



**MEALS ON WHEELS**

AUGUST 27-29, 2019

**ANNUAL CONFERENCE AND EXPO**

DALLAS, TX

# MORE THAN JUST A HEADCOUNT: THE 2020 CENSUS

## **Speakers:**

1. Tiffany Gourley-Carter, Policy Counsel, National Council of Nonprofits
2. Hillary Medina-Loveless, Field Associate, The Leadership Conference Education Fund
3. Mark Adler, Meals on Wheels South Florida

# MORE THAN JUST A HEADCOUNT: THE 2020 CENSUS



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August 27, 2019



## WHAT IS THE CENSUS?

The population of the United States must be counted every ten years.

U.S. Constitution Art. I, Section 2.

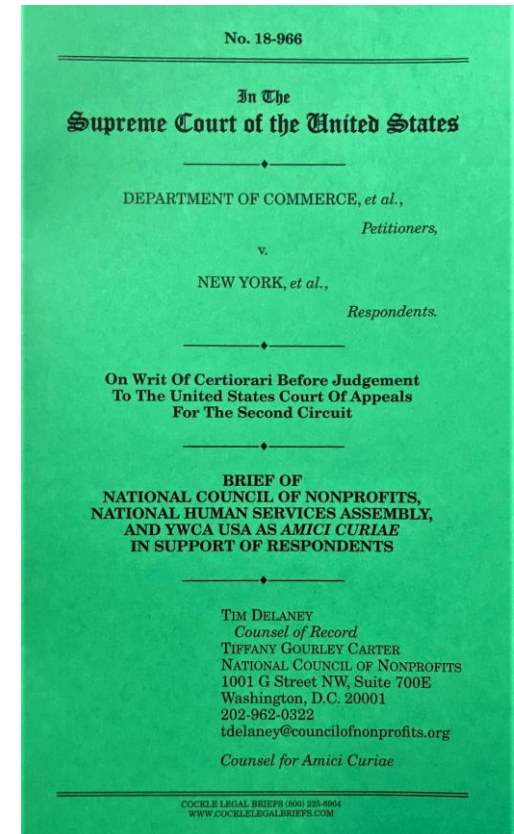
# WHY SHOULD NONPROFITS CARE ABOUT THE 2020 CENSUS?

- Reapportionment
- Redistricting
- Funding
- Baseline for Other Data Sets



# WHY SHOULD NONPROFITS CARE ABOUT THE 2020 CENSUS?

- Dollars
- Data
- Democracy



# DOLLARS

- Federal Funding = \$900 Billion
  - Senior Nutrition Programs, SNAP, School Lunches, WIC, CHIP, Medicaid, CCDBG, Head Start, etc.
- Person Not Counted  $\neq$  Person Doesn't Exist
  - State Dollars Lost = \$533 - \$2,309 per person per year for 10 years
  - Increased burdens on nonprofits



# DOLLARS

# 32.5%



Data Sources: The Nonprofit Sector in Brief, National Center for Charitable Statistics, 2015 (2013 data); Giving USA 2014 (2013 data); Foundation Center report (2013). Excludes non-reportable revenue and giving to religious institutions.

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# DATA

Nonprofits rely on census data for business decisions.

- Demographics
- Workforce
- Office Space
- Driving Routes



# DEMOCRACY

- Reapportionment
- Nonpartisanship
- Key Players





## WHY NONPROFITS?

To help ensure a **fair, accurate, and complete count.**

# THREATS

- Citizenship Question
- Distrust
- Time
- Insufficient Trials
- Cybersecurity
- Online Format



# WHY NONPROFITS?

- Trusted Messengers
- Relationships
- Access to Communities (HTCs)
- Problem Solvers
- Coalition Builders





# HOW CAN YOU GET CONNECTED?





## BIG TAKEAWAY

Everyone counts, therefore  
everyone must be counted.

~Letitia James, Attorney General of New York



# RESOURCES

- **Census Bureau:** <https://www.census.gov/programs-surveys/decennial-census/2020-census/about.html>
- **Leadership Conference on Civil & Human Rights:** <https://civilrights.org/value/2020-census/>
- **National Conference of State Legislatures:** <http://www.ncsl.org/research/redistricting/2020-census-resources-and-legislation.aspx>
- **National Council of Nonprofits:** <https://www.councilofnonprofits.org/trends-policy-issues/us-census-2020>



# Any Questions?



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# CENSUS COUNTS: WHAT YOU CAN DO TO ENSURE A FAIR COUNT



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# KEY 2020 CENSUS MILESTONES

- **2019**
  - **August-September:** Address Canvassing
  - **Fall:** Begin recruitment for temporary census workforce of 450,000+
- **2020**
  - **January:** enumeration begins in remote Alaskan villages
  - **January-Mid July:** Census Questionnaire Assistance telephone assistance & response
  - **January:** Launch national advertising campaign, awareness
  - **March-April:** Launch national advertising campaign, motivate
  - **March 16-April 30:** Self-response phase of census (internet; mail; phone)
  - **End of March:** enumeration of emergency living quarters and targeted non-shelter outdoor locations
  - **March-April:** Enumeration of transitory locations (marinas, hotels, campgrounds, RV parks)

# KEY 2020 CENSUS MILESTONES

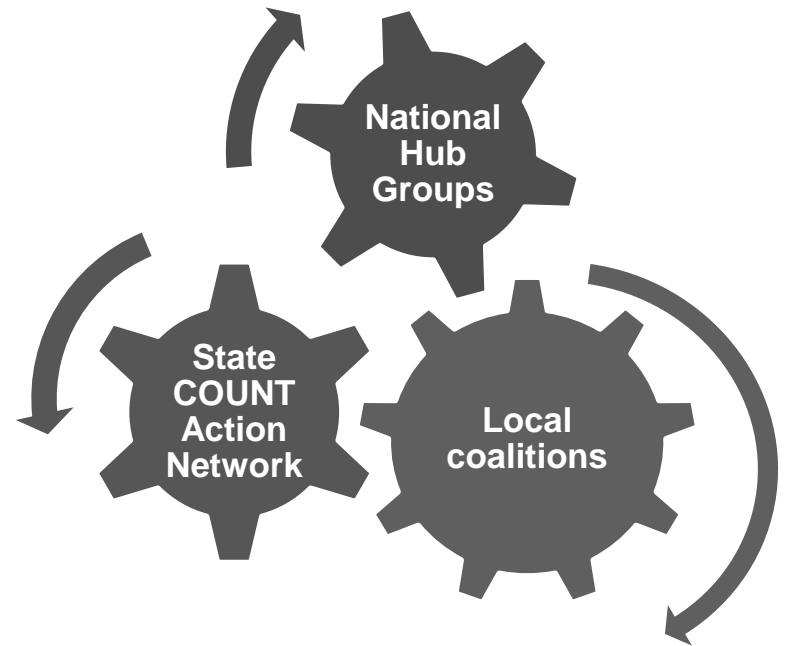
- **2020**
  - **April:** Enumeration of group quarters (dorms, prisons, military barracks)
  - **March-April:** Enumerate & Update/Leave operations in rural and remote areas
  - **May 13-July:** Primary nonresponse follow up operations
  - **July 30:** End of formal census data collection

# CENSUS COUNTS COALITION

Census Counts is a collaborative campaign involving more than 15 national organizations and dozens of community partners in more than 30 states.

**Goal:** Reach communities at risk for being missed in the 2020 Census.


**Strategy:** Network of trusted messengers in hard-to-count communities.



# NATIONAL HUB ORGANIZATIONS





# NATIONAL HUB ORGANIZATIONS




**OUR PEOPLE.  
OUR NATIONS.  
OUR FUTURE.**

2020 CENSUS TOOLKIT  
Updated June 2019





NATIONAL LGBTQ TASK FORCE  
Center for American Progress



Indiana

## Why the Census Matters for LGBTQ People

### Introduction

Every 10 years, the federal government attempts to count every person living in the country for the U.S. Census. However, certain populations are inevitably undercounted. Transgender and queer people, LGB people,

Bureau estimates that 16 million people were not counted or possibly incorrectly counted in the 2010 Census – generally people who experience multiple forms of oppressions. An estimated 2.1% of the black population, 1.5% of the Latinx population, and 4.9%

### QUICK FACTS ABOUT INDIANA

#### Social Services

Results from the Census are used to determine what share of \$883 billion in federal funding goes to each state.

SNAP funds for Indiana:  
**\$1.06 billion**



为什么人口普查对亚裔美国人，夏威夷原住民和太平洋岛民至关重要



### 简介

法律要求联邦政府每 10 年实行一次人口普查来统计住在美国的每个

人口普查局数据  
2017 年人口估计

亚裔美国人	
2017 年, 大约	2210 万人生活在美国。

美国亚裔人口最高的郡		
1	洛杉矶郡(加州)	1,721,406
2	圣克拉拉郡(加州)	781,574
3	橙郡(加州)	742,516
4	皇后郡(纽约州)	675,393
5	檀香山郡(夏威夷州)	608,080
6	阿拉米达郡(加州)	569,473
7	圣地亚哥郡(加州)	503,212
8	金郡(华盛顿州)	459,868
9	库克郡(伊利诺伊州)	440,418
10	哈里森郡(德州)	376,079

夏威夷原住民和太平洋岛民	
2017 年, 大约有	160 万人住在美国。

### 美国夏威夷原住民和太平洋岛民人口最高的郡

1	檀香山郡(夏威夷州)	245,331
2	夏威夷郡(夏威夷州)	70,642
3	洛杉矶郡(加州)	67,844

## Censo 2020

iHágase Contar! 1º de abril de 2020



A COMPANY OF NALFO

### ¿Qué es el censo?

El censo es un autorretrato de la nación. La constitución de los EE. UU. requiere que el gobierno federal haga un conteo de todas las personas que residen en los Estados Unidos cada 10 años. Esto incluye personas de todas las edades, razas y grupos étnicos, ciudadanos y no ciudadanos. Todos los hogares deberán completar un formulario del censo (ya sea en línea, por correo o teléfono) antes del 1º de abril de 2020. Es nuestro derecho y responsabilidad participar.

### ¿Por qué es importante participar en el censo?

Las cifras del censo definen el futuro de nuestra comunidad y nuestra voz en el Congreso.

- El censo 2020 determinará cómo se distribuirán más de \$700 mil millones en fondos federales a los estados y localidades cada año durante la próxima década.
- La información del censo se utiliza para determinar dónde se construirán escuelas, carreteras, hospitales, centros de cuidado infantil, centros para personas de la tercera edad y otros servicios.
- Varios programas federales dependen de las cifras y asignaciones derivadas del censo, incluyendo:
  - Programa de SNAP, Medicare Parte B, Programa de Planificación y Construcción de Carreteras, Sección 8, Becas de Título I, Becas de Educación Especial (IDEA), Programa de Seguro de Salud Infantil del

### Fechas Importantes

#### VERANO DE 2018

- Formar alianzas con organizaciones locales y comités de conteo

#### ABRIL DE 2019

- Lanzamiento de la campaña de concientización pública del Censo 2020

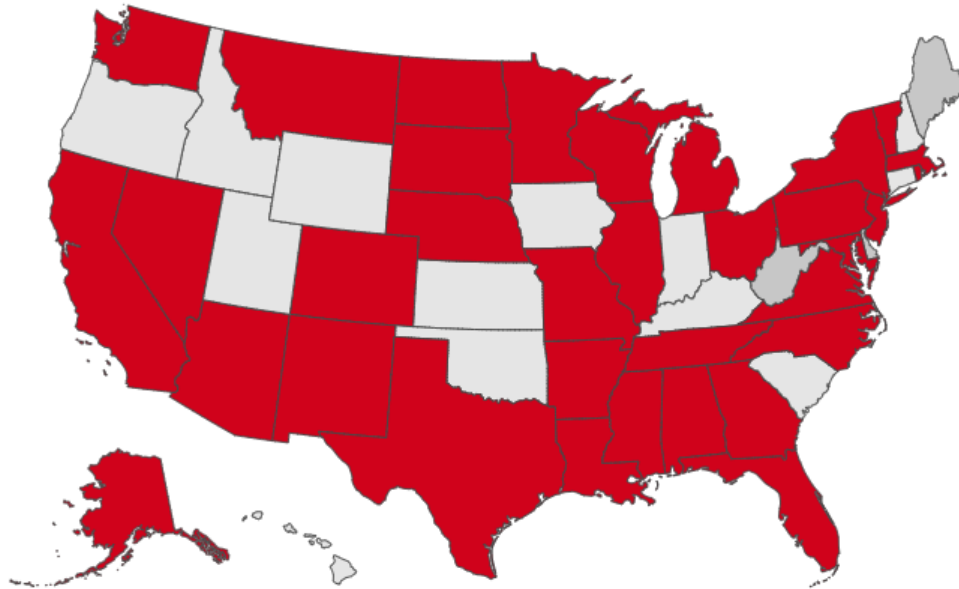
#### 23 DE MARZO DE 2020

- Semana nacional del censo

#### 1º DE ABRIL DE 2020

- Día del Censo

# STATE COUNT ACTION NETWORK



Working in over 30 states with groups leading coalitions focused on outreach to Hard-To-Count communities. Plan to outreach to all 50 states.



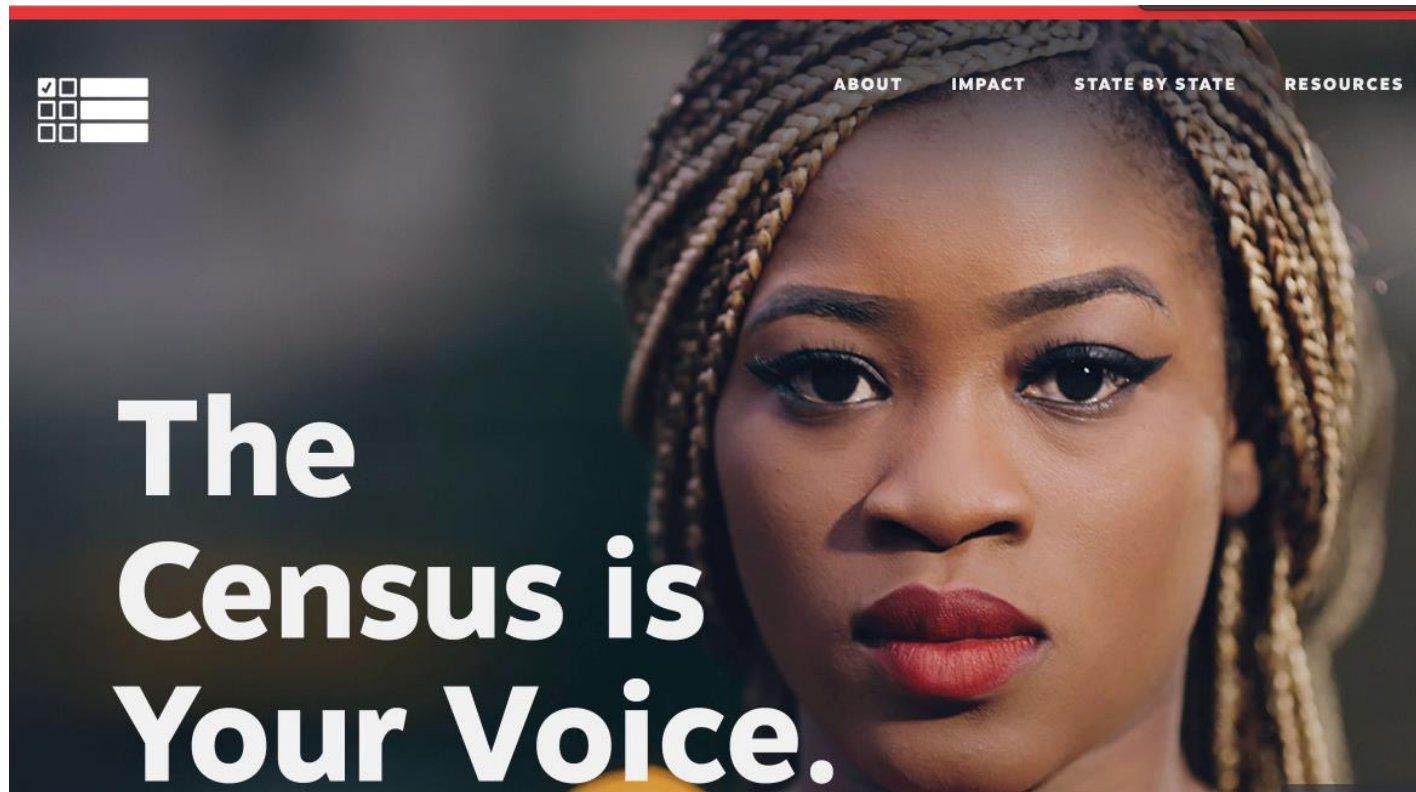
# STATE COUNT ACTION NETWORK

## RESOURCES

1. Strategy and campaign coordination
2. Bi-Weekly Newsletter
3. Resources Library
4. Technical Assistance
5. Webinars

# STATE COUNT ACTION NETWORK

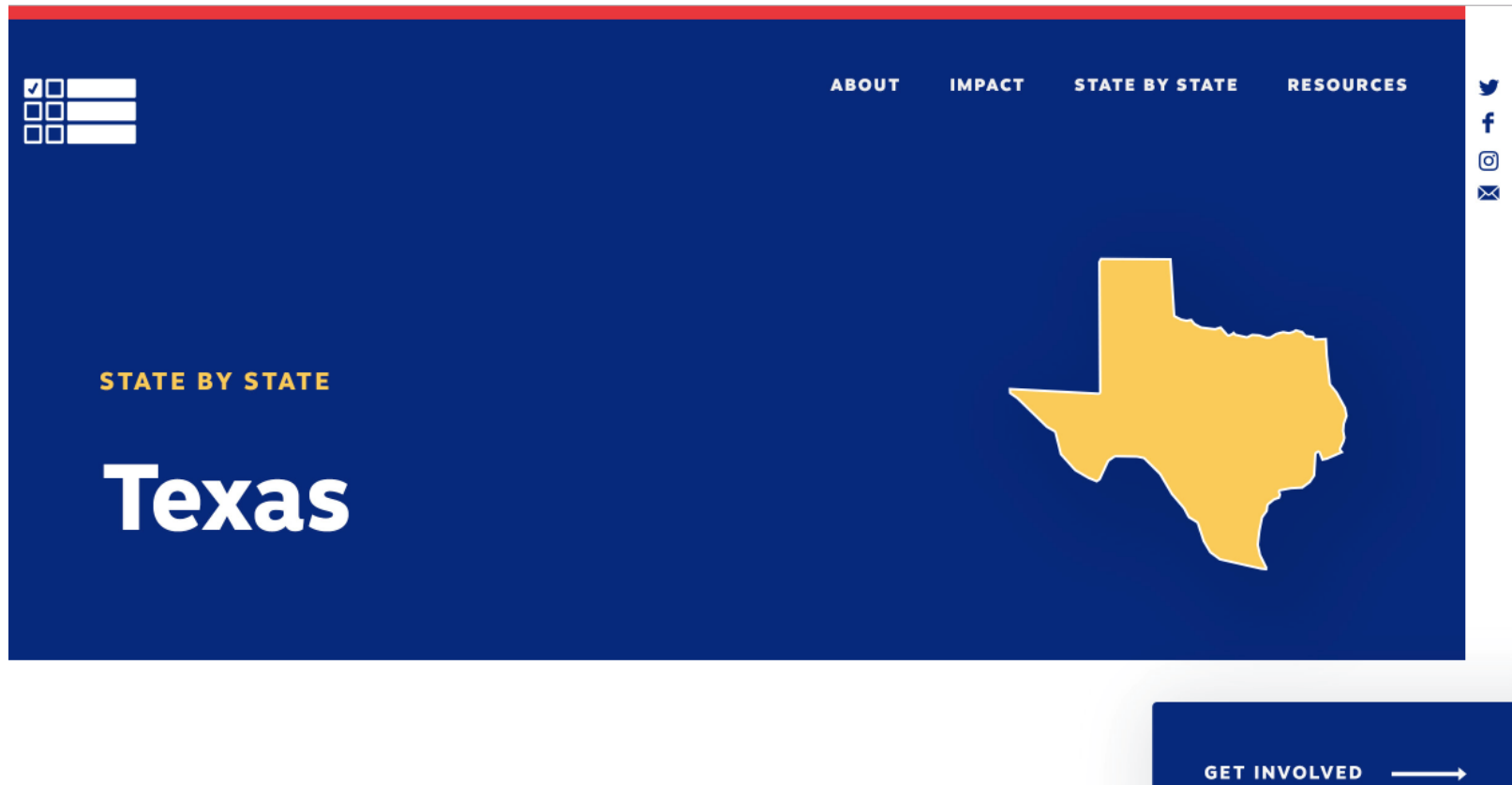
## RESOURCES



[censuscounts.org](https://censuscounts.org)

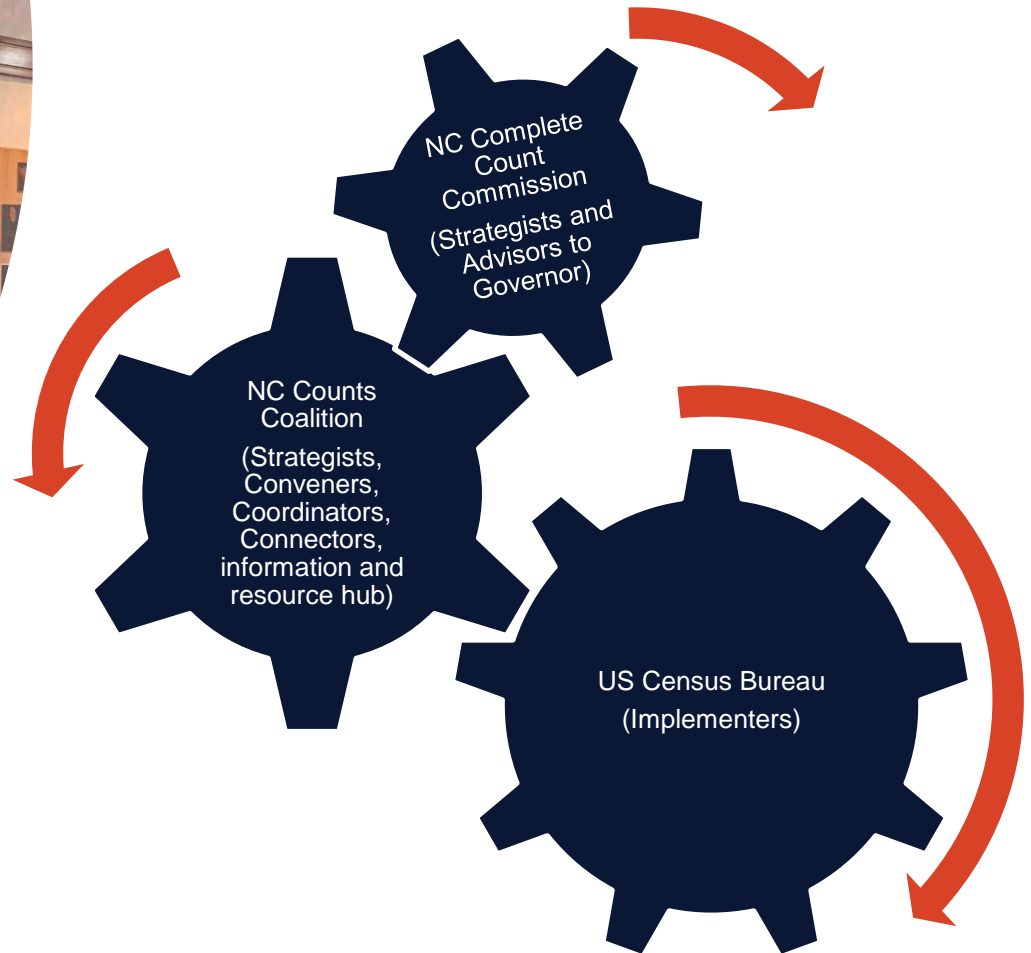
# STATE COUNT ACTION NETWORK

## STATE BY STATE PAGES



# STATE COUNT ACTION NETWORK

## NC COUNTS COALITION



# STATE COUNT ACTION NETWORK

NC COUNTS COALITION



# STATE COUNT ACTION NETWORK

## FORERONT, ILLINOIS



The IL Count Me In 2020 Program mobilizes nonprofits and foundations alike to encourage Illinoisans, especially HTC populations, to partake in the 2020 Census.



The coalition garnered support in the IL General Assembly to appropriate \$29M for Census community outreach purposes in spring of 2019.

# STATEWIDE COUNT ACTION NETWORK

FOREFRONT, IL

[www.ilcountmein2020.org](http://www.ilcountmein2020.org)

**IL Complete Count  
Commission**

**IL Count Me In 2020  
Statewide Advocacy Coalition**

- Communications/Messaging Working Group
- Policy Concerns Working Group
- State Appropriations Working Group
- Get Out the Count Working Group

**IL Count Me In 2020  
Funders' Collaborative**

# STATE COUNT ACTION NETWORK

## CENTER FOR PUBLIC POLICY PRIORITIES, TEXAS

### *Texas Counts Campaign*



- Statewide effort to Get Out the Count
- Recruit cross-sector **leaders** to amplify the 2020 Census
- Build **subcommittees** to address sector specific needs
- Aggregate and share **best practices, tools, and resources**
- ID hard-to-count communities in need of **outreach and education**
- Identify and connect to **funding opportunities**



TIMELINE

# Phase 1:

Now to December 2019:

Education, Awareness  
and Advocacy

**Education and Awareness Message**

Building in state coalitions

**Setting up complete count  
committees**

Census Hires about 500,000 people

Democratic presidential debates and local elections in 2019 will happen during this time.

TIMELINE

# Phase 2:



January to April 2020:

## Engagement and GOTC

**Mobilization and “Fill Out Your Census Form” message**

Census Bureau mails out census forms and people fill them out online, by phone or on paper

**Groups engage in “Get Out the Count” Engagement**

Democratic presidential primaries will happen during this time.

TIMELINE

# Phase 3:

April 2020 to June 2020:

Reaching those who did not submit their forms

**Mobilization and “Complete your census form” message**

Census Bureau enumerators (census takers) come to people’s doors.

Groups reach out to hard-to-count populations to ensure they are not missing in the census.

The general presidential election season will begin.



# WHAT CAN YOU DO?

1. Connect with your local state partner
2. Spread culturally relevant messaging
3. Provide technical assistance and resources
4. Get Out the Count!



**WANT TO JOIN US?**

**For more information on how to get plugged in:  
e-mail Hillary Medina-Loveless at  
[medinaloveless@civilrights.org](mailto:medinaloveless@civilrights.org)**

# MOWSOFLO COUNTS

Meals on Wheels South Florida's leadership in getting a complete count in the 2020 Census



## **MARK ADLER. MPH**

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# Broward Counts

## Why it's important for everyone to participate in the Census

- Census data is used to distribute more than \$675 billion per year for 10 years in federal and state funding for health and human services programs that help local families and individuals in need, including seniors and young people.
- The Census determines each state's number of representatives in Congress. Florida gained two congressional seats as a result of the 2010 Census. Undercounting results in underrepresentation.
- An undercount in the 2010 Census cost Broward County approximately \$21.1 million per year - \$210,970,000 over the last decade. According to the US Census Bureau, 14,600 residents were not counted.
- Broward businesses depend upon Census data to make decisions about where to locate, hire and invest.
- Unfortunately, in 2010, some Broward County Communities who needed help the most, had the fewest number of people participate.



# **Broward 2020 Census Complete Count Committee**

## **SUBCOMMITTEES**

**City County Coordination**

**Cultural and Ethnic**

**Promotions**

**Recruitment and Training**

**Interfaith**

**Hard to Enumerate**

- To raise awareness and improve the Census 2020 count by coordinating with human service and not-for-profit agencies to identify, locate and reach out to hard to enumerate populations to increase their participation in the Census.





## Hard-to-Enumerate Subcommittee

Households with children under 5

Low-income households

Renters

Individuals experiencing homelessness

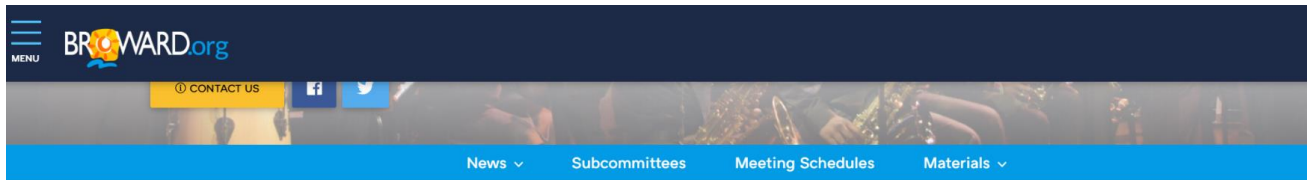
College students/young adults

Low-Income Seniors



# Broward Response Area Mapper (ROAM) Tool

[Broward.org/census2020](https://www.broward.org/census2020)

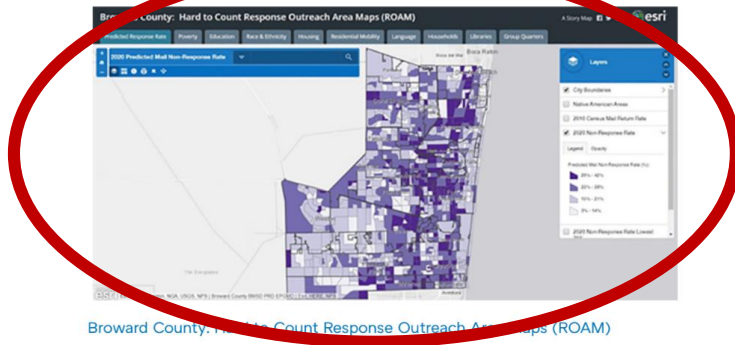


[Broward County](#) < [Census 2020](#) < [ROAM](#)

## RESPONSE OUTREACH AREA MAPPER

The Response Outreach Area Mapper (ROAM) application makes it easier to identify hard-to-survey areas and provides a socioeconomic and demographic profile of these areas using American Community Survey estimates. Learning about each hard-to-survey area allows us to create a tailored communication and partnership campaign. These and other efforts can improve response rates.

In Broward County, we define Hard-to-Count block groups as having a non-response rate greater or equal to 26.4 percent.



[Broward County: Hard to Count Response Outreach Area Maps \(ROAM\)](#)



## Why MOWSOFLO?

- Funding follows the numbers and not the people
- How we target communities we serve
- How we measure / are measured for success
- We are recognized and trusted community partners
- Scope and reach – Older Adults are our forte
- We serve the unseen and often left behind

**Shape  
your future  
START HERE >**

United States®  
**Census  
2020**



## How do we make a difference?

- Leading non-profit engagement
- Providing Staff & Volunteer training on how to encourage & assist clients in completing the 2020 Census
- Adding 'have you completed your Census?' to our intake and assessment process
- Tailor messaging to our clients / community

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START HERE >**

United States®  
**Census  
2020**



## When - Timeline?

- NOW:
  - Engage non-profits – Committees / Sub-Committees Strategies
  - Providing Staff & Volunteer Training on how to encourage & assist clients in completing the 2020 Census
  - Testing & tailoring messaging to our clients / community
- March 2020
  - Include Census in intake and assessment
  - Client education and outreach
  - Assist clients with completing the Census

**Shape  
your future  
START HERE >**

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**Census  
2020**

# Resources and Contact Info:

[2020Census.gov](https://2020Census.gov)

- Find a Complete Count Committee near you
- Apply for 2020 Census jobs

[Broward.org/Census2020](https://Broward.org/Census2020)

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