

Key Resources to Support a Complete Census Count in 2020

Every 10 years, the US Census Bureau aims to count every US resident once, only once, and in the right place. As the coordinator of the National Neighborhood Indicators Partnership (NNIP), the Urban Institute is learning about 2020 Census mobilization in communities across the country. NNIP is a network of independent organizations in 31 cities that share a mission to ensure that all communities have access to data and the skills necessary for using information to advance equity in neighborhoods. We have compiled a set of key resources available to support data and technology organizations

Local Outreach

- **US Census Bureau 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.
- **Complete Count Committees Map:** This is a map of the 2020 Census Complete Count Committees from the US Census Bureau, including participating organizations and contact information.
- **Census Counts 2020:** This is a website from a coalition of eight national organizations serving as hubs for Census 2020 mobilization. It contains materials from many sources on why the census is important, the citizenship question, different groups in the hard-to-count population, the undercount of young children, and other analytic reports.
- **Preparing for the Digital Decennial Census: Building Consent, Equity, and Safety into Digital Transition:** This guide from the New School Digital Equity Lab provides digital tactics and techniques to help prevent possible harms and enable communities and agencies to better prepare for a digital census, including guidance for setting up access points through public wi-fi or public libraries and about digital safety for individuals. They will be producing a series of toolkits, so we encourage you to sign up for their updates.
- **Census 2020 employment opportunities:** The Census Bureau is already recruiting for many field positions. Starting in Spring 2019, they will be hiring 76,000 people for address canvassing and in Fall 2019, they will begin recruiting for 450,000 field staff to support 2020 operations. Current field jobs are listed on the Census Bureau website and you can also sign up for email updates on recruitment efforts.

Data and Research

- **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) and other indicators helpful for targeting outreach.
- **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 2019 Census Planning Database.
- **Home Internet Maps:** The National Digital Inclusion Alliance has published an interactive map showcasing the brand-new tract-level data from the American Community Survey on access to internet and computers.
- **Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds:** This March 2018 analysis by Andrew Reamer identifies the federal programs that

geographically distributes financial assistance based, in whole or part, on data derived from the Decennial Census; and establish the connection between Decennial Census accuracy and the equitable distribution of funds to states and local areas.

Funder and City 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, updates, fact sheets, analyses; and monitoring Census Bureau progress and tracking legislative issues.
- **National League of Cities Municipal Action Guide:** This guide suggests ways that cities can support a successful count through collaborating with the Census Bureau, integrating city and municipal departments into the effort, and involving the community through Complete Count Committees.

National Advocacy

- **The Census Project:** The Census Project is a broad-based network of national, state, and local organizations that supports a fair and accurate 2020 Census and comprehensive American Community Survey. They monitor legislation relating to the ACS and Census and advocate to legislators for full funding and successful implementation. Sign up for their notices for news, resources, and advocacy opportunities.

Resources are available on the NNIP website:

www.neighborhoodindicators.org/activities/projects/mobilizing-data-driven-local-outreach-2020-census

