

# Census Tracts Selection: First Steps Webinar

**December 4, 2019**

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**Research Analyst, CCEH**

# Agenda for Today

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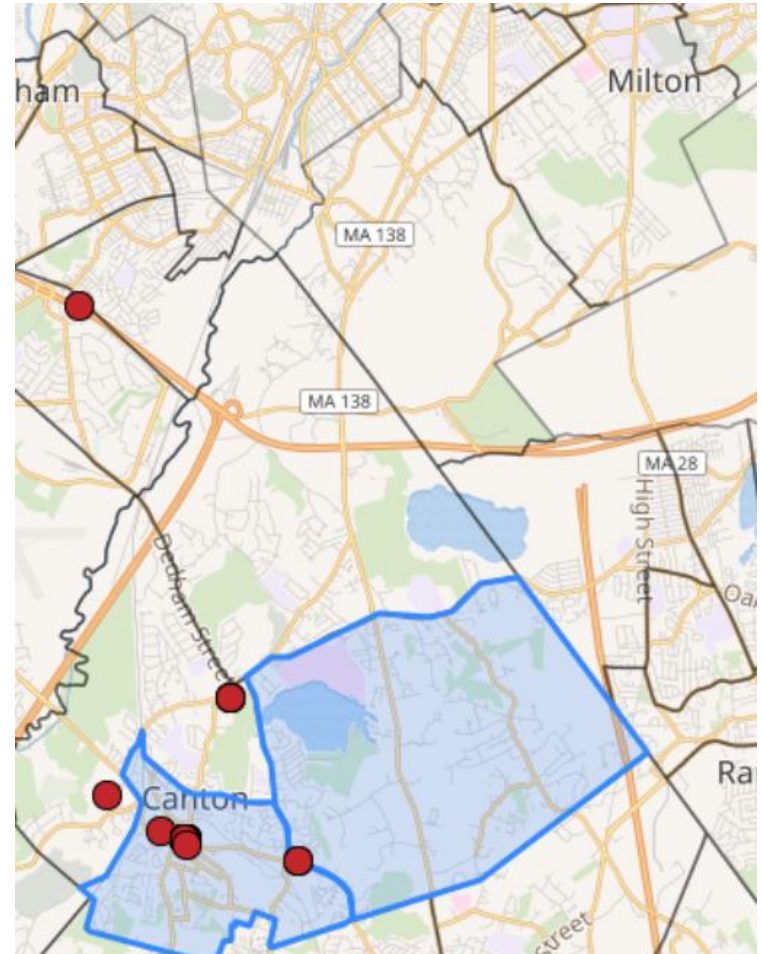
- Gathering initial data
- Registering via “Counting Us”
- Selection of Census Tracts:
  - Map Overview
  - Pre-designation done by Regional Coordinators
- Notes For RCs About Selecting Census Tracts
- Next Steps from CCEH

# Gathering Initial Data

- You can start the log-in setup now, but you will need your local and outreach data to complete these steps.
- Reach out to the outreach teams in your region, and any other sources of local info for people experiencing homelessness in your area.
- Gather this info in the form of a specific address.
  - In general, an approximate adjacent house number will be specific enough for our purposes.
  - You will copy these addresses directly into your Census Selection tool (the PIT App for Unsheltered Surveys).
- Once you have gathered your data, entering it will be easy!

# Map Overview

- We will most likely we using entirely digital maps this year.
- You will all need to review maps in either the:
  1. Counting Us mobile app
  2. Or, in your browser at <http://counting.us>



# Registering via “Counting Us”

1. Download the Counting Us mobile app from Google Play or the App Store.
  - Key word “Count Us”
2. Or, you can log-in via the browser portal: <https://counting.us/>
3. Tap the blue “Register” button to open the registration form.
4. Enter your info into the form and tap “Submit Registration”.
5. Log into the Counting Us app for the first time:
  - Enter your email and password
  - When the “Choose Count” page opens, select “Join New Count”
6. After the “Join New Count” page loads, enter the setup key: **2020CTPlan**
7. Now, whenever you log into the Counting Us app, you will automatically open the 2020 PIT Planning activity (an activity in the app used strictly for categorizing Census Tracts)

# Registering via “Counting Us”

**Step 1: Download the Counting Us mobile app** from [Google Play](#) or the [App Store](#). Search for the term “Counting Us” or use the QR code to the right to find the app.



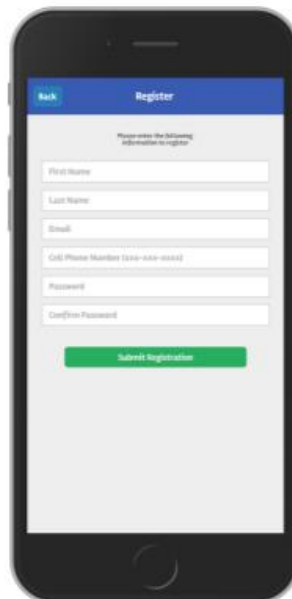
## **Step 2: Tap Register**

This will bring you to the registration form



## **Step 3: Register**

Enter your info and tap “Submit Registration”



## **Step 4: Enter your info**

Tap “Log In”, “Choose Count”, and then “Join New Count”



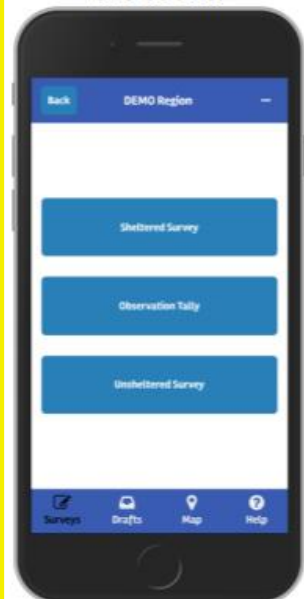
## **Step 5: Join a Count**

Enter the Setup Key of **2020CTPlan** and tap “Join Count”



## **Step 6: Get Started**

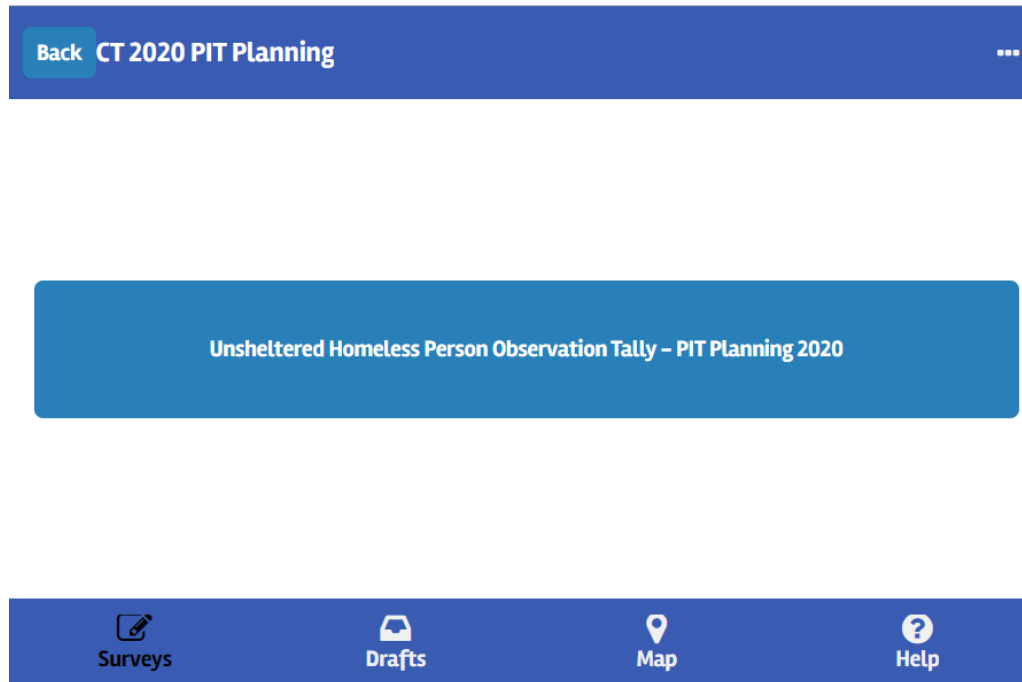
Tap “Get Started” and you are ready to start the count!



Think Change • Be Change • Lead Change

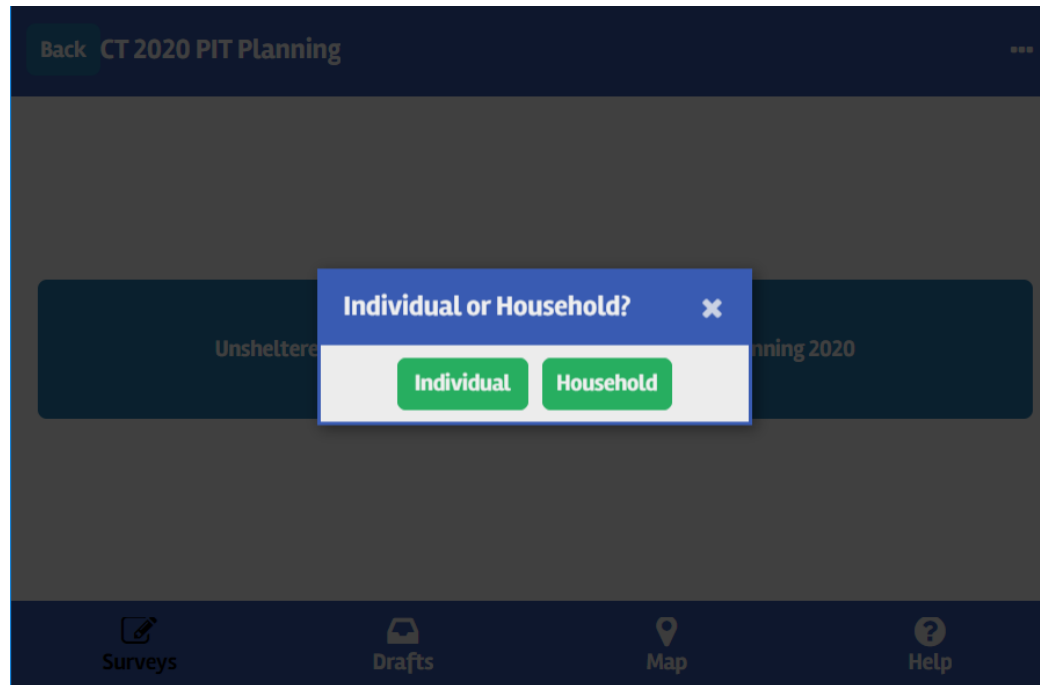
# Selection of Census Tracts: Pre-designation via RC Input

- Step 1: After you have clicked “Get Started”, on the next page click the blue button labeled “**Unsheltered Homeless Person Observation Tally – PIT Planning 2020**”



# Selection of Census Tracts: Pre-designation via RC Input

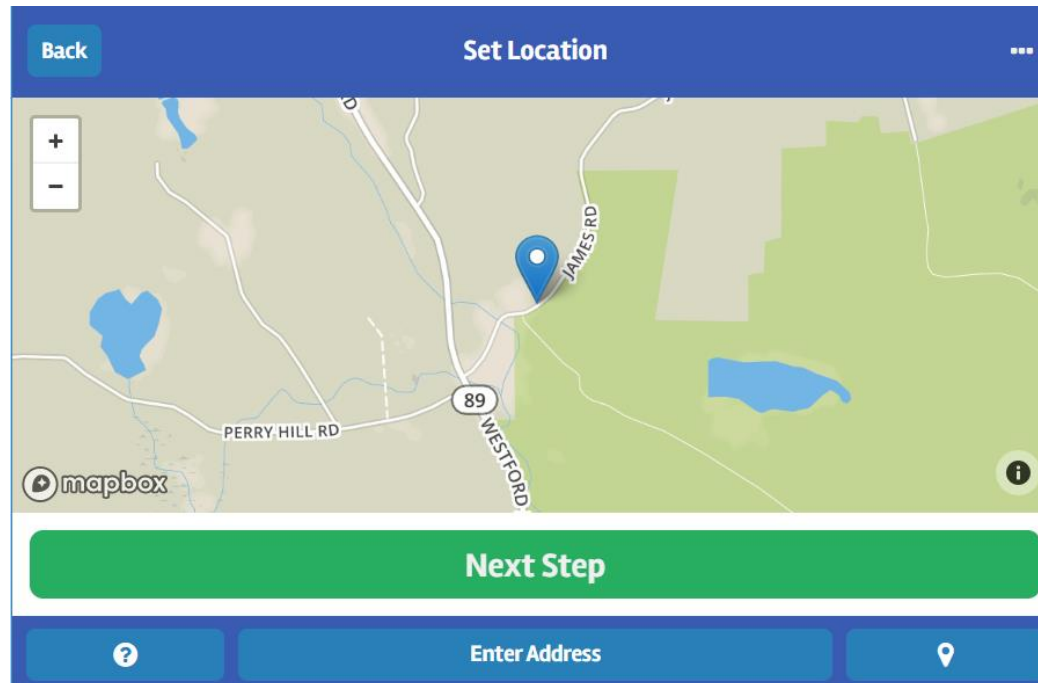
- Step 2: Select “Individual”





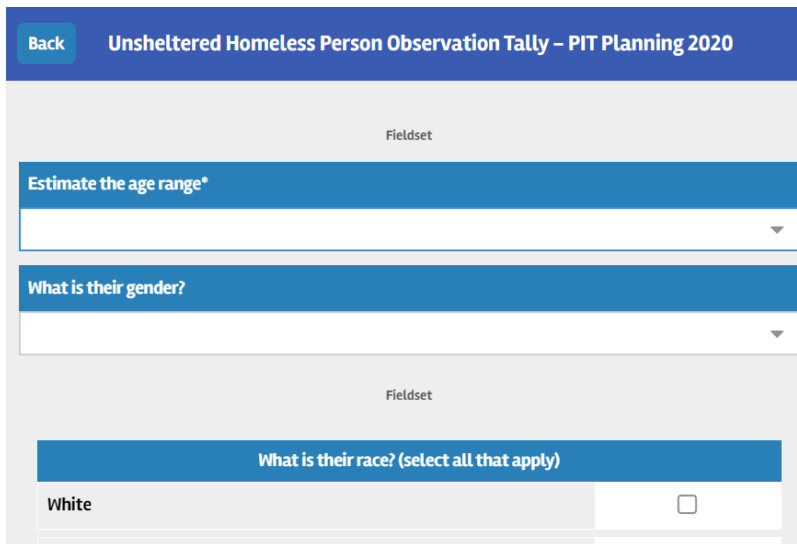
# Selection of Census Tracts: Pre-designation via RC Input

- Step 3: Identify a location for every new place that you expect to find someone in your region experiencing homelessness.
  - You can enter exact addresses along the bottom where it says **“Enter Address”**; or, you can drag and drop the **blue arrow** to a given location.
  - Click **“Next Step”** once the location is finalized



# Selection of Census Tracts: Pre-designation via RC Input

- Step 4a: Now the survey should be open.
  - We are not filling out data for real people, so we are entering the bare minimum: age range.
  - You can answer any age range for our purposes, but I would suggest sticking with “under 5” for the sake of consistency.



Back Unsheltered Homeless Person Observation Tally – PIT Planning 2020

Fieldset

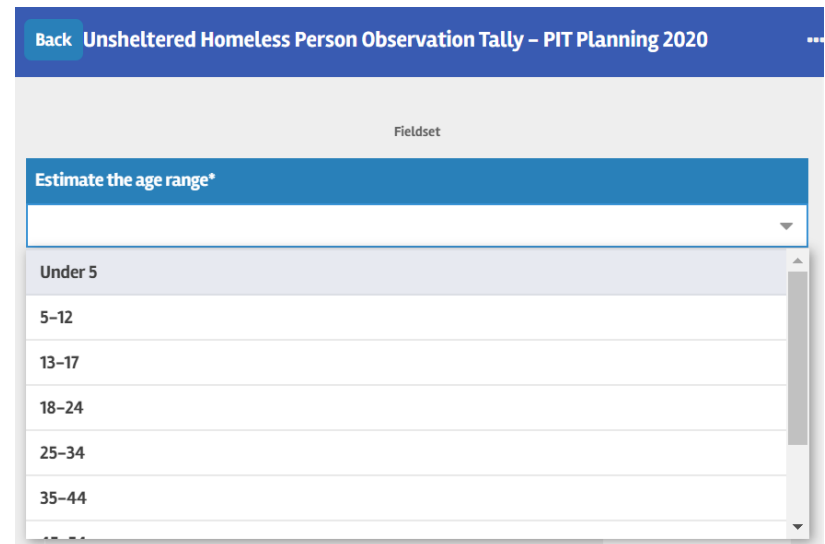
Estimate the age range\*

What is their gender?

Fieldset

What is their race? (select all that apply)

White ☐



Back Unsheltered Homeless Person Observation Tally – PIT Planning 2020

Fieldset

Estimate the age range\*

Under 5

5–12

13–17

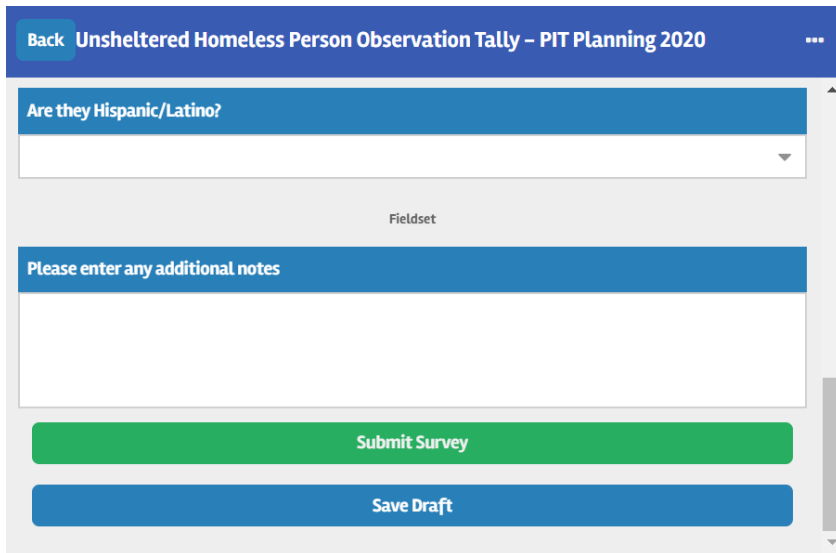
18–24

25–34

35–44

# Selection of Census Tracts: Pre-designation via RC Input

- Step 4b: Almost done...
  - Just, scroll to the bottom of the survey, click the green **“Submit Survey”** button...
  - ...and you have placed your first blue pin! Just click **“OK”**, and repeat a blue pin for all of your local data.



Back Unsheltered Homeless Person Observation Tally – PIT Planning 2020

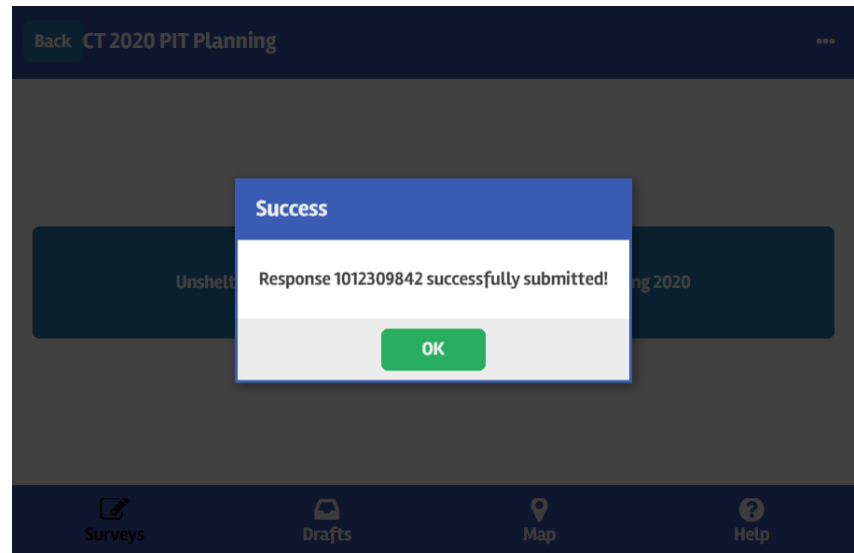
Are they Hispanic/Latino?

Fieldset

Please enter any additional notes

Submit Survey

Save Draft



Back CT 2020 PIT Planning

Success

Response 1012309842 successfully submitted!

OK

Unsheltered Homeless Person Observation Tally – PIT Planning 2020

Surveys Drafts Map Help

# Notes For RCs About Selecting Census Tracts



- Important note about selecting census tracts!
  - Even if you think you'll only find 1 person in an area, select that Tract!
  - Extrapolation happens on areas designated for sampling. We want to avoid artificially inflating numbers because of improper designation of areas so please err on the side of selecting a census tract rather than not if you're unsure
- Work with your local outreach teams
- Work with police, fire, social service, and parks departments
- Service providers to provide insight if there is an encampment somewhere.
- Sampling areas will be generated after you select your designated areas

# Important Note About Census Tracts and Survey Location!



- In the past, we have had the ability to sample outside of a census tract (technically Block Groups in the past), we just needed to indicate this on our form. **THIS IS NOT THE CASE ANY LONGER.**
- In order to have a valid sampling strategy, the only surveys that “count” are the ones done in an assigned census tract (either one selected by you or one indicated for sampling).
  - Geo-fencing will prevent surveys from being completed outside of designated Census Tracts
- The solution to this is pretty easy: select as many census tracts as you think will have someone in them! If you see that a census tract gets cut in half in the middle of a street, it’s ok to pick both census tracts if you think it’s warranted.
- Volunteers will need to have this information conveyed clearly to them as well!

## Next Steps from CCEH

- It is currently unclear when we will be folding in and verifying the GPS data from 2019's unsheltered surveys.
- But, applying local data can be the most time-consuming step in selecting Census Tracts for canvassing.
- So, by starting this step now, we will have ample time to complete the process before local canvassing planning begins for you all in early January.
- **Ideally, everyone can complete this specific step of Census Tract selection (applying local data) by Wednesday, COB 12/11.**

# Thank you for attending today!

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Thank you for attending the webinar today. My contact info is:

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