Strategies for Community Data Groups to Support a 2020 Census Complete Count

2019 Community Indicators Consortium Impact Summit

October 11, 2019
2020 Census Cross-Site Project

- Encourage local organizations with data, analysis, and technology skills to support Get Out the Count efforts
- Offer examples of using data to improve Complete Count strategies
2020 Census Cross-Site Project

Percentage of respondents participating in different 2020 Census activities

- Promote the Census through social media and our website: 65%
- Promote the Census through presentations at external meetings: 52%
- Support local organizations’ planning through analysis or convening: 68%
- Produce new materials about the value of 2020 Census to your community: 61%

Source: NNIP survey of Partners’ 2020 Census activities. n= 31
Partner Examples

Laura McKieran
Community Information Now (CI:NOW)
San Antonio, TX

Donovan Lee-Sin
The Children’s Trust
Miami, FL
Additional data to help identify neighborhoods for outreach

Indicators of **likely undercount**
- Lower voter turnout
- Lower broadband subscription
- Lower digital literacy

Alternatively, indicators of **high density of priority populations** (check list of Census-guided programs)
- Young children
- People who are food-insecure
- People who are uninsured
Data to help with case-making and outreach

Credit to
Andrew Reamer
GW Institute of Public Policy

Counting for Dollars 2020:
The Role of the Decennial Census in the Geographic Distribution of Federal Funds
Data to augment real-time response rates

1. Work with COSA and CCC to develop local outreach performance metrics, tracking systems, and mechanisms for mutual accountability

2. Develop and train on online performance management data tool to finely target neighborhood outreach in real time, including:
   - automated alerts for low response rates
   - identification of high-priority block groups by cross-referencing hard-to-count population distributions within a census tract
   - data/information to assist with geographic placement of messaging, e.g., relevant VIA bus route(s), commercial corridors, senior centers
   - training and TA to maximize effective use of the tool

3. Provide additional data analysis, maps, and other visualizations to assist in finely targeting neighborhoods, partners, and outreach vehicles for specific segments of hard-to-count population

4. Assist with data-related communications and messaging
Stay in Touch

- Email nnip@urban.org
- NNIPNews Google Group bit.ly/nnipnews
- Twitter @NNIPHQ

Project Page:
Questions?