

2020 Census Incentives from the Dogwood Health Trust

Presentation to the Board of Commissioners
8/4/2020



Agenda

- Overview and Request
- Where are we?
- Census Campaign



Overview and Request

Overview:

- Increased **Census counts in Buncombe County** will result in additional Federal funding and political representation.
- Estimated **\$1,600 per individual counted** for programs like Medicaid/Medicare, Schools Lunches, Highways, and Disaster Relief.
- The Dogwood Health Trust (**DHT**) is supporting efforts to increase Census counts by incentivizing Buncombe County to increase its response rate.
- DHT will grant **\$1,000 for every percentage point increase** from 58% in respondents reported by Grantee, to be paid monthly.
- The **estimated total grant amount is between \$10,000.00 and \$20,000.00** and funds will only be spent after they are received.

Requested Action:

- Accept the grant and approve budget amendment.



Buncombe, North Carolina
Self-Response

Tract 1
Self-Response

Response Rate
as of 7/27

58.9%

49.7%/
0.6%

36.7%

+0.7% from 7/8

51.3%/
+1.1%

45.5%/
+0.8%

49.2%/
+0.7%

51.5%/
+0.9%

49.1%/
+1.0%

49.2%/
+0.7%

1- 36.7%/
2- 42.5%/
9- 49.6%/
14.02- 46.9%/
+0.5%
+0.8%
+0.9%
+0.6%

NC was +0.6%



Select Mode

Total

Select State

North Carolina

Select County

Buncombe

Geographies

Return to State

County

Census Tract

City

Congressional District

Town and Township

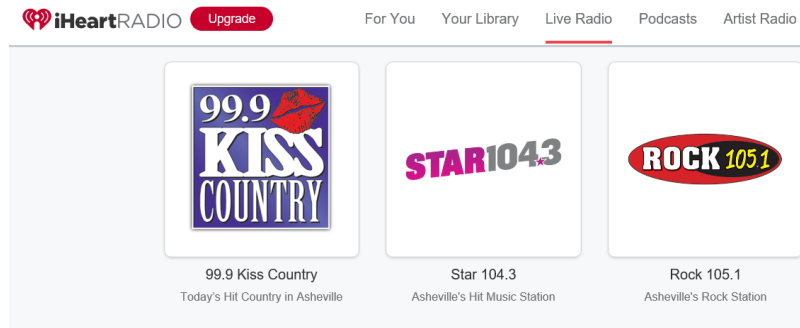
Census Campaign Materials



Media Campaign



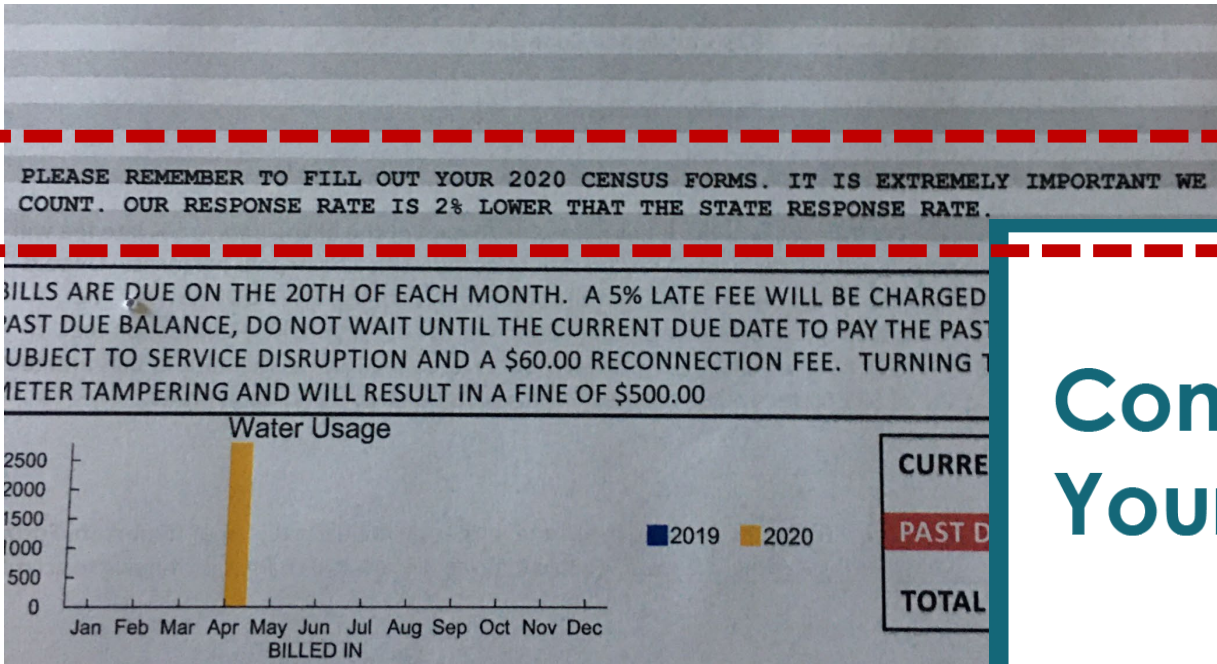
- JIMPRO
- Radio Advertisements
- Foodbank and School Lunches



https://www.youtube.com/watch?v=DduXbi_Nx5o&feature=youtu.be



Physical Mailings



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Your Census

Complete
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Library Campaign



BUNCOMBE COUNTY
PUBLIC LIBRARIES



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Visit my2020census.gov.

FREE WI-FI ZONE

Network: LibraryGuest
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Let's Talk Census

Webinar

Let's Talk 2020 CENSUS: Farmworkers in North Carolina

Wednesday, July 15, 2020

11:00 AM - 12:00 PM

bit.ly/Census2020SLNC2



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Webinar

Hablemos del Censo 2020:

Un conteo seguro para la
comunidad Latinx en NC

Miércoles, el 29 de Julio de 2020

De 11:00 AM a 12:00 PM

bit.ly/Census2020SLNC4

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



BUNCOMBE COUNTY





How to Help?

Internal Action



- **HOST** a workshop with your organization's leaders, employees and/or influential partners to discuss 2020 Census participation



- **POST** information in Slack or other task management systems used in your workplace



- **FORWARD** or Send an all-staff email to your organization encouraging your colleagues to participate

External Action



- **SHARE** census information on your organization's social media channels



- **DRAFT** an op-ed connecting an essential service provided by your organization to the Census.



- **TEAM**, promote census participation and census jobs to customers in your brick and mortar locations

- Post on Facebook, Twitter, Instagram, Tik-Tok, etc.
- Make an announcement at your Work, Board, Church, or other organization

