

Getting Ready for the 2020 Census

Thursday morning 8:30 – 9:00 a.m.

The population counts from the decennial census are key to communities – they determine political representation and provide the foundation for statistics that determine the allocation of over \$800 billion a year in federal spending. The challenges for the 2020 Census are numerous, including the political context, the new option of internet response, distrust in media, and the timing during a presidential campaign.

NNIP's new project promotes data-driven planning for 2020 Census local outreach to ensure a complete count of undercounted populations, including people of color, immigrants, young children, and renters. It includes pilots with the Baltimore Neighborhood Indicators Alliance and Community Information Now (San Antonio). A forthcoming brief will outline the ways that local data and tech organizations can contribute to strategic planning and mobilization for outreach. As embedded and trusted organizations, NNIP Partners should actively participate in promoting the 2020 Census, providing analysis and other support for full participation and keeping the focus on reaching neighborhoods of color and families with young children.

The purpose of this session is update NNIP Partners on Network initiatives to support a complete count of historically undercounted communities—people of color, immigrants, young children, and renters.

Kathy Pettit (Urban Institute) will describe our planned project activities and share ways for Partners and community organizations to get involved.

Resources

[Local Outreach](#)

- [Census Partnership site](#): Learn how you can be a Census Partner organization! The website includes Census 101, a community outreach toolkit, mapping tools, and a description of ideation workshops that communities can host locally. Join the list to get updates.
- [Leadership Conference Census page](#): The Conference, a civil and human rights coalition, assembles background papers and resources on why the census is important, the citizenship question, and the hard-to-count population.
- [Census 20/20 website](#): NNIP Partner Portland State University created this website with news and stories about Census data (Faces); barriers to getting out the count (Challenges); and best practices to get out the count (Tools).
- Census 2020 employment opportunities: The Census Bureau is already recruiting for many positions. They will be hiring 76,000 people starting in Spring 2019 for address canvassing and 450,000 people in Fall 2019 to support operations. See Job listings on the [website](#) and sign up for [updates on recruitment efforts](#).

National Advocacy

- [The Census Project](#): The Census Project, a network of national, state, and local organizations, supports a fair and accurate 2020 Census and comprehensive American Community Survey. They monitor legislation and advocate legislators for full funding and successful implementation. Sign up for their notices of news and advocacy opportunities.

Data and Research

- [Response Outreach Area Mapper](#): This interactive map published by the Census Bureau shows the tract-level Low Response Rate (LRS) - the share of households predicted to NOT self-respond to the Decennial Census. The data are from the [2016 Census Planning Database](#).
- [Mapping Hard to Count Communities](#): This interactive map from CUNY Center for Urban Research has tract-level data showing the share of "hard-to-count" tracts (where the self-response rate in the 2010 census was 73% or less).
- [Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds](#): Andrew Reamer identifies the programs that geographically distributes financial assistance based on data derived from the Decennial Census and connects its accuracy to the equitable distribution of funds to states and local areas.

Funder Resources

- [Funders Census Initiative](#): FCI 2020, a working group of the Funders Committee for Civic Participation, supports grantmakers by providing forums for funders to learn and strategize together; developing [resources](#), such as a [funders' toolkit](#); and monitoring Census Bureau progress and tracking legislative issues.
- [Democracy Funders' Collaborative Census Subgroup](#): This informal group of local, state, and national foundations convenes to share updates, align strategies among the many funders, and determine grants of pooled resources.

Undercount Resources

- [Fact sheets](#): The Leadership Conference has separate summaries on the 2020 Census and different racial and ethnic groups (African-Americans, Latinos, Asian-Americans, Native Americans, and Middle Eastern/North Africans), as well as young children, renters, and people with low income.
- [Undercount of Young Children: KIDS COUNT Data Book essay and Leadership Council fact sheet](#)