NONPROFITS COUNT!

Preparing for Census 2020

Presented by NonprofitVOTE
AGENDA

- 2020 Census Operations “101”
  - Milestones
  - Phases
- Why the census matters to nonprofits
- How nonprofits can get involved
- Funding landscape for Census 2020
- Q&A
KEY MILESTONES: 2018

- Through June+: states/localities finished reviewing address lists (LUCA program)
- May: Regional Census Centers (6) opened
- Ongoing: Hiring for RCCs and Partnership Program (on-line!)
- Start recruitment for Area Census Offices (ACO)
- Finish 2018 End-to-End Census Test
KEY MILESTONES: 2019

- Jan.-Feb.: 40 Early ACOs open (for Address Canvassing)
  - Hiring for AdCan operation (~76K jobs, not evenly spread across country); continue hiring for ACOs
- July–Sept.: open remaining 208 ACOs
- Aug.–Sept.: In-Field AdCan operation (~30% of addresses)
- Fall: Begin recruitment for ~500,000 peak operations census staff (on-line application)
- Nov.: launch Communications Campaign, initially targeting hard-to-count (HTC) population groups
- Ongoing: Establish national/state/local partnerships
IT’S 2020!

Lesson #1: The census does not start on April 1st!

MAJOR OPERATIONS/PHASES:

Self-response
Update/Leave
Service-based Enumeration
Group Quarters Enumeration
Enumeration of Transitory Locations
Nonresponse Follow-up
SELF-RESPONSE PHASE

- Peak operations: mid-March thru early May
  - Materials mailed in 3 waves over ~7 days
  - 80% of homes get letter inviting Internet response
  - 20% of homes also get paper form in 1st mailing
  - All unresponsive homes will receive paper form by 4th mailing
- People can respond on-line without unique ID
- Telephone response option also available to all
- Households can self-respond through July
SELF-RESPONSE (continued)

- Self-Response: up to 5 mailings
  - By mid-April, all nonresponding homes get final letter & paper form
- Multi-lingual assistance
  - Internet: 13 languages
  - Telephone: 13
  - Paper: English & Spanish
  - Guides: 59
UPDATE/LEAVE

- ~12 million addresses without reliable mail service or with high seasonal turnover, + AI reservations
- March – April: Census workers hand-deliver materials (on-line invitation + paper form) and update address list as they go
- ~500,000 homes counted by Update/Enumerate method (also, AI reservations can request)
OTHER OPERATIONS

- **Service-based Enumeration (SBE)** – people experiencing homelessness
  - March 30 – April 1, 2020
  - Shelters with sleeping facilities, shelters for youth, mobile food vans and soup kitchens, targeted non-sheltered outdoor locations

- **Enumeration of Transitory Locations** – people who do not have a usual home elsewhere
  - March – April 2020
  - Hotels, motels, marinas, campgrounds

- **Group Quarters Enumeration** – prisons/jails, college dorms, skilled nursing homes, military installations, carnivals/circuses/fairs
  - February – April 2020
  - Options: electronic file transfers; individual paper forms; paper rosters
NONRESPONSE FOLLOW-UP (NRFU)

- Door-to-door visits: May 13th through end of July
  - Starts earlier (April 9th) in areas with a lot of off-campus college students
- Vacant units removed from universe using administrative records (AdRex); will receive one more postcard, just in case
- Occupied households: at least one visit from census taker
  - If no answer, “notice of visit” (with on-line response code)
  - Follow-up postcard one week later (if no response still)

Terri Ann Lowenthal
NONRESPONSE FOLLOW-UP (continued)

- Census Bureau determination: can some occupied housing units be counted using AdRex?
- If not, census takers continue to visit (or call) up to six times
  - After 3rd try, enumerators can ask a nearby reliable “proxy” for information about household (e.g. landlord; neighbor; letter carrier; utility worker)
- After 6th unsuccessful attempt, Census Bureau uses AdRex or statistical imputation to fill in missing data
MEASURING PROGRESS

- Self-response rate: percent of housing units (not people!) that respond via Internet, phone, or paper form during the initial self-response period
  - Reported for states, localities, & census tracts on weekly basis

- Participation rate: percent of occupied housing units (households) that self-responded, calculated when all field work is done

- NRFU progress reported weekly, tracking total housing units counted in each area
WHY IS IT IMPORTANT TO NONPROFITS?

- The census data determines the number of seats that states have in the House of Representatives.
- The allocation of hundreds of billions of federal dollars for key social service programs is determined by census data (housing, food, education, healthcare, roads, childcare, etc.)
- Nonprofits have relationships with the community which are critical in encouraging citizens to participate. We are trusted entities.
- Nonprofits can help dispel the myths about the potential alternative use of census data by the government.
HOW DID NSO PARTICIPATE?

- Partnered with census workers to hold educational forums with our clients (homeless, seniors, youth, intellectually/developmentally disabled).
  - Youth were particularly important as they became advocates for the census count at home.
- Trained NSO team members to assist clients with:
  - Identifying the mailing envelope to avoid it being discarded, and
  - Completing the form for those with literacy challenges.
- Made the census count personal by highlighting the goods and services which would be negatively impacted (reduction or loss of funding) by a low or inaccurate count.
- Encouraged other nonprofits to become in engaged.
The What & How of Census Funding

Stephania Ramirez
California Community Foundation
The California Community Foundation has served as a public, charitable organization since 1915, empowering donors to pursue their own personal passions and to collaborate with us in addressing the root causes of challenges in Los Angeles County. CCF stewards $1.7 billion in assets and manages 1,700 charitable foundations, funds and legacies.

For more information, please visit us at calfund.org.
Leading Positive Systemic Change

Discretionary grantmaking advances systems change work in four priority areas across LA County.

We invest in community organizing, advocacy, public policy and capacity building.

Stephania Ramirez
LA Region Census Efforts to Date

- Establish LA Regional Census Table
- Support Hard-to-Count Field Research
- Support Engagement & Nonprofit Capacity-Building
- Advocate for Increased State & County Funding
- Develop Workforce Development Strategy
- Grantmaking Plan for Targeted Outreach
CCF Funding to Date

Census Policy Advocacy Network (CPAN)
Coordinate, convene, and develop regional plan for Los Angeles County by Summer 2018

Public Policy Institute of California (PPIC)
Awareness building and targeted briefings in Los Angeles, Orange, Riverside and San Bernardino Counties from 2018 – 2020

Southern California Grantmakers (SCG)
Coordinate communication and briefings with regional funders to mobilize around Census planning and conferences

Field Research & Testing
Field research and testing of organizing methods and communication tactics in Los Angeles County, Inland Empire and Orange County

Stephania Ramirez
What’s On Funders Minds?

- Statewide and Regional Outreach Plans
- Research & Messaging
- Nonprofit Capacity-Building
- Technical Assistance
- Workforce Development
- Public-Private Partnerships

Nonprofit VOTE
The Power of Leverage

- Educate local senators and assemblymembers on the importance of the census and need for state investment
- Work with regional elected officials to raise public-private dollars
- Identify trusted messengers across different communities
- Work with local municipalities on forming Complete Count Committees
- Conduct Census outreach and education
- Build capacity for outreach efforts