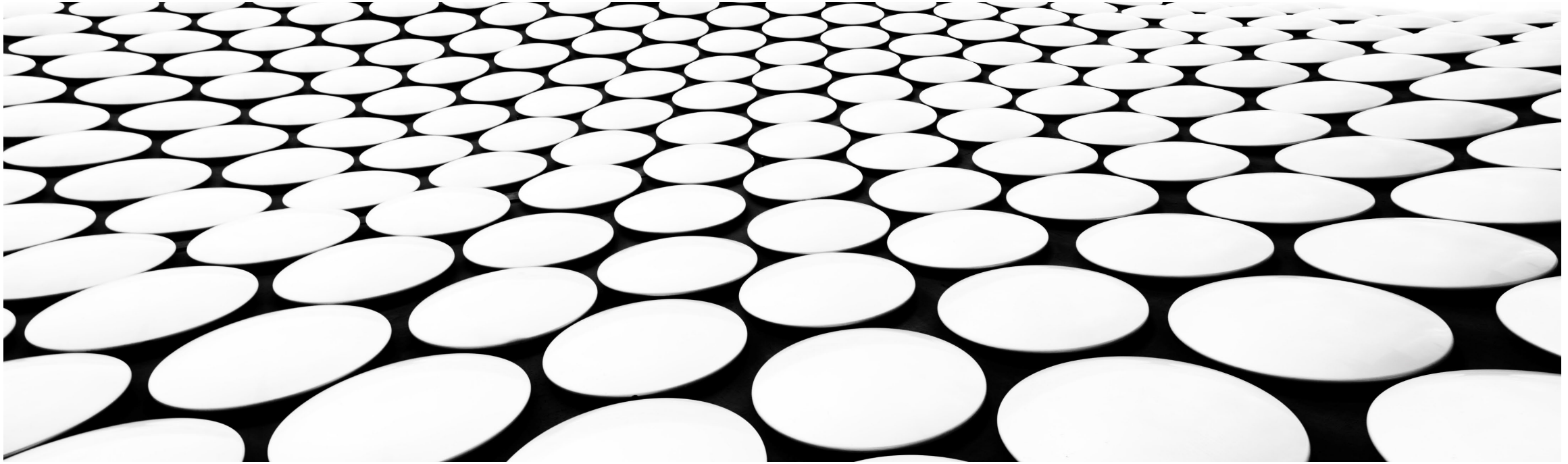

COMMUNITY OUTREACH, TRUSTED VOICES, AND BREAKING DOWN LANGUAGE AND CULTURAL BARRIERS

ACCESSING VULNERABLE COMMUNITIES AND PEOPLE WITH LIMITED ENGLISH PROFICIENCY

AGENDA

- The Work: 2002 Census and COVID-10 Vaccine Outreach
- Cultural Demographic and Linguistic Diversity
- Hard to Count & Historically Underserved Communities
- Meeting People where they are and Trusted Voices
- How we did and How it's going

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THE WORK

2020 CensusMaryland

The Goal

- Get every household in Montgomery County to complete the 2020 Census.

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HOW WOULD AN UNDERCOUNT IMPACT MARYLAND AND MONTGOMERY COUNTY?

EVERY MARYLANDER NOT COUNTED COSTS THE STATE APPROXIMATELY $18,250 OVER THE NEXT 10 YEARS

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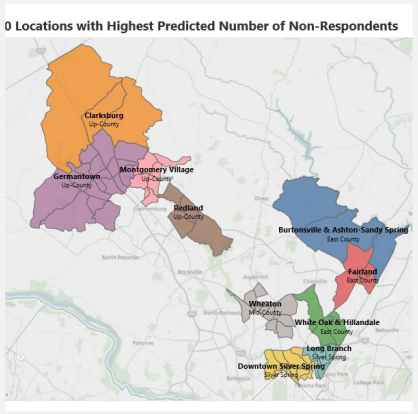
COVID-19 VACCINATIONS

The Goal

- To help ensure equitable access to vaccines and increase the awareness and confidence of vaccine acceptance in vulnerable, underserved, and hard-to-reach communities throughout the County.

MONTGOMERY COUNTY & BARRIERS TO FULL PARTICIPATION IN 2020 CENSUS



New Process

New online response format may lower the response rate for seniors or residents with limited internet access. 12,779 households or 3.4% of them have no form of computer. In addition, 26,453 households or 7.1% are without an internet subscription

Low Response Tracts

Based on the latest census estimates, approx. 5% of Montgomery County's current population (or 54,637 people) lives in hard-to-count neighborhoods.

Citizenship Question

33% of the County's residents are foreign born. Distrust of government in the immigrant community is at an all time high.

Vulnerable Populations

An undercount disproportionately impacts low-income households, African Americans, immigrants, seniors, children under 5.

Online Privacy

Concerns about keeping personal information safe, private and for Census use only.

BARRIERS TO VACCINATION IN MONTGOMERY COUNTY

Proximity and Transportation

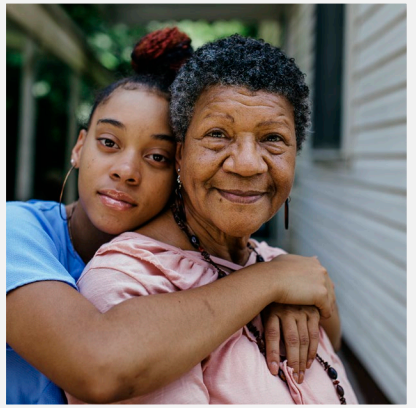
MD Mass Vaccination Sites and County clinics often proved inconvenient for many members of the community to access easily.

Vaccination Hesitancy

One-fourth(25%) of African Americans and just more than one-third (37%) of Hispanic/Latino individuals expressed interest in getting a COVID-19 vaccine, versus 56% of non-Hispanic Whites.

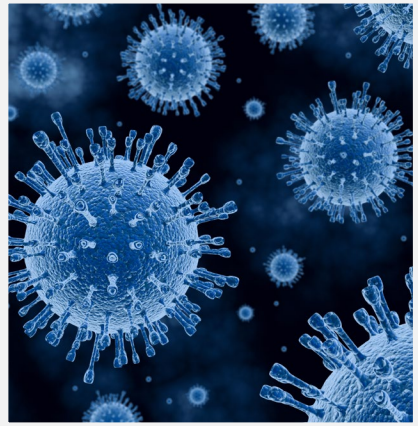
ID requirement/ Immigration Status

33% of the County's residents are foreign born. Distrust of government in the immigrant community remains high.



Vulnerable Populations

These communities are often those hardest hit by COVID and making them a priority is crucial to beating the virus. low-income African Americans, immigrants, seniors,.



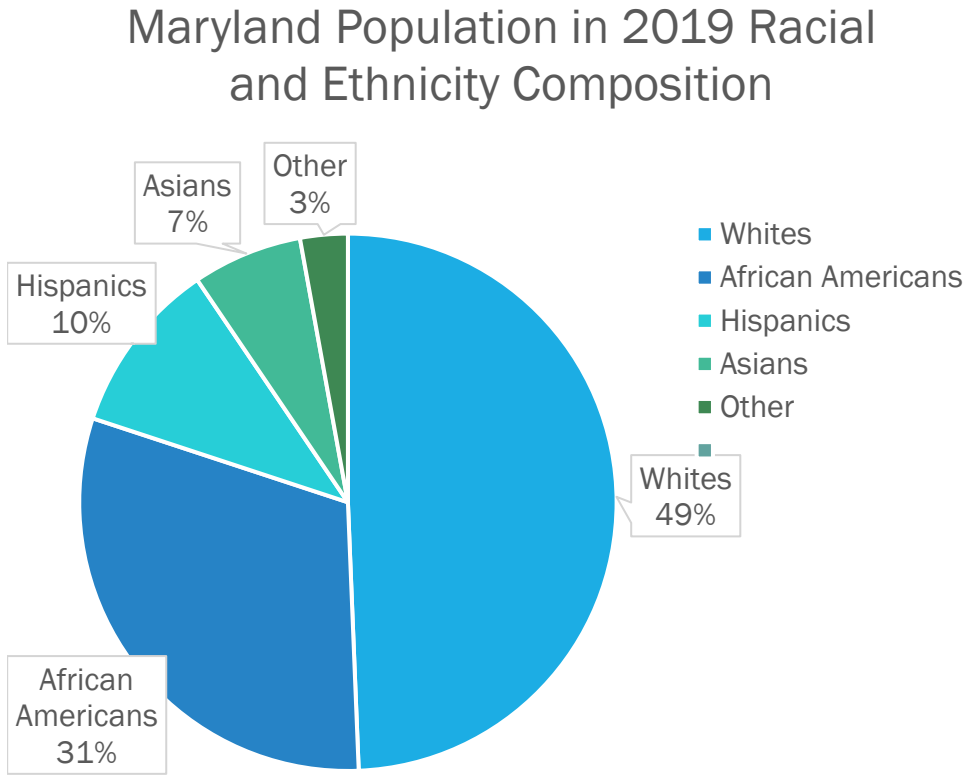
Lack of information/ Mis-information

- Conspiracy theories;
- Lack of awareness or education;.
- Institutionalized racism;
- Poor social determinants of health;
- "anti-vaxxer" messaging;
- vaccine politicization;

CULTURAL DEMOGRAPHICS AND LINGUISTIC DIVERSITY

MARYLAND TODAY SNAPSHOT

- 6 million people live in Maryland
- Minorities account for 50% of the State's population
- African Americans are the State's largest minority group
- Hispanics are the second largest minority group followed by Asians



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HISPANIC PRESENCE IS STRONGEST IN MONTGOMERY AND PRINCE GEORGE'S COUNTIES

- Over two-thirds of the State's Hispanics live in Montgomery and Prince George's counties
- Hispanics account for 20.5% of residents in Montgomery County and 19.1% of residents in Prince George's County
- Silver Spring, Wheaton-Glenmont, Germantown, and Gaithersburg are major locations for Hispanics in Montgomery County
- Langley Park, Chillum, Riverdale, and Hyattsville are major locations for Hispanics in Prince George's County

Leading Counties for Hispanics Percent of County Population

1. Montgomery 20.5%
2. Prince George's 19.1%
3. Frederick 10.5%
4. Anne Arundel 6.9%
5. Howard 7.1%
6. Caroline 6.0%
7. Talbot 5.8%
8. Wicomico 5.1%
9. Charles 5.0%
10. Baltimore 4.8%

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ASIAN COMMUNITY IN MARYLAND IS SIGNIFICANT BUT RELATIVELY SMALL

- Nearly 360,000 Asians live in Maryland
- Asians are the third largest minority group in the State
- Asians account for 6.0% of the State's population
- Montgomery County is the main destination for the State's Asian community

Leading Counties for Asian Share of State Total

1. Montgomery 41.7%
2. Howard 13.7%
3. Baltimore 12.9%
4. Prince George's 10.8%
5. Anne Arundel 5.7%
6. Baltimore City 4.4%
7. Frederick 2.9%
8. Harford 2.0%
9. Charles 1.4%
10. St. Mary's 0.8%

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ASIAN PRESENCE IS STRONGEST IN MONTGOMERY AND HOWARD COUNTIES

- Asians account for 15.3% of residents in Montgomery County and 16.1% of residents in Howard County
- In Montgomery County, the Asian community is dispersed throughout the county
- In Howard County, major locations for Asians include Ellicott City and Columbia
- Western Maryland counties of Allegany and Garrett and the Eastern Shore counties of Caroline and Somerset have the smallest Asian presence

Leading Counties for Asians Percent of County Population

1. Howard 16.1%
2. Montgomery 15.3%
3. Baltimore 5.6%
4. Prince George's 4.3%
5. Frederick 4.3%
6. Anne Arundel 3.6%
7. Charles 3.2%
8. Wicomico 2.9%
9. Harford 2.9%
10. St. Mary's 2.7%

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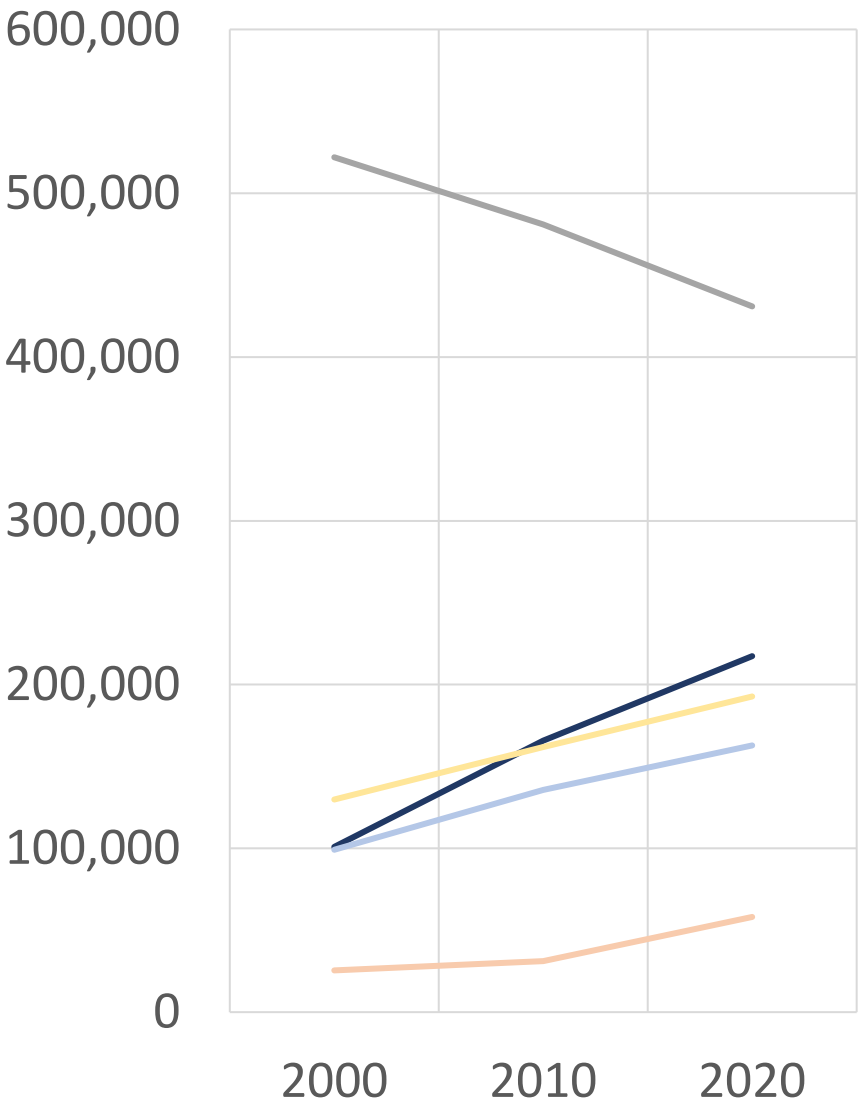
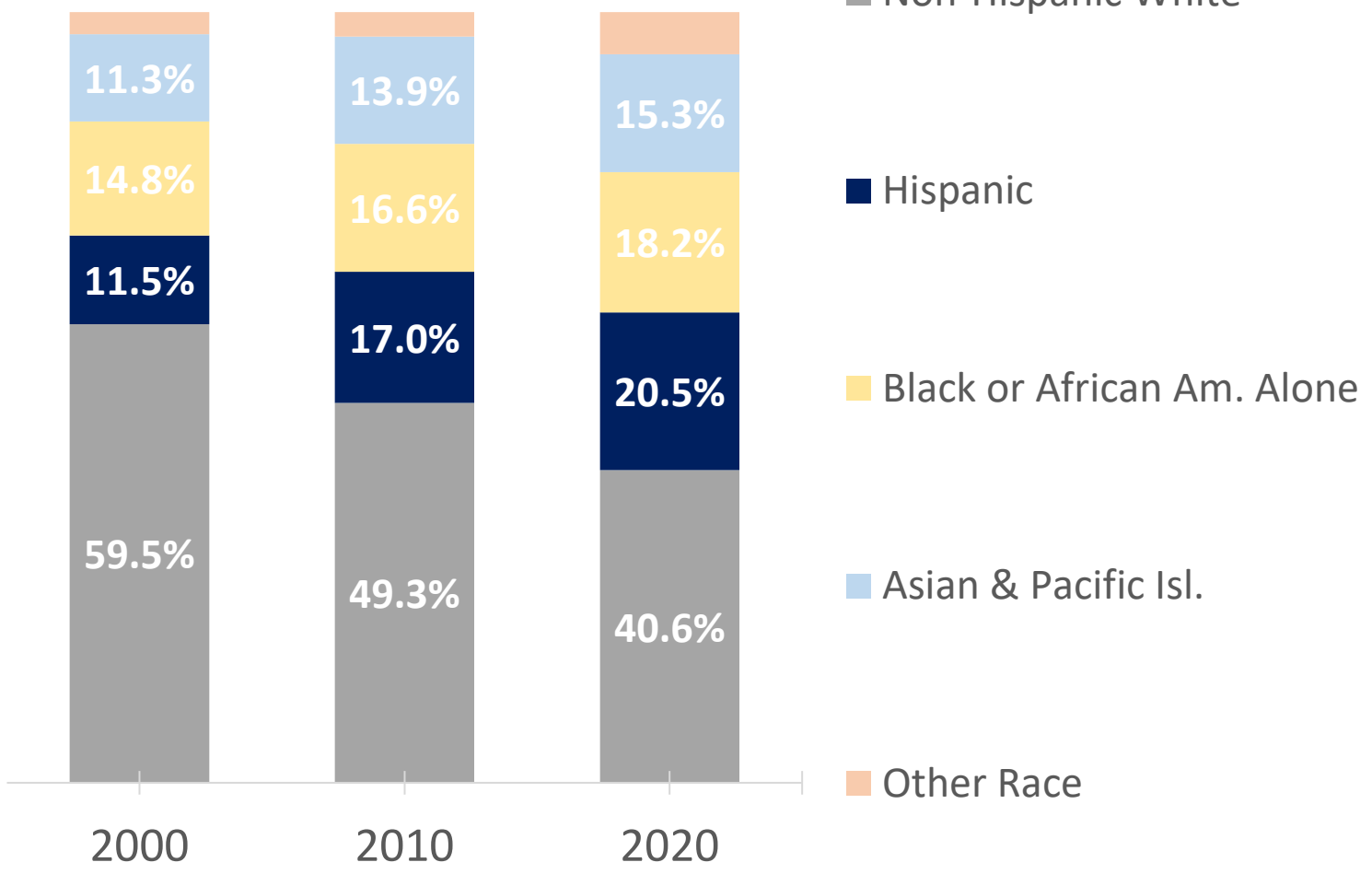
WHAT DO YOU KNOW ABOUT MONTGOMERY COUNTY?

CHANGING DEMOGRAPHICS

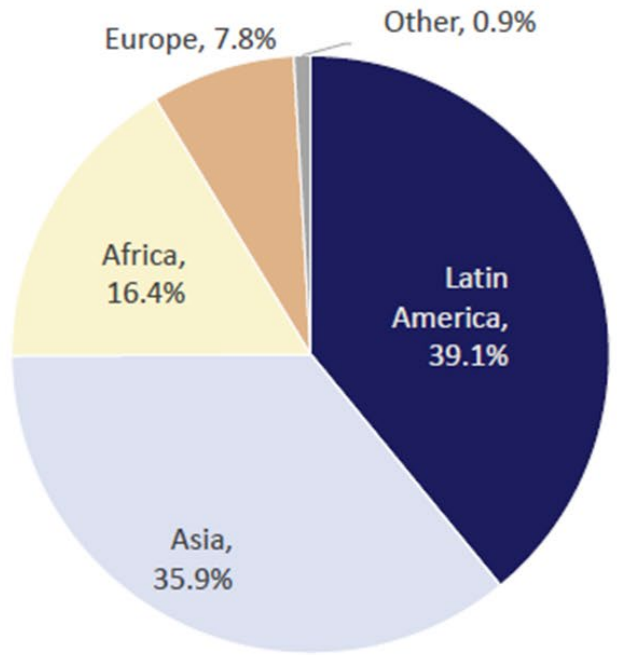




2000-2020 Census, US Census Bureau and Montgomery Planning Research & Strategic Projects Division

Top Regions and Countries of Origin

Country of Origin	
El Salvador	12.9%
India	7.9%
China, excluding Hong Kong and Taiwan	6.7%
Ethiopia	5.2%
Guatemala	4.7%
Peru	3.9%
Philippines	3.0%
Vietnam	2.9%
Korea	2.9%
Honduras	2.4%



Source: 2019 American Community Survey, 1-year estimate, U.S. Census Bureau

TOP NEIGHBORHOODS WITH FOREIGN BORN POPULATIONS

FASTEST GROWING

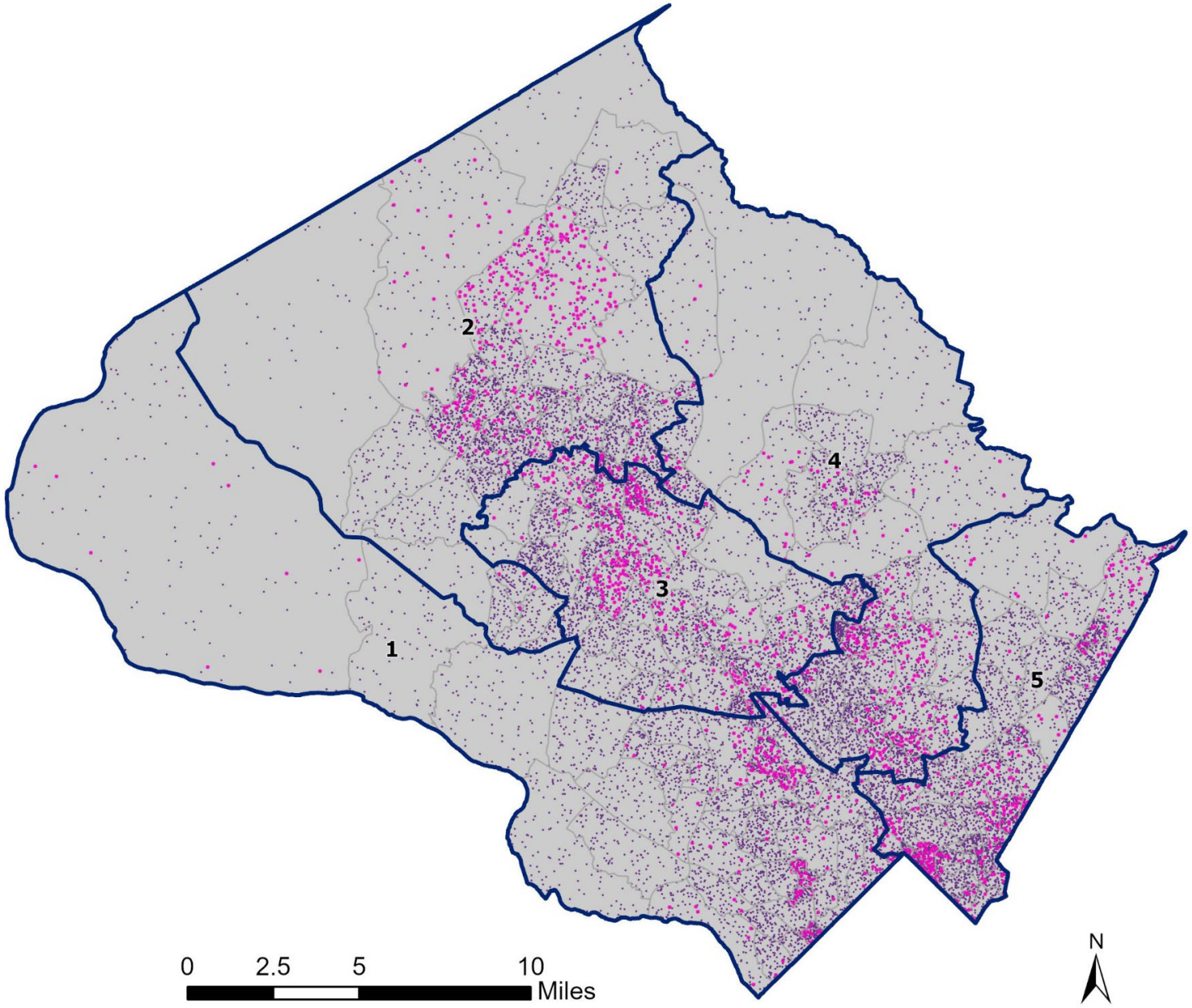
- Germantown
- Burtonsville
- Gaithersburg
- North Potomac
- Montgomery Village
- Redland
- Fairland
- Silver Spring
- Aspen Hill
- White Oak

HIGHEST CONCENTRATION

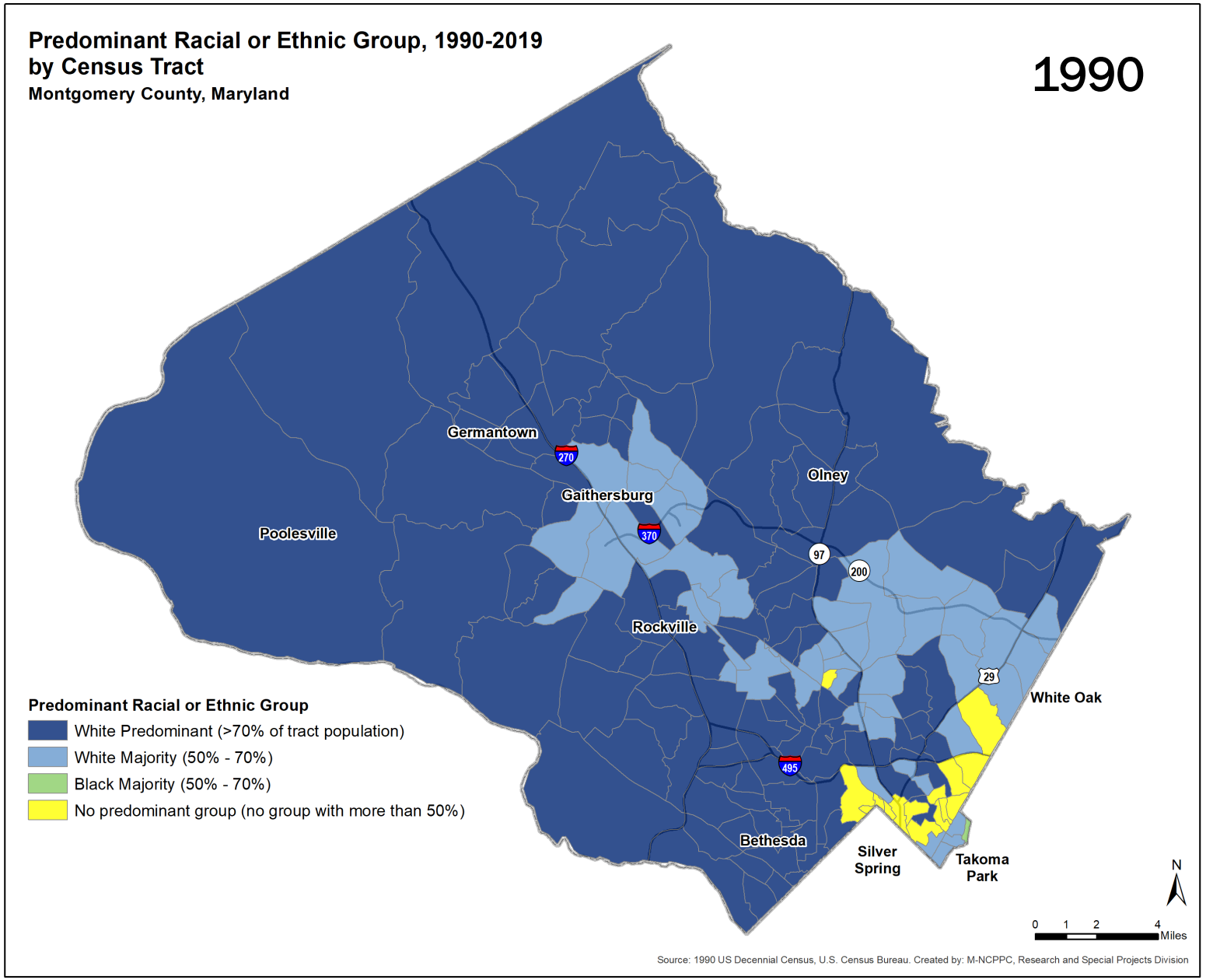
- Wheaton/Glenmont
- Silver Spring
- White Oak
- Gaithersburg
- North Bethesda
- Rockville City
- Aspen Hill
- North Potomac
- Takoma Park City
- Montgomery Village

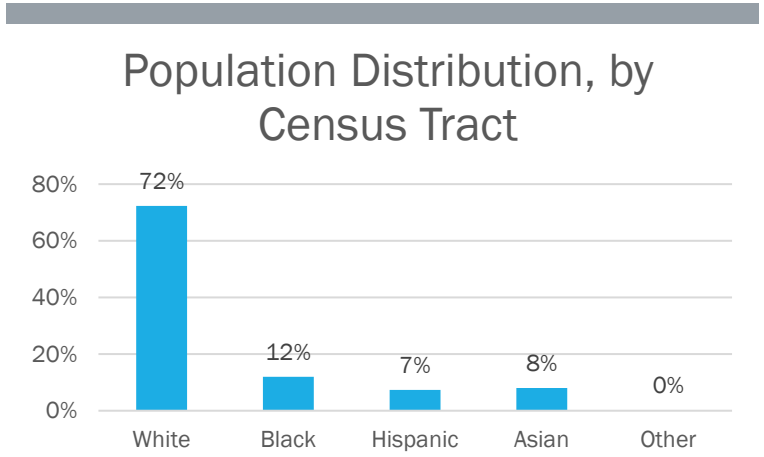
GROWTH BY PLACE

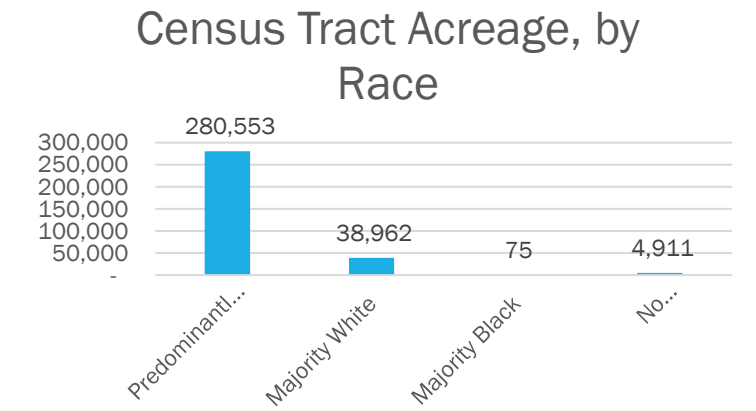
2010 – 2019 Clusters of Growth



Source: 2019 American Community Survey, 5-year estimate, U.S. Census Bureau







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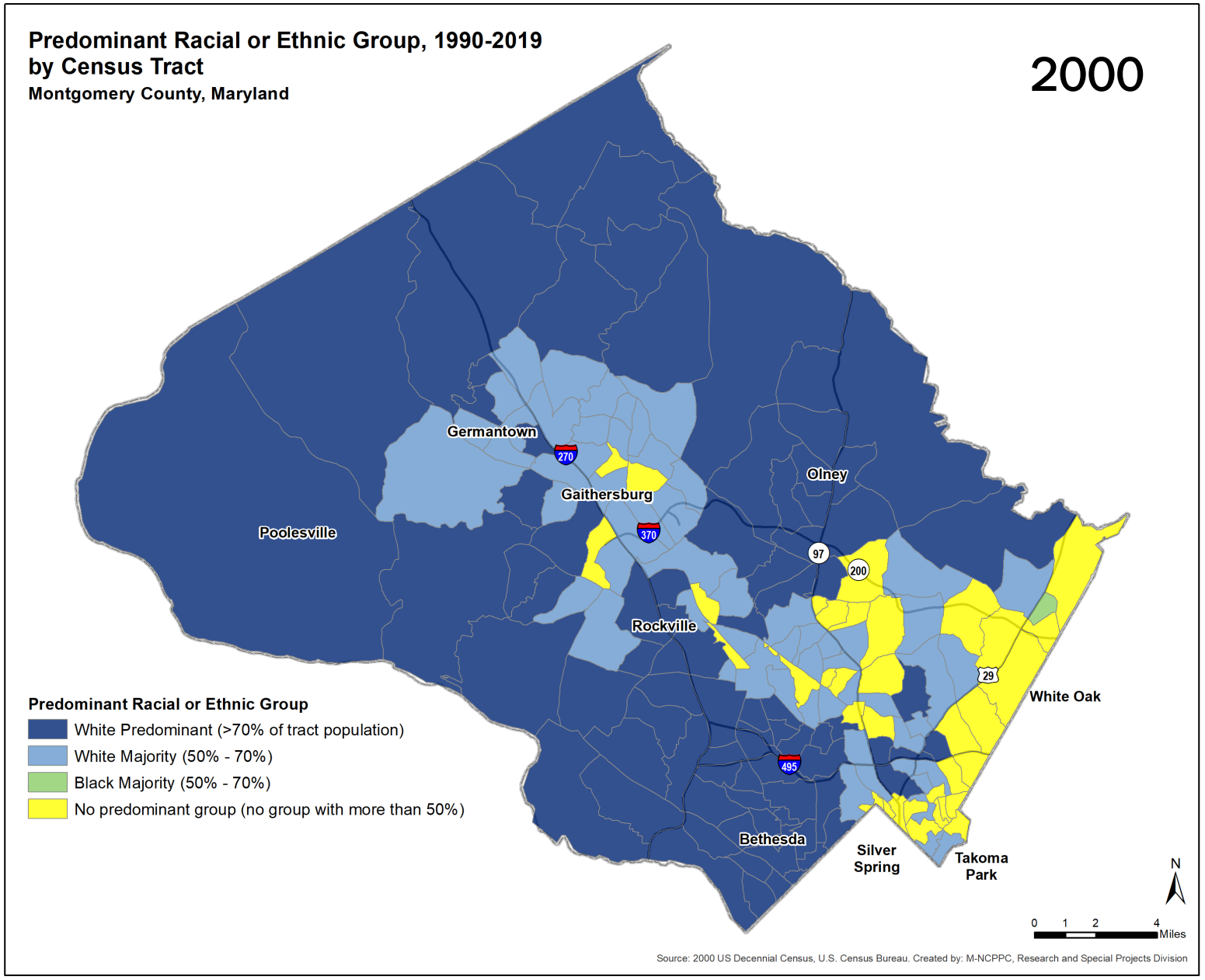

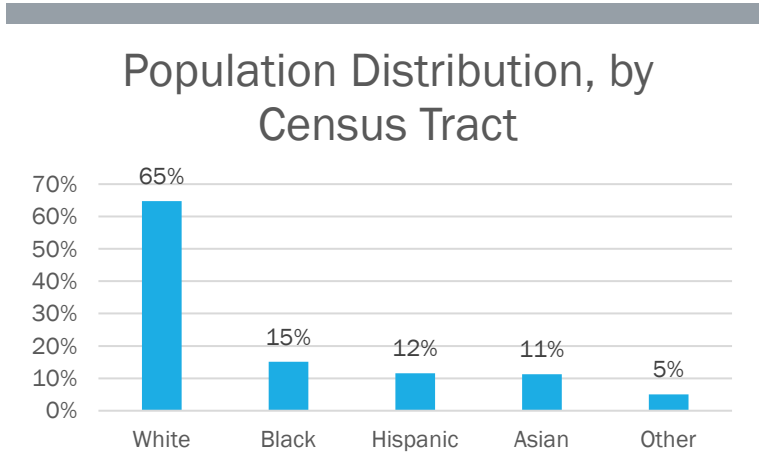

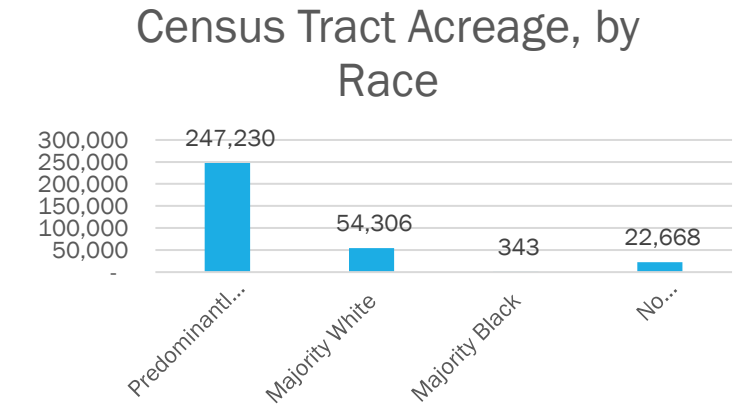

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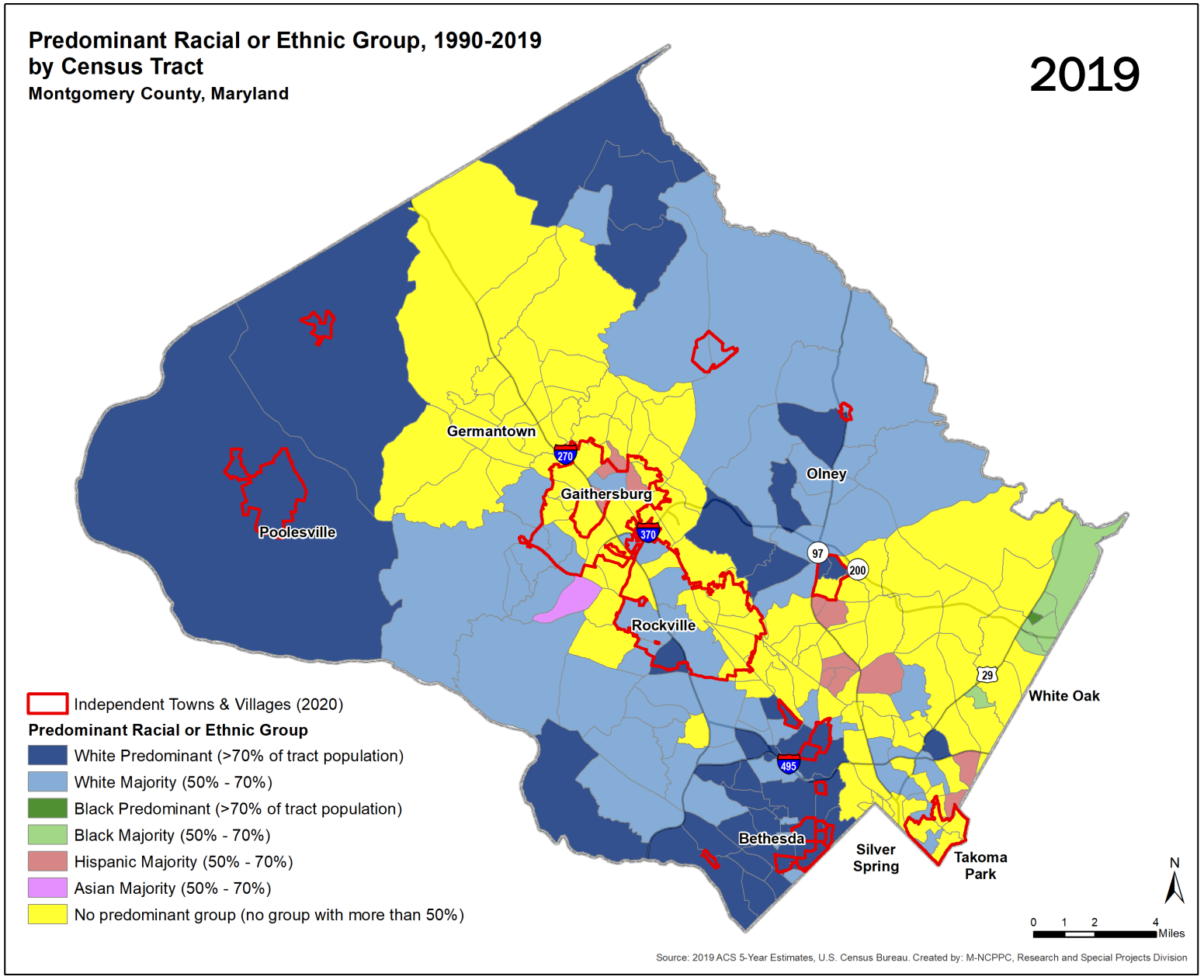

Independent Place	Racial Predominance 1990	2019
Barnesville town	WP	WP
Brookeville town	**WP**	**WM**
Chevy Chase town	WP	WP
Chevy Chase Section Five village	WP	WP
Chevy Chase Section Three village	WP	WP
Chevy Chase View town	WP	WP
Chevy Chase Village town	WP	WP
Gaithersburg city	**WM**	**NP**
Garrett Park town	WP	WP
Glen Echo town	WP	WP
Kensington town	WP	WP
Laytonsville town	**WP**	**WM**
Leisure World	**WP**	**WP/NP**
Martin's Additions village	WP	WP
North Chevy Chase village	WP	WP
Poolesville town	WP	WP
Rockville city	**WM**	**NP**
Somerset town	WP	WP
Takoma Park city	NP	NP

HARD TO COUNT

What does it mean and who does it include?

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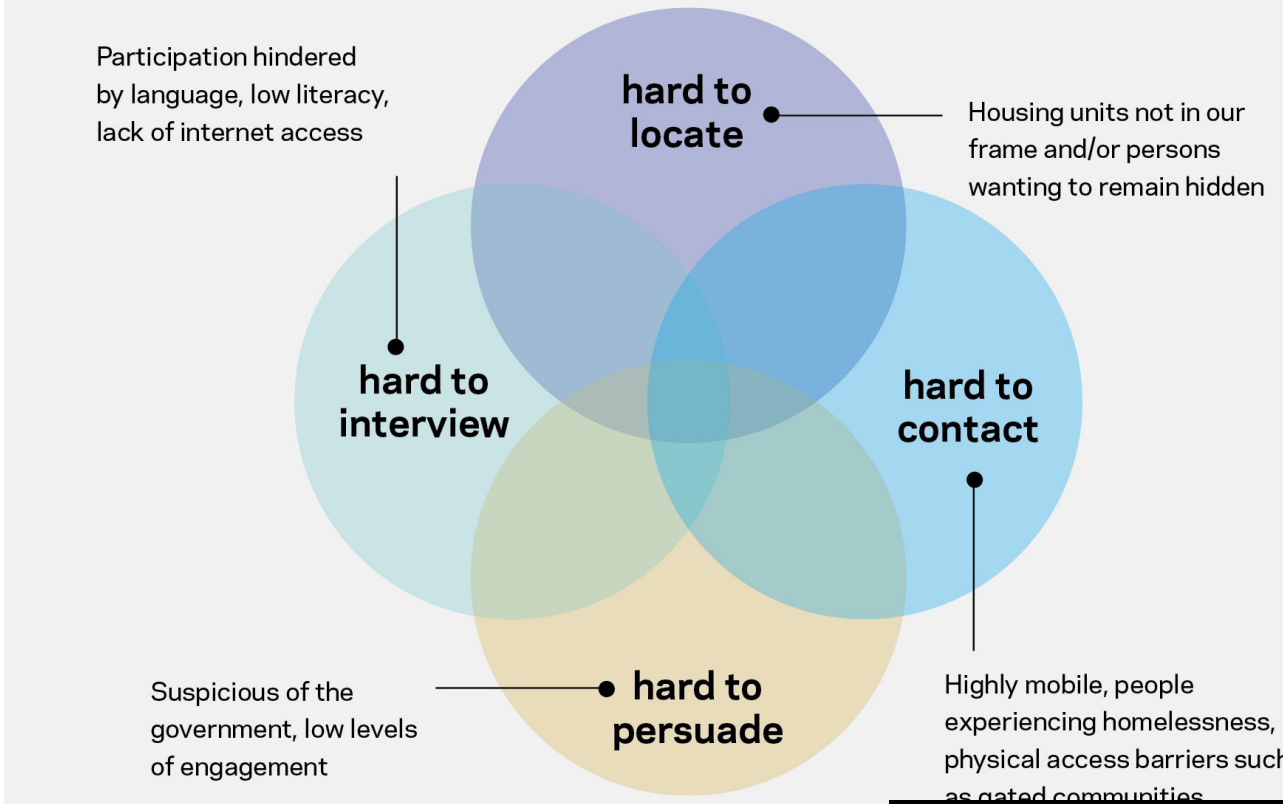
WHY WOULD A SEGMENT OF THE POPULATION BE HARD TO COUNT?

2020 CENSUS: COUNTING EVERYONE ONCE, ONLY ONCE, AND IN THE RIGHT PLACE
A Framework for Hard to Count Populations



HARD-TO-COUNT POPULATIONS CAN FALL INTO MANY CATEGORIES.

These can include:

- Young children under the age of five.
- Highly mobile people.
- Racial and ethnic minorities.
- Non-English speakers.
- Low-income people.
- People experiencing homelessness.
- Undocumented immigrants.
- People who distrust the government.
- LGBTQ persons.
- People with mental or physical disabilities.
- Renters
- People who live in non-traditional housing.

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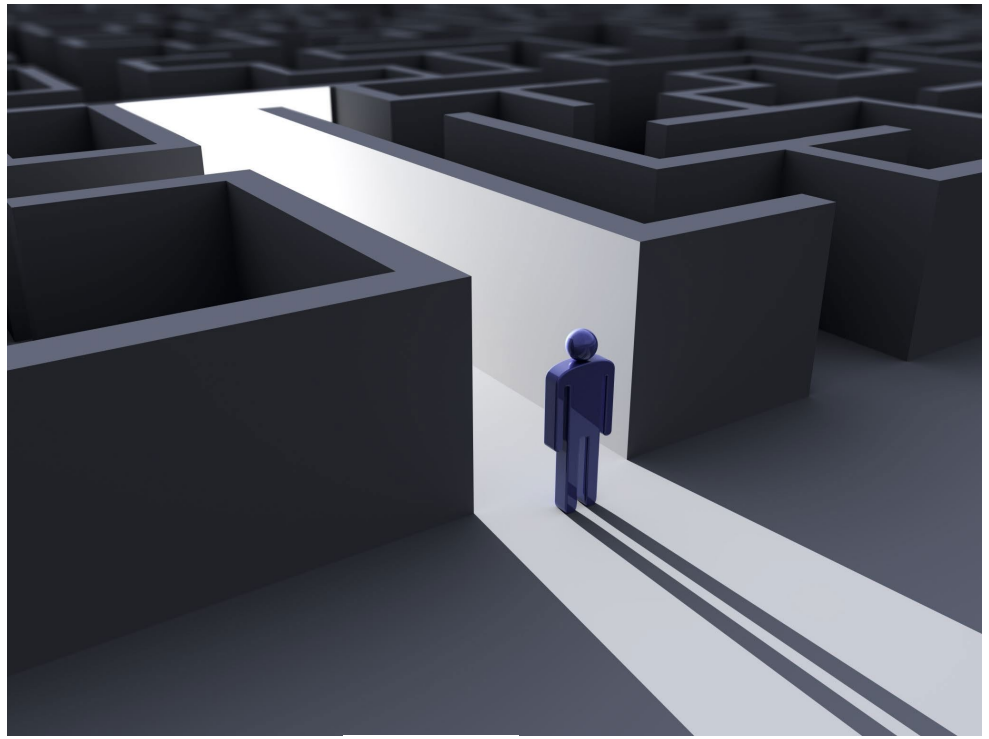
VULNERABLE, UNDERSERVED, DISPROPORTIONATELY IMPACTED

- A. Population over 65 years old
- B. Population with an annual income below $49,000
- C. Undocumented immigrants
- D. Populations with limited literacy
- E. Households with limited English proficiency
- F. Renters and Housing with more than one person per room
- G. Households with transportation barriers
- H. Communities with high rates of COVID
- I. Peoples of color
- J. People experiencing social isolation



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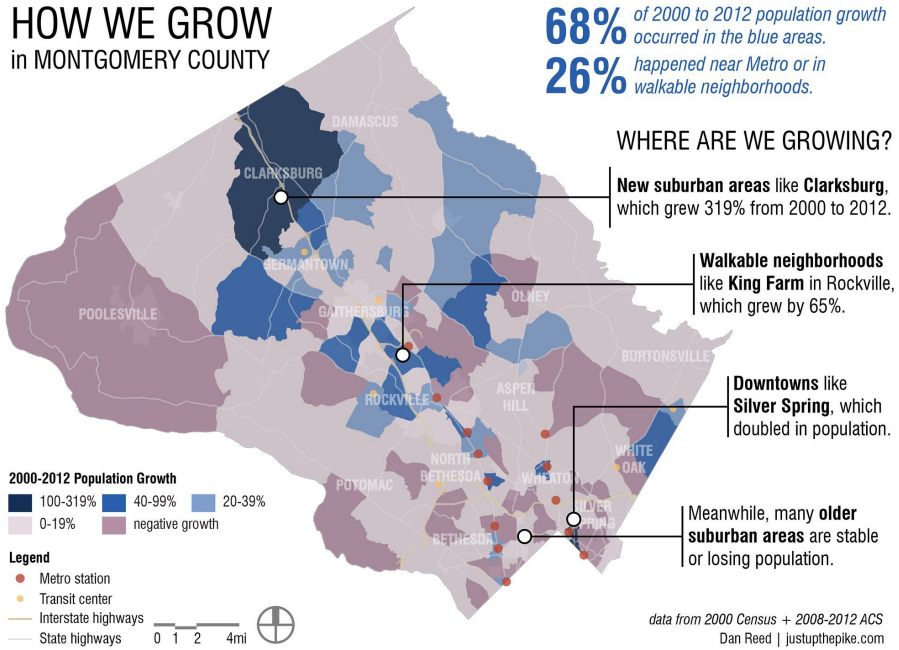

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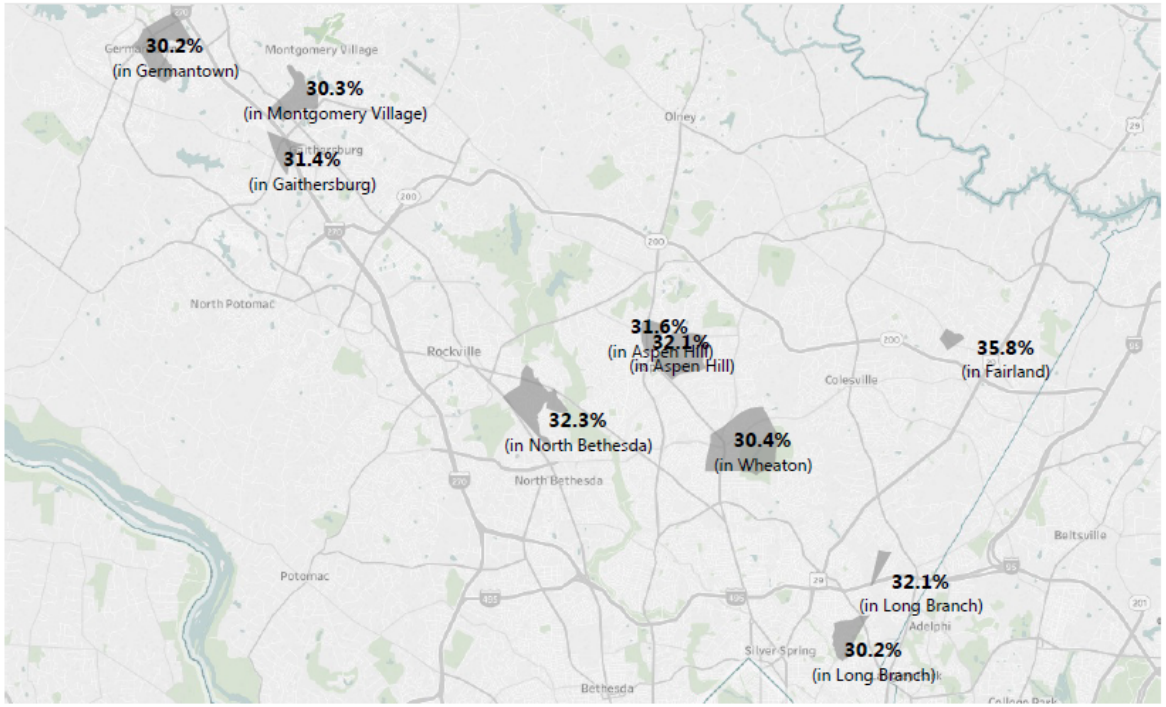
WHICH NEIGHBORHOODS OR COMMUNITIES WERE PREDICTED TO HAVE THE LOWEST RESPONSE RATES?

10 Census Tracts with Highest Predicted Percentage of Non-Respondents



Rank	Rate	In neighborhood	Specific location
1	35.8%	Fairland	Knights Bridge I Apartments, Windsor Court and Tower Apartments & Woodvale Apartments
2	32.3%	North Bethesda	Parklawn area bordered by Twinbrook Pkwy (N), train tracks (W) & Rock Creek (E)
3	32.1%	Long Branch	Mt. Pisgah Road area bordered by 495 (N), New Hampshire Ave (W) & county line (E)
4	32.1%	Aspen Hill	Strathmore ES area bordered by Bel Pre Rd (N), Connecticut Ave (W), Georgia Ave/Hewitt Ave (S) & Bethpage Ln (E)
5	31.6%	Aspen Hill	Bordered by Bel Pre Rd (N), Georgia Ave (W) & Connecticut Ave (E)
6	31.4%	Gaithersburg	Bordered by W Diamond Ave (N), 270 (W) & Water St (E)
7	30.4%	Wheaton	Brookside Gardens area bordered by Randolph Rd (N), Georgia Ave (W), Arcola Ave (S) & Kemp Mill Rd (E)
8	30.3%	Montgomery Village	Lakeforest Mall area bordered by 355 (W), Odenhal Ave (S), Goshen Rd (E) & Lake Whetstone (N)
9	30.2%	Long Branch	New Hampshire Estates area bordered by Piney Branch Rd (N), Long Branch (W) & county line (E)
10	30.2%	Germantown	Seneca Valley HS area bordered by Germantown Rd (N), train tracks (W) & Gunners Lake/Middlebrook Rd (S) &

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TARGETED IN-PERSON COMMUNITY OUTREACH

IMPORTANT NOTE

- The County's outreach activities were forced to be suspended in response to COVID-19 in March but resumed on August 8th.
  - 7-language Mailers and Post Cards
  - Targeted Text Messaging
  - Social Media Posts
  - Multi-lingual Lawn Signs
  - Bus Ads
  - Targeted TV and radio ads
  - Street Banners
- The Census Bureau began its Non-response Follow Up operations in Montgomery County on August 11

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CENSUS OUTREACH AT A GLANCE

- **376 residents were recruited** to serve as trained **Census Ambassadors** or were deployed as census outreach volunteers between August 2019 and October 2020
- **14 Non-profit organizations** served as official 2020 Census Partners
- **Partnered with over 150 other non-profit**, small business, civic, community, and faith or faith-based organizations to promote or provide information to communities about the census.
- **Hosted over 200 census related outreach events**, information tables, staff trainings, Virtual Presentations, information sessions, or volunteer orientations since August 2019.
- **Developed and distributed 1500 lawn** signs to promote the urgency of the Census in multiple languages, with a focus on low-response census tracts and neighborhoods across the county.

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2020: MORE THAN THE CENSUS

- In response to the need to prioritize COVID-19 safety and social distancing guidelines, the decision was made to co-message COVID-19 with all 2020 Census marketing in traditional and ethnic media as early as March 2020.

- As we developed our plans to restart in-person activities, **we focused our census outreach on opportunities to join existing food distribution events and other locations where these populations were receiving COVID-19 related relief or services.**

- **In 2020, our community outreach extended beyond the Census.** At every opportunity to engage the community we also took advantage of the chance to share information from the Board of Elections on voter registration and early voting, rental assistance, COVID-19 Testing resources, and additional food security resources.

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MULTI-CULTURAL & MULTILINGUAL COMMUNICATION DURING COVID-19

- Communicating in seven languages.
- Addressing the trust barrier.
- Overcoming the technology gap.

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FRAMEWORK

- Translations
- In-person Targeted Community Outreach
- Social Media
- Partnerships/Trusted Voices
- Coordination
- Regional Community Planning Committees

CCC FRAMEWORK

2020 Census Complete Count Committee

COVID-19 Community Committees

- All-hands on deck
- 5 Regional CCC Subcommittees chaired by RSC Directors and co-chaired by OCP Community Liaisons
- Partners on the ground – nonprofits, civic associations, jurisdictions (Gaithersburg, Rockville, Takoma Park), faith communities, and small businesses
- Coordination with HHS, MHIPs, Advisory Groups
  - Targeted marketing
  - Multilingual flyers, door hangers
  - Newspaper ads, radio, TV
  - Social Media
    - WhatsApp – Spanish, Chinese and Amharic
    - Facebook boosts - Amharic speaking
  - Targeted text messaging in Spanish and English – (To households of color in the communities with the lowest vaccination rates in the county, in promotion of local vaccination clinics)

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MULTI-LINGUAL COMMUNICATIONS STRATEGIES

Partnerships

- **Trusted Voices**: Identify Community Partners who can help develop messaging that is both linguistically and culturally appropriate and specifically tailored to the hardest-to-count communities in each community.
- Leverage partners knowledge of language support needs and existing community resources (Faith Centers, Recreations Centers, Ethnic groceries, Homeowners Associations)

Volunteers

- Recruit multi-lingual volunteers and partners to support in-person outreach to assist with questionnaire submissions or pre-registration for vaccination.
- Train volunteers on language support tools available to members of the community with limited English proficiency.

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DEVELOPMENT OF MULTI-LINGUAL OUTREACH MATERIAL

COMMUNITY OUTREACH STRATEGIES

TARGETED IN-PERSON COMMUNITY OUTREACH

- Who lives in this community?
- What languages do its residents speak?
  - Translated Materials in the top 7 languages spoken in the County
    - Amharic
    - Chinese
    - English
    - French
    - Korean
    - Spanish
    - Vietnamese
  - How many Multi-lingual volunteers do we need?
- Do we need to knock on doors, or can we meet them at an existing community event?
- Who are our partners in this neighborhood or community?
  - Can they help with messaging or outreach?

TRACKING THE 25 LOWEST RESPONSE RATE COMMUNITIES IN MONTGOMERY COUNTY (6/4/2020)

Rank	Neighborhood	Census Track Number	Current Response Rate	2010 Response Rate	Below Poverty (%)	Foreign Born Population (%)	Limited or No English-Speaking Households (%)	Hispanic (%)	Black / African American alone (%)	Asian (%)	Renter Occupied Housing Units (%)	Community Assets	Rental Properties	Zip Code	Region
1)	**Long Branch #2** (New Hamp. Ave/Mt. Pisgah Rd. incl: Avery Park Apt & Chateau)	7016.01	**49.2%**	61.5%	20%	58%	7%	46%	41%	10%	96%	Good Shepherd United Methodist, True Spirit Family Daycare, Safeway	Chateau, Avery Park Apartment Homes	20903	Silver Spring
2)	**Montgomery Village**	7007.13	**50.1%**	64.8%	15%	55%	32%	50%	27%	10%	71.48%	H Mart Gaithersburg, South Lake Elementary School, Lakeforest Mall, Gaithersburg Library	Cider Mill Apartments, The Verandahs Apartments	20886	UpCounty
3)	**Downtown Silver Spring** (Bordered by Georgia Ave./Wayne Ave/Fenton St)	7025.02	**50.7%**	72.2%	10%	24%	5%	8%	45%	11%	88%	Montgomery College Takoma Park, Consulate-General of El Salvador, Kaldi's Social House, Lesaac Ethiopian Café, Wesenyelesh International Market, The Society Restaurant & Lounge	Heritage at Silver Spring Apartments	20910/20912	Silver Spring
4)	**Aspen Hill #1** (Georgia Ave./Bel Pre Rd)	7032.13	**50.8%**	67.0%	22%	48%	10%	46%	36%	2%	81%	United Christian Church, St. Matthew Presbyterian Church, Lotte Plaza Market, Holy Cross Health	Crystal Springs Apartments, Ridgewood, Grand Bel Manor, Georgian Court Apartments, Montgomery Trace Apartment Homes	20906	MidCounty

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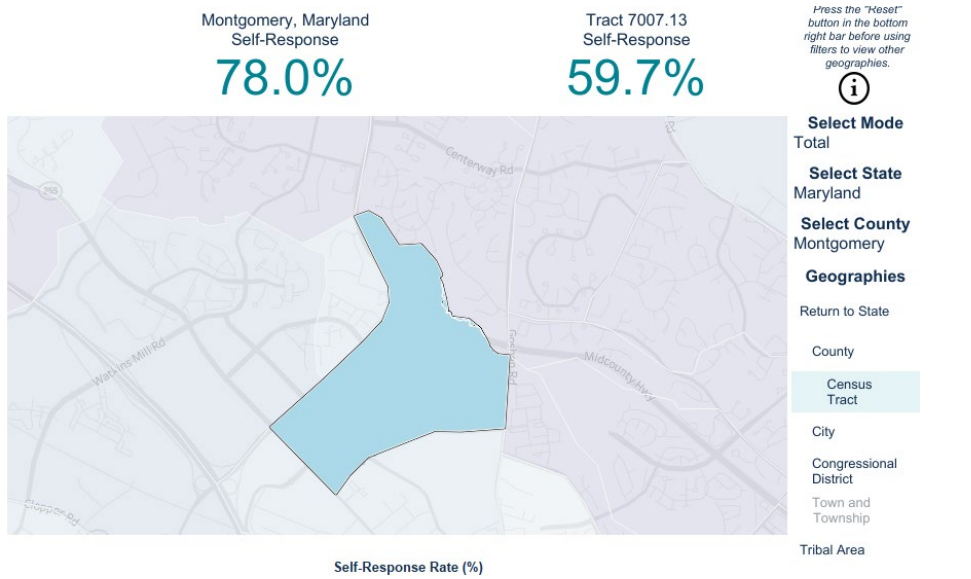
MONTGOMERY VILLAGE (TRACT 7007.13)

- Final 2010 Self-Response Rate: **64.8%**
- **Populations Historically Undercounted**
  - People of Color
    - 50% of the tract is **Hispanic**
    - 27% of the tract reported their race as **Black**
    - 10% of the tract reported their race as **Asian**
  - Renters
    - 75% of the tract's households are **renter occupied** (an estimated 1,533 households).
    - 25% of the tract's households are **owner occupied** (an estimated 504 households)
  - Immigrants
    - 55% of the tract was **born outside the U.S.**, an estimated 3,430 people.
- **Census Activities**: Pop-up Census Tents at H-Mart, Mega Mart, Food Distribution events at Cider Mill Apartments



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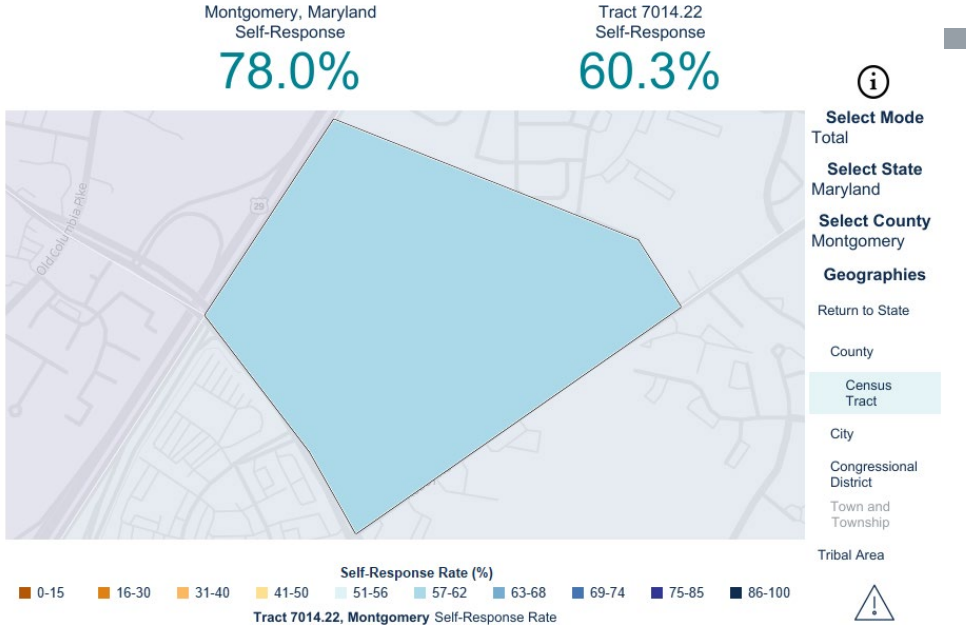
FAIRLAND/CASTLE BLVD (7014.22)

- Final 2010 Self-Response Rate: **55.5**%
- Populations Historically Undercounted
  - People of Color
    - 12% of the tract is **Hispanic**
    - 84% of the tract reported their race as **Black** 10% of the tract reported their race as **Asian**
  - Renters
    - 99% of the tract's households are **renter occupied** (an estimated 1,023 households).
    - 1% of the tract's households are **owner occupied** (an estimated 11 households)
  - Immigrants
    - 44% of the tract was **born outside the U.S.,**
- **Rental Properties**: Knights Bridge I Apartments, Woodvale Apartments, Windsor Court and Tower Apartments
- **Census Activities**: Door Hanging, Pop-up Tents at Food Distribution Events.



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IN-PERSON COVID-19 VACCINE COMMUNITY OUTREACH

Pre/Post Covid Outreach Activities and Locations

- Food Distribution Events
- Door-to-door Neighborhood Canvassing
- Pop-up Tents in Shopping Centers/International Grocery Stores
- Co-hosting Clinics with Faith Organizations & Local Health providers
- Farmers Markets
- Neighborhood Welcoming Events
- Community Events

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IN PERSON COMMUNITY COVID-19 VACCINATION OUTREACH

Food Distribution and Community Markets

- Assist with making appointments and registration for vaccination by Montgomery County health department clinics.
- Use of multi-lingual posters, flyers, and outreach materials.
- Distribute COVID Kits (masks, hand sanitizer, tote bags, etc.)
- Share details on Covid Testing locations.
- Provide information on alternative vaccination opportunities at local in-community clinics, County Clinics, retail pharmacies, and hospitals.

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HOW DID WE DO?

RESPONSE RATES AND RESULTS FROM THE 2020 CENSUS & CURRENT VACCINATION RATES TODAY

COVID-19 VACCINATIONS: CDC

Montgomery County continues to rank **#1 nationwide** for % of 12+ population fully vaccinated among all US Counties with > 300K residents.

% OF ALL COUNTY RESIDENTS VACCINATED

AT LEAST 1 DOSE

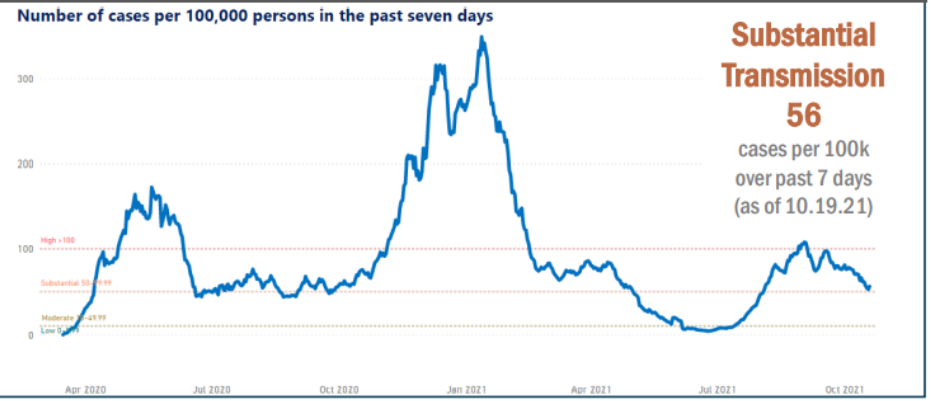
85%
OF TOTAL POPULATION
890,427

BOTH DOSES OR SINGLE J&J

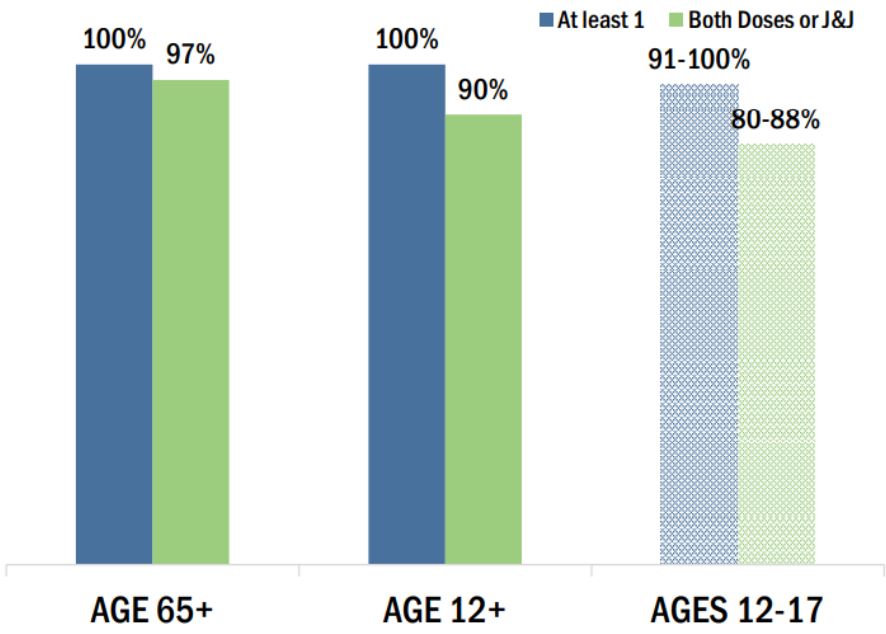
77%
OF TOTAL POPULATION
805,306

Data reflect vaccinations up to 10.18.21

CONTEXT: CONFIRMED COVID CASES PER 100K RESIDENTS



% OF COUNTY RESIDENTS VACCINATED BY AGE



Percentage of 12-17 year olds vaccinated reported as 90% confidence range because of higher margin of error. In this age group, 82,439 have received their first dose and 72,239 have received their second dose as of 10.18.2021.

Sources: CDC: covid.cdc.gov/covid-data-tracker/#county-view | COUNTY DASHBOARD: www.montgomerycountymd.gov/covid19/data/

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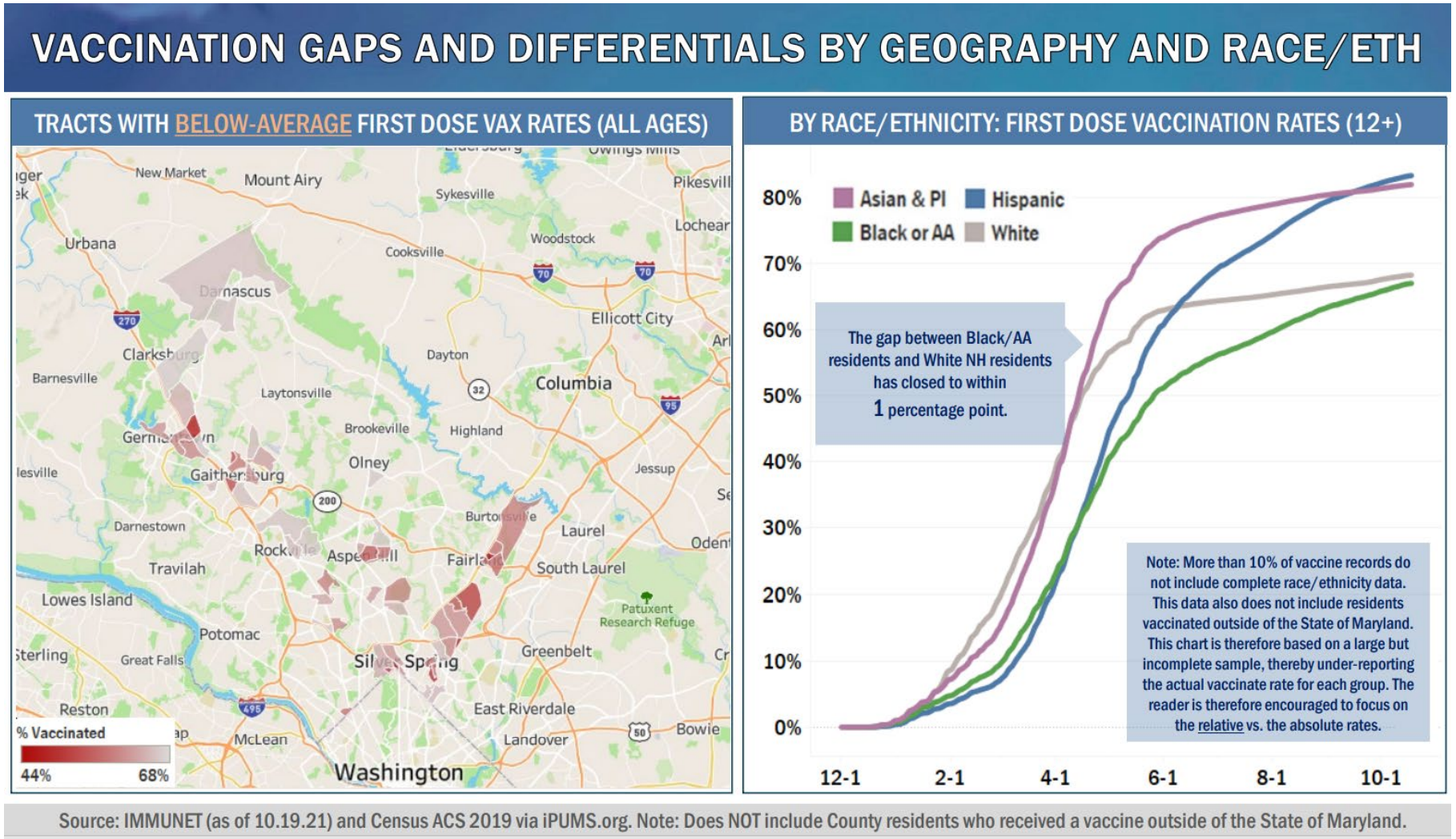
VACCINATION GAPS AND DIFFERENTIAL BY GEOGRAPHY AND RACE/ETHNICITY



Source: IMMUNET (as of 10.19.21) and Census ACS 2019 via iPUMS.org. Note: Does NOT include County residents who received a vaccine outside of the State of Maryland.

2020 Census Response Rates

Responses received through: 10/27/2020

National Response Rate

Total Response:	99,100,000 (households self-responded)
Total Enumerated:	99.9%
Daily Total Change:	▲ 0.0%
Total Self-Responded:	67.0%

Population Range *
150,000 to 1,000,000 and Null values

Select State
Maryland

City/Townships
City

Total Enumerated

1	Idaho	
1	Illinois	99.9%
1	Indiana	99.9%
1	Iowa	99.9%
1	Kansas	99.9%
1	Kentucky	99.9%
1	Maine	99.9%
1	Maryland	99.9%
1	Massachusetts	99.9%
1	Michigan	99.9%
1	Minnesota	99.9%

Total Self-Responded

1	Minnesota	75.1%
2	Washington	72.4%
3	Wisconsin	72.2%
4	Nebraska	71.9%
5	Virginia	71.5%
5	Iowa	71.5%
7	Illinois	71.4%
8	Michigan	71.3%
9	Maryland	71.2%
10	Utah	71.0%

Self-Responded by County

1	Carroll, Maryland	81.6%
2	Howard, Maryland	80.8%
3	Harford, Maryland	78.6%
4	Frederick, Maryland	78.5%
5	Montgomery, Maryland	78.0%
6	Anne Arundel, Maryland	76.1%
7	Charles, Maryland	75.3%
8	Baltimore, Maryland	73.8%
9	Washington, Maryland	71.7%
10	Prince George's, Maryland	70.0%

Self-Responded by City

1	Baltimore, Maryland	57.0%

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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National, State, and County Self-Response and Total Enumerated Rates as of 10/27

2020 CensusMaryland

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LESSONS LEARNED DURING COVID-19 VACCINE OUTREACH

Successes

- In-Community Clinics combined with neighborhood canvassing
- Extended and Weekend Hours for vaccination
- Very Dedicated Team of Multi-lingual Volunteers
  - Medical Reserve Corps
  - Community Ambassadors
- Partnerships
  - Community Organizations
  - Faith Community
  - Small Businesses
  - MHIP's

Opportunities

- Addressing Hesitancy
- Outreach to Young Adults

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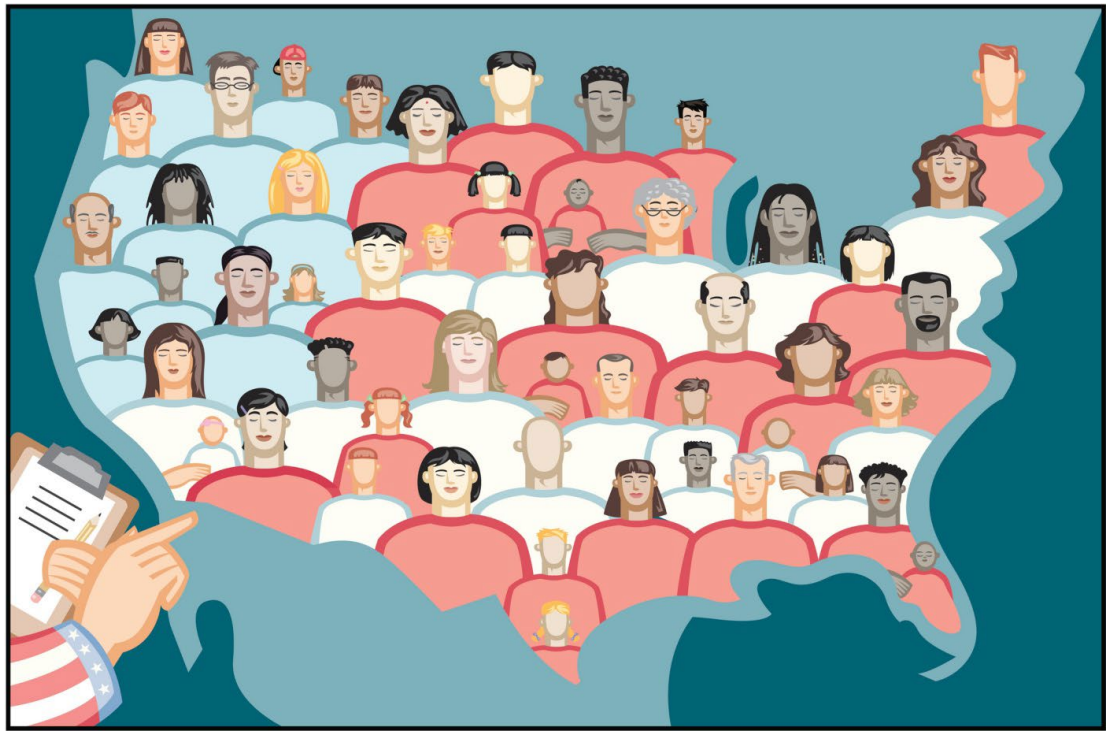
WHAT ABOUT THE RESPONSE RATES IN THOSE HISTORICALLY UNDER-SERVED COMMUNITIES ?



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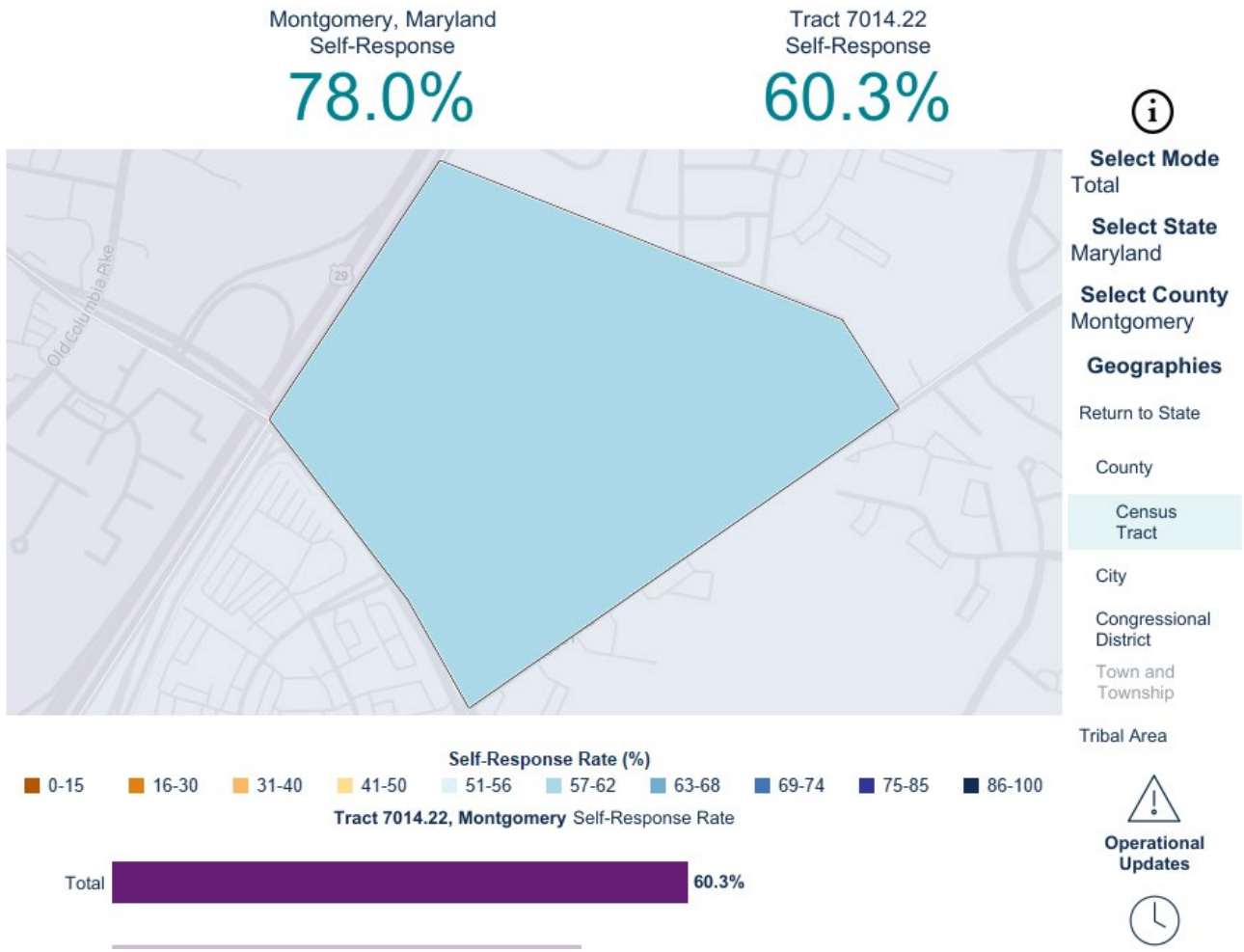
Fairland/Castle Blvd (7014.22)

- 2020 Self-Response
  - Total: **60.3%**
  - Internet: 54.0%
- Final 2010 Self-Response Rate: **55.5**%
- Rental Properties: Knights Bridge I Apartments, Woodvale Apartments, Windsor Court and Tower Apartments
- Census Activities: Door Hanging, Pop-up Tents at Food Distribution Events.
- Self-response **pre-NRFU***: **53.1%**
- Self-Response **during NRFU**: **+7.3%**

* **NRFU = nonresponse follow-up**, the Census Bureau's door-knocking operation to enumerate households in-person or via other records, for households that did not fill out the census form on their own.



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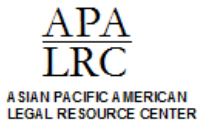
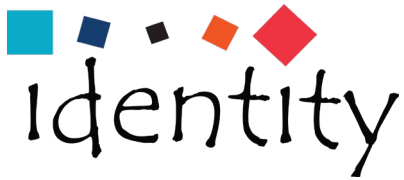
2020 Census Partners





Q&A
and Open Forum

Ask Away!

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