

United States  
**Census  
2020**

**COMPLETE COUNT COMMITTEE**  
**October 21 7 p.m.**  
**Dorothy Hart Community Center**

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1. Introductions

- *All present introduced themselves. Individuals present represented various boards, commissions, and City departments. There were also representatives present from the University, local civic and neighborhood groups, and interested individuals.*

2. Review of Historically Undercounted Areas and Populations

a) Targeting Outreach

- *Staff presented a handout of historically undercounted populations and Census audience segmentation. Data was collected from Census and HUD websites. This information helped to guide the group in identifying the populations most in need of targeted outreach.*
- *The group discussed splitting outreach efforts into three phases, planning through the end of 2019, preparing for the census in the first quarter, and posting and participating in activities in April.*
- *Complete ads and informational items for the Parks and Rec Catalog and Library Catalog for Early 2020.*
- *Create posters for FRED Buses.*
- *Reach out to apartment complex managers to begin communication about their best method for communication.*
- *February meeting, deliver posters and flyers to the committee for distribution throughout March.*

b) Mobile Stations

- *Based on the populations mapped and reviewed, the committee agreed to plan Mobile Census stations in two neighborhoods in April. One would be set along the Fall Hill Corridor, and one in the Mayfield neighborhood.*

3. Events to Promote the Census

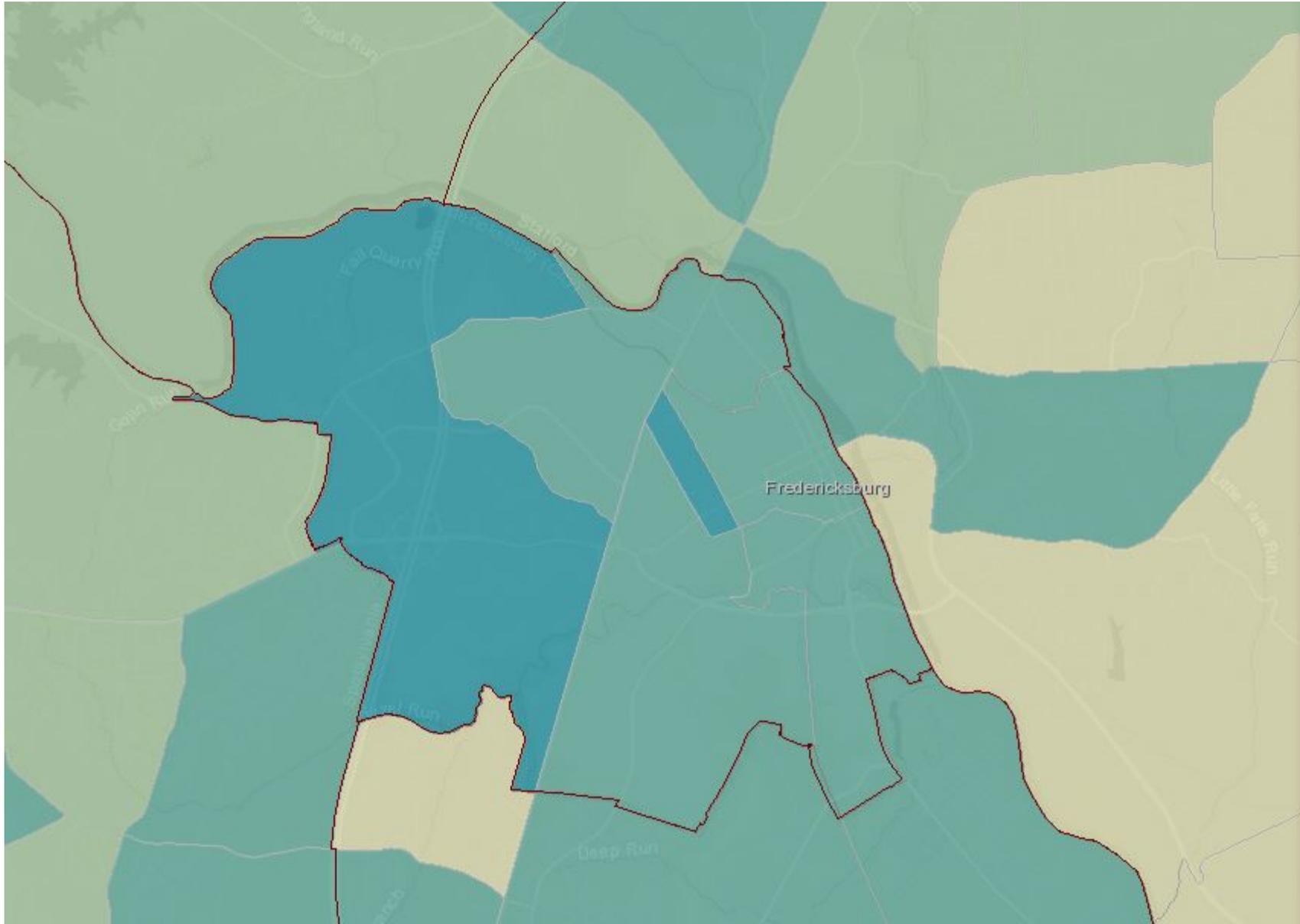
a) Christmas Parade Preparation

- *Registration is complete for the parade, staff will secure a trailer and needed items, the Committee will gather in December to construct the float and join the parade, in lieu of meeting.*

b) Other events in the Spring

- *April 4, MLK Day*
- *April 11 Mobile Stations*
- *April 18 Earth Day*
- *Radio Interview in March and April*
- *March and April, distribution throughout schools.*

4. Next Meeting November 18, 7pm Dorothy Hart



**Additional Layers**

ZIP Code Tabulation Area (ZCTA) Layer

ZCTA Boundary



**Low Response Score by 2017 Census Tract**

State (or state equivalent) Layer

State (or state equivalent) Boundary



County (or county equivalent) Layer

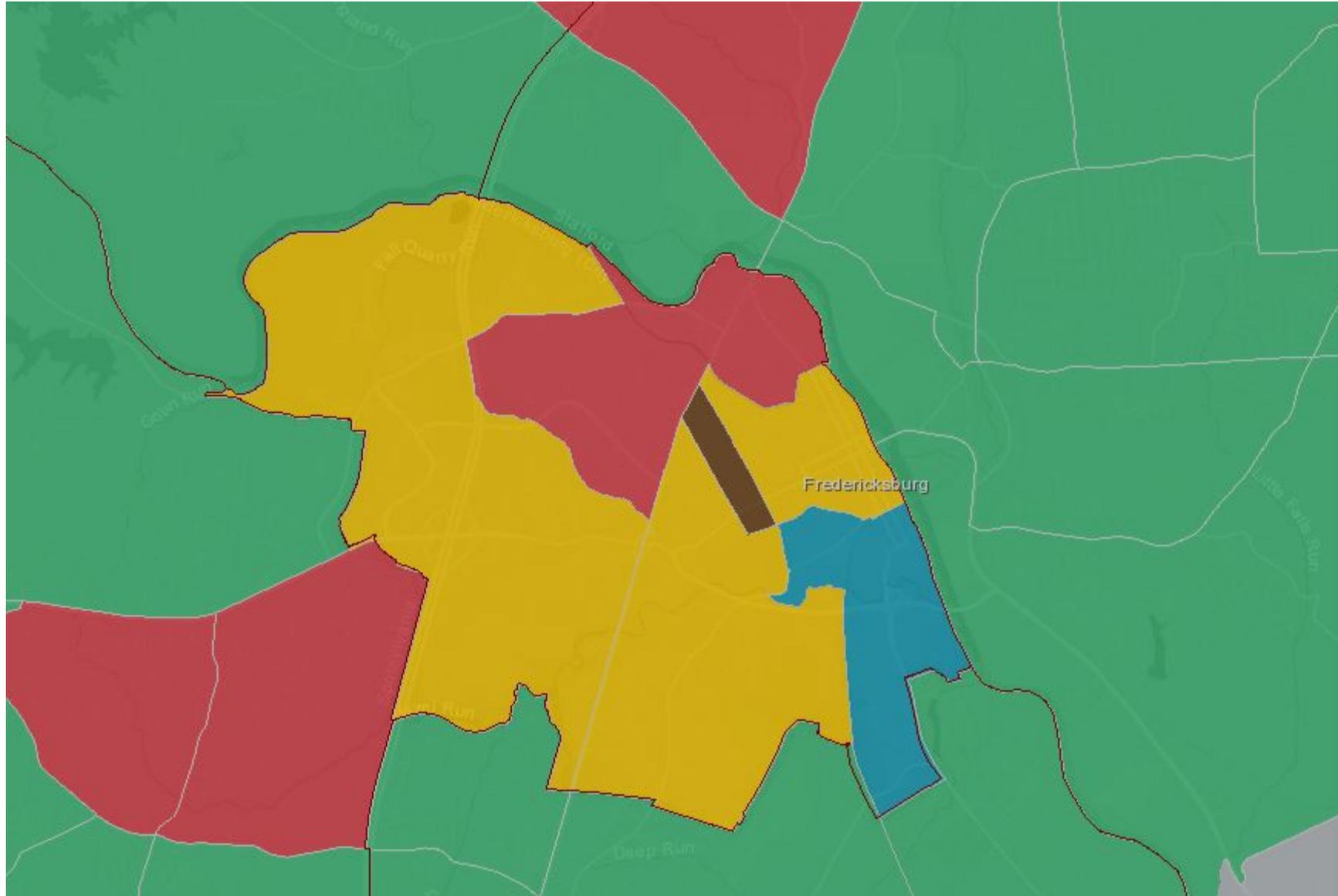
County (or county equivalent) Boundary



Predicted Mail Non-Response Rate (%)

Low Response Score by 2017 Census Tract (2019 Planning Database)

-  30.0 to 48.4
-  25.0 to 29.9
-  20.0 to 24.9
-  16.0 to 19.9
-  0.0 to 15.9
-  Not Calculated



### Additional Layers

ZIP Code Tabulation Area (ZCTA) Layer

ZCTA Boundary



### 2020 Census Audience Segmentation

Census Tract Segments

-  Responsive Suburbia
-  Main Street Middle
-  Country Roads
-  Downtown Dynamic
-  Student and Military Communities
-  Sparse Spaces
-  Multicultural Mosaic
-  Rural Delta and Urban Enclaves
-  No ACS Mailout



## Downtown Dynamic: Demographics and Mindsets

### Where are they?

Tracts in this segment can be found in densely populated metro centers.

### Who are they?

The tracts in this segment have high median household incomes, high percentages of college-educated residents, above-average percentages of foreign-born residents, and a larger proportion of residents 25 to 44 than the national average.

### How will they respond?

On average, this segment is predicted to respond at a slightly below-average rate, with a high percentage of that response coming online.

**9%** of U.S. Population



## Main Street Middle: Demographics and Mindsets

### Where are they?

Tracts in this segment can be found in small towns and less densely populated neighborhoods surrounding urban centers.

### Who are they?

The tracts in this segment are less diverse than the nation as a whole and have a higher percentage of residents 65 or older than the national average.

### How will they respond?

On average, this segment is predicted to respond at high rates, with an average percentage of that response coming online.

**21%** of U.S. Population



## Rural Delta and Urban Enclaves: Geography

### Where are they?

Tracts in this segment can be found in rural parts of the southeastern United States, including Mississippi, Alabama, Georgia, and South Carolina, with additional concentrations in urban areas.

### Who are they?

The tracts in this segment include areas with low median household incomes and below-average levels of internet access. This segment has a majority of residents who are non-Hispanic African American.

### How will they respond?

On average, this segment is predicted to respond at a low rate, with the lowest percentage of that response coming online.

**7%** of U.S. Population



## Student and Military Communities: Geography

### Where are they?

Tracts in this segment can typically be found near college campuses or military bases.

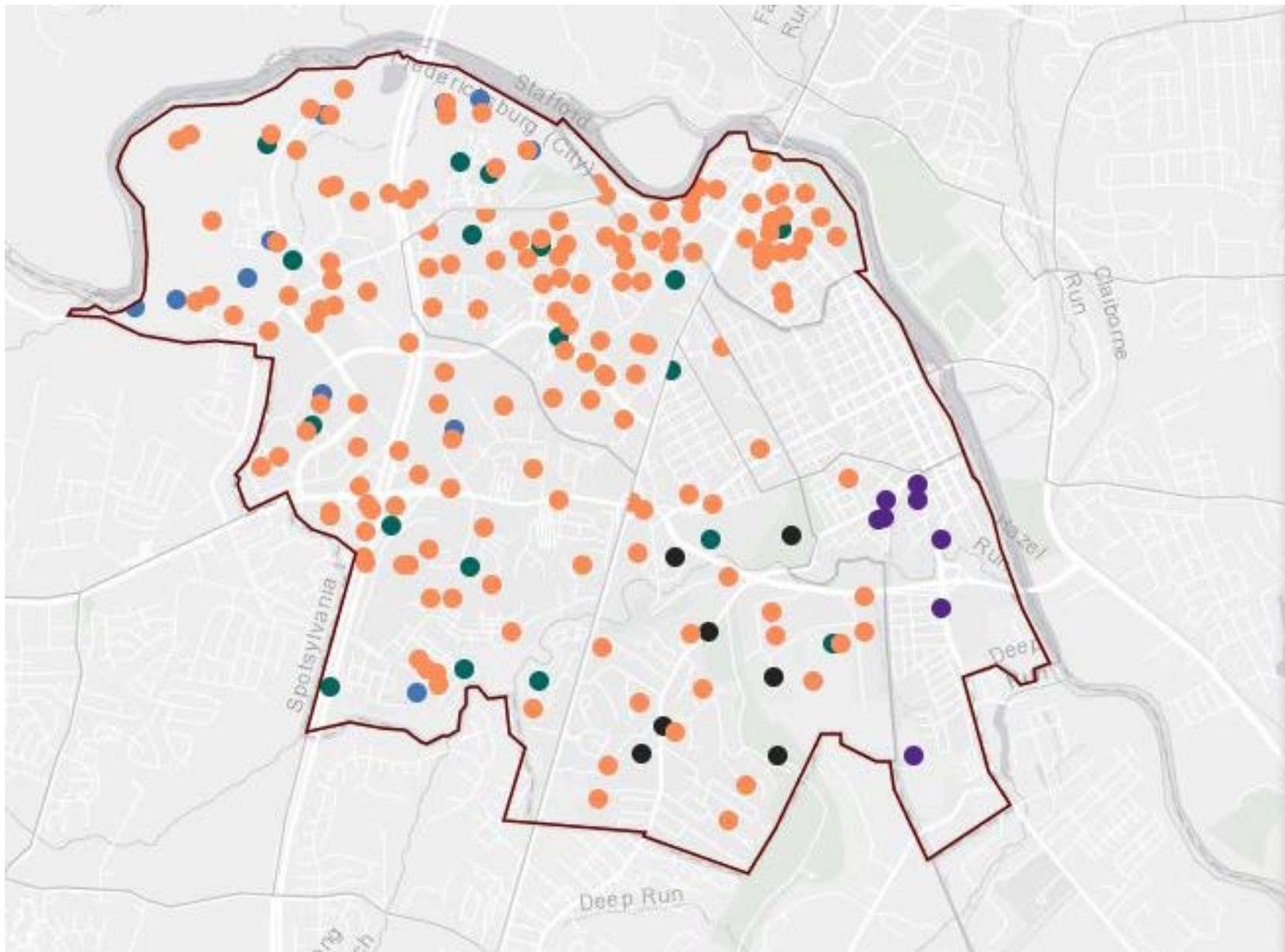
### Who are they?

The tracts in this segment have a majority of residents 18 to 24, high percentages of college-educated residents, high percentages of renter-occupied housing units, and above-average percentages of residents living in group quarters.

### How will they respond?

On average, this segment is predicted to respond at a below-average rate, with a high percentage of that response coming online.

**2%** of U.S. Population



**Region**



**Limited English Proficiency [Jurisdiction] (Top 5 most populous)**

1 Dot = 5 People



Spanish



Vietnamese



Korean



Persian



Arabic

**TRACT**



**R/ECAP**



## Fredericksburg (city) County, Virginia

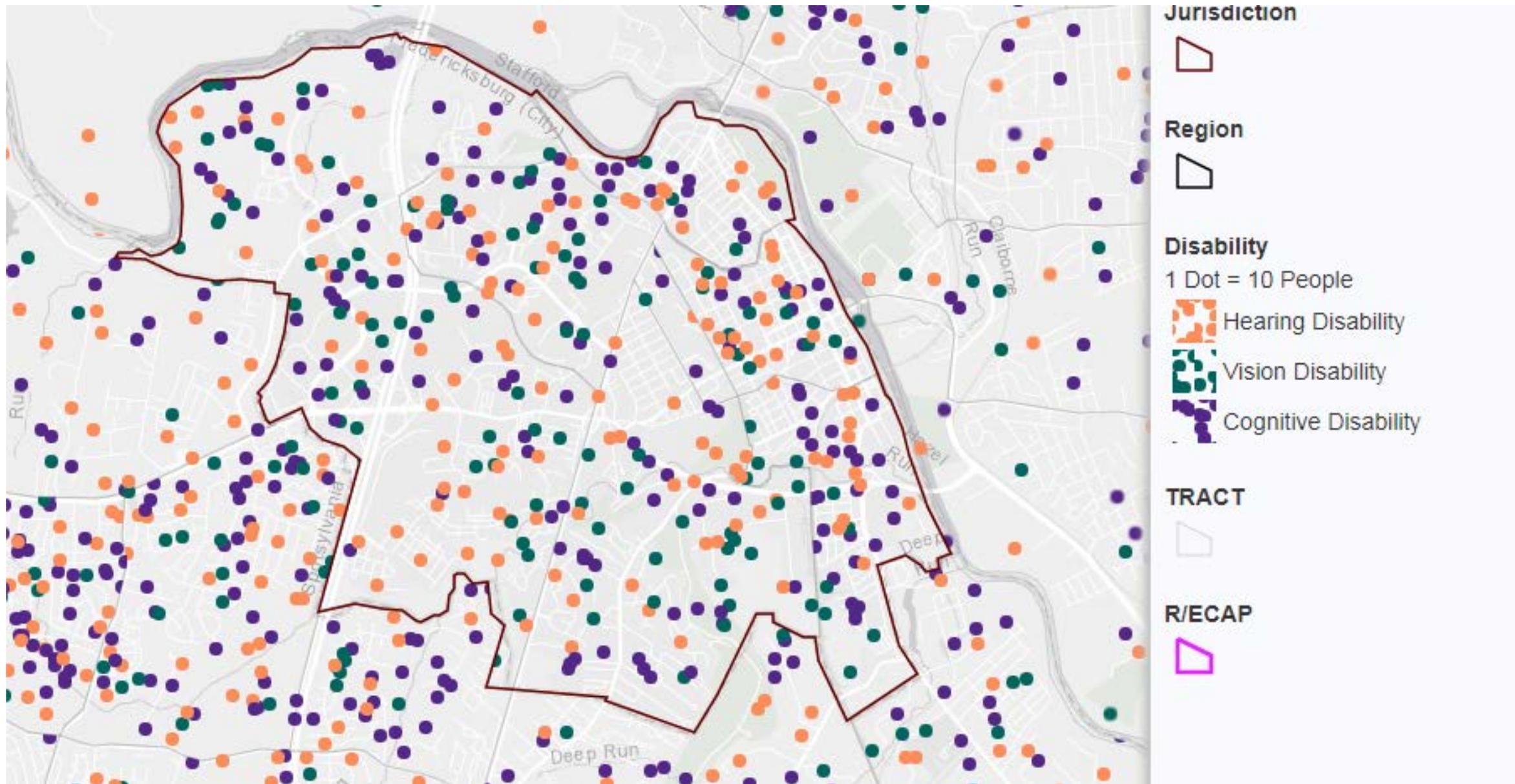
Source: American Community Survey  
Aggregate Data, 5-Year Summary File, 2006–2010

Sort alphabetically

	Ages 5 +	%
English	18,907	86.82%
All languages other than English combined	2,870	13.18%
Spanish	2,060	9.46%
Chinese	145	0.67%
Vietnamese	93	0.43%
German	61	0.28%
Persian	58	0.27%
Arabic	55	0.25%
Other Indic languages	54	0.25%
Gujarathi	51	0.23%
French Creole	49	0.23%
Italian	46	0.21%
Korean	44	0.20%
Other Slavic languages	44	0.20%
French	38	0.17%
African languages	28	0.13%
Greek	20	0.09%
Hindi	12	0.06%
Other Indo-European languages	12	0.06%
<b>Total:</b>	<b>21,777</b>	

Data are estimates based on a sample and are subject to sampling variability. Data are not displayed where there were insufficient samples with which to compute an estimate.

Note that 2010 ACS Aggregate Data for Chinese include numbers reported for Cantonese, Chinese, Formosan, Mandarin, and other variants.





**Jurisdiction**



**Region**



**Disability**

1 Dot = 10 People

 Ambulatory Disability

 Self-Care Disability

 Independent Living Disability

**TRACT**



**R/ECAP**

