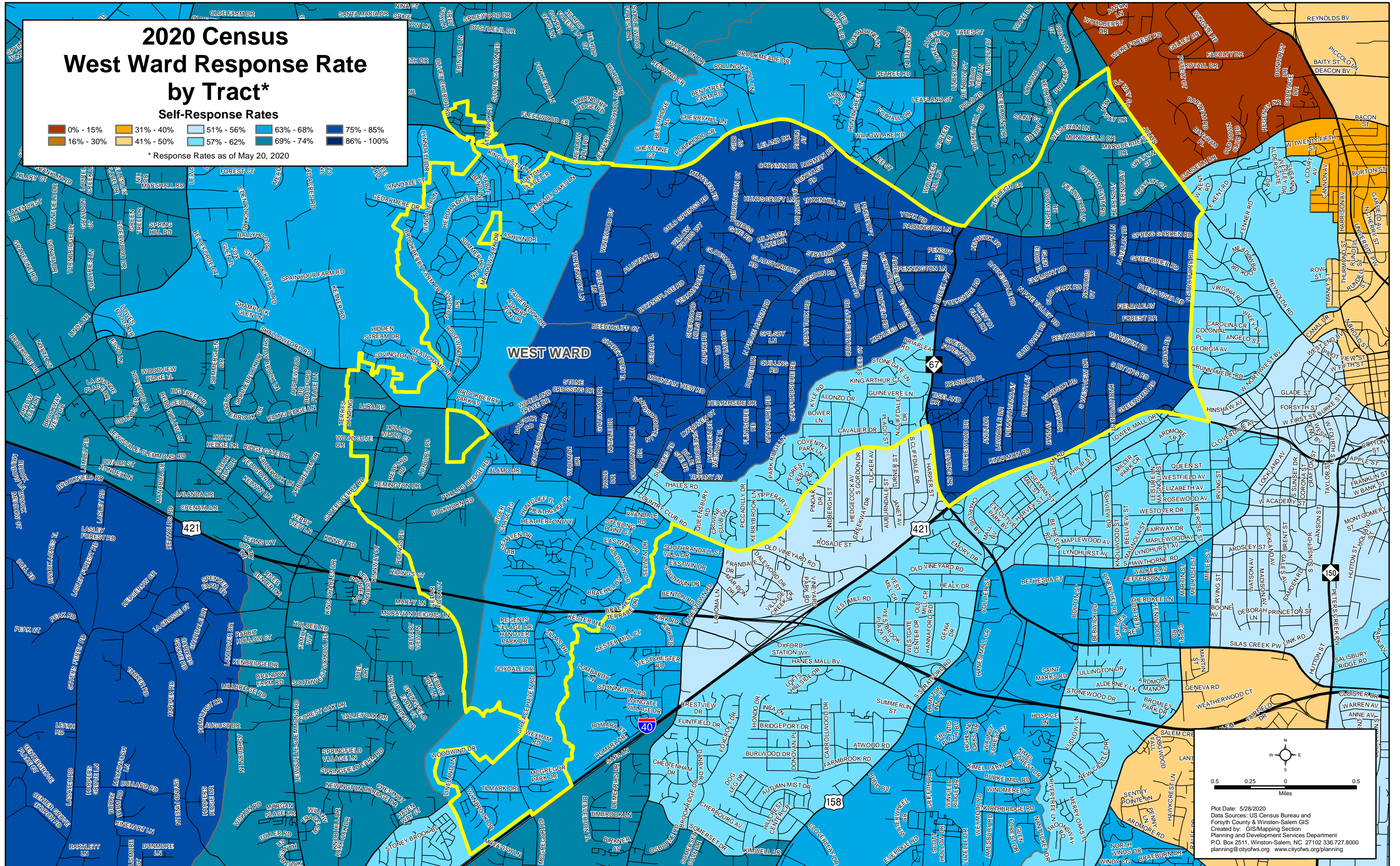


# 2020 Census West Ward Response Rate by Tract\*

## Self-Response Rates



\* Response Rates as of May 20, 2020



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