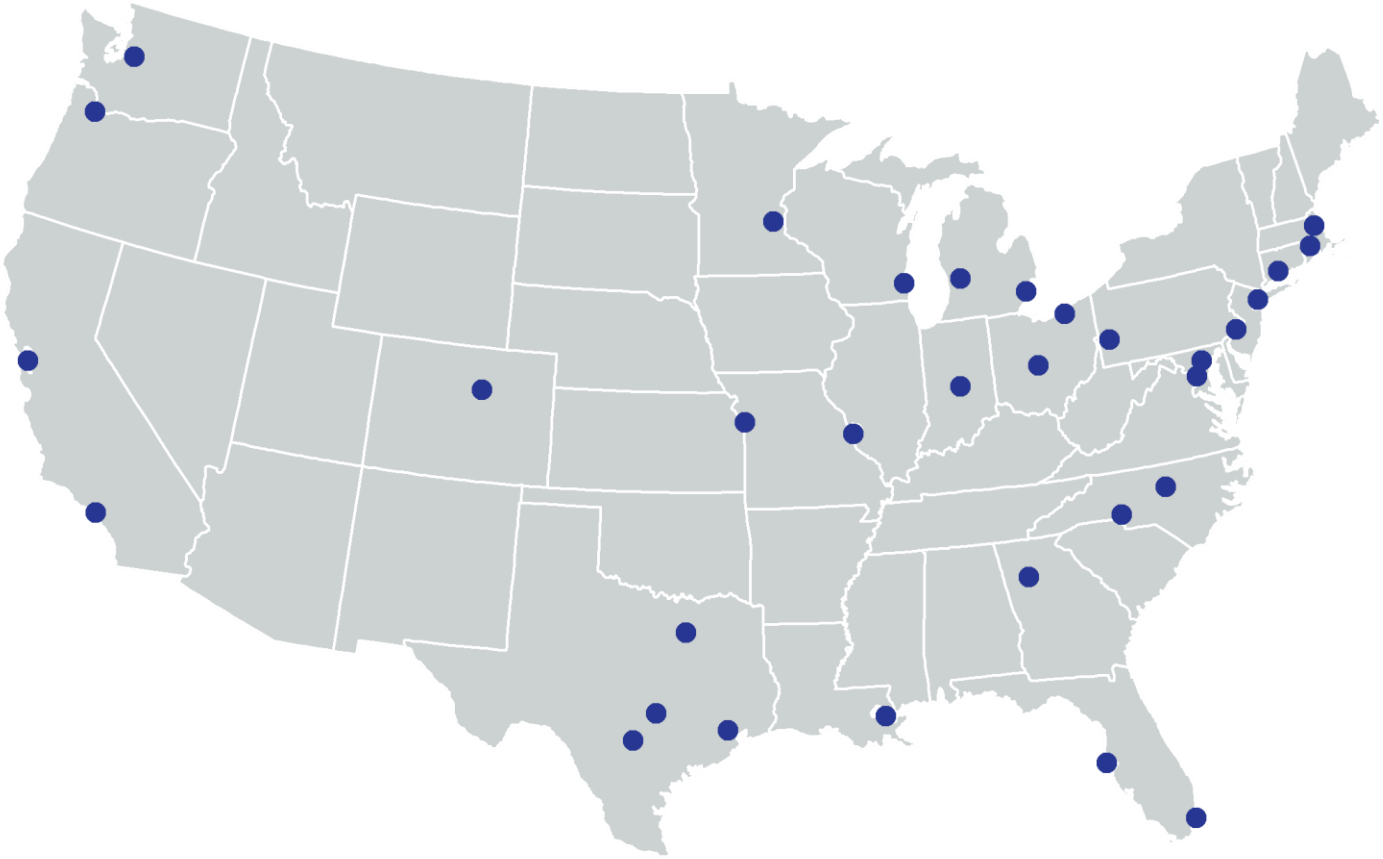
Strategies for Community Data Groups to Support a 2020 Census Complete Count

2019 Community Indicators Consortium Impact Summit

October 11, 2019

NATIONAL NEIGHBORHOOD INDICATORS PARTNERSHIP

National Neighborhood Indicators Partnership (NNIP)



2020 Census Cross-Site Project

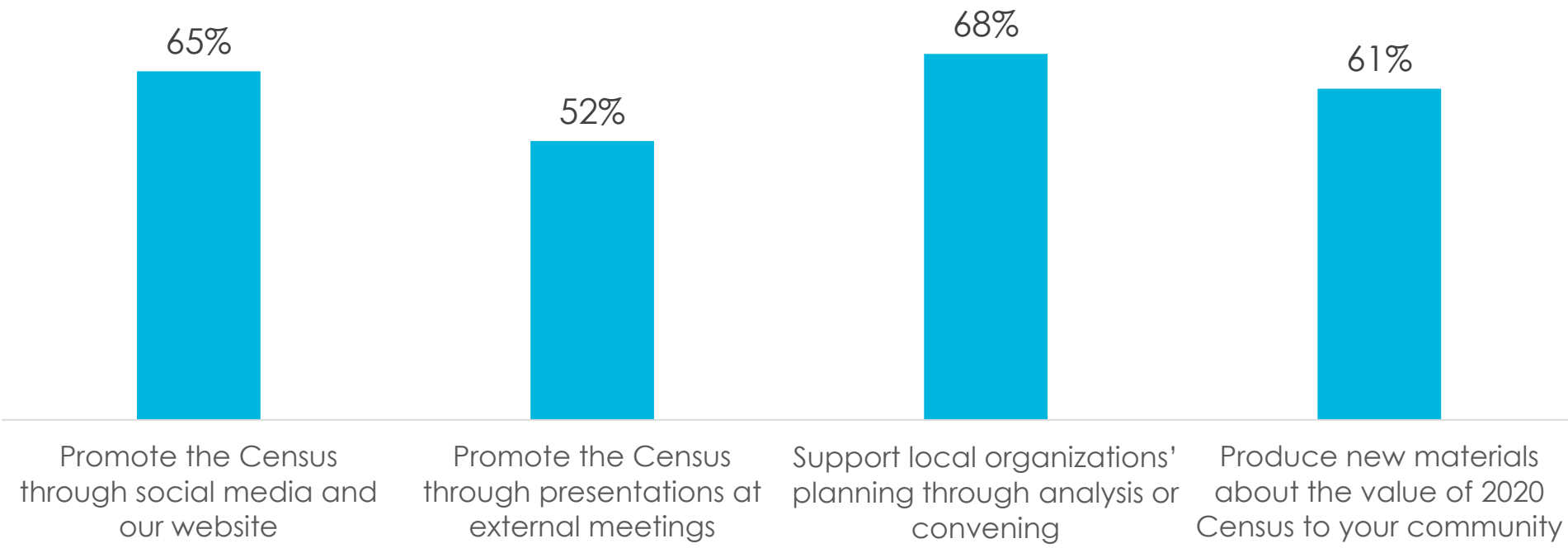
NATIONAL NEIGHBORHOOD INDICATORS PARTNERSHIP

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



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

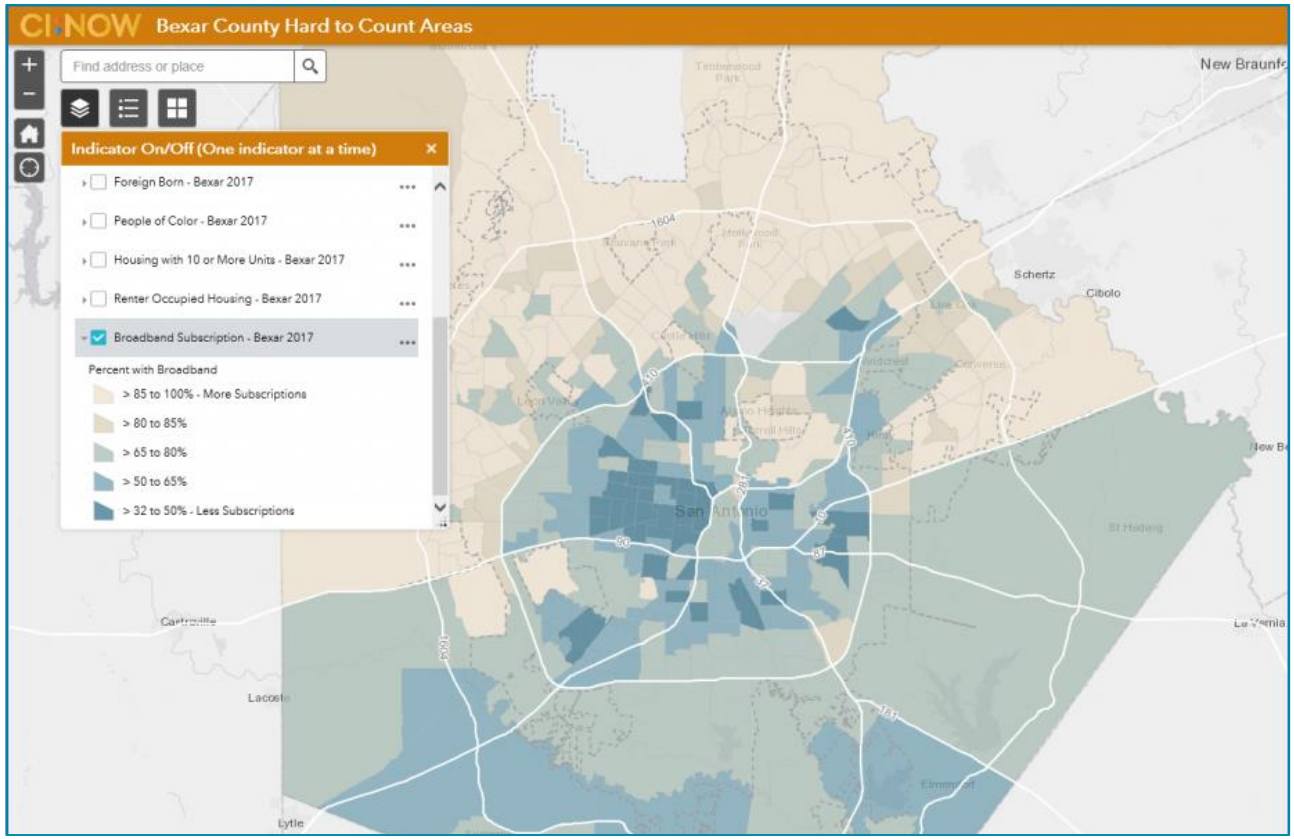
Additional data to help identify neighborhoods for outreach

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

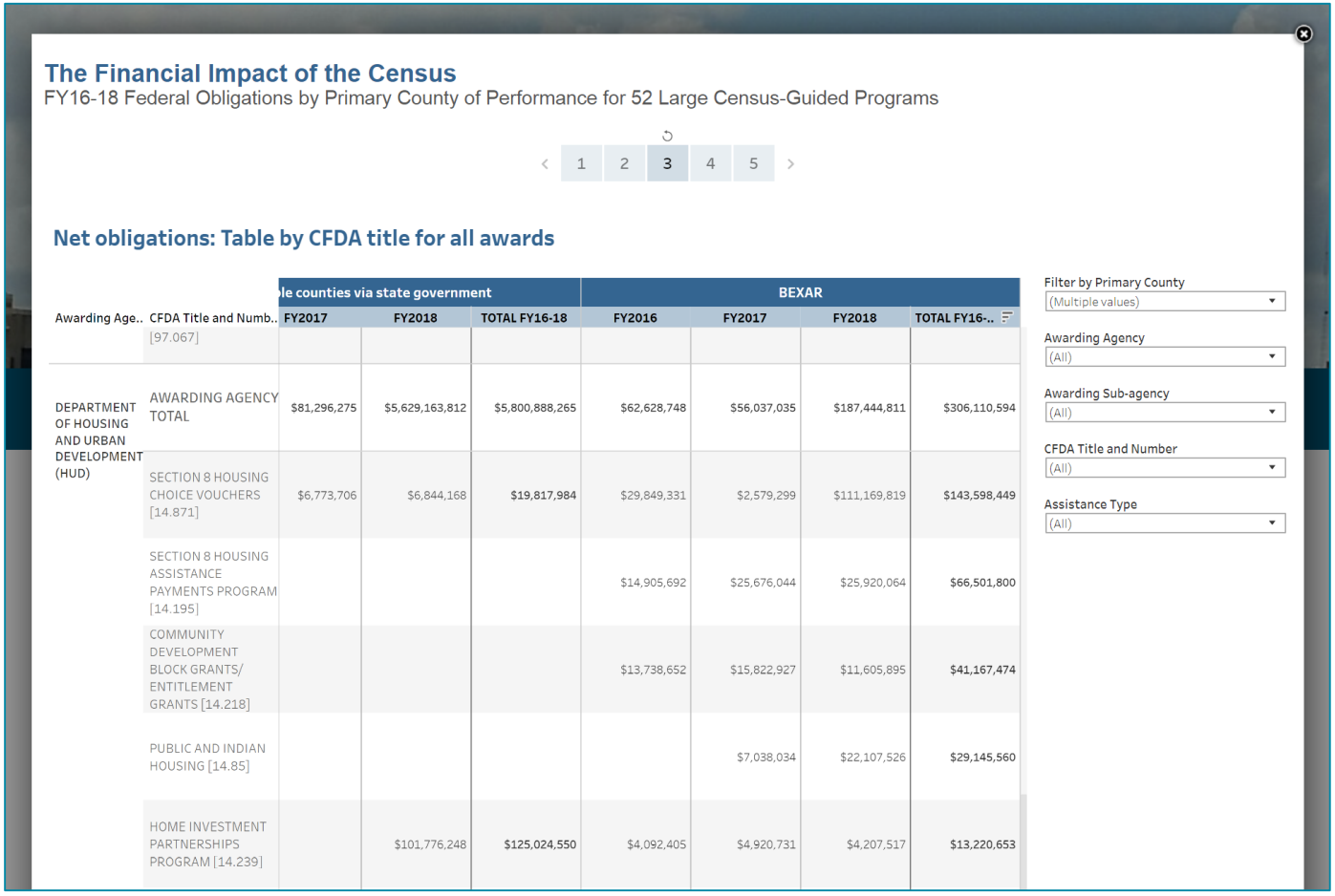


Data to help with case-making and outreach

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



The Financial Impact of the Census

FY16-18 Federal Obligations by Primary County of Performance for 52 Large Census-Guided Programs

1 2 3 4 5

Net obligations: Table by CFDA title for all awards

Awarding Age..	CFDA Title and Numb..	…le counties via state government			BEXAR			
		FY2017	FY2018	TOTAL FY16-18	FY2016	FY2017	FY2018	TOTAL FY16-..
	[97.067]							
DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD)	AWARDING AGENCY TOTAL	$81,296,275	$5,629,163,812	$5,800,888,265	$62,628,748	$56,037,035	$187,444,811	$306,110,594
	SECTION 8 HOUSING CHOICE VOUCHERS [14.871]	$6,773,706	$6,844,168	$19,817,984	$29,849,331	$2,579,299	$111,169,819	$143,598,449
	SECTION 8 HOUSING ASSISTANCE PAYMENTS PROGRAM [14.195]				$14,905,692	$25,676,044	$25,920,064	$66,501,800
	COMMUNITY DEVELOPMENT BLOCK GRANTS/ ENTITLEMENT GRANTS [14.218]				$13,738,652	$15,822,927	$11,605,895	$41,167,474
	PUBLIC AND INDIAN HOUSING [14.85]					$7,038,034	$22,107,526	$29,145,560
	HOME INVESTMENT PARTNERSHIPS PROGRAM [14.239]		$101,776,248	$125,024,550	$4,092,405	$4,920,731	$4,207,517	$13,220,653

Filter by Primary County: (Multiple values)
Awarding Agency: (All)
Awarding Sub-agency: (All)
CFDA Title and Number: (All)
Assistance Type: (All)

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

Questions?