

# Update – Census 2020

Covid -19, Trusted Voices, Internet Responses, and  
other things



## Examples of City of Seguin's Grants using Census Tract and Block Data

- Equipment for PD and FD
- PD Victim Liaison
- Sidewalks
- Hazard Household Waste Pickup
- Recreational improvements
- First Responder Training
- Spay and Neuter



## Why does the Census matter?

An accurate count ensures better:

Representation &

Appropriations of federal funds

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**2020**

The City of Seguin participated in the following US Census Programs

- BAS – Boundary & Annexation Survey (updating city limits)
- LUCA – Local Update of Census Address (provide accurate city addresses)
- PSAP – Participant Statistical Area Program (review and create statistical areas)
- New Construction – (provide new addresses not available during LUCA)
- CCC – Complete Count Committee (inform and educate about the importance of the census)



# How did the City participate in census activities?

The US Census Bureau encourages incorporated places and counties to participate in all possible operations to ensure a more accurate population count.

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# Seguin/Guadalupe County Complete Count Committee

- Variety of Organizations: GMRC, United Way, Chamber of Commerce, Teatro De Artes, TLU, Seguin ISD, Methodist Healthcare Ministries, Religious leaders, current and former community leaders, West End Neighborhood Project
- Trusted Voices in the Community – more likely to respond to a “trusted voice” than a census employee
- Pecanfest, Holiday Stroll Parade, Pachanga, Chamber Luncheons, Seguin Showcase, Seguin Manor Health Fair, MLK March
- Working with local Census Partnership Specialist

# US Census Bureau 2020 Decennial Schedule & COVID-19

Activity	Original Schedule	Adjusted Schedule
Self-Response	March 12 – July 31, 2020	March 12 – October 31, 2020
Group Quarters	April 2 – June 5, 2020	July 1 – September 3, 2020
Update/Leave	March 15 – April 17, 2020	May 25 – June 30, 2020
Enumeration of Transitory Locations	April 9 – May 4, 2020	September 3 – 28, 2020
Nonresponse Followup	May 13 – July 31, 2020	August 11 – October 31, 2020
Delivery of Population numbers/Appropriations to President	By December 31, 2020	By April 30, 2021
Redistricting	April 1, 2021	July 31, 2021

# City of Seguin Self Response Rate

For the first time, the US Census Bureau allowed the decennial survey responses to be given online (at a secured website), over the phone or thru the mail with the traditional paper questionnaire.

April 1 – 33.2%

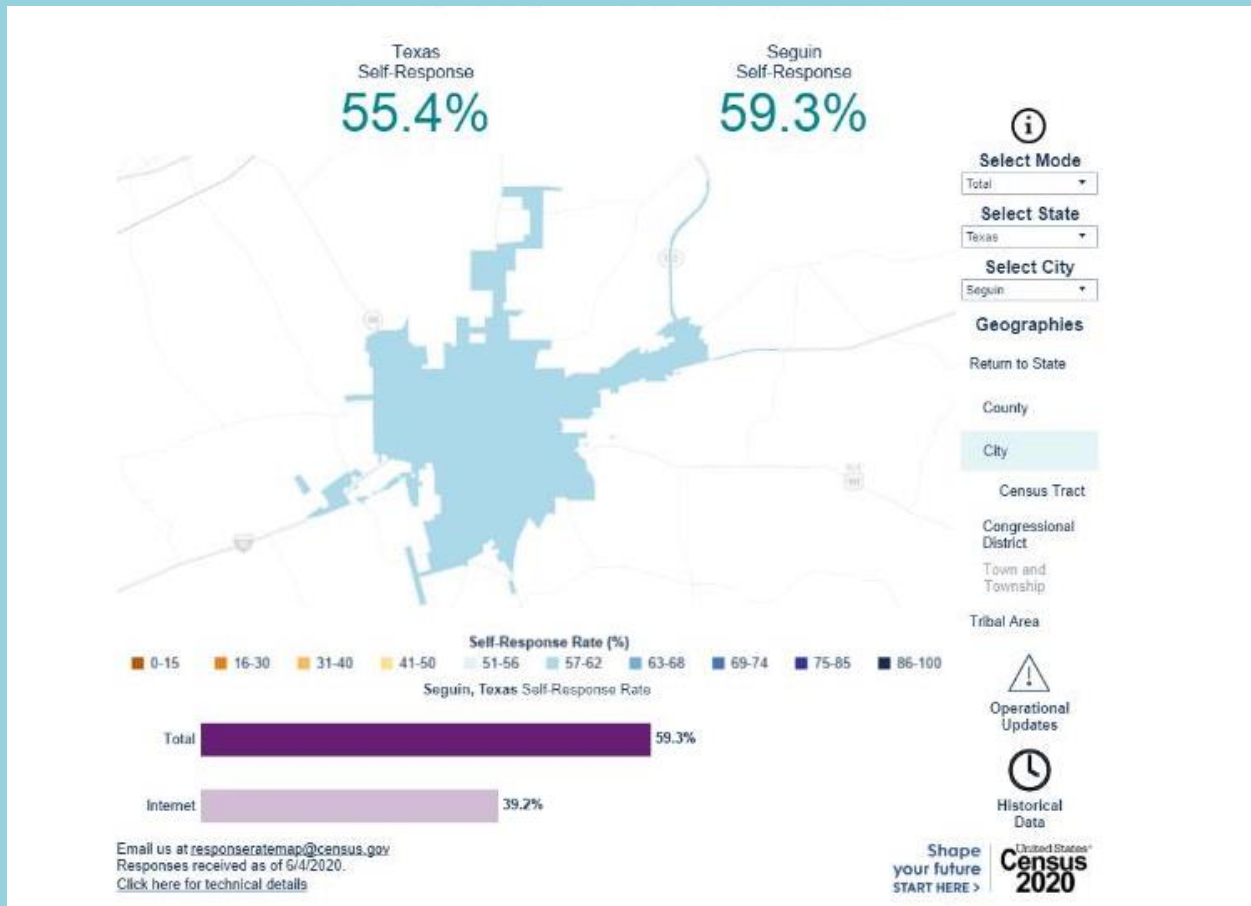
April 21 – 48.2%

May 4 – 53.5%

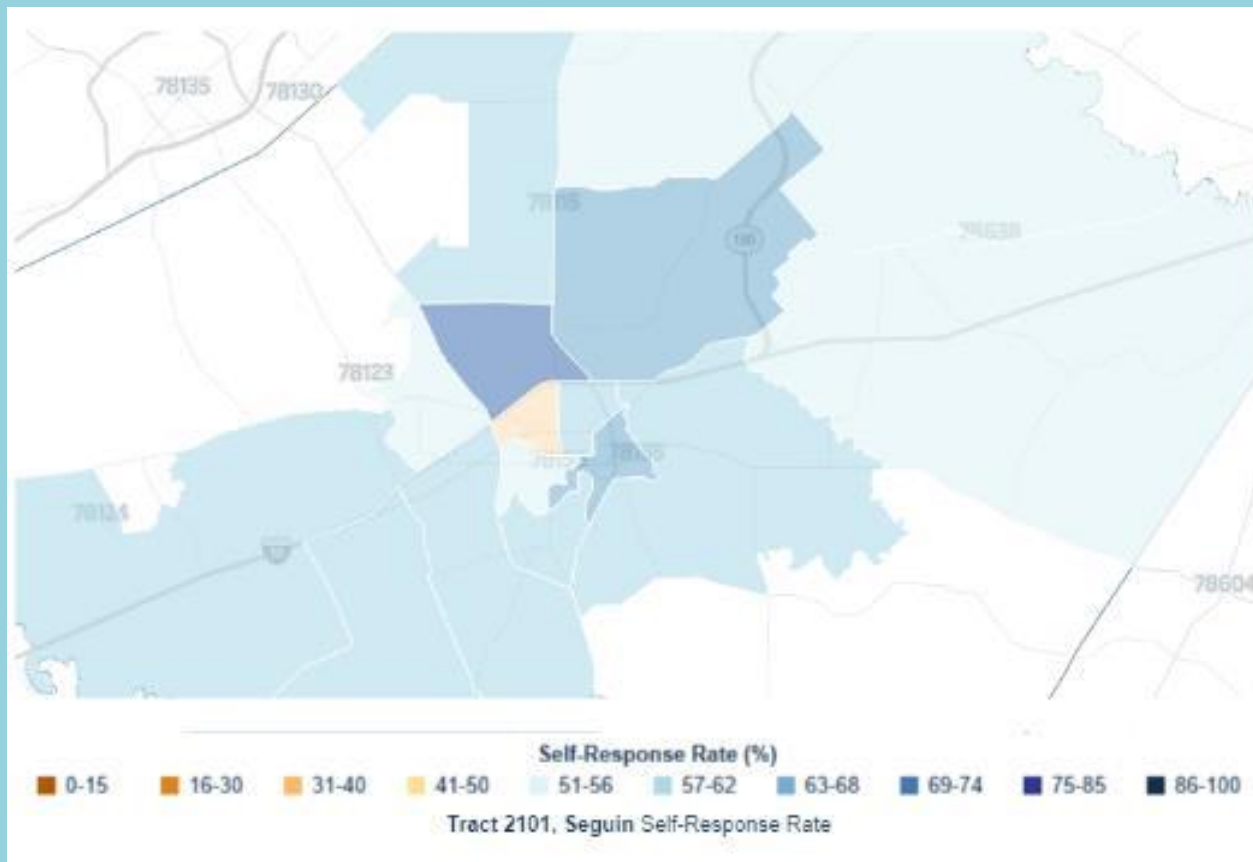
June 6 – 59.3%

June 16 - ???%

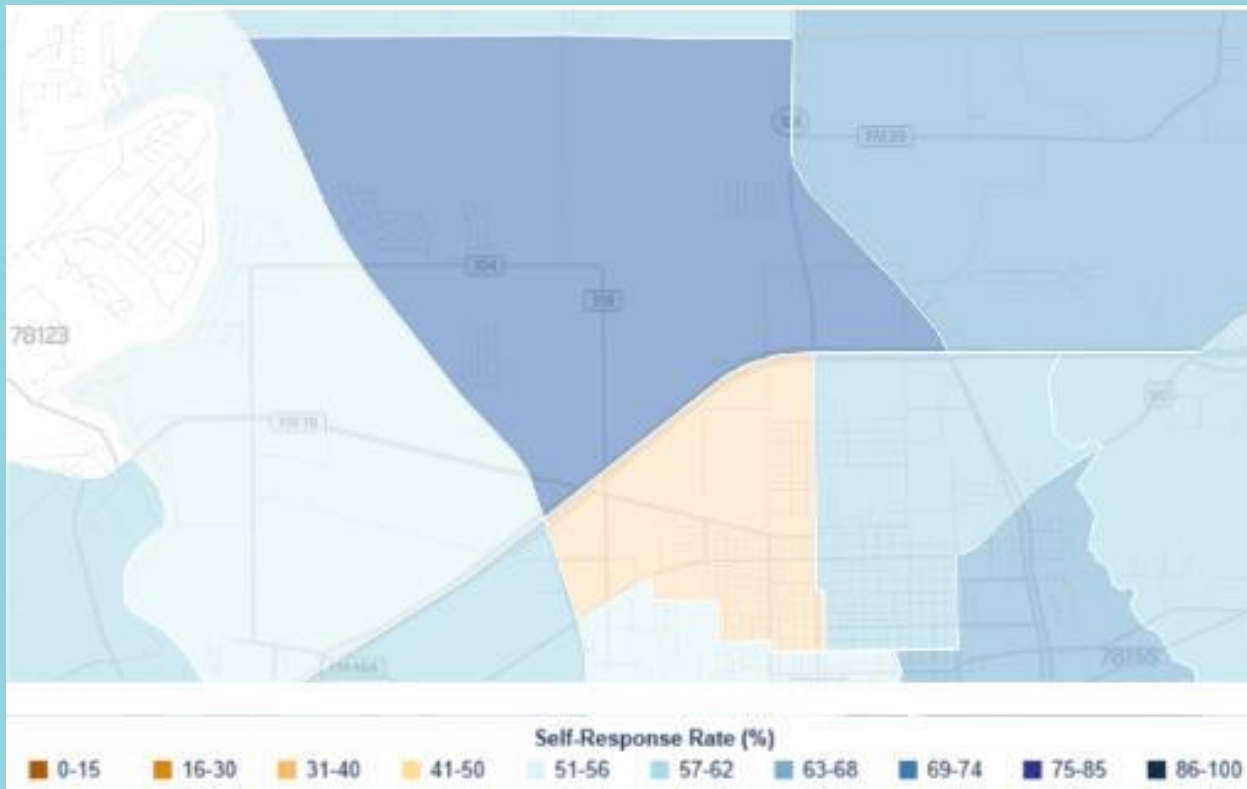
# City of Seguin Self Response Rate - Today



# Census Tracts Self Response Rate - Today



# A Tale of Two Census Tracts



Tract 2102 –  
Response Rate under  
50% and only 20%  
were internet  
responses

Tract 2105.12 –  
Response Rate over  
70% and 66% were  
internet responses