

Hard-to-Count Census Tracts

Selecting areas for mini-grant distribution

Resources:

1. Counties and low response scores by tract and GEOID. This spreadsheet provides the low-response scores (as provided by the Census Bureau) for the census tracts in each of the counties. Reminder that the higher the score means that that tract will be harder to count.
2. Response Outreach Area Map (ROAM) - Visit this website <https://www.census.gov/roam>. This map visualizes and highlights key information for each census tract based on the planning database above. Keep clicking to zoom in and you'll have a better picture of the geographic boundaries of the tract.
3. ROAM Instructions – The PDF suggests how to best utilize the ROAM website for viewing census tracts of interest.

*All of the resources above are available on the campaign website's hub section at <https://becountedmi2020.com/hub-resources/>

Suggested process for targeting census tracts for mini-grant distribution:

1. Using the spreadsheet titled "Counties and Low Response Scores" and click on the drop-down arrow in Column D. Unselect "Select All" and then go through and select each of the counties you are interested in. This should filter the table to show you just the low response scores for tracts in those specific counties. Again, the higher the score means that tract is going to be harder to count (and the table should be pre-sorted to show the scores from highest to lowest).
2. You might want to internally decide whether you want to consider the tracts that are above a certain score or the top 5 or 10 tracts depending on the number of tracts in your targeted community for your hub.
3. Use the ROAM map and instructions <https://www.census.gov/roam> to view the demographic information for the targeted tracts.
4. Provide this information to your advisory committee or decide tracts will be targeted for the mini-grants and to discuss which nonprofits serve those tracts.