**NNIP LA Camp Session 3**

**Friday, October 19, 2018**

**Census 2020**

**Leader: Kathy Pettit**

**Notes: Olivia Arena**

**Attending:** Rachel Leventhal-Weiner, Bob Gradeck, Seema Iyer, Sutton More Hayes, Laura McKieran, Lori Hanson, Jessie Partridge Guerrero, Katie Zager, Laura Simmons, Devin Keithley, Carrie Koss Vallejo, Rania Ahmed, Mark Abraham

**Next steps: Conference call in late November/early December**

**Resources:**

* Blog on Where Things Stand in the Citizenship Question Lawsuits: <https://www.brennancenter.org/blog/where-things-stand-citizenship-question-lawsuits>
* NNIP Census Resources List: <https://www.neighborhoodindicators.org/activities/projects/mobilizing-data-driven-local-outreach-2020-census>
* NC Department of Information Technology, NC Broadband Map (mentioned by Laura) <https://www.ncbroadband.gov/map/>

**First five minutes**—think about strategy and how you would want to be involved. For you to think about your own local work for five minutes. Worksheet time!

Philip: LA Promise Neighborhood, 75 community partners, other groups that we could connect with.

JPG: Why you wouldn’t answer: the citizenship questions. A lot of our immigrant communities had various different messaging about whether they should answer in 2010.

KP: The court cases, they have dates on all the court cases. It’s in RBG’s court to decide whether to send to the full court or to respond herself. The White House is trying to get people out of testifying. If they will appeal.

RLW: There are printed forms and digital forms, what is the drop-dead date?

KP: June, puts at more risk.

DK: Not separate category. More in the idea about prepping for 2030.

BG: Some of the things I’ve been thinking about: tactics about getting people to fill this out. If you benefit from a funding program, how do you communicate that?

DK: In Columbus, anecdotal, the Somali community complains they are undercounted. They think there are way more of them than there really are. If you look at the refugee admission numbers, we feel like there should be more. There’s net migration into Columbus. I feel like in that one community, the leaders could say that this is part [of why they should fill out the Census]. The community can say that we are undercounted before, it’s important for measuring, we know that it helps to measuring, create policy. It’s the local community leaders who can connect to the community. The city of Columbus has community outreach.

JPG: On the Census they don’t ask place of birth—Hispanic and then race, then you put place of origin. For our population, the particular immigrant population is the Brazilian and Portuguese options. They don’t fit.

OA: Do you have connections with community organizations?

BG: Pick roles that we can play. That’s a big lift. We are going to run things through [Complete Count Committees](https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html). Otherwise, funded to do that stuff.

LS: Examples?

BG: We said, we can build information tools, a community profile. We want to collect information for the outreach efforts: where are the libraries, do they have Wi-Fi. The last thing could be doing user-centered design workshops. There should be a shared calendar, way to report back on what techniques are working or are not working. What do we do? I would connect with someone in the nonprofit community and say, “here’s what you need to fund.” We need to have all these elements in our plan. The library will be doing mobile hotspots. The Complete Count Committee should do that.

SMH: Our Complete Count Committee is in flux. Latino community, preliminary work in going through their centers, why they need to fill it out and spending more time on the front end. Once we figure out the CCC, we know that’s going to be an issue, so we started early.

KP: Trusted messengers, teachers. Who families listen to—

RLW: Access to technology, similar approach to Bob, even having a place to take it, libraries and schools, state’s education systems. Census in schools, worksheets for kindergarteners.

RA: School district, which is on our list, is more central and administered. If it is in open enrollment time, could be another form that families fill out.

LH: Early learning coalitions, anyone receiving a federal subsidy, is affected by these numbers. That would be a good vehicle. We started a scholarship, any childcare through the coalition, make sure you count your baby.

SMH: How long it will take to take it online?

**\*\*KP WILL ASK\*\***

LS: ACS takes a long time.

CKV: We have community members doing the report out. One of the slides [of their NNIP Showcase 2 on the Amani Neighborhood], I don’t know if I’ve said to those people, I’ve compared these numbers, but all rooted in the Census. When they talk about the research we’ve helped them do, we always cite the source of numbers, but I don’t know how much people make the connection. Our community is trying to say ACS, the years are 2012-2017, why would you link it to a decennial Census?

LM: We need two sets of messaging. People have been talking about messaging to the people, we need to think about how to message to partners. Schools are not going to want to mess with this.

Phillip: Census in the schools, if funding could be found, it wouldn’t be something new, it would be something they were planning to do.

KP: Jennifer Newcomer was trying to model state dollars to county, encouraged that it didn’t have to be that exact, down to the dollar. Seema, what is the action step once you’ve identified places without digital access?

SI: Lack of places and lack of comfort with that interface. Understanding that, who is doing that research? Compounding that, really don’t want to fill out that form.

KP: Some people will get a paper form, if they have been identified as second language or over 80, 10% of people will get a form. Based on area vs. personal characteristics. Maybe whole blocks, maybe rural areas where they feel connectivity is bad. We could at least figure out what the strategy is?

DK: How does the internet response go out?

KP: Is it postcard, letter, postcard, then you get the paper form at the end?

DK: I am part of a cohort for college graduates, they pester me every few years. I know how persistent they are. I have to look up student loans. They bother me enough.

SI: You can go to the library, if you have printed forms, there’s a non-ID option.

SMH: If they are going through and they stop, will it count what they’ve done, what’s the decision point for completion?

KP: Doesn’t know what the decision point is. To the point with pestering, just turn in the form, they will come to your door.

SI: What counts as a complete form? 3/10 questions?

KP: Don’t know what the point is, the messaging around skipping the questions.

DK: Are they going to throw out the whole thing if no citizenship question?

KP: Don’t think they know.

BG: Sounds like we need to follow the Census website or share out when we learn things. What do you think your role is going to be?

LM: Like Bob, we will need to see what the local plan is and identify the holes we could help with. We don’t want to steamroll in and say we have a plan. I don’t see anyone telling us not to do it.

KP: The national portals are not intuitive. If you were there to help CCC and nonprofits about what is in the portal.

BG: Asset mapping processes, trying to tie asset mapping into the process. They are going to update the API.

KP: There will be real-time response rates that will be reported out to people during the collection. At the Census tract level.

**Time period: Census is April 1, 2020- six weeks, and then they send out field testers.**

SI: Ecosystem mapping. Students are hard to count for a different reason than Hispanic population than low-income communities. Good way to think about it.

BG: People have figured out how to reach these groups, we just need to partner [with them].

MA: Conflict within communities, community advocacy, waiting for court cases.

KP: Census funding committee—Yes, we want a complete count and fill out the form, but how do you build capacity around community organizing, community capacity, and digital literacy? That is a better pitch for funding. Aligning the get out the vote and get out the count campaigns.

RLW: We see ourselves as getting out the vote. State legislators are into data, how political? Many are not. Our next election is to do data literacy work with staff .See it to help them engage residents.

KP: Kids Count people are at the state level.

SI: Community capacity building, under-resourced. Every politician will be engaged. I found in the 2010 Census was a great way to understand how the political process works in our geography. Figuring out how they operate.

KP: Most states have some money, cities put in some budgets. Finding out what your city council plans to do and how much, if not directly NNIP partners, but who will get resources for the door knocking strategies.

BG: See this as an opportunity to reach out to rural communities. Not just your state or your community. If everyone counts, the state wins. Andrew Remer has a brief about rural communities.

LM: How did NNIP communicate how we did this last?

NIP: Not well and late, there were some folks and their trainings. Boston’s training is posted now. Feedback from Miami, the local partnership program was weak and disjointed. If you rely on that as the way to plug in, it was dissipated energy. Waiting for the Census bureau didn’t work. More about preparation and community-generated plans.

SI: If your city doesn’t do a data day, this is a great reason to do this. Our data day is an outgrowth of the 2010 census. We should teach people to use the data once they filled out the form. Data day is connected to using data. To your question, digital access (1 person on the block has internet they count it).

LS: We have a crowdsourced map in North Carolina. Better but not great.

LM: For our community FCC, for relative levels, it holds water. It’s ranges, haven’t found the underlying dataset. FCC data?

BG: Digital inclusion and libraries are plugged into the broadband question. Who is in your community?

LM: Is it mobile friendly?

KP: Lack of focus on design. The citizenship question derailed question on design. We had UX people and wanted to see the interface, but then we spent 3 days talking about the citizenship question. End to end test, broke on older browsers. Older computers or systems. I think it is supposed to be mobile friendly. New America has been funded to look at that.

KP: Is the strategy to have paper handy? Or is it tutorials?

LM: Segmentation thing, for some vs. others.

KP: I found the questions hard on the screen.

RLW: Outside of Providence?

KP: Haven’t had official report yet. We have an agenda, Census Scientific Advisory Committee got moved to December.

RLW: Mid-test correction from end to end test?

KP: Very operational. Higher response rate than targeting because no communications, no communications wraparound. Finding things about older browsers, staggering the questions. They are staggering the mail outs to even out the load on the website.

RLW: Information flow, here’s how you make a complete count, once we hear about how the test went.

KP: They did no testing on design.

SI: Can more than – can multiple people respond for the same website?

KP: There is an overcount for Whites and home owners, methodologically they know what to do about duplicates. They might on some of them, they may on other. Duplicate response rate. Overcount is reported in the documentation. More of an issue this time. If I have the ID, if there is a bounce-back—ID helps you get into the form, you still have to fill in information.

RA: Overcount vs. undercount, they don’t capture.

OA: Phone line source?