Census 2020 Kansas City
Regional Communications Plan

This plan was produced with funding support from the Health Forward Foundation and REACH Healthcare Foundation and guidance from the Regional Complete Count Committee convened by the Mid-America Regional Council for use by local governments and community organizations in the Greater Kansas City region to help ensure a complete count in Census 2020.

Madison West Consulting and Shockey Consulting assisted in the preparation of the plan.

COUNT
Me in KC
CENSUS2020KC.org

CUENTA Conmigo KC
CENSUS2020KC.org

August 2019

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Executive Summary

April 1, 2020, is Census Day, and the Kansas City region has a lot riding on an accurate count.

The census only happens once every 10 years, but census data is used every day. It guides the distribution of approximately $675 billion in federal funds each year for vital programs impacting housing, education, transportation, health care, public safety and more. Local governments use the results to plan new roads, hospitals and schools, as well as to ensure public safety and emergency preparedness. Businesses use census data to decide where to build factories, offices and stores. And census data determines our representation in state legislatures and in Congress.

In the 2010 Census, experts estimate the population was undercounted by 1%. A similar undercount in 2020 would cost the region approximately $48 million each year. Local governments, nonprofit agencies and other community organizations are eager to help ensure a complete count.

The Census Bureau is focused on counting everyone once, only once and in the right place. But getting an accurate count may be more challenging than ever before. Our population is increasingly diverse and increasingly mobile, with more complex living arrangements and high levels of distrust in government. Also, for the first time, the Census Bureau is encouraging residents to complete the census form online.

Raising awareness about the census and motivating people to participate is a big task, and time is short. With support from the Health Forward Foundation and REACH Healthcare Foundation, the Mid-America Regional Council convened a Regional Complete Count Committee (RCCC) in March 2019 to help support local and regional efforts to ensure an accurate census. One of the first tasks the RCCC took on was development of a coordinated regional communications plan.

Outreach Plan Phases

Following the same outline as national outreach efforts, the regional communications plan includes a timeline for five distinct phases:

2. Education and Engagement, September 2019-April 2020 — sharing information with partner organizations and trusted messengers.
3. Awareness, January-March 2020 — focused public outreach about when, how and why to complete the census and where to get help.
4. Motivation, March-April 2020 — intensified calls to action to encourage residents to complete the census promptly.
5. Reminder, May-July 2020 — monitoring response rates and supporting efforts to follow up with non-responders.

The regional communications plan outlines tools, tactics and activities for each phase.
Reaching Hard-to-Count Populations

To make the best use of limited resources, the RCCC will focus its communications efforts on reaching traditionally hard-to-count populations. These include:

- Young children under the age of five
- Adults age 65 and older
- Renters and residents of multi-unit housing
- Racial and ethnic minorities
- People with limited English
- Low-income people
- People experiencing homelessness
- Immigrants (documented and undocumented)
- Individuals who self-identify as LGBTQ
- People with mental or physical disabilities
- Households that lack internet access
- People living in rural areas
- People experiencing homelessness
- Immigrants (documented and undocumented)
- Individuals who self-identify as LGBTQ
- People with mental or physical disabilities
- Households that lack internet access
- People living in rural areas

The plan defines each of these populations, providing data at the regional and county levels and mapping their distribution by census tract where tract-level data is available.

In addition to providing general messages that can be used by all partner organizations to help residents understand that the census is easy, safe and important, the plan takes a close look at each of the hard-to-count populations, examining perceived barriers to census participation and what messages might best motivate each group to complete the census. The plan also suggests organizations and individuals who could help encourage each targeted population to take action and provides sample messages for each group.

Message Delivery

Next, the plan focuses on how best to deliver key information about the census and calls to action. The RCCC has identified partner organizations and trusted messengers to help spread the word, along with a list of community events that provide an opportunity to reach large numbers of people. Additionally, the plan recommends a coordinated social media strategy, earned media opportunities and a paid advertising campaign that will target specific hard-to-count groups and supplement the national ad campaign planned by the Census Bureau.

The RCCC developed a regional logo and tagline, “Count Me in KC,” which can be customized by communities across the region. Common branding, along with a shared hashtag on social media, #countmeinkc, will help raise awareness and extend the reach of census messages.

The committee also launched a website, www.Census2020KC.org, with information about the census, how to get involved and resources for communities. The site will be updated regularly through all five phases of census outreach.

How to use this plan

The regional communications outreach plan was developed not only to guide outreach efforts conducted by the Regional Complete Count Committee (RCCC), but also to provide resources for local committees and other agencies that are working to ensure a complete count in their own communities. Partners in census outreach efforts are encouraged to use elements of this plan — including data, outreach strategies, sample messages and branding — to meet their own needs.

Additional resources are available online at Census2020KC.org.
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Census 2020: Why a Complete Count Matters

What is the census? Why does it matter?

Beginning in April 2020, the U.S. Census Bureau will launch a nationwide head count of all people living in the country. Required by the U.S. Constitution every 10 years, the census counts every resident, whether adult or child, citizen or noncitizen.

Obtaining a complete and accurate count is important because census numbers impact our daily life in many ways. Census data determines how many seats each state has in Congress and guides the distribution of approximately $675 billion in federal funds each year for vital programs impacting housing, education, transportation, health care, public safety and more.

Local governments use the results to plan new roads, hospitals and schools, as well as to ensure public safety and emergency preparedness. States use the information to redraw boundaries for legislative districts. Businesses use census data to decide where to build factories, offices and stores.
The High Cost of Undercounting

Kansas receives $4.48 billion per year based on the 16 largest federal assistance programs that distribute funds per the decennial census. For every person not counted in the census, Kansas stands to lose $1,539 in federal funds per year for 10 years. Missouri received approximately $11.26 billion in federal dollars in fiscal year 2015 directly calculated from census data. For every person undercounted, Missouri would lose an estimated $1,851 in federal dollars.

$1,539 per person per year

$1,851 per person per year

16 Large Federal Programs that Rely on Census Data

- Medicaid
- Medicare
- State Children’s Health Insurance Program (S-CHIP)
- Health Center Programs
- Supplemental Nutrition Assistance Program (SNAP)
- Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- National School Lunch Program
- Housing Choice Vouchers
- Housing Assistance Payments
- Low Income Home Energy Assistance (LIHEAP)
- Transportation Infrastructure
- Head Start/Early Head Start
- Special Education Grants
- Child Care and Development Fund
- Title I Grants to Local Education Agencies
- Foster Care

In the 2010 census, experts estimate that the population was undercounted by 1 percent. The undercount was even higher for minorities — an estimated 2.1 percent of blacks and 1.5 percent of Hispanics were not counted. A similar undercount in 2020 would cost the Kansas City region more than $48 million per year.

What would an undercount similar to 2010 mean for your county?

**KANSAS**
- Allen County — $216,999
- Johnson County — $10,589,859
- Leavenworth County — $1,552,851
- Miami County — $541,728
- Wyandotte County — $4,740,120

**MISSOURI**
- Cass County — $2,130,501
- Clay County — $5,243,883
- Jackson County — $20,555,355
- Lafayette County — $657,105
- Platte County — $2,154,564
- Ray County — $451,644

Source: George Washington University Institute of Public Policy
Challenges to obtaining an accurate count

Historically, the Kansas City region has experienced an undercount due to large numbers of hard-to-count populations living in the metro. Examples of hard-to-count populations include undocumented immigrants, racial and ethnic minorities, non-English speakers, low-income persons, those experiencing homelessness, renters, racial/ethnic minorities, older adults and young children.

The 2020 census faces several new challenges to achieving a complete count. Despite the recent Supreme Court decision prohibiting the U.S. Commerce Department from adding a citizenship question to the survey, controversy over the question has increased fear throughout immigrant communities that information provided to the government might be used against them and their families. In addition, the 2020 count will be the first time that residents can complete the census survey online, raising concerns about data privacy and creating hardships for households that lack access to the internet.

Kansas City Regional Complete Count Committee

The Mid-America Regional Council (MARC) has convened the Kansas City Regional Complete Count Committee (RCCC) to help ensure that every resident in the region is counted. With funding support from the Health Forward Foundation and the REACH Healthcare Foundation, MARC is coordinating regional efforts to work with the Census Bureau, local governments, nonprofits, business and community organizations and others to build awareness about the upcoming census, its importance to our communities and the need for everyone to answer the census survey next spring.

Over the next year, the RCCC will work to:

- Promote the census through locally based, targeted outreach efforts.
- Coordinate a regional information campaign.
- Assist local communities in forming their own complete count committees.
- Engage hard-to-reach populations.
- Increase digital access to online census forms.

The RCCC will focus on building partnerships with trusted voices across the region to promote the census to their constituents. These trusted voices are fundamental to reaching hard-to-count populations and communicating what’s at stake for our communities if residents fail to respond.

Aligning with the national census communications campaign timeline, the regional committee will engage area media outlets to raise awareness about the census to the general public. The committee will also monitor local and national trends and adjust regional outreach activities as needed.

MARC will provide periodic updates on Census2020KC.org as new information becomes available.
Regional Communications Plan Overview

With the goal of ensuring a fair, complete and accurate count during the 2020 census, the Kansas City Regional Complete Count Committee (RCCC) has developed a comprehensive communications plan that focuses on locating hard-to-count populations, how best to communicate with these populations and effective strategies to encourage participation in the count. The plan offers an overview of anticipated communications activities, examples of messages that resonate with hard-to-count populations and effective communications strategies to deliver information about the census. The plan is available to support local complete count committees in the Kansas City metro area.

Over the next year, the RCCC will roll out the regional communications plan. Key priorities include:

- Create talking points for local government officials, representatives from community-based organizations (CBOs), nonprofit organizations (NPOs) and other community partners in English and Spanish.
- Compile a social media toolkit for local governments, community-based organizations, nonprofit organizations and other partners in English and Spanish.
- Launch a social media roll-out to coincide with each phase of the outreach plan (Twitter, Snapchat, Instagram, and Facebook/Facebook Live).
- Create a “Count Me in KC” specific social media hashtag.

The committee will engage community influencers to participate in census outreach, striving to:

- Secure commitments from community influencers to talk about how census data impacts the community.
- Secure commitments from Spanish-speaking influencers to promote the census through Spanish language formats.

The committee will secure funds and launch a paid-media campaign to raise public awareness about the census, working to gain earned media support to:

- Engage media partners to educate the public about the importance of the census through earned-media opportunities.
- Secure interviews with media outlets that can air segments or publish articles covering the importance of participating in the census.

The campaign will also monitor news from the U.S. Census Bureau and post timely updates on Census2020KC.org related to census outreach activities, timeline, the availability of in-person assistance, and links to local and national resources.
Outreach Plan Phases

The Regional Complete Count Committee has divided census outreach activities into five phases — planning, education and engagement, awareness, motivation and reminder. Descriptions of each phase are provided below. A timeline can be found on the following pages.

Phase 1: Planning | April–August 2019

The planning phase includes:

- Identifying effective outreach strategies designed to reach undercounted populations.
- Obtaining support from local government officials, community leaders and trusted messengers.
- Increasing awareness about the 2020 census through existing networks, channels and programs.

Phase 2: Education and Engagement | September 2019–April 2020

The education and engagement phase will focus on:

- Continuing to build awareness about the census and the value of counting every person in the region.
- Engaging potential partner organizations and trusted messengers to participate in census outreach and help hard-to-count populations complete the survey.
- Training partners about the census survey and strategies to achieve a complete count.

Phase 3: Awareness | January–March 2020

During the awareness phase, committee members, government officials and community leaders will highlight the upcoming census process and key messages, including:

- Census day is fast approaching.
- The Census Bureau will mail out postcards beginning in March, inviting residents to respond to the survey.
- Answering the census is easy, important and safe.
- Free assistance is available to anyone who needs help completing the survey.

Phase 4: Motivation | March–April 2020

The motivation phase begins in March 2020. During this phase, the RCCC will:

- Kick off activities to motivate residents to promptly respond to the census.
- Launch a paid media campaign encouraging residents to self-respond or know where to go for assistance.
- Review response rates and implement plans to encourage more residents in low-response communities to complete the survey.

Phase 5: Reminder | May–July 2020

During the reminder phase, the RCCC will:

- Highlight messages to let residents who did not complete the survey know that they still have time to do so.
- Encourage households to cooperate when census workers knock on their door.
- Review response rates and conduct outreach to targeted communities.
# Timeline of Outreach & Communications Activities

<table>
<thead>
<tr>
<th>PHASE 1: PLANNING</th>
<th>PHASE 2: EDUCATION AND ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR-JUN</td>
<td>JUL 2019-APRIL 2020</td>
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<tr>
<td></td>
<td><strong>APRIL-JULY 2019</strong></td>
</tr>
<tr>
<td></td>
<td>• Develop outreach and engagement plan</td>
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<tr>
<td></td>
<td>• Identify trusted messengers and community influencers to help with outreach to hard-to-count populations</td>
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<tr>
<td></td>
<td>• Prepare local governments, community-based organizations and nonprofits with tools, resources and messaging</td>
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<tr>
<td></td>
<td><strong>JULY 2019-APRIL 2020</strong></td>
</tr>
<tr>
<td></td>
<td>• Raise public awareness about the census</td>
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<tr>
<td></td>
<td>• Build high-level community awareness and educate the educators</td>
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<tr>
<td></td>
<td>• Develop relationships and build trust</td>
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<tr>
<td></td>
<td>• Train volunteers to help with on-the-ground outreach and provide technical assistance</td>
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<tr>
<td></td>
<td>• Engage community and media partners</td>
</tr>
</tbody>
</table>
**CENSUS DAY**

04-01-20

**PHASE 3** AWARENESS

- JANUARY-MARCH 2020
  - Provide details about the process of completing the census form
  - Work with community partners to establish assistance sites
  - Begin media campaign

- MARCH-APRIL 2020
  - Ramp up outreach intensity
  - Continue media campaign
  - Offer assistance to those who need help filling out the form
  - Monitor response rates

- APRIL-JULY 2020
  - Provide information about the Census Bureau’s non-responsive follow-up operations
  - Conduct targeted outreach in areas with low response rates

**NATIONAL CENSUS BUREAU TIMELINE**

- **MAR**
  - March 12-20: Postcards sent to most homes

- **APR**
  - March 16-24: Reminder letters sent to non-respondents

- **MAY**
  - March 26-April 3: Postcards sent to non-respondents

- **JUN**
  - April 1: Letters and “It’s not too late” postcards to non-respondents

- **JUL**
  - May-July: Non-response follow-up
Tools and Tactics

Planning Phase: April–August 2019

Outreach to promote the 2020 census began with the planning phase. With help from the Health Forward Foundation and the Reach Healthcare Foundation, MARC convened the first meeting of the Kansas City Regional Complete Count Committee (RCCC) in March 2019.

The planning phase has focused on:

- Analyzing best practices of local, state and national census outreach efforts to ensure a complete and accurate count in the region.
- Securing commitments from representatives from the U.S. Census Bureau, local governments, private businesses and school districts, community-based organizations and nonprofits to play an active role in census promotion.
- Identifying trusted community influencers to help raise awareness about the census among hard-to-count populations.
- Identifying effective communications strategies using paid and earned media to best reach target populations.
- Creating a communications subcommittee and partnership outreach subcommittee to maximize limited resources, develop culturally-relevant messaging, identify organizations that can host assistance sites and eliminate gaps in outreach.

Education and Engagement: September 2019–April 2020

The objective of the education and engagement phase is to continue building awareness among the public — and especially among undercounted populations — about the 2020 census and engaging additional partners to participate in census outreach. During this phase, the RCCC will develop culturally relevant educational materials that census partners can use with their constituents and conduct trainings for community influencers serving as spokespersons on the census.

Over the next few months, the RCCC will:

- Ask officials from local governments, businesses, community-based and nonprofit organizations to take specific steps to promote the census and encourage their residents and clients to compete the survey. These steps may include sharing information about the census, hosting sites that provide direct help to residents during the survey process and hosting public workshops about the value of the census to their communities.
- Create relevant census materials that local governments, community organizations and other partners can post on their websites, share via social media and/or distribute at community meetings, fairs, school and faith-based events.
- Coordinate census messaging among paid, earned and social media campaigns to better reach hard-to-count populations.
- Develop partnerships with media outlets to promote the census to the general public, leveraging paid ad placements to secure interviews about the census and sponsorships opportunities.
- Support efforts of local governments in the region working to form their own complete count committees.
Community influencers and trusted messengers are critical to ensuring a complete and accurate census. During this phase, the RCCC will engage these messengers seeking their assistance to promote the importance of the census to their clients, explaining how the Census Bureau will communicate about the count, the ways people can respond to the survey and that completing the survey is safe.

**Awareness Phase: January–March 2020**

The awareness phase of the 2020 census officially starts in January 2020. The objective of this phase is to build immediate awareness that Census Day, April 1, 2020, is fast approaching, inform the public on “how” and “when” they can complete the survey and motivate residents to respond. Local government and community leaders will highlight messages that the census is easy, important and safe, and that free assistance is available to anyone seeking help.

During this phase, the RCCC will ask the media and census partners to share information on:

- Frequently asked questions about the census.
- How to file online, by phone or by paper.
- The census form mailing timeline.
- How residents can receive valid ID codes if they do not have one.

In partnership with the United Way of Greater Kansas City, the RCCC will develop messaging that 211 call takers can use to promote the census and connect residents with local agencies offering free assistance.

At the beginning of this phase, the RCCC will work with Census Bureau staff to schedule any additional staff/volunteer trainings needed by partner organizations; provide ongoing support to local Complete Count Committees through email communications, meetings and training opportunities; and continue working with members of the Regional Association of Public Information Officers to actively promote the census through their websites, newsletters and events.

**Motivation Phase: March–April 2020**

The motivation phase begins in March 2020. The objective of this phase is to motivate residents to promptly complete the census survey. Beginning in mid-March, residents will receive notices in the mail with instructions on how to complete the census online, by phone or by mail. Individuals can respond either online or on the phone in 13 languages. If residents do not answer promptly, the U.S. Census Bureau will send a follow-up reminder in the mail.

During this phase, the RCCC will:

- Kick off activities to encourage residents to respond immediately to the survey after receiving the first notice in the mail.
- Launch a paid media campaign encouraging households to self-respond or know where to go for assistance.
- Leverage paid media investments by securing interviews and sponsorship opportunities.
- Deploy trusted messengers to reinforce calls to action by promoting the importance of a complete count, how to complete the questionnaire and where to go for assistance.
- Ramp up messaging through social media channels.
• Push out collateral materials to local governments, schools, businesses, community and faith-based organizations, nonprofits and other census partners to help them promote participation through emails, newsletters and websites.

• Push out educational materials to the media and census partners informing residents how to spot census scams and avoid fraud.

• Support partner outreach activities involving canvassing and phone banking, if resources exist.

In April 2020, the Census Bureau plans to begin posting response rates by census tract online. Once this data is available, the RCCC will review response rates for local communities and ramp up outreach in neighborhoods with significant numbers of households that have not completed the survey. In mid-April, the Census Bureau will mail paper questionnaires to households that have failed to respond. During this time, census employees will also visit nursing homes, colleges and universities, shelters and other group living locations to help individuals complete the census.

**Reminder Phase: May–July 2020**

Beginning in May 2020, any household that has not yet responded to the census may receive a phone call or an in-person visit from a Census Bureau employee. During the follow-up period, households can continue to self-respond online, using a paper questionnaire or by phone.

The objective of the reminder phase is to inform households who have not answered the survey they can still do so, or they can wait for a census taker to visit their house in person. During this phase, the RCCC will:

• Deploy messages to remind non-responding households that now is the time to answer the questionnaire.

• Work with media outlets to share information about how the Census Bureau will contact households that have not responded to the survey.

• Share educational materials with local governments, census partners and the media about how to identify census takers and avoid fraud.

• Encourage households that have not responded to cooperate with census takers.

• Ask community influencers to issue another call to action to encourage non-responding households to complete the census or expect enumerators to knock on their door.

During this time, the RCCC will continue to review 2020 response rates published by the Census Bureau, and if resources exist, will support local government and census partners conducting outreach activities.

### Census Bureau Notification Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12-20</td>
<td>Invitation to complete 2020 Census mailed to each home.</td>
</tr>
<tr>
<td>March 16-24</td>
<td>Reminder letters sent from U.S. Census Bureau.</td>
</tr>
<tr>
<td>March 26- April 3</td>
<td>Reminder postcards mailed.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>Second reminder letter and paper questionnaire sent to non-responders.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>Final reminder postcards mailed before in-person follow-up begins.</td>
</tr>
</tbody>
</table>
Hard-to-Count Populations

The goal of the decennial census is to count each person living in the country once, only once, and in the right place. Unfortunately, certain populations — referred to as hard to count — historically have been missed by the census. Some groups have been underreported in census data for decades.

**Who is hard to count?**

The U.S. Census Bureau framework for identifying hard-to-count populations includes four subcategories: those who are hard to locate, hard to contact, hard to persuade, and/or hard to interview. The following list includes populations identified as hard to count by the Census Bureau and through surveys of Regional Complete Count Committee members and others in the Kansas City region.

- Young children under the age of five
- Adults age 65 and older
- Renters and residents of multi-unit housing
- Racial and ethnic minorities
- People with limited English
- Low-income people
- People experiencing homelessness
- Immigrants (documented and undocumented)
- Individuals who self-identify as LGBTQ
- People with mental or physical disabilities
- Households that lack internet access
- People living in rural areas
Populations that are hard to locate include households that do not appear on the Census Bureau’s address list or where people living at the residence want to remain hidden. Some people are considered hard to contact because they are highly mobile, moving one or more times in a given year or experiencing homelessness. Some groups are hard to persuade because they lack trust in the government and have concerns about the way their data will be used. Other populations may be reluctant to answer the census because of language barriers or a lack of internet access.

Why is it important?

If people and families are not fully and accurately counted in the census, the community could be deprived of equal representation in Washington or at the state capitol and vital public and private resources may be affected. For each household that fails to respond to the census, the Census Bureau sends enumerators into the field to speak with individuals at the residence directly. This “non-response follow-up” component of the census can be difficult, time-consuming and costly to the bureau and taxpayers.

Regional Hard-to-Count Data

- 27.9% of residents are racial or ethnic minorities
- 12.2% of residents have a disability
- 27.2% of residents live in poverty
- 6.7% of residents are under age 5
- 35.2% of households live in rental units
- 13.5% of residents are 65 or older
- 2.4% of households have limited English
- 12.2% of residents have a disability
- 27.9% of residents are racial or ethnic minorities
- 27.2% of residents live in poverty
- 6.7% of residents are under age 5
- 35.2% of households live in rental units
- 13.5% of residents are 65 or older
- 2.4% of households have limited English
Hard-to-Count Population Data by County

**RACE AND ETHNICITY** | Percent of Total Population

<table>
<thead>
<tr>
<th>County</th>
<th>White, Non-Hispanic</th>
<th>Black, Non-Hispanic</th>
<th>Other, Non-Hispanic</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson County, Kan.</td>
<td>81%</td>
<td>5%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Leavenworth County, Kan.</td>
<td>80%</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Miami County, Kan.</td>
<td>42%</td>
<td>23%</td>
<td>8%</td>
<td>28%</td>
</tr>
<tr>
<td>Wyandotte County, Kan.</td>
<td>93%</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Cass County, Mo.</td>
<td>89%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Clay County, Mo.</td>
<td>82%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Jackson County, Mo.</td>
<td>63%</td>
<td>23%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Platte County, Mo.</td>
<td>82%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Ray County, Mo.</td>
<td>94%</td>
<td>4%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

**POVERTY** | Percent of Population Living Below 200% of Federal Poverty Level

200% of federal poverty level (FPL) is the cutoff point used for many assistance programs.

For 2019, the 200% FPL line is a household income of $51,500 or lower for a family of four.

**AGE** | Percent of Population Very Young (Under Age 5) or Old (65 and Over)

Source: U.S. Census Bureau, American Community Survey 2017
HOUSING | Percent of Housing Units that are Renter Occupied

<table>
<thead>
<tr>
<th>County</th>
<th>Renter Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson</td>
<td>31.1%</td>
</tr>
<tr>
<td>Leavenworth</td>
<td>32.0%</td>
</tr>
<tr>
<td>Miami</td>
<td>22.0%</td>
</tr>
<tr>
<td>Wyandotte</td>
<td>42.5%</td>
</tr>
<tr>
<td>Cass</td>
<td>24.5%</td>
</tr>
<tr>
<td>Clay</td>
<td>30.9%</td>
</tr>
<tr>
<td>Jackson</td>
<td>41.3%</td>
</tr>
<tr>
<td>Platte</td>
<td>34.8%</td>
</tr>
<tr>
<td>Ray</td>
<td>22.5%</td>
</tr>
</tbody>
</table>

LANGUAGE | Households with Limited English

<table>
<thead>
<tr>
<th>County</th>
<th>Total Households</th>
<th>Speak Languages Other than English</th>
<th>Limited English*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson</td>
<td>224,248</td>
<td>27,197</td>
<td>5,422</td>
</tr>
<tr>
<td>Leavenworth</td>
<td>27,233</td>
<td>1,874</td>
<td>408</td>
</tr>
<tr>
<td>Miami</td>
<td>12,771</td>
<td>319</td>
<td>0</td>
</tr>
<tr>
<td>Wyandotte</td>
<td>59,355</td>
<td>13,575</td>
<td>4,556</td>
</tr>
<tr>
<td>Cass</td>
<td>38,706</td>
<td>1,847</td>
<td>189</td>
</tr>
<tr>
<td>Clay</td>
<td>89,709</td>
<td>7,281</td>
<td>1,386</td>
</tr>
<tr>
<td>Jackson</td>
<td>280,174</td>
<td>27,127</td>
<td>5,908</td>
</tr>
<tr>
<td>Platte</td>
<td>38,147</td>
<td>3,263</td>
<td>711</td>
</tr>
<tr>
<td>Ray</td>
<td>8,684</td>
<td>263</td>
<td>19</td>
</tr>
</tbody>
</table>

*A household with “limited English” is one in which no one over the age of 14 speaks only English or speaks a non-English language and also speaks English “very well.”

DISABILITY | Percent of Residents with a Disability

<table>
<thead>
<tr>
<th>County</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson</td>
<td>9%</td>
</tr>
<tr>
<td>Leavenworth</td>
<td>15%</td>
</tr>
<tr>
<td>Miami</td>
<td>12%</td>
</tr>
<tr>
<td>Wyandotte</td>
<td>15%</td>
</tr>
<tr>
<td>Cass</td>
<td>13%</td>
</tr>
<tr>
<td>Clay</td>
<td>12%</td>
</tr>
<tr>
<td>Jackson</td>
<td>14%</td>
</tr>
<tr>
<td>Platte</td>
<td>11%</td>
</tr>
<tr>
<td>Ray</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, American Community Survey 2017
Nationally, the U.S. Census Bureau has conducted in-depth research of different mindsets and geographies, using predictive models to determine who is most or least likely to respond to the census and develop messages that will appeal to each of six identified mindsets:

- **Eager Engagers** — Civically engaged people who have the highest knowledge of the census and are most likely to respond.
- **Fence Sitters** — People who do not have major concerns about responding to the census, but don’t feel it matters to them personally.
- **Confidentiality Minded** — Those who understand that participation is important, but are most concerned that their answers to census questions could be used against them.
- **Head Nodders** — People who tend to say yes to any survey questions about the census, but have significant knowledge gaps about its importance.
- **Wary Skeptics** — Those who are characterized by skepticism about government and apathy about being counted, with lower-than-average knowledge about the census.
- **Disconnected Doubters** — People who do not have access to the internet, are uninterested in the census and are least likely to respond.

In the Kansas City region, the Regional Complete Count Committee intends to supplement the national outreach campaign with localized messaging that focuses on traditionally hard-to-count populations. Regional and local partners can use the following one-page briefs for each audience to develop focused messages appropriate for their own communities or areas of influence. Many of the sample messages are suitable for multiple hard-to-count populations, while others are specific to certain groups. All are intended to build on the national effort by overcoming potential barriers and encouraging people to participate in the census.
General Messaging

THE DATA

- In 2015, Missouri received $11.3 billion and Kansas received $4.5 billion in federal dollars for programs that distribute funding based on census data.
- For each person missed in the census, the potential annual per capita loss in federal funds is $1,272 in Missouri and $1,020 in Kansas.
- In the 2010 Census, experts estimate that the population was undercounted by 1 percent; a similar undercount in 2020 would cost the Kansas City region more than $48 million per year.

PERCEIVED BARRIERS

- General distrust in all levels of government; concern that census responses could be used to harm people or their families.
- Fear that answering the census will affect access to housing and other public benefits.
- Concerns about data privacy and confidentiality.
- Lack of access to the internet or technology skills.
- Lack of knowledge about the census, its importance or how the census-taking process works.
- Moving frequently or complex living situations.

STRONGEST MOTIVATORS

- Completing the census is easy, safe and important.
- Census data impacts funding for education, nutrition and health care assistance; and guides funding for highway construction, public safety and public transit.
- Survey answers provide data that can attract new businesses and jobs to communities.
- Employing trusted voices to help residents understand the purpose of the census and census-taking process may increase participation.

KEY INFLUENCERS

- Faith-based and nonprofit organizations that are trusted in their communities; family members and friends; employers and businesses; health care and social service providers, school officials, sports figures and other celebrities.

NEWS SOURCES AND MEDIA OUTLETS

- Broadcast and cable TV; radio; social media; digital advertising; billboards; commuter and bus ads; print ads.

SAMPLE MESSAGES

Census Day is April 1, 2020. Will you and your community count?

For the first time, you can answer the census online, by phone or on paper through the mail.

Responding is safe. The Census Bureau is using the best available technologies to protect data privacy and reduce cybersecurity risks.

Census workers will never ask for your Social Security number, a bank account or payment of any kind. Don’t be fooled by anyone threatening you for money or personal information.

Census data is important because the information is used to apportion seats in the House of Representatives.

An accurate count helps your community get its fair share of funding for education, health care, housing, nutrition and public transportation assistance.

Starting in March 2020, the Census Bureau will send postcards to most households with instructions on how to participate online. You can also respond via phone or mail.

Fill out the 2020 census yourself, on your own schedule. It’s easier than having to respond when a census worker knocks on your door.

You can complete the census online or over the phone in 13 languages. You matter. Get counted.

Call 2-1-1 or go to Census2020KC.org to learn more.
Census 2020: Targeted Outreach for Hard-to-Count Populations

IMMIGRANTS

THE DATA
- An estimated 135,000 immigrants make up 7% of the Kansas City region’s total population. Of those, 70% percent are naturalized U.S. citizens or lawful permanent residents.
- Latino immigrants have historically been undercounted in the census. In 2010, 1.5% of the Hispanic population were undercounted.
- Only 54% percent of immigrant households own their homes, and one in five immigrants live in poverty.

PERCEIVED BARRIERS
Factors that could discourage immigrants — documented and undocumented — from answering the 2020 census include:
- Distrust in the government
- Highly visible immigration enforcement policies.
- Fear that answering the census could harm their family.
- Concern about data privacy and cybersecurity threats.
- Lack of knowledge about the census and its purpose.
- Poverty and limited English proficiency.
- Lack of internet access or standard mail delivery.

STRONGEST MOTIVATORS
- An accurate count helps communities get their fair share of federal funds for important health care, nutrition, education and public safety programs.
- Civic participation is an important strategy for success. It can help immigrants access economic opportunities, build language skills and develop a sense of belonging.
- Answering the census is convenient, safe and required.
- There are several ways to complete the form (online, phone, paper) and multiple language options are available.
- Trusted people and places can help.
- Responding promptly to the census means no census worker will knock on your door.

KEY INFLUENCERS
- Family members, health care providers and community-based organizations that serve the immigrant population.

NEWS SOURCES AND MEDIA OUTLETS
Broadcast and cable TV; radio; social media; billboards; commuter and bus ads; KC Hispanic News and Dos Mundos newspapers; 2MAS2KC and Viet BAO KC online.

SAMPLE MESSAGES

Our neighborhoods need help, but what can one person do? Stand up and be counted. Fill out your census form.

The services you use are at stake. Complete the census and help ensure your community gets its share of health care, nutrition and education programs.

Answering the census is safe, easy and required. You Matter. Get Counted.

By law, census data is confidential. Your answers cannot be used against you by any government agency or court.

Census Day is April 1, 2020. Answer the survey and make your voice heard.

You pay taxes and contribute to your community. But if you’re not counted, your community may lose out on federal funds.

Census data is critical to our families’ future and the next generation. It helps our communities get the health care, transportation, schools, affordable housing our families need. Make yourself count!

No internet? No problem. You can complete the census survey on paper or by phone.

New for 2020: You can respond to census questions online or over the phone in 13 languages. Get counted to help secure your community’s future.

Call 2-1-1 or go to Census2020KC.org to learn more.
Census 2020: Targeted Outreach for Hard-to-Count Populations

LOW-INCOME RESIDENTS

THE DATA

- In the Kansas City region, approximately 224,709 low-income residents make up 11.4% of the population.
- Low-income people often tend to be renters and may be more likely to be missed because they move frequently or lack standard mail delivery.
- Online responses will be the primary means of collecting data for the 2020 census. Nationwide, only 78 percent of households with incomes below $30,000 have access to the internet.

PERCEIVED BARRIERS

- Distrust in government.
- Fear that information will be shared with other government agencies and could affect public benefits or be used to find undocumented people.
- Lack of internet access; fears over data privacy.
- Limited awareness of the census and its importance.
- Perceived lack of tangible benefits.
- Highly mobile community.
- Living in non-conventional housing arrangements.

STRONGEST MOTIVATORS

- Census data helps determine funding for important community programs, such as Head Start, SNAP, Medicaid, CHIP, school lunch and housing assistance.
- Census data determines the number of elected representatives each state has in Congress.
- Participating is convenient, safe and a civic responsibility.
- Census data helps determine the distribution of federal funds to states and local governments.
- Census-guided funding makes a tangible difference in local communities (provide specific examples).

KEY INFLUENCERS

- Church, school, business and community leaders; health care providers; and family members.

NEWS SOURCES AND MEDIA OUTLETS

Broadcast and cable TV; radio; social media; digital; billboards; commuter and bus ads; KC Call and KC Globe newspapers; KPRS, KPRT and Reyes Radio; KC Hispanic News and Dos Mundos newspapers; 2MAS2KC and Viet BAO KC online.

SAMPLE MESSAGES

Answering the census is safe, easy and required. You matter. Get counted.

The services we count on are at stake. Help ensure our community gets its fair share of funding for schools, hospitals, nutrition assistance and public safety.

Census Day is April 1, 2020. Answer the survey and make your voice heard.

Want to have a voice in policy decisions? Complete the census and help secure your community’s future.

No internet? No problem. You can complete the census survey on paper or by phone.

Census data is confidential. Your answers cannot be used against you by any government agency or court. Make yourself count.

You pay taxes and contribute to your community. But if you’re not counted, policymakers don’t know you exist.

When you fill out the census form, you help make sure we get fair representation in Congress and state and local governments.

Census data is critical to our children’s future and the next generation. It helps us get the health care, education and affordable housing our families need to be successful. Get counted for your children’s sake.

Call 2-1-1 or go to Census2020KC.org to learn more.
Census 2020: Targeted Outreach for Hard-to-Count Populations

BLACK RESIDENTS

THE DATA

- In the Kansas City region, approximately 225,109 black residents make up 12.8% of the population.
- In 2010, an estimated 2.1% of blacks were not counted.
- Among black men ages 30-49, an estimated 10.1 percent were not counted in 2010.
- 58% of blacks households rent their homes, and one in four blacks live in poverty.

PERCEIVED BARRIERS

- Census bureau research found that one in three blacks don’t believe being counted will make a difference in their communities.
- Four of 10 blacks are “extremely concerned or “very concerned” about the confidentiality of their answers to the census survey.
- Minority populations typically have higher levels of distrust in government.
- More blacks would prefer to complete the census on paper rather than online.

STRONGEST MOTIVATORS

- When black communities are undercounted, political boundaries may not accurately represent reality, and blacks may be denied a full voice in policy decision making.
- Federal agencies rely on census data to monitor discrimination and implement civil rights laws that protect voting rights.
- An accurate count helps communities get their fair share of federal funds for important programs like Medicaid, SNAP, Head Start, school lunch programs, housing vouchers and unemployment benefits.

KEY INFLUENCERS

- Black elected leaders
- Organizations and individuals with a proven record of commitment to black communities
- Faith leaders
- Black celebrities

SAMPLE MESSAGES

Our neighborhoods need help, but what can one person do? Stand up and be counted. Fill out your census form!

When you fill out the census form, you help ensure that we get fair representation in Congress and state and local governments.

If you want to count for something, you have to be counted. Fill out the census form.

Be part of the solution. Fill out the census form.

Why fill out the census form? The government uses census data to divide up more than $600 billion a year for programs that help communities like ours.

Call 2-1-1 or go to Census2020KC.org to learn more.

No internet? No problem. You can complete the census survey on paper or by phone.

When you fill out the census form, you help ensure that your community gets its fair share of federal funds.

Census Day is April 1. This is our chance to make our voices heard.

Census totals will drive decisions the government makes for the next 10 years. Count me in!

NEWS SOURCES AND MEDIA OUTLETS

Broadcast and cable TV; social media; bus ads and billboards; KC Call and KC Globe newspapers; KPRS and KPRT Radio
Census 2020: Targeted Outreach for Hard-to-Count Populations

HISPANIC RESIDENTS

THE DATA

- In the Kansas City region, approximately 182,100 Hispanic residents make up 9% of the population.
- Latino communities have historically been undercounted in the census. In 2010, 1.5% of Hispanics were missed, along with 36% of Latino children under five.
- About half (51%) of Hispanic households rent their homes, and 22% of Hispanics live in poverty.

PERCEIVED BARRIERS

- Distrust in the government and highly visible immigration enforcement policies.
- Concerns about immigration status and fear that answering the census could harm their families.
- Lack of knowledge about the census.
- Poverty and limited English proficiency.
- Lack of internet access; concern about data privacy and cybersecurity threats.

STRONGEST MOTIVATORS

- When Hispanic communities are undercounted, political boundaries may not accurately represent reality, and Latinos may be denied a full voice in policy decision making.
- Federal agencies rely on census data to monitor discrimination and implement civil rights laws that protect voting rights.
- An accurate count helps communities get their fair share of federal funds for important health care, housing, education and nutrition programs.
- Answering the census is convenient, safe and required.
- Census forms/telephone assistance are available in Spanish.
- Responding promptly to the census means no census worker will knock on your door.

KEY INFLUENCERS

- Family members, health care providers, teachers; Spanish-language media and community-based organizations that serve the Hispanic population.

NEWS SOURCES AND MEDIA OUTLETS

Broadcast and cable TV; radio; social media; billboards; commuter and bus ads; KC Hispanic News and Dos Mundos newspapers; 2MAS2KC.

SAMPLE MESSAGES

Census Day is April 1, 2020. Answer the survey and make your voice heard.

Completing the census is safe, easy and required. For the first time, you can choose to respond online, by phone or on a mail-in form.

By law, census data is confidential. Your answers cannot be shared with immigration or law enforcement agencies.

Answering the census is safe. The Census Bureau is using the latest technologies and best practices to protect your data.

Census data is critical to our children’s future and the next generation. It helps us get the health care, education and affordable housing our families need to be successful. Get counted for your children’s sake.

No internet? No problem. You can complete the census survey on paper or by phone.

You can respond to census questions online or by phone in 13 languages.

Call 2-1-1 or go to Census2020KC.org to learn more!

Have a new baby? Include newborns on census forms, even if they are still in the hospital on April 1.

Fill out the census yourself, on your own schedule. It’s easier than having to respond when a census worker knocks on your door.
Census 2020: Targeted Outreach for Hard-to-Count Populations

OLDER ADULTS

THE DATA

- In the Kansas City region, approximately 270,870 older adults make up 13.5% of the population.
- Nationwide, older Americans will make up 21% of the population in 2020. By 2060, nearly one in four Americans will be 65 or older.
- Only 67% of adults aged 65 and over are internet users, and 56% of older adults would prefer to fill out a paper form rather than completing the census online.

PERCEIVED BARRIERS

- Distrust in government; fear information provided will affect access to public benefits.
- Lack of internet access; fears over data privacy.
- Limited access to public transit and transportation options available to older adults.
- Older adults may be willing to share their personal information with a trusted community member during a face-to-face conversation, but may be reluctant to provide responses online or over the phone.
- Limited awareness of the census and its importance.

STRONGEST MOTIVATORS

- Being asked to complete the survey by organizations or service providers they know and trust.
- Understanding that an accurate count can help them obtain needed supports and services.
- Having a comfortable, familiar place to learn about and complete the survey, such as an library, community center, independent living center or house of worship.
- Offering transportation services providing older adults access to places offering census-related assistance.
- Having support from a trusted individual if they need assistance completing the form.

KEY INFLUENCERS

- Health care and social service providers; caregivers, family members and friends; community-based and faith-based organizations, nonprofits and government agencies serving the needs of seniors.

NEWS SOURCES AND MEDIA OUTLETS

Broadcast and cable TV; radio; billboards; commuter, bus and print ads.

SAMPLE MESSAGES

Census Day is April 1, 2020. Answer the survey and make your voice heard.

Census workers will never ask for your Social Security number, a bank account, or payment of any kind. Don’t be fooled by anyone threatening you for money or personal information.

Your information is safe. The Census Bureau will never release your personal information to any government agency. Make yourself count.

If you are not comfortable answering the census online or over the phone, you can still complete a paper questionnaire.

No internet? No problem. Trusted help is available. Call 2-1-1 or go to Census2020KC.org to learn more.

Census responses will not affect your insurance or tax standing. It is purely for demographic/statistical data.

If you live in a vacation or winter home part of the year, fill out your census form where you reside most of the time.

Census data guides funding for services that help older adults remain living safely in their homes and programs that provide financial assistance with utilities.

Census helps us get the health care, education and affordable housing our families need to be successful. Get counted for your children’s sake.

Census totals drive decisions the government makes for the next 10 years. Count me in!
Census 2020: Targeted Outreach for Hard-to-Count Populations

YOUNG CHILDREN

THE DATA

• In the 2010 Census, the undercount rate for children under the age of five was 4.6% or nearly 1 million children.
• Young black and Hispanic children had the highest undercounts. Approximately 6.5% of black and Hispanic children were overlooked in the 2010 Census, roughly twice the rate of non-Hispanic white children.
• In the Kansas City region, approximately 134,837 children under the age of five make up 6.7% of the population.

PERCEIVED BARRIERS

• In families in large, complex households, such as those with multiple generations living together, children may be left out when completing census forms.
• Children in families that live in rental housing, are low-income, distrust government, have limited access to the internet or are part of families that do not speak English are more likely to be missed in census forms.
• Adults in the household may not know that babies, toddlers and young children should be included in the census.

STRONGEST MOTIVATORS

• Census data affects funds for vital community programs such as Temporary Assistance for Needy Families; Women, Infants and Children; Early Head Start and Head Start; CHIP and Special Education Grants.
• Preschool and child care providers, medical providers, dentists, pediatricians, religious leaders and other trusted messengers can help increase parent awareness about including every child on census forms.
• Participating is easy, safe and a civic responsibility.
• Several options are available to complete the census, including multiple language options, and help is available from trusted people in trusted places.

KEY INFLUENCERS

• Child care, health care and medical providers, school officials, community and religious leaders; family members.

NEWS SOURCES AND MEDIA OUTLETS

Broadcast and cable TV; radio; social media, digital, commuter, bus ads and billboards; KC Parent and KC Schools Magazine; Kansas City Moms Blog.

SAMPLE MESSAGES

Census data guides $675 billion each year in funding for programs, such as SNAP, the School Lunch Program and CHIP. When children are missed, these programs miss out.

Census Day is April 1. Make you and your kids count!

Fill out the census yourself, on your own schedule. It’s easier than having to respond when a census worker knocks on your door. Completing the survey only takes 10 minutes.

Have a new baby? Include newborns on census forms, even if they are still in the hospital on April 1.

Call 2-1-1 or go to Census2020KC.org to learn more.

The census counts all people living or staying at an address, not just the family who owns or rents the property. Count all kids!

By law, census data is confidential. Your answers cannot be shared with immigration enforcement or law enforcement agencies.

Do your children spend time between two homes? Count them where they stayed on Census Day, April 1.

No internet? No problem. You can complete the census survey on paper or by phone.

Have family members who don’t speak English? They can complete the census online or over the phone in 13 languages. You matter. Get counted.
Census 2020: Targeted Outreach for Hard-to-Count Populations

RENTERS/MULTI-UNIT HOUSING

THE DATA
- The 2010 census missed 1.1% of renters in the U.S.
- Black male renters in 2010 were undercounted by 12%; 8.6% of Hispanic male renters were missed.
- More than one-third of U.S. households are renters.
- In the Kansas City region, there are approximately 779,027 occupied housing units; 35% are occupied by renters.

PERCEIVED BARRIERS
- Renters are more likely to be undercounted, especially if they move during the census-taking process.
- Households with low incomes tend to be renters. They may not use the internet or have broadband internet access.
- People with lower educational attainment are less likely to complete the census. Among heads of household who don’t have a high school diploma, 52% percent are renters.
- Census takers may miss renters who live in multi-unit housing complexes due to the difficulty in physically reaching each unit.
- Renters may mistakenly think the building’s owner is the only one who should be counted in the census.

STRONGEST MOTIVATORS
- Census data guides funding for vital community programs that support housing and utility assistance, as well as education, health and transportation services.
- Census data determines the number of elected representatives each state has in Congress.
- Free, trusted help will be available to complete the census; you can respond online, over the phone or by mail.
- Many schools, libraries and community centers will make computers available for people to complete the census.
- Completing the form is easy, safe and required.

KEY INFLUENCERS
- Church, school, business and community leaders; health care providers; employers; property managers; landlords; and family members.

NEWS SOURCES AND MEDIA OUTLETS
Broadcast and cable TV; radio; social media; digital; billboards; commuter and bus ads.

SAMPLE MESSAGES

Census 2020 will count everyone living in the U.S., regardless of their nationality or living situation. This includes renters. Make yourself count!

Census Day is April 1, 2020. Take ownership of the future and answer the survey.

Census data helps guide over $675 billion in federal funding for things like housing assistance, infrastructure and public transportation.

Completing the census is easy, safe and required. If you don’t get counted, you and your community won’t be accurately represented.

No internet? No problem. You can complete the census survey on paper or by phone.

Your personal information is confidential and protected by law. It can never be used to identify you. You Matter. Get Counted.

Call 2-1-1 or go to Census2020KC.org to learn more.

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

Fill out the census yourself, on your own schedule. It’s easier than having to respond when a census worker knocks on your door. Represent yourself.

New for 2020: You can respond to census questions online or over the phone in 13 languages.
Census 2020: Targeted Outreach for Hard-to-Count Populations

RURAL RESIDENTS

THE DATA
- Almost 60 million people, or about 19% of the population, lived in rural areas in 2010.
- One quarter of rural Americans lack access to the internet. Many others have access, but can’t afford the service.
- In the Kansas City region, approximately 207,599 rural residents make up 11% of the population.

PERCEIVED BARRIERS
- Some rural households lack traditional mailing addresses, primarily receive mail at post offices or are hidden from the road. These residents could be missed in the census.
- Lack of internet access or reliable broadband may make it difficult to complete the census online.
- Rural communities are home to many hard-to-count populations. These communities often have lower educational attainment and less access to resources and opportunities, leaving residents highly marginalized.
- Rural communities are geographically more spread out, meaning census workers have to cover more ground to visit non-responding households.
- Rural residents may be willing to share their personal information with a trusted community member during a face-to-face conversation, but may be reluctant to provide responses to a stranger or the government online.

STRONGEST MOTIVATORS
- Completing the census provides data that can attract new businesses and jobs to rural communities.
- Census data impacts funding for special education, nutrition and health care assistance, as well as substance abuse prevention and treatment.
- Census responses also guide funding for highway construction, and water and waste disposal systems in rural areas.
- Census data determines the number of seats each state has in Congress.
- Responding is easy, safe and required.

KEY INFLUENCERS
- Health care providers, teachers, religious leaders; libraries, community-based organizations and nonprofits.

NEWS SOURCES AND MEDIA OUTLETS
Broadcast and cable TV; radio; billboards; social media, digital and print ads.

SAMPLE MESSAGES
Complete the 2020 census to make sure our community gets its fair share of funding for health care and nutrition assistance.

No internet? No problem. You can complete the census survey on paper or by phone.

County roads don’t build themselves. Answer the 2020 census and help ensure funding for local roads and bridges.

Census data is confidential. Your answers cannot be used against you by any government agency or court. Make yourself count.

Census Day is April 1, 2020. Answer the survey and make your voice heard.

Fill out the 2020 census yourself, on your own schedule. It’s easier than having to respond when a census worker knocks on your door.

Answering the census is safe, easy and required. You Matter. Get Counted.

Keep small towns connected. Complete the 2020 census to help secure funding for highway construction and maintaining local roads.

Call 2-1-1 or go to Census2020KC.org to learn more.

Census data is critical to our children’s future. It helps us get the health care and education our families need to be successful. Get counted for your children’s sake.
Census 2020: Targeted Outreach for Hard-to-Count Populations

THE DATA

- Historically, areas with low rates of English proficiency have been undercounted in the census. Almost a third of Hispanics and Asian Americans speak English less than very well.
- The Kansas City region has approximately 74,257 persons over age 5 who do not speak English well, or about 3.7% of the total population. The majority of these people speak Spanish, Vietnamese, Chinese, African and Korean.
- Most farmworkers have limited or no English proficiency and more than one-third have less than a sixth-grade education.

PERCEIVED BARRIERS

- Distrust in government and fears that answering the census could harm their families or affect their access to public benefits.
- Lack of knowledge about the census and its purpose.
- Lack of internet access.
- Concern about data privacy and cybersecurity threats.

STRONGEST MOTIVATORS

- An accurate count helps communities get their fair share of federal funds for important health care, nutrition and education programs.
- Census participation can help residents with limited English access economic opportunities, build language skills and develop a sense of belonging in the community.
- Answering the census is convenient, safe and required.
- Several options are available to complete the census, including multiple languages.
- Help is available to fill out the census form.
- Responding promptly to the census means no census worker will knock on your door.

KEY INFLUENCERS

- Family members, health care providers, religious leaders and community-based organizations that serve persons with low English proficiency.

NEWS SOURCES AND MEDIA OUT莱TS

Broadcast and cable TV; radio; social media; billboards; commuter and bus ads; KC Hispanic News and Dos Mundos newspapers; 2MAS2KC and Viet BAO KC online.
Census 2020: Targeted Outreach for Hard-to-Count Populations

THE DATA
- Gallup survey data shows 3.6% of adults in the Kansas City metro consider themselves gay, lesbian, bisexual or transgender.
- An estimated 904,000 LGBT-identifying immigrants reside in the U.S. today.
- For those who live alone, one in five LGBT people report an income at or below poverty level.
- While LGBTQ persons comprise only 3-5% of the U.S. population, 40% of all homeless youth identify as LGBTQ.

PERCEIVED BARRIERS
- Despite rising acceptance of LGBTQ people and increasing LGBTQ self-identification — particularly among millennial voting-aged Americans (ages 18-34) — accurate reporting of the LGBTQ community continues to be an issue.
- Distrust in government; fears that information will be shared with agencies that determine public benefits.
- Concerns about disparities in income, housing stability, health outcomes and policing.

STRONGEST MOTIVATORS
- Census data impacts funding for things like housing, career and adoption assistance; health and social support services for low income, under-insured individuals living with HIV/AIDS; and child and adult nutrition assistance.
- Census 2020 includes an option to identify a relationship as same-sex. Answering the survey will provide vital statistics for policymakers and advocates working on LGBTQ issues.
- Knowing how many people who identify as LGBTQ are in need of housing, health, workplace and criminal justice interventions helps communities allocate funding where it is most needed.
- Responses are safe, easy and required.

KEY INFLUENCERS
- Health care providers; community-based organizations, nonprofits and advocacy groups that serve the LGBTQ community; LGBTQ-specific employment resources.

NEWS SOURCES AND MEDIA OUTLETs
Broadcast and cable TV; radio; billboards; social media, digital and print ads; CAMP magazine and the Vital VOICE.

SAMPLE MESSAGES
Census Day is April 1, 2020. Answer the survey and make your voice heard.

Your personal information is safe. The Census Bureau has measures in place to ensure online responses are encrypted and protected against cybersecurity threats.

Census responses will not be shared with immigration or law enforcement.

Census data helps allocate funding for public benefits, but it is not used to determine individual eligibility.

If you want funding for community services, fair congressional districts and better enforcement of civil rights, complete the 2020 census. The census counts, and so do you.

Being counted means being heard.

You can complete the census online or over the phone in 13 languages. You matter. Get counted.

Fill out the 2020 census yourself, on your own schedule. It’s easier than having to respond when a census worker knocks on your door.

Census 2020 will count everyone living in the U.S., regardless of nationality or sexual orientation. Make yourself count!

Our lives matter, our needs matter. Complete the census.

Call 2-1-1 or go to Census2020KC.org to learn more.
Census 2020: Targeted Outreach for Hard-to-Count Populations

RESIDENTS WITH DISABILITIES

THE DATA
The Kansas City region is home to 422,351 people with one or more disabilities, including:
- Hearing: 63,969
- Vision: 38,854
- Cognitive: 88,110
- Ambulatory: 115,448
- Self-Care: 38,747
- Independent Living: 77,223

PERCEIVED BARRIERS
- A survey conducted by Disability Rights California found that people with disabilities were very concerned that personal information collected through the census could interfere with benefit procurement.
- People with disabilities often feel overlooked, and may be more likely to think that it doesn’t matter if they are counted or not.
- People with certain disabilities may be less aware of the upcoming census and some may need help completing the form.

STRONGEST MOTIVATORS
- Being asked to complete the survey by organizations or service providers they know and trust.
- Understanding that an accurate count could ensure that adequate public funds are available to help them and their peers obtain needed supports and services.
- Having a comfortable, familiar place to learn about and complete the survey, such as an independent living center or house of worship.
- Having support from a trusted individual if they need assistance completing the form.

KEY INFLUENCERS
- Service providers and community organizations they have established relationships with.
- Caregivers, family, faith leaders.
- Health care providers.

NEWS SOURCES AND MEDIA OUTLETS
Varies by disability; a combination of print, television, radio and digital outlets is needed to share information in accessible formats.

SAMPLE MESSAGES
The census determines how funds are divided up for real-life necessities like special education, Medicaid and SNAP.

An accurate census count is essential to ensure that people with disabilities get the services and supports they need.

The census only happens once every 10 years, but census data affects services you use every day. Be counted!

Everyone deserves to be counted.

Having trouble completing the census survey? Call United Way 2-1-1 to find help.

When you fill out the census form, you help ensure that we get fair representation in Congress and state and local governments.

The census is safe and secure. Your information will be kept private.

It’s important to get the numbers right. Everyone — including you — needs to be counted.

Census Day is April 1. This is our chance to make our voices heard.

Be part of the solution. Fill out the census form.

When you fill out the census form, you help ensure that our community gets its fair share of federal funds.
Census 2020: Targeted Outreach for Hard-to-Count Populations

LIMITED INTERNET ACCESS

THE DATA

- More than 115,000 households in the Kansas City region (15%) have no internet access. Another 59,000 households have poor internet access (no broadband or satellite).
- Nationally, only 65% of households in rural and lower-income counties are online (compared to 78% overall). 41% of older adults aged 65+ do not use the internet.
- Blacks, Hispanics, younger adults, low-income adults and those without a high-school diploma are most likely to rely on mobile devices for internet access.
- People who are not internet proficient have lower awareness about the census (42% vs. 23% overall). Only 54% say they are very likely to fill out a census form (vs. 69% overall).

PERCEIVED BARRIERS

- People who lack internet access or proficiency may not be aware that there are other options (by phone or on paper) to complete the census survey.
- People may be concerned about the privacy and security of information they submit online.
- Even those who are willing to complete the survey online may not know where they can go to access a computer and may need assistance navigating through the online form.

STRONGEST MOTIVATORS

- Help will be available to complete the form online and it can be done on a smartphone or other mobile device.
- Many schools, libraries and community centers will make computers available for people to complete the form.
- Completing the form is safe. The Census Bureau is dedicated to protecting data confidentiality.
- It’s important to be counted, whether online, by phone or using a paper form. Completing the census helps your community get its fair share of federal funds.

KEY INFLUENCERS

- Trusted community leaders and organizations.
- Faith leaders, family and neighbors.

NEWS SOURCES AND MEDIA OUTLETS

TV, radio, print and outdoor media, particularly those that serve rural areas and areas with high percentages of low-income residents or older adults.

SAMPLE MESSAGES

Want to fill out the census online, but don’t have a computer? Call United Way 2-1-1 to find a place near you that can help.

No internet? No problem. You can complete the census survey on paper or by phone.

Filling out the census form online is easy and safe. You can even do it on a smartphone.

The census only happens once every 10 years, so it’s important to get the numbers right. Everyone needs to be counted!

This is the first time the Census Bureau has offered an online option, but don’t worry — you can still use a paper form if you prefer.

When you fill out the census form, you help ensure that we get fair representation in Congress and state and local governments.

Do it online, do it by phone or do it on paper — however you do it, fill out the census form by April 1, 2020.

Just because you don’t use the internet doesn’t mean you don’t count. Be counted — fill out the census form.

Census Day is April 1. This is our chance to make our voices heard.

Census totals will drive decisions the government makes for the next 10 years. Count me in!
Census 2020: Targeted Outreach for Hard-to-Count Populations

THE DATA
• Approximately 3.5 million people experience homelessness each year.
• Service agencies in Jackson, Johnson and Wyandotte counties identified 2,360 homeless individuals in 2014.
• 22% of people experiencing homelessness are children, and young children are typically very hard to count.
• In 2010, black families were seven times as likely to stay in homeless shelters as white families.
• Veterans made up 9 percent of homeless adults in 2016.
• 1 in 4 people experiencing homelessness has a mental illness.

PERCEIVED BARRIERS
• People experiencing homelessness may distrust any person connected to the government and conceal their living arrangements for a variety of reasons.
• Homeless individuals may fear their census responses will adversely affect access to public benefits.
• Frequently moving and living in hard-to-reach locations increases the risk that homeless people will be missed in the census.
• Homeless people often lack access to the internet and lack knowledge about the census.

STRONGEST MOTIVATORS
• Census data impacts federal funding for housing and emergency shelter assistance, employment, child care and education services; it also guides funding for health care and nutrition assistance.
• Completing the census is safe, easy and important.
• Agencies that provide emergency shelter, health care and nutrition assistance can help homeless people complete the census survey.
• Employing cultural facilitators and trusted messengers with specific language skills can help homeless individuals participate in the census-taking process.

KEY INFLUENCERS
• Community-based and faith-based organizations, nonprofits and advocates that work with people experiencing homelessness; libraries, teachers, health care providers.

NEWS SOURCES AND MEDIA OUTLETS
Radio; billboards; social media, digital; commuter and print ads.

SAMPLE MESSAGES
If you want funding for community services, fair congressional districts and better enforcement of civil rights, complete the 2020 census. The census counts, and so do you.

Census Day is April 1, 2020. Take ownership of the future and answer the survey.

Census data helps guide over $675 billion in federal funding for things like health care, housing, childcare and nutrition assistance. Get counted.

Completing the census is easy, safe and required. Be counted. It affects your future.

By law, census data is confidential. Your answers cannot be used against you by any government agency or court.

If you’re not counted, policymakers don’t know you exist. Complete the census!

You can complete the census online or over the phone in 13 languages. You matter. Get counted.

Remember, the census counts a person at the residence where they live and sleep most of the time.

No internet? No problem. Free assistance is available. Call 2-1-1 or go to Census2020KC.org for trusted help near you.

Census data determines the number of seats each state has in Congress. Be counted. Make your voice heard.
Social Media Messages

Social media platforms — including Facebook, Twitter, Instagram, Pinterest and LinkedIn — offer a no-cost way to reach broad audiences with important messages about the census.

Samples of posts that could be used for general audiences and for targeted outreach to hard-to-count populations are provided here.

Later this fall, a social media calendar of suggested posts will be available on the regional website, www.census2020kc.org. Local government and community partners are encouraged to use the sample messages or modify them as appropriate for their communities.

For more on social media strategies, see page 44.

Want your voice heard? When you fill out the census form, you help make sure we get fair representation in Congress and state and local governments. #countmeinKC #census2020

The 2010 census missed nearly 1 million children under the age of 5. Help us count them all in 2020. #countmeinKC #countallkids #census2020
Census workers will never ask for your Social Security number, a bank account, or payment of any kind. Don’t be fooled by anyone asking you for money or personal information. Call 2-1-1 or go to Census2020KC.org to learn more. #countmeinKC  #census2020

Completing the census is safe, easy and important! You can respond on your own time online, over the phone or by mail. Get counted. Make your voice heard. #countmeinKC  #census2020

The census will count everyone living in the country, regardless of living situation. If you’re renting or staying with someone else, you still count! Respond using the address where you are living or staying on April 1, 2020. #countmeinKC #census2020

Census data determines how funds are divided up for real-life necessities like special education, Medicaid and SNAP. Complete the survey and be counted — you’ll help make sure people with disabilities get the services and supports they need. #countmeinKC  #census2020

Renters count. Complete the census.
Census data helps ensure our communities get funding for health care, transportation, schools and affordable housing — things our families need to be successful. Get counted for your children’s sake. #countmeinKC #census2020

The census counts all people living or staying at an address, not just the family who owns or rents the property. Have children who spend time between two homes? Count them where they stayed on Census Day, April 1, 2020. #countmeinKC #census2020 #countallkids

Keep small towns connected. Complete the 2020 census to help your town get its fair share of funding for health care services, education programs, highway construction and maintaining local roads. You Matter. Get Counted. #countmeinKC #census2020

Answering the census is safe and important. The Census Bureau uses the best technologies and practices to protect data confidentiality and reduce cybersecurity risks. Get counted. The services you use are at stake. #countmeinKC #census2020
Hard-to-count populations can also be hard to reach with traditional communications tools — especially with limited communications budgets. The RCCC intends to use a wide range of strategies to deliver key messages about the importance of completing the census survey.

- **Community Partners** — The RCCC hopes to build a network of community agencies that already have relationships with one or more hard-to-count populations, leveraging their existing outreach tools to provide timely, accurate information about the census. Partner agencies can also play an important role in identifying people who need help completing the census and connecting them with appropriate resources.

- **Key Influencers** — The RCCC will also identify individuals who are seen as trusted messengers, providing them with information they can use to reach people within their circle of influence.

- **Community Events** — Numerous fairs and festivals take place throughout the region, offering a prime opportunity to reach residents and provide information about the census. The RCCC has provided links to outreach tools and fact sheets at www.census2020kc.org.

- **Social Media** — Facebook, Twitter, Instagram and other social media platforms offer an effective way to reach target audiences. The RCCC will provide a calendar of sample posts for use by partner agencies.

- **Advertising Campaign** — The RCCC is seeking funding for a paid advertising campaign, to be supplemented by earned media and complement national advertising coordinated by the Census Bureau.

More details about each of these message delivery strategies can be found on the following pages.
Community Partners

One of the best ways to reach hard-to-count populations is to work through organizations that already serve and represent these groups. The Regional Complete Count Committee has identified an initial list of potential partner organizations that have either already agreed or will be asked to support outreach to certain groups. Many of these organizations have well established relationships with and are trusted by individuals who fall into one or more hard-to-count populations. This list of partners is not final; in the coming months, the RCCC will continue to identify and initiate contact with additional organizations to explore how they might support complete count efforts.

Potential partners are listed below in two groups: specific organizations known to serve hard-to-count groups, and general categories of organizations that could help with census outreach.

Potential Partners: Specific Organizations

- AARP
- Advocates for Immigrant Rights and Reconciliation (AIRR)
- Catholic Charities
- Center for Inclusion
- Children’s Mercy Hospital
- Communities Creating Opportunity (CCO)
- Community Action Agency of Greater Kansas City
- Community Services League
- Connecting for Good
- Council on American-Islamic Relations (CAIR-Kansas)
- Della Lamb Community Services
- Don Bosco Center
- East Central Kansas Economic Opportunity Corporation
- Economic Opportunity Foundation of Wyandotte County
- EITAS (Empowering Individuals Through Advocacy & Support)
- El Centro
- Full Employment Council
- Greater Kansas City Interfaith Council
- Guadalupe Center
- Harvesters
- Health Care Collaborative of Rural Missouri
- Jewish Family Services of Greater Kansas City
- Jewish Vocational Services
- Kansas-Missouri Dream Alliance
- KC Healthy Kids
- KC Healthy Start
- League of Women Voters
- Legal Aid of Western Missouri
- Local Investment Commission (LINC)
- Mainstream Coalition
- Mattie Rhodes Center
- Missouri Valley Community Action Agency
• MORE2
• Mother & Child Coalition
• Muslim American Society Kansas City
• NAACP of Johnson County
• Northeast Kansas Community Action Program
• Reconciliation Services
• Refugee & Immigrant Services & Empowerment (RISE)
• Samuel U. Rodgers Health Center
• Shirley’s Kitchen Cabinet
• The Whole Person
• UMKC Center for Neighborhoods
• United Community Services of Johnson County
• United Way of Greater Kansas City
• United Way of Wyandotte County
• Urban League of Greater Kansas City
• West Central Missouri Community Action Agency
• Westside Community Action Network
• Westside Housing Organization
• Workforce Partnership
• Wyandotte Health Foundation
• YMCA of Greater Kansas City

Potential Partners: General Categories

• Area Agencies on Aging
• City and County Governments
• Colleges and Universities
• Community Mental Health Centers
• County Extension Offices
• Faith-based Organizations
• Food Kitchens
• Homeless Shelters
• Local Public Health Departments
• Neighborhood Associations
• Public Health Departments
• Public Housing Authorities
• Public Libraries
• Safety Net Clinics
• School Districts
• Senior Centers
• Social Service Agencies

HOW CAN PARTNER ORGANIZATIONS HELP?

Provide accurate information and answer questions about the census.

Distribute census information to their clients/constituents in person at meetings and events, by email, in newsletters and/or on websites.

Identify potential barriers their clients may face and suggest ideas to overcome those barriers.

Post census information on social media.

Share and “like” social media posts from other partners to expand reach.

Provide assistance to clients who need help completing the census.

To become a Regional Complete Count Committee partner organization or suggest other partners, please contact Marlene Nagel, mnagel@marc.org
Key Influencers

Trusted messengers are often the most influential in engaging hard-to-count populations, raising awareness about the census and encouraging people to take action. The RCCC and partner organizations will work together to identify trusted messengers throughout the community.

Characteristics of Trusted Messengers

- They are opinion leaders; people listen to what they say.
- They understand the needs of the community.
- They know how to reach members of their communities and are familiar with places they gather.
- They are able to communicate in culturally and linguistically appropriate ways.
- They are often connected with other trusted messengers and trusted organizations, such as schools, churches and libraries.

Trusted messengers might include faith-based leaders, neighborhood leaders, current and former elected officials, school officials, health care providers and others who work in close contact with target populations.

Once trusted messengers are identified, they will be coached to help carry the message of the importance of participating in the census to those within their circle of influence. They may also be asked to speak on camera for an interview, speak at community events, and use their own social media platforms to expand the reach of messages promoting census participation.

High-level Influencers

People may also be more likely to listen to census messages that come from familiar faces and organizations, including local celebrities and athletes.

Professional sports teams such as the Kansas City Chiefs, Kansas City Royals and Sporting KC have diverse audiences that encompass many hard-to-count populations. Engaging these organizations and their athletes in community outreach would capture the attention of more area residents and greatly expand the reach of census messages.

Local television news anchors are highly recognizable figures who could also help spread messages about the importance of participation in the census.

Local bloggers and social media influencers who have large online followings can also be valuable participants in messages that raise awareness about the census and the importance of a complete count.

The RCCC and partner organizations will seek to tap into these networks of influencers and provide accurate, timely information that can easily be shared with diverse audiences.
Community Events

One key communications and outreach strategy is to reach people where they are. Any community gathering can offer the opportunity to engage with large numbers of people, often in diverse groups that mirror demographic characteristics of the overall population.

According to a survey conducted by the National Endowment for the Arts, over 102 million people in the U.S. attend arts or cultural festivals each year. Many outdoor festivals are free of charge, and others offer some form of discounted ticketing.

Festivals and fairs typically occur in publicly accessible places that are family-friendly, and can be especially attractive to families with younger children. Urban festivals may bring people from suburbs and surrounding areas into central locations. Rural and suburban festivals are often well-established community gatherings with a long history of drawing residents together. They provide a familiar setting where people are comfortable and offer a prime opportunity for census outreach.

The following list highlights some of the community events in the Kansas City region where census partners could reach a broad audience. Links to a community outreach toolkit and fact sheets developed by the Census Bureau can be found online at www.census2020kc.org.

<table>
<thead>
<tr>
<th>January</th>
<th>August-October</th>
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</thead>
<tbody>
<tr>
<td>• Martin Luther King Day Celebrations</td>
<td>• Renaissance Festival</td>
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<tr>
<td>April-October</td>
<td>September</td>
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<tr>
<td>• Farmers Markets</td>
<td>• Santa-Cali-Gon (Independence)</td>
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<tr>
<td>May</td>
<td>• Fiesta Hispana</td>
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<tr>
<td>• Cinco de Mayo Festivals</td>
<td>• Hispanic Chamber Fiesta</td>
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<tr>
<td>• Prairie Village Art Show</td>
<td>• Jesse James Festival (Kearney)</td>
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<tr>
<td>May and July</td>
<td>• Overland Park Fall Festival</td>
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<tr>
<td>• Celebration at the Station</td>
<td><strong>October</strong></td>
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<tr>
<td>May-June</td>
<td>• Summit Art Fest (Lees Summit)</td>
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<tr>
<td>• Festa Italiana</td>
<td>• Kansas City Marathon</td>
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<tr>
<td>June</td>
<td>• Donut Fest (KCMO)</td>
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<td>• Old Shawnee Days</td>
<td>• Gladstone Fall Fest</td>
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<td>• Juneteenth Festival</td>
<td><strong>November</strong></td>
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<td>• World Refugee Day</td>
<td>• Lansing Holiday Mart</td>
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<td>• Boulevardia</td>
<td>• City School Fair (Central Library, KCMO)</td>
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<td>• Downtown Days Festival (Lee’s Summit)</td>
<td>• Mattie Rhodes Dia de los Muerto Festival</td>
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<tr>
<td>• Outpace Poverty FanFest</td>
<td><strong>August</strong></td>
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<tr>
<td>• Frontier Days (Edgerton)</td>
<td>• Holiday Boutique (Overland Park)</td>
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<tr>
<td>• SummerFest (Belton)</td>
<td>• Yuletide Festival (Platte City)</td>
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<tr>
<td>• Great Lenexa BBQ Fest</td>
<td>• Parkville Days</td>
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<tr>
<td>• Festa Filipina</td>
<td>• Ethnic Enrichment Festival</td>
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<tr>
<td>• Street Blues Festival (KCK)</td>
<td>• India Fest</td>
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<tr>
<td><strong>July</strong></td>
<td>• Kansas City Irish Fest</td>
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<tr>
<td>• Riverfest</td>
<td>• Desoto Days</td>
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<tr>
<td>• Sesame Street Fest</td>
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<td>• Cass County Fair</td>
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<td>• Clay County Fair</td>
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<td>• Jackson County Fair</td>
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<td>• Platte County Fair</td>
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<td>• Ray County Fair</td>
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<td>• Johnson County Fair</td>
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<td>• Leavenworth County Fair</td>
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<tr>
<td>• Miami County Fair</td>
<td></td>
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<tr>
<td>• Wyandotte County Fair</td>
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</tbody>
</table>

*This list provides examples of community events that may provide opportunities for census outreach to hard-to-count populations. It is not a comprehensive list of all community events.*
Social Media Strategies

Social media offers an effective way to reach target audiences and share helpful information about the 2020 census. Posts should be engaging and informative, directing the audience on how, where and when to take action and providing links to additional information.

The RCCC recommends that partner agencies use any of their established social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) to post regular messages about the importance of the census. The RCCC recommends monthly posts about the census through the end of 2019, with increasing frequency as we get closer to Census Day, April 1, 2020.

A few sample social media posts are included in the messaging section on page X. A full calendar of sample posts that follow the outreach phases identified in this plan (education, awareness, motivation and reminder) will be made available online at www.census2020kc.org. These samples can be used as is, or simply as inspiration for posts customized by each agency to ring true with their followers.

Additional social media strategies

- **Sharing:** In order to expand the reach of social media posts, partners are encouraged to share, retweet, like and comment on census-related posts from other partners whenever possible. Facebook and other social media platforms use algorithms that raise the profile of posts with higher levels of interaction.

- **Branding:** Labeling posts and images with the hashtags #CountMeInKC and #2020Census, as well as any local hashtags partners choose to use, will help add to a groundswell of outreach and awareness across social media platforms.

- **Promoting:** Where budgets allow, promoting posts can greatly expand their reach at a very minimal cost. Paid promotion also allows an agency to target social media posts to specific geographies or demographics.

- **Engaging:** Social media is most effective when it posts are engaging and encourage interaction with followers. Partner agencies may want to consider using Facebook Live events to engage with target audiences or coordinating “Census Selfie” photos to recognize people who have completed their census surveys and encourage others to follow suit.
Paid Advertising Campaign

On behalf of the Regional Complete Count Committee, MARC is seeking funding to support a paid advertising campaign to supplement outreach efforts by partner organizations and the national media campaign. Media buys will be supported by a strong social media campaign and earned media (unpaid publicity). Paid advertising also typically results in added value offered by media outlets, such as bonus spots, interviews or articles.

Media outlets typically measure the effectiveness of advertising (paid and added value) in terms of impressions, or the number of times an ad appears in front of a viewer/reader. When evaluating impressions, remember that they count each view, not individual viewers. For example, if one individual sees/hears the same ad 10 times, that is counted as 10 impressions. Impressions also do not guarantee the viewer paid attention to the ad — just that it was served up to them.

Proposed Campaign

A $100,000 investment in paid media could be divided as follows. Prices and impressions are based on similar campaigns conducted in the Kansas City media market in recent months. The campaign would primarily target the 25-54 age group, with those aged 18+ as a secondary demographic. It would cover the nine-county region with a particular focus on hard-to-count populations. The paid campaign would begin in late February 2020.

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Investment</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>$40,000</td>
<td>Four major networks (KMBC 9, KSHB 41, KCTV 5, FOX 4) and their sister stations; Spanish TV (KGKC, KUKC). With flighing and added value, this investment should result in at least 4 to 5 million impressions.</td>
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<tr>
<td>Radio</td>
<td>$20,000</td>
<td>Focus on Reyes Media Stations, Cumulus’ KMJK, Carter’s KPRS/KPRT and Entercom’s Radio.com streaming. With flighing and added value, this investment should result in at least 4 million impressions.</td>
</tr>
<tr>
<td>Bus Ads</td>
<td>$7,500</td>
<td>Depending on ad size, this budget would cover 12 to 15 signs on buses. With added value and discounted pricing, this should result in 4 to 5 million impressions.</td>
</tr>
<tr>
<td>Billboards</td>
<td>$7,500</td>
<td>This budget would cover five digital billboard locations, with the ability to vary ads at each location. This investment should result in 4 to 5 million impressions.</td>
</tr>
<tr>
<td>Digital/Online</td>
<td>$10,000</td>
<td>Digital ads can include video and banner ads and can be targeted to specific demographics (e.g., Spanish speakers, racial and ethnic minorities, income levels). With added value, this investment should result in more than 1 million impressions.</td>
</tr>
<tr>
<td>Print</td>
<td>$6,000</td>
<td>Three ads each in Dos Mundos, KC Hispanic News, Northeast News, KC Globe, KC Call, 2MAS2KC and Viet Bao KC; one ad each in monthly magazines (Pitch, KC Parent or KCPS Magazine) plus added value articles; and print ads in restrooms in selected restaurants and bars (Union Indoor).</td>
</tr>
</tbody>
</table>
Commuter Ads .................................................................................................................................................. $5,000

Commuter ads are digital and audio ads inside buses. This budget would include 10 ads played near locations where people can get help filling out census forms, such as libraries, and eight time-based ads during peak travel times. With added value, this investment should reach 1.2 million impressions.

Social Media .................................................................................................................................................. $4,000

Promoted posts on Facebook, Instagram and Twitter are a cost-effective way to expand the reach of social media and target very specific groups by geography, demographics or interests. Based on similar investments in past campaigns, this should result in about 900,000 impressions.

### National Advertising

Local and regional advertising campaigns will complement a national advertising campaign conducted by the U.S. Census Bureau with consulting assistance from Team Y&R. The Census Bureau has planned a campaign that builds on lessons learned from prior decades while responding to the rapidly changing media landscape.

The national campaign will include targeted digital advertising will drive direct response, providing links that move respondents directly from ads to the 2020 census questionnaire. In addition to English, ads the campaign will reach targeted audiences using 12 other languages: Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese and Japanese.

From January through March 2020, the Census Bureau’s advertising will use both traditional and non-traditional media channels to increase awareness of the upcoming census and prepare people to respond. In March and April, advertising will focus on inspiring and motivating residents to complete the census questionnaire. Ads will continue in May to remind people to respond to the census and support census workers as they conduct follow-up calls and door-to-door visits.

While the national campaign will cover all media markets, ads will intensify in markets identified as having low-response levels.

Media types to be used by the Census Bureau may include:

- TV (traditional, online and streaming)
- Digital Direct/Content (display, video, influencers and gaming)
- Radio (traditional, online and streaming)
- Print (magazines and newspapers)
- Out-of-Home (transportation, billboards and grocery stores)

More information about the national campaign is available online at https://www.census.gov/about/business-opportunities/opportunities/2020-opps/2020-census-paid-media.html.
Regional Complete Count Committee Members

as of July 2019

Rabbi Doug Alpert, Congregation Kol Ami
Cathy Bennett, Vice President, Greater Kansas City Chamber of Commerce
Karen P. Boyd, Executive Director, Ivanhoe Neighborhood Council
Pastor Terry Bradshaw, New Hope Church of God in Christ
Pastor Michael Brooks, MORE2
Valerie L. Carson, Planning Director, United Community Services of Johnson County
Tom Cole, Director of Community Development, City of Blue Springs
Carrie Coogan, Deputy Director for Public Affairs & Community Engagement, Kansas City Public Library
Luis Cordoba, Chief of Student Support Services, Kansas City Public Schools
Jean Craig, Project Manager, KC Healthy Start Initiative
Gordon Criswell, Assistant County Administrator, Unified Government of Wyandotte County/KCK
Karen Dehais, Evaluation and Learning Officer, Health Forward Foundation
Julie DeJean, CEO, The Whole Person
Peggy Doncevic, Project Management Specialist, Kansas City Public Library
Brenna Duffy, Program Manager, Connecting for Good
Wendy Duncan, Director of GIS & Mapping, Miami County
Iva Eggert, Director of Social Services, HCC of Rural Missouri
Craig Eichelman, State Director, AARP Missouri State Office
Tom M. Esselman, CEO, Connecting for Good
Talia Evans, Media Relations Specialist, Kansas City Public Library
Melissa Fears, Director of Communications and Marketing, Kansas City, Kansas, Public Schools
John Fierro, President & CEO, Mattie Rhodes Center
Frankie Foster-Davis, U.S. Census Bureau
Jennifer Garmon, Information Specialist, Kansas City Public Library
Gwendolyn Grant, President & CEO, Urban League of Greater Kansas City
Steve Hale, Partnership Specialist, U.S. Census Bureau
Jody Hanson, Senior Public Information Officer, Johnson County, Kansas
Phillip J. Hanson, President & CEO, Truman Heartland Community Foundation
Cathy Harding, President & CEO, Wyandotte Health Foundation
Matt Hesser, Demographer, State of Missouri
Larry Hisle, Executive Director, Greater Kansas City Federal Executive Board
Nina Howard, Director of Community Access & Engagement, Samuel U. Rodgers Community Health Center
Vernon Howard, President, Southern Christian Leadership Council of Kansas City
Julie Hurley, City Planner, City of Leavenworth
Tom Jordan, President & CEO, United Way of Wyandotte County
Dean Katerndahl, Consultant, Mid-America Regional Council
Jessica Kejr, Agency Services Manager, Harvesters - The Community Food Network
Koko Lawson, Program Director, Connecting for Good
Bev Herbert Long, New Hope Church of God on Christ
Beth Low-Smith, VP Policy, KC Healthy Kids/GKC Food Policy Coalition
Evelyn Maddox, President, League of Women Voters of Missouri
Maureen Mahoney, Chief of Staff to Mayor David Alvey, Unified Government of Wyandotte County/KCK
Pattie Mansur, Director of Communications and Health Policy, REACH Healthcare Foundation
Ruanda McFerren, Cookingham-Noll Management Fellow, City of Kansas City, Missouri
Janet McRae, Economic Development Director, Miami County
Cris Medina, CEO, Guadalupe Centers, Inc.
Nancy Miller, Co-President, League of Women Voters
Emmett Morris, Missouri Office Coordinator, U.S. Census Bureau
Kim Nakahodo, Assistant City Administrator, City of North Kansas City
Dina Newman, Director of Leadership, UMKC Center for Neighborhoods

continued on next page
Regional Complete Count Committee Members, continued

Alan Organ, Partnership Specialist, U.S. Census Bureau
Gloria Ortiz Fisher, Executive Director, Westside Housing Network
Councilman Tucker Poling, City of Prairie Village
Alley Porter, Assistant City Administrator, City of Prairie Village
Scott Presnell, SVP Marketing & Digital, YMCA of Greater Kansas City
Leon Prieto, Executive Director, Linwood YMCA
Margo Quiriconi, Director of Community Health Initiatives, Children’s Mercy Hospital
Juan Ramiro Sarmiento, Senior Advisor Public Policy, Mayor Sly James’ Office
Travis Rash, Housing Coordinator, The Whole Person
Beccah Rendell, Kansas City Public Library
Julie Riddle, Senior Community Impact Manager, United Way of Greater Kansas City
Frank Roberts, Neighborhood Services Specialist, City of Raytown
Commissioner Rob Roberts, Miami County
Eva Santiago, Family Support Specialist, Kansas City Public Schools
Chris Schneweis, Senior Management Analyst, Johnson County, Kansas
Brenda Sharpe, Executive Director, REACH Healthcare Foundation
Daniel Silva, President & CEO, Kansas City, Kansas, Area Chamber of Commerce
Mayor Carol Suter, City of Gladstone
Kathrine B. Swanson, Vice Chancellor of Student Success and Engagement, Metropolitan Community College
Bill Tammeus, Commentator, KC Interfaith Council/Flatlander
Chris Thompson, President & CEO, West Central Missouri Community Action Agency
James Torres, Program Manager, Samuel U. Rodgers Community Health Center
Jim Uhlmann, Loaned Executive, H&R Bloch Foundation, Mid-America Regional Council
Carlos Urquilla, Partnership Specialist, U.S. Census Bureau
Rick H. Usher, Assistant City Manager, City of Kansas City, Missouri
Dagney Velazquez, Assistant Professor, Kansas City Kansas Community College
Michele Watley, Founder and President, Shirley’s Kitchen Cabinet
Xan Wedel, Senior Research Data Engineer, KU Institute for Policy and Social Research
Mayor Eileen Weir, City of Independence
Karen Wulkuhle, Former Executive Director, United Community Services of Johnson County
Pedro Zamora, Executive Director, Hispanic Economic Development Corp.
Appendix A: State and Local Complete Count Committees

KANSAS

State of Kansas
120 SW 10th Ave 1st Floor, Topeka, KS 66612
Contact: Brian McClendon, bam@ku.edu

Johnson County, Kansas
111 S Cherry St., Suite 3300, Olathe, KS 66061
Contact: Maury Thompson, 913-715-0731 maury.thompson@jocogov.org

Unified Government of Wyandotte County/Kansas City, Kansas
701 N 7th St., Suite 926, Kansas City, KS 66101
Contact: David Alvey, 913-573-5010 dalvey@wyokck.org

City of Atchison, Kansas
515 Kansas Ave., Atchison, KS 66002
Contact: Paul Pregont, 913-367-5506 justinp@cityofatchison.com

City of Bonner Springs, Kansas
205 E Second, Bonner Springs, KS 66012
Contact: Christina Brake, 913-667-1716 cbrake@bonnersprings.org

City of Edwardsville, Kansas
690 S 4th St., PO Box 13738, Edwardsville, KS 66113
Contact: Zack Daniel, 913-356-6002 zdaniel@edwardsvilleks.org

City of Lansing Kansas
800 1st Terrace, Lansing, KS 66043
Contact: Tim Vandall, 913-727-3036 tvandall@lansing.ks.us

City of Lawrence, Kansas
6 E 6th St., PO Box 708, Lawrence, KS 66044
Contact: Jeff Crick, 785-832-3163 jcrick@lawrenceks.org

City of Leavenworth, Kansas
100 N 5th St., Leavenworth, KS 66048
Contact: Paul Kramer, pkramer@firstcity.org

City of Lenexa, KS
12350 W 87th Street Pkwy, Lenexa, KS 66215
Contact: Kyle Glaser, 913-477-7688 kglaser@lenexa.com

City of Overland Park, Kansas
8500 Santa Fe Drive, Overland Park, KS 66212
Contact: Tim Fitzgibbons, 913-895-6184 tim.fitzgibbons@opks.org

City of Spring Hill, Kansas
401 N Madison St., Spring Hill, KS 66083
Contact: Jim Hendershot, 913-592-3664 jim.hendershot@springhillks.gov

City of Shawnee
11110 Johnson Drive, Shawnee Mission, KS 66203

MISSOURI

State of Missouri - Office of Administration
201 W Capitol Ave., Room 125, Jefferson City, MO 65101
Contact: Emily Smith, 573-751-1851 emily.smith@oa.mo.gov

City of East Lynne, Missouri
402 Main St., East Lynne, MO 64743
Contact: Melodia Crum, 816-869-3002 cityclerkelmo@gmail.com

City of Gladstone, Missouri
7010 N Holmes St., Gladstone, MO 64118
Contact: Alan Napoli, 816-436-2200 alann@gladstone.mo.us

City of Grain Valley, Missouri
711 S Main St., Grain Valley, MO 64029
Contact: Jill Shatto, 816-229-6275

City of Grandview, Missouri
1200 Main St., Grandview, MO 64030
Contact: Valarie Poindexter, 816-316-4812 vpoindexter@grandview.org

City of Harrisonville, Missouri
300 E Pearl St., Harrisonville, MO 64701
Contact: Brian Hasek, 816-380-8958 bhasek@ci.harrisonville.mo.us

City of Houston Lake, Missouri
5417 N Adrian Ave., Houston Lake, MO 64151
Contact: Pam Freese, 816-741-0644 mayor@houstonlake.net

City of Independence, Missouri
111 E Maple Ave., Independence, MO 64050
Contact: Eileen Weir, 816-325-7000 eweir@indepmo.org

City of Lake Tapawingo, Missouri
144 Anchor Drive, Lake Tapawingo, MO 64015
Contact: Paul Blixrud, 816-229-3722 pblixrud@laketapawingomo.org
City of Lee's Summit, Missouri
220 SE Green St., Lees Summit, MO 64063
Contact: Julie Pryor, 816-969-1010
julie.pryor@cityofls.net

City of Levasy, Missouri
PO Box 68, 103 Pacific, Levasy, MO 64066
Contact: Kelli Lewis, 816-650-3522
cityoflevasy@gmail.com

City of Missouri City, Missouri
PO Box 264, Missouri City, MO 64072
Contact: Monty Railey, 816-750-4481
raileymw@gmail.com

City of Oakwood Village, Missouri
6001 NE Poplar Drive, Oakwood, MO 64118
Contact: Pamela Wormsley, 816-453-6734

City of Oak Grove, Missouri
1300 S Broadway, Oak Grove, MO 64075
Contact: Jeremy Martin, 816-679-2106
jeremy@martins.net

City of Platte City, Missouri
400 Main St., Platte City, MO 64079
Contact: Jason Metten, 816-858-3046
jasonmetten@plattecity.org

City of Platte Woods, Missouri
6750 NW Tower Drive, Platte Woods, MO 64151
Contact: Kimberly Mensch, 816-741-6688
kmensch@cityofplattewoods.org

City of Pleasant Valley, Missouri
6500 Royal, Pleasant Valley, MO 64068
Contact: Debbie Crossley, 816-781-3996
dcrossley@pleasantvalleymo.org

City of Raymore, Missouri
100 N Municipal Circle, Raymore, MO 64083
Contact: Erica Hill, 816-892-3012

City of Raytown, Missouri
10000 E 59th St., Raytown, MO 64133
Contact: Mike Mcdonough, 816-737-6000
mayor_mike_mcdonough@raytown.mo.us

City of Richmond, Missouri
205 Summit St., Richmond, MO 64085
Contact: Lance Green, 816-776-5304
lgreen@cityofrichmondmo.org

City of Riverside, Missouri
2950 NW Vivion Rd., Riverside, MO 64150
Contact: Michael Duffy, 816-741-3993
mduffy@riversidemo.com

City of Smithville, Missouri
107 W Main St., Smithville, MO 64089
Contact: Gerry Vernon, 816-532-3897
gvernon@smithvillemo.org

City of Tracy, Missouri
208 2nd St., Platte City, MO 64079
Contact: Rita Rhoads, 816-858-5555

City of Weatherby Lake, Missouri
7200 NW Eastside Drive, Weatherby Lake, MO 64152
Contact: Marvin Postma, 816-741-3419

To search for other Complete Count Committees, visit 2020Census.gov
## Appendix B: Media Contacts

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>Audience or Area Served</th>
<th>Contact Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>KCPT-19</td>
<td>Public Access</td>
<td>Nick Haines</td>
<td>Public Affairs Dir.</td>
<td>816-398-4263</td>
<td><a href="mailto:nhaines@kcpt.org">nhaines@kcpt.org</a></td>
</tr>
<tr>
<td>KCTV-5 and KSMO-62</td>
<td>CBS Affiliate</td>
<td>Casey Clark</td>
<td>News Director</td>
<td>913-677-7211</td>
<td><a href="mailto:newsdesk@kctv5.com">newsdesk@kctv5.com</a></td>
</tr>
<tr>
<td>KMBC-9 and KCWE-29</td>
<td>ABC Affiliate</td>
<td>Dan O'Donnell</td>
<td>News Director</td>
<td>816-221-9999</td>
<td><a href="mailto:dodonnell@hears.com">dodonnell@hears.com</a></td>
</tr>
<tr>
<td>KSHB-41 and KMCI-38</td>
<td>NBC Affiliate</td>
<td>Carrie Hoffman</td>
<td>News Director</td>
<td>816-753-4141</td>
<td><a href="mailto:carrie.hoffman@kshb.com">carrie.hoffman@kshb.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Steve Kaut</td>
<td>Assignment Mgr</td>
<td>816-753-4141</td>
<td><a href="mailto:kaut@nbcactionnews.com">kaut@nbcactionnews.com</a></td>
</tr>
<tr>
<td>WDAF-4</td>
<td>FOX Affiliate</td>
<td>Dana McDaniel</td>
<td>News Director</td>
<td>816-753-4567</td>
<td><a href="mailto:dana.mcdaniel@fox4.com">dana.mcdaniel@fox4.com</a></td>
</tr>
<tr>
<td>KGKC-39 (Spanish)</td>
<td>Telemundo</td>
<td>Julio Bermudez</td>
<td>General Manager</td>
<td>405-822-6417</td>
<td><a href="mailto:jbermudez@telemundo.kansascity.com">jbermudez@telemundo.kansascity.com</a></td>
</tr>
<tr>
<td>KUKC-20 (Spanish)</td>
<td>Univision</td>
<td>Velia Chavez-Bejarano</td>
<td>General Manager</td>
<td>816-556-3900</td>
<td><a href="mailto:vchavez@mediavista.tv">vchavez@mediavista.tv</a></td>
</tr>
<tr>
<td>RADIO</td>
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<tr>
<td>KCUR FM 89.3</td>
<td>NPR Affiliate</td>
<td>Maria Carter</td>
<td>News Director</td>
<td>816-235-1551</td>
<td><a href="mailto:maria@kcur.org">maria@kcur.org</a></td>
</tr>
<tr>
<td>Steel City Media</td>
<td></td>
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</tr>
<tr>
<td>KBEQ FM Q104</td>
<td>Country</td>
<td>Jillian Gregg</td>
<td>News Director</td>
<td>816-753-4000</td>
<td><a href="mailto:jgregg@steelcitymedia.com">jgregg@steelcitymedia.com</a></td>
</tr>
<tr>
<td>KFKF FM 94.1</td>
<td>Country</td>
<td>Dale Carter</td>
<td>News Director</td>
<td>816-753-4000</td>
<td><a href="mailto:dcarter@steelcitymedia.com">dcarter@steelcitymedia.com</a></td>
</tr>
<tr>
<td>KCKC 102.1 FM</td>
<td>Adult Contemporary</td>
<td>Natalie Rush</td>
<td>News Director</td>
<td>816-753-4000</td>
<td><a href="mailto:natalie@kc1021.com">natalie@kc1021.com</a></td>
</tr>
<tr>
<td>KMXV 93.3 FM</td>
<td>Top Hits</td>
<td>Teresa Maxwell</td>
<td>News Director</td>
<td>816-753-4000</td>
<td><a href="mailto:tmaxwell@steelcitymedia.com">tmaxwell@steelcitymedia.com</a></td>
</tr>
<tr>
<td>Entercorn stations</td>
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<tr>
<td>KMBZ FM 98.1, AM 980</td>
<td>Sports/Talk</td>
<td>Alan Furst</td>
<td>Director</td>
<td>913-744-3600</td>
<td><a href="mailto:afurst@entercom.com">afurst@entercom.com</a></td>
</tr>
<tr>
<td>KRHZ FM 98.5</td>
<td>Alternative Rock</td>
<td>Lazlo</td>
<td>Program Director</td>
<td>913-744-3600</td>
<td><a href="mailto:lazlo@entercom.com">lazlo@entercom.com</a></td>
</tr>
<tr>
<td>KCSP AM 610</td>
<td>Sports</td>
<td>Steven Spector</td>
<td>Program Director</td>
<td>913-744-3600</td>
<td><a href="mailto:steven.spector@entercom.com">steven.spector@entercom.com</a></td>
</tr>
<tr>
<td>KWOD AM 1660</td>
<td>Sports</td>
<td>Steven Spector</td>
<td>Program Director</td>
<td>913-744-3600</td>
<td><a href="mailto:steven.spector@entercom.com">steven.spector@entercom.com</a></td>
</tr>
<tr>
<td>WDAF FM 106.5</td>
<td>Country</td>
<td>Wes Poe</td>
<td>Program Director</td>
<td>913-744-3600</td>
<td><a href="mailto:wpoe@entercom.com">wpoe@entercom.com</a></td>
</tr>
<tr>
<td>KZPT FM 99.7</td>
<td>Adult Contemporary</td>
<td>Leigh McNabb</td>
<td>Program Director</td>
<td>913-744-3600</td>
<td><a href="mailto:lmcnabb@entercom.com">lmcnabb@entercom.com</a></td>
</tr>
<tr>
<td>KQRC FM 98.9</td>
<td>Classic Rock</td>
<td>Bob Edwards</td>
<td>Program Director</td>
<td>913-744-3600</td>
<td><a href="mailto:bedwards@entercom.com">bedwards@entercom.com</a></td>
</tr>
<tr>
<td>Cumulus Radio</td>
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<tr>
<td>KCFX FM 101.1</td>
<td>Classic Rock</td>
<td>Dan McClintock</td>
<td>Program Director</td>
<td>913-514-3000</td>
<td><a href="mailto:dmclintock@cumulus.com">dmclintock@cumulus.com</a></td>
</tr>
<tr>
<td>KCMO AM 710, FM 103.7</td>
<td>Talk</td>
<td>Pete Mundo</td>
<td>Program Director</td>
<td>913-514-3000</td>
<td><a href="mailto:pete.mundo@cumulus.com">pete.mundo@cumulus.com</a></td>
</tr>
<tr>
<td>KCMO 102.5, FM 96.1</td>
<td>Adult Hits</td>
<td>Joe Russo</td>
<td>Program Director</td>
<td>913-514-3000</td>
<td><a href="mailto:joe.russo@cumulus.com">joe.russo@cumulus.com</a></td>
</tr>
<tr>
<td>KCMO FM 94.9</td>
<td>Classic Hits</td>
<td>Joe Russo</td>
<td>Program Director</td>
<td>913-514-3000</td>
<td><a href="mailto:joe.russo@cumulus.com">joe.russo@cumulus.com</a></td>
</tr>
<tr>
<td>KCJF FM 105.1</td>
<td>Alternative</td>
<td>Joe Russo</td>
<td>Program Director</td>
<td>913-514-3000</td>
<td><a href="mailto:joe.russo@cumulus.com">joe.russo@cumulus.com</a></td>
</tr>
<tr>
<td>KCHZ FM 95.7</td>
<td>Top Hits</td>
<td>Mike O'Reilley</td>
<td>Program Director</td>
<td>913-514-3000</td>
<td><a href="mailto:mike.oreilley@cumulus.com">mike.oreilley@cumulus.com</a></td>
</tr>
<tr>
<td>KMJK FM 107.3</td>
<td>R and B</td>
<td>Al Payne</td>
<td>Program Director</td>
<td>913-514-3000</td>
<td><a href="mailto:al.payne@cumulus.com">al.payne@cumulus.com</a></td>
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<tr>
<td>Bott Radio</td>
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<tr>
<td>KAYX FM 92.5</td>
<td>Christian</td>
<td>Candy Houghton</td>
<td>Program Director</td>
<td>816-470-9925</td>
<td><a href="mailto:choughton@bottradionetwork.com">choughton@bottradionetwork.com</a></td>
</tr>
<tr>
<td>KLEX AM 1570</td>
<td>Christian</td>
<td>Candy Houghton</td>
<td>Program Director</td>
<td>816-470-9925</td>
<td><a href="mailto:choughton@bottradionetwork.com">choughton@bottradionetwork.com</a></td>
</tr>
<tr>
<td>KCCV FM 92.3, AM 760</td>
<td>Christian</td>
<td>Candy Houghton</td>
<td>Program Director</td>
<td>816-470-9925</td>
<td><a href="mailto:choughton@bottradionetwork.com">choughton@bottradionetwork.com</a></td>
</tr>
<tr>
<td>Carter Broadcasting</td>
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</tr>
<tr>
<td>KPRS FM 103.3</td>
<td>Adult Urban</td>
<td>Myron Fears</td>
<td>Program Director</td>
<td>816-763-2040</td>
<td><a href="mailto:myrond@kprs.com">myrond@kprs.com</a></td>
</tr>
<tr>
<td>KPRT AM 1590</td>
<td>Urban Gospel</td>
<td>Myron Fears</td>
<td>Program Director</td>
<td>816-763-2040</td>
<td><a href="mailto:myrond@kprs.com">myrond@kprs.com</a></td>
</tr>
<tr>
<td>Media Outlet</td>
<td>Audience or Area Served</td>
<td>Contact Name</td>
<td>Title</td>
<td>Phone</td>
<td>Email</td>
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<tr>
<td>Union Broadcasting</td>
<td></td>
<td>Todd Leobo</td>
<td>Vice President</td>
<td>913-344-1500; <a href="mailto:Toddleabo@810whb.com">Toddleabo@810whb.com</a></td>
<td></td>
</tr>
<tr>
<td>Reyes Media</td>
<td></td>
<td>Diana Raymer</td>
<td>General Manager</td>
<td>913-287-1480; <a href="mailto:draymer@reyesmediagroup.com">draymer@reyesmediagroup.com</a></td>
<td></td>
</tr>
<tr>
<td>KTTY AM 1340</td>
<td>Mexican Top 40</td>
<td>Diana Raymer</td>
<td>General Manager</td>
<td>913-287-1480; <a href="mailto:draymer@reyesmediagroup.com">draymer@reyesmediagroup.com</a></td>
<td></td>
</tr>
<tr>
<td>KYYS AM 1250</td>
<td>Classic Hits</td>
<td>Diana Raymer</td>
<td>General Manager</td>
<td>913-287-1480; <a href="mailto:draymer@reyesmediagroup.com">draymer@reyesmediagroup.com</a></td>
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<td>Wilkins Radio</td>
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<tr>
<td>KCNW AM 1380</td>
<td>Christian</td>
<td>Allyson Geyer</td>
<td>General Manager</td>
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www.census2020kc.org | #CountMeInKC
Appendix C: Branding Guidelines

The Regional Complete Count Committee developed the “Count Me in KC” logo for use in its own outreach and communications. Local Complete Count Committees, community organizations and other agencies are welcome to use the logo in outreach efforts that promote a complete and accurate Census 2020 count.

Special thanks to our partners in Johnson County, Kansas, for their willingness to share the “Count Me in JoCo” concept.

Guidelines for Using the Regional Logo

The Count Me in KC logo consists of the stylized words “Count Me in KC” arranged around the iconic hand and website address CENSUS2020KC.ORG centered below.

The logo may be used in black and white or in the official U.S. Census colors:

- **Census Teal:**
  - CMYK: C:81 M:24 Y:31 K:0
  - HEX#: 0095A8
  - LAB: 56, -29, -20
  - RGB: R:0 G:149 B:168

- **Census Red:**
  - CMYK: C:8 M:100 Y:55 K:37
  - HEX#: 9B2743
  - LAB: 36, 49, 13
  - RGB: R:155 G:39 B:67

**Clear Space:** When the Count Me In KC logo is used, it should have sufficient clear space from illustrations, other words or images that might detract from the logo’s importance.

**Minimum Size:** The logo should not be used so small that the readability or reproduction quality is reduced. The logo may be reduced proportionally, but should have a minimum width of 1.5 inches.

Spanish Version

The Count Me in KC logo is also available in Spanish, “Cuenta comigo KC.” Guidelines for color, clear space and minimum size are the same for the Spanish version.
Customizing the Logo

Cities and counties in the Greater Kansas City region are welcome to customize the logo by replacing the “KC” that represents the region with their own jurisdiction’s name and resizing the artwork accordingly. See samples below.

There are two options for adapting the logo.

1. **If you have access to Adobe Illustrator**, contact Catherine Couch at MARC (ccouch@marc.org) to request the original artwork in .AI format.

   Replace the KC with your city/county name using Avenir Heavy or a similar font. The height of the name should be no taller than the original K in KC and no shorter than the circle in the hand.

   Center the website address under the revised logo and extend the bars on either side to the edges.

2. **If you do not have access to Adobe Illustrator**, contact Catherine Couch at MARC (ccouch@marc.org) for assistance with customization.
Appendix D: Maps of Selected Hard-to-Count Populations

The map below shows the census tracts with the lowest return rates for the 2010 census in the nine-county Greater Kansas City region. Maps on the following pages show concentrations of selected groups identified as hard to count by percent of population in each census tract. Interactive maps can be found online at www.census2020kc.org/census-resources/.

Census Tracts with Lowest 2010 Mail Return Rates

Data Source: CUNY
Percent of Black Residents by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Percent of Hispanic Residents by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Percent of Population with Income Below Federal Poverty Level by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Percent of Foreign Born Population by Census Tract

Data Source: Census 2010 Block Group Data
Percent of Households with Limited English Proficiency by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Percent of Population Age 65 or Older by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Percent of Population Younger than Age 5 by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Percent of Renter-Occupied Housing Units by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Percent of Households with Poor Internet Access by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Rural Areas by Census Tract

Data Source: Census 2010 Block Group Data
Percent of Population with a Disability by Census Tract

Data Source: Census ACS 2017 5-Year Tract Data
Appendix E: Sample Questionnaire

Households will be able to respond to the 2020 Census online, over the phone, or through a paper questionnaire. The Census Bureau has provided a sample of the paper questionnaire that will be used during the 2020 Census.

The form asks how many people are living or staying in the home; whether it is a house, apartment or mobile home; and specific information about each person living in the home, including name, sex, age, race, ethnicity and relationship to the person completing the form. The form does NOT ask about citizenship status. A PDF copy of the form is available online at www.census2020kc.org.