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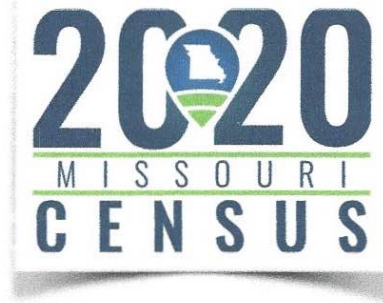
COMPLETE COUNT COMMITTEE

A REPORT TO GOVERNOR MIKE PARSON

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Dear Governor Parson,

On behalf of the Missouri Complete Count Committee (CCC), I am pleased to present to you the final report of the CCC pursuant to Executive Orders 18-12 and 20-13. The Committee was tasked with developing an action plan to identify specific groups that are "hard-to-count" in Missouri, including those who are isolated geographically, linguistically, racially, culturally, or those who otherwise may be hard to enumerate.

The Committee focused its outreach efforts on historically hard-to-count groups and areas of the state in an effort to count as many Missourians as possible. The Committee reached hard-to-count individuals by coordinating and funding statewide, regional, and local efforts and campaigns. The CCC's communications plan included tailored messaging to historically undercounted populations, including rural residents, low-income individuals, parents and caregivers, minorities, renters, college students, transient workers, homeless persons, young adults, and non-English speaking individuals.

While focusing outreach on hard-to-count groups and areas, the 2020 Census period witnessed several unforeseen challenges, including the COVID-19 pandemic. The 2020 Census was also the first time in which Missourians were allowed to respond to the Census through online portals. However, due to lack of internet access in certain urban and rural areas, responding online was not as viable of an option for some Missourians as it was for others. As a result, Missouri ranked 27th among all states in total self-response rates. U.S. Census Bureau data shows Missouri still achieved a total enumeration rate of 99.9 percent as of October 15, 2020. We are confident Missouri will maintain its current congressional representation and will not lose federal dollars apportioned from census data.

We applaud your efforts as Governor to highlight the importance of the decennial Census by appointing such a crucial committee. I also want to thank you for giving me the opportunity to serve as the chair of the Missouri Complete Count Committee. It has been a pleasure to serve the people of Missouri in this role.

Sincerely,

A handwritten signature in blue ink, appearing to read "Karen Best", with a stylized flourish at the end.

Karen Best

*Chair of Missouri 2020 Complete Count
Committee*

OVERVIEW

of Missouri Complete Count Committee

In December 2018, Governor Michael L. Parson established the Missouri 2020 Complete Count Committee. The Missouri 2020 Complete Count Committee is a collaboration of Missouri governmental agencies, businesses, non-profits, and community groups that helped develop, recommend, and assist in the implementation of Missouri's 2020 Census outreach strategy. The Committee's mission was to perform all efforts possible to ensure an accurate and timely count of all persons living in Missouri in order to secure federal funding and fair representation for Missourians over the next decade. The work of the Committee complemented the national effort by the U.S. Census Bureau and the work of communities and individuals across the state to promote Census awareness and participation. Governor Parson appointed all members of the Committee.

The Committee focused its outreach efforts on historically hard-to-count groups and areas of the state in an effort to count as many Missourians as possible. The Committee reached hard to count individuals by coordinating and funding statewide, regional, and local efforts. The hard-to-count populations included individuals who are isolated geographically, linguistically, socially, and individuals who feel threatened by the government. These may include people living in poverty, immigrants, persons experiencing homelessness, racial and ethnic minorities, transient persons, persons in isolated rural settings, and college students.

The vision of the 2020 Complete Count Committee was to perform all efforts possible to ensure an accurate and timely count of all persons living in Missouri in order to secure federal funding and fair representation for all Missourians over the next decade. The 2020 CCC had three overarching goals that the committee wanted to achieve by the time their work concluded:

1. Achieve a statewide self-response rate above the national average self-response rate by May 31, 2020
2. Achieve a statewide self-response rate five percent above the national average self-response rate by May 31, 2020.
 - Represents one standard deviation above the 2010 national average
3. Make Missouri a top 20 state for statewide self-response rate by May 31, 2020
 - Missouri was ranked 20 in 2000 and ranked 25 in 2010

These three goals formed the foundation for what the committee wanted to achieve and are what drove all efforts taken by the committee.

The Complete Count Committee held quarterly meetings to receive updates from the Missouri Census Office and the U.S. Census Bureau, plan future Census outreach, and draft reports to the Governor's Office. The Committee had several internal subcommittees advising and developing strategies on specific areas of concern regarding Census outreach and participation. Those subcommittees included: Media, Community & Faith-Based Organizations, Government, Education, and Business.

MEMBERSHIP

There were 18 members of the 2020 Complete Count Committee. Members included volunteers from government, businesses, non-profit organizations, and community groups across the state. (Names and photos of each committee member are below. Member contact information can be found in Appendix III)



Karen Best

Former Mayor of Branson



Tracey Greever-Rice

Missouri Kids Count



Rep. Peggy McGaugh

Missouri House of
Representatives



Janet Dankert

Community Partnership
of the Ozarks



Marshall Stewart

University of Missouri
Extension



Alex Rankin

Missouri Foundation for
Health



Karen Dehais

Health Forward
Foundation



Robbie Myers

Butler County
Emergency Management



Judy Cantoni

Community Foundation
of the Ozarks

MEMBERSHIP



Joe Pierle

Missouri Primary Care
Association



Matt Hesser

Missouri State
Demographer



Ed Bryant

United Way of
Greater St. Louis



Michael McMillan

Urban League of
St. Louis



Gwendolyn Grant

Urban League of Greater
Kansas City



Zora Mulligan

Missouri Department of
Higher Education and
Workforce Development



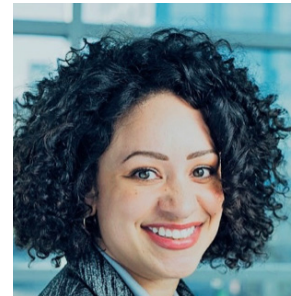
Robin Westphal

Missouri State Library



Sarah Steelman

Office of Administration



Heather Hardinger

Taney County
Partnership

THE MISSOURI GENERAL ASSEMBLY APPROPRIATION

The Governor's Fiscal Year (FY) 2020 budget included funding in the amount of \$500,000 for the Complete Count Committee. The appropriation included three additional staff. The funding was approved by the General Assembly, which helped ensure that Missouri would have a complete count. (FY 20 Budget Request can be found in Appendix II)

STAFF

The Governor's Office provided staff support to the CCC. In addition, Lori Croy and Dane Hughes from the Missouri Department of Commerce and Insurance, and Delores Rose from the Missouri Department of Labor, provided support to the committee.

MEETINGS

The first meeting of the CCC was held in July of 2019. The committee as a whole concluded most of its activity by late July 2020. In the 12 months that the committee was most active, 13 meetings were held. Most meetings were held in-person or by conference call. However, once COVID-19 began to impact the State of Missouri in early March, the remainder of committee business was conducted by email, conference call, or virtual meeting.



STRUCTURE, SUBCOMMITTEES AND DECISION-MAKING

The CCC members organized into subcommittees including: business, community and faith-based organizations, government, education, and media. Committee chairs were responsible for organizing their committee meetings. Much work was accomplished through conference call, email, and regular meetings. (A table containing subcommittees, members, and partners can be found in Appendix IV)

BUSINESS SUBCOMMITTEE

The Business Subcommittee created and coordinated activities that involved businesses in Census awareness. Business involvement in the Census is critical as businesses use Census data for market and talent pool analysis and to inform considerations of locating their operations in the state. The Business Subcommittee was charged to work with local chambers, statewide associations, and other businesses to reach hard-to-count workers in their respective fields. Members of this subcommittee engaged in the following activities:

- Looked for corporate sponsors willing to provide free advertising, marketing, promotion;
- Identified Missouri's largest employers; and
- Engaged major businesses directly and emphasized the economic impact the census has on their current business and potential business.

COMMUNITY AND FAITH-BASED ORGANIZATIONS SUBCOMMITTEE

The Community and Faith-Based Organizations Subcommittee collaborated with community and faith-based organizations and local complete count committees to inform individuals of the importance of participating in the 2020 Census and the benefits derived from census data. The subcommittee developed a plan to coordinate with organizations that work with hard-to-count groups that utilized services at shelters, food pantries, child care facilities, community health centers, and disproportionate share hospitals. The subcommittee also developed a plan to integrate faith-based organizations and churches into helping to identify, reach out, and develop messages to hard-to-count groups. Such groups included, but are not limited to, Church Community Organization (KC), Metropolitan Congregations United (STL), United Methodist Women, the Baptist Convention, Catholic Charities, and Faith Beyond Walls. This committee:

- Established regional hubs for dissemination of printed material;
- Obtained partnership with NALEO for Train the Trainer presentation in Springfield and St. Louis; and
- Developed the Census Faith Toolkit.

GOVERNMENT SUBCOMMITTEE

The Government Subcommittee identified, created, and coordinated activities and materials that could be used by state agencies and local governments to promote 2020 Census awareness and participation.

EDUCATION SUBCOMMITTEE

The Education Subcommittee facilitated census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions. Particularly, the subcommittee's goal was to work closely with postsecondary institutions to address student questions and concerns on where and how they should be counted. This committee established the Education Work Plan that:

- Encouraged school administrators, teachers, and students to use the Census in education materials;
- Work with Census Bureau to stay on top of timelines and dissemination schedules; and
- Work with Department of Elementary and Secondary Education and Department of Higher Education and Workforce Development to get information to schools and higher education institutions.

MEDIA SUBCOMMITTEE

The Media Subcommittee leveraged the knowledge and advice of the at-large committee to develop, or aid in the development of, all outreach media and content. The committee utilized both print and digital, earned and paid, media through mediums such as events, local newspapers, newsletters, fliers, local festivals, billboards, social media, radio, and digital radio. In doing so, the Media Subcommittee helped facilitate ways to deliver the most effective messaging to all hard-to-count households. The Media Subcommittee was also tasked with finalizing the Learfield Communications Plan and monitored its implementation.



MARKET RESEARCH & PRELIMINARY CONSIDERATIONS

In 2010, Missouri implemented a version of the “California Model” for conducting census outreach. The California Model involves a four-pronged strategy to Complete Count Committee outreach: (1) leveraging existing networks and local governments, schools, and community based organizations; (2) focusing resources on “hard-to-count groups”; (3) marketing the census questionnaire process through a media advertising campaign; and (4) implementing a process that does not duplicate, but only complements, the U.S. Census Bureau’s efforts. Due to rapid advancements in marketing technology and the digitalization of the census, adjustments to the 2010 model were necessary.

For the 2020 Census, Missouri’s CCC implemented the California Model, with added emphasis on digital literacy, access, and marketing. The Missouri CCC’s goals for its 2020 outreach campaign were to:

- 1. Identify Missouri’s Hard-to-Count Areas and Populations** - Identify geographical areas and population groups within the state that are historically hard-to-count and maximize return on minimal CCC resources.
- 2. Perform Grassroots Level Outreach through Strategic Partnerships and Enhanced Digital Access** - Perform “grassroots” level outreach by working through member networks and local complete count committees to connect to trusted community-based organizations that have direct contact with identified hard-to-count areas and populations.
- 3. Target Hard-to-Count Populations with an Inclusive Marketing Brand** - Build an inclusive marketing brand to build awareness and appreciation of the Census, and motivate timely self-reporting through media, events, and speaking engagements targeted towards identified hard-to-count areas and populations.
- 4. Enhance and Extend Federal and Local Efforts** - Maximize return on CCC resources by enhancing, extending, and gap filling federal and local Census outreach efforts while avoiding unnecessary duplication and redundancy. In this effort, the Missouri CCC aligned with the national census communications and outreach timeline.
- 5. Identify Missouri’s Hard-to-Count Populations and Locations** - Missouri’s Complete Count Committee identified the following historically undercounted groups:
 - Rural
 - Low Income
 - Young Children 0-5 (parents and caregivers)
 - Black Residents
 - Immigrants
 - Hispanics/Latin Americans
 - American Indians
 - Renting Households
 - Older Adults
 - College Students
 - Transient Workers
 - Amish and Amish Mennonites
 - Young Adults – Persons 18-37 years of age
 - Homeless and Persons Experiencing Homelessness
 - Non-English Speakers

MISSOURI COUNTS MESSAGING DEVELOPMENT AND ADOPTION OF MESSAGING GUIDE

Once the CCC set goals and identified which hard-to-count groups needed special attention in order to ensure an accurate and complete count, the Committee turned to developing tailored messages that would have the most impact on those particular groups.

The Missouri Foundation for Health (MFH) developed a 2020 Census Message Guide. The messaging guide was informed by MFH research that analyzed state and national survey data and data from the U.S. Census Bureau, Color of Change, NALEO, and others. The research by MFH identified similar hard-to-count groups that the CCC knew needed specialized attention. From their findings, messaging strategies were crafted that would be best received by the different hard-to-count groups. The Missouri 2020 CCC adopted the findings and messaging guide of MFH and implemented the corresponding messaging strategies (The Missouri Counts: 2020 Census Message Guide can be found in Appendix V).

The CCC's approach was to convey the community benefits to responding to the 2020 Census. Namely, the financial impact of a complete count. To achieve this, the benefits — paved roads, resources for schools, and access to health care among others — were placed atop images audiences could relate to. This strategy was carried through advertising, social media content, video, and other materials. The campaign was named "Missouri Counts." This was intended to directly convey the momentum of the 'count' and state the importance of Missourians being represented in the most straightforward way possible.

COMMUNICATIONS PLAN

The Communications Plan for the 2020 Census in Missouri included many components, each with the similar purpose of increasing census awareness and encouraging participation. The CCC's communication plan consisted of paid advertisements by Learfield IMG and social media, earned media, and grassroots outreach efforts conducted by the CCC and partners.

The 16-week 2020 Missouri Census paid campaign launched in early February, 2020. The committee approved the creative elements of the campaign in December, 2019. Influencer campaign messaging was completed in January and added to the rotation February to May. The proposed mix of activities are listed below, including timeframes (Learfield Communications Plan materials can be found in Appendix VI).

TACTIC	JAN	FEB	MAR	APR	MAY
Facebook and Instagram		16 Weeks			
YouTube				6 Weeks	
Snapchat		16 Weeks			
Radio		12 Weeks			
Digital Radio			8 Weeks		
Print			4 Weeks		
Billboard		8 Weeks			

Further details regarding the Learfield paid media campaign and the CCC's social media, earned media, and grassroots outreach efforts can be found below.

OUTREACH ACTIVITIES: STRATEGIC PARTNERSHIPS & COLLECTIVE ACTION

The Committee used its existing member networks to connect to trusted community partners for major outreach initiatives to reach hard to count populations and geographic regions throughout Missouri. These trusted community partners included state government agencies, schools, local complete count committees, local government, regional planning commissions, community-based organizations, and other state regional and local influencers.

PRIVATE BUSINESS

Committee members partnered with private businesses, local chambers, statewide associations, unions, and other businesses to increase Census awareness among consumers and employees. Missouri's private industry seized on the messaging that census response drives economic development and revenue from federal spending. Some key highlights of the private business outreach include:

MINORITY/WOMEN BUSINESS ENTERPRISE (M/WBE'S)

- Email blasts to OSWD's 1,600 plus vendors
- Email blasts to M/WBE's partners
- Web site postings

VARIOUS CHAMBERS OF COMMERCE

- Census Poster Drop
- Networking Events
- Speaking engagement opportunities
- Email blasts

LABOR UNIONS

- Newsletter ads (UAW Local 31)
- Information distribution to 168 labor unions across the state

RECOMMENDATIONS FROM PRIVATE BUSINESS PARTNERS FOR THE FUTURE

- Establish relationships with regional and national businesses to help promote the census through their networks
- Establish relationships with labor unions earlier
- Engage large property management companies
- Work with statewide business associations to develop strategies to reach hard-to-count groups

COMMUNITY AND FAITH-BASED INITIATIVES

Missouri's non-profit sector engaged in an extraordinary push for a complete count. Foundations in both Kansas City and St. Louis came together to raise an unprecedented amount of private funds for census outreach. Missouri Foundation for Health (MFH) and the KC Census Equity Fund served as the primary grantors of this funding, which supported the efforts of community and faith-based organizations all across the state.

The Community and Faith-Based Subcommittee's goal was to identify statewide, regional, and local networks of social and health service providers focused on difficult-to-serve populations throughout Missouri and engage members of these networks in helping to reach populations targeted by the Missouri CCC as priorities due to potential undercount issues.

ST. LOUIS CENSUS FUNDERS GROUP

- Established a pooled fund through the St. Louis Community Foundation to directly fund 30 organizations

KC CENSUS EQUITY FUND

- Established a pooled fund that supported almost two dozen grants to support local education and outreach efforts

KC METRO CCC LED BY MARC AND FUNDED BY REGIONAL PHILANTHROPY

- Built partnerships with 250 Metro Organizations
- Developed a comprehensive Communications Plan
 - Used paid and earned media, including radio, print, transit ads, billboards, social and online media, flyers, text messages, and door hangers, among other methods to promote the Census
- Recruited Volunteers and developed Assistance Sites

SOUTHWEST REGIONAL CCC LED BY SOUTHWEST MISSOURI COUNCIL OF GOVERNMENTS

- Guided initiatives within the region for public outreach and education efforts
- Hosted media events and distributed information and resources
- Regional Convening started September 18, 2019

COMMUNITY PARTNERSHIP OF THE OZARKS

- Weekly social media posts April through October (FB, Twitter, Instagram)
- Monthly E-News Blast to more than 2,500 people
- Promoted videos provided by Learfield on their YouTube channel and shared with media partners
- Provided Census Information at the following events:
 - Shared promotional materials with 25 partners in local Continuum of Care for outreach to homeless population
 - Neighborhood Leadership Training – 30 neighborhood leaders
 - All community classes in February and early March
 - 21 Neighborhood Association Board Meetings
 - VITA Tax Clinics
 - Called to Care Conference for child care providers
 - During home visits and visits to child care providers
 - Left posters with convenience stores in 21 county region during Tobacco Merchant Education visits

EDUCATION

Governor's Office staff presented to the Coordinating Board for Higher Education in December 2019 to raise awareness for the need of Census participation on college campuses. Governor's Office staff also gave a presentation to the University of Missouri in January 2020.

UNIVERSITY OF MISSOURI SYSTEM AND EXTENSION

- UM system provided a coordinated effort through a coordinating committee across the four universities with key leaders on each campus to ensure that every effort was made to include all students in the census this year.
- UM developed a set of census collateral materials to use on social media in other various outlets to inform students, faculty, staff, and parents of the need for the Census.
- These materials were developed in a way that other higher education institutions could use these templates and not have to re-invent their own (the templates were shared with Commissioner Mulligan's office and they distributed them out to other institutions). This was a tremendous costs savings for Commissioner Mulligan's office and the other institutions.
- The materials were posted on Census.MO.gov for distribution.
- UM system institutions worked closely with leaders in their cities for a coordinated effort.
- MU worked statewide through MU Extension to provide training and support materials to all faculty and staff across the state to help coordinate Census efforts in 114 counties and the City of STL.

MISSOURI STATE UNIVERSITY

A team from Missouri State University's (MSU) public relations program put together a 2020 census campaign as part of a national competition. This campaign encouraged students to take part in the census. MSU used social media extensively to communicate with students and faculty on the importance of being counted. They also produced and posted promotional materials that raised Census awareness not only on campus but in the Springfield community.

MEDIA CAMPAIGN

OVERVIEW

The media plan was developed during September and October and approved by the CCC in November. The media plan covered three phases that ran parallel to the Census Bureau's media campaign: Awareness (January – March), Activate (March – May), and non-response follow-up (May – July).

The Missouri CCC's primary advertising goal was to deliver a relevant, culturally sensitive, diverse message to target audiences. The advertising campaign emphasized specific messages as they related to Census operations. These messages included emphasizing that the process is simple, important, and confidential. The advertising campaign also encouraged the state's residents to fill out the form in a timely manner, directed them to questionnaire assistance centers, and also provided information about census jobs.

The Missouri CCC efforts were intended to compliment the U.S. Census Bureau media efforts. The committee tried to employ strategies we knew that the U.S. Census Bureau was not going to implement including advertising in smaller, rural areas. The Missouri CCC believed that our role as a statewide CCC was also to craft Missouri specific messages.

THE OBJECTIVES OF THE MISSOURI CCC MEDIA CAMPAIGN WERE TO:

- Increase awareness and appreciation of the census;
- Encourage timely self-reporting;
- Achieve two percent growth over 2010 self-report rate; and
- Engage hard to count communities and geographies.

THE MEDIA CAMPAIGN ALSO TARGETED SPECIFIC AUDIENCES AND KEY GEOGRAPHIES, INCLUDING:

- Rural Residents
- Low income residents
- Parents & Caregivers
- Minority Residents
- Non-English-speaking residents (immigrants, refugees, etc.)
- Older Adults
- Young Adults (20-29)
- All Missourians

KEY GEOGRAPHIES TARGETED INCLUDED:

- Statewide message with coverage of rural communities
- Historically undercounted areas
- High poverty counties

PAID MEDIA CAMPAIGN

The CCC, Missouri Foundation for Health, Health Forward Foundation, and REACH Healthcare Foundation all funded paid media campaigns. The CCC's paid media campaign focused on specific audiences all across the state and in certain geographic areas. The paid media campaigns of the above health foundations were focused primarily in the St. Louis and Kansas City areas, respectively. Although, the Missouri Foundation for Health funded billboards and digital advertising across the state that complimented the CCC's media campaign.

The bulk of the Complete Count Committee's \$500,000 appropriation was spent on advertising services during the months March, April, May, and June. Key media campaign takeaways and summaries from Learfield are below. (Tables showing campaign analytics, advertisement types, and demographic breakdowns can be found in Appendix VII).

CAMPAIGN TAKEAWAYS

Despite 2020 Census operational adjustments due to Covid-19, it was still the goal of Missouri's CCC 2020 Census campaign to exceed self-reporting over 2010. The statewide radio campaign ensured coverage and accessibility to every county in the state including hard-to-count rural communities that are often under-connected. Radio surveys determined that the campaign delivered the lowest cost per thousand in our campaign. Billboards in rural areas were placed in historically under-counted communities.

Our digital efforts, overall, saw variety in the audiences who engaged best with each of the chosen platforms. Facebook worked best with a broad audience approach, YouTube served the more highly targeted audiences better, and Snapchat made progress in reaching a younger rural audience.

Adding a secondary campaign was key in reaching those who did not respond upon initial ad distribution. A second round of ads helped eliminate audiences that were already reacting in a positive way and placing focus on those who were not responding as well. Overall, the campaign engaged all target audiences and achieved measurable objectives identified during strategy sessions.

RADIO/DIGITAL RADIO

TRADITIONAL RADIO

The radio campaign covered 100 percent of Missouri's 114 counties. The radio campaign included 18 targeted demographics across the state, including rural, African American, Hispanic, and high poverty county audiences.

RADIO ANALYTICS

- 560 Public Service Announcements and interviews were distributed across the state
- 26,412 total local messages aired
- Including 1,709 local messages that were added value
- Audience Reach: 2,272,300
- Frequency: 6.4
- Gross Impressions: 14,623,000

DIGITAL RADIO

The Pandora advertisements consisted of a series of recorded 30 second audios that informed audiences of the importance of the Census and how to participate.

The Spotify campaign consisted of a 2020 Missouri Census banner that had an option for audiences to engage with the advertisement. They could click on the banner that would link them to the Census website where they could learn more on how to participate.

PANDORA ANALYTICS

- Impressions Delivered: 463,257
- Audience Reach: 111,362
- Frequency: 4.16

SPOTIFY ANALYTICS

- Advertisements Served: 699,691
- Audience Reach: 301,113
- Clicks/Audience Engagement: 4,745

SOCIAL MEDIA

FACEBOOK

The Facebook campaign reached a total of 1,622,257 and generated 6,064,397 total impressions. Ad targeting was broken into a variety of categories and separated into multiple ad sets to optimize delivery to key audiences, ensuring the messages were delivered to the specific individuals for which they were created. Demographic, behavior, and interest categories were selected based on the audience intended to be reached by each of the different creatives.

For the Facebook ads, the order of highest click through engagement went as follows: Statewide messaging (1.29%), Low income (1.3%), Parents/Caregivers and Young Adults tied (1.19%), Minority (1.18%), Rural (0.77%), Older (0.71%), Hispanic (0.60%). According to Smart Insights, an industry leading source for benchmarking, overall click through engagement on Facebook across all campaign types, in the newsfeed, is 1.11%, meaning four out of seven ad targeting categories performed above average. Rural, older, and Hispanic audiences did not respond as well as low income, parents/caregivers, young adults, and general minority targeted categories.

YOUTUBE

The YouTube campaign resulted in a total of 482,752 views and generated 2,210,990 total impressions. Ad targeting was broken into a variety of categories and separated into multiple ad sets to optimize delivery to key audiences, ensuring the messages were delivered to the specific individuals for which they were created. Demographic search behavior and keywords were selected based on the audience intended to be reached by each of the different creatives.

For the YouTube ads, across the various ad sets, the average click-through-rate was 0.44%, which is 0.10% higher than the average across YouTube ads. The more highly targeted video ads had a better engagement rate than that of the statewide campaign ads, which had the lowest engagement rate at 0.23%. Meaning, in this case, video ads appeared to resonate better with specified creative targeting such as minority populations.

SNAPCHAT

The Snapchat campaign reached 988,173 users and resulted in 2,519,038 total impressions. Ad creatives were displayed in user feeds in-between snaps by those who the users follow. Engagement included the opportunity to swipe up to learn more about what the ad was promoting. Over the course of the campaign, 10,674 swipe ups were recorded. Ads targeted to minority residents saw the best engagement rate, while ads targeted toward older adults saw the lowest engagement.

According to Smart Insights, Snapchat's key demographics are 13 to 29-year olds with 69% of 13 to 17-year-olds using the app and 62% of 18 to 29-year-olds using it. What could be considered somewhat surprising is that the third-best performing category was the rural audience. Whereas this audience did not engage with the ads to the level of average on Facebook or YouTube, it exceeded the average on Snapchat.

PRINT MEDIA

BILLBOARDS

Billboards displaying the 2020 Missouri Counts graphic and a message requesting Missourians to respond to the Census were displayed at 12 locations across the state. Locations included: Pettis, Sikeston, Malden, Bowling Green, Hannibal, Nevada, Kirksville, Boone, Potosi, Poplar Bluff, Joplin, and Aurora.

BILLBOARD ANALYTICS

- Estimated Impressions: 3,687,272
- Total Impressions Received: 6,347,080
- Bonus Impressions: 2,659,808
- Added Value: \$10,276

NEWSPAPERS/MAGAZINES

Quarter page ads were placed in the St. Louis American, Kansas City Globe, Dos Mundos, Red Latina, Kansas City Chinese Journal, St. Louis Chinese Journal, Rural Missouri, and Missouri Press Service. These publications were chosen to better target African American, Hispanic, Asian, and Rural populations with Census information.

PUBLICATION	MINORITY SERVED	AD SIZE	CIRCULATION
St. Louis American	African American	1/4 Page	70,200 copies/week
Kansas City Globe	African American	1/4 Page	10,000/ 31,500 Readership
Dos Mundos (Kansas City)	Hispanic	1/4 Page	15,000
Red Latina (St. Louis)	Hispanic	1/4 Page	15,000
Kansas City Chinese Journal	Asian	1/4 Page	2,500
St. Louis Chinese Journal	Asian	1/4 Page	2,500
Rural Missouri	Rural	1/4 Page	550,000
Missouri Press Service	Rural	2x4 Display Ad	1,000,000 households

OTHER OUTREACH/ADVERTISING MATERIALS

An add-on campaign was built to supplement previous efforts by analyzing data to determine which key audiences and geographies were not responding as well as others. Missouri counties were selected based on response rates as well as population discrepancies.

In looking at the add-on campaign, despite a smaller amount of overall impressions and reach, using the information gathered from the previously launched campaign to select ads and audience targeting resulted in positive engagement. The Facebook/Instagram campaign resulted in a 2.81% click-through-rate, significantly higher than those in the original ads launch. The Google display campaign saw a 2.92% click-through-rate, many times higher than the overall average of 0.05%.

FACEBOOK/INSTAGRAM

A second series of advertisements and short videos that provided information and links to fill out the Census were shown on Facebook and Instagram.

ANALYTICS

- Impressions: 766,406
- Audience Reach: 119,856
- Clicks/Audience Engagement: 21,527

GOOGLE DISPLAY

A similar advertisement to that of the Facebook and Instagram add-on campaign was used on Google Display to target certain audiences and geographies that were showing a lower self-response rate as the Census was still being conducted. The ad reminded the viewer that it was time to fill out the census and provided a link for them to find more information.

ANALYTICS

- Impressions: 173,341
- Clicks/Audience Engagement: 5,056

UNPAID MEDIA

Complete Count Committee members gave interviews and provided information for news stories whenever they were asked. The CCC also sent out various press releases to help influence and increase media coverage for the 2020 Census.

The CCC's efforts also included coordinating news releases from the Governor's Office and other public officials and institutions. The CCC messaging guide also promoted simplified and but effective messages that highlighted the importance of the Census. These messages were clear and concise and offered easy accessible information to media outlets. As such, there were over 135 news stories published from January through September. (A list of earned news stories can be found in Appendix VIII)

Simply promoting the #MissouriCounts hashtag on social media garnered significant unpaid exposure on social media. The hashtag was used over 5,500 times by public officials, media, and individuals, and reached an audience of more than 600,000. In today's society, many Missourians – especially young people – use social media as a platform to compile news and news sources.

SOCIAL MEDIA

The 2020 Complete Count Committee maintained Facebook, Twitter, Instagram, and Hootsuite, pages. These platforms were used to remind followers of the importance of the Census. In particular, these platforms were used to promote more specific messages to the public regarding federal funding and how that affects the lives of Missourians.

Graphics were tailored to express how important the Census is to securing funding for roads and bridges, rural broadband, health care, etc., all things that everyday Missourians can relate to (Sample Social Media graphics can be found in Appendix IX).

While the CCC's social media sites did not have an extensive following, they were still important to maintain so to share the issue specific messages with CCC partners and Census stakeholders. Social media posts contained more relatable messages that are more difficult to push in the statewide media campaign

FOLLOWERS

- Facebook: 331
- Instagram: 238
- Twitter: 386

While we would have liked the CCC's social media following to be larger, we still saw substantial digital conversation about the Census in Missouri, particularly the #MissouriCounts hashtag. The use of the hashtag increased exponentially over time and achieved more than 5,500 mentions with a reach of over 600,000 users.

WEBSITE AND HUB SITE

The 2020 CCC also used appropriated funds to create and maintain a website (census.mo.gov) and a Hub Site (<https://missouricounts2020-mooa.hub.arcgis.com/>) throughout the Census count.

WEBSITE

The website provided a platform where Missourians could be directed to find out more information on the Census and why it is important that they be counted. The website also provided a pathway to the U.S. Census website where people could fill out the Census. The Missouri Census website was an easily accessible resource that Census partners could be directed to for information on the committee's activity.

While the website was a beneficial resource that showcased recent committee publications, important information, and useful links, in the future if the CCC decides to utilize a website they should upload graphics and recorded messages that committee partners can access and disseminate in their areas. Also, the website should be better maintained with regular updates on meetings and events that the CCC conducts.



HUB SITE

The Missouri Counts Partner Hub was a platform for Missouri 2020 Census partners to showcase and coordinate their efforts throughout the state. This site provided a Missouri Counts Outreach Log that could be utilized to record 2020 Census outreach events and activities by the CCC and partners. There were 314 outreach events logged and over 495,138 Missourians were reached through the outreach events. The log was used more heavily by partners in the St. Louis region and the Southwest region of the state.

The Hub Site also allowed partners to log when and where events were being held and where promotional materials were being placed. This helped increase the efficiency of the overall statewide efforts to ensure a complete count by preventing message duplication in areas it is not needed. The Hub Site was setup though ArcGIS software. A Hub Site of the same platform or similar is highly recommended for the 2030 CCC; however, the 2020 CCC recommends that it be started earlier and more heavily promoted with all CCC partners.

PRESENTATIONS

CCC members and partners gave presentations all over the state of Missouri to promote a complete count, including presentations to local chamber of commerce, union halls, large employers, and higher education institutions, among others. From the records on the Hub Site, there were 111 general Census awareness presentations and 21 outreach presentations to hard-to-count groups conducted by the CCC and its partners. There were certainly more presentations given by CCC partners throughout the state over the period in which the CCC was active but not all were recorded. The usage of a centralized recording platform such as the Hub Site is important to document outreach efforts and prevent overlap in areas where it is not needed.

MEDIA CONTACTS – NEWS RELEASES, STORIES, AND INQUIRIES

In addition to the paid media campaign, the CCC Campaign also included a media relations component that complemented the U.S. Census Bureau efforts, the paid advertising campaign, and the CCC Campaign. The media played an integral role in helping to inform residents about the importance of the 2020 Census. Over the period in which the committee functioned, a series of news releases were issued and many committee members, partners, and staff conducted interviews and provided information.

There were four news releases that were sent directly from the Complete Count Committee. The Governor's Office also sent press releases regarding the work of the CCC and encouraged Missourians to complete the Census. The 2020 CCC would suggest that the 2030 CCC encourage the Governor's Office and other state agencies and elected officials to send out even more news releases encouraging Census participation. State agencies and elected officials have more developed and influential audiences than that of the CCC. (Sample press release that were developed by the CCC can be found in Appendix X).

CHALLENGES

No Census count is easy, as each count has its own unique problems that emerge, requiring innovative solutions to overcome. The 2020 Census was no different; however, the challenges faced by the CCC were blunted by technological innovations that have brought Americans together in a way unimaginable during the previous Census. Advancements in telehealth, videoconferencing, and online Census reporting have allowed Americans and the Bureau to work through challenges confidently. While the ability to answer the Census survey online was an advancement for many households, access to broadband and technology and fear of the potential usage of personal information prevented many households from self-reporting. 2020 has been an unprecedented year, especially in conducting census outreach efforts. All in the course of about three months, Missouri experienced a pandemic, ensuing economic decline, and civil unrest, all while the nation was trying to conduct a complete count of our residents. These crises also made a short time frame even shorter and further hindered communication with the U.S. Census Bureau.

COVID-19

The emergence of a novel coronavirus in late 2019 infected the world with the infectious disease known as COVID-19. The first case to reach the United States occurred in mid-January 2020 and Governor Parson declared a State of Emergency on March 13, 2020. Missouri's leaders were quick to emphasize social distancing and personal hygiene to combat the virus. In response to the continued spread, Governor Mike Parson issued a statewide "Stay at Home Missouri" Order on April 6, limiting the number of people in retail locations and restricting social gatherings. This public health crisis precipitated the greatest economic shock to the world economy since the Great Depression, pushing Missouri's unemployment rate from 3.5% in February to 10.2% in April.

Acknowledging the negative impacts of COVID-19 on the Census, Governor Parson issued Executive Order 20-13 in July, extending the work of the Missouri Complete Count Committee until November 30, 2020. Still, social distancing guidelines and COVID-19 mitigation recommendations made Census outreach efforts more difficult. Missourians were discouraged from having unnecessary social contact to present the spread of COVID-19. By March, in-person meetings and therefore Census meetings were difficult to conduct. Census efforts still moved forward through media and online platforms, but many meetings with hard-to-count groups were forced to the backburner out of concern of COVID-19. Cautious rather than robust door knocking efforts were taken for census follow-up procedures. Many Missourians are often annoyed by census workers when they come to the door, but this year there was an added component of fear. For many Missourians responding to the Census was less of a priority with the ongoing pandemic.

TIME FRAME

Census operations were upended in Spring of 2020 as a result of COVID-19. The U.S. Census Bureau originally extended the deadline to October 31. Then, in July 2020, the U.S. Census Bureau announced they would be changing the end date for data collection, from October 31 to September 30. The final deadline was extended to October 31 and then cut off early, on October 15. While the end-date changed many times, the Committee adapted at every turn and continued to support our partners and a complete count of Missouri's residents.

While the issue outlined above was caused primarily due to COVID-19 and is less than likely to occur in 2030, we would still recommend that the CCC start their work earlier for the 2030 count. While most issues related to time constraints were caused by COVID-19, if the committee were to begin work earlier they might form a stronger foundation that is better equipped to address any issues that arise later in the year. While the 2020 CCC operated for more than a year, we would suggest that the 2030 CCC begin operational planning a minimum of one year before counting begins.

COMMUNICATION WITH THE CENSUS BUREAU

Given the extraordinary circumstances of 2020, communication with the U.S. Census Bureau proved challenging. The 2020 CCC would recommend that in 2030 the CCC begin working with the U.S. Census Bureau regional contact far in advance of the April Census date. There should also be a designated person from the CCC that is tasked with coordinating with the Census Bureau in the early stages of the planning process to establish a productive line of communication and clearly outline the CCC's needs.

MEMBER SURVEY RESULTS & RECOMMENDATIONS FOR 2030

Each member of the 2020 CCC was sent a link to complete a survey. The purpose of the survey was to help gauge how committee members viewed the effectiveness of the committee's work. Though not every CCC member completed the survey, the results give an idea of what members thought went well and what could be improved upon in 2030. (Anonymous survey results can be found in Appendix XI)

HARD-TO-COUNT GROUPS

Overall, 2020 CCC members thought that the statewide media campaign did a good job in providing messaging to hard-to-count groups. However, some members felt that there needed to be stronger outreach to individual communities. While the statewide messaging campaign contained tailored messages to certain hard-to-count groups, the broad nature of the campaign proved less effective in reaching some communities and encouraging their participation in the Census.

CCC members felt that social media, physical promotional materials, and in-person meetings with stakeholders were the three best tactics used in reaching hard-to-count groups.

No one strategy is effective in reaching all the different hard-to-count groups, that is why it will be important for the 2030 CCC to continue to organize with faith-based and community leaders. Mobilizing these leaders can have the greatest effect on encouraging hard-to-count groups to complete the Census. These leaders are trusted and have the ear of their community. Continuing to support messaging in different languages and allocating resources to localized efforts will be important for the 2030 CCC.

FUNDING

The CCC was very efficient and effective with the \$500,000 general revenue appropriation. The CCC was able to broadcast messaging using several different mediums all across the state. However, the self-response rate in some areas was not to the level that the CCC was hoping and the overall self-response rate could be improved. An increased appropriation might be more effective in supporting local efforts and increasing participation in hard-to-count areas discussed previously.

Further, members believed that the 2030 CCC should spend a portion of its appropriation to develop a website and Hub site for centralized communication and coordination. Several members also thought spending more on local outreach efforts would be better than spending the entire appropriation on statewide efforts.

TIME FRAME

While the 2020 CCC completed many tasks over the 12 months it was active, a longer time frame is needed in order to promote a more complete count. While most members agreed the 2020 CCC was effective, members still thought that more time to organize and coordinate with local partners and CCCs would be preferable. The general consensus of the committee is that the 2030 CCC should hold its first meeting, at a minimum, one year before the 2030 Census begins. That would allow the 2030 CCC more time for research, message development, and local outreach before the count commences.

MEMBERSHIP & SUPPORT STAFF

Members agreed that the committee would have been more effective with increased staffing from the Office of Administration. Governor's Office staff coordinated most of the work of the CCC, but often some needs – graphic design, IT, web development, etc. – would need to be delegated out to other state agencies or partners that the Office of Administration might be more effective in handling.

The CCC membership was a good mix of people from both public and private partners and from local and statewide organizations. The 2030 CCC should emphasize membership from hard-to-count groups. There should also be representation from different minority groups – as often these groups can be the hardest to count. The 2030 CCC should include members who are also part of local CCCs especially those in urban and rural areas. The 2030 CCC should identify community organizations, faith-based organizations, and local nonprofits that have established followings and include member representation from those organizations.

Members of the 2020 CCC often had conflicting schedules that hindered the ability to establish mutually available meeting times. While scheduling issues are to be expected among busy professionals, the 2030 CCC should establish monthly or bi-monthly meeting times that are consistent throughout the period in which the campaign is active. This will help planning and coordination among the members and ensure complete participation.

Subcommittees can work very well and help delegate responsibilities, making the overall committee more efficient and effective. The 2030 CCC subcommittees should prepare their strategic plans early and begin reaching out to their corresponding partners right away.

Members should be expected to commit 10-15 hours per month for Census efforts during the time period in which Census planning and implementation is active. If possible, the 2030 CCC should include members from the 2020 CCC, this would provide the 2030 CCC with personnel who have past experiences related to the Census count.

SUPPORT FROM STATE LEADERSHIP

The 2020 CCC did reach out to Missouri elected officials, state agencies, and other state leaders to encourage them to support the Census. While many state leaders sent employee emails and made social media posts, more is needed. The 2030 CCC should work earlier with state leaders to identify ways leaders can help spread the importance of the Census. Whether that be developing flyers to send with agency mailings, press releases, or social media posts, a large share of the Missouri constituency comes into contact with state government in one form or another, and that exposure should be utilized in developing a complete count.

The 2030 CCC might do best to have regular meetings with department directors or their designees. It could also be effective to have a member on the committee from each of Missouri's state agencies. This would support a concerted effort across Missouri state government to develop best practices in utilizing the whole of state government to promote a complete count.

EXAMINE PAST REPORTS

One of the first things the 2030 CCC should do is to read the 2020 and 2010 CCC final reports to the Governor. The 2010 CCC final report proved to be very helpful in providing operational guidance on how Census efforts should or should not be carried out. The 2030 CCC should examine the 2020 final report to determine what best practices they can adopt and how they can address the areas where the 2020 CCC came up short.

In 2030, technology will have changed and there will be complete count methods enabled that could not have been thought of in 2020, just as the explosion of online platforms and social media could not have been utilized in 2010 as it was in 2020. The final reports provide a framework that can be reviewed and altered to meet the needs of promoting a 2030 complete count.

CONCLUSION

Despite the many challenges that the committee faced, including COVID-19, economic downturn, lack of communication, and short time frame, the committee was still able to highlight the importance of the Census and encourage participation. The media campaign gained the attention of hard-to-count groups and our community partners helped secure their participation. However, improvement is always needed and a future committee should plan to meet one year in advance of count commencement. This will provide the committee greater opportunity to conduct research, develop relationships, and devise a plan to promote a complete count.

Unfortunately, due to several challenges arising during the 2020 Census efforts, the 2020 Complete Count Committee's goals for the Missouri self-response rate were not fully achieved. The final day to respond to the Census was October 15, 2020. As of October 16, Missouri had a self-response rate of 65.9 percent. The national self-response rate was 67 percent. In 2010, Missouri's self-response rate was 73 percent. The self-response rates in Kansas City and St. Louis were 60.7 percent and 53.9 percent respectively.

The 2020 Census was the first time in which Missourians were allowed to respond to the Census via online portals. However, due to lack of internet access in certain urban and rural areas, responding online was not as viable of an option for some Missourians as it was for others. Missouri ranked 27th among all states in total self-response rates. While the committee did not fully achieve every goal, U.S. Census Bureau data shows Missouri still achieved a total enumeration rate of 99.9 percent as of October 15. We are confident Missouri will maintain its current congressional representation and will not lose federal dollars apportioned from census data.

The 2020 CCC experienced unprecedented challenges that notably impacted the CCC's outreach efforts. Considering the campaign operated through a global pandemic and the worst economic downturn since the Great Depression, what the committee was still able to achieve is pretty remarkable. The 2030 CCC must learn from the successes and deficiencies of past committees to develop a plan with clear objectives that will guide them to a complete count of all Missourians.



SPECIAL THANK YOU TO PUBLIC AND PRIVATE FUNDERS

The 2020 Missouri Complete Count Committee is especially grateful for the unprecedented level of private support for the 2020 Census in Missouri. A small group of Missouri non-profits contributed significantly to the effort. Without those contributions, the state would not have been as successful.

Contributors include:

ST. LOUIS 2020 CENSUS FUNDERS WORKING GROUP

- Missouri Foundation for Health
- Clark-Fox Family Foundation
- Deaconess Foundation
- Incarnate Word Foundation
- Lutheran Foundation of St. Louis
- Marillac Mission Fund
- St. Louis City Senior Fund
- St. Louis Community Foundation
- St. Louis County Children's Service Fund
- The Gateway Center for Giving
- United Way of Greater St. Louis

Missouri Foundation for Health (MFH) invested more than \$1 million towards Census efforts. MFH helped coordinate messaging and Census participation by their many partners in the St. Louis region. They also extended their efforts statewide to include more rural areas of the state, predominantly the Southeast and Southwest regions. MFH provided resources that drove research, census preparation, community engagement, social media, and earned media efforts.

MFH also contributed directly to fund around 43 community organizations (30 as part of St. Louis Regional Pooled Fund; 13 as part of direct grants outside the St. Louis region) who could perform Census outreach and work with the U.S. Census Bureau on some of the operational counts. Many of their partners craved additional assistance at a local level, whether it be localized communications tools, coordination with local CCC's, or coordination with local media markets.



KC CENSUS FUNDERS PARTNERSHIP

The Kansas City metropolitan area recognized the importance of a Complete Count, and through the leadership of the KC Census funders, ten local philanthropies collaborated to initiate the work to assemble information, identify and convene partners, and conduct outreach to encourage the public to complete their survey. In addition, these funding partners established the KC Census Equity Fund, which funded nearly \$220,000 to 22 local organizations that serve and are trusted by hard-to-count populations. REACH Healthcare Foundation and Health Forward Foundation provided additional investment for the 2020 Census efforts in the KC region by supporting Mid America Regional Council (MARC), who spearheaded the KC regional CCC.

The work of the KC Regional CCC, supported by MARC, included: data analysis to create accurate address and geographic files, targeted outreach, and research on the impacts of an undercount for the KC metro area.

MARC assisted the Census Bureau in encouraging local jurisdictions to form local Complete Count Committees. MARC also held trainings, formed a Regional Complete Count Committee, identified over 125 organizations to assist with the complete count effort, and supported communications to target populations.

MARC established a website, www.2020censuskc.org to share information and resources, and prepared a Strategic Communications Plan. The plan was carried out with presentations, fact sheets, social media posts, articles, presentations, yard signs, door hangers, bags for food pantry distribution, and other materials, as well as earned and paid media strategies.



**EXECUTIVE ORDER
18-12**

WHEREAS, the United States Constitution mandates that the nation undertake a census of population every ten years; and

WHEREAS, the Census requires years of planning and requires more than 500,000 temporary workers; and

WHEREAS, it is vitally important that every household completes a Census form; and

WHEREAS, the Census is used to apportion seats in the United States House of Representatives; and

WHEREAS, one percent of Missouri's population equates to one billion dollars of federal funding per decade; and

WHEREAS, the State of Missouri faces the possible loss of a seat in the United States House of Representatives and loss of federal funding based on Missouri's population counts relative to those of all other states; and

WHEREAS, federal funds are vital to Missourians and distributed based on population counts collected during the Census; and

WHEREAS, the United States Census Bureau encourages all states to form a Complete Count Committee with the goals of heightening awareness about the 2020 Census and encouraging the populace to participate in the United States Census of Population; and

WHEREAS, the State of Missouri is committed to ensuring Missouri has an accurate count of its citizens during the 2020 Census.

NOW, THEREFORE, I MICHAEL L. PARSON, GOVERNOR OF THE STATE OF MISSOURI, by virtue of the authority vested in me by the Constitution and laws of the state of Missouri, do hereby order the establishment of the Missouri 2020 Complete Count Committee.

I hereby charge the Committee with heightening Missouri's awareness of the 2020 Census, encouraging participation in the process, developing targeted community outreach, and working to ensure that every resident is counted:

1. The Governor shall designate a chairperson of the committee.
2. No more than 30 additional members will be appointed by the Governor. Additional appointments will represent Missouri's diverse population. Membership on the committee will be bipartisan and representative of the State. The State Demographer will be one of the members.
3. The Committee shall begin work on an action plan soon after its formation that will identify specific areas or groups within Missouri, which are isolated geographically, linguistically, racially, culturally, or otherwise, that may be hard to enumerate. The plan also should identify strategies to overcome recognized barriers; develop campaigns targeted toward the identified areas or groups, which will build awareness of Census 2020, and encourage cooperation with enumerators.
4. The chair, in consultation with the Governor, will decide if the committee will have subcommittees. The purpose of such subcommittees will be to help the committee better achieve its mission on a particular geographic region or group of citizens within the State of Missouri.
5. The Chair, in consultation with the committee, shall establish a set of by-laws and rules that govern the committee.
6. The Committee members shall not be compensated for their services other than reimbursement of costs directly associated with the execution of their duties, subject to appropriations.
7. The Committee is authorized to submit requests for appropriations through the Commissioner of Administration necessary to carry out its charge.
8. The Committee should fulfill this charge in the most cost-effective manner possible.
9. Staff support will be provided by the Office of Administration.
10. The Committee shall meet at least once quarterly until December 15, 2019, and as often as is required thereafter to complete this charge.
11. The Committee shall provide quarterly reports to the Governor on its activities beginning in 2019.
12. Whenever possible, the Committee should coordinate its efforts with those of the United States Bureau of Census and Complete Count Committees established at the local or sub-state level.
13. The Committee shall submit a final report to the Governor summarizing its activities and suggesting improvements to Missouri's Complete Count Committee for Census 2030.
14. The Committee will complete its work and submit its final report by August 1, 2020.
15. Executive Order 09-05 is hereby superseded and replaced by this Executive Order.

IN WITNESS WHEREOF, I have hereto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson on this 18th day of December, 2018.



Michael L. Parson
Governor

John R. Ashcroft
Secretary of State

Executive Order 20-13

WHEREAS, Executive Order 18-12 was issued on December 18, 2018, establishing the Missouri 2020 Complete Count Committee and charging the Committee with heightening Missouri's participation in the 2020 Census and completing its work and final report by August 1, 2020; and

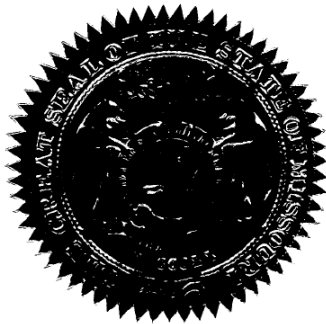
WHEREAS, in light of the COVID-19 outbreak, U.S. Census Bureau extended the deadline to respond to the 2020 Census from July 31 to October 31, 2020, to protect the health and safety of the public and its employees, and to ensure a complete and accurate count of all communities; and

WHEREAS, the State of Missouri is committed to ensuring the 2020 Census counts every person living in our state; and

WHEREAS, continuing the work of the Missouri 2020 Complete Count Committee through the entire 2020 Census response period is critical to this commitment.

NOW, THEREFORE, I, MICHAEL L. PARSON, GOVERNOR OF THE STATE OF MISSOURI, by virtue of the authority vested in me by the Constitution and the Laws of the State of Missouri, do hereby extend the provisions, in whole, of Executive Order 18-12 and further order the Missouri 2020 Complete Committee to complete its work and submit its final report on or before November 30, 2020.


This Order shall terminate on December 1, 2020, unless extended in whole or part.



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson, on this 31st day of July, 2020.


MICHAEL L. PARSON
GOVERNOR

ATTEST:


JOHN R. ASHCROFT
SECRETARY OF STATE

NEW DECISION ITEM

RANK: _____

Department: Office of Administration					Budget Unit 30203				
Division: Commissioner's Office									
DI Name Census - Complete Count Committee DI# 1300024					HB Section 5.005				

1. AMOUNT OF REQUEST											
FY 2019 Budget Request					FY 2019 Governor's Recommendation						
	GR	Federal	Other	Total	E		GR	Federal	Other	Total	E
PS	0	0	0	0		PS	110,000	0	0	110,000	
EE	0	0	0	0		EE	390,000	0	0	390,000	
PSD	0	0	0	0		PSD	0	0	0	0	
TRF	0	0	0	0		TRF	0	0	0	0	
Total	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>		Total	<u>500,000</u>	<u>0</u>	<u>0</u>	<u>500,000</u>	
FTE	0.00	0.00	0.00	0.00		FTE	2.00	0.00	0.00	2.00	

Est. Fringe	0	0	0	0		Est. Fringe	58,741	0	0	58,741	
Note: Fringes budgeted in House Bill 5 except for certain fringes budgeted directly to MoDOT, Highway Patrol, and Conservation.						Note: Fringes budgeted in House Bill 5 except for certain fringes budgeted directly to MoDOT, Highway Patrol, and Conservation.					

Other Funds:	Other Funds:
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2. THIS REQUEST CAN BE CATEGORIZED AS:		
<input type="checkbox"/> New Legislation <input type="checkbox"/> Federal Mandate <input type="checkbox"/> GR Pick-Up <input type="checkbox"/> Pay Plan	<input checked="" type="checkbox"/> X <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	New Program Program Expansion Space Request Other: _____ Fund Switch Cost to Continue Equipment Replacement

3. WHY IS THIS FUNDING NEEDED? PROVIDE AN EXPLANATION FOR ITEMS CHECKED IN #2. INCLUDE THE FEDERAL OR STATE STATUTORY OR CONSTITUTIONAL AUTHORIZATION FOR THIS PROGRAM.
<p>The State's share of federal funding is determined by decennial census counts; it is estimated that for every one percent (1%) of population missed by the Census, the State risks the diversion of over \$1.1 billion of taxpayer money to other states. Missouri has groups of individuals who have historically not participated in the decennial census process and are omitted during counting. The cause is usually a distrust of the government or a lack awareness of the importance of being counted. Examples of these groups are remote rural communities, the impoverished, and minorities, to name a few. The funding will be used to establish a statewide committee which will work to see that all Missourians are counted in the 2020 Census and ensure that Missouri continues to receive its appropriate share of federal funds.</p>

FY20 Complete Count Committee Appropriations & Expenditures**Approp 4590****Complete Count PS-0101**

	FY 2020
Appropriation Total - PS	\$111,650.00
Less 3% Reserves	(\$22,550.00)
Flexed to E&E	(\$15,716.00)
Available Appropriation	\$73,384.00
Less YTD PS Expenditures	(\$56,317.59)
Remaining Approp Balance	\$17,066.41

(Over)/Under Balance	\$17,066.41
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Approp 4591**Complete Count EE-0101**

	FY 2020
Appropriation Total - EE	\$390,000.00
Flexed in from PS	\$15,716.00
Available Appropriation	\$405,716.00
Less YTD E&E Expenditures	(\$405,715.12)
Remaining Approp Balance	\$0.88

(Over)/Under Balance	\$0.88
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FY20 YTD Expenditures

4590		JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	YTD EXP
PS-GR	Object Desc													
	2005 REGULAR WAGES	\$0.00	\$0.00	\$4,418.76	\$4,418.76	\$4,418.76	\$4,418.76	\$6,993.84	\$6,429.29	\$6,298.04	\$6,298.04	\$6,298.04	\$6,298.04	\$56,290.33
	2010 OVERTIME WAGES	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$27.26	\$0.00	\$0.00	\$0.00	\$0.00	\$27.26
4591	PS TOTAL	\$0.00	\$0.00	\$4,418.76	\$4,418.76	\$4,418.76	\$4,418.76	\$6,993.84	\$6,456.55	\$6,298.04	\$6,298.04	\$6,298.04	\$6,298.04	\$56,317.59
E&E-(Object Object Desc	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		
	2100 IN-STATE MILEAGE	\$0.00	\$0.00	\$0.00	\$104.92	\$266.00	\$0.00	\$0.00	\$0.00	\$635.11	\$0.00	\$0.00	\$0.00	\$1,006.03
	2106 IN-STATE LODGING	\$0.00	\$0.00	\$0.00	\$0.00	\$98.08	\$0.00	\$0.00	\$0.00	\$332.47	\$0.00	\$0.00	\$0.00	\$430.55
	2112 OTHER IN-STATE TRAVEL EXPEN	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	\$0.00	\$0.00	\$0.00	\$10.00
	2121 OUT-OF-STATE LODGING	\$0.00	\$0.00	\$0.00	\$251.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$251.00
	2124 OUT-OF-STATE MEALS	\$0.00	\$0.00	\$0.00	\$75.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$75.00
	2403 TELECOMMUNICATION CHRG	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$61.92	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$61.92
	2466 ADVERTISING SERVICES	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$41,655.75	\$107,427.50	\$108,200.75	\$58,836.00	\$316,120.00
	2541 INFO TECHNOLOGY CONSULT & SRVS	\$0.00	\$0.00	\$0.00	\$0.00	\$3,352.65	\$1,996.50	\$702.33	\$0.00	\$0.00	\$71.88	\$0.00	\$0.00	\$6,123.36
	2544 OTHER PROFESSIONAL SERV	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25,195.00	\$26,780.00	\$9,435.00	\$7,470.00	\$0.00	\$68,880.00
	2583 COMP SOFTWARE MAINT,LIC & SUBSC	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,120.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,120.00
	2991 AGENCY PROVIDED FOOD	\$0.00	\$246.26	\$0.00	\$114.00	\$0.00	\$114.00	\$0.00	\$109.00	\$54.00	\$0.00	\$0.00	\$0.00	\$637.26
	E&E TOTAL	\$0.00	\$246.26	\$0.00	\$544.92	\$3,716.73	\$14,292.42	\$702.33	\$25,304.00	\$69,467.33	\$116,934.38	\$115,670.75	\$58,836.00	\$405,715.12

TOTAL **\$462,032.71**

APPENDIX IV. - COMPLETE COUNT COMMITTEE MEMBER CONTACT INFORMATION

FIRST	LAST	ORGANIZATION	TITLE	CITY	PHONE
Zora	Mulligan	Department of Higher Education	Commissioner	Jefferson City	(573) 751-3940
Sarah	Steelman	Office of Administration	Commissioner	Jefferson City	(573) 751-2000
Robin	Westphal	Missouri State Library	State Librarian	Jefferson City	(573) 526-4783
Matt	Hesser	Office of Administration	State Demographer	Jefferson City	(573) 751-2345
Mike	McMillan	Urban League of Metropolitan St. Louis	CEO	St. Louis	(314) 615-3600
Robbie	Myers	Butler County Emergency Management	Director	Poplar Bluff	(573) 686-8686
Ed	Bryant	United Way of Greater St. Louis	Vice President, Stakeholder Engagement	St. Charles	(314) 539-4059
Alex	Rankin	Missouri Foundation for Health	Director of Government Affairs	St. Louis	(314) 345-5571
Karen	Dehais	Health Forward Foundation	Learning and Evaluation Officer	KC	(913) 485-4877
Karen	Best	Missouri Complete Count Committee	Chair	Branson	(417) 300-5437
Peggy	McGaugh	House of Representatives	Representative	Carrollton	(573) 751-1468
Tracy	Greever-Rice	Family & Community Trust (Kids Count)	Director	Columbia	(573) 823-0092
Janet	Dankert	Community Partnership of the Ozarks	CEO	Springfield	(417) 888-2020
Joe	Pierle	Missouri Primary Care Association	Executive Director	Jefferson City	(573) 636-4222
Heather	Hardinger	Taney County Partnership	Director of Workforce Strategy & Programs	Branson	(417) 243-2140
Marshall	Stewart	University of Missouri Extension	Vice Chancellor for Extension and Engagement	Columbia	(573) 882-2394
Judy	Cantoni	Community Foundation of the Ozarks	Associate for Regional Advancement	Cape Girardeau	(573) 579-2079
Gwendolyn	Grant	President and CEO	Urban League of Greater Kansas City	Kansas City	(816) 471-0550

SUBCOMMITTEE	MEMBERSHIP	CRITICAL COMMITTEE PARTNERS
Media and Events Subcommittee	Karen Best, CCC Chair Sarah Steelman, Commissioner Alex Rankin, Missouri Foundation for Health Ed Bryant, United Way of Greater St. Louis Mike McMillan, ULSTL Heather Hardinger, Taney County Partnership	Marlene Nagel, Mid-America Regional Council Learfield Communications, LLC- Planning, Media Locke and Stache- Video Production Blend Studio- Animation Missouri Broadcasters Association- Media GMMB- Messaging Madison West Consulting-Messaging Lori Croy, DCI- Press, Graphics, Social Media Content Delores Rose, DOLIR CiCi Rojas- Hispanic Content

SUBCOMMITTEE	MEMBERSHIP	CRITICAL COMMITTEE PARTNERS
Community & Faith Based Organizations Subcommittee	Alex Rankin, Missouri Foundation for Health Ed Bryant, United Way of Greater St. Louis Karen DeHais, Health Forward Foundation Mike McMillan, ULSTL Tracy Greever-Rice, PhD, MO KIDS COUNT Janet Dankert, Community Partnership of the Ozarks	Missouri Association of United Ways Gwen Grant, Urban League of Kansas City Marlene Nagel, Mid-America Regional Council Judy, Cantoni, Community Foundation of the Ozarks Darryl Jones, ULSTL Caroline Fan, Cabochon Consulting Buder Center, Washington University Local CCCs

SUBCOMMITTEE	MEMBERSHIP	CRITICAL COMMITTEE PARTNERS
Government Subcommittee	<p>Representative Peggy McGaugh, House of Representatives</p> <p>Karen Best, CCC Chair</p> <p>Sarah Steelman, Commissioner</p> <p>Robin Westphal, Missouri State Library</p> <p>Matt Hesser, Office of Administration</p>	<p>Missouri State Agencies</p> <p>Terry Blauvelt, Missouri State Library</p> <p>Amanda Layton, Perry County</p> <p>Local Government</p> <p>Local Government CCCs</p> <p>Lori Croy, DCI</p> <p>Delores Rose, DOLIR</p> <p>Doug Hermes, MACOG</p>

SUBCOMMITTEE	MEMBERSHIP	CRITICAL COMMITTEE PARTNERS
Education Subcommittee	<p>Commissioner Zora Mulligan, DHE</p>	<p>Gerren McHam, DHE</p> <p>Missouri Colleges and Universities</p> <p>DESE</p> <p>MSBA</p> <p>MSTA</p>

SUBCOMMITTEE	MEMBERSHIP	CRITICAL COMMITTEE PARTNERS
Business Subcommittee	<p>Ed Bryant, United Way of Greater St. Louis</p> <p>Heather Hardinger, Taney County Partnership</p> <p>Joe Pierle, Missouri Primary Care Association</p>	<p>Naomi Scott, Missouri Primary Care Association</p> <p>Katie Reichard, Missouri Primary Care Association</p> <p>Missouri Chamber of Commerce and Industry</p> <p>St. Louis Regional Chamber</p> <p>KC Chamber</p> <p>Taney County Missouri Partnership</p> <p>Hispanic Chamber</p> <p>Hispanic Chamber of Commerce of St. Louis</p> <p>Carlos Gomez, Hispanic Chamber of Commerce of Greater Kansas City</p>

Missouri Counts: 2020 Census Message Guide

Prepared by Missouri Foundation for Health

March 2020



This message guide is informed by research conducted by Missouri Foundation for Health to gain rural community insights through focus groups and a statewide survey, and analysis of national studies (U.S. Census Bureau, Color of Change, NALEO, and more). Please use this guide to:

- Raise awareness of the 2020 Census in your community and among the populations you serve.
- Talk to your colleagues and community leaders to figure out how you can make sure everyone in your community is counted.
- Engage local media to cover the Census, helping educate their readers and viewers.

Core Messages

The 2020 Census is our chance to make sure the hard-earned tax dollars we send to Washington, D.C. make their way back to Missouri. For every adult and every child that is not counted in the Census, our state will lose \$1,300 in federal dollars every year. When every Missourian is counted, we get more money for roads and bridges, hospitals, and schools. Respond to the 2020 Census today at my2020census.gov. Because Missouri Counts!

What's at Stake

- The Census happens every 10 years. If we aren't all counted in 2020, Missouri will be shortchanged for the next decade.
- For every adult and every child that is not counted, our state will lose \$1,300 in federal dollars every year. That adds up to \$13,000 per person over the next 10 years. Those are funds that we won't get for our roads and bridges, hospitals, and schools.
- In 2010, Missouri lost a seat in Congress because not everyone was counted. We can't risk losing another voice for Missouri in Washington, D.C.

Why it Matters

- When we all respond, Missouri gets more money to pave our roads and rebuild bridges.
- When we all respond, our health care programs and community health centers get more funding to take care of our family, friends, and neighbors. When we're not all counted, hospitals could close, forcing people to drive hours to get care.
- When we all respond, our schools get important funding to take care of our kids. This includes after-school programs and lunches for children.

Think about the roads, highways, hospitals, and public schools in your community. When you can, refer to local landmarks to make these messages more relevant to your audience.

Key Points for Key Populations

The following populations are among the hardest to count. Many had low response rates in 2010. Others have barriers to participation, such as access, misinformation, or fractured trust in government. For Missouri to get a complete count in 2020, we must help these populations understand why it is important to respond.

Rural Communities

- When we all respond, rural communities like ours get the funding we need.
- When we all respond, Missouri gets more money to pave our roads and rebuild bridges. We also get money for other infrastructure projects, like broadband internet.
- When we all respond, our health care programs and community health centers get more funding to take care of our family, friends, and neighbors. When we're not all counted, hospitals could close, forcing people to drive hours to get care.
- When we all respond, our rural businesses can get the support they need to grow, succeed, and keep workers employed. This includes the USDA Rural Development Business and Industry Guaranteed Loan Program.
- If you don't have internet access, don't worry. The U.S. Census Bureau is planning to mail paper copies of the Census questions to households without internet access. You can also respond by calling toll-free at 844-330-2020. If you want to respond online at my2020census.gov, you can use a computer, cell phone, or visit your library — they are one of the groups helping Missourians be counted.

Low-Income Missourians

- When we all respond, Missouri gets more funding for health insurance programs like the Children's Health Insurance Program (CHIP) and Medicaid (MO HealthNet).
- When we all respond, Missouri gets more funding for important programs like SNAP (food stamps) and the school lunch program. This means more children and families can get the food they need to be healthy.
- When Missouri families fall on tough times, safety net programs are there to help. When we all respond, Missouri gets the funding we need to help our neighbors get back on their feet.

Parents and Caregivers of Young Children

- Believe it or not, a lot of people forget to count the children in their home. Everyone counts, and it is important to count children of all ages, including nieces, nephews, and grandchildren. Don't forget to count your littlest ones. This includes newborns, even if they are still in the hospital.
- The Census happens once every 10 years. If we don't count our young children living at home, our community will have less funding for schools, child care, and other services our children need to grow up strong.
- When we all respond, Missouri gets more funding for health insurance programs for our kids. This includes the Children's Health Insurance Program (CHIP) and Medicaid (MO HealthNet).
- When we all respond, Missouri gets more funding for important programs like SNAP (food stamps) and WIC. This means our kids have access to the food they need to grow up healthy.
- When we all respond, our local schools and child care facilities, such as Head Start, will get the funding they need.
- If your child spends time in two homes, count them where they stayed on April 1, 2020.

Black Residents

- The Census is our chance to make our voices heard.
- If we don't respond, we risk losing representation in Congress. 2020 and the years that follow will be an important time to make sure our community is represented.

Immigrants

- Responding to the Census is part of our civic duty.
- The Census will not ask if you are a U.S. citizen. Everyone living in the U.S., regardless of citizenship or immigration status, should be counted in the Census.
- The Census is available in many languages. The Census is available online and by phone in 13 languages, including Spanish, French, Vietnamese, Chinese, and Arabic. The paper version for mailing will be available in English and Spanish.
- The U.S. Census Bureau will keep your information private. They are not allowed to share your information with anyone, including other government agencies.
- If you respond to the Census on time, a Census worker is less likely to visit your home. The easiest way to respond is online at my2020census.gov or by calling toll-free at 844-330-2020. You can even use your smartphone.

Renters

- Make sure you count everyone living in your house or apartment. It does not matter if they are not listed on the lease or rental agreement, or if they are not related to you. The U.S. Census Bureau cannot share your information with your landlord.
- When we all respond, programs like the Section 8 housing choice vouchers can help more Missouri seniors, people with disabilities, and families with children get affordable housing.
- Even if you are not staying in your home or in Missouri long-term, you would still be counted where you are living on April 1, 2010.

Older Adults

- When we all respond, Medicare Part B is fully funded so our seniors can get the care they need.
- When we all respond, Medicaid long-term care services can help more seniors stay in their homes and live with dignity as they age.
- Responding to the Census is our civic duty. It is a way to participate in our democracy and say, "I Count!"
- If you don't have internet access, or aren't comfortable responding online, don't worry. The U.S. Census Bureau is planning to give paper copies of the Census questions to some households where older adults live. You can also respond by calling toll-free at 844-330-2020.
- A Census worker will never ask for your Social Security number, or information about your bank accounts or credit cards. The U.S. Census Bureau will not email you about the 2020 Census, either.

People with Disabilities

- Everyone deserves to be counted. The 2020 Census is our chance to make sure all Missourians are represented. When we all respond, Missouri gets more money for important programs like Medicaid, the Supplemental Nutrition Assistance Program (SNAP), and special education grants.
- The U.S. Census Bureau has non-English support materials, such as language guides, in American Sign Language (ASL), braille, and large print.

- The U.S. Census Bureau's Census questionnaire assistance includes a telecommunication device for the Deaf.

Young Adults (18-24)

- 2020 is your first chance to participate in the Census on your own! It is everyone's civic duty to respond.
- It is easy to respond to the Census online at my2020census.gov. You can do it from a computer or on your cell phone.
- If you live away from home on April 1, 2020 you should be counted where you live. Colleges and universities will work directly with the U.S. Census Bureau to count people who live in dorms and residence halls. If you live in off-campus housing, you should respond to the Census. If you are living at home with your parents, you should be counted at your home address.
- Make sure you count everyone living in your house or apartment. It does not matter if they are not listed on the lease or rental agreement. The U.S. Census Bureau cannot share your information with your landlord.

Engaging Trusted Voices

It's on all of us to make sure our friends, family, and neighbors are all counted. We encourage you to engage trusted voices in your community to help raise awareness of the 2020 Census. The following messages might help you bring those new voices on board.

Elected Officials and Community Leaders

- As a leader in our community, our neighbors trust you and count on your leadership. Your voice will be incredibly valuable as we work to help our neighbors understand how important it is to be counted so that communities like ours get the funding we need to tackle important projects for our roads, hospitals, and schools.
- In 2010, Missouri lost a seat in Congress because not everyone was counted. We can't risk losing another voice for Missouri in Washington, D.C.
- When we count every adult and every child in the 2020 Census, Missouri can have fair representation in Congress.
- The Census will determine redistricting. State officials use the Census to redraw and update the boundaries of congressional and state legislative districts to account for population shifts.
- The Census is our chance to be counted and spur development in our community. Businesses use Census data to identify locations for new opportunities, from manufacturing plants to restaurants.

Business Leaders

- You're not just a business leader — you are a leader in our community. People trust you. Your voice will be incredibly valuable as we help our neighbors understand the importance of responding to the Census, for businesses like yours and for families like mine.
- Businesses use Census data to make important decisions. Data can be used to identify locations for new opportunities, from manufacturing plants to restaurants. It can also help you better understand your customer base or potential employees. But these data are only useful if the Census is complete.
- When we all respond, Missouri gets its fair share of funding for infrastructure projects like roads, bridges, and high-speed internet. We need a stronger infrastructure that helps businesses operate, grow, and succeed.

Faith Leaders

- People in our community trust you. They turn to you for spiritual guidance, when dealing with personal hardship, and as they look for ways to give back. Your voice can play a powerful role in making sure our community is counted.
- When we all respond, Missouri gets more funding for important programs like SNAP (food stamps) and the school lunch program. This means more children and families can get the food they need to be healthy.
- Our churches and volunteers do so much to lift up our neighbors in times of need. But we can't expect you to meet all of the need. When we all respond to the Census, our state and communities get the funding we need for important programs that help our neighbors, like SNAP and Medicaid.

Frequently Asked Questions

Use these frequently asked questions and answers to address additional topics that may be relevant to your community or the populations you serve. If you have questions about the Missouri Foundation for Health campaign and resources, contact Alex Rankin (arankin@mffh.org).

What is the Census?

- The Census is a questionnaire—think of it like a survey. It only asks nine questions. It counts every adult and child living in the United States. It takes place every 10 years. The next Census is in 2020.
- The Census helps our government figure out how much money each state gets for important programs. The Census also determines each state's representation in Congress.
- The Census is part of the U.S. Constitution. It is everyone's civic duty to respond.

What does the Census ask?

- The Census asks nine simple questions about the people living in your household. This includes name, age, race, sex, and if you own or rent your home.
- The Census will *not* ask for your income or political party.
- The Census will *not* ask if you are a citizen. You may have heard about this in the news. In the end, this question was not added.

Why is the Census important?

- The Census helps our government figure out how much money each state gets for important programs. For every person that is not counted, our state will lose \$1,300 in federal dollars every year. That adds up to \$13,000 per person over the next 10 years.
- The Census happens every 10 years. If we aren't all counted in 2020, Missouri will be shortchanged for the next decade.
- Our community has a lot to gain when we all respond. We can get more funding for roads and bridges, hospitals, and schools.

When is it happening?

- Right now! You can expect to get instructions from the U.S. Census Bureau in the mail or, in some rural communities, hand-delivered to your home, in March 2020. You can respond online at my2020census.gov or by calling toll-free at 844-330-2020.

- Census Day is April 1, 2020. If you're not sure who to count as part of your household, think about who stayed in your home on April 1. For example, if you share custody of a child, you can decide which household should count the child based on where they stayed on April 1. People staying with you on April 1 who have no other usual home should be counted as part of your household.
- If you respond to the Census on time, a Census worker is less likely to visit your home.

Who needs to respond?

- It is important that every adult and every child in Missouri be counted. This includes children, grandparents or other family members, friends, and roommates living in your home.
- Regardless of your citizenship or immigration status, you should still respond.

How can I respond?

- You can respond today at my2020census.gov. You can do it from a computer or on your cell phone.
- You can also call the U.S. Census Bureau toll-free at 844-330-2020 to answer the Census questions.
- Some households will get the Census questions by mail or hand-delivered to their home. This is because they may have limited internet access or older adults living in the home.
- The Census is available in many languages. The Census is available online and by phone in 13 languages, including Spanish, French, Vietnamese, Chinese, and Arabic. The paper version for mailing is available in English and Spanish.
- The U.S. Census Bureau has non-English support materials, such as language guides, in American Sign Language (ASL), braille, and large print. The U.S. Census Bureau's Census questionnaire assistance also includes a telecommunication device for the Deaf.

Is my information secure?

- Yes, your information is secure. The U.S. Census Bureau will keep your information private.
- It is illegal for the U.S. Census Bureau to share your information with other government agencies, courts of law, or private companies.
- A Census worker will never ask for your Social Security number, or information about your bank accounts or credit cards. The U.S. Census Bureau will not email you about the 2020 Census, either.
- If you want to make sure the person at your door is really a Census worker, check their badge. All Census workers have an official U.S. Census Bureau ID badge. The badge should include their name, picture, a Department of Commerce watermark, and an expiration date. They will also be carrying an official bag with the Census Bureau logo and an official letter explaining why they are visiting.

Does the Census ask about citizenship?

- No, the Census will not ask if you are a U.S. citizen. You may have heard about this in the news. In the end, this question was not added.

Why is the Census asking for my phone number?

- The Census is only asking for your phone number in case they have questions about your responses to the questionnaire. They will not share your phone number with anyone, including businesses or other government agencies.

What about...

- **College students?** If you live away from home on April 1, 2020 you should be counted where you live. Colleges and universities will work directly with the U.S. Census Bureau to count people who live in dorms and residence halls. If you live in off-campus housing, you should respond to the Census. If you are living at home with your parents, you should be counted at your home address.
- **Military service members?** The U.S. Census Bureau is working with the Department of Defense to make sure families and service members living in barracks or military campgrounds are counted. Service members who are deployed and stationed in the U.S. should be counted at their home address.
- **Individuals experiencing homelessness?** The U.S. Census Bureau has plans to reach individuals experiencing homelessness. People living in shelters should be counted at the shelter. If someone is staying with you, count them as part of your household.
- **People in prison or correctional facilities?** The U.S. Census Bureau has plans to count individuals living in correctional facilities, detention centers, prisons, and jails. They will be counted in these facilities.

Is the U.S. Census Bureau hiring?

- If you are interested in a temporary job to support Census outreach, visit 2020census.gov/jobs.
- You must be at least 18 years old and have a valid Social Security number to be eligible.
- The U.S. Census Bureau will hire noncitizens to serve as translators or Census takers on an as-needed-basis. You must be legally entitled to work in the U.S.



TARGET AUDIENCES

- Missourians
- Rural residents
- Low income residents
- Parents & Caregivers
- Minority Residents
- Non-English-speaking residents (immigrants, refugees)
- Older Adults
- Young Adults 20-29



KEY GEOGRAPHIES

- Statewide message with coverage of rural communities
- Historically undercounted areas
- High Poverty Counties



PROPOSED TACTICS

RADIO



BILLBOARDS



PRINT



STREAMING
MUSIC



DIGITAL
MARKETING



CONTENT DEVELOPMENT



RADIO

VIDEO

INFLUENCER
MESSAGING



Radio America's #1 Choice

Network (12 weeks; February 17 – May 8)

- Targeted Demos: Statewide 18+ including Rural, African American, Hispanic and high poverty county audience
- 178 PSA's airing over 12 weeks across 81 radio stations in Missouri
- Three Census Interviews distributed weekly, engaging community members for 10 weeks, 10 interviews produced
- Five, :10-second recall messages to air following Missouri news report for 10 weeks

Radio Metrics, Persons 18+

Reach: 1,797,900 | Frequency: 7.5 | Gross Impressions: 13,510,600

Source: Nielsen TAPSCAN, NRD, Spring 2019

AM/FM Radio

92%

Television

86%

Smartphones

80%

Personal Computer

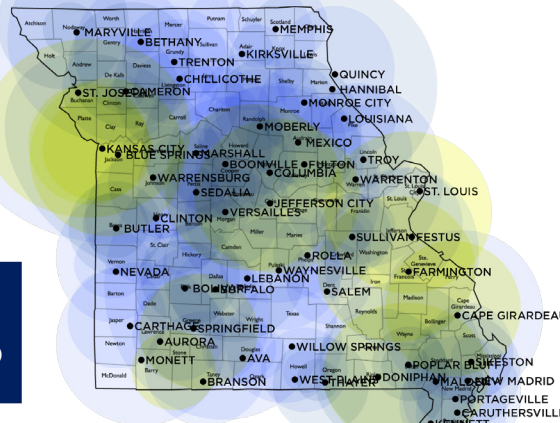
53%

Internet
Connected Devices

42%



Radio Providing complete county coverage



Optional Stations

*KIXY-FM Columbia
*KCMO-FM Columbia
*KTJH-FM Farmington
*KKLR-FM Poplar Bluff
KEZS-FM Cape Girardeau
KOSP-FM Springfield

African American Stations

*KPRS-FM Kansas City
KPRT-AM Kansas City

Hispanic Stations

*KYYS-AM Kansas City
*WJIR-AM St. Louis
KDTD-AM Kansas City
KQMO-FM Aurora

*Indicates airing 15-second PSA

114 MO Counties
100% COVERED

KKOZ-AM Ava
KKOZ-FM Ava
KAAN-AM Bethany
KAAN-F2 Bethany
KAAN-FM Bethany
KCWJ-AM Blue Springs
KYOO-AM Bolivar
KYOO-FM Bolivar
KWRT-AM Boonville
KWRT-F2 Boonville
KRZK-FM Branson
KBFL-FM Buffalo
KMAM-AM Butler
KMOE-FM Butler
KMRN-AM Cameron

KMRN-F2 Cameron
KKWK-FM Cameron
KZIM-AM Cape Girardeau
KDMO-AM Carthage
KCRV-AM Caruthersville
KCHI-AM Chillicothe
KCHI-FM Chillicothe
KDKD-AM Clinton
KSSZ-FM Columbia
KREI-AM Farmington
KJFF-AM Festus
KFAL-AM Fulton
KWOS-AM Jefferson City
KWOS-F2 Jefferson City
KBOA-FM Kennett

KIRX-AM Kirksville
KIRX-F2 Kirksville
KBNN-AM Lebanon
KJFM-FM Louisiana
KMIS-FM Malden
KMMO-AM Marshall
KMMO-FM Marshall
KMFM-FM Memphis
KXEO-AM Mexico
KWIX-AM Moberly
KWIX-FM Moberly
KRMO-AM Monett
KWBF-FM Monroe City
KNEM-AM Nevada
KNMO-FM Nevada

KMIS-AM Portageville
WGEM-FM Quincy
KTTR-FM Rolla
KSMO-AM Salem
KDRO-AM Sedalia
KDRO-F2 Sedalia
KSIM-AM Sikeston
KSIM-F2 Sikeston
KSGF-AM Springfield
KSGF-FM Springfield
KFEQ-AM St Joseph
KTUI-AM Sullivan
KTUI-F2 Sullivan
KTUI-FM Sullivan
KTTN-FM Trenton

KYRO-AM Troy
KTKS-FM Versailles
KOKO-AM Warrensburg
KWRE-AM Warrenton
KWRE-F2 Warrenton
KJPW-AM Waynesville
KWPM-AM West Plains
KWPM-F2 West Plains
KUKU-FM Willow Springs

Digital Provides Audience Targeting and Link to Self Report

Audience targeting through interest, behavior and keyword categories related to the following: parents, high school graduates, college students, transient or homeless, new residents, ESL, faith leaders, business leaders, military personnel, prisons, and correctional facilities.

YouTube (April – May)

- Statewide promotion for Census 2020 Campaign via pre-roll bumper ad on YouTube

YouTube Estimated Impressions: 1,500,000

Facebook/Instagram (February - May)

- Carousel ad campaign illustrating the importance of census reporting
- Encouraging Self Reporting, linking to more information

Estimated Reach: 550,000
Estimated Impressions: 3,000,000

Snapchat (February – May)

- Use swipe up campaign to engage young adults and encourage self reporting

Estimated Impressions: 1,600,000



Digital Radio

Pandora (February - April)

- Audience Targeting:
 - Persons 20-29, College Students
 - Parents of young children
- Geographic targeting: Statewide
- Publisher Targeting: Pandora, SoundCloud; Content Targeting: Music
- Pandora Estimated Impressions: 1,050,000

Spotify (February - April)

- Audience Targeting:
 - Age 20-39
- Geographic targeting: Statewide
- :30-second PSA Campaign on Spotify
- Spotify Estimated Impressions: 750,000



Rural Billboard

Highway billboards posted for eight weeks across Missouri targeting hard to count communities.

12 BILLBOARD LOCATIONS



Print Publications: [Link to download Ads](#)

Print ads, reaching hard to count communities.

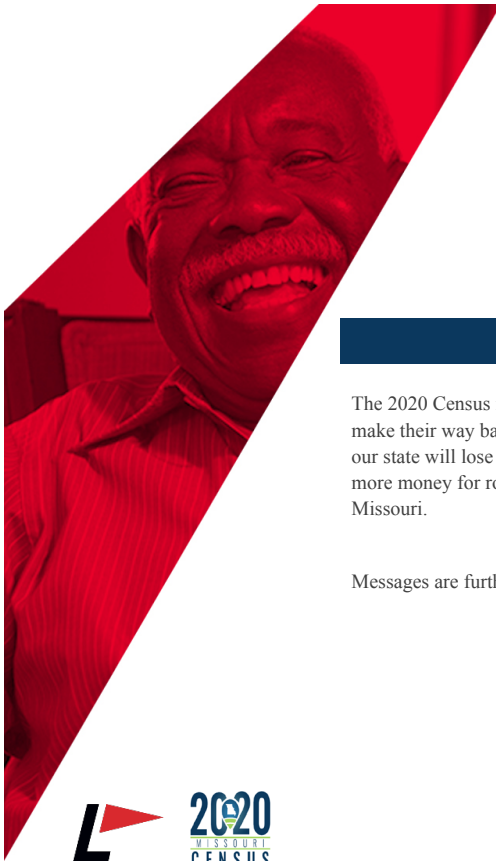


THE ST. LOUIS AMERICAN

Publication	Minority Served	Ad Size	Running	Circulation	Publication Date
St. Louis American	African American	Quarter Page	Every week for four weeks	70,200 copies/week	Weekly (Thurs)
Kansas City Chinese Journal	Asian	Quarter Page	Every week for four weeks	2,000	Weekly (Friday)
St. Louis Chinese Journal	Asian	Quarter Page	Every week for four weeks	4,000	Weekly (Thurs)
Missouri Press Service	Rural	2 x 4 ad	Every week for four weeks	1,000,000 households	Weekly
Red Latina (St. Louis)	Hispanic	Quarter Page	1 per month for two months	15,000	2nd Friday/Month
Rural Missouri	Rural	Half page	1 per month for three months	550,000	Monthly

Combined Circulation
1,910,500





CORE MESSAGE

The 2020 Census is our chance to make sure the hard-earned tax dollars we send to Washington DC make their way back to Missouri. For every adult and every child that is not counted in the census our state will lose \$1,300 in federal dollars every year. When every Missourian is counted, we get more money for roads, bridges, hospitals, and schools. Respond for our community. Respond for Missouri.

Messages are further developed for each of the hard to count audiences.

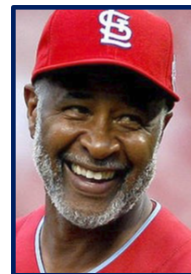


Count Me In Missouri! The 2020 Missouri Census is a Win for Missouri.

Missouri Influencers will share our messages with target audiences in unique ways. Influencers will tell the story of the importance of the 2020 Census and allow us to use their likeness, audio and video for our media outreach December 2019 – April 2020.



Maya Moore
WNBA &
Olympic Athlete
Justice Reformer



Ozzie Smith
St. Louis Cardinals
& Hall of Famer



Benji Molina
MLB Catcher
Cardinals Radio
Spanish broadcast



DATE	ACTIVITY
Spring 2019	Hiring of in-field address canvassers
August 19, 2019	In-field address canvassing begins
September 2019 – April 2020	Hiring of enumerators
January 2020	Enumeration of remote Alaskan communities takes place
March 2020	Census postcards are sent to most homes
March 12 – 20, 2020	Mailing 1: Letter with info to take survey online (the majority of people will get this) or Letter + Paper Survey (20–25% of people based on demographic characteristics and Internet connectivity of a geographic area will receive this)
March 16 – 24 2020	Mailing 2: Reminder letter to non-respondents
March 26 – April 3 2020	Mailing 3: Postcard to non-respondents
April 2020	Mailing 4: Letter + questionnaire to non-respondents
April 2020	Mailing 5: “It’s not too late” postcard to non-respondents
March – August 2020	Conduct self-response
March – July 2020	Conduct Internet self-response, including non-ID processing
March – July 2020	Conduct Census questionnaire assistance
March – August 2020	Conduct paper data capture
April 1, 2020	Census Day
April – May 2020	Conduct update leave
May – July 2020	Conduct non-response follow-up: Census enumerators visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door
May – July 2020	Conduct non-response follow-up re-interview
June – July 2020	Conduct Group Quarters Advance Contact
July 2020	Conduct Group Quarters Service-Based Enumeration
July – August 2020	Conduct Group Quarters Enumeration
Dec. 31, 2020	The Census director delivers apportionment counts to the president
April 2021	Publish Prototype P.L. 94-171 Data and Geographic Products
March 2021	The Census Bureau completes delivery of redistricting counts to the states



GENERAL CAMPAIGN SUMMARY OVERVIEW

RADIO



Reach: 2,272,300
Frequency: 6.4
Gross Impressions: 14,623,000

BILLBOARDS



POP
Impressions: 6,347,080
461,000 weekly impressions

STREAMING MUSIC



PANDORA
Impressions: 463,257
Reach: 111,362
Frequency: 4.16

SPOTIFY
Ads Served: 699,691
Reach: 301,113
Clicks: 4,745

Social Media Impressions



Impressions: 6,064,397
Reach: 1,622,257
Clicks: 65,155



Impressions: 2,210,990
Views: 482,752
Clicks: 5,434

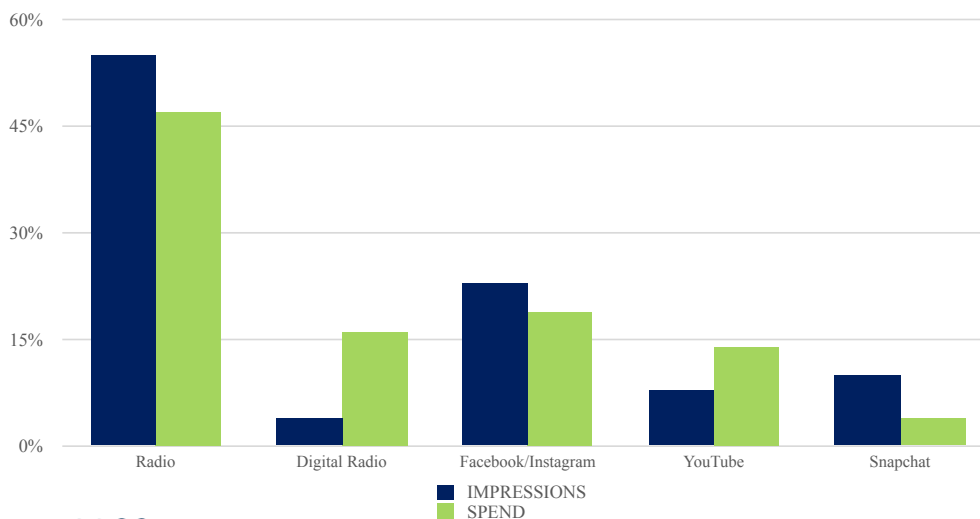


Impressions: 2,519,038
Reach: 988,173
Swipe Ups: 10,674



Spend Versus Impressions

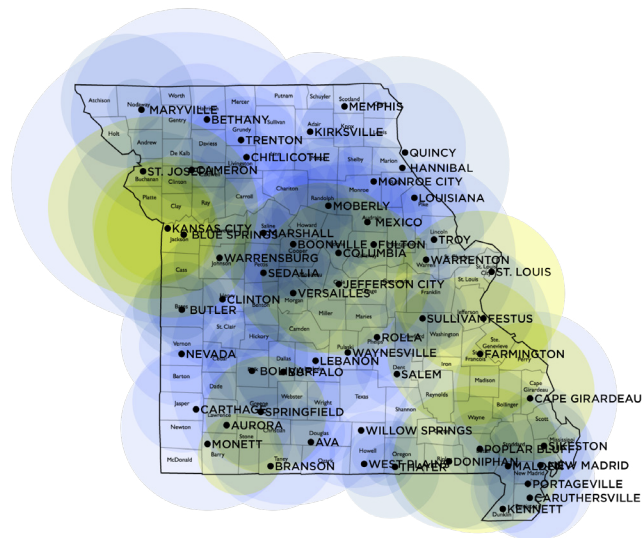
In looking at the percentage of campaign spend versus number of impressions received, Radio, Facebook/Instagram and Snapchat all saw a higher rate of impressions return than budget allotment. Digital radio saw the lowest ROI in terms of number of impressions received for the spend amount.



Radio Campaign

- Targeted Demos: Statewide 18+ including Rural, African American, Hispanic and high poverty county audience
- 560 PSA's/interviews were distributed across Missouri
- 26,412 total local messages aired
 - 1,709 total local messages were added value

Radio Analytics:
 Reach: 2,272,300
 Frequency: 6.4
 Gross Impressions: 14,623,000
Nielsen TAPSCAN, Fall 2019, NRD



114 MO Counties
100% COVERED

Facebook Impressions By Target Audience

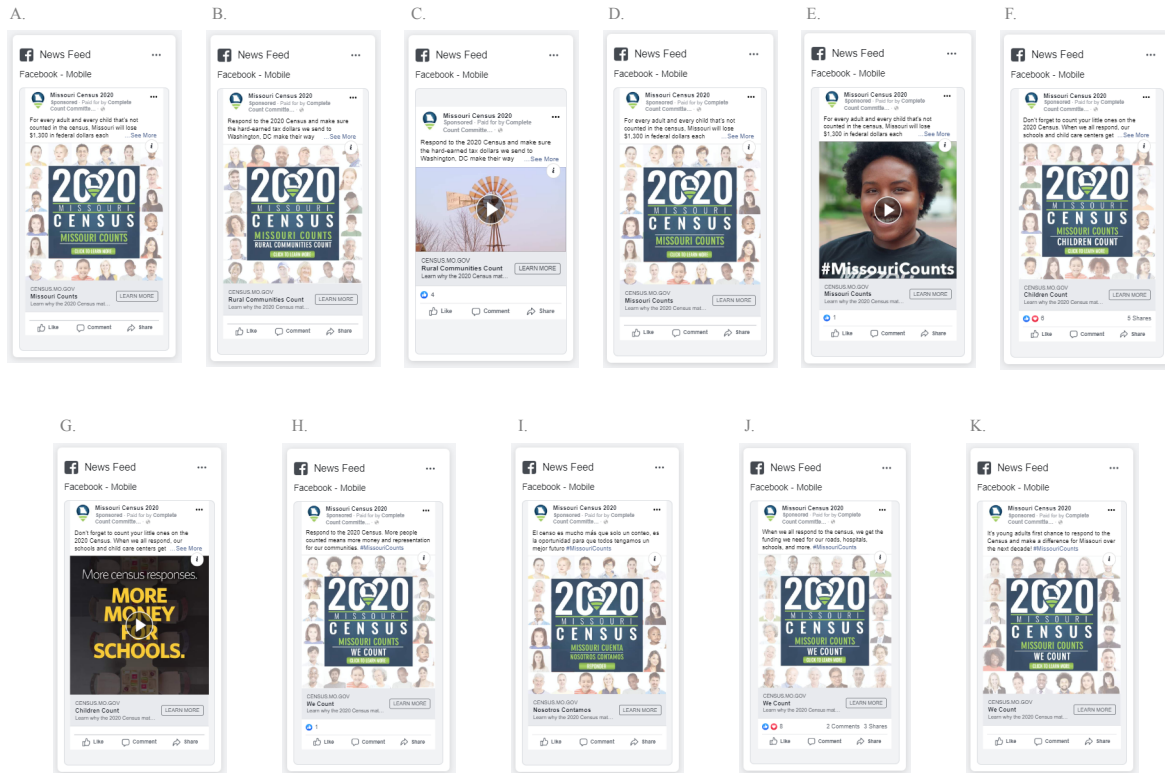
Statewide Targeting			
Ads	Impressions	Reach	Clicks
Screenshot A	649,939	124,160	17,094
Mike Parson (Script)	15,458	10,163	12
Ozzie Smith (Script)	114,747	60,304	1,393
Ozzie Smith (Interview)	90,961	48,513	152
Bengie Molina (Education)	82,342	47,199	546
Bengie Molina (Privacy)	295,253	122,464	1,888
Bengie Molina (Interview)	157,065	64,320	225
Maya Moore (Script)	249,446	107,167	711
Maya Moore (Interview)	71,133	42,000	413
Totals	1,726,344	626,290	22,434
Rural Targeting			
Ads	Impressions	Reach	Clicks
Screenshot B	347,106	104,608	4,510
Screenshot C	382,485	71,487	1,130
Totals	729,591	176,095	5,640
Low Income Targeting			
Ads	Impressions	Reach	Clicks
Screenshot D	167,416	33,664	4,266
Screenshot E	422,563	68,272	3,395
Totals	589,979	101,936	7,661
Parents & Caregivers Targeting			
Ads	Impressions	Reach	Clicks
Screenshot F	470,825	89,616	3,208
Screenshot G	126,960	34,185	3,922
Totals	597,785	123,801	7,130

Minority Targeting			
Ads	Impressions	Reach	Clicks
Screenshot H	160,618	33,768	5,427
Ozzie Smith (Script)	51,741	20,644	533
Ozzie Smith (Interview)	27,413	14,968	49
Maya Moore (Script)	179,681	44,696	309
Maya Moore (Interview)	148,027	42,584	398
Totals	567,480	156,660	6,716
Hispanic Targeting			
Ads	Impressions	Reach	Clicks
Screenshot I	37,148	9,530	632
Bengie Molina (Education)	53,898	13,896	202
Bengie Molina (Privacy)	379,498	37,632	1,998
Bengie Molina (Longform)	58,309	17,624	528
Bengie Molina (Shortform)	60,907	15,564	210
Totals	589,760	94,246	3,570
Older Adults Targeting			
Ads	Impressions	Reach	Clicks
Screenshot J	231,704	63,760	2,688
Mike Parson (Script)	58,533	16,556	30
Ozzie Smith (Script)	203,440	46,272	1,447
Ozzie Smith (Interview)	128,292	27,024	232
Totals	621,969	153,612	4,397
Young Adults Targeting			
Ads	Impressions	Reach	Clicks
Screenshot K	238,932	58,800	6,627
Maya Moore (Script)	315,238	88,849	669
Maya Moore (Interview)	87,319	41,968	311
Totals	641,489	189,617	7,607



Screenshots on following slide.

Facebook Screenshots



YouTube Impressions By Target Audience

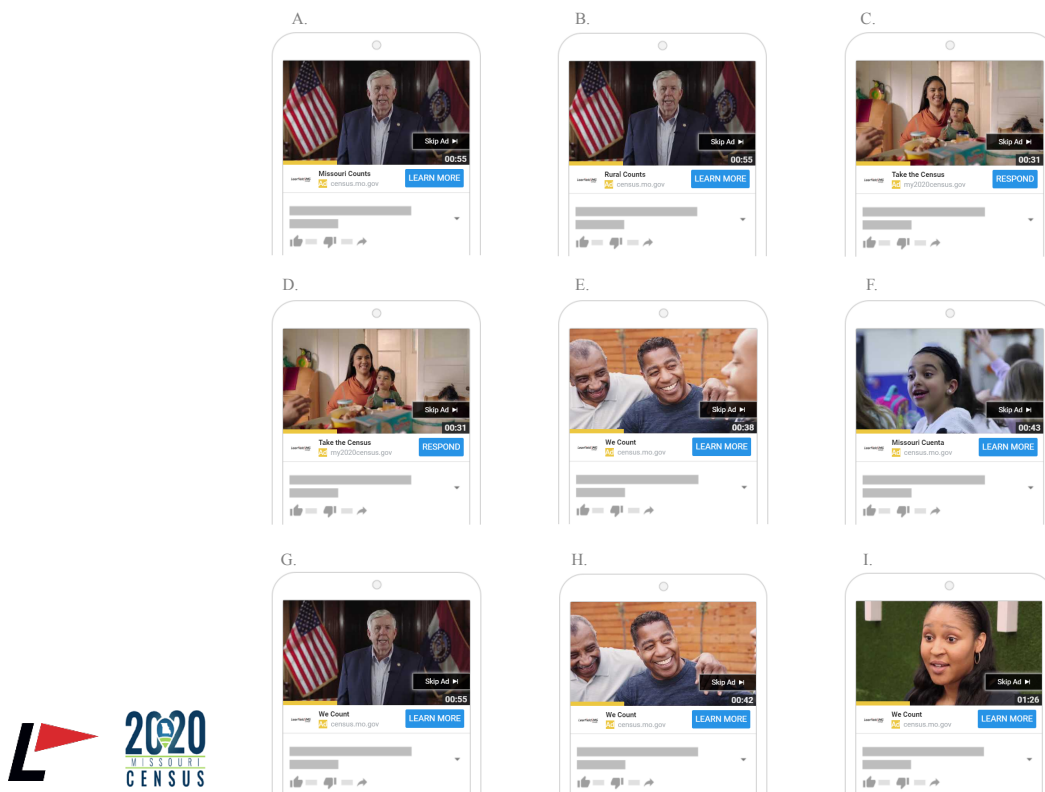
Statewide Targeting			
Ads	Impressions	Views	Clicks
Screenshot A	180,328	38,907	427
Ozzie Smith (Script)	20,128	4,820	45
Ozzie Smith (Interview)	100,438	22,080	197
Bengie Molina (Education)	14,210	4,632	36
Bengie Molina (Privacy)	194,479	34,141	408
Bengie Molina (Interview)	25,006	5,514	55
Maya Moore (Script)	35,840	11,336	71
Maya Moore (Interview)	96,599	12,266	309
Totals	667,028	133,696	1,548
Rural Targeting			
Ads	Impressions	Views	Clicks
Screenshot B	256,283	66,000	500
Totals	256,283	66,000	500
Low Income Targeting			
Ads	Impressions	Views	Clicks
Screenshot C	287,222	70,449	693
Totals	287,222	70,449	693
Parents & Caregivers Targeting			
Ads	Impressions	Views	Clicks
Screenshot D	266,070	56,400	712
Totals	266,070	56,400	712

Minority Targeting			
Ads	Impressions	Views	Clicks
Screenshot E	17,123	3,819	48
Ozzie Smith (Interview)	46,083	8,726	103
Maya Moore (Script)	27,899	6,432	66
Maya Moore (Interview)	100,116	13,693	350
Totals	191,221	32,670	567
Hispanic Targeting			
Ads	Impressions	Views	Clicks
Screenshot F	7,328	1,317	26
Bengie Molina (Privacy)	23,208	1,805	77
Bengie Molina (Longform)	3,117	320	6
Bengie Molina (Shortform)	18,354	2,303	49
Totals	52,007	5,745	158
Older Adults Targeting			
Ads	Impressions	Views	Clicks
Screenshot G	100,061	26,145	280
Ozzie Smith (Script)	42,226	10,251	85
Ozzie Smith (Interview)	115,493	23,998	333
Totals	257,780	60,394	698
Young Adults Targeting			
Ads	Impressions	Views	Clicks
Screenshot H	95,717	32,070	155
Screenshot I	137,662	25,328	403
Totals	233,379	57,398	558



Screenshots on following slide.

YouTube Screenshots



Snapchat Impressions By Target Audience



Statewide Targeting			
Ads	Impressions	Reach	Swipe Ups
A	942,330	479,030	3,826
Rural Targeting			
Ads	Impressions	Reach	Swipe Ups
B	229,437	54,991	831
Low Income Targeting			
Ads	Impressions	Reach	Swipe Ups
C	228,953	52,641	1,019
Parents & Caregivers Targeting			
Ads	Impressions	Reach	Swipe Ups
D	224,862	61,935	786
Minority Targeting			
Ads	Impressions	Reach	Swipe Ups
E	268,677	148,796	1,402
Hispanic Targeting			
Ads	Impressions	Reach	Swipe Ups
F	212,367	14,656	970
Older Adults Targeting			
Ads	Impressions	Reach	Swipe Ups
G	143,599	8,814	701
Young Adults Targeting			
Ads	Impressions	Reach	Swipe Ups
H	268,813	167,310	1,139

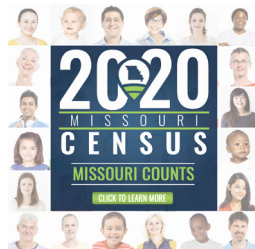


Pandora Analytics

Product Name	Start Date	End Date	Impressions Delivered	Reach	Frequency
Mobile Audio :30 with Standard Companion Banner	03/16/2020	03/31/2020	105,306	45,307	2.32
Display Everywhere – non-guaranteed	03/16/2020	05/31/2020	42,095	15,270	2.76
Mobile Audio :30 with Standard Companion Banner	04/01/2020	04/30/2020	157,964	59,672	2.65
Mobile Audio :30 with Standard Companion Banner	05/01/2020	05/31/2020	157,892	59,176	2.67
Total			463,257	111,362	4.16



Spotify Analytics



Ads Served	699,691
Reach	301,113
Clicks	4,745



Print Analytics

Publication	Minority Served	Ad Size	Circulation
St. Louis American	African American	1/4 page	70,200 copies/week
Kansas City Globe	African American	1/4 page	10,000/ 31,500 Readership
Dos Mundos (Kansas City)	Hispanic	1/4 page	15,000
Red Latina (St. Louis)	Hispanic	1/4 page	15,000
Kansas City Chinese Journal	Asian	1/4 page	2,500
St. Louis Chinese Journal	Asian	1/4 page	2,500



BILLBOARD KEY TAKEAWAYS



Billboards	12
Estimated Impressions	3,687,272
Total Impressions Received	6,347,080
Bonus Impressions Received	2,659,808
Added Value	\$10,276

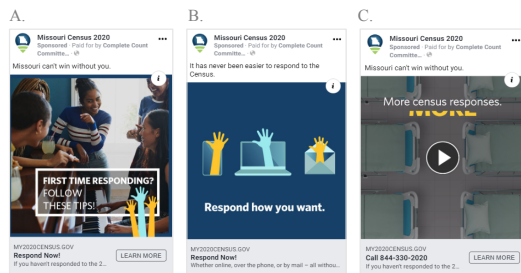


RESPOND NOW ADD-ON CAMPAIGN SUMMARY

FACEBOOK/INSTAGRAM

Impressions: 766,406
Reach: 119,856
Clicks: 21,527

AD	Impressions	Reach	Clicks
A	275,268	45,448	7,042
B	243,368	37,536	6,052
C	247,770	36,872	8,433



GOOGLE DISPLAY

Impressions: 173,341
Clicks: 5,056

Impressions	Clicks
173,341	5,056



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5. State of Christian County: Investing in people and projects. CCHeadliner.com, 01/09/2020.
6. Census Bureau needs workers in Buchanan County. Newspressnow.com, 01/14/2020.
7. Missouri identifies 111,000 previously uncounted addresses ahead of 2020 Census count. St. Louis Post-Dispatch, 01/20/2020.
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20. Lawmakers question Census Bureau's readiness for 2020 count. FOX2now.com, 02/13/2020.
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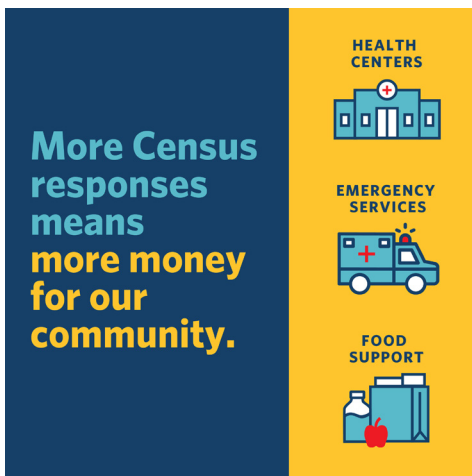
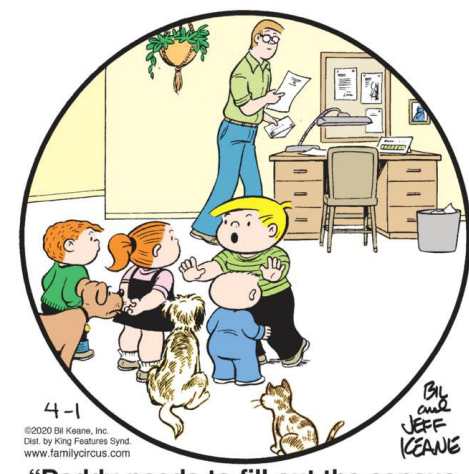
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25. Boone County Counts to hold more meetings on 2020 Census. KOMU.com, 02/20/2020.
26. City prepares for 2020 Census. The Daily Star-Journal, 02/20/2020.
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28. 2020 Census is right around the corner. Branson Tri-Lakes News, 02/25/2020.
29. Annual Census of Missouri Public Water Systems Now Available. KSIS Radio 1050 AM, 02/27/2020.
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32. Local governments are counting on you to fill out the 2020 census. Columbia Missourian, 03/05/2020.
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40. City of Rolla staff note the importance of participation in 2020 Census. The Rolla Daily News, 03/16/2020.
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45. Respond to 2020 Census to make sure you count. St. Louis American, 03/27/2020.
46. U.S. Census still going, Christian County has high early response rate. CCHedliner.com, 03/29/2020.

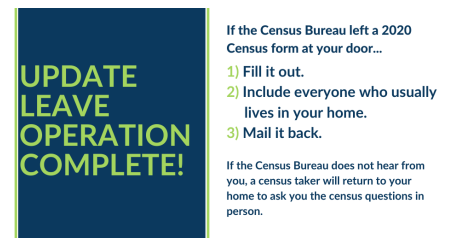
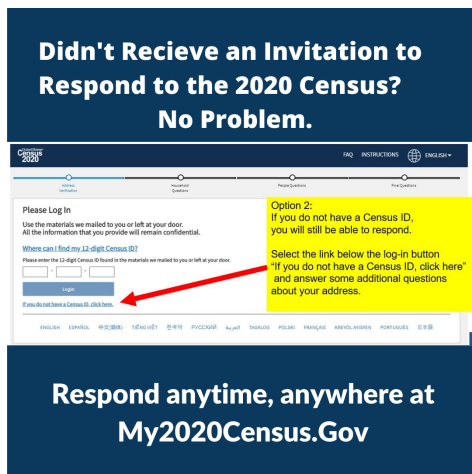
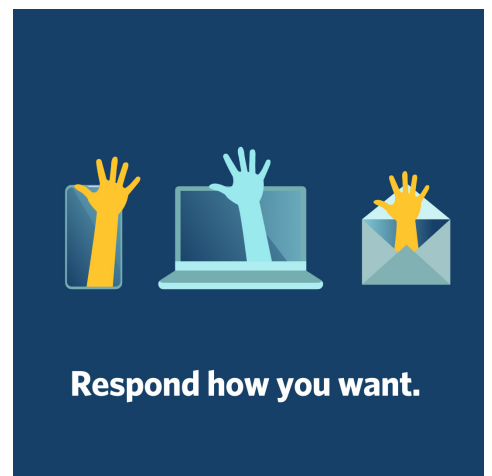
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56. Have you been counted? Local officials encouraging residents to complete 2020 Census. KRCG News, 04/01/2020.
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58. Parson: Census Count More Important Than Ever. Missouri Ag Connection, 04/02/2020.
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60. Young Asian Americans Seek to Get Their Communities Counted. KBIA, 04/02/2020.
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62. Our Opinion: Keep up the count, Cole County. News Tribune, 04/05/2020.
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**NEWS RELEASE****Date of release (optional)****Complete Count Committee****Contact information for main press contact(s)****Missouri Census 2020****Homeless Count Press Release****Name of City –**

Everyone counts in the 2020 Census, including those experiencing homelessness. [The Census Bureau is hard at work using several methods to ensure our citizens experiencing homelessness count in the 2020 Census.](#) The Census Bureau will count people living in shelters and using soup kitchens at the address of those facilities. Those living in camps or settlements will be counted where they sleep most of the time. For all others, the Bureau needs your help.

If someone experiencing homelessness is staying with you temporarily, count them as part of your household on your 2020 Census form. Census data helps inform decisions about billions of dollars in federal funding for services such as shelters and soup kitchens, as well as for programs that assist with housing, nutrition, and transitioning from homelessness. From the Emergency Shelter Grants Program to the Special Milk Program for children, these programs depend on a complete and accurate count.

When you help ensure all of those individuals count in the 2020 Census, our communities are able to better serve those in need for the next 10 years. Ed Bryant of the United Way of Greater St. Louis spoke about the importance of counting everyone in Missouri,

[Ed Bryant Audio Attached: The information is kept confidential. So, we want to make sure that every resident in our region, including those persons who may be affected by housing issues, homeless, that those folks are counted.]

Curious about what other programs are impacted by census data? [Download this report](#) to see a full list.

Respond to the 2020 census, because when Missouri counts everyone counts!

###

Office name, address, and phone number (bottom, centered)**Attach United Way of Greater St. Louis Ed Bryant Audio**

Other resources on this topic: [Counting People Experiencing Homelessness: A Guide to 2020 Census Operations](#) Georgetown Law's Center on Poverty and Inequality, September 2018

**NEWS RELEASE****Missouri Census 2020****Contact information for main press contact(s)****College Students Living Away from Home are Responsible for Being Counted in the 2020 Census**

Name of City, Date – For many college students, 2020 will be their first chance to participate in the Decennial Census on their own. According to the United States Census Bureau, college students should be counted where they live and sleep most of the time. For most students, this is their college address, either on campus or off campus. Their parents or guardians should only include them if they live at home full time during the school year. This includes students from other states and countries.

If a student lives in off-campus housing that is not owned, leased, or managed by their college or university, such as shared or private housing, they can begin responding to the census online, by phone, or by mail beginning in mid-March 2020. They should count themselves at their off-campus address, even if they spend time somewhere else during school breaks. If they live in on-campus student housing like residence halls, off-campus residence halls, or other student housing facilities that are owned, leased, or managed by their college or university, Census Bureau employees will work with representatives from the building to ensure that each student is counted. Students may be asked to complete an individual census form.

“The Governor’s Complete Count Committee is really focused on a couple of things,” said Commissioner of Missouri’s Department of Higher Education, Zora Mulligan. “One, making sure that every Missourian gets counted, but two really paying close attention to hard to count populations. And those definitely include college students when you think about the people that it’s hard to catch in the census, some of their characteristics are they don’t have a permanent address, which is true for many of our college students. People who live in group housing, they don’t know if they should fill out one for the whole house or if each individual should fill out one. They might not know if their parent is including them in their household back home. And our mission is to make sure we get answers to the questions they have. And that we help local leaders make sure that their students understand how critical it is that they fill out the form. And so if you do the math, we’re looking at about 353-million dollars that comes into the state of Missouri if all those students get counted.”

Student responses to the 2020 Census are critical for our college institutions and towns. Many billions of dollars in federal funding go to support the expanded population of students living in those communities. The amount of funding they get depends on data collected during the census.

###

Office name, address, and phone number (bottom, centered)

**NEWS RELEASE****Date of release (optional)****Complete Count Committee****Contact information for main press contact(s)****Missouri Census 2020****Rural Missouri Press Release (For Distribution in Rural Areas of the State)****Name of City –**

The United States Census Bureau expects many rural areas to be Hard-to-Count in the 2020 Census. For rural Missouri, being counted is so important.

The 2020 census is our chance to make sure rural Missourians are represented in Washington, D.C.. When every person living in our communities are counted, our hard earned tax dollars come back home to pay for roads, bridges, hospitals, and schools. The Census count even supports broadband expansion. Governor Mike Parson shared why the 2020 census is important to him as a rural Missourian.

[Governor Parson Audio Attached: The 2020 census is our chance to make sure the hard-earned tax dollars we send to Washington DC, makes their way back to Missouri. for every adult or child that is not counted, our state stands to lose \$1300 in federal funding each year!]

Read about [Why the 2020 Census Matters for Rural America](#). Households will be able to respond to the 2020 census online, over the phone, or through a paper questionnaire.

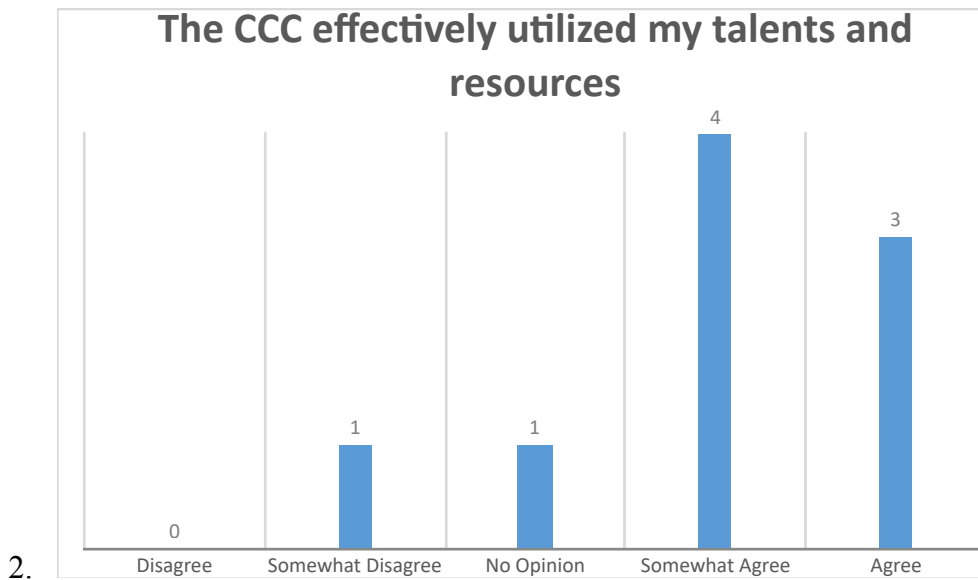
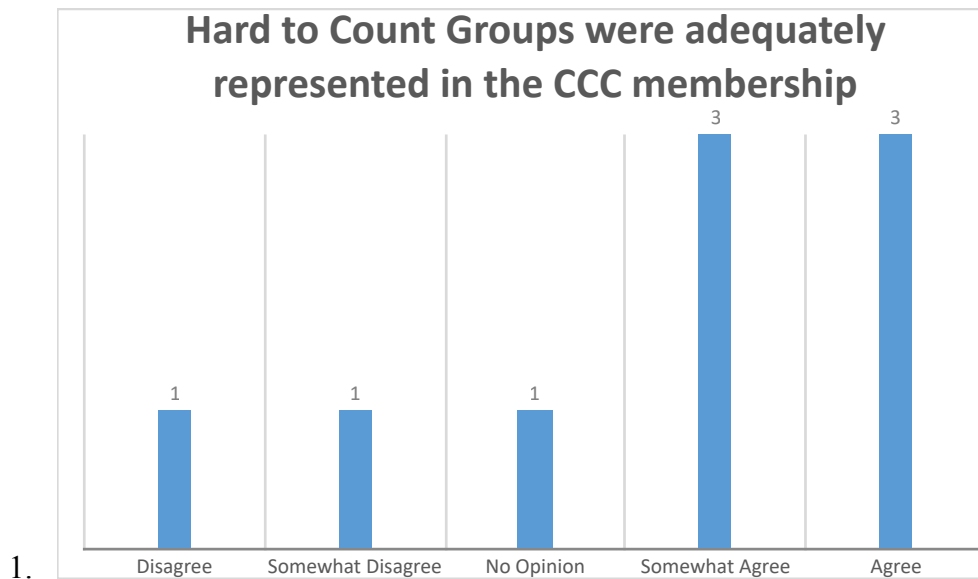
[Governor Parson audio attached: I encourage everyone to participate in the 2020 census because Missouri counts. May God bless you, may God bless Missouri, and may god bless the United States of America!]

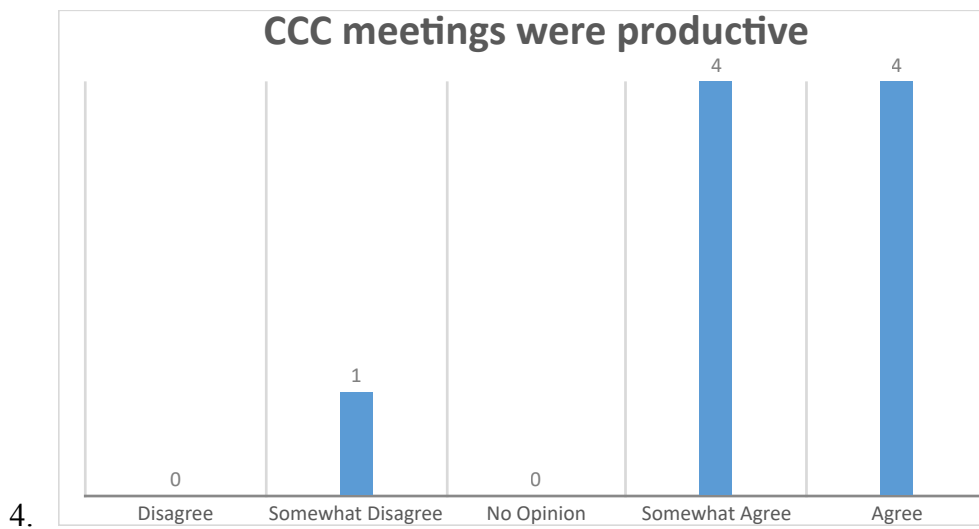
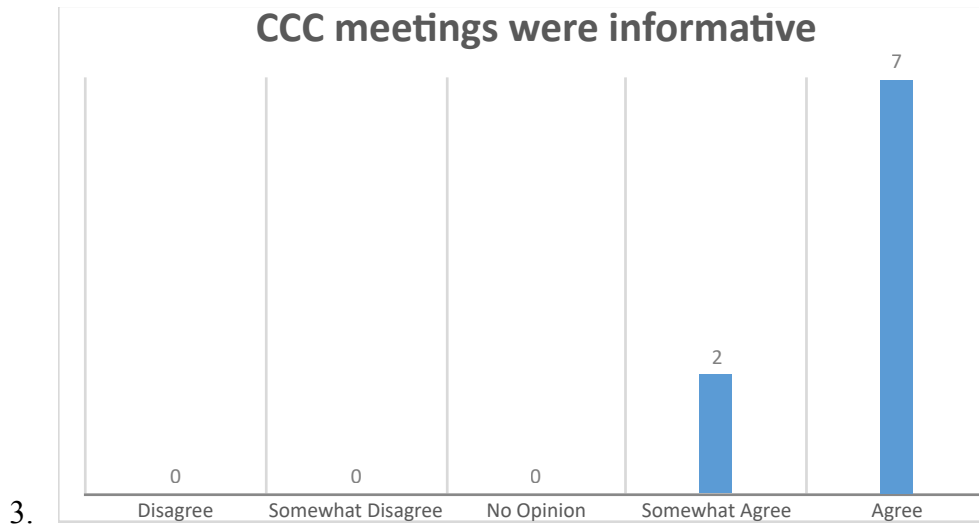
Respond to the 2020 census, because when Missouri counts rural communities count!

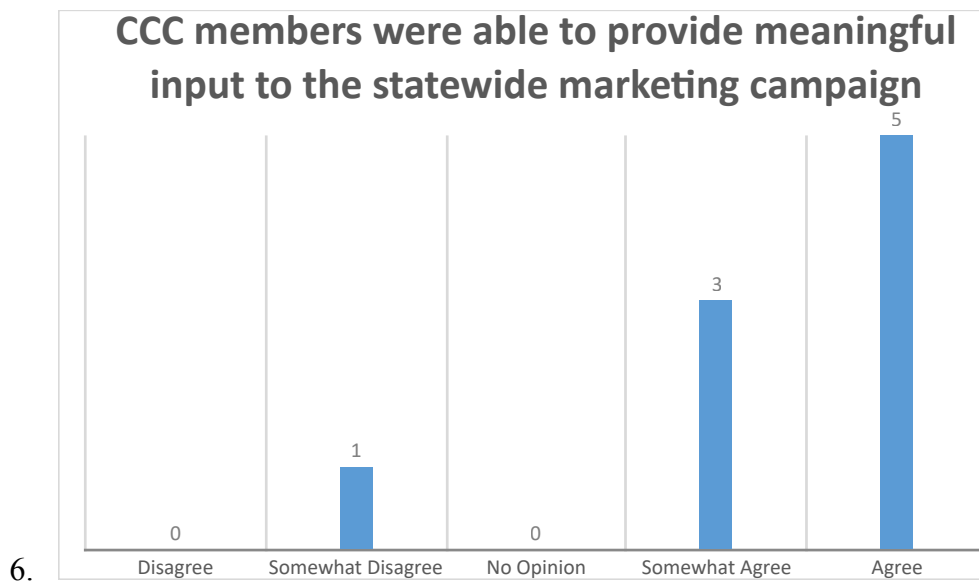
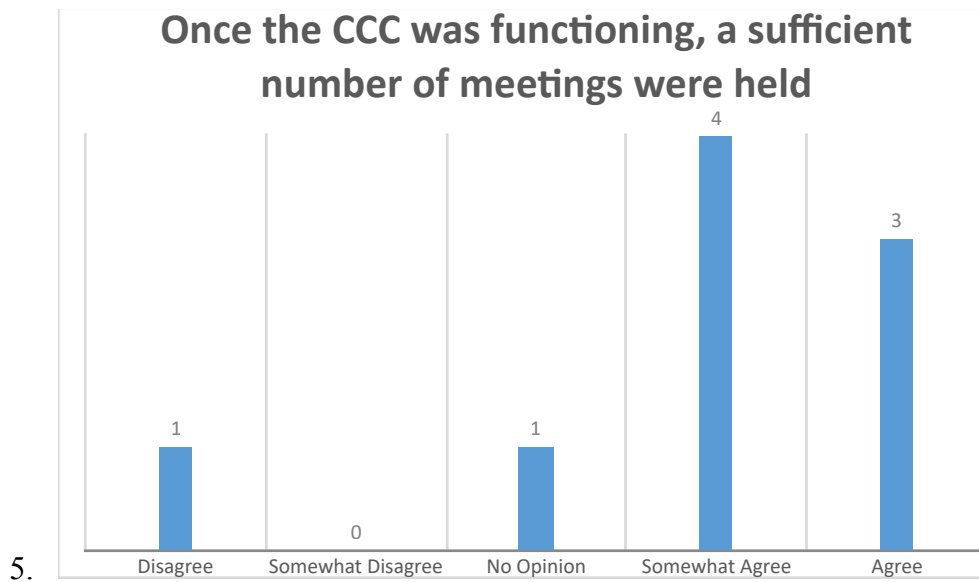
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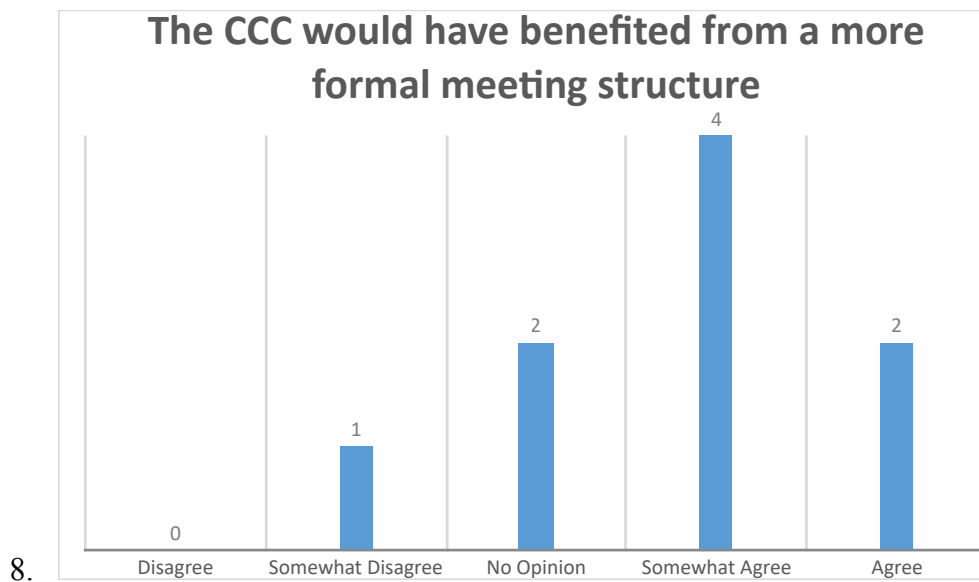
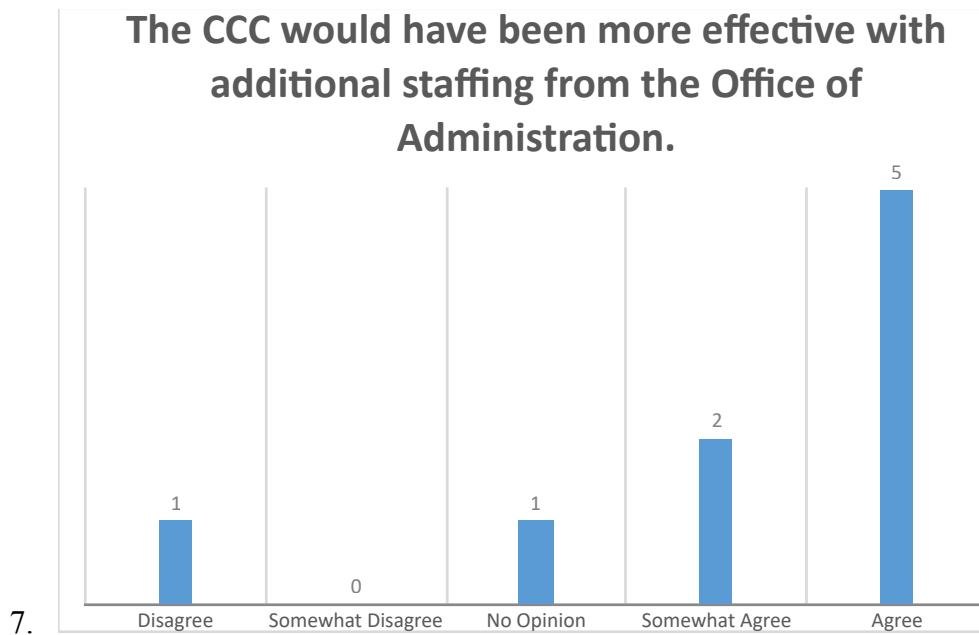
Office name, address, and phone number (bottom, centered)**Attach Governor Parson audio or video content**

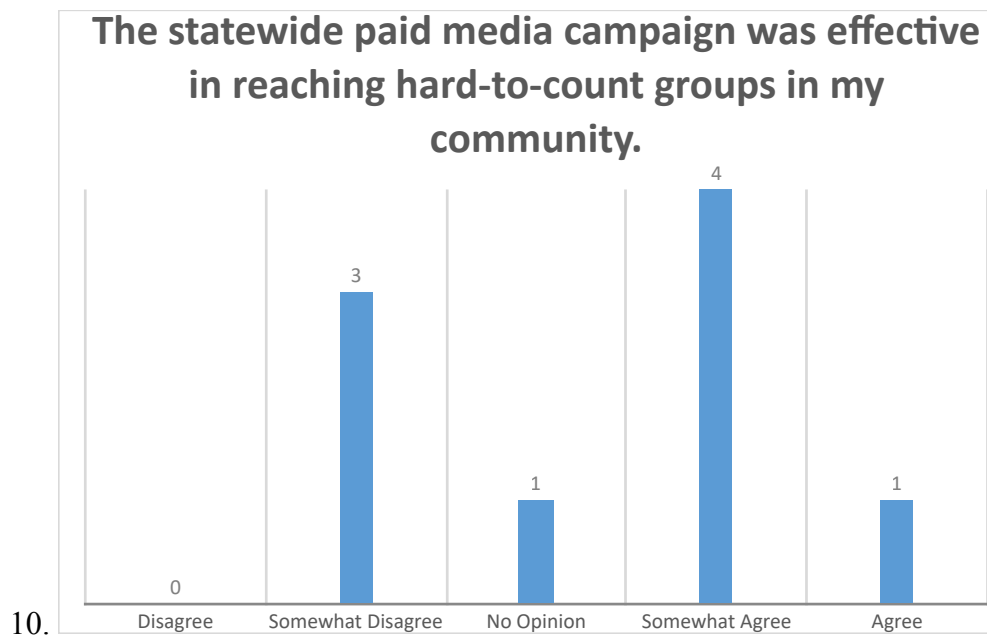
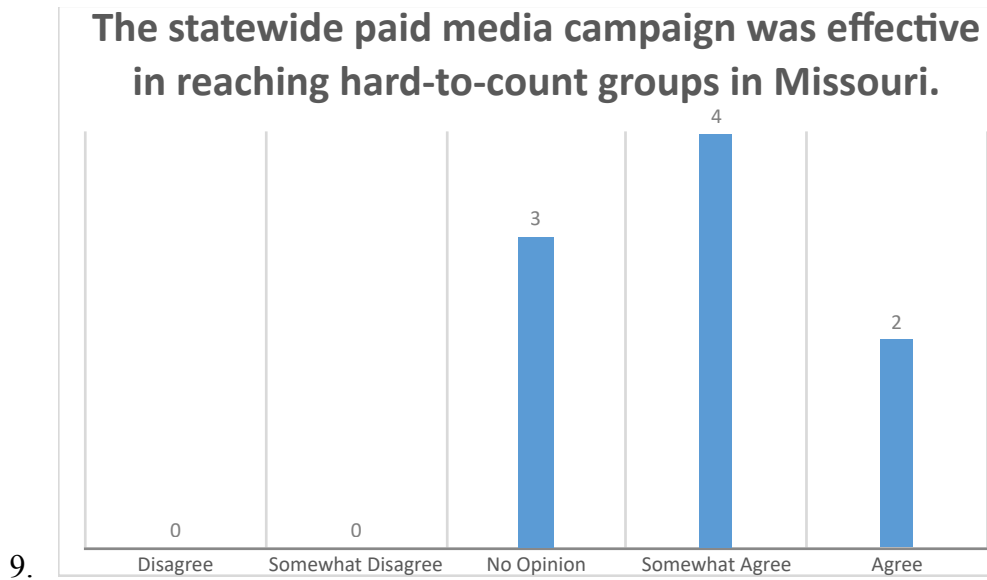
Complete Count Committee Wrap-Up Survey Results
9 Respondents out of 18 Recipients
Survey Open from October 12 – 28

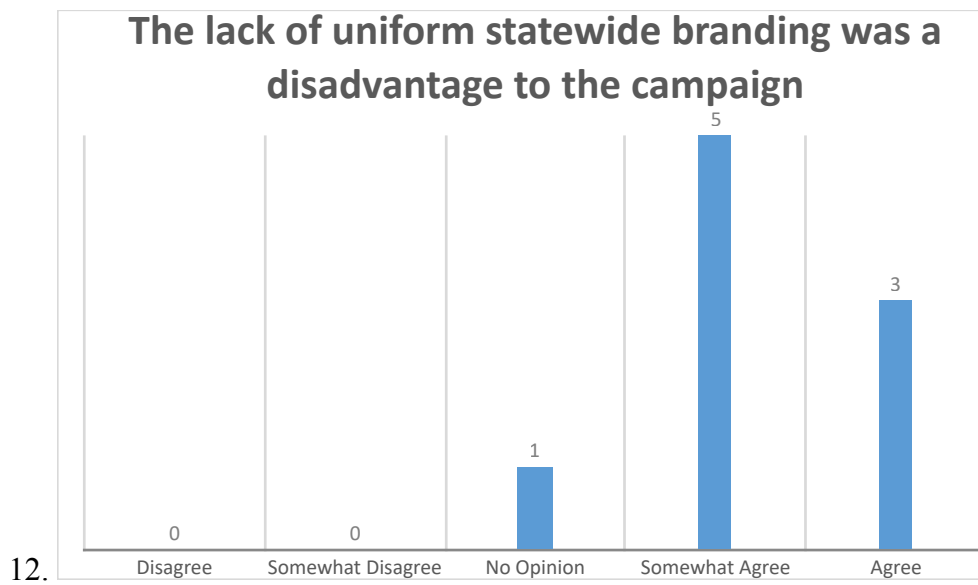
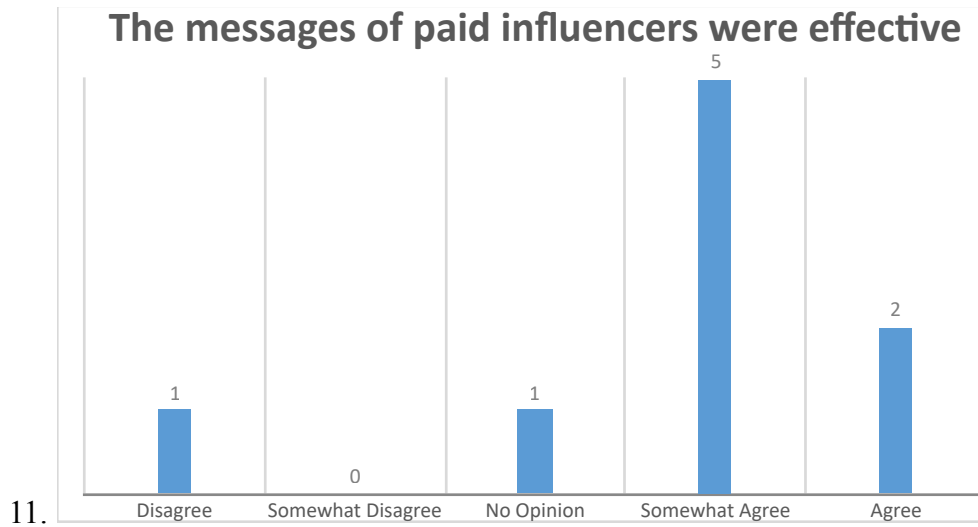


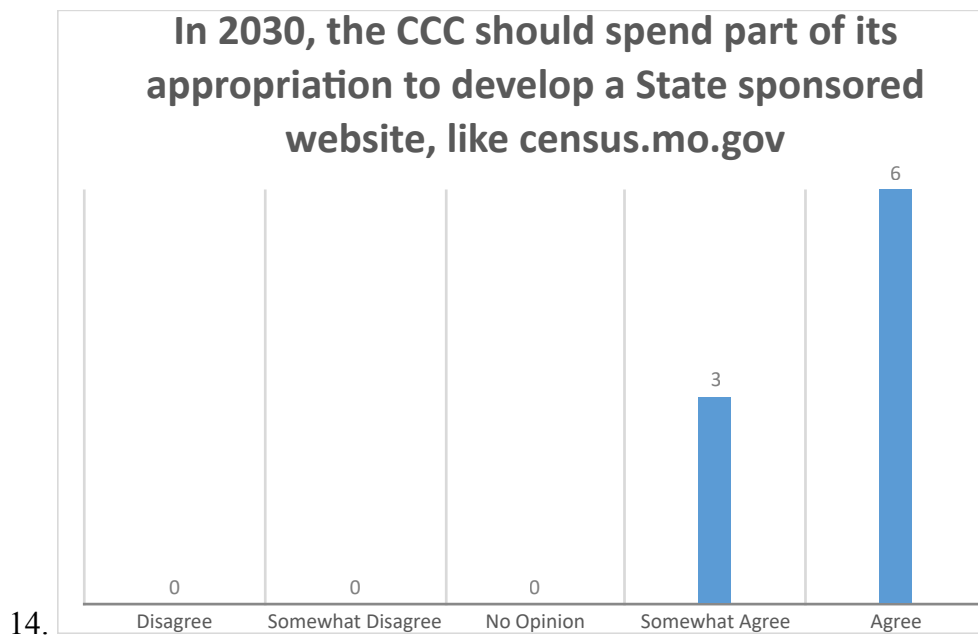
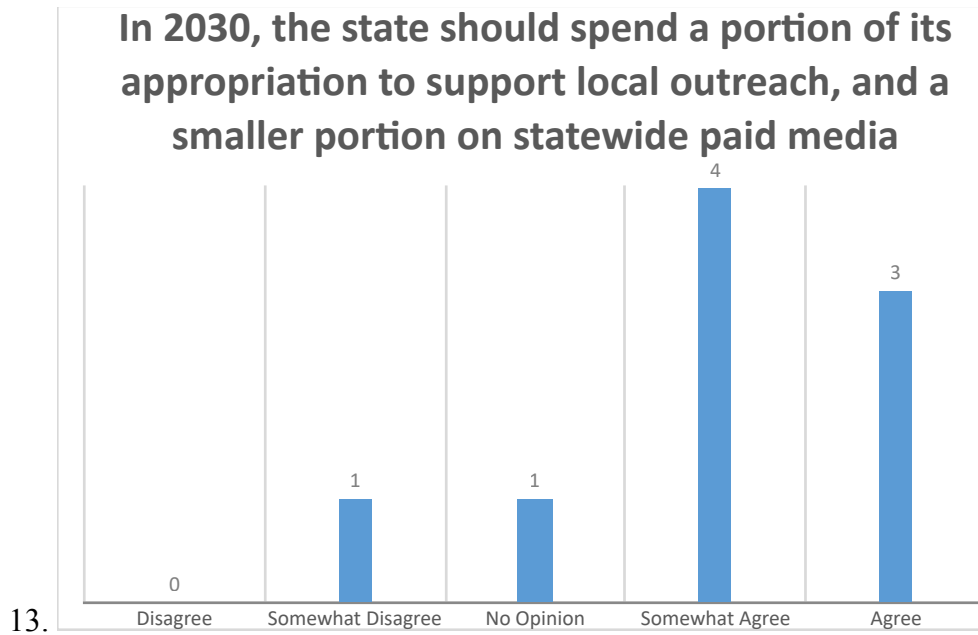


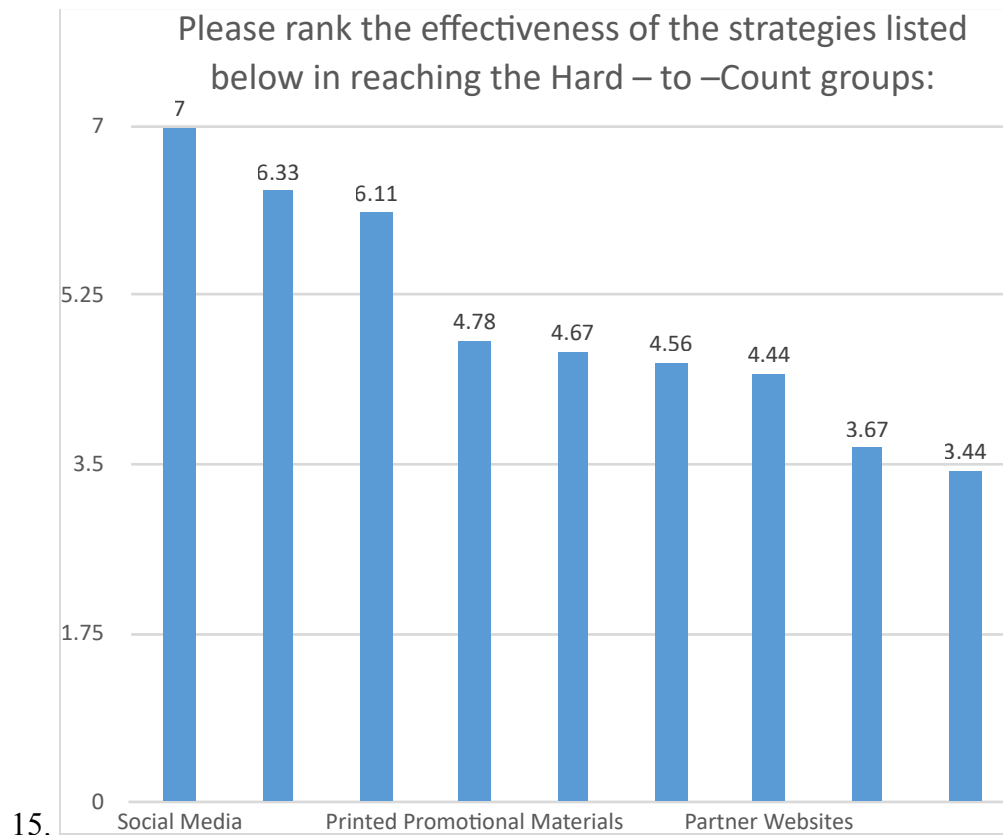












16. Given your experience on the Statewide CCC, what do you think should be the roles and the responsibilities of CCC members?

We had an incredible team assembled who all brought different talents to the table. It was very important to include various groups and associations as committee members. Having a previous framework from 2010 was helpful. We analyzed the report to see where we could fill some holes as we progressed. Members of the committee should all be advocates for a complete count. They should be responsible for carrying forward the message of the committee and the census.

The CCC members should be responsible for helping to drive advertising/marketing, communications, community outreach, and feedback to the administration and census bureau on the effectiveness and strategy of census activities. Sometimes it felt like decisions were predetermined without needing much input from the CCC. But, I also think that CCC members should be held accountable for doing their side of the work. It shouldn't just be a political

nomination where you don't need to show up or do the work. If there is a way to be direct about committee attendance and commitment it may help.

That is absolutely dependent upon who the members are, their skills, and network of connections. Time is required to figure out members' strengths and build a strategy that will utilize each member's resources. This CCC was not afforded the time required to build that strategy.

Nothing to change.

Informing and educating within their network.

Evaluating the skills and abilities of each CCC member is essential. Perhaps this could be accomplished by having CCC members participate in a survey/assessment to self-identify areas where they can provide value.

Coordinate local outreach efforts, disseminate information, share resources, represent the Statewide CCC in media interviews and events, report updates to the Statewide CCC.

17. What suggestions do you have to improve the membership, structure or function of the statewide CCC going into the 2030 Census? (*This question is aimed at improving governance, administration, and staffing of the committee. Committee outreach activities will be addressed in later questions*)

We need more representation from historically under counted communities. there needs to be a better mix between state officials, grass tops leaders, and community agencies. i don't feel like we had a strong enough community voice at the table consistently. I also think we needed far more direction and certainty from the Census Bureau. We had issues at almost every meeting with needing far more information than what was provided. It often felt like the Census lead was unprepared or spread too thin to productively add to these meetings. I also don't think there were enough local CCC leads on the statewide CCC.

More sharing across the state and local CCC's would have been particularly helpful, especially when tracking partner outreach. Lastly, we needed more community engagement from specific geographic areas. We had decent representation from STL, KC, Southwest, and Central but needed additional members from Northeast, Southeast and Southcentral

We did have several folks who have connections to hard-to-count groups. Next round, I recommend doing targeted asks or scoping well in advance to ensure that the major hard to count groups in the state are represented. This will prevent the responsibility being on the shoulders of 2-3 key people and offer more diverse perspectives in decision making.

To start much earlier in the process and have productive, frequent meetings throughout the Census campaign time frame. To make the funding amounts known and have a better plan for spending funds.

The major suggestion I have is to start earlier with the committee...maybe in 2028 so that the orientation of the committee and their work can be more ready to go in 2030.

The Committee must be formed EARLY in the year ending in 8 and begin meeting that same year. Grass-roots outreach takes time.

Needs more staffing to ensure better coordination and representation. Make better use of committees as this is an easy way to engage membership.

First, make sure to keep a pandemic out of the picture! It caused tremendous challenges to the Census process. Make sure each geographical area is represented. Also, make sure you have a strong non-profit representation. You should maintain a good gender and ethnic diverse group of individuals. Start as early as possible on the process.

Clear objectives outlined to each member with responsibilities attached to each would be helpful, to ensure all members are achieving success within their network.

18. What worked well for members of the CCC in reaching Hard-to-count groups? What do you consider to be the Committee's successes?

Different hard to count groups pick up on messaging via different mediums. What is effective reaching one group, may not have any influence on another group. No one strategy can be effective for all groups. The CCC did a good job at interfacing with local groups and local efforts. More time was needed however to generate a cohesive strategy and statewide network.

Tailoring marketing materials to specific language groups other than English was great. That idea came out of this group and I know we implemented that regionally. Organizing key faith-based groups and mobilizing community leaders was also key to identifying and communicating with the hard-to-count groups.

Social media campaign and non-profit partnerships worked best. They needed to hear from their trusted relationship folks.

I think radio was an important component of hard to count messaging BUT i think the state being the messenger was the wrong decision. It would have been more beneficial for the state to support local voices in each of the markets to do this type of marketing. I do think the somewhat consistent messaging was important but never understood why the actual materials had to be different than the rest of MFH's Missouri's Counts campaign. if anything, the state could have set aside money to find ways to set up localized packages of the Missouri Counts materials to reach hard to count communities at a more local (and trusted) level. I do think it was helpful to have a diverse group of grass tops leaders at the table who could make connections on behalf of the state.

Coordinated regional efforts in both events and marketing campaigns

19. Excluding COVID-19 and other current events, what were the CCC's greatest challenges?

The Census materials and promotional items came very late or not at all. It was also hard to get copies of other promotional materials on time. We should have those in hand at least 4-6 months before April so we can start earlier.
--

Lack of time was a significant challenge. Had we started meeting a year earlier, and had a more robust subcommittee structure, COVID would not have been as big an obstacle as it turned out to be. I believe some of the subcommittees never had meetings outside of the full Committee meetings.
--

I think relying so heavily on a statewide approach didn't make sense in this situation. Putting more of an emphasis on local or regional nuances may have been more beneficial in counting hard to count populations. I also think the CCC had trouble getting commitment and engagement from most members of the CCC. For example, some nonprofits who were appointed and would
--

have been extremely effective in marketing around the census did not show up or commit to the efforts like others.
--

Confusion on where people were counted (i.e, college students). Mixed messages from Census folks that he to be clarified.

Communication and branding. Regional CCCs would have benefitted greatly from state marketing collateral they could tailor, website templates, etc. vs having to apply for grants and expend resources to create their own. The state should have more influence (not absolute, just more input) over regional CCCs.

20. What actions did the CCC and its partners take that were not effective?

Things that draw ANY attention to the Census are effective. Things could definitely have been more effective with better planning, a cohesive strategy for the various actions, and more synergy.

Not sure how effective the statewide media campaign was since it really only targeted certain media markets.
--

I think paying for influencer messages were not effective. I also think that making generic advertising was less effective than creating localized or regional messages for radio, tv, newspaper etc. It would have been extremely beneficial for the marketing

consultant to work with the CCC members to identify better spokespeople.
--

Didn't feel the social influencers were as exposed as could have been. Lack of sporting events and public gatherings really caused problems. Should have started messaging earlier.

Collecting data and feedback from regional established CCCs. I'm not sure if/how that info was collected...not communicated well to the state CCC.
--

21. What activities did you find innovative, either from the Statewide CCC or from Local Complete Count Committees?

Utilizing Missouri celebrities (Ozzie, Mahomes) to state the importance of the census was crucial.
The Missouri Foundation for Health was very active and had a good handle on outreach strategies.
I thought an engagement tool was innovative but perhaps could be managed regionally by the local CCC's or even a third party coordinator that could help stay on track of community engagement. I think the CCC's with the most engagement were in KC, Springfield (SWMCOG) and Christian Counties. They seemed to be consistent about meetings, engagement, information, etc.
Christian County did an excellent job with their outreach along with Kansa City and St. Louis. Find areas that were very successful and duplicate those in the future.

22. How did the COVID-19 Pandemic challenge the CCC's outreach and your outreach? What lessons from this challenge can we pass along to the 2030 CCC?

The biggest challenge was the inability to rely on in person events and activities. MFH and Health Forward Foundation, as well as some STL regional foundations, supported several grantees to do community engagement and outreach. Most of those grantees relied heavily on planned in-person engagement to increase the count, especially for historically undercounted communities. These groups were truly the trusted voices on the issue and having them unable to complete activities was difficult. I think it would be helpful to better connect these grantees to localized or regional messaging and support to help them do additional earned media outreach if such a situation ever happened again (though I don't think it will).
Start early and be prepared for the unexpected. Your plan has to be multi-faceted.
Its biggest effect was on the college student count. It will be interesting to see how well those counts come out.
I know it highly impacted recruitment. And recruits who were hired did not feel it was safe or wise to be going home to home, although it was necessary. However, I feel like we did everything we could given the circumstances.
COVID made the need for virtual informational exchange crucial. 2030 should be prepared for both in-person AND virtual dissemination of information to local partners and communities.
Because all in-person events were cancelled due to COVID-19, we lost a lot of opportunities to reach the hard to count populations. We did continue the marketing campaign but not sure how effective that was without the in-person events.

23. As in 2010, the 2020 CCC and its partners grew frustrated with the lack of communication from the US Census Bureau. What suggestions or ideas do you have for the 2030 CCC for overcoming this frustration?

I'm not sure if the US Census Bureau provided enough staff and resources to address the issues presented in the 2020 Census. Our regional contact could not answer questions we had about the process and we had to wait a long time to receive clarity on issues. There should also be more communication from the top directed to CCCs specifically so we know what's going on, even if there are delays.
I think clear objectives and questions should be gathered from the CCC prior to the meeting and relayed to the Census Bureau contact, statewide demographer, and CCC lead. The three of them should work to see if they can have answers questions and presented at the meeting. There was so much uncertainty around operational issues that it was extremely difficult to plan ahead.
Have full-time, paid staff in place, early, to begin building rapport with the Census Bureau field staff before those field staff are overwhelmed with other activities related to Census preparation.
Good luck! There needs to be a dedicated person at the Us Census whose sole purpose is to work with state CCC.
Expectations of the US Census Bureau should be laid out in the early stages of planning for April 1, 2030.
That was definitely very frustrating. If they are going to assign staff to work with the CCC, there should be clear expectations about communication, goals and objectives, and timelines. Many times things were done at the last minute and that makes planning and implementation difficult.

24. Over time, the CCC's understanding of its role in the 2020 Census evolved. Based on your experience, what should be the primary role of the CCC in 2030?

The state CCC should serve as the leader for local CCCs. They should as both disseminating information and As an information exchange for outreach partners.
The CCC should host local events and partner with community stakeholders to succeed with hard-to-count populations.
The CCC should architect a statewide outreach campaign but also support local efforts; serve as an information exchange for outreach partners; host events AND support partner events. If it does host events, they need to be planned in advance and communicated to all CCC membership. It should serve as a hub for local CCCs and share updates about what's happening with local CCCs more regularly.

Should the CCC architect a statewide outreach campaign or focus more on keeping outreach partners informed? YES More specifically, should the CCC focus on disseminating information directly to Hard-to-Count communities or serve as an information exchange for outreach partners? Both. But a more sustained focus on providing key resources to regional CCCs that they can edit. Also collecting feedback from regional CCCs and monitoring progress. Should the CCC host events or should it only support partner events? HOST ITS OWN EVENTS Does it serve as a hub for local CCCs? YES, ABSOLUTELY!

It should do all of those things.

I think the state CCC should focus more heavily on coordination and less on statewide marketing. There should be some level of marketing at the state level and commitment from the administration, but the state CCC should find ways to engage more with regional and local efforts, especially the CCC's. Outreach and strategy for the census works better at a local level because people, especially historically undercounted populations, are more likely to trust their local partners than state partners. The state should consider doing local grants to CCCs or other leads and serving as a coordinating body for navigating the macro efforts and level of collaboration needed.

25. How many months prior to April 1, 2030 should the Missouri 2030 Complete Count Committee begin planning for the 2030 Census?

They should start no later than April 1, 2029. The state should anticipate a full year

It should be funded, formed and hold its first meeting 24 months prior to Census. Governor's Executive Order should include April 1, 2028 as the first meeting date. The Order should be released with the Governor's proposed budget for that year.

At least one year

At least 2 years

6-8 months.

18 months-24 months

26. If a State employee is tasked with commencing 2030 CCC activities, what are the top five to ten organizations or offices they should contact?

The State Library, Higher Ed, DESE, Economic Development, Public Safety, Health, Human/Social Services, Dept. of Ag, any other agencies whose customers reside in city centers or in rural Missouri.

Missouri Foundation for Health, Health Forward Foundation, United Way, Association of Counties to see how the counties are involved, Association of Councils of Government, and the Missouri Chamber or local chambers, and strong community organizations that represent undercounted populations.

I would split key stakeholders into groups and work to address them through associations. 1) Municipalities / Mayors 1a) Can help identify community/ethnic representation that should be included 2) Chambers of Commerce/Economic Dev organizations (MO Chamber, MEDC) 3) Statewide Faith-based collaboratives

Area Council of Governments Missouri Municipal League Dept of Higher Education/DESE Alex Rankin's group United Way

27. Additional Comments

The state should acknowledge and document the level of private support for the 2020 Census in Missouri. Several funders (Missouri Foundation for Health, Health Forward Foundation, St. Louis Community Foundation, etc.) contributed

significantly to the effort, without which the state would not have been as successful. Missouri Foundation for Health invested at least \$1 million alone, which is double the investment of the state. We drove the messaging work (research, preparation, community engagement, social media, and earned media) to assist the state's efforts. The preliminary analysis on these activities is as follows and will be updated after October 2020:

- Digital media impressions (Spring campaign)
 - o Actuals: 14,673,325 (Estimated: 9,750,000)
 - o The paid digital campaign (running August 15 – September 30) is estimated to gain an additional 6,125,000 impressions.
- For earned media, more than 50 news stories were secured in both urban and rural media markets in print and online newspapers, TV and radio.
- From 11/1/19 to 4/30/20, Social Press Kit had over 2,841 visits from 2,090 unique users
 - o Users posted MFH graphics over 500 times on Facebook and 34 times on Twitter
- Printed materials and collateral distributed statewide included:
 - o Northeast: 102 posters + 1,845 palm cards
 - o Southwest: 174 posters + 940 palm cards
 - o Central: 88 posters + 1,845 palm cards
 - o Southeast: 162 posters + 3,280 palm cards
 - o St. Louis region: 170 posters + 1,800 palm cards

We also contributed directly to fund around 43 community organizations (30 as part of St. Louis Regional Pooled Fund; 13 as part of direct grants outside the St. Louis region) who could do census outreach and work with the Census Bureau on

some of the operational counts. Many of our partners craved additional assistance at a local level, whether it be localized

communications tools, coordination with local CCC's, or coordination with local media markets. MFH assisted where we could but the state has a larger role to play in this area of work.

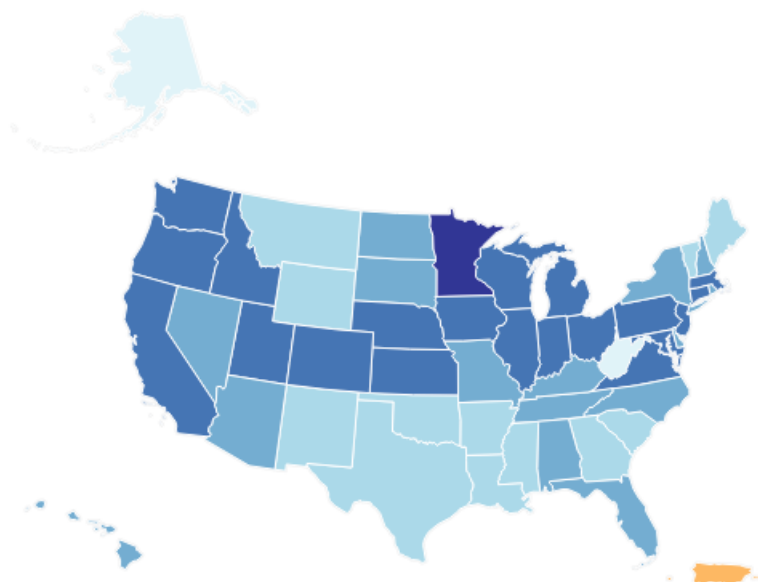
If the Office of Administration has no interest in staffing the Complete Count Committee again in 2030, the privilege should be granted to one of the agencies listed, above.

2020 Census Self-Response by State

This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

National
Self-Response
67.0%

Missouri
Self-Response
65.9%



Select Date
10/16/2020

Select Mode
Total

Select State
Missouri

Geographies

State

County

City

Congressional
District

Town and
Township

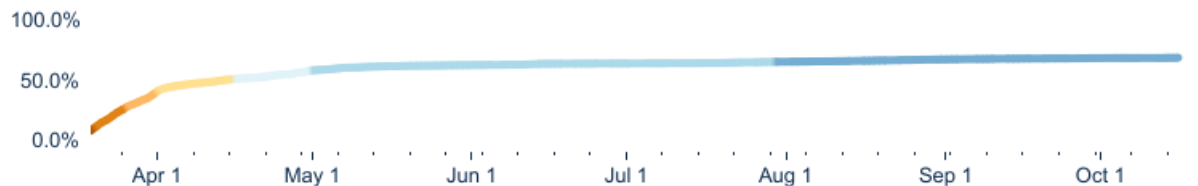
Tribal Area

© 2020 Mapbox © OpenStreetMap

Self-Response Rate (%)

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

Missouri Total Self-Response Rate



**Operational
Updates**

Email us at responseratemap@census.gov
Responses received as of 10/16/2020.
[Click here for technical details](#)

This map will be updated on October 28th.
State level response rates are posted at:
<https://2020census.gov/en/response-rates/nrfu.html>

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United States[®]
**Census
2020**

2020 Census Response Rates

Responses received through: 10/16/2020

National Response Rate	
Total Response:	99,000,000 (households self-responded)
Total Enumerated:	99.9%
Daily Total Change:	▲ 0.0%
Total Self-Responded:	67.0%

Total Enumerated		
1	Alabama	99.9%
1	Alaska	99.9%
1	Arizona	99.9%
1	Arkansas	99.9%
1	California	99.9%
1	Colorado	99.9%
1	Connecticut	99.9%
1	Delaware	99.9%
1	District of Columbia	99.9%
1	Florida	99.9%

Total Self-Responded		
19	Massachusetts	
19	Idaho	69.3%
21	Oregon	69.2%
22	Kentucky	68.2%
23	South Dakota	67.5%
24	New Hampshire	67.1%
25	Nevada	66.6%
26	Tennessee	66.0%
27	Missouri	65.9%
28	Rhode Island	65.5%
29	North Dakota	65.2%

Population Range *

1 to 1,000,000 and Null values

Select State

Missouri

City/Townships

City

Self-Responded by County		
1	St. Charles, Missouri	81.6%
2	Christian, Missouri	79.3%
3	Cass, Missouri	76.0%
4	St. Louis, Missouri	75.8%
5	Jefferson, Missouri	75.2%
6	Clay, Missouri	74.5%
7	Franklin, Missouri	72.7%
7	Cole, Missouri	72.7%
9	Andrew, Missouri	71.7%
10	Platte, Missouri	71.1%

Self-Responded by City		
1	Warson Woods, Missouri	91.0%
2	Dardenne Prairie, Missouri	90.8%
3	Grantwood Village, Missouri	90.6%
3	Glendale, Missouri	90.6%
3	Fremont Hills, Missouri	90.6%
6	Clarkson Valley, Missouri	90.5%
7	Des Peres, Missouri	89.5%
8	Weatherby Lake, Missouri	89.2%
9	Vandiver, Missouri	88.9%
10	Crestwood, Missouri	88.1%

Data includes responses collected on the Internet, by phone, by mail, and in person (total enumerated only) in the 2020 Census. Population Data: Annual Estimates of the Resident Population for Counties (2019) and Places (2018). Population Estimates, Population Division, U.S. Census Bureau * "1,000,000" includes areas with populations greater than 1,000,000. ...

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Census
2020

Self-Response by Census Tract

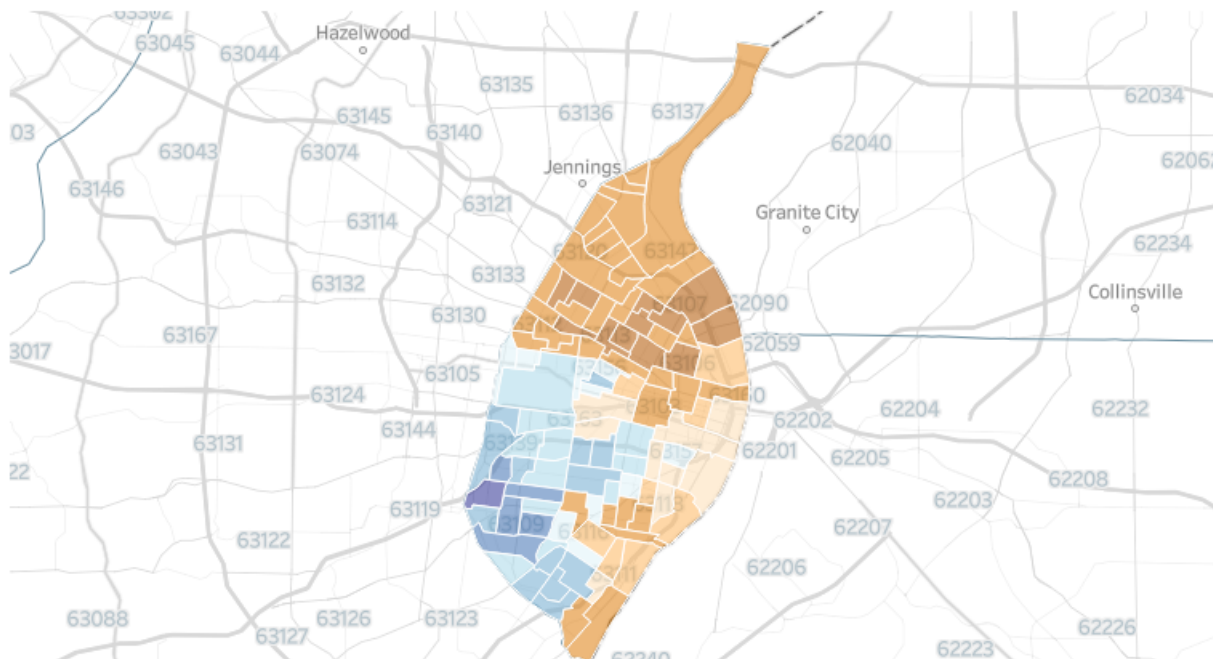
This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

St. Louis, Missouri
Internet Self-Response

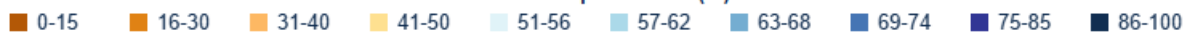
42.1%

Tract 1011
Internet Self-Response

66.0%



Self-Response Rate (%)



Tract 1011, St. Louis Self-Response Rate

Total 77.2%

Internet 66.0%

Email us at responseratemap@census.gov
Responses received as of 10/16/2020.
[Click here for technical details](#)



Select Mode
Internet

Select State
Missouri

Select City
St. Louis

Geographies

Return to State

County

City

Census
Tract

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District

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Self-Response by Census Tract

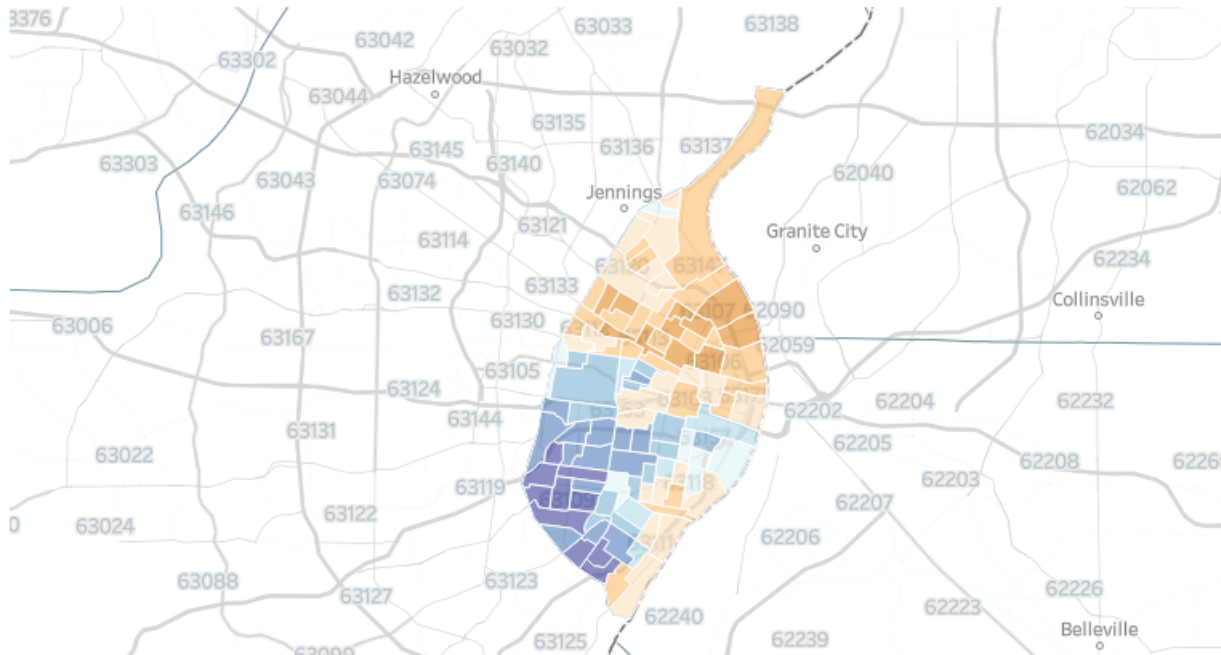
This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

St. Louis, Missouri
Self-Response

53.9%

Tract 1011
Self-Response

77.2%



Self-Response Rate (%)

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

Tract 1011, St. Louis Self-Response Rate

Total **77.2%**

Internet **66.0%**

Email us at responseratemap@census.gov
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Missouri

Select City

St. Louis

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Self-Response by Census Tract

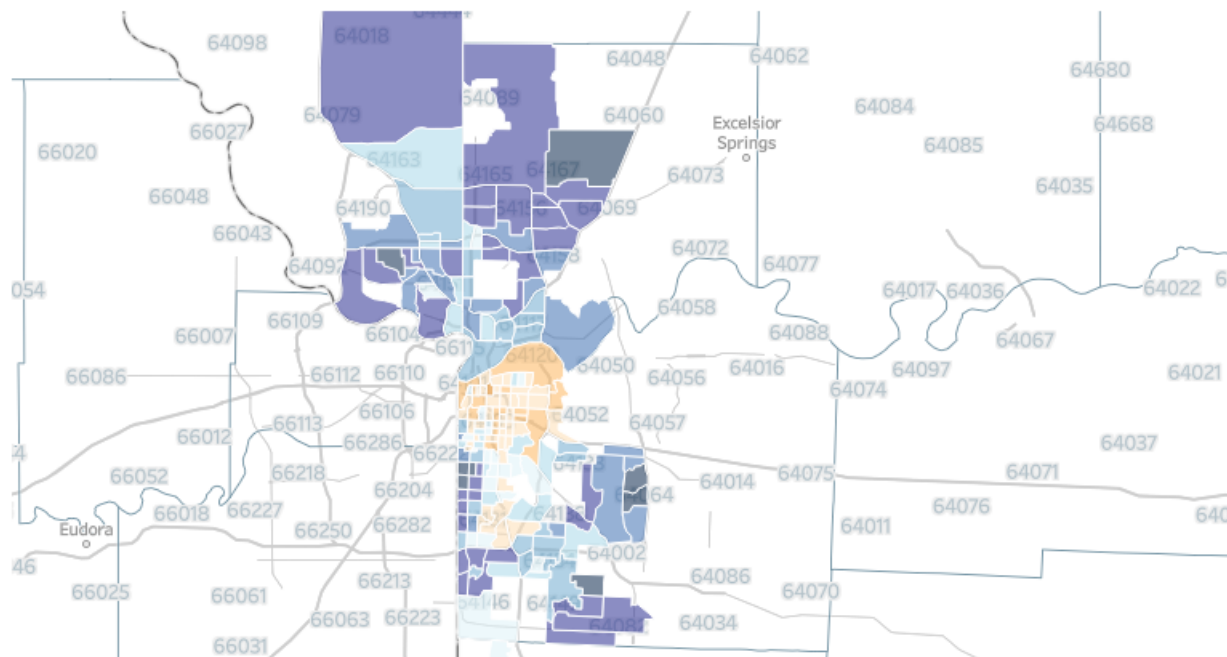
This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

Kansas City, Missouri
Self-Response

60.7%

Tract 601
Self-Response

55.0%



Self-Response Rate (%)

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

Tract 601, Kansas City Self-Response Rate

Total 55.0%

Internet 48.9%



Select Mode

Total

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Self-Response by Census Tract

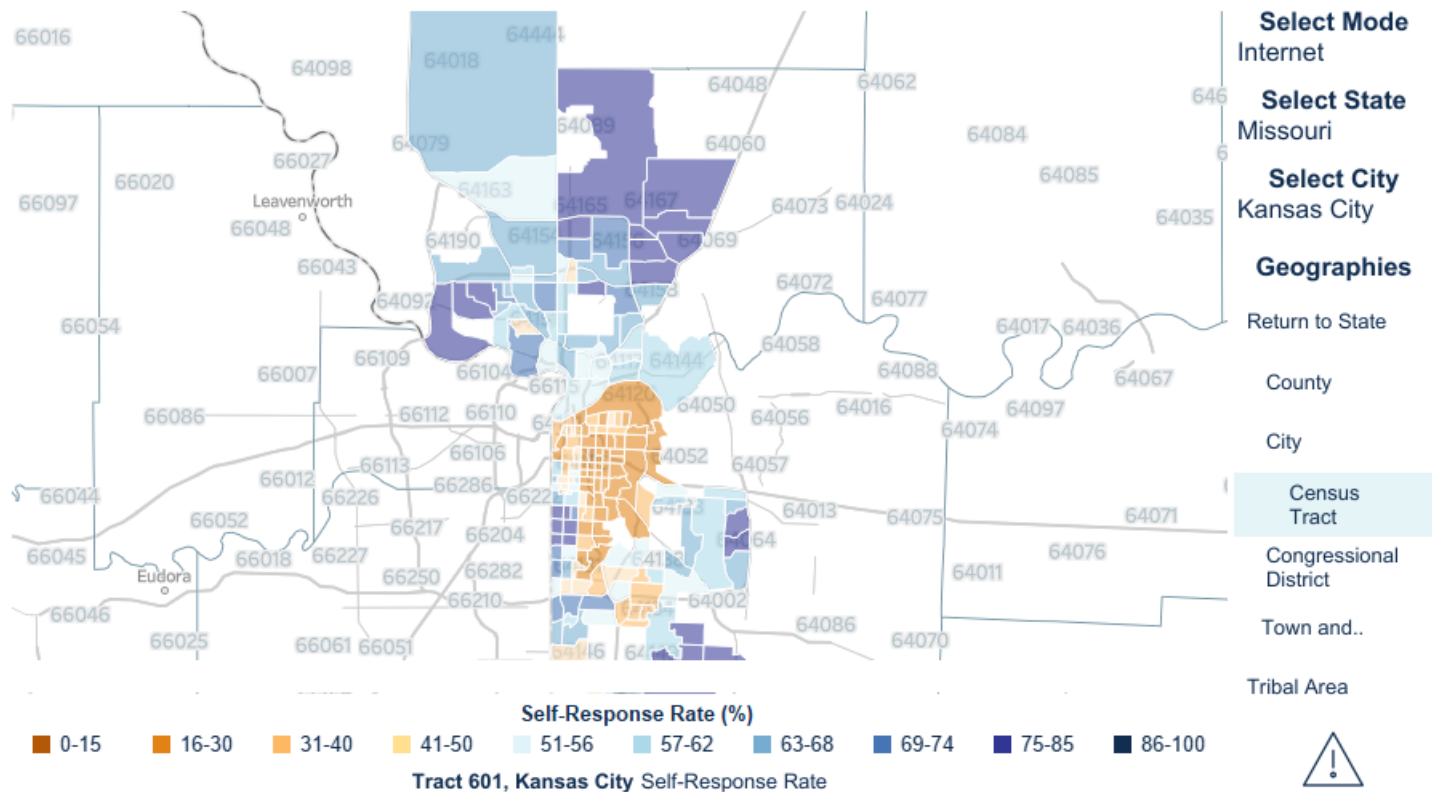
This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

Kansas City, Missouri
Internet Self-Response

49.9%

Tract 601
Internet Self-Response

48.9%



Total 55.0%

Internet 48.9%

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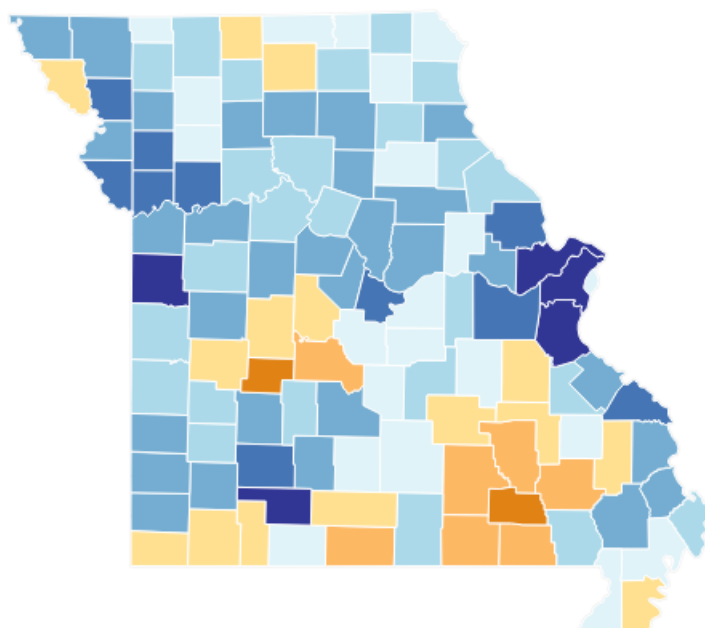
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Self-Response by County

This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

Missouri
Self-Response
65.9%

Adair
Self-Response
62.9%



© 2020 Mapbox © OpenStreetMap



Total **62.9%**

Internet **49.0%**

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Select Mode

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Select State

Missouri

Select County

All

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Self-Response by County

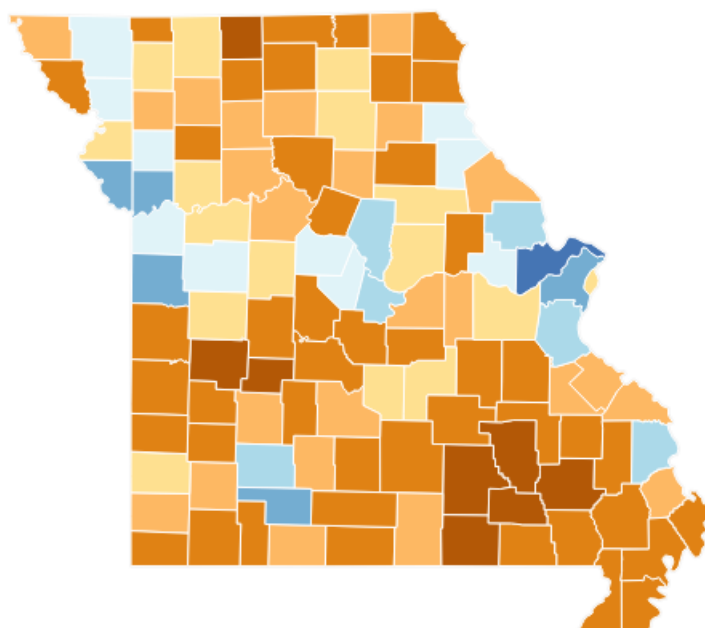
This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

Missouri
Internet Self-Response

50.4%

Adair
Internet Self-Response

49.0%



© 2020 Mapbox © OpenStreetMap

Self-Response Rate (%)

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

Adair, Missouri Self-Response Rate

Total



62.9%

Internet



49.0%

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Select Mode
Internet

Select State
Missouri

Select County
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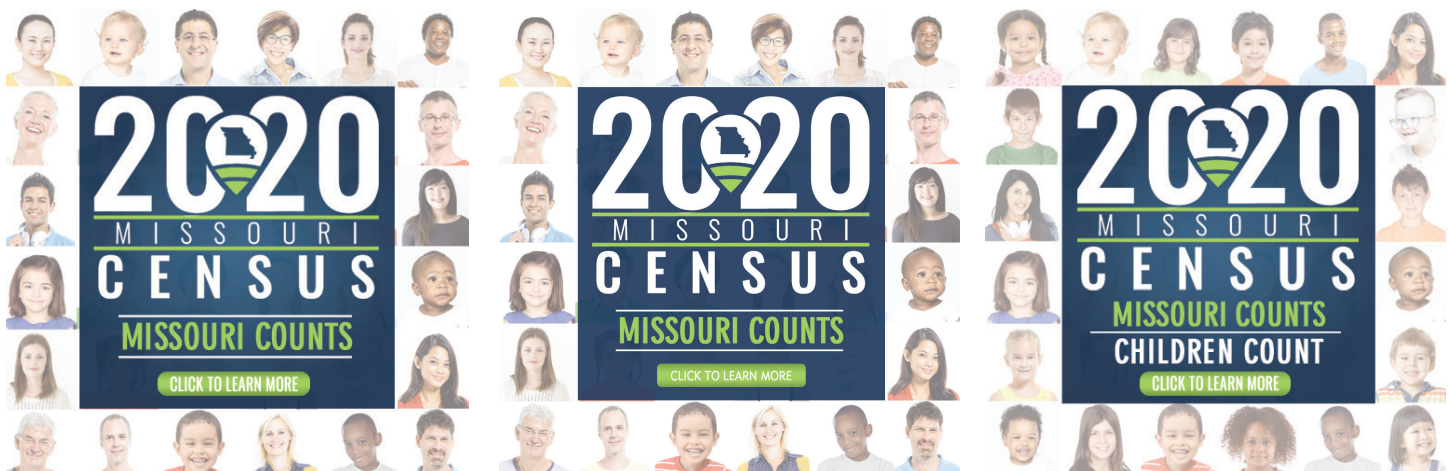
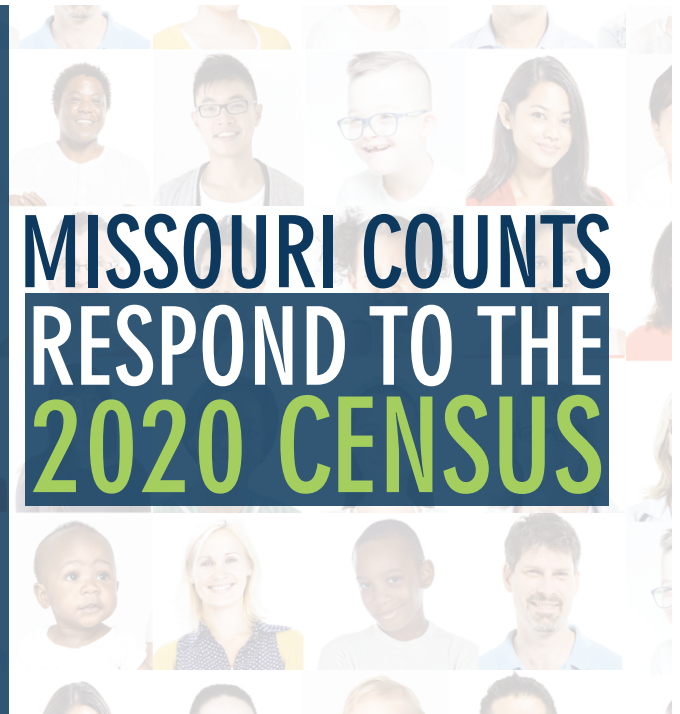
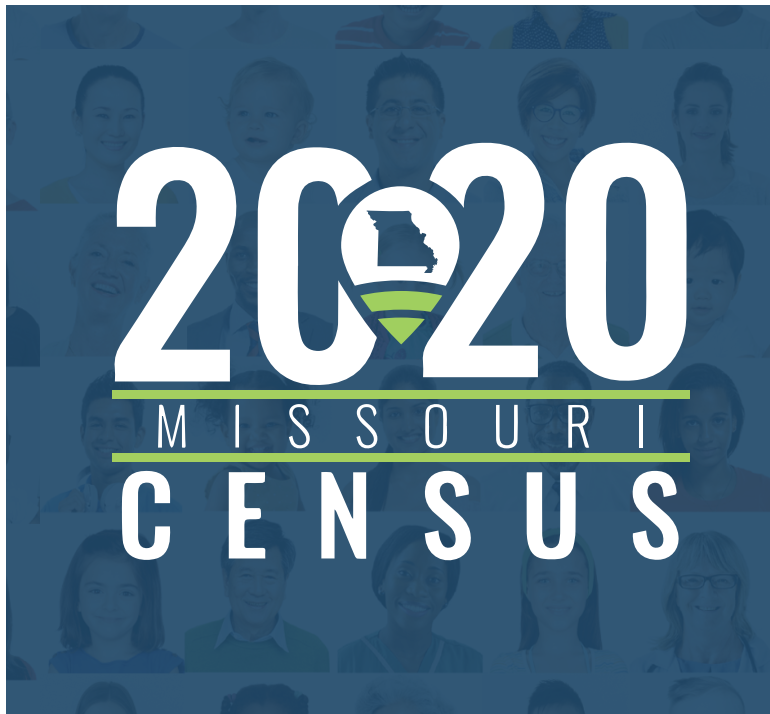
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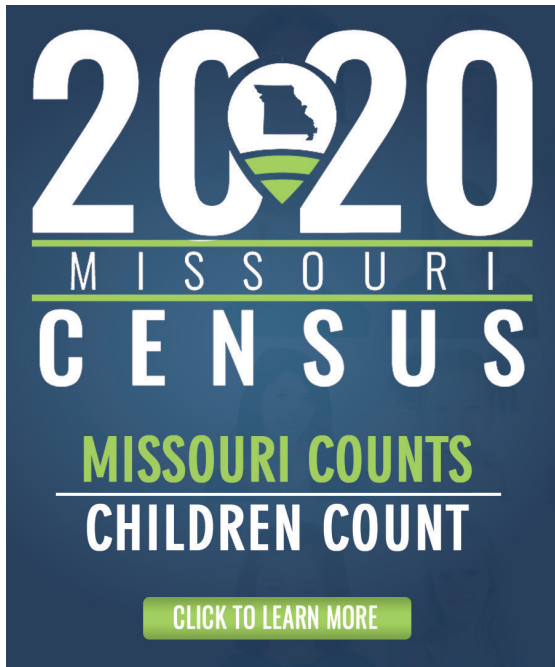
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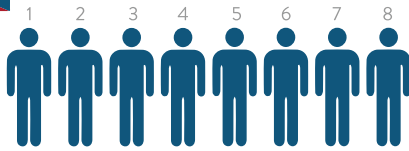






2020 CENSUS

everyone counts, literally.



The census counts every person living in the U.S. once, only once, and in the right place.

WHY IS IT IMPORTANT?

Not only is it your duty as a citizen, the census collects data that can be used in a variety of ways.

for example, the distribution of over
\$900 BILLION DOLLARS
supporting your state, county, and community's vital programs.

brought to you by
SMCOG Southeast Missouri
COUNCIL OF GOVERNMENTS

After each census, state officials redraw the boundaries of their congressional and state legislative districts, adapting to population.

MO HAS

8

(CURRENTLY)

The data is also used to reapportion the House of Representatives, it determines how many seats each state gets.



DON'T WORRY

The census will only collect basic information about the people who live in your household. Strict federal laws protect your responses.

WHEN CAN I COMPLETE THE CENSUS?

**MID-
MARCH**

You will receive a notice in the mail inviting you to complete the census online.

In May,

The Census Bureau will begin following up in person with households that hasn't responded to the census.

**1 APRIL
2020**
Census Day

Source: 2020census.gov

2020

MISSOURI

CENSUS

