



Low Response Scores

Complete Count Committee

December 4, 2018



Low Response Scores (LRS)

- LRS is the predicted percent of respondents that **WILL NOT** self-respond
- Composite Score determined by:
 - Past return-rates of Surveys (both previous Census and American Community Surveys)
 - Predetermined variables such as:
 - Income rates
 - Minority levels
 - Languages spoken
 - Age





Top Ten LRS Tracts in City of Richmond



Top Three Reasons for Low Response in Richmond:

1. Low Income

- Decreased chance of permanent housing
- Lack of internet access

2. Racial and Ethnic Minorities

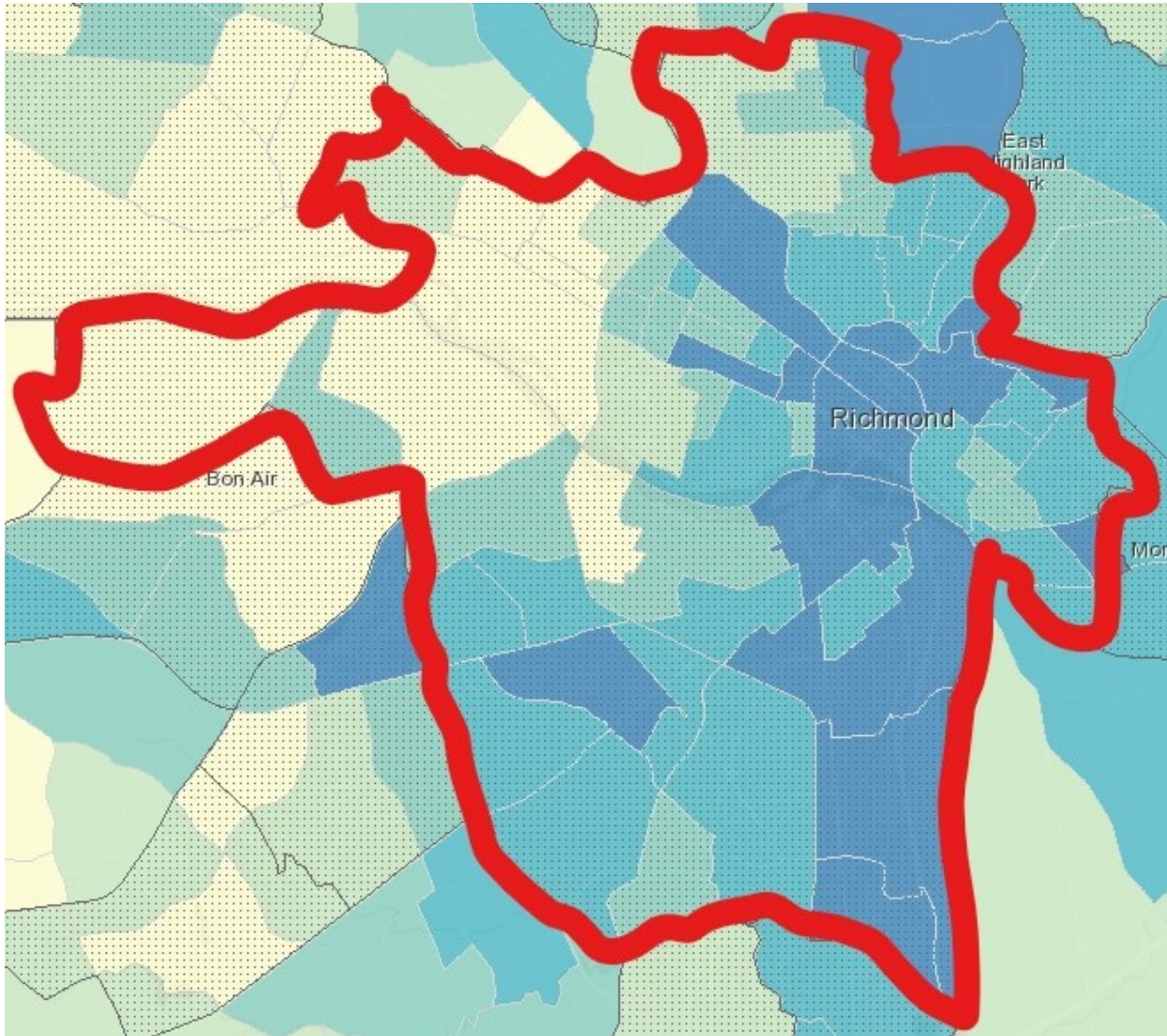
- Language barrier
- Distrust of the Government

3. Age

- Frequently move and/or have housing instability
- Dependent on parents to respond



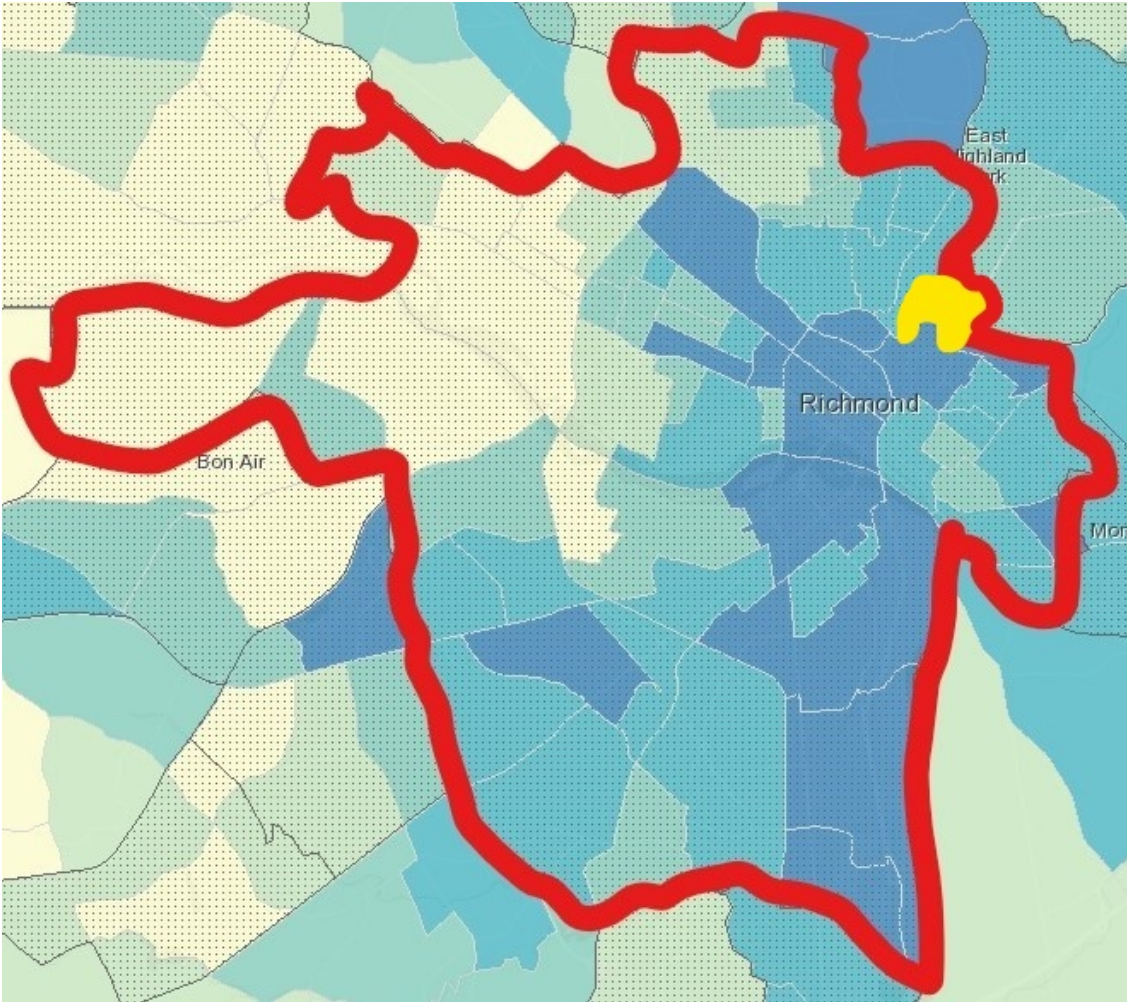
City of Richmond



Statistics Overview:

- Population: 227,032
- Median Household Income: \$41,187
- Persons in poverty, percent: 26.2%
- Non-Hispanic, Black: 48.6%
- Non-Hispanic, White: 44.2%
- Hispanic: 6.3%
- American Indian or Alaska Native: 0.5%
- Asian: 2.1%
- Language other than English spoken at home: 9.4%

Tract 201 (Whitcomb)



Tract 201 (Whitcomb)



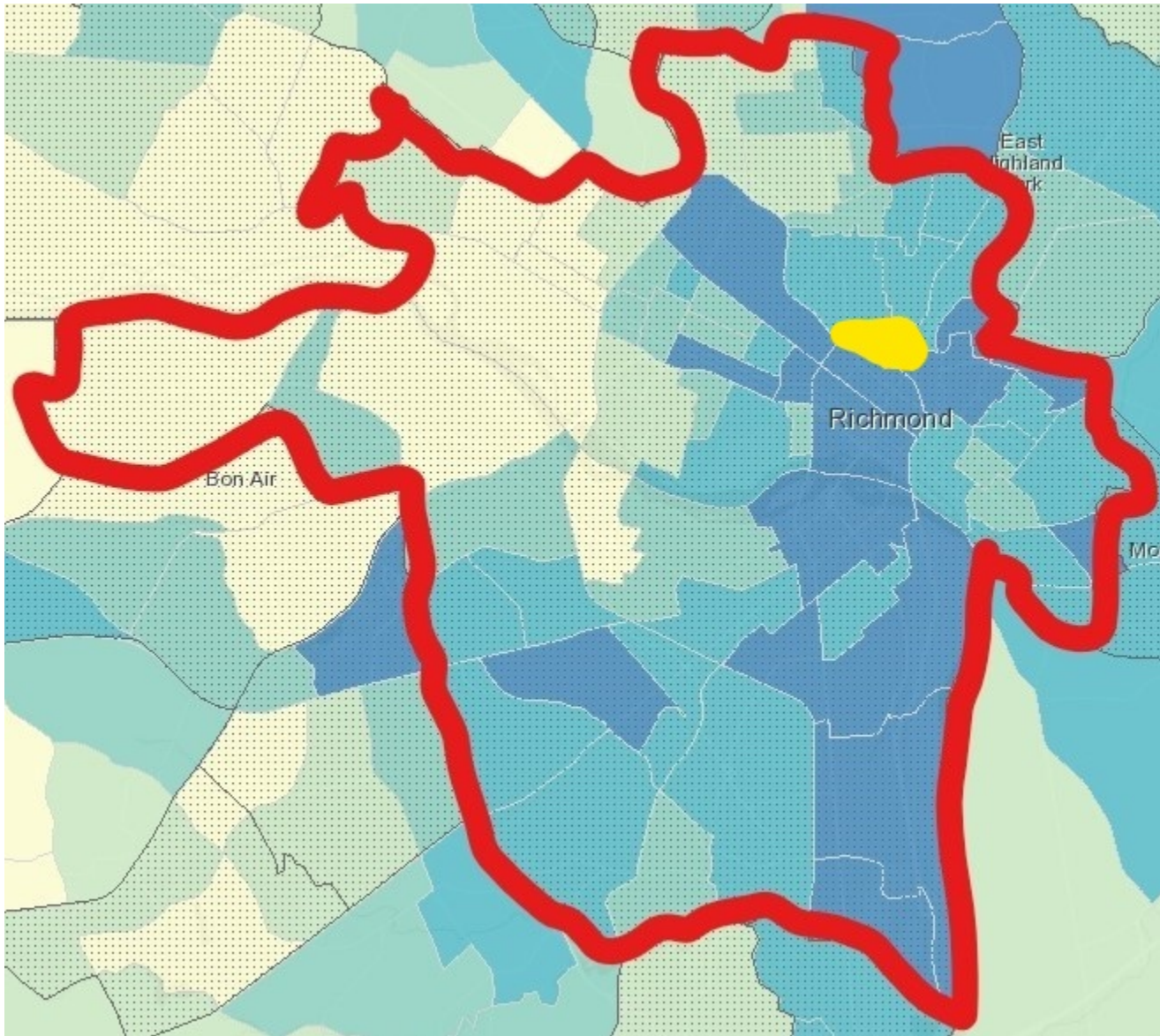
Landmarks:

- Whitcomb Elementary

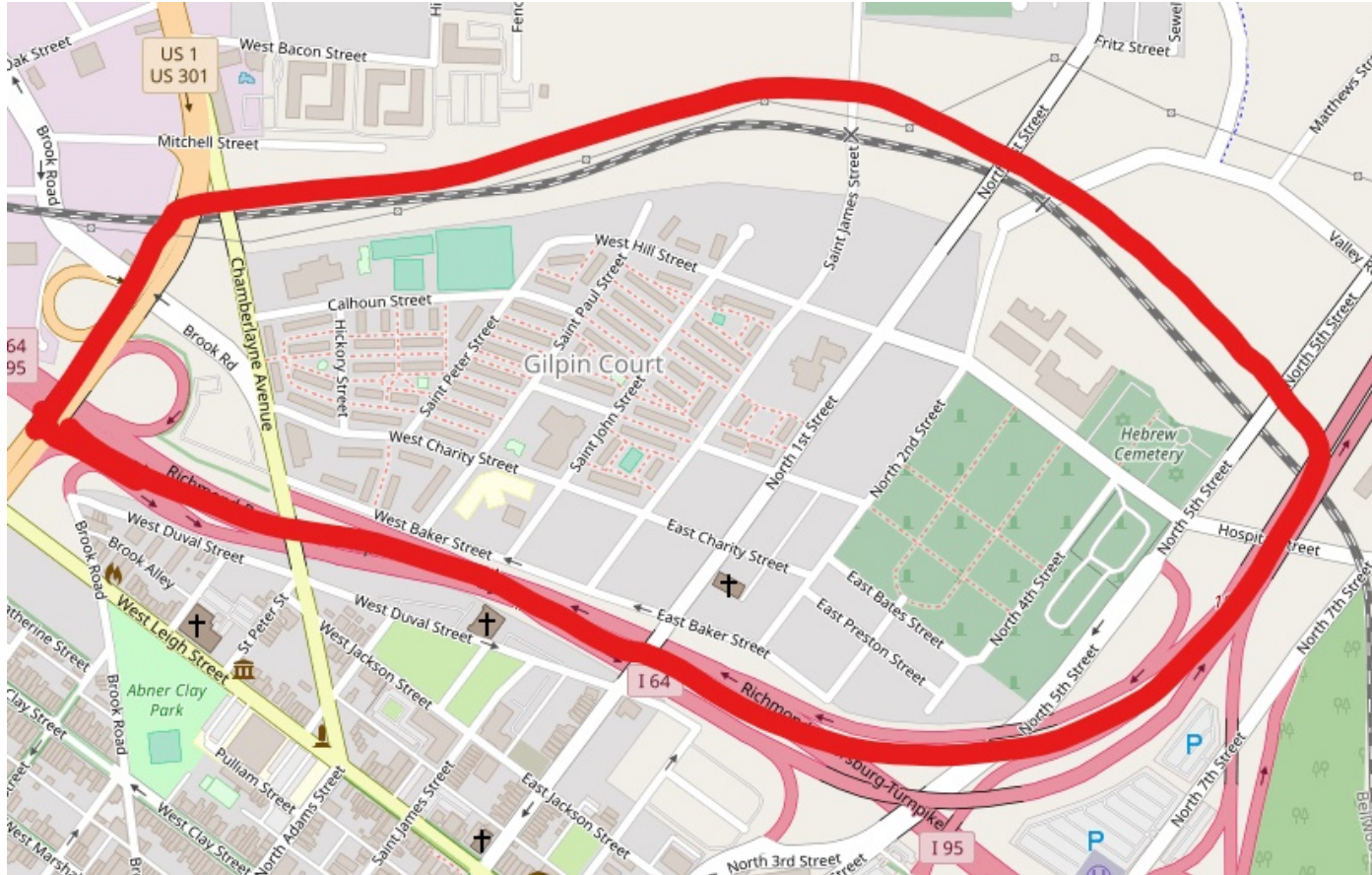
- LRS: 37.7%
- Population: 2,044
- Median Household Income: \$10,282
- Below Poverty Level: 61.20%
- Population Under 5: 17.42%
- Population 18-24: 8.81%
- Non-Hispanic, Black: 96.53%
- Non-Hispanic, White: 0.24%
- Hispanic: 2.30%
- Asian: 0.93%
- No One in Household Age 14+ Speaks English "Very Well": 1.28%
- Those Who Speak English Less Than "Very Well" Speak:
 - Spanish: 2.13%



Tract 301 (Jackson Ward)



Tract 301 (Jackson Ward)

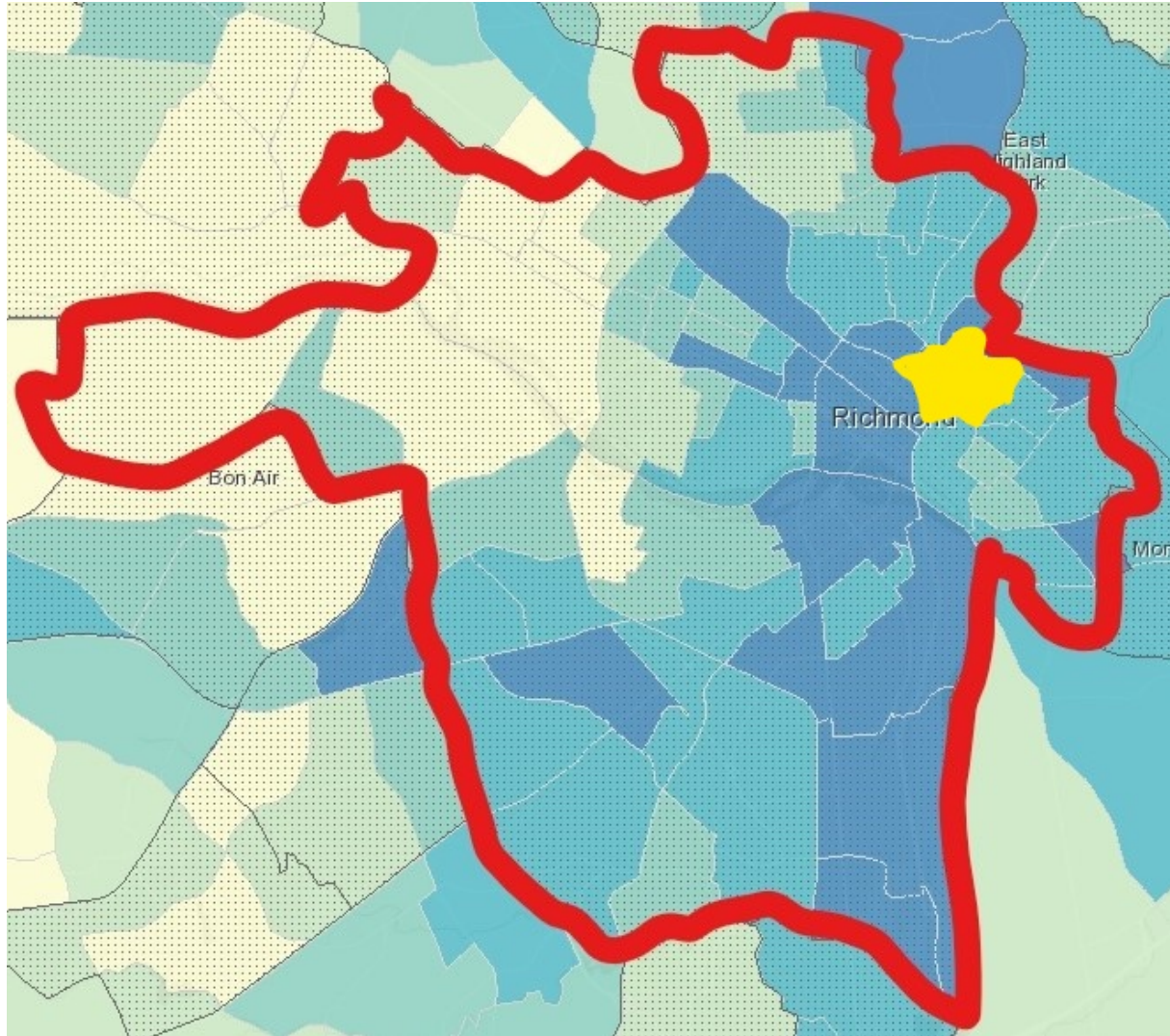


Landmarks:

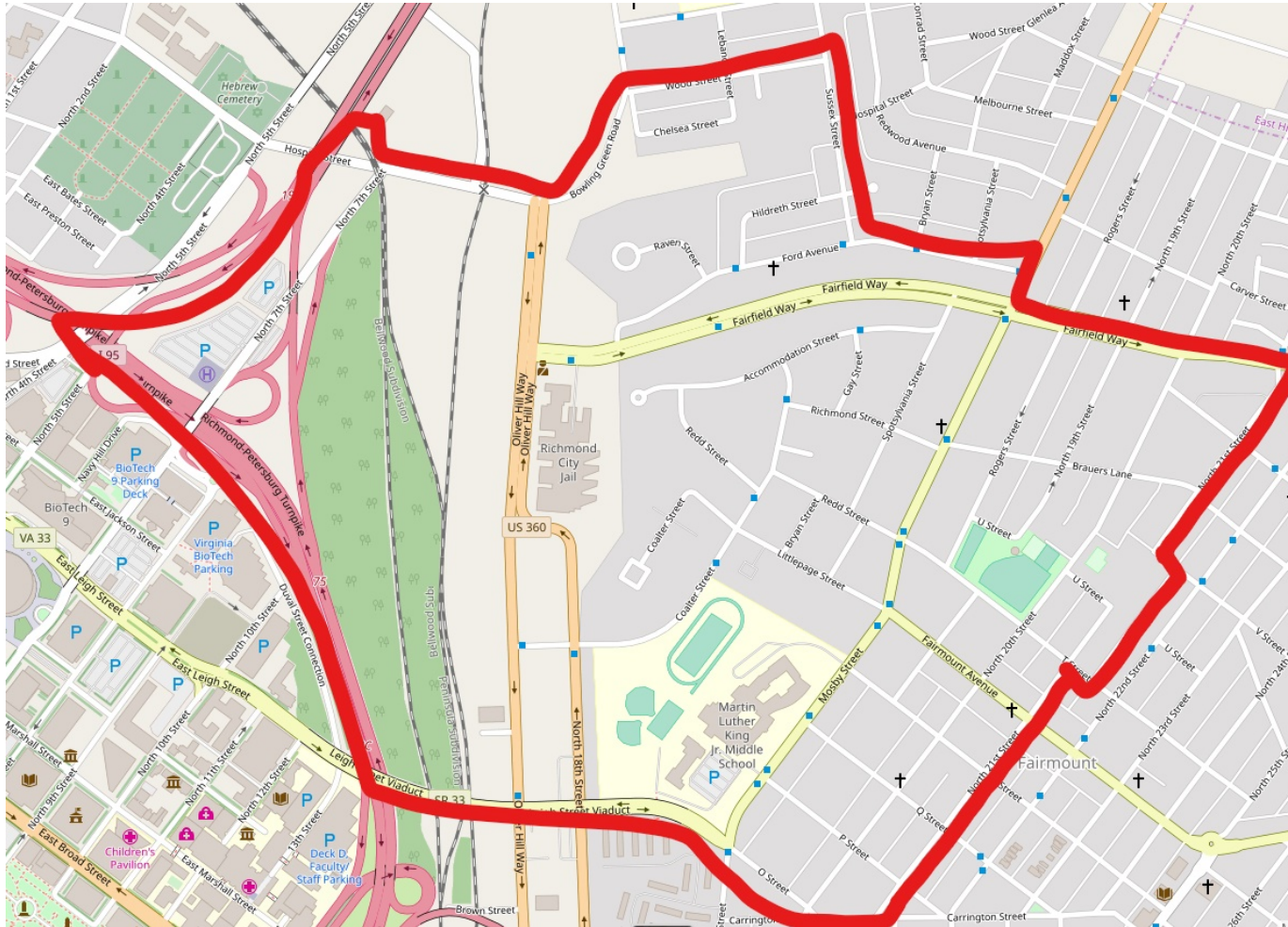
- Gilpin Court
- Hebrew Cemetery
- Shockhoe Hill Cemetery

- LRS: 37.7%
- Population: 2,722
- Median Household Income: \$9,789
- Below Poverty Level: 75.00%
- Population Under 5: 10.87%
- Population 18-24: 14.62%
- Non-Hispanic, Black: 96.11%
- Non-Hispanic, White: 0.84%
- Hispanic: 1.14%
- No One in Household Age 14+ Speaks English "Very Well": 0.00%

Tract 204 (Mosby Court)



Tract 204 (Mosby Court)

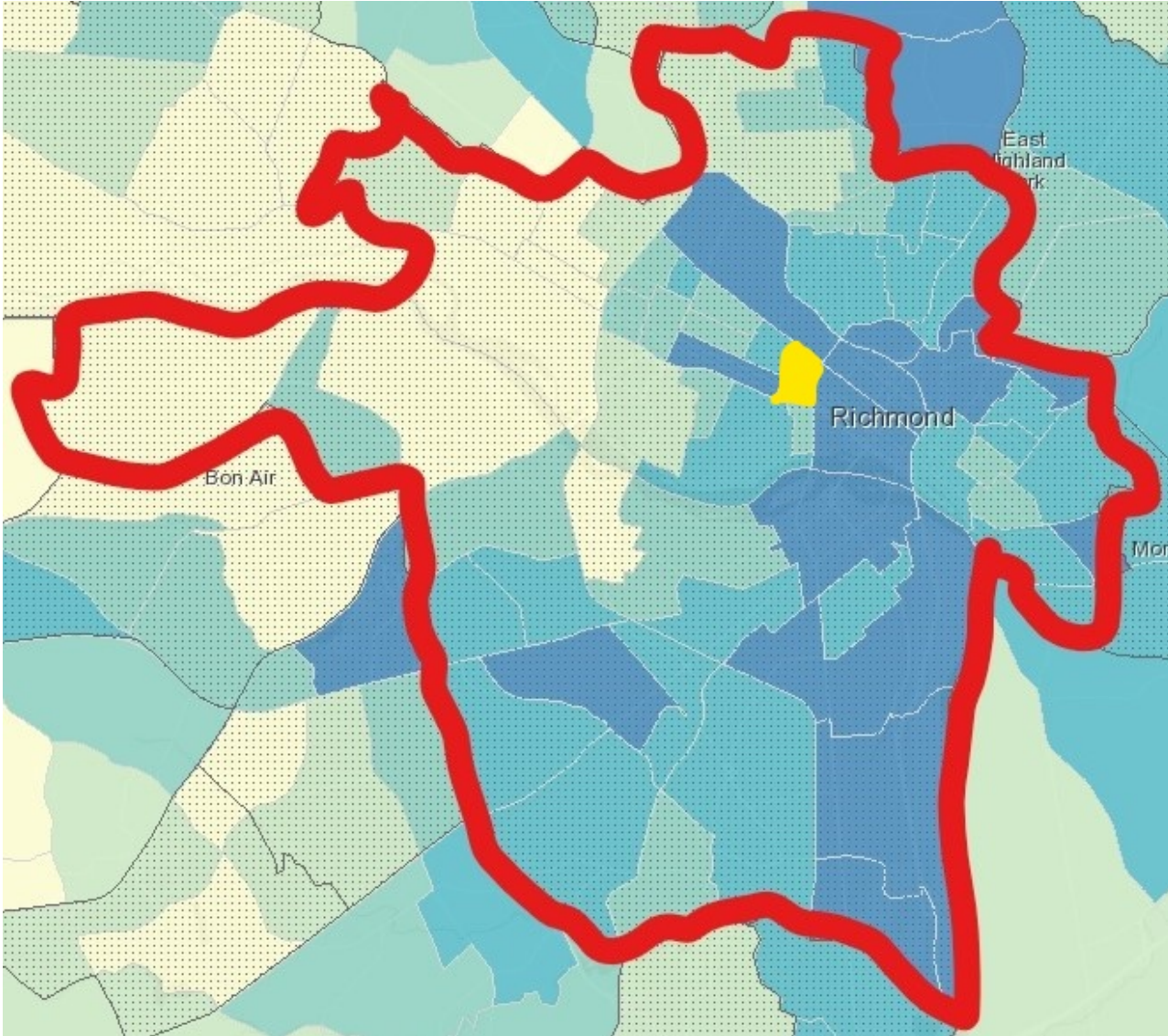


Landmarks:

- Richmond City Jail
- Martin Luther King Jr. Middle School

- LRS: 36.2%
- Population: 4,768
- Median Household Income: \$15,511
- Below Poverty Level: 60.16%
- Population Under 5: 10.00%
- Population 18-24: 13.26%
- Non-Hispanic, Black: 92.95%
- Non-Hispanic, White: 2.66%
- Hispanic: 2.35%
- No One in Household Age 14+ Speaks English "Very Well": 1.06%
- Those Who Speak English Less Than "Very Well" Speak:
 - Spanish: 0.93%

Tract 403(Monroe Park)



Tract 403 (Monroe Park)

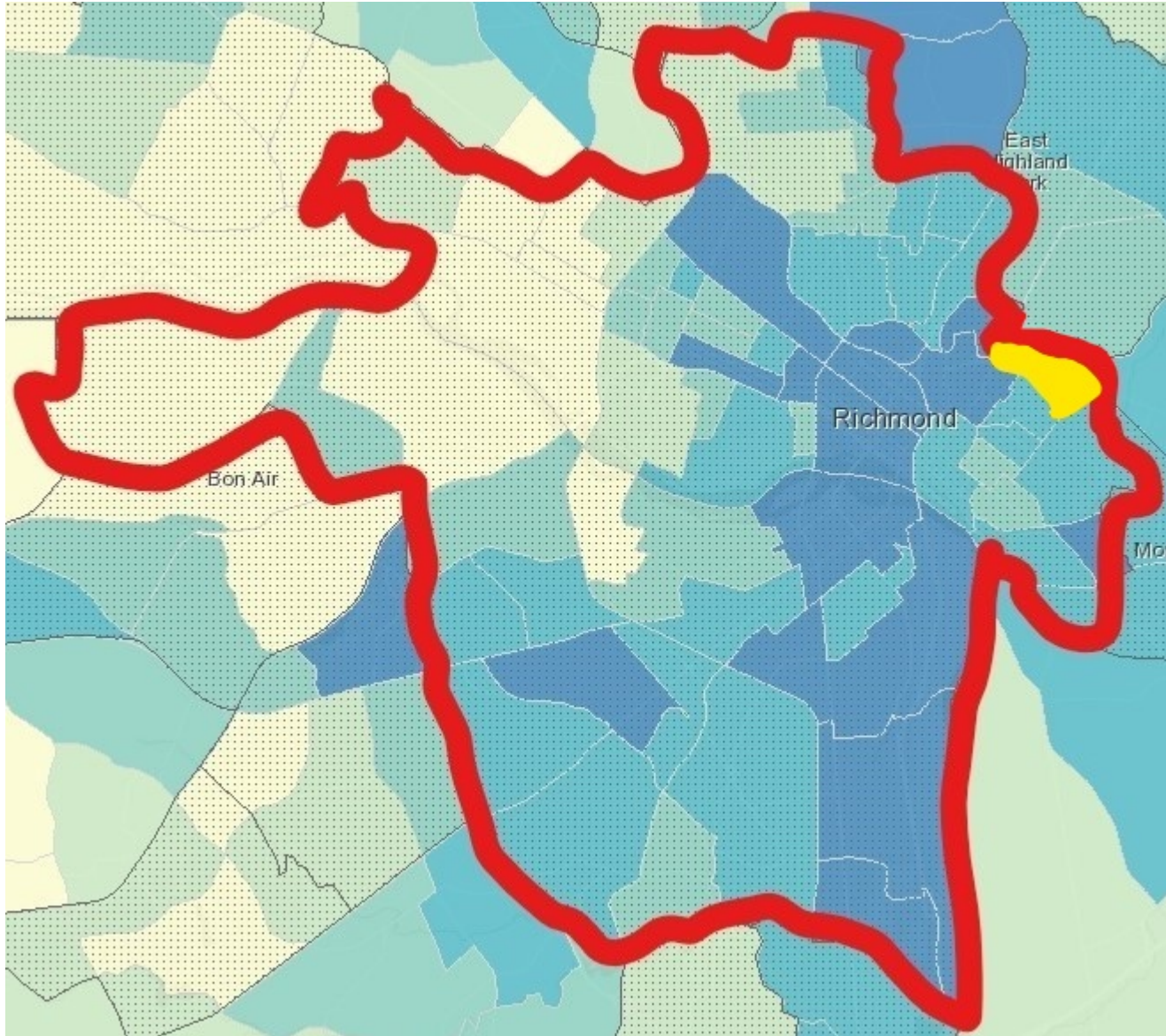


Landmarks:

- Monroe Park
- Cathedral of Sacred Heart

- LRS: 34.7%
- Population: 3,848
- Median Household Income: \$15,898
- Below Poverty Level: 63.48%
- Population Under 5: 0.00
- Population 18-24: 91.29
- Non-Hispanic, Black: 20.84
- Non-Hispanic, White: 46.93
- Hispanic: 9.67
- American Indian or Alaska Native: 0.44%
- Asian: 15.70%
- No One in Household Age 14+ Speaks English "Very Well": 0.00%

Tract 202 (Creighton Court)



Tract 202 (Creighton Court)

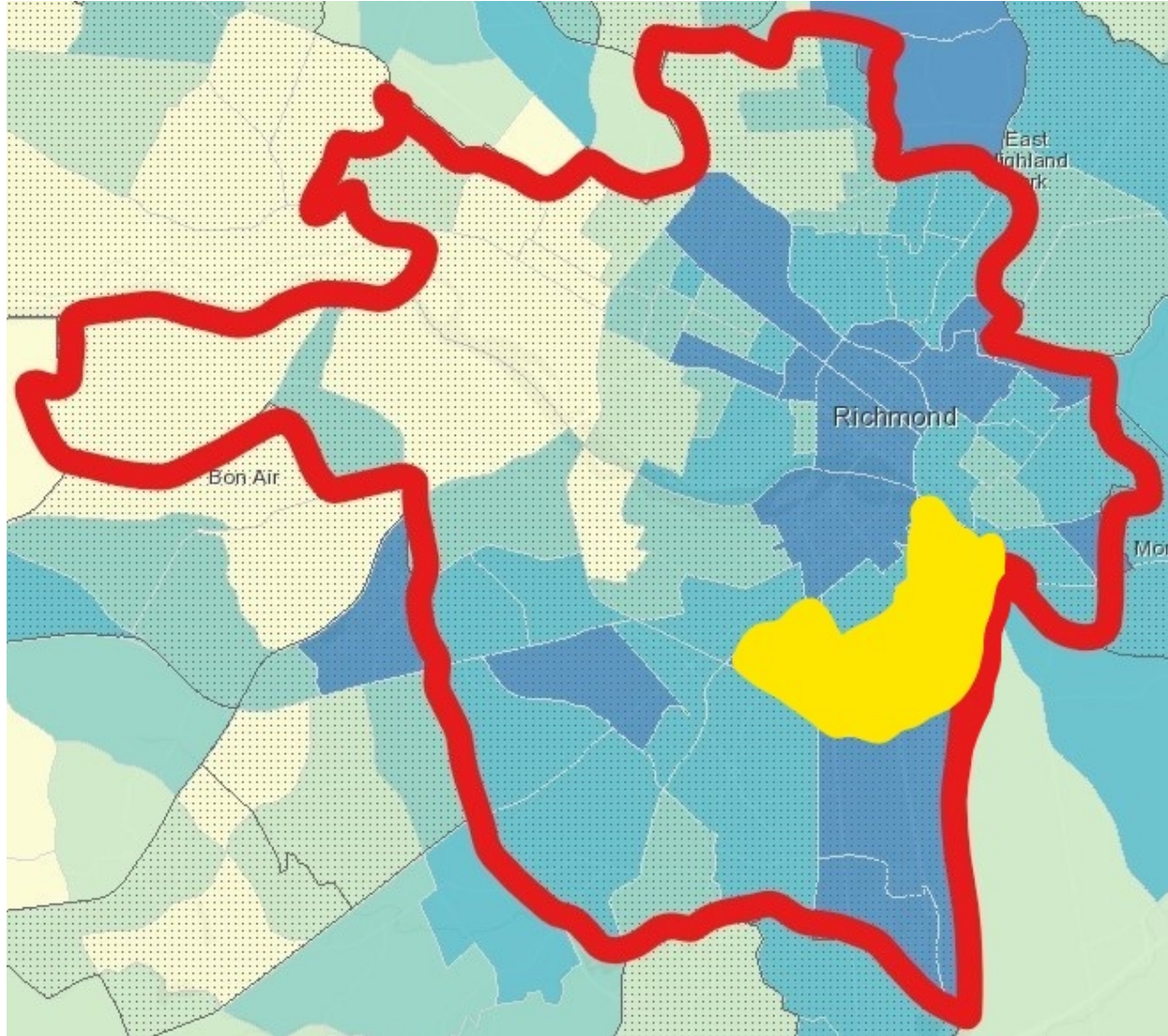


Landmarks:

- Creighton Court
- Fairfield Court Elementary

- LRS: 34.5%
- Population: 4,451
- Median Household Income: \$10,979
- Below Poverty Level: 67.33%
- Population Under 5: 11.57%
- Population 18-24: 7.28%
- Non-Hispanic, Black: 93.51%
- Non-Hispanic, White: 3.26%
- Hispanic: 2.40%
- No One in Household Age 14+ Speaks English "Very Well": 0.00%

Tract 607 (Commerce Road)



Tract 607 (Commerce Road)

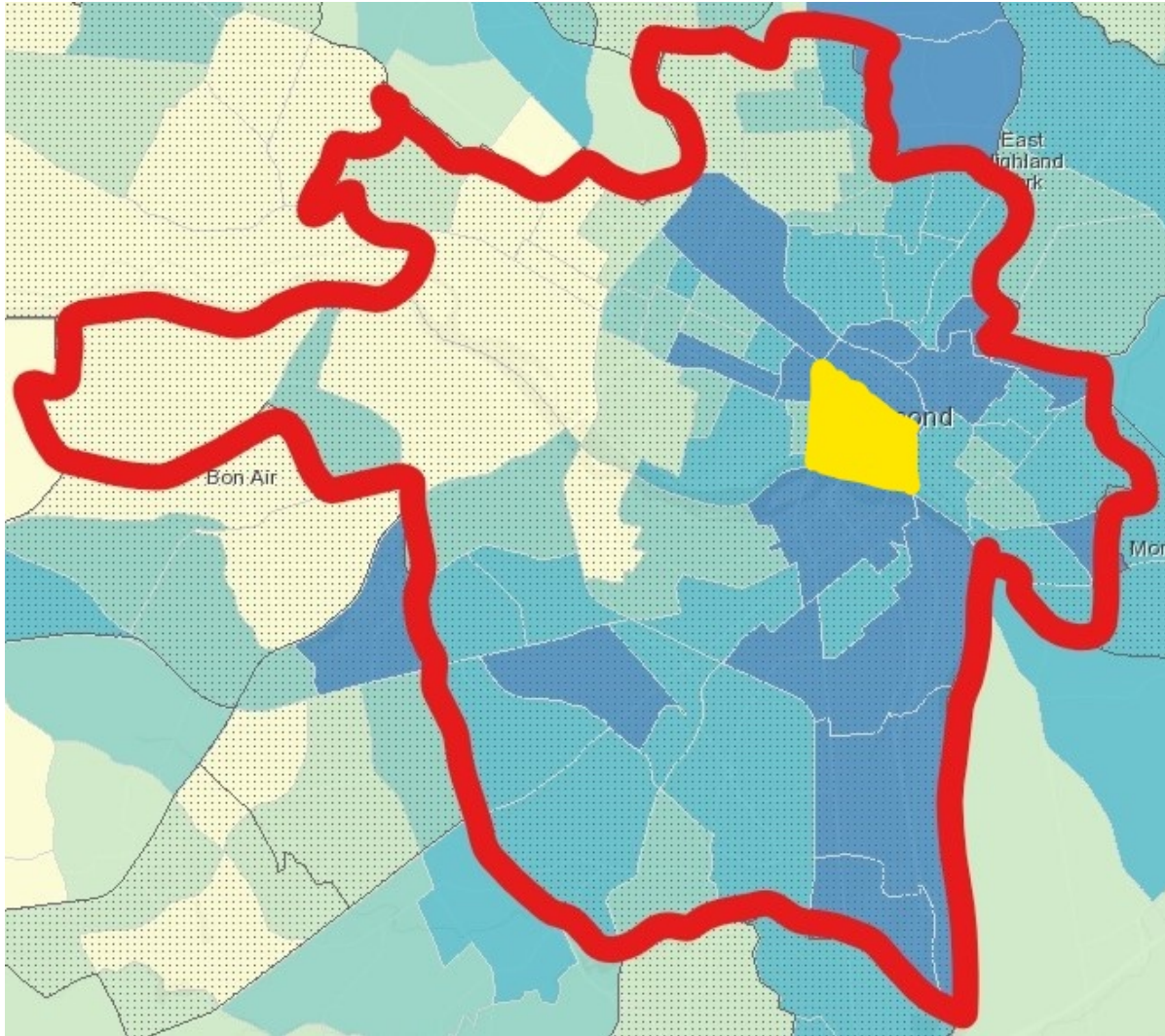


- LRS: 33.3%
- Population: 5,448
- Median Household Income: \$25,027
- Below Poverty Level: 36.44%
- Population Under 5: 11.18%
- Population 18-24: 12.46%
- Non-Hispanic, Black: 86.01%
- Non-Hispanic, White: 5.82%
- Hispanic: 2.15%
- No One in Household Age 14+ Speaks English "Very Well": 0.00%

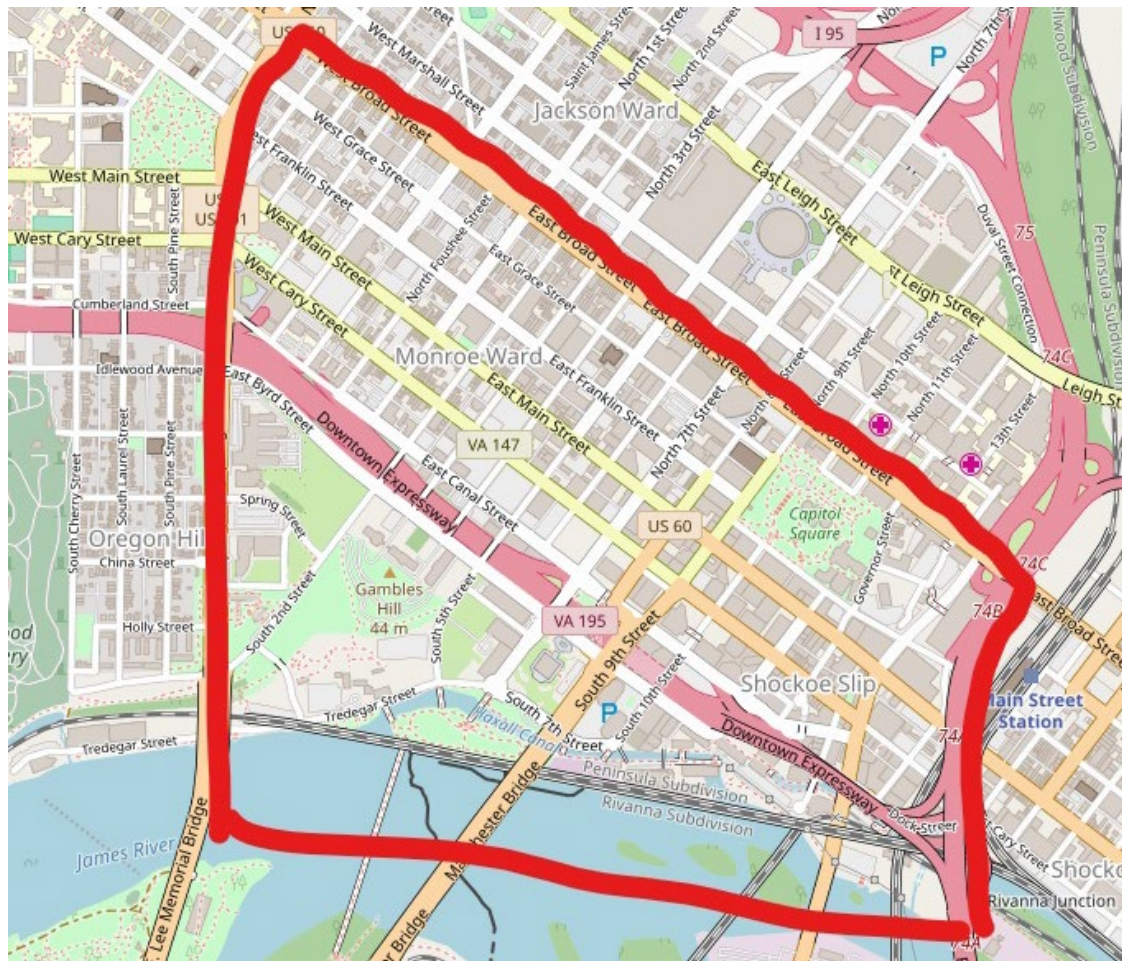
Landmarks:

- Richmond Quarry
- Maury Cemetery

Tract 305 (Capital Square)



Tract 305 (Capital Square)

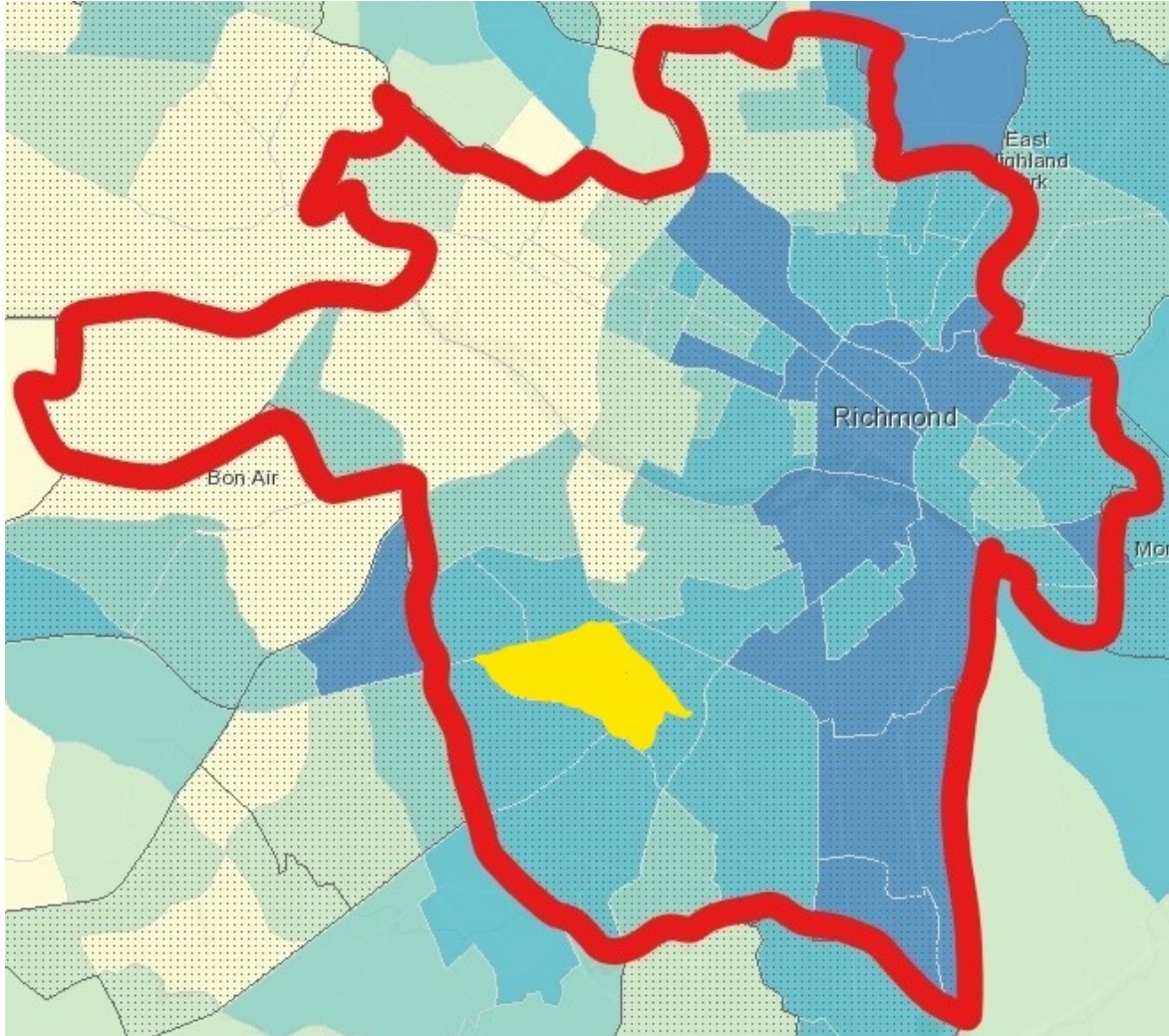


Landmarks:

- Capital Square
- Monroe Ward
- Shockhoe Slip

- LRS: 33.3%
- Population: 3,633
- Median Household Income: \$27,682
- Below Poverty Level: 38.97%
- Population Under 5: 0.00%
- Population 18-24: 37.27%
- Non-Hispanic, Black: 19.13%
- Non-Hispanic, White: 54.34%
- Hispanic: 4.65%
- American Indian or Alaska Native: 1.57%
- Asian: 16.02%
- No One in Household Age 14+ Speaks English "Very Well": 7.35%
- Those who Speak English Less Than "Very Well" Speak:
 - Spanish: 0.80%
 - Chinese: 3.30%
 - Korean: 0.77%

Tract 706.01 (Warwick Road)



Tract 706.01 (Warwick Road)



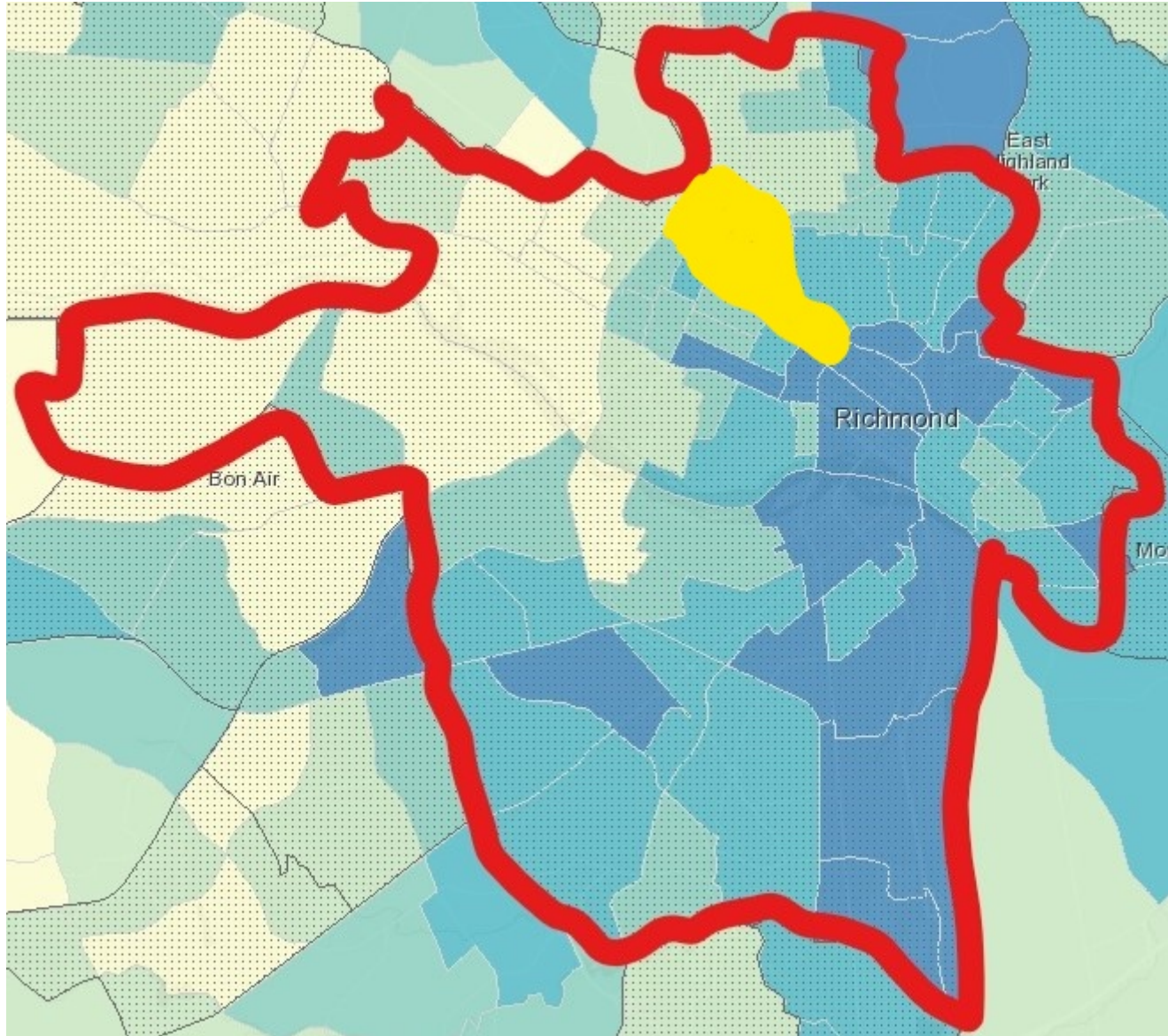
Landmarks:

- Celebration Church and Outreach Ministries

- LRS: 33.0%
- Population: 6,447
- Median Household Income: \$30,602
- Below Poverty Level: 34.36%
- Population Under 5: 13.01%
- Population 18-24: 10.64%
- Non-Hispanic, Black: 38.96%
- Non-Hispanic, White: 7.68%
- Hispanic: 48.80%
- American Indian or Alaska Native: 0.50%
- Asian: 0.88%
- No One in Household Age 14+ Speaks English "Very Well": 25.97%
- Those Who Speak English Less Than "Very Well" Speak:
 - Spanish: 32.76%
 - Korean: 0.18%



Tract 402 (Scott's Addition)



Tract 402 (Scott's Addition)

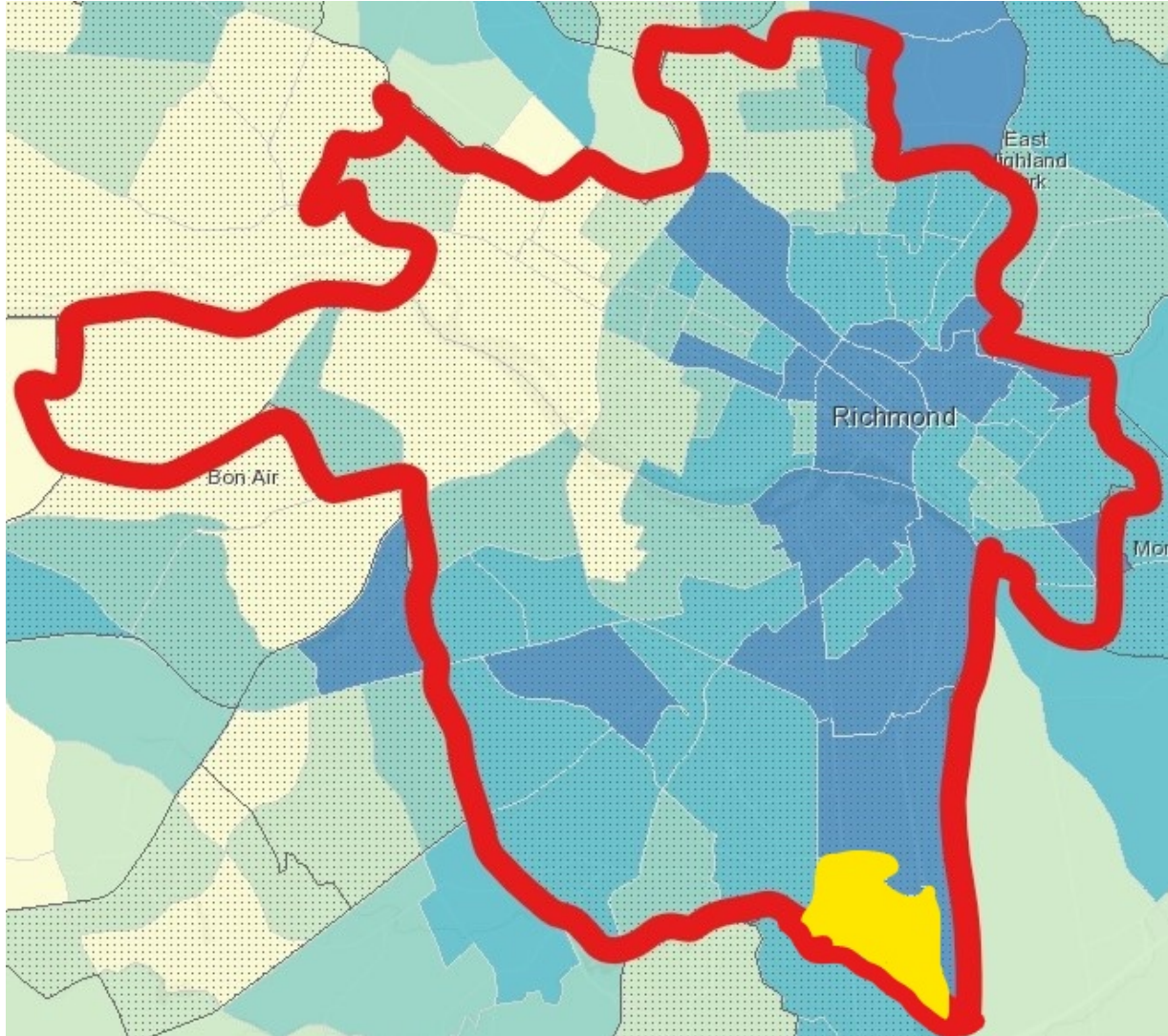


Landmarks:

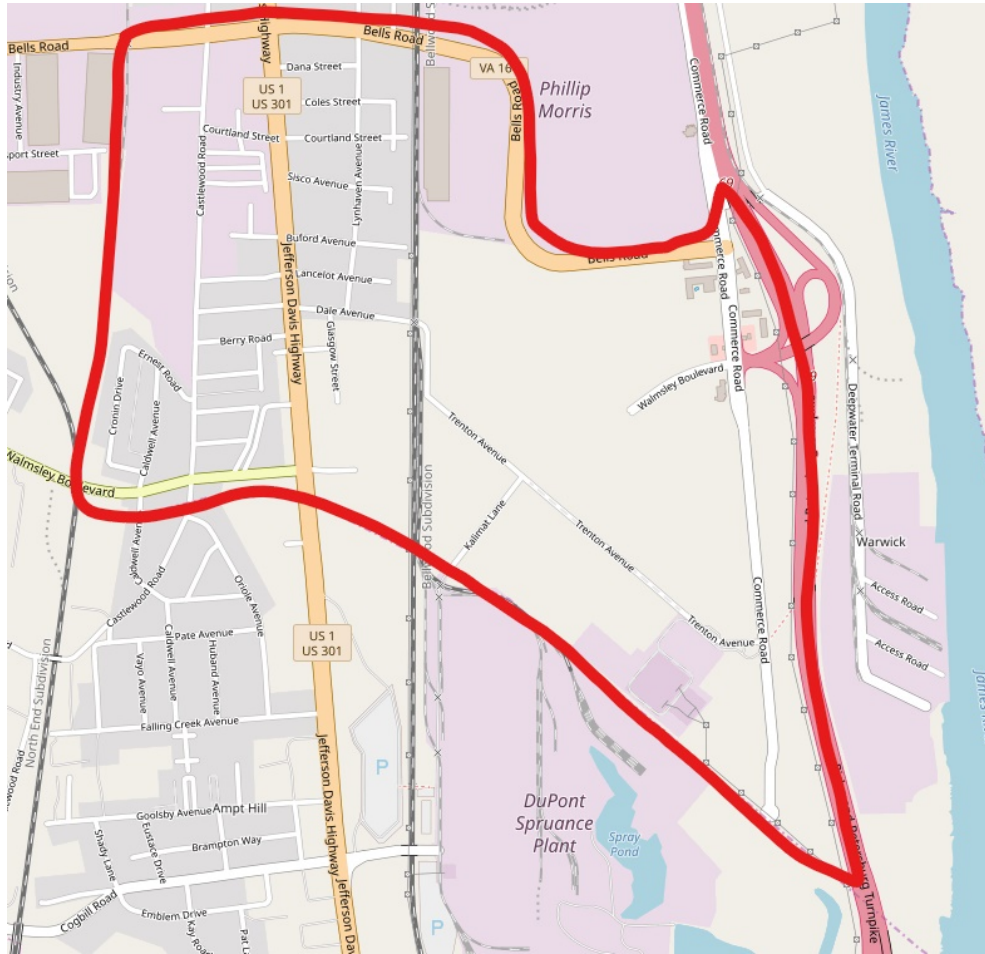
- Scotts Addition
- The Diamond
- George W. Carver Elementary School

- LRS: 32.4%
- Population: 4,013
- Median Household Income: \$40,110
- Population Under 5: 0.62%
- Population 18-24: 42.69%
- Below Poverty Level: 31.10%
- Non-Hispanic, Black: 32.27%
- Non-Hispanic, White: 51.81%
- Hispanic: 7.65%
- Asian: 5.56%
- No One in Household Age 14+ Speaks English
"Very Well": 2.35%
- Those Who Speak English Less Than "Very Well"
Speak:
 - Spanish: 1.00%
 - Chinese: 2.08%
 - Speak Korean: 0.88%

Tract 609 (DuPont)



Tract 609 (DuPont)



Landmarks:

- Cogentrix Energy llc

- LRS: 31.8%
- Population: 1,514
- Median Household Income: \$29,735
- Population Under 5: 8.78%
- Population 18-24: 6.74%
- Below Poverty Level: 31.74%
- Non-Hispanic, Black: 29.85%
- Non-Hispanic, White: 22.59%
- Hispanic: 44.85%
- No One in Household Age 14+ Speaks English "Very Well": 19.96%
- Those Who Speak English Less Than "Very Well" Speak:
 - Spanish: 24.84%

Recommended best practices for engaging these tracts

- Targeting LRS Communities Through Mapping
- Offering Additional Language Options
- Internet Outreach Solutions