

United States Census 2020



GENESEE COUNTY

COMPLETE COUNT COMMITTEE

FINAL ACTIVITIES REPORT



OCTOBER 2020

Complete Count Committee Membership

Rochelle Stein, Chair – Genesee County Legislature

Kimberly Perl – Genesee County Office for the Aging

Diana Fox – Genesee County Office for the Aging

Bob Conrad – Richmond Memorial Library

Jay Gsell – Genesee County Manager

Teresa VanSon – Genesee County Job Development

Kim Gibson – Haxton Library

Matt Calderon – Pembroke School District

Tom Turnbull – Genesee County Chamber of Commerce

Teresa Morasco – Town of Batavia

Rhonda Saulsbury – Assessor

Ruth Spink – Genesee County Office for the Aging

Stephen Zimmer – Genesee County IT

Tammy Hathaway – United Way of Genesee County

Martin Moore – City of Batavia

Rachael Tabelski – City of Batavia

Jim Sunser – Genesee Community College

Rob Walker – GLOW YMCA

Marty MacDonald – City Church

Karen Green – St. Joseph's School

Rae Frank – Independent Living of Genesee Region

Peggy Marone – Cornell Cooperative Extension and Leadership Genesee

Jocelyn Sikorski – Genesee County Youth Bureau

Paul Saskowski – The Arc of Genesee and Orleans

Paul Pettit – Genesee County Health Dept.

Merritt Holly – LeRoy School District

Pat Burk – Batavia City School District

Erin Pence – Genesee County Dept. of Planning

Carly Ward – Community Action of Orleans and Genesee

Lisa Wittmeyer – Community Action of Orleans and Genesee

Annie Lawrence – Batavia Downs

Felipe Oltramari – Genesee County Dept. of Planning

Russell Davidson – US Census Bureau

Susan Perry – US Census Bureau

Formation and Outreach Planning (Pre-pandemic)

The Genesee County Complete Count Committee held several meetings in 2019, starting in July, to discuss outreach strategies and potential connections. Late in 2019, New York State announced that an outreach activities grant would be available early in 2020 to all NYS Counties. In anticipation of receiving this grant, the committee developed a work plan as described below. Per the State grant requirements, the Committee had to collaborate with a Not-for-Profit (NFP) organization to spend at least 75% of the grant funding. Genesee County was slated to receive \$84,558 per a formula based on the proportion of “hard-to-count” populations within the County.

The County published a Request-for-Proposals (RFP) for an NFP partner to perform the Census Outreach activities. The Committee endorsed working with Community Action of Orleans and Genesee, a Not-for-Profit (NFP) 501(c)(3) to coordinate and assist in conducting outreach activities related to the 2020 Census. Community Action was the only NFP that responded to the RFP; however, they had been involved with the Committee since December of 2019 and therefore had a great understanding of the Committee’s objectives and capabilities. The bulk of the activities would take place around “Census Dinners” held in various locations and targeting historically low self-responding Census Tracts as identified by the Census Bureau. In addition, there would also be activities centered around Census Day (April 1, 2020).

Project Activities Description

Project Activity	Provider	Anticipated Timeline
Community Outreach “Census Dinners” to inform low-income communities with historically low response rates and encourage them to participate. Chromebooks will be available for Census self-enumeration	NFP - Community Action of Orleans and Genesee	March through July 2020
Census Day Activities – outreach programming hosted at different locations during Census Day	NFP - Community Action of Orleans and Genesee / Genesee County	April 1, 2020
Implementation of developed targeted media campaigns (Newspaper, Pennysavers, Bus wraps, and online media)	NFP - Community Action of Orleans and Genesee	March through July 2020
Informational kiosks at strategic locations targeting students, seniors, and low-income populations.	NFP - Community Action of Orleans and Genesee	March through July 2020

Budget Summary

Cost Categories		Total Project Cost by Category (dollar value):
1.	Personnel Services	\$7,092
2.	Advertising & Printing	\$63,050
3.	Non-Personnel Services	\$14,400
TOTAL PROJECT COST		84,542

Personnel Services			
Title	Annual Salary	(%)	Total
Community Action - Case Manager	\$35,006	15	\$5,251
Community Action - Support Specialist	\$12,272	15	\$1,841
<p>Justification: Completely justify all positions. Describe duties and contributions to the project. Include a brief description of duties/responsibilities for each position.</p> <p>These two positions at Community Action (NFP) will be coordinating and organizing the Census Dinners. Will assist with self-enumeration at these events and at the Community Action office in Batavia.</p>			
Personnel Services Total (dollar value): \$7,092			
Advertising & Printing			
<p>Describe and justify all printing and advertising costs in detail, including cost per item. Justify the need for printing and advertising, and how it will benefit the project.</p> <p>Genesee County will undertake several extensive media campaigns in order to reach hard-to-count population in the County. The campaigns will run from March through July of 2020. These include:</p> <p>\$8,000 – The Daily News (official Genesee County newspaper) print and digital media campaign</p> <p>\$8,000 – Genesee Valley Penny Saver – weekly ads on a publication mailed to every household on a weekly basis</p> <p>\$8,000 – The Batavian – Online news source and social media content provider</p> <p>\$36,500 - Bus wrappings – 14 social service buses and 8 public transit buses will be double wrapped with Census 2020 advertising (includes \$500 for ad design)</p> <p>\$2,550 – 15 standing banners with Census advertising will be placed in locations frequented by hard-to-count populations including Public Libraries, Community College, Senior Center, Dept. of Social Services, Career Center, DMV</p>			
Advertising & Printing Total (dollar value): \$63,050			

Non-Personnel Services
Describe and justify all non-personnel services in detail, including cost per item. Justify the need for these non-personnel services, and how they will benefit the project.
<p>\$12,000 - Expenses related to “Census Dinners” and Census Day outreach including food, beverages (non-alcoholic only), dinnerware, and hall rental fees. Location will vary depending on areas needed to be targeted per response rates. Cost will vary depending on local food source (restaurant/caterer), hall location, etc. 8 to 12 Census Dinners expected at \$750 to \$1,000 each. These Dinners will serve as outreach to low-income families, seniors, and other hard to count populations in lower response rate neighborhoods.</p> <p>\$2,400 - 16 Chromebook Laptops for use at Census Dinners for self-enumeration at \$150 each. Will allow Census Dinner attendees to self-enumerate at computer stations. Assistance will be available for technology challenged individuals. The Chromebooks will be donated to a local public school district after Census Outreach Program concludes.</p>
Non-personnel Services Total (dollar value): \$14,400

COVID-19 Pandemic and a New Outreach Work Plan

Following months of delays and false starts in the State outreach grant program, the Committee was notified by the State in August of 2020 that due to the fiscal uncertainty caused by the COVID-19 pandemic, the grant funding would be diminished by half and the County would now be eligible to receive \$42,279. Working with Community Action and mindful of the social distancing restrictions in place due to the pandemic, the Committee created a new work plan (see below) centered around a “Census Ice Cream Bus” that would drive through targeted areas in the City of Batavia and a “Census Ice Cream Booth” that would be set up at farmers markets.

Project Activities Description

Project Activity	Provider	Anticipated Timeline
Community Outreach “Census Ice Cream Bus” Drive to/through Census tracks with lowest response rates and engage the residents by giving away ice cream cups and providing online access to the Census questionnaire while adhering to the social distancing guidelines	NFP - Community Action of Orleans and Genesee / Genesee County	Mid-August – September 30

Community Outreach “Census Ice Cream Booth” Engage the public at Farmers Markets and other community events by giving away ice cream cups and providing online access to the Census questionnaire while adhering to the social distancing guidelines	NFP - Community Action of Orleans and Genesee / Genesee County	Mid-August – September 30
Implementation of developed targeted media campaigns (Newspaper, Pennysavers, Radio, Banners, Bus wraps, and online media	NFP - Community Action of Orleans and Genesee	Mid-August – September 30

Budget Summary

Cost Categories		Total Project Cost by Category (dollar value):
1.	Personnel Services	\$7,100
2.	Travel	\$1,500
3.	Advertising & Printing	\$28,000
4.	Non-Personnel Services	\$5,630
TOTAL PROJECT COST		\$42,230

Personnel Services			
Title	Annual Salary	(%)	Total
Community Action - Case Manager	\$35,006	13.5	\$4,750
Community Action - Support Specialist	\$12,272	11	\$1,350
Community Action – Bus Driver	\$14/hr	5	\$1,000
<p>Justification: Completely justify all positions. Describe duties and contributions to the project. Include a brief description of duties/responsibilities for each position.</p> <p>These three positions at Community Action (NFP) will be coordinating and organizing the Community Outreach (Ice Cream Bus/Booths). Will assist with self-enumeration at these events and at the Community Action office in Batavia.</p>			
Personnel Services Total (dollar value): \$7,100			

Travel
Describe and justify all travel in detail, including cost per item. Justify the need for travel and how it will benefit the project.
Community Action Bus will be used as the Census Ice Cream Bus – 15 days \$100/day
Travel Total (dollar value): \$1,500

Advertising & Printing
Describe and justify all printing and advertising costs in detail, including cost per item. Justify the need for printing and advertising, and how it will benefit the project. Genesee County will undertake several extensive media campaigns in order to reach hard-to-count population in the County. The campaigns will run from Mid-August through September 30, 2020. These include:
<ul style="list-style-type: none"> • \$6,000 – The Daily News (official Genesee County newspaper) print and digital media campaign • \$3,000 – Genesee Valley Penny Saver – weekly ads on a publication mailed to every household on a weekly basis • \$3,000 – The Batavian – Online news source and social media content provider • \$3,000 – WBTA Radio – pre-recorded ads • \$7,500 - Bus wrappings – 14 social service buses and 4 public transit buses will be wrapped with Census 2020 advertising (includes \$500 for ad design) • \$1,950 – Main Street Banner • \$1,000 – Brochure/Flyers Printing • \$2,550 – 15 standing banners with Census advertising will be placed in locations frequented by hard-to-count populations including Public Libraries, Community College, Senior Center, Dept. of Social Services, Career Center, DMV
Advertising & Printing Total (dollar value): \$28,000

Non-Personnel Services
Describe and justify all non-personnel services in detail, including cost per item. Justify the need for these non-personnel services, and how they will benefit the project.
<ul style="list-style-type: none"> • \$3,530 - Expenses related to “Census Ice Cream Bus/Booths” including ice cream, spoons, napkins, cooler, portable canopy, tables, chairs, PA system. • \$2,100 – 6 Chromebook Laptops for use at Census outreach activities (bus/booth) for self-enumeration at \$350 each. Will allow Census outreach event attendees to self-enumerate. Assistance will be available for technology challenged individuals. The Chromebooks will be donated to a local public school district after Census Outreach Program concludes.
Non-personnel Services Total (dollar value): \$5,630

2020 Census Outreach Activities

Prior to receiving grant funding, the Committee outreach activities consisted of announcements at public meetings and other gatherings, a webpage on the County website, press releases and other free media to publicize the Census. During the COVID lockdown, Planning Dept. staff did a couple of ZOOM interviews that were later shared online, including one with the editor of a popular online blog/news site, The Batavian.

School districts and the public libraries also undertook outreach activities. The schools included Census messaging in their communications with parents, teachers and students. When schools were closed in March, Census flyers were included in grab-n-go meals. The public libraries made computer terminals available for access to the Census questionnaire and posted Census messaging on their websites, social media and on Library message boards.

Upon receiving the State funding, Community Action and County Dept. of Planning staff immediately began implementing the work plan.

Census Ice Cream Bus

Ice Cream Sandwiches were purchased as a promotional product from a local producer (Perry's, Akron, NY) and stored in a freezer at Batavia Downs. Community Action and County Planning staff targeted the 3rd, 5th and 6th wards of the City of Batavia for the Ice Cream Bus runs (see map below).



The bus runs consisted of the bus, wrapped in Census advertising (see image below), driving through the neighborhoods playing “ice cream truck-style” music and announcing its presence with a PA system. The bus would then stop at designated areas (stars on map) and set up a mobile computer lab with tables, chairs, Wi-Fi and Chromebooks to entice the public to complete the Census survey online. Ice cream sandwiches were given away free of charge to people that either filled out their Census there or gave assurances that they had done so already.



Photo Credit: Laurie Oltramari



Photo Credit: Laurie Oltramari

Census Ice Cream Booth

Similar to the mobile Census labs set up for the Ice Cream Bus, the Ice Cream Booth consisted of Chromebooks connected to the internet under a canopy and staffed by a staff member of the County Planning Dept. This booth was set up on various dates at the Batavia, LeRoy and Corfu farmers markets. Ice cream sandwiches were also given away as a way to attract people to the booth. A PA system was not used at these events, as it is not allowed at the markets.



Paid Media Campaign

Utilizing grant funding, the Committee promoted the 2020 Census on several outlets.

WBTA Radio (AM/FM)

A radio ad was recorded for the local radio station WBTA Batavia. The County Manager, Jay Gsell, recorded a 30 second PSA (script below) that was aired from August through September.

Census / Genesee County

Jay Gsell

You have the power to make things happen, to shape the future of Genesee County.

By taking part in the 20-20 Census you're helping ensure that funding goes to our schools and emergency services, creating jobs and making our community better.

Take just a few minutes to complete the questionnaire on-line, by phone or by mail.

Let's be counted and be the change in our community.

Visit: my 20-20 census-dot-Gov – that's my 20-20 census-dot-gov.

The Daily News (official Genesee County newspaper)

Print and digital media advertising on the Daily News was purchased from August through September.

Helping People. Changing Lives.
community Action
of Orleans & Genesee

Find the 2020 Census Bus for Free Ice Cream!

Complete the census today:
Online:
my2020census.gov
Or by phone in 14 languages
English 844-330-2020
Spanish 844-468-2020

Helping People. Changing Lives.
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THE 2020 CENSUS IS STILL OPEN!

Now More Than Ever We Must Come Together To Protect Our County's Future.

The Money Our Region Gets from The Census Funds Our...

Hospitals, Schools, Health Insurance, Disaster Programs, Public Programs, so much more.

WE CANNOT AFFORD TO MISS OUT

COMPLETE THE CENSUS

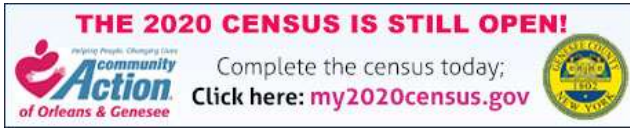
ONLINE AT:
MY2020CENSUS.GOV
Visit your local public library for **FREE INTERNET ACCESS** to **My2020Census.gov**

BY PHONE: IN 14 LANGUAGES
TOLL FREE NUMBER
English 844-330-2020
Spanish 844-468-2020

The Census can also be completed by mail, or through in person enumeration going on now.

The Batavian (online news site/blog)

Digital media advertising banner on was purchased from August through September on this popular local news site.



THE 2020 CENSUS IS STILL OPEN!
Complete the census today;
Click here: my2020census.gov

Genesee Valley and LeRoy Penny Savers

Penny Savers are free weekly local newspapers that are mailed to every home. The combination of the Oatka and Batavia Editions cover all of Genesee County with the LeRoy Edition also covering the Town and Village of LeRoy. The Penny Saver also has an online and Facebook presence. Print and digital media ads were purchased from August through September.



Helping People. Changing Lives.
Community Action
of Orleans & Genesee

GENESEE COUNTY
1802
NEW YORK

The 2020 Census Is Still Open!
Now more than ever we must come together to protect our county's future.

The money our region gets from the census funds our hospitals, schools, health insurance, disaster programs, public programs and so much more.

We cannot afford to miss out!

Complete The Census
Online at: my2020census.gov
or by phone in 14 languages
English: **844-330-2020**
Spanish: **844-468-2020**

Visit your local public library for free internet access to My2020Census.gov. The Census can also be completed by mail, or through in person enumeration starting this summer.

Bus Wraps

Community Action contracted with Gateway Outdoor Advertising and Deb Richards to wrap Census advertising on Public (RTS Genesee) and Community Action buses that have routes through Genesee County. The wraps were on the buses from the end of August through mid-October.



Photos Credit: Gateway Outdoor Advertising / Debbie Richards

Main Street Banner

A banner was purchased by Community Action from a Batavia-based printshop, John's Studio / Hodgins Printing, and strung across Main Street by City of Batavia DPW staff. The banner was in place from mid-September through mid-October.



Photo Credit: Felipe Oltramari

Banner Stand Signs

15 Banner stand signs were purchased with various Census 2020 messaging and located at all six public libraries in the County and public buildings still open to the public including County Building 1 and 2, Batavia Downs, Batavia City Center, Batavia City Hall and Genesee Community College.



Photos Credit: Felipe Ultramari



Support small businesses. Complete the census.

The 2020 Census will provide data to help small businesses that is essential to help them grow, improve and expand. This data can help businesses better understand their customers, where to open new locations, and where to find the best workforce. Respond to the census to help us by phone or visit 2020Census.gov for more information.

Shape your future. **2020Census.gov**

Census data helps inform future business decisions on things like:

- Expansions and closures
- Hiring strategies
- Products to offer
- Engaging your consumer base
- Expanding your environment and community

For more information, visit **2020Census.gov**

On campus. Off campus. Everyone counts.

It's time for census, and it's time to make sure everyone counts. The 2020 Census is the largest survey ever conducted in the United States. It's the only survey that asks about everyone in the country, including students on campus and off campus. Respond to the census to help us by phone or visit 2020Census.gov for more information.

Shape your future. **2020Census.gov**

Census data impacts funding for things like:

- School safety
- College Grant Program
- Adult education grants
- Agriculture, science, and engineering education
- Community mental health services
- Student wellness programs
- Nursing Assistant Program
- School breakfast and lunch and after-school programs
- State Children's Health Insurance Program

For more information, visit **2020Census.gov**

Respond your way to the 2020 Census.

By April 1, 2020, every household member in the United States will be asked to respond to the 2020 Census. You will have three ways to respond to it: Online, by phone, or by mail.

The 2020 Census is the first time you can be asked to respond to the census on your mobile device. The internet is now available on a wide range of mobile devices. Visit 2020Census.gov for more information about how to respond.

Shape your future. **2020Census.gov**

Census data impacts funding for things like:

- Education programs and grants
- Public transportation
- Healthcare and Medicaid
- Supplemental Nutrition Assistance Program
- Library
- Community centers
- School meal programs
- Parks, playgrounds, and recreational facilities

For more information, visit **2020Census.gov**

THE 2020 CENSUS IS STILL OPEN!

Now More Than Ever We Must Come Together To Protect Our County's Future.

The Money Our Region Gets From The Census Funds Our...

- Hospitals
- Schools
- Health Services
- Disaster Programs
- Public Programs
- Public Safety

WE CANNOT AFFORD TO MISS OUT!

COMPLETE THE CENSUS

ONLINE AT: **MY2020CENSUS.GOV**
Visit your local public library for FREE INTERNET ACCESS to My2020Census.gov

BY PHONE: IN 14 LANGUAGES
TOLL FREE NUMBER
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The Census can also be completed by mail, or through in-person enumeration going on now.

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Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in this country on April 1, regardless of their national origin or living situation. This includes renters.

To ensure an accurate count, remember to:

- Count every person living or staying in your home.
- Respond at the address where you were living on April 1, 2020.

What's in it for me?

The 2020 Census is an opportunity to create a better future for our community and the most important by providing an accurate count of our population. The data collected will be used to determine how over \$175 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit **2020Census.gov**

Shape your future. **2020Census.gov**

Tu trabajo cuenta mucho y tú también.

El censo es la única encuesta que pregunta a todos los residentes de esta comunidad, independientemente de su estatus migratorio. El censo es la única encuesta que pregunta a todos los residentes de esta comunidad, independientemente de su estatus migratorio.

Participar en el censo es importante porque ayuda a garantizar que todos los residentes de esta comunidad sean representados y que se pueda mejorar la vida de todos.

Así como las personas votan en las elecciones, así como las personas votan en las elecciones, así como las personas votan en las elecciones, así como las personas votan en las elecciones.

Para más información, visita 2020Census.gov

Shape your future. **2020Census.gov**

El censo cuenta a todos para que a todos nos vaya mejor.

- Programas educativos
- Programas de almuerzos escolares
- Programas de asistencia alimentaria
- Transporte público
- Clinicas de salud
- Puentes y carreteras
- Centros para adultos mayores
- Y mucho más

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The Census can also be completed by mail, or through in-person enumeration going on now.

Photos Credit: Felipe Ultramari

Budget & Expenditures

Not all grant funded was expended given the short timeframe. See the table below for details.

Personnel Services Budget - Community Action Staff	\$7,100.00
Amy Lester - 5 hrs	\$100.00
Sherry Palmeri - 11 hrs	\$176.00
Carly Ward - 30 hrs	\$1,200.00
Lisa Wittmeyer - 15 hrs	\$300.00
Heidi Wyant - 10 hrs	\$300.00
<i>Total expenditures</i>	<i>\$2,076.00</i>
<i>Net remaining</i>	<i>\$5,024.00</i>
Travel Budget	\$1,500.00
CATS bus	\$817.20
Personnel Mileage Planning Staff	\$86.25
<i>Total expenditures</i>	<i>\$903.45</i>
<i>Net remaining</i>	<i>\$596.55</i>
Advertising & Printing Budget	\$28,000.00
WBTA	\$3,000.00
The Batavian	\$2,977.50
Vinyl Sticks - Banner Stand Signs	\$2,550.00
Hodgins - Main St Banner	\$1,395.00
Daily News	\$6,000.00
Gateway Outdoor Advertising - RTS Bus Wraps	\$6,808.00
CA Bus Wraps	\$1,635.00
GV Penny Saver Ads	\$2,454.65
<i>Total expenditures</i>	<i>\$26,828.65</i>
<i>Net remaining</i>	<i>\$1,171.35</i>
Non-Personnel Services Budget	\$5,630.00
Cooler/Canopy	\$226.88
Perry's Ice Cream	\$1,098.00
Chromebooks	\$2,090.46
<i>Total expenditures</i>	<i>\$3,415.34</i>
<i>Net remaining</i>	<i>\$2,214.66</i>
Total Budget	\$42,230.00
Total Expenditures	\$33,223.44
Total Budget Remaining	\$9,006.56

Results and Conclusions

Following a U.S. Supreme Court decision, Census outreach concluded with the closure of the Census survey website on October 16, 2020.

Self-enumeration

Genesee County's final self-enumeration percentage was 65.6% (see images below). Genesee County ranked 18 out of the 62 NY Counties, and it was the best in the GLOW (Genesee, Orleans, Livingston and Wyoming Counties) Region.

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](#).

New York Self-Response **64.2%** Genesee Self-Response **65.6%**



i

Select Mode
Total

Select State
New York

Select County
Genesee

Geographies

Return to State

County

Census Tract

City

Congressional District

Town and..

Tribal Area

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Operational Updates

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Historical Data

Shape your future START HERE >

United States[®] Census 2020

© 2020 Mapbox © OpenStreetMap



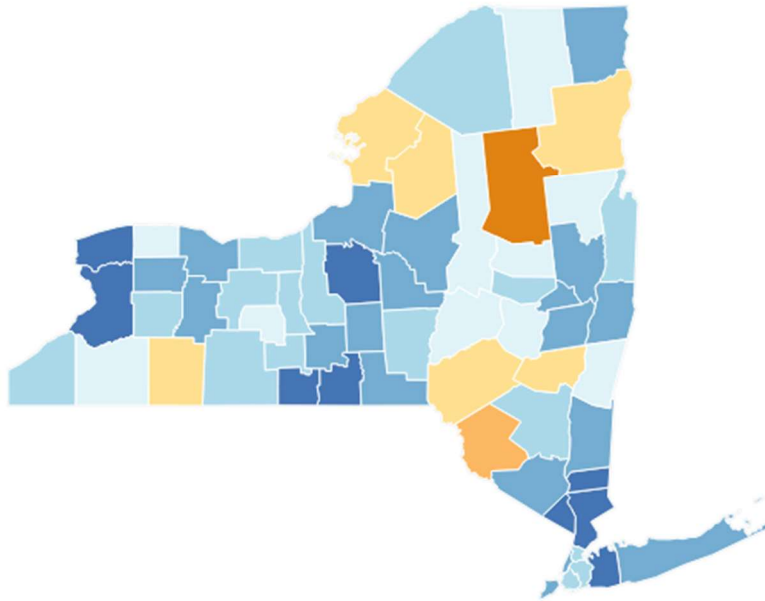
Email us at responseratemap@census.gov
Responses received as of 10/16/2020.
[Click here for technical details](#)

Self-Response by County

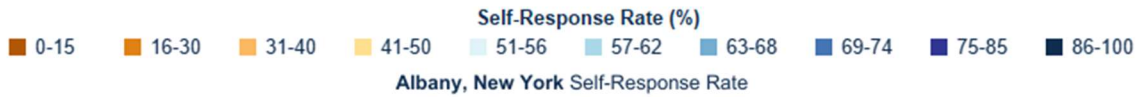
This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in [rankings here](#).

New York
Self-Response
64.2%

Albany
Self-Response
66.6%



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- Select Mode
Total
- Select State
New York
- Select County
All

Geographies

- Return to State
- County
- Census Tract
- City
- Congressional District
- Town and..
- Tribal Area



Operational Updates



Historical Data

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

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Census 2020

Self-Responded by County

1	Nassau, New York	74.8%
2	Putnam, New York	71.7%
3	Rockland, New York	71.1%
4	Niagara, New York	71.0%
5	Erie, New York	70.8%
6	Tioga, New York	70.4%
7	Onondaga, New York	70.3%
8	Chemung, New York	69.5%
9	Westchester, New York	69.2%
10	Saratoga, New York	68.6%
11	Suffolk, New York	68.5%
12	Monroe, New York	68.2%
13	Schenectady, New York	67.0%
13	Dutchess, New York	67.0%
15	Orange, New York	66.9%
16	Albany, New York	66.6%
17	Richmond, New York	66.4%
18	Genesee, New York	65.6%
19	Madison, New York	65.3%
20	Broome, New York	64.7%
21	Rensselaer, New York	64.4%
21	Clinton, New York	64.4%
23	Oneida, New York	64.3%
23	Livingston, New York	64.3%
25	Tompkins, New York	63.8%
26	Cortland, New York	63.2%
27	Oswego, New York	63.1%
28	New York, New York	63.0%
29	Queens, New York	62.7%
29	Bronx, New York	62.7%
31	Steuben, New York	62.0%

32	Ulster, New York	61.9%
33	Washington, New York	60.7%
33	Cayuga, New York	60.7%
35	Wayne, New York	60.3%
36	Ontario, New York	60.1%
37	Montgomery, New York	59.4%
38	Chautauqua, New York	59.1%
39	Kings, New York	59.0%
40	Wyoming, New York	58.5%
41	Seneca, New York	58.0%
42	Schuyler, New York	57.9%
43	St. Lawrence, New York	57.7%
43	Chenango, New York	57.7%
45	Fulton, New York	56.2%
46	Warren, New York	55.4%
47	Herkimer, New York	55.3%
48	Otsego, New York	54.7%
48	Orleans, New York	54.7%
50	Columbia, New York	54.2%
51	Cattaraugus, New York	53.7%
52	Schoharie, New York	52.2%
53	Franklin, New York	51.9%
54	Yates, New York	51.0%
55	Allegany, New York	49.6%
56	Jefferson, New York	49.2%
57	Lewis, New York	44.7%
57	Greene, New York	44.7%
59	Delaware, New York	42.7%
60	Essex, New York	41.9%
61	Sullivan, New York	36.7%
62	Hamilton, New York	19.1%

Total Enumeration Results

Total enumeration percentages were not available at the County level at the time of the writing of this report; however, the Census Bureau reported that New York State and the National enumeration rates reached 99.9% by the October 16, 2020 conclusion date. Therefore, it is assumed that Census takers reached the remaining 34.4% of Genesee County residents that did not self-enumerate either through in-person enumeration or via proxy (questioning neighbors).

Lessons Learned

Although the Complete Count Committee's efforts were in no doubt very successful in reaching their targeted audience, some lessons can be learned from the process:

- 1. Outreach funding should have been distributed earlier in the year.** The State distributed funding in August, but by then Census takers had been visiting non-responding households for three months. As a result, the self-enumeration percentages did not increase by a large amount during the two months that the funding was utilized. Most households that had not self-enumerated had already been reached by Census takers. Anecdotal evidence of this was obtained during the outreach process; most people would state that they had already done the survey online or had been visited by a Census taker.
- 2. LUCA process may have resulted in multiple addresses for some properties, affecting response rates.** Through outreach activities, many people expressed frustration with getting multiple mailings and even Census taker visits even though they had completed the Census survey online. Further questioning of the individuals revealed that they had received mailings with slight variations in their address. For example, one mailing was to a particular address on NYS Rt. 237 and the other to the same number on Byron-Holley Rd. Another example was with an address that had a lower and upper apartment that also received an apartment A and B. These issues probably resulted from the LUCA process. Through the Local Update of Census Addresses (LUCA) program, the Census Bureau accepts updates to the Census's Master Address List often through the cross-referencing of various address databases. The Census Bureau needs to do a better job of identifying and eliminating duplicate addresses prior to the mailing of the Census invitations.

Acknowledgements

The success of the 2020 Census outreach efforts by the Genesee County Complete Count Committee were a true example of a community coming together with a single purpose, to count everyone once and in the right place. A big thank you to Shelley Stein for her leadership; to all the committee members, especially Carly Ward of Community Action for stepping up and filling the much needed role of a NFP partner; the Census Bureau, especially Susan Perry for her guidance; Annie Lawrence and the Batavia Downs staff for storing the ice cream sandwiches; the public libraries and their staff, the school districts, especially Matthew Calderón of Pembroke Central School District; and all County staff, especially the Planning department, IT Department and Office for the Aging.

Following the cessation of 2020 Census outreach activities, the six Chromebooks purchased through the State grant were donated to the Pembroke Central School District at a ceremony during the October 28, 2020 Genesee County Legislature meeting. See photo below.

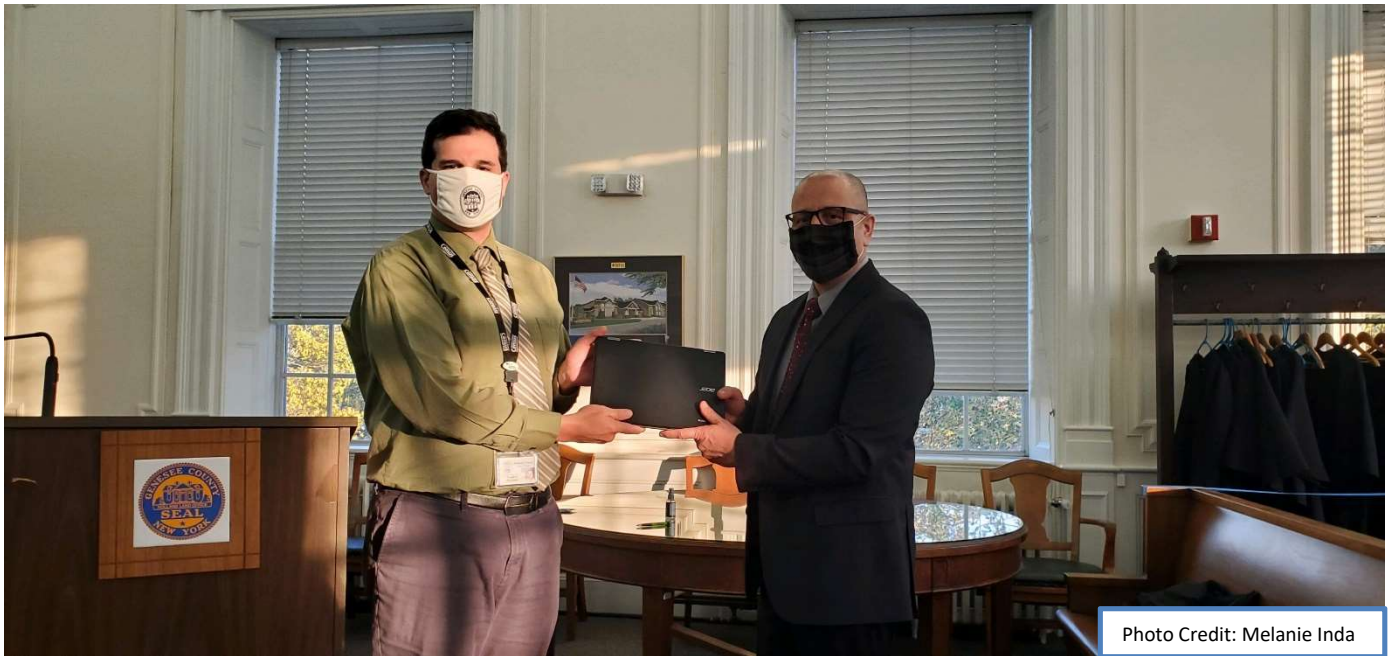


Photo Credit: Melanie Inda