

# CITY OF COLUMBUS AND FRANKLIN COUNTY 2020 CENSUS ACTION PLAN



## *Columbus Counts!* **CENSUS** **2020**

---

# City of Columbus and Franklin County 2020 Census Action Plan

## Overview

The 2020 Census is fast-approaching and the City of Columbus and Franklin County are already preparing to ensure a successful 2020 Census enumeration. The U.S. Constitution requires an “actual enumeration” or count of every person living in the country each decade and the U.S. Commerce Department’s Census Bureau is responsible for conducting the census. However, the federal government cannot do it alone and relies on states, cities, and municipalities like Columbus and Franklin County to ensure each and every resident is accurately counted.

## The Importance of the 2020 Census for our Community

The 2020 Census will be critically important for Columbus and Franklin County for several reasons:

- The census determines the number of representatives Ohio receives in the U.S. House of Representatives. Projections forecast that Ohio will potentially lose one representative in the House of Representatives after apportionment. It is critical for Franklin County’s growing population to be accurately reflected in Ohio’s redistricting efforts after the 2020 Census.
  - Census results help decide how more than \$675 billion in annual federal spending is distributed to state and local governments, including Franklin County and Columbus.
    - Example programs that rely on accurate census data for funding here in Columbus and Franklin County—
      - ◆ Medicaid
      - ◆ Supplemental Nutrition Assistance Program (SNAP)
      - ◆ Medicare Part B
      - ◆ Highway Planning and Construction
      - ◆ Section 8 Housing Choice Vouchers
      - ◆ Special Education Grants
      - ◆ National School Lunch Program
      - ◆ Head Start and Early Head Start
      - ◆ Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Local jurisdictions face many challenges in ensuring a complete count:
- For the first time ever, the Census Bureau is strongly encouraging residents to respond online to the census which presents unique challenges to members of our community without regular internet access or experience.
  - Franklin County is experiencing rapid growth, combined with increased population diversity which can make it more difficult to accurately count every resident.
  - Today many families live in informal and sometimes transitional living arrangements like short-term leasing or lodging arrangements offered through the sharing economy.
  - The City of Columbus and Franklin County recognize all of these challenges and are working together to ensure a complete count of our entire Central Ohio community.
  - Columbus and Franklin County planners depend on accurate census data to help build important services like schools, new roads, and emergency services infrastructure
  - Businesses and employers use census data to plan for job growth and economic development

---

## Initial Action Steps

Both the City of Columbus and Franklin County recognize how our community relies on accurate census data to fully fund programs supporting our neighbors and residents. If our community is undercounted, Franklin County families, businesses, and non-profits suffer. That is why the City of Columbus and Franklin County are taking action now.

**Update Data:** As of August 2018, the Columbus Department of Development's Planning Division successfully identified and submitted **43,473 new household addresses** to the Census Bureau. This largescale address submission, also known as the Local Update of Census Addresses (LUCA), ensures the Census Bureau has the most up-to-date household address information for our fast-growing city.

**Planning Working Group:** In the summer of 2018 Columbus Mayor Andrew J. Ginther established the City of Columbus 2020 Census Working Group to plan and prepare for the census. This working group is made up of representatives from several city departments, the City Attorney's Office, City Council, and the Franklin County Board of Commissioners. This group planned Columbus and Franklin County's initial outreach efforts to engage with key community constituencies regarding the importance of the census to ultimately increase resident responsiveness in 2020.

**Columbus/Franklin County Complete Count Committee:** Mayor Ginther and Commissioner Boyce understand that community leaders know their neighborhoods best. That is why the Mayor and Commissioner have established the Columbus/Franklin

County Complete Count Committee (CCC) to lead our community's census-related outreach and engagement efforts. The CCC is co-chaired by Mayor Ginther and Commissioner Boyce and is made up of subcommittees reflecting important communities and groups that will lead our community's census preparations. The subcommittee chairs are "trusted voices" in their respective communities who will be able to effectively communicate to their communities the importance of responding to the 2020 Census. Subcommittees will also receive training from the Census Bureau and work closely with city and county staff to engage our community.

Mayor Ginther and Commissioner Boyce launched the CCC on March 6, 2019 and are excited to lead this vital committee's work.

### Identify "Hard-to-Count" Communities:

Mayor Andrew J. Ginther and Franklin County Commissioner Kevin Boyce are committed to ensuring each and every resident of Franklin County recognizes the importance of the census and are accurately counted. However, certain populations are more difficult or "hard-to-count" for a variety of reasons. These populations include, but are not limited to, ethnic and racial minorities, senior citizens, young people, people experiencing homelessness, and individuals who do not speak English as a first language. The Columbus Department of Technology is leading our efforts to accurately map and identify hard-to-count populations to make sure every resident is counted. The Complete Count Committee will be critical in ensuring our success.

---

# TIMELINE

---

<b>July—December 2018</b>	Local Update of Census Addresses (LUCA) by mid-August Establishment of Columbus 2020 Census Working Group Coordination with federal partners at Census Bureau Develop Complete Count Committee and Identify Community Leaders to Serve as Subcommittee Chairs Census Bureau Hires Local Central Ohio Staff
<b>January—May 2019</b>	Complete Count Committee Public Announcement Census Bureau Opens Ohio 2020 Census Headquarters in Columbus Census Bureau Trains Complete Count Subcommittee Chairs Draft Complete Count Subcommittee Action Plans
<b>June—December 2019</b>	Finalize All Complete Count Subcommittee Plans Prepare for Complete Count Committee Implementation Conduct Education/Outreach Events
<b>January-April 2020</b>	Census Bureau Launches Nationwide Media Campaign Final Complete Count Committee Push—All Hands on Deck
<b>April 1, 2020</b>	2020 Census Day
<b>April—July 2020</b>	Non-Response Field Follow-up
<b>December 31, 2020</b>	Apportionment Counts to the President
<b>March 31, 2021</b>	Redistricting Counts to the States

---