

NNIPCamp Atlanta, May 11, 2018 10:15-11:15  
Session 3 – Census 2020 - EXTERNAL  
Led by Kathy Pettit  
Notes by Rob Pitingolo

Attendance: Pettit, Pitingolo, Johanson, Pinder, Ferriman, Woluchem, Abraham, Simmons, Tonogi, Grossman, Gradeck, Raleigh, Vasquez, Rosso, Pyne

## **NATIONAL RESOURCES**

**The Census Project:** <https://thecensusproject.org/>

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.

**Leadership Conference Census page:** <https://civilrights.org/census/>

The Conference is a civil and human rights coalition. It assembles great background papers and resources on why the census is important, the citizenship question, the hard-to-count population, and analytic reports.

**Census Partnership site:** <https://www.census.gov/partners/2020.html>

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.

## **RESOURCES FROM NNIP PARTNERS**

**Census 20/20 website** <https://census2020now.org/>

This website from NNIP Partner Portland State University. It includes three sections: news and stories about Census data (Faces); barriers to getting out the count (Challenges); and best practices to get out the count (Tools).

**Data Driven Detroit blog series:** <https://datadrivendetroit.org/blog/category/census/>

**Data Driven Detroit** Outreach Possibilities for Census 2020 (must be logged in):

<https://www.neighborhoodindicators.org/library/catalog/outreach-possibilities-census-2020>

**Data Haven** Op-ed:

- <https://ctviewpoints.org/2017/10/02/at-risk-fair-and-valid-census-data-for-connecticut/>
- <http://www.courant.com/opinion/op-ed/hc-op-nathan-2020-census-underfunding-1205-20171204-story.html>

GovDelivery Quick Subscribe Links (shared by Gerson Vasquez)

- Data Viz Newsletter:  
[https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic\\_id=USCENSUS\\_11932](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic_id=USCENSUS_11932)
- America Counts:  
[https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic\\_id=USCENSUS\\_11939](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic_id=USCENSUS_11939)
- 2020 Census Conferences, Webinars, and Workshops:  
[https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic\\_id=USCENSUS\\_11759](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic_id=USCENSUS_11759)
- General 2020 Updates:  
[https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic\\_id=USCENSUS\\_11754](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic_id=USCENSUS_11754)

For people who are new to the Census Bureau:

- Census Updates:  
[https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic\\_id=USCENSUS\\_11926](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic_id=USCENSUS_11926)
- Census Updates for Businesses:  
[https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic\\_id=USCENSUS\\_11927](https://public.govdelivery.com/accounts/USCENSUS/subscriber/new?topic_id=USCENSUS_11927)

## CONVERSATION NOTES

Pettit: How many went to Census breakout in Indy? We have been urging NNIP partners to think about what role they could play including funder cycles. Casey has provided funding for Census 2020 work. We don't know the format yet. Let's go around the room and introduce.

Johanson: We have been increasing our conversations about Census. Medium level awareness.

Pinder: Census is very important to us. We've hosted roundtables and brought in a national expert.

Ferriman: We are at the point of acknowledging it's happening.

Woluchem: I've been talking with a professor who does work on gerrymandering. They are trying to be more thoughtful about their role in Census 2020.

Abraham: We are excited about the NNIP report. We've written op eds about the impact on Connecticut. Also doing an event this fall. Looking for a speaker.

Simmons: We're where Denver is. Haven't really done anything. I had a meeting with the state coalition but haven't done anything since. NC Counts.

Pettit: It's a foundation funded census coalition.

Toyogi: I'm here to learn about how our resources can support community groups doing outreach. I've had one coalition come and request trainings. Want to know more about how to support those groups.

Grossman: Just getting started.

Gradeck: Brought in Census to highlight workshop from Baltimore. Not that many funders came to see it. I don't really know what funders want yet.

Raleigh: We had a student figure out options for D3 engaging with census. It's all public if you want the document. They created blog posts about census and why we should care. Those are all rolling out. Search for Census. I am also on a statewide count committee that met before and is about to meet again. They are developing a ton of materials. They are thinking about messaging to different audiences.

NOTE: Posts here: <https://datadrivendetroit.org/blog/category/census/>

Vasquez: I am based in Atlanta and work for HQ. It's nice for me to hear all this. I started planning for it in 2010. There has been a lot of work going on. A lot of things I've heard are great ways to get started.

Pettit: How many have talked to data dissemination person locally? I know Seema has. A note to myself is to make sure people know who their local data dissemination specialists are. We work with ours in DC/Baltimore and they're fantastic for trainings and speakers.

Vasquez: I can tell people if they don't know.

Pettit: Partnership program just launched a website 2 weeks ago.

Group discussed impact of citizenship question on local outreach and response.

Pettit: Mark want to talk about your blogs?

Abraham: Raising awareness of how it affects small communities. We wrote an op ed on general things. The next step are events and having mayors speak out.

Pettit; I'll send resources but the Census Project is watching every minute of every bill.

Raleigh: Their emails are good.

Abraham: Knowing issues about people affected now helps.

Gradeck: Get strategies ready. Once we get into the count, see what data can support the count itself. Wi-Fi hotspots.

Pettit: Everyone knows Census is aiming for 60% internet response.

Vasquez: that's cost savings and easing burden. Now the pushback is security. There was a test in Savannah that highlighted the digital divide. Go outside the town and it's fields and cows. It was fascinating. People had flip phones! It's crazy we had this blind spot of not knowing what else is out there. In some towns the only place with Wi-Fi is Mcdonalds. So if we want to have them fill out a census they have to drive to mcdonalds!?! The minute you say digital census but there are other ways, people only here digital.

Pettit: For places that have low response rate there is a paper first group. Some people will get paper like the old days. It won't solve all problems. Thinking about targeting, there are great map tools and models and 2010 but given all the concerns I'm concerned that the 2010 predictive models are not accurate. In places with neighborhood change it's hard.

Abraham: Will there be case studies in your guide?

Pettit: There's also operational data. I think the civic business community might be a good ally.

Gradeck: We should have a Census Countdown for people's websites.

Vasquez: Was anyone a fan of the response rate mapper. Anyone use that?

Simmons: Would be great.

Vasquez: Planning to do it again. I'm happy to announce a soft launch of our tableau public page.

Pettit: Send me a link.

Vasquez: Nothing on it yet. We're going to make it open so you can extract what you want. You can see the steps we took to build it and piggyback on it. Next week we're going to be in Austin for a hackathon on visualization.

Pettit: Was anyone part of the Baltimore design workshop? I was skeptical but they asked for an hour and went through a process of structured brainstorming with a given problem like how do we reach hard to reach families. I was impressed and partners loved it. There is a census solutions toolkit.

Gradeck: They did one with us at a nonprofit summit and we didn't have enough people in the room.

Pettit: I think the Providence one went better. I saw the attendee list and the right people were in the room.

Grossman: We have a person on the ground in Chicago.

Pettit: I invited Microsoft to a California event. I should make to make a connection to the partnership in general.

Gradeck: Can we do a collective post about data intermediaries. A roadmap of stuff to talk about.

Pettit: I have a concept paper that is broad.

Vasquez: We're doing more with emails and newsletters. America counts is case studies and stories. The other day was about female attorneys. Stories about little data uses. Seems like an easy fit to make you an America counts story.

Gradeck: In Philly there are profiles of data users. Do some pieces about people who use census data.

Pettit: Measure for America did a great one. Then the planning department decided where to open a senior center.

Ferriman: Does communications work?

Pettit: I think there is evidence from 2010. There's no hard data but look at New Mexico there is an undercount half of expected.

Vasquez: That real-time tool comes into play here. It could help provide analytics.

Pettit: It's probably too late to do anything at that point.

Pinder: Any shining stars that seem to be getting it right or are ahead of the game?

Pettit: Massachusetts, Michigan. I attend census funders meeting. I think the hard part is coordination. Another concern is that 2020 is an election year and there are "get out the vote" efforts. What's the messaging? Community organizers are concerned about that. The census people and vote people need to talk to each other now. I'd like your feedback on resources. A big list doesn't seem ideal. I could make a list of 50 things.

Raleigh: I want to find some planning data that can help people.

Simmons: About specific populations.

Gradeck: If anyone wants to do a joint-blog post with me.

Pettit: Everyone should write a blog after NNIP. We need to be urgent and talk about what we're going to. The default right now is that citizenship will be on the census. I'll send you milestones of key times in the census period. I think the key is that you need to make the argument that we can lead to better strategy. I'll have Providence to send a not about how the design thinking went so we can share resources.