

## Overview

Once every decade, the federal government conducts a census of the entire population to count everyone in the United States. Our nation's founders believed these data were so important that they mandated the decennial census in the Constitution. Even before the U.S. Constitution fully outlines the powers of the three branches of government, it mandates a decennial count of all persons in the country.

While the primary *constitutional* purpose of the decennial census is to determine the number of congressional representatives each state will have for the next decade and to ensure equal representation in the redistricting process, the census, in particular, an **accurate** census, is vital to cities for a wide variety of reasons.

### The Census directly impacts funding San Marcos will receive over the next decade

Population counts and statistics derived from both the decennial census and other surveys determine the annual allocation of more than \$800 billion in federal investment across states, counties, and cities. Texas, with a population of nearly 29 million, receives more than \$43 billion in federal funds every year based on census data. An undercount of just 1% could cost the state at least **\$300 million annually** for a decade. To put things into perspective, it's estimated that about \$1,580 will be allocated annually for every Texan that is counted in the 2020 Census.

So, who exactly stands to lose out on all this money if San Marcos is undercounted yet again in the 2020 Census? A study from the U.S. Department of Commerce reviewed the total federal funds distributed each year in whole or in part using U.S. Census Bureau data and found that **132 different programs** used Census data to distribute more than \$675 billion in funds during fiscal year 2015. Among others, these programs include Medicaid, CHIP, SNAP, Highway Planning & Construction, Federal Pell Grant, Head Start, National School Lunch, Section 8 Housing Vouchers, WIC, Low Income Home Energy Assistance, Unemployment Insurance, CDBG Disaster Recover Grants, Historic Preservation Fund, Small Business Development Grants, Violence Against Women Grants, Emergency Food Assistance Program, Assistance to Firefighters Grant, Public Housing Capital Fund; the list goes on.

### An accurate count helps fuel a thriving economy

Economic development does not happen without up-to date Census information. Census data offers detailed economic and demographic data that businesses have come to rely on when assessing potential employees, customers, products and markets. The Consumer Price Index, Current Population Survey, Survey of Construction, Exports from Manufacturing, and Annual Survey of Entrepreneurs are all premier tools that are used heavily by the business community and those working in economic development. All these tools and premier surveys are based in whole, or in part, off Census data and inform local economies on everything from inflation rates, statistics about the labor force, housing and construction totals which manufacturers use to plan production and estimate market shares, the value of exports and estimated job

creation, and characteristics of small area businesses for local entrepreneurs. In summary, an inaccurate count potentially puts **billions** of dollars in economic activity at stake.

### **Miscounts can contribute to inequities**

The census often under-counts certain segments of the population. Groups that predictably have net undercounts include black people, those of Hispanic/Latinx descent, American Indians living on reservations, children under the age of 4, people renting their home, and those with low incomes. The 2010 census missed more than 1.5 million minorities and struggled to count in particular, black Americans, Hispanics, and renters. These “hard-to-count” populations often represent our most vulnerable citizens that face substantial barriers to participation. Language barriers, low literacy, lack of internet access, fear of government retaliation, and housing insecurity can all perpetuate undercounts of these populations. A complete count ensures that all San Marcos residents, regardless of their race or income, enjoy the political representation and fiscal resources to which they are entitled. An accurate census is a fair census.

### **If not us then who?**

Across the country, states are planning on spending millions to make sure they get a better head count of their residents. For example, California officials announced they are investing as much as \$154 million in the 2020 Census. But not all states are making investments, or even coming up with statewide plans to improve the count. This year, Texas lawmakers failed to pass legislation that would have created a statewide effort aimed at making sure all Texans are counted. Measures that would have ensured millions of dollars in funding for the census in Texas also failed. In lieu of state support to ensure accurate census numbers, it’s up to San Marcos advocates and local officials to come up with their own plans and funding to reach all parts of our diverse, hard-to-count community.

## **San Marcos Complete Count Committee**

### **COMPLETE COUNT COMMITTEES**

In order to create awareness of the 2020 Census and to help communities engage and promote self-response among hard-to-count populations, the Census Bureau encourages tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and other key sectors of a community to work together and form **Complete Count Committees**. These committees are comprised of a broad spectrum of government and community leaders and represent the trusted voices necessary to develop and implement a 2020 Census awareness campaign. These community leaders are able to utilize their knowledge of and connections in the local community to accurately identify hard-to-count populations and create localized strategies and messaging that resonates with the population in their respective area. They are the trusted voices and are best suited to mobilize community resources in an efficient manner.

### **COMMITTEE FORM AND STRUCTURE**

The San Marcos Complete Count Committee is a 21-person committee that was created by City Council via Resolution 2019-35R. The Resolution gives guidance on who the CCC will be made

up of and specifies that representatives from City Council, Texas State University, the business community, the school district and education sector, the community/nonprofit organizations, faith-based groups, the media, youth organizations, the healthcare industry, and three at large members should make up the committee. The San Marcos Complete Count Committee is made up of the below volunteers representing the respective listed sectors of the San Marcos community.

- Saul Gonzeles and Mark Rockeymoor: City Council
- Dr. Roseanne Proite and Margaret Yackel: Texas State University
- Monica Valadez and Keith Cunningham: San Marcos CISD
- Linda Coker: Community Based/Non-Profit
- Michelle Harper: Youth Organization
- Jason Mock: Business
- Pastor Sam Montoya and Jordan Buckley: Faith based
- Melissa Jewett and Lance Winter: Media
- Ida Miller: Healthcare
- Roland Saucedo, Dr. Gloria P. Martinez-Ramos, and Mary Lacy: At Large



*Figure 1. San Marcos Complete Count Committee Subcommittee Structure*

CCC members organized themselves into workgroups, i.e., subcommittees based on the San Marcos hard-to-count populations they identified and their respective area of local knowledge and expertise. Some CCC members have chosen to work across several subcommittee workgroups to utilize their various ties in the community and area of interest. A description of each subcommittee and their purpose is included in the Appendix 4 of this document.

## San Marcos Hard-to-Count

### METHODOLOGY

Over the course of three meetings the Committee identified their target outreach and engagement audience using the Census Bureau's [Response Outreach Area Mapper \(ROAM\)](#) application, the City University of New York's Graduate Center's [Hard to Count Map](#), and each committee member's local knowledge.

The ROAM application is a web mapping application that shows the Low Response Score (LRS) of each census tract in the country and reveals additional neighborhood characteristics of that tract such as percentages of the population below poverty level, education attainment, age, income level, ethnicity and race, language spoken, internet access, and housing composition. The Hard to Count application is also a web mapping application that shows the total percentage of households, by census tract, that self-responded to the 2010 census questionnaire and allows the user to summarize additional data on internet access and the proportion of at-risk residents within that tract.

## IDENTIFYING SAN MARCOS HARD TO COUNT POPULATIONS

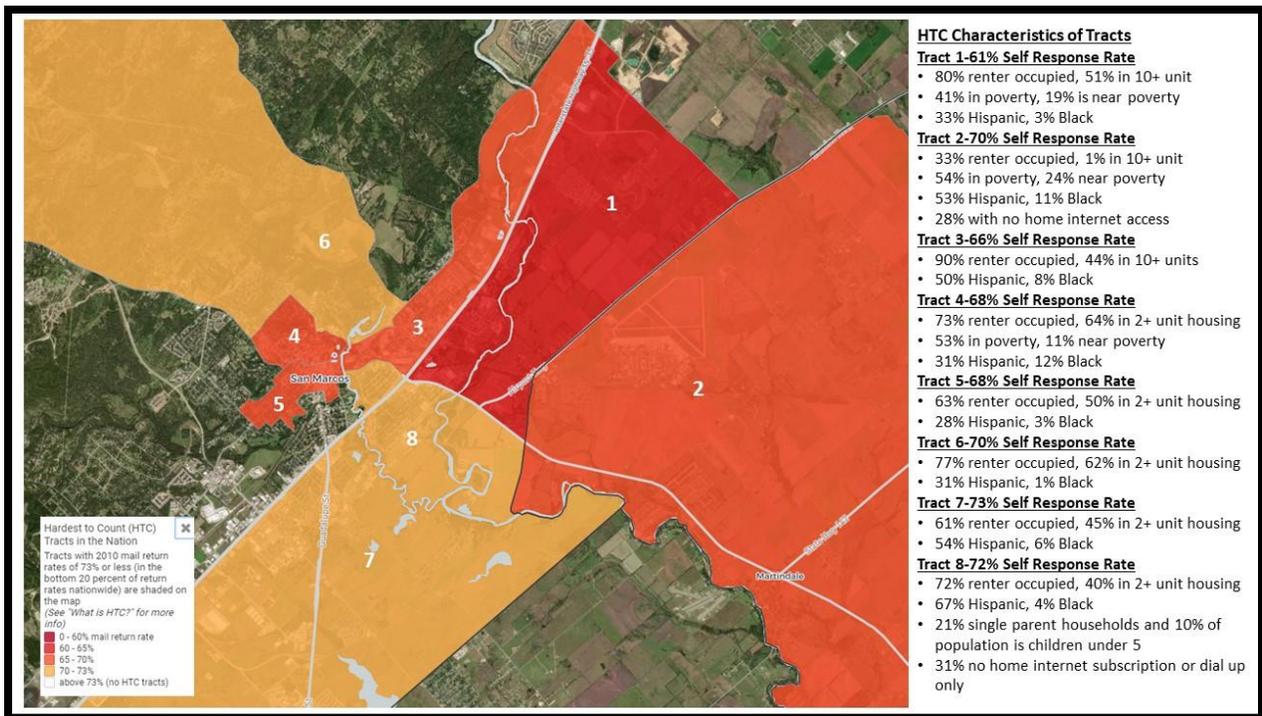


Figure 2. San Marcos Populations at Risk of Being Undercounted, Hard to Count Map 2020. For a full-size version of this map refer to Appendix 5

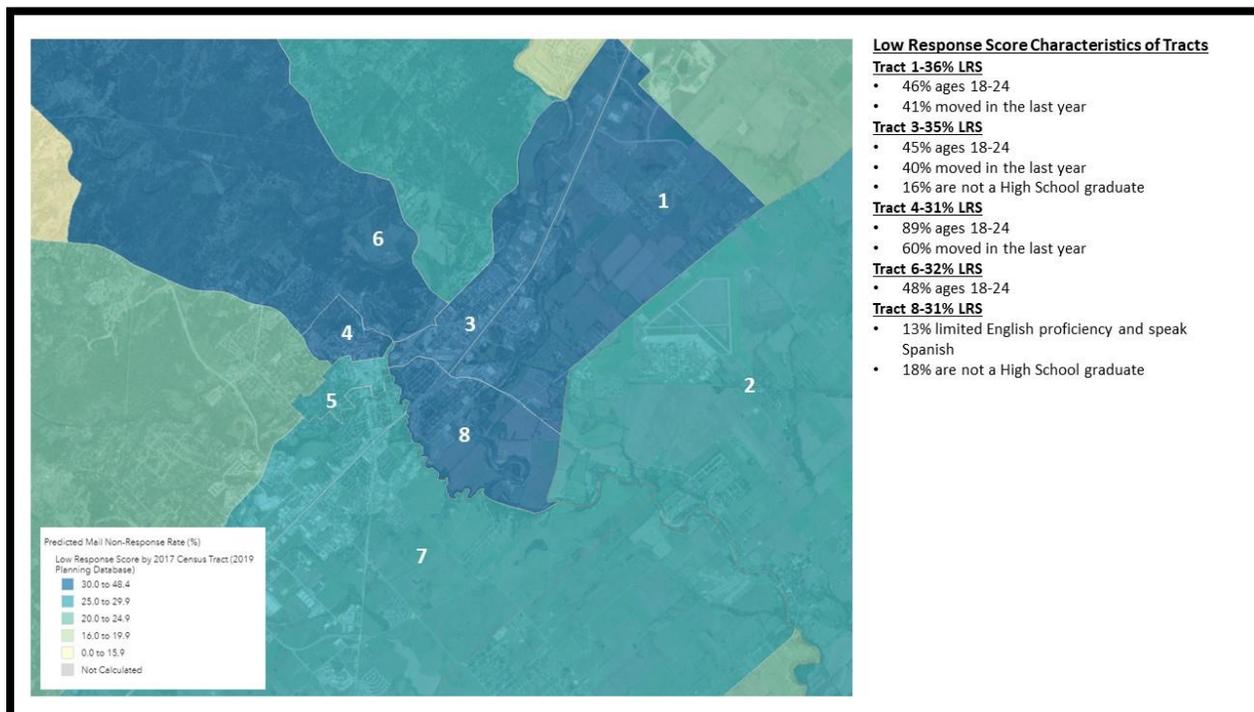


Figure 3. San Marcos Low Response Score Tracts with Relevant Neighborhood Characteristics, Census ROAM Map. For a full-size version of this map refer to Appendix 5

Using these two tools and their local knowledge, the following observations on hard-to-count populations and locations in San Marcos were made. These observations will guide the Committee in choosing appropriate outreach and engagement strategies.

### **Renters**

Renters make up a significant portion of the households in San Marcos with some undercounted census tracts being as much as 90% renter occupied. Renters share certain characteristics that compound their risk of being undercounted, including:

- **Transitory status:** Renters are more transitory and more likely to be missed during the census due to incorrect address information or the fact that they may be moving during the census taking process.
- **Poverty and Low Income:** There's a correlation between renters and poverty with nearly 30% of the nation's renters living below the poverty line. Renters typically devote a greater share of their income towards rent and often don't have the time or resources to invest in taking the census. In addition, renters who are or have been evicted during the census could be undercounted if their address is not updated.
- **Race and Ethnicity:** Renters are disproportionately people of color with Black and Hispanic households being twice as likely to be renters than White households. People of color have historically been undercounted.
- **Education:** Areas with lower educational attainment are hard to count and statistically, renters tend to have lower education attainment.
- **Type of Housing:** Multi-unit buildings are considered a factor that makes an area hard-to-count and renters tend to live in multiunit buildings.

### **Those of Hispanic/Latino Descent**

Latinos have been undercounted for decades, disadvantaging their families, communities, and neighborhoods. Latino children in particular are among the most undercounted populations in the United States. There are many characteristics that make the Latino community hard to count, requiring special attention to reach these households and make sure they complete a 2020 Census questionnaire.

- **Language Barriers:** Almost 1/3 of the nation's Hispanics speak English less than "very well". Historically, areas with low rates of English proficiency have been undercounted.
- **Poverty:** Hispanics have an official poverty rate of 21% nationwide which is significantly higher than the U.S. rate of 13%. It is widely believed by Census officials and other experts that households in poverty are difficult to enumerate.
- **Education:** More than 60% of Hispanic adults have only a High School degree or less compared with 40% of the total population. Areas with lower educational attainment are difficult to enumerate.
- **Immigrant Status:** More than 1/3 of Latinos are foreign born. A range of stakeholders, from state officials to immigrant advocates, fear the recent increase in negative political rhetoric and federal detention and deportation operations targeting the undocumented community could greatly reduce participation amongst immigrant communities. It's

likely that immigrant households will be reluctant to respond to the census due to concerns about data confidentiality.

- **Latino Children:** Latino children make up nearly ¼ of all U.S. children under 5. Fifty-five percent of all Latino children under the age of 5 live in a household with complex living arrangements, sometimes moving between various relatives or caregivers' residences. One quarter of young Latino children also live in a household with adults having limited English language proficiency. Each of these characteristics is correlated with heightened risk of being hard-to count.

### **Highly Mobile and Young Households**

With over 38,000 students currently enrolled at Texas State University the Committee identified University students as a likely hard-to-count population early on. College students are considered a hard-to-count population, primarily because they are highly mobile, may live off campus as renters, and are typically in the age category of 18-29 years, an age group that has indicated it is least likely to participate in the Census according to a recent Pew Research Center study. In addition, the Census will send mailings and ultimately the questionnaire out on a *one-per-household basis*, which presents barriers in instances where multiple students (or roommates) are sharing a unit. It should be noted that Texas State University Students living in on-campus dormitory housing are counted via the Census Group Quarters initiative and are not a target population of this Committee. The CCC will focus specifically on those Texas State University students living **off campus**.

### **Reaching the Most Vulnerable-Considering Poverty, Housing Insecurity, Education Attainment, Language Proficiency, and Internet Access**

Using the two mapping applications, Committee members identified data trends that indicated renters, those of Hispanic or Latino descent, and Texas State University students should be highly considered in developing strategies to promote the Census. In addition to these populations the Committee stressed the need to reach the most vulnerable populations in San Marcos including **children under 5, immigrants, the elderly, those of disability, and those experiencing homelessness or housing insecurity**. These populations often face significant hurdles to full participation in the Census such as limited language proficiency, low levels of education attainment, fear of the government, and limited time and resources. In addition, these populations are often the most impacted by an undercount and the resulting misallocation of federal funding to support programs vital to public health, housing, and education. The Committee expects that there is likely a large degree of overlap between these characteristics and *all* the identified hard-to-count populations.

## **COMMITTEE MISSION AND GOALS**

### **Mission Statement**

The San Marcos Complete Count Committee aspires to assist in the thorough identification, education, and representation of our diverse and under-represented populations in the 2020 Census. We envision an accurate, inclusive, and non-partisan count where future federal funding matches the number of San Marcos residents.

## Goals

1. **The accurate identification of hard-to-count and underrepresented populations in the City of San Marcos**
2. **The effective promotion of the Census and increase in self-response among residents through:**
  - The creation of a climate where stakeholders and residents are aware of the Census and the benefits of an accurate count
  - Increasing awareness and understanding of the Census through a variety of channels
  - Partnering with the San Marcos library
  - Promoting the four ways to participate in the census. These four options are online, over the phone, via the mail-in form, or through an in-person interview with a Census enumerator.

## Complete Count Committee Strategies

The Complete Count Committee worked in their respective subcommittee to understand barriers to an accurate count and to develop effective strategies that could be pursued in the following months to promote the Census. The Committee's planned activities and events focus on three central strategic approaches; an institutional approach, a grassroots approach, and a media and mass communications approach. The three strategic approaches are listed below.

**An institutional strategy**, centered on mobilizing a broad swath of trusted local institutions who are likely to be successful in educating and motivating a large segment of the public to participate in the Census;

**A grassroots strategy**, to identify and communicate with San Marcos residents who are not easily or ordinarily reached by institutional outreach component; and,

**A media and communications strategy**, to communicate effectively with all residents through radio, TV, print media, and social media.

### **Institutional Strategy-Engage Trusted Healthcare, Education, and Local Government Institutions**

**Healthcare:** The CCC will engage trusted healthcare institutions and providers such as CTMC, Hospice locations, WIC, Community Action Network, Communicare, WellMed, Hays County Food Bank, Live Oak Partners, Fresenius Dialysis Centers, WellMed partner clinics like Medfirst, Ascension Seton, Baylor Scott and White, and various Urgent Care Centers. The Committee will partner with these trusted healthcare institutions to request the promotion of the Census through their social media channels, waiting area television displays, text outs to patient list, and the distribution of print materials to patients and clients. **San Marcos CISD:** The Committee will also engage San Marcos Consolidated ISD administration, principals, and teachers to communicate the urgency of a complete count and to distribute promotional materials. The SMCISD Website, Blackboard District Application, and social media accounts will be used to fully promote the Census and encourage participation amongst parents, students, and SMCISD

employees. The Committee will also coordinate with SMCISD to table at their various, already scheduled fairs, festivals, carnivals, and other events throughout the year. The Committee will leverage the popular School Fuel program and SMCISD sporting events to promote the Census. If funding becomes available, the Committee will explore the possibility of purchasing Include message/promotion wraps for school bus fleet that advertise the Census and provide the 1-800 assistance hotline.

**Texas State University:** The Committee will partner with Texas State University staff to include a census message on the University Website, the TV in the University Quad, and on the University Marquee. Texas State University sporting events should be taken as an opportunity to promote the Census as well. Engaging the appropriate Texas State University staff and organizations for assistance is a key strategy for the Committee's Texas State University representatives. They plan to engage the Resident Advisors Council, the Vice President of Student Affairs, the Dean of Students, the Associated Student Government, the University Marketing Team, Texas State Staff Council, Faculty Senate, Student Affairs Council, and Student Foundation with further requests to promote the Census.

**City of San Marcos:** The Committee will work with the City of San Marcos to include a Census message in utility bills. They will also request proclamations be made from City Elected Officials and Boards and Commission Chairs in the month leading up to Census Day. The Committee will utilize the Board and Commissioner mailing lists to perform direct mailings of promotional materials. They will also explore the possibility of installing a promotional banner across a high traffic street on Census Day. Finally, the Committee will communicate an ongoing request for participation through funding or dedicated volunteer hours from all institutional stakeholders throughout their outreach campaign.

**Chamber of Commerce and Greater San Marcos Partnership:** The Committee will solicit assistance in gaining sponsorship, in kind donations, and general engagement from the business community and major San Marcos employers through the Chamber of Commerce and Greater San Marcos Partnership.

### **Grassroots Strategy-Meet San Marcos Residents Where They're At**

The Committee realizes that not all San Marcos residents regularly interact with local institutions and are better reached at services and locations that are frequented as part of their daily routine. Knowing that much of the San Marcos community spends a considerable amount of time at the river, the Committee will pursue opportunities to engage residents at any and all events being held along the San Marcos River. The Committee also plans to coordinate with the Housing Authority to promote the Census at their already scheduled meetings and events. The Faith Based subcommittee will engage local faith-based leaders and ask them to include a message about the Census in their sermon. Local daycares and childcare centers will be provided with "Remember to Count Me" stickers and promotional materials to bring home to Mom and Dad. The Committee will engage San Marcos renters by coordinating with property management companies to hold incentive-based events such as pizza socials and raffles. These events should simultaneously educate and incentivize renters to participate in the Census. Finally, Committee members will continuously solicit the input from local NGO and CBO partners on the best strategies for reaching the populations they serve.

## Media Strategy-Promotion Through Radio, TV, Print, and Social Media

The Committee will work to develop key messaging that is **consistent** and **relevant** to the specific target audiences identified in this workplan. They will work to ensure that census messaging is easily understood by all residents, available in appropriate languages, spread through a variety of channels, and “spoken in many voices, but with a consistent message”.

The Committee intends to utilize the following outlets to promote the 2020 Census.

- Flyers posted at apartment complexes throughout town, particularly those with a large number of residents that are TX State University students (identified by rent-by-the room leasing structure)
- Local San Marcos podcasts
- Events Center Marquees
- Social Media Accounts (Twitter, Instagram, Facebook)
- CARTS Bus Ads
- Billboards
- Promotion and stories in the San Marcos Daily Record, University Star, Community Impact, & Hays Free Press
- Parish bulletins
- Local radio stations (KTSW)
- Request EVO and Stars & Stripes play a PSA or promotional video before movie
- Direct mailings City Boards and Commissions members
- Posters in high traffic locations
- Public access channel

## Events Strategy

In addition to the three-pronged approach outlined above, the CCC intends to plan and execute several Census focused events. The CCC will explore opportunities to hold a kick off event where press is invited, an event focused specifically on engaging institutional partners such as the healthcare sector, a fun, entertaining and culturally appropriate event at Cuahtemoc Hall, a Census Sunday event for the faith-based community on the Sunday prior to Census Day, and a Census Day event on April 1<sup>st</sup> 2020.

## Timeline

The Census Bureau will send out an initial invitation to respond to all San Marcos households beginning March 12, 2020. The San Marcos Complete Count Committee will begin their work to build awareness and encourage self-response much earlier in January 2020. A month by month summary of the activities proposed by the Committee is provided on the following page.

## Census Bureau Invitation to Self Respond Timeline

## San Marcos CCC Outreach Timeline

### JAN, 2020

- Engage Partners
- Develop Message & Materials
- Schedule Speaker Engagements and Tabling Opportunities
- Educate & Inform
- Hold Kick-Off Event

### FEB, 2020

- Begin Mass Media & Marketing Campaign
- Distribute & Post Materials at Physical Locations
- Direct Mailings
- Speaker Engagement & Tabling

### MAR, 2020

- News Releases
- Utility Bill Message
- Local Proclamations
- Ramp Up Tabling & Events
- Web & Social Media

### MAR 12-20

Census Bureau will send an invitation to respond online to the 2020 Census (Some households will also receive paper questionnaires at this time)

### MAR 16-24

Census Bureau will send a reminder letter

### MAR 26-APR 3

Census Bureau will send a reminder postcard

### APR, 2020

### APR 8-16

Census Bureau will send a reminder letter and paper questionnaire

- Hold Census Day Event
- Advertise Census Kiosks Locations
- Evaluate Census Response Rate Numbers
- Send "It's Not Too Late" Reminder

### APR 20-27

Census Bureau will send a final reminder postcard before they follow up in person

### MAY, 2020

- Notify Residents of Enumerator Operations
- Thank the Community
- Prepare a Summary Report

## Reporting

The Committee will continue to meet on a regular, monthly basis to report on outreach efforts and progress. Subcommittee members will provide the Committee a verbal report summarizing the number of events they've held, advertising and promotional opportunities they have secured, and if possible, the total number of individuals reached. Some metrics the Committee will use to evaluate success throughout their outreach efforts include:

- Number of visitors to websites and/or social media pages
- Number of attendees at sponsored and/or hosted events
- Number of print promotional materials distributed
- Number of direct mailings sent
- Number of partnering agencies and organizations that commit to be Census Ambassadors
- Number of print, radio, and television ads secured
- Census response rate numbers and map

The Committee will also prepare a final evaluation of our activities and successes to help the Census Bureau guide future committees.

## Thank-You

To achieve a complete count the Committee will need the support and assistance of major San Marcos institutions, grassroots organizations, and residents. The Committee plans to hold a community celebration in June 2020 to thank all our community partners.

## Appendices

### Appendix 1-Who We Will Partner With

**SMCISD:** Parent Liaisons, Principals, GEAR UP Coordinators, SMHS Social Studies Department

**Texas State University:** Resident Advisors Council, Vice President of Student Affairs/Dean of Students Email, Associated Student Government, University Marketing, Texas State Staff Council, Faculty Senate, Student Affairs Council, Student Foundation, ACT, Student Services (Greek Life).

**Healthcare:** CTMC, Hospice locations, WIC, Community Action Network, Communicare, WellMed, Hays County Food Bank, Live Oak Partners, Fresenius Dialysis Centers, WellMed partner clinics like Medfirst, Ascension Seton, Baylor Scott and White, and various Urgent Care Centers.

**Nonprofit & Community Based Organizations:** San Marcos Religious leaders and officials, HCWC, Southside, Community Action, CASA, Centro, Rotary, Lions Club

**Other Institutional Partners:** City of San Marcos, Hays County, Chamber of Commerce

### Appendix 2-Materials We Will Develop & Distribute

- PowerPoint presentations targeted to specific audience
- Hospital and clinic TV display
- Text out message to various target populations
- Remember to Count Me stickers

- Flyers, postcards, posters, and banners for physical locations and distribution
- Wrap for table
- Branded “swag” to give out at tabling events
- Direct mailings
- Web materials (websites, twitter, Instagram, Facebook)
- Billboard design
- Bus ad design
- Public Service Announcements

### Appendix 3-Needed Resources

- Spanish language translation of materials and for in person presentations
- Food budget (Presentations to Boards, pizza socials and lunch and learns)
- Room rental if public space is not available
- Printing budget for posters, handouts, postcards, etc.
- Remember to Count Me stickers
- Space rental fee for booth at fairs and events
- Supplies for fun games and activities designed to make people more comfortable (spinning wheel other similar mechanism)
- Snacks
- Design and printing costs for school bus wraps
- Postage and stationary for direct mailings
- Branded swag to give out at table events
- Advertising space fee for:
  - Airtime at EVO and Stars & Stripes
  - Billboard space
  - Bus ads

### Appendix 4-Subcommittee Focus & Composition

#### GOVERNMENT SUBCOMMITTEE

Focus: Represents local government in all programs between the Census Bureau and local government. Utilizes available resources (social media, sponsored events and meetings, utility bills, public meetings, etc.) to promote the 2020 Census.

Composition: Elected officials, city/county planners, demographers, cartographers, and municipal employees.

#### EDUCATION SUBCOMMITTEE

Focus: Ensures that local school districts, community college districts, and universities are aware of the upcoming census. Early childhood advocates can also be a part of this subgroup to promote a full count of very young children ages 0-5. The Bureau has also created “The Statistics in Schools” program ([www.census.gov/schools](http://www.census.gov/schools)), which provides resources for teaching and learning with real life data and standards-aligned, classroom ready activities. Works to create a generation of future self-responders.

Composition: Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students, Parent Teacher Organizations (PTOs), teachers' organizations, and university housing coordinators.

#### BUSINESS SUBCOMMITTEE

Focus: Develops strategies for engaging the private sector, including partnering with local chambers of commerce and similar organizations to ensure that people can find census information at commercial establishments throughout the area. Other possible focus points could include securing sponsorship from local businesses for events and materials. This subcommittee could also focus on and facilitate recruitment efforts for Census positions.

Composition: Chambers of Commerce, business alliances, neighborhood business associations, franchise owners and operators, financial institution officers (i.e., bank managers), owners of small community and ethnic businesses, and utility company managers

#### FAITH BASED SUBCOMMITTEE

Focus: Reaches out to religious groups and coordinates activities and material that all faith-based institutions can use for census promotion.

Composition: Faith-based leaders from ALL denominations, ministerial alliances, ecumenical councils, and seminary administrators

#### COMMUNITY BASED ORGANIZATION & OUTREACH SUBCOMMITTEE

Focus: Brings together non-profits, community-based organizations, coalitions, community leaders, media representatives and other stakeholders to develop and implement community-based grassroots "Get Out the Count" (GOTC) strategy focused on promoting the full participation of communities of color, including Latinos, in the 2020 Census. This group could also focus renters as they are statistically, more likely to demonstrate characteristics of traditionally hard-to-count populations (poverty, race and ethnicity, and education attainment).

Composition: Executive directors from community organizations, Community Block Grant (CDBG) directors, leaders of fraternities and sororities, membership and non-membership organizations, and advocacy groups.

#### COMMUNICATIONS, MEDIA, & TECHNOLOGY SUBCOMMITTEE

Focus: Assists Committee in communicating the Census message to all. Assists community organizations that would like to promote Census 2020 in utilizing available Census toolkit materials and general communications approach. Facilitates communication of committee messages through multiple channels, such as ethnic media, local newsletters, electronic bulletins, local Web sites, and utilizing different social media venues.

Composition: Local media representative, communication directors, bloggers, publishers and editors of neighborhood newspapers, graphic designers, social media users, and ethnic media representatives.

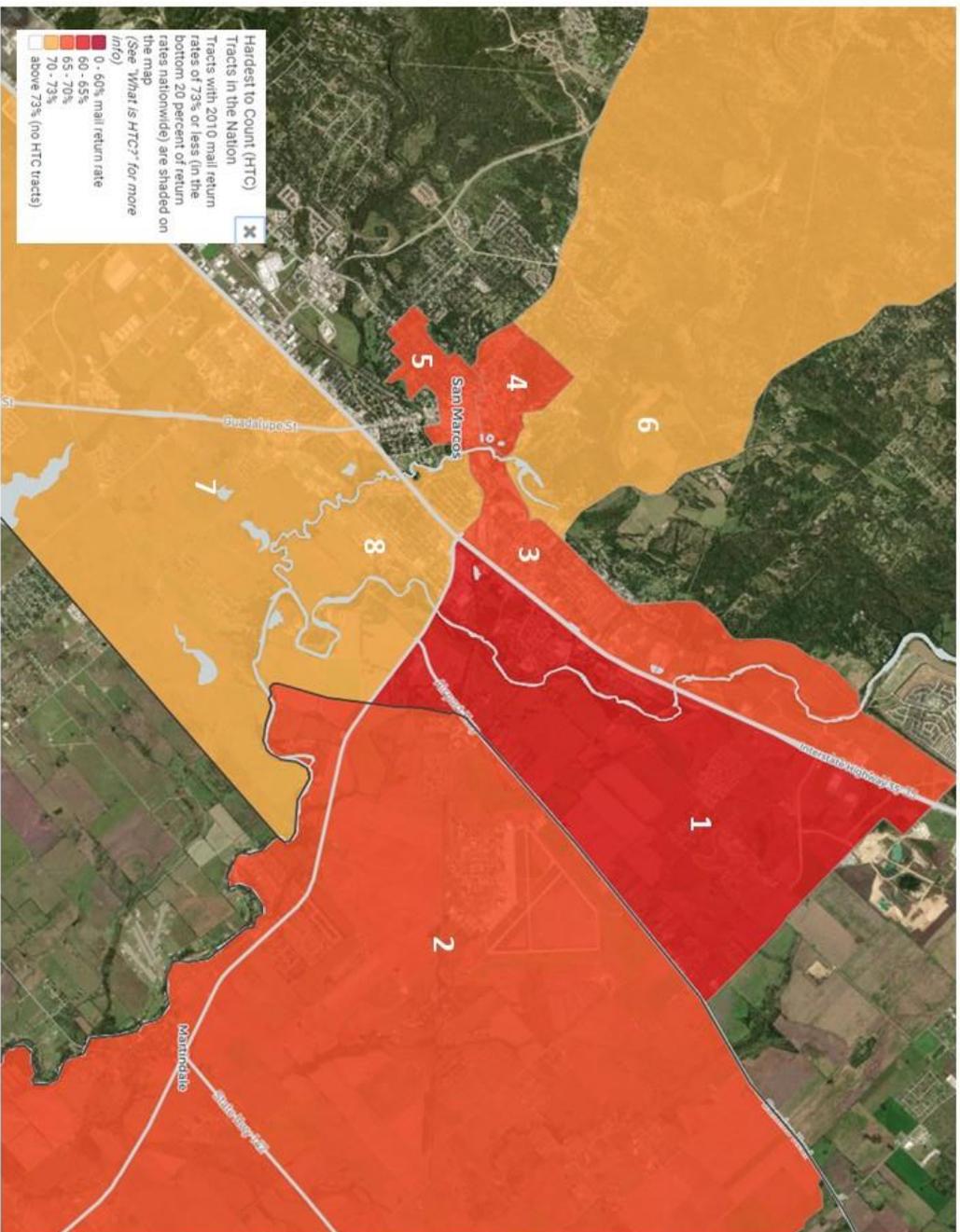
#### HEALTHCARE SUBCOMMITTEE

Focus: Promote the Census to colleagues, patients, and partners in the community as impactful to hospital services, nutrition and health programs. Medicaid, and other federally funded, data driven health services. Utilize San Marcos medical district as prominent employer and

community presence to spread the message that an inaccurate count deprive the health care sector of vital resources needed to ensure it is meeting the community's needs.

Composition: Local healthcare administrators and providers.

**Appendix 5-Hard-to-Count & ROAM Maps (Attached)**



**HTC Characteristics of Tracts**

**Tract 1-61% Self Response Rate**

- 80% renter occupied, 51% in 10+ unit
- 41% in poverty, 19% is near poverty
- 33% Hispanic, 3% Black

**Tract 2-70% Self Response Rate**

- 33% renter occupied, 1% in 10+ unit
- 54% in poverty, 24% near poverty
- 53% Hispanic, 11% Black
- 28% with no home internet access

**Tract 3-66% Self Response Rate**

- 90% renter occupied, 44% in 10+ units
- 50% Hispanic, 8% Black

**Tract 4-68% Self Response Rate**

- 73% renter occupied, 64% in 2+ unit housing
- 53% in poverty, 11% near poverty
- 31% Hispanic, 12% Black

**Tract 5-68% Self Response Rate**

- 63% renter occupied, 50% in 2+ unit housing
- 28% Hispanic, 3% Black

**Tract 6-70% Self Response Rate**

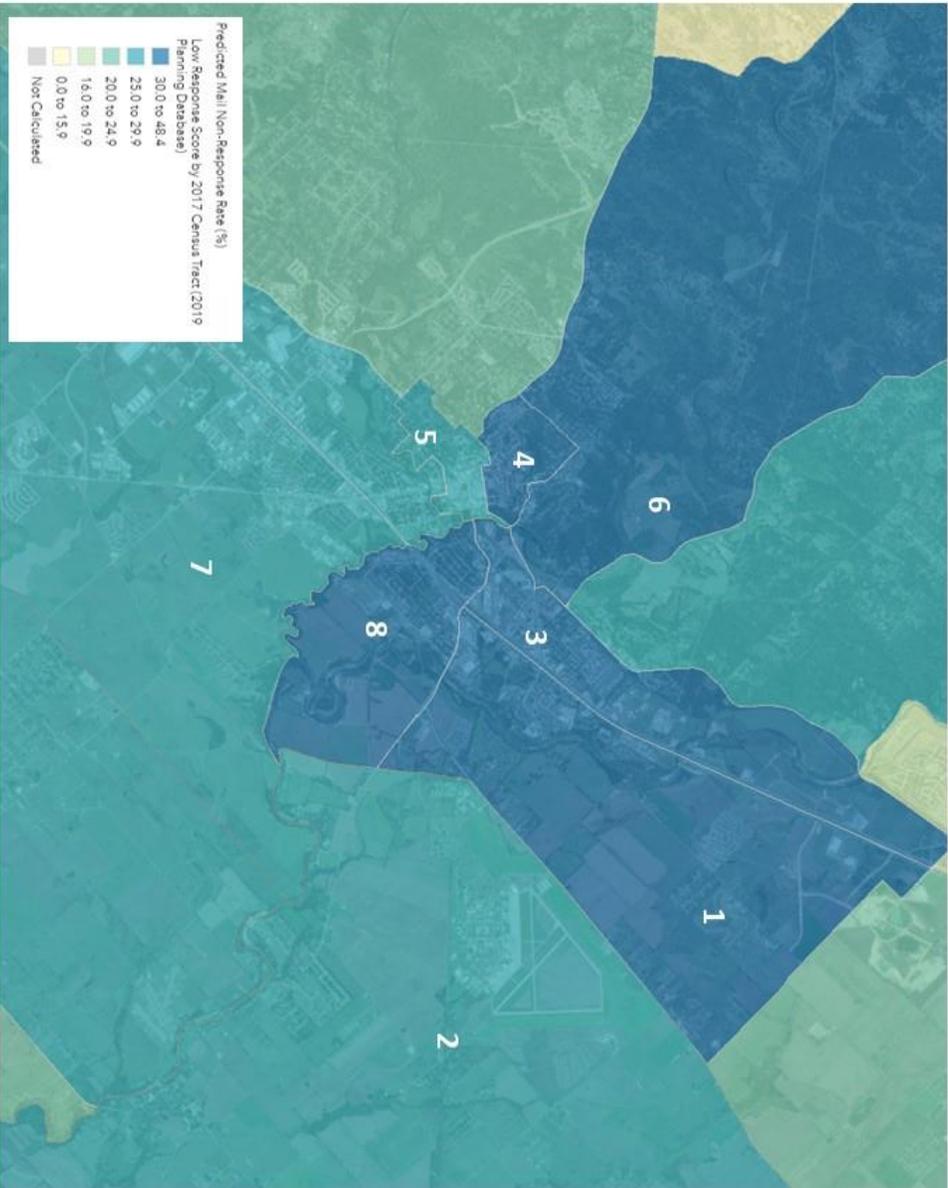
- 77% renter occupied, 62% in 2+ unit housing
- 31% Hispanic, 1% Black

**Tract 7-73% Self Response Rate**

- 61% renter occupied, 45% in 2+ unit housing
- 54% Hispanic, 6% Black

**Tract 8-72% Self Response Rate**

- 72% renter occupied, 40% in 2+ unit housing
- 67% Hispanic, 4% Black
- 21% single parent households and 10% of population is children under 5
- 31% no home internet subscription or dial up only



**Low Response Score Characteristics of Tracts**

**Tract 1-36% LRS**

- 46% ages 18-24
- 41% moved in the last year

**Tract 3-35% LRS**

- 45% ages 18-24
- 40% moved in the last year
- 16% are not a High School graduate

**Tract 4-31% LRS**

- 89% ages 18-24
- 60% moved in the last year

**Tract 6-32% LRS**

- 48% ages 18-24

**Tract 8-31% LRS**

- 13% limited English proficiency and speak Spanish
- 18% are not a High School graduate