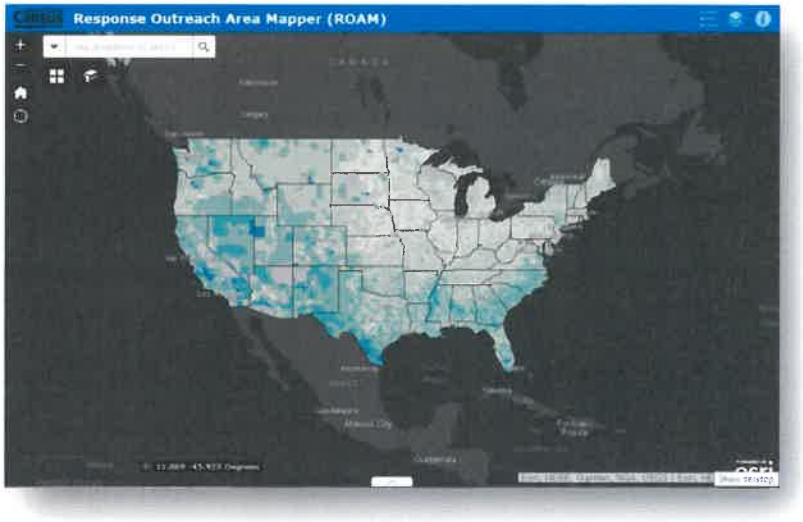
Explore your community's low response areas with . . .

Response Outreach Area Mapper (ROAM)

Census.gov/roam

The Response Outreach Area Mapper (ROAM) is an interactive Web mapping application that allows users to visualize areas in their communities that will be less likely to respond to the 2020 Census questionnaire. Census tracts (neighborhood-level) have been "scored" by predicted mail non response rates, selected socioeconomic/demographic factors that include age, housing status, and language. ROAM, along with local knowledge, can help Complete Count Committee members to plan outreach, marketing, and promotion efforts more effectively.

ROAM is a tool used by Census to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates.



Census.gov/roam

Color-coded tracts allow users to see the areas least likely to self-respond to the Census questionnaire

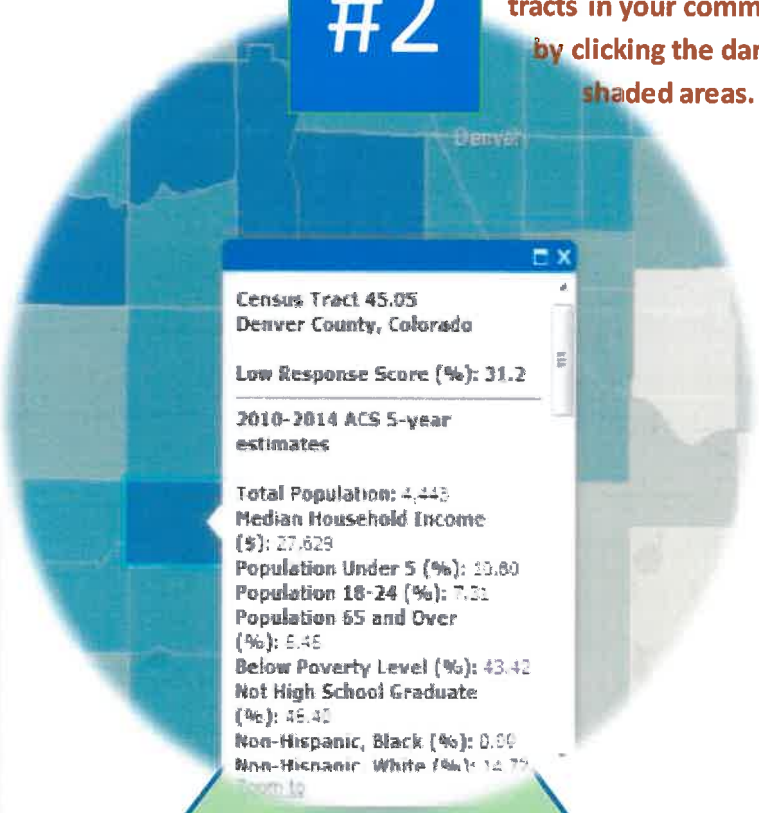
How to Use ROAM to increase self-response in your community

#1

Use the dropdown menu to search by geography

#2

Locate low response tracts in your community by clicking the darker shaded areas.



#3

Age, level of education, poverty, ability to speak and understand English, recent immigrants and other factors contribute a higher non-participation rate.

#4

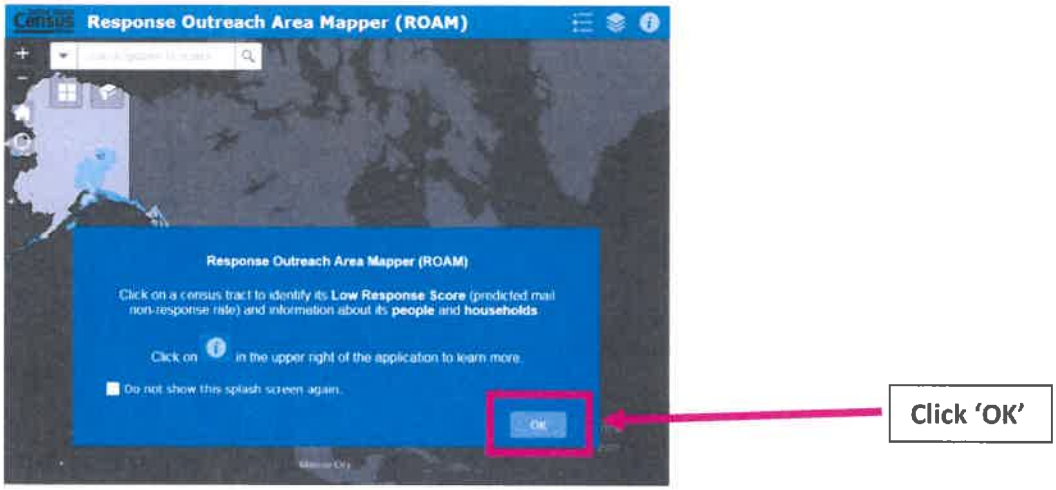
Working through your local Complete Count Committee, bring your list of concerns that may impede the progress of a complete count in your area.

Develop and implement activities to involve *Trusted- Voices* in the community to help bring awareness of Census 2020 to low-response areas.

Allocate funds to implement your Census action

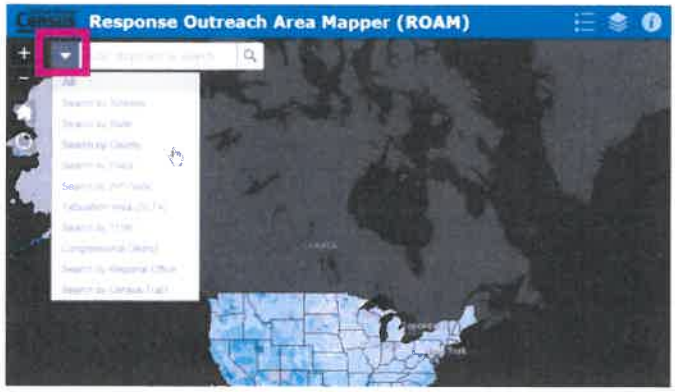
Example Using Response Outreach Area Mapper (ROAM)

- To get started, go to www.census.gov/ROAM

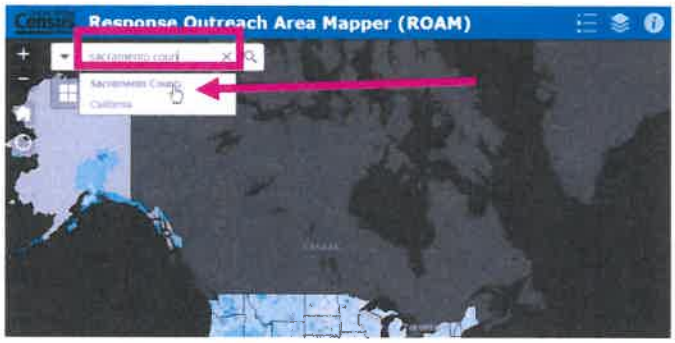


- Buttons and Features of the Application

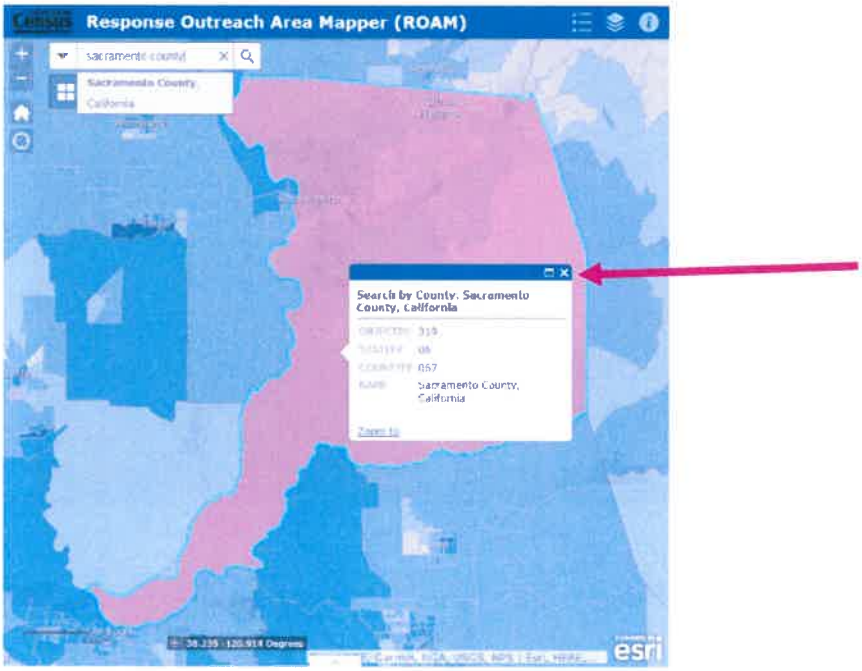
- Use Drop-down menu to select a geography (in this example, select 'County')



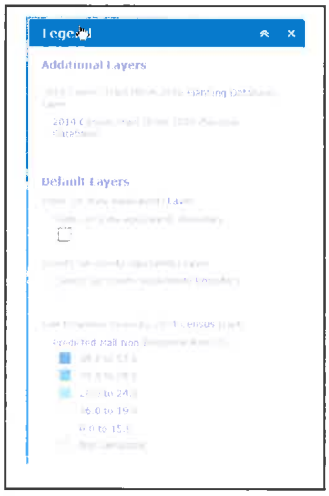
- In the text box, type the name of a geography (in this example, type 'Sacramento County'

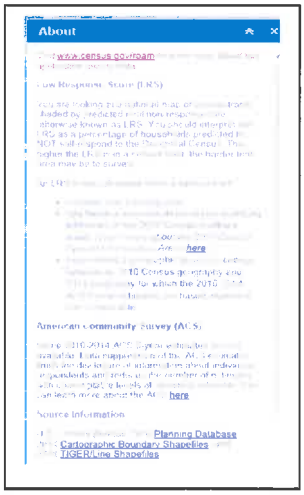


- The Selected area is highlighted. Click 'X' to close box and view/access data.

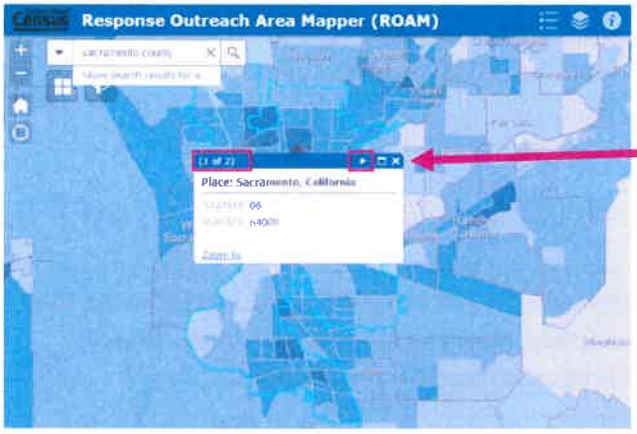


- Tools. Click Layer List and Select 'Place Layer' to view city/town layers on the map.

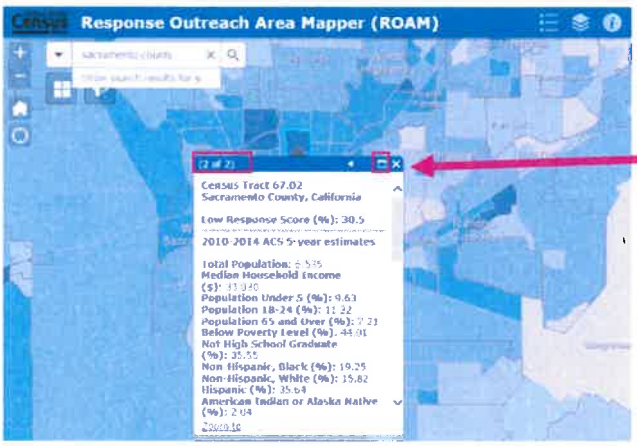




- Zoom-in to view a city (place). Click on a census tract to view information and data.
- Click the right arrow to view census tract data.

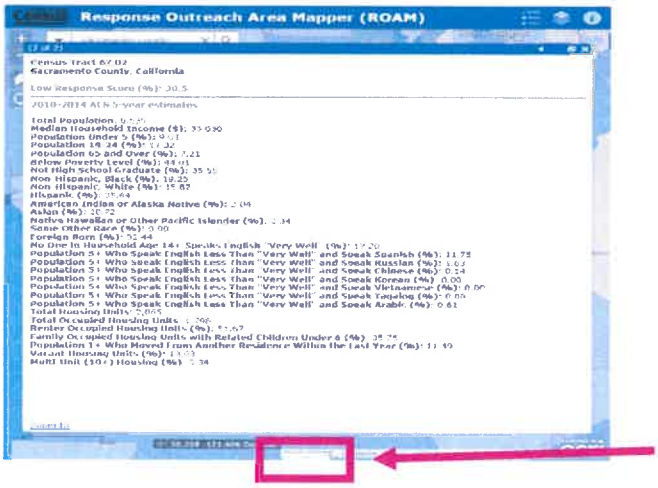


When not zoomed into a particular census tract, multiple selections will appear. In this example, two geographies appear: (1 of 2) for Sacramento City and (2 of 2) for the selected census tract. Data is only provided at the census tract level.



To Expand the View, Click the Window Icon

- To view data and download data for one or more census tracts, click the arrow at bottom of screen.

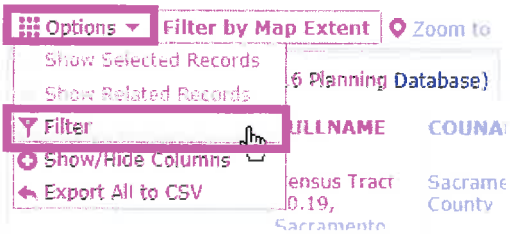


- Scroll Right to view Low Response column. Click column header to sort in ascending/descensing order.

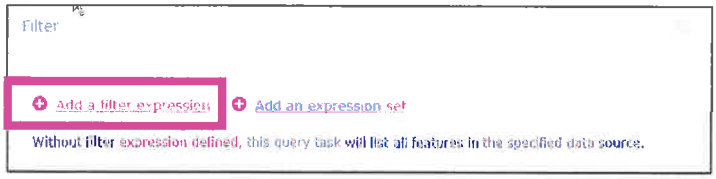
Note: The system will provide data for all the census tracts that appear on your screen. Use the zoom tool to increase or decrease the number of census tracts available.

Steps to filer and view data for census tracts with Low Response Scores of 30 and Higher:

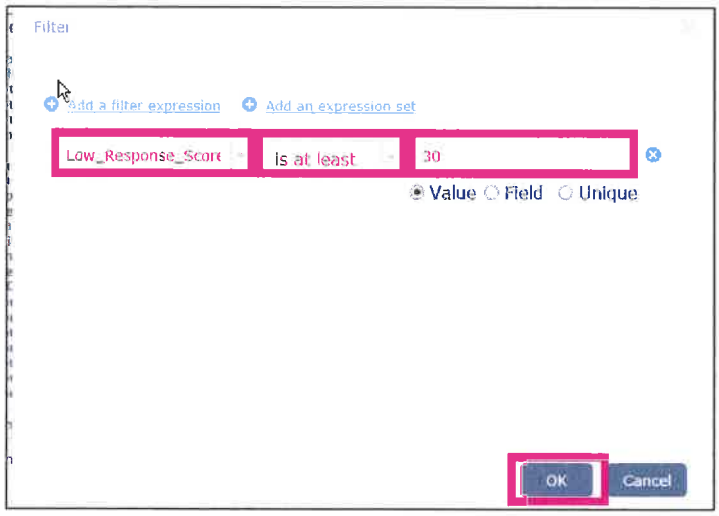
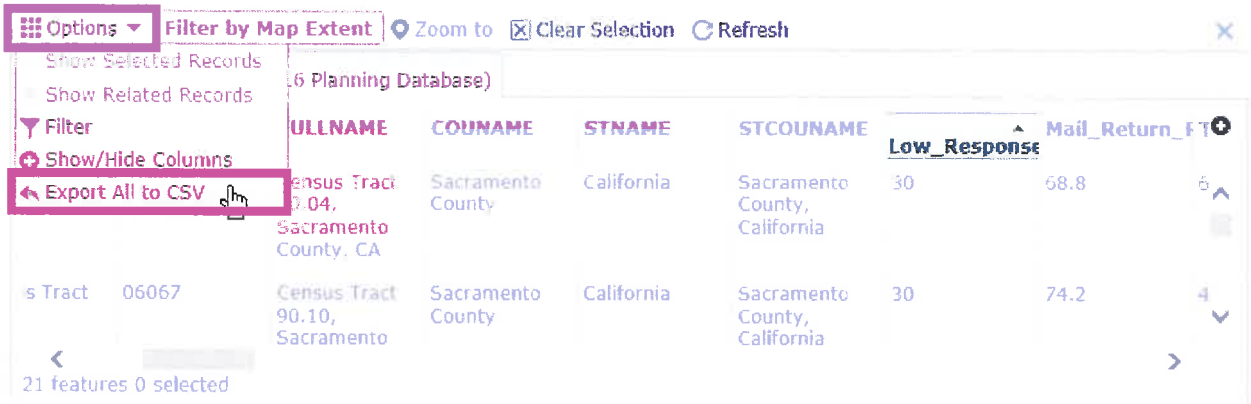
- Click 'Options' and 'Filter'



- Click 'Add a Filter Expression'



- Select 'Low Response Score'/ 'Is at Least'/ '30'. Then click 'Ok'



- To download data, Click 'Options' and 'Export All to CSV'