**NNIP Milwaukee Camp Session 1 Wednesday June 12, 2019**

**Census 2020 – Selected Notes**

**Leader: Olivia Arena**

**Notes: Rob Pitingolo**

Attendance:

* Olivia Arena (NNIP HQ)
* Gerardo Mares (Data You Can Use, Milwaukee)
* Karen Dehais (Health Forward Foundation, Kansas City)
* Rachel Borashko (Grand Valley State University)
* Edie Blakesee (Coastal Community Foundation)
* Bryan Pomares (The Children’s Trust, Miami)
* Aaron Schill (Mid-Ohio Regional Planning Commission)
* Libby McClure (DataWorks NC)
* Scott Hughes (University of New Mexico)
* Unai Miguel Andres (The Polis Center, Indianapolis)
* Warren Flood (Microsoft)
* Milena Bernardinello (City of Madison, WI)
* Carrie Koss Vallejo (Data You Can Use, Milwaukee)
* Allison Plyer (The Data Center, New Orleans)

Arena: What are your goals for the session?

\*\*People went around and introduced themselves, organization, and goals.\*\*

Schill: Hopefully find out we aren’t too far behind?

Arena: OK anything else? We’ve dug deep on mobilization on the 2020 census for data intermediaries. Interested in our role and big picture questions.

Miguel Andres: Trying to learn what everyone is doing. Have some involvement now.

Bernardinello: We are planning and we are in charge of drawing boundaries.

Hughes: State center for census activities. Involved in different groups related to census from New Mexico state complete count commission initiative by the governor down to local neighborhood levels. We are considered one of the hardest to count states. Immigrant and native American communities are tough to count.

Koss-V: We’re not formally involved but communicating with partners when we work in communities of color and prepping people and acknowledging that this is the data source we frequently reference.

McClure: We do use data a lot. One main project is a sub county mapping tool that also uses admin county from the city and county.

Schill: We have a lot of roles. Formally charged with technical work. Updating addresses and boundaries. We are charged with the app for counties in the region. Frantically doing that now. Our organization connects the local governments. We represent regional councils across the state.

Pomares: We’ve had meetings with big local funders. Trying to figure out how to leverage resources. Trying to figure out the best approaches.

Blakesee: We’re going to fund a statewide effort mainly through nonprofit partners.

Borashko: Johnson Center is contracted to evaluate the folks who are doing the on the ground work. I am an affiliate with west Michigan research network who is doing work on getting out the count. I update our community profiles site, so I am interested in how other folks may be trending over time on their sites when the geographies (e.g. tracts) change.

Dehais: We are part of a funders collaborative focused on Kansas City metro area. Nine funders so far. Anticipate funding education, outreach and ‘get out the count’ work. We have a contractor doing joint messaging.

Mares: Fellow with U of Wisc.

Plyer: Chair of census scientific advisory committee. Actively worked to recruit as this is a hard time for them to hire everyone they need.

Arena: Let’s talk about messaging and engagement and what is helping or holding back in framing. Is it waiting for Supreme Court?

Schill: Our answer is similar. Regardless of Supreme Court our job is to get everyone counted. We are a government agency and promoting census. We can’t say to only complete part.

Dehais: Regardless of decision the level of distrust seems unlikely to improve. We’re aware of the proposed public charge rule changes. Census will be during primary season. People may be confused and untrusting. Our strategy is to identify trusted people and equip them with the tools they need.

Hughes: Stressing that not participating will hurt your community. You lose your slice of the pie. We are looking at impact of what other messages are available. We are facing many of the same problems. Politicians are radioactive. You don’t want them to be the face of ‘this is your civic duty’. A local trusted voice is critical. New Mexico is highly rural. This compounds the ability to go out and get those populations engaged.

Arena: If we are thinking outside of the box, where could you think of partnerships. Schools, teachers. Seema has talked about people in places with digital devices. Radio Shack (LOL), Best buy.

Schill: We are focusing on libraries. We have low income neighborhoods and rural with low digital access. Where do people already go? Library is first answer. Thinking about retail partners. Set up a kiosk in Panera or something.

Hughes: Doctors are trusted in the Hispanic community.

Dehais: Right partners are around the table.

Blakesee: Free medical clinics are a strong network. Three’s a strong program. We’ve had lots of conversations about citizenship.

Dehais: Community health workers another good option.

Bernardinello: We don’t face rural issues. Senior centers are a good one. We had a census rep work with us and suggest not raising fear if no one raises the question.

Schill: There are alternative ways of doing census that people might be more comfortable with.

Bernardinello: Filling out the paper version seems safer to some people, but once the paper version is received someone is going to digitize it plus that risks mistakes. If you do it online at least it won’t have a risk of mistake. That’s misunderstood.

Dehais: We had a public forum about census. We had staff from Census bureau there. Someone suggested skipping the Q as an act of civil disobedience. The Census Bureau Regional Director reminded that it’s against the law to advise that. You don’t want to carry a message that gets you in trouble.

Plyer: Scientific advisory committee recommends the census not follow up on it.

Hughes: What are the issues around differential privacy? Ultimately may not be able to be discerned.

Plyer: Decennial has never been perfect. Bigger concern is ACS micro data.

Schill: You mentioned nursing homes. We talked about group quarters. We struggle with elder care that span retirement through hospice. Combination of group quarters. Portion of that population will be counted as group quarters and another won’t. No one has a great handle on this. In our work, we split them up but that’s becoming iffy-er. It’s also residential hotels but have zoning classifications. We don’t know. Residents definitely don’t know. There are gray areas getting grayer.

Schill: For now, instead of a booth at different events all our local agencies are going to have materials at our events. It’s a slight tweak on messaging. Census coming from planning or United Way. We had an arts festival. Our org had a booth. It’s our org not the census. We’re informing people rather than having census people do it.

Bernardinello: Same idea for us.

Miguel Andres: We are working with orgs to increase the message. We’re trying to partner with energy companies. Put census messages on water bills.

Mares: It sounds like this is focused on a hard to reach group but there are other groups hard to reach. Sounds like partnerships are being formed. I’ve been going to a lot of coalition exercises. The members are the Executive Director or top-level person. How do you ensure the person is the right person?

Bernardinello: Residents panels was a good way to hear voices of community members.

Flood: I heard about a city that is working with a regional data partner to help with local organizations that are also sending canvassers to key areas.

Hughes: We have been told that you cannot have parallel messaging with political campaigns.

Flood: This doesn’t cross that line because it isn’t political messaging. But there is value in looking at census efforts as an advocacy campaign.

Hughes: Funders are working in concert with the state commission to make sure the majority of groups that are requesting funding are going to get funding. Whether through the philanthropic community or the state.

Dehais: Neither state in our area has formed a complete count committee as of now.

Schill: Our governor has applications but hasn’t done it.

Arena: [National Council of State Legislatures](http://www.ncsl.org/research/redistricting/2020-census-resources-and-legislation.aspx) has info on where your state is.

[Note from Urban: the [Complete Count Committees directory](https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html?utm_campaign=20190711mspios1ccdtanl&utm_medium=email&utm_source=govdelivery) was published after the Camp session].

Schill: How many states have dedicated funding vs. specific.

Hughes: We asked for 10 million and got 3.5. The chair of the commission is in charge to say yay or nay to that pot. Funders handle it differently. They have their own process.

Dehais: Missouri allocated 500k and some may be saved for redistricting.

Arena: We’re heard about aging, rural, students? Any strategies there? Young children. Any strategies?

Hughes: we’re dealing specifically with tribal councils and governments to make sure they are working with different chapter houses in the Dineh (Navajo) Nation.

Schill: The complete count committee has subcommittees for everything. On a less official capacity, Ohio census advocacy is children’s defense fund of Ohio. Check out website and steal ideas. They’ve got some good tools and resources.

Hughes: New Mexico is dealing with groups that deal with young kids (B-5) and early education as well as the broader population of public education and private, faith-based education.

Arena: Any other strategies?

Dehais: Census has an initiative to count homeless but complementary ideas are good.

Flood: Homeless is tricky. Messaging is tough.

Dehais: Nationally in philanthropy, there is a funders collaborative for civic participation. They have tested messages with a large range of ethnic groups.

Hughes: We are associated with a group. In terms of homeless. We were working with New Mexico coalition to end homelessness. Every year they do a count in New Mexico. The executive director made a point that the majority of homeless are in urban areas. They aren’t dispersed. They aren’t diffuse. The problem is locating where they congregate.

Arena: I did the count in DC and one of the people on my team was from BID and does it all the time. Any last thoughts?

Bernardinello: What is the letter going to look like?

Hughes: My understanding is there will be postcards alerting you of the upcoming census then you get the form.

Schill: How do you do it on the fly?

Plyer: You can do it. Don’t need a code.

Schill: How?

Plyer: No one has seen the interface yet. We asked but haven’t seen it.

Bernardinello: That’s what we’re told.

Borashko: What about homeless? What do they put for address?

Bernardinello: Census did a workshop and talked about strategies for homeless. There is a procedure.

Hughes: Food trucks and other facilities where the homeless go for meals. Something like that.

Arena: I will send the official notes and try to track down all links mentioned in this session.