2020 CENSUS TRUSTED MESSENGERS
Community-Based Organizations Challenged to Make the Marginalized Matter

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Class NPA-611-12: Nonprofit Data Analysis - Capstone
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ORGANIZATIONAL PARTNERS

CANAL ALLIANCE

https://canalalliance.org/

MARIN CENSUS 2020

https://marincensus2020.org/
INTRODUCTION

2020 Census engagement at Canal Alliance as the Strategic Initiatives Manager

Interested in the role of advocacy, civic engagement and public policy in the nonprofit sector
OVERVIEW

BENEFITS TO NONPROFIT SECTOR
Equitable political representation
Accurate federal funding allocation
Enforcement of civil rights policy and law
Planning and implementation of service delivery

SECTOR VALUES
Respect
Dignity
Diversity
Inclusion
OBJECTIVES

- **Promote** an accurate decennial census count facing both historical and newly encountered challenges

- **Utilize** existing research and resources to support CBOs in census education and outreach activities

- **Develop** a CBO 2020 Census toolkit that builds capacity for effective outreach efforts
VALUES

- Civic engagement of every person living in the United States
- Recognition of marginalized populations
- Equity in allocation of federal resources
IDENTIFYING HARD-TO-COUNT (HTC) POPULATIONS

A. Hard to Interview - Participation hindered by language barriers, low literacy, lack of internet access
B. Hard to Persuade - Suspicious of the government, low levels of civic engagement
C. Hard to Locate - Non-conventional housing units and/or persons wanting to remain hidden
D. Hard to Contact - Highly mobile, people experiencing homelessness, physical access barriers such as gated communities

Census Outreach Challenge for CBOs
1. High – Has all of the factors above
2. Medium – Has two of the factors above
3. Low – Has one of the factors above

Source: Author’s creation. Elaborated from Chapin et al., 2018.
RESEARCH

CBOs earned the trust of residents from historically hard-to-count communities and have the potential to increase census participation in a challenging environment if provided an effective outreach model.
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1. Given the current political climate, attitudes and barriers in the upcoming 2020 Census what do CBOs propose as the most impactful outreach activities to motivate hard to count communities to participate?

2. How do CBOs think survey collection procedures will impact census participation in hard to count communities?
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2. How do CBOs think survey collection procedures will impact census participation in hard to count communities?

3. What approaches are CBOs taking to maximize impact of census outreach without adding capacity and can it be synthesized into a toolkit?
METHODS AND APPROACHES

Census Bureau

CBO leadership interviews

2020 Census Convenings

Canal Alliance
### DATA ANALYSIS – CENSUS BUREAU

#### 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey
- Approximately 17,500 survey respondents
- By mail and internet between February 2018 and April 2018
- Sample of households across all 50 states and the District of Columbia.

#### 2020 CBAMS Focus Group Final Report
- Populations who were less likely to self-respond to the census and were not fully represented in the 2020 CBAMS Survey
- 42 Focus Groups, 11 audience categories, 14 Locations

#### 2020 Research and Testing 2012 National Census Test and Optimizing Self-Response
- 5 experimental contact strategy panels were tested
- Assessed the relative self-response rates and internet self-response rates across various contact strategies

#### Census Coverage Measurement (CCM) Survey
- 2010 Post-enumeration survey providing a measure of the accuracy
- Measures the coverage of the nation's household population (excluding group quarters)
- Reports of differential undercount by race and Hispanic origin
### PERCENTAGE NET UNDERCOUNT BY RACE AND HISPANIC ORIGIN

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic White</td>
<td>0.68</td>
<td>-1.13</td>
<td>-0.84</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>4.57</td>
<td>1.84</td>
<td>2.07</td>
</tr>
<tr>
<td>Non-Hispanic Asian</td>
<td>2.36</td>
<td>-0.75</td>
<td>0.08</td>
</tr>
<tr>
<td>American Indian on Reservation</td>
<td>12.22</td>
<td>-0.88</td>
<td>4.88</td>
</tr>
<tr>
<td>American Indian off Reservation</td>
<td>0.68</td>
<td>0.62</td>
<td>-1.95</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>2.36</td>
<td>2.12</td>
<td>1.34</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>4.99</td>
<td>0.71</td>
<td>1.54</td>
</tr>
</tbody>
</table>

- Statistically significantly different from zero
- Negative number indicates an overcount

# Potential Extent of Citizenship Question as Barrier to Participation in the 2020 Census on Perceived Risks

<table>
<thead>
<tr>
<th>Audience</th>
<th>Purpose: Find Undocumented Immigrants</th>
<th>Confidentiality: Data Shared to Facilitate Deportation</th>
<th>Political Targeting: Community and Residents of Status at Risk</th>
<th>Potential Extent of Barrier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>Mixed</td>
<td>Yes</td>
<td>No</td>
<td>Low</td>
</tr>
<tr>
<td>MENA (Women)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>High</td>
</tr>
<tr>
<td>MENA (Men)</td>
<td>Mixed</td>
<td>Yes</td>
<td>No</td>
<td>Medium</td>
</tr>
<tr>
<td>NHPI</td>
<td>Mixed</td>
<td>Yes</td>
<td>No</td>
<td>Low</td>
</tr>
<tr>
<td>Spanish (U.S. Mainland)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>High</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>Mixed</td>
<td>Yes</td>
<td>No</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Source: Evans et al., 2019, p. 53

MENA = Middle Eastern North African

NHPI = Non-Hispanic Pacific Islander
# Research Summary

## Knowledge Gaps

<table>
<thead>
<tr>
<th><strong>Barriers</strong></th>
<th><strong>Motivators</strong></th>
<th><strong>Actions</strong></th>
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</thead>
<tbody>
<tr>
<td>Apathy and lack of efficacy</td>
<td>Funding for community needs is the most influential motivator across all audiences</td>
<td>1) Connecting census participation to support for local communities addresses apathy and lack of efficacy</td>
</tr>
<tr>
<td>Privacy concerns</td>
<td>Services such as hospitals, fire departments, and schools are important to many respondents</td>
<td>2) Informing the public on the census’ scope, purpose, and process addresses privacy and confidentiality concerns and fear of repercussions</td>
</tr>
<tr>
<td>Fear of repercussions</td>
<td></td>
<td>3) Engaging trusted voices addresses trust-based concerns, especially among the most skeptical and disaffected</td>
</tr>
<tr>
<td>Distrust of government</td>
<td></td>
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For every Californian missed during the Census 2020 count, the State is expected to lose approximately $1,950 per person, per year, for 10 years, in federal program funding.
IMPLICATIONS – KEY ELEMENTS

Model + Message = Toolkit
COLLABORATION STRATEGY

Local Complete Count Committee

HTC Population

CBO Leadership

CBO Staff
We want to be a country that promotes dignity, supports families, and continues to expand opportunity for everyone.

Undercount in the 2020 Census undermines providing accurate, unbiased information about the health and prosperity of our nation and progress toward the goals of equal opportunity for all.

Develop values based, culturally and linguistically sensitive outreach for HTC populations.

Inform HTC populations of risk and reward in 2020 Census participation.

OUTREACH METHODOLOGY

Staff Education
Outreach Training

Aligned Action
Messaging & Method

CBO
CBO

HTC
HTC

Outreach Impact
Perceived Benefit

Trusted Messengers
Behavior Shift
RECOMMENDATIONS

**Invest in CBO staff education and training on the 2020 Census**
- Create training materials for all CBOs within a county or region
- Train champions at each CBO to advance outreach efforts

**Identify CBO trusted messengers in the community**
- Utilize digital and face-to-face canvassing to GOTC (get out the count)
- Build shared communications hub to support trusted messenger outreach effort

**Provide CBOs with outreach toolkits targeted to their HTC group**
- Use Opportunity Agenda Framework to develop messaging
- Use Aligned Action Framework to collaborate on activities and measure progress
SELECTED REFERENCES


QUESTIONS?