CENSUS 2020
WHAT’S AT STAKE FOR NEW YORK FUNDERS

New York Funders Alliance – November, 2017
CENSUS 2020

WHAT’S AT STAKE FOR NEW YORK FUNDERS

Terri Ann Lowenthal
Expert and Speaker on U.S. Census and policy issues affecting federal statistics & Consultant, Funders Census Initiative (FCI)
WHAT’S AT STAKE?

• “Equal representation” at federal/state/local levels

• Fair and equitable distribution of federal and state resources and private sector investments
  
  ➢ $600+ billion annually in federal assistance to states/localities/families based on census-derived statistics
  ➢ $53.2b per year in grants to NYS, NY localities or direct payments to individuals through 16 largest census-guided federal programs

• Implementation, monitoring, and enforcement of civil rights laws

• Understanding and addressing social and economic inequalities

• Targeting philanthropic investments wisely; measuring outcomes objectively
WHAT’S THE PROBLEM?

• Census doesn’t count all population groups equally well
• Non-Hispanic White, higher income households overcounted

“Hard to count” groups include:
• People of color (esp. young men, ages 18–49)
• Low income households (renters), urban & rural
• Young children (ages 0–4), esp. Black & Latino kids
• Limited English Proficiency and foreign-born households
• Single, female-headed households
• Young adult mobiles

• Result: higher rates of undercounting that skew census data and other statistics for next 10 years
GOALS FOR A “NEW” CENSUS: MODERN, CHEAPER, & ACCURATE

1. Promote Internet as primary response option
   • Other response modes: telephone and paper questionnaire

2. Automated, streamlined field operations
   • Half the number of Regional Census Centers (6) & local (“Area”) census offices (248) compared to 2010
   • Half the number of census takers compared to 2010 (~300,000)

3. Use previously collected government records & commercial data to update 70% of address list, identify vacant housing units, and count some unresponsive households (replacing door-to-door visits)
THE 2020 CENSUS IS STARTING NOW …

- **In 26 months** … 2020 Census counting begins

- **By December 15, 2017** … state, local, and tribal governments register for Local Update of Census Addresses (LUCA) program
  - Review/verify/update address lists: Feb. – June 2018 (sent on flow basis); 120 days to submit corrections

- **In three months** … ‘dress rehearsal’ starts in Providence Co., RI (2018 End-to-End Census Test)

- **By April 1, 2018** … submit census questions to Congress. Major revisions could include:
  - Combined race and ethnicity question
  - New Middle Eastern/North African (MENA) category
  - New same-sex partner and spouse categories (household relationship question)

- **In five months** … Regional Census Centers open (Atlanta; Chicago; Dallas – for Denver region; Los Angeles; New York; Philadelphia)
2020 CENSUS AT RISK:  
A perfect storm?

- **Insufficient & delayed annual funding** (appropriations)
  - Congress set unrealistic cap on 2020 Census cost (at/below cost of 2010 Census)
  - Administration’s initial funding request for FY18 (~$1.5 billion) inadequate
  - Revised ‘lifecycle’ cost: $15.6 billion (+$3.3 billion)
  - Revised FY18 funding request: +$187 million ... still not enough?
  - At risk: census operations specifically designed to reach hard-to-count communities
  - Complex new IT system already over budget and behind schedule

- **First high-tech census**: cyber security threats, real and perceived; digital divide

- **Climate of fear**: threatens participation in many communities

- **Legislative threat**: proposals to add citizenship & legal status questions to 2020 Census

- **Leadership vacuum**: Unexpected resignation of Census Director; no nominee in sight
Leadership Conference on Civil and Human Rights
https://civilrights.org/census/

2020 Census Hard-to-Count digital map (CUNY Mapping Service)
http://www.censushardtountmaps2020.us

“Counting for Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds” by Andrew Reamer
http://civilrightsdocs.info/pdf/census/CountingForDollars-Intro.pdf

The Census Project
https://thecensusproject.org

NALEO Educational Fund
http://www.naleo.org/census2020

FCCP’S Funders Census Initiative (FCI 2020): “Key2020 Census Milestones” fact sheet
https://funderscommittee.org/resource/key-2020-census-milestones/
YES WE CAN!

#EveryoneCounts
#BlackLivesCount
#LatinosCount
#ImmigrantsCount
#ChineseAmericansCount
#OnondagaTribeCounts
#WeWillNotBeInvisible
CENSUS 2020
WHAT’S AT STAKE FOR NEW YORK FUNDERS

Joseph J Salvo
Director, Population Division at the New York City Department of City Planning
THE 2020 CENSUS: ISSUES AND CHALLENGES

2020 Census Panel: What's At Stake for New York Funders

Joseph Salvo
Population Division
Stages of the Decennial Census

1. Create a list of addresses (~143 million)

2. Mail materials to most addresses, with a request to respond online, or mail back questionnaire (~55% self-response)

3. Follow-up with households that do not respond (~60+ million addresses)
1. Create a list of addresses (~143 million)

2. Mail materials to most addresses, with a request to respond online, or mail back questionnaire (~55% self-response)

3. Follow-up with households that do not respond (~60+ million addresses)
1. All respondents must have a **recognized** address in the Master Address File (MAF)

2. From February to June of 2018, the Census Bureau provides an opportunity to Review the addresses to be used in the 2020 Census through the *Local Review of Census Addresses (LUCA)* Program

3. Address problems are rural as well as urban

4. An opportunity to **directly** influence the outcome of the decennial census
Listing of all units in small multi-family buildings with complete address information

Queens, NY example
Big Challenge: Rochester, NY
Stages of the Decennial Census

1. Create a list of addresses (~143 million)

2. Mail materials to most addresses, with a request to respond online, or mail back questionnaire (~55% self-response)

3. Follow-up with households that do not respond (~60+ million addresses)
Focus on Mailout and Self-Response

1. Use of the Internet

2. Local partnership and communications campaign

3. Special procedures for enumerating many rural addresses, facilities such as nursing homes, the homeless, among other special populations
Stages of the Decennial Census

1. Create a list of addresses (~143 million)

2. Mail materials to most addresses, with a request to respond online, or mail back questionnaire (~55% self-response)

3. Follow-up with households that do not respond (~60+ million addresses)
1. Real-time tracking of census operations in the field; big reliance on automation, with fewer field offices and staff

2. Use of administrative records to cut costs in field follow-up (e.g. USPS records for determining vacancy)

3. Large and complex mix of hard-to-count groups and enumeration issues
   a) Logistical barriers (e.g. language)
   b) Privacy/intrusiveness issues
   c) Fear of federal government
Percent Change in Vacant Housing Units by Census Tract Brooklyn, 2000-2010

Percent Change in Vacant Housing Units

- 300% or more: 95
- 100% to 299%: 153
- 50% to 99%: 71
- Less than 50%: 33

Sources: U.S. Census Bureau, 2000 & 2010 Census Public Law 94-171 Files
Population Division-New York City Department of City Planning
Follow-up Challenges (Continued)

1. Update-Leave – Locate living quarters and leave form to be mailed back

2. Update-Enumerate – Locate living quarters and enumerate the household (paper-based)

3. This is being conducted with fewer (local) Area Census Offices and fewer field staff
The Adirondacks
The Role of Local Community Leaders

1. Support the right of all residents to be counted and register their presence in the census

2. Deliver clear messages about the confidentiality protections provided by Title 13

3. Demonstrate how being counted matters for political participation and the distribution of much-needed resources

4. Provide training on how to use available data and tools to customize and prioritize outreach messages
The Census tells the City how many people live here. An accurate Census helps provide funding for schools, health care, libraries, and services in your community. To get ready for the 2020 Census and help make sure everyone gets counted, staff from New York City’s Department of City Planning are going to neighborhoods to confirm addresses. This will help ensure that all households get a Census form in 2020. They will not collect any names or personal information.

If you have questions, please call 311 and say “CountNYC.” Interpretation is available.
Local Census Outreach Coordinator

1. Begin work by mid-2018

2. Design and implement a local 2020 census advertising campaign with tailored messages

3. Build a network that engages local community leaders (formation of Complete Count Committees)

4. Assist in a large-scale effort to recruit persons for shorter- and longer-term census-related positions

5. Work with local government agencies on the census effort, as a means of promoting response and maintaining public safety
More Information

• Jsalvo@planning.nyc.gov

• DCP Population Division Web site [www.nyc.gov/population](http://www.nyc.gov/population)
QUESTIONS?
CENSUS 2020
WHAT’S AT STAKE FOR NEW YORK FUNDERS

Melody Lopez
Director, New York Civic Engagement Roundtable
2020 Census: What’s at Stake for NY Funders

New York Civic Engagement Table
Are you ready for the 2020 Census?

Count every person **once** and in the **right place**, the Constitution requires it!

What is the Census needed for?

**Our Democracy**
Determines the number of seats in the House of Representatives and electoral votes. Also used for redistricting.

**Public Policy**
Determines federal assistance to state and local governments.

**Our Economy**
Used to develop business plans and establish new businesses. Helps determine need for and location of community services.
What we are doing now to get ready

1. Building a cross sector collaboration that includes non-profits, labor, clergy, business and others in support of an accurate census.

2. Outreach to local, state, and federal elected officials.

3. Educating communities and dispelling fears about the census.

4. Developing a data driven strategy and plan to get out the count.
Challenges and Opportunities

1. Census is a long term and multi-year process starting now and going beyond 2020

2. There is a climate of fear and uncertainty that must be overcome

3. Each community – urban, suburban, and rural - has unique challenges.

4. Community organizations and leaders are the best messengers
Questions and More Information

Melody Lopez, Director, New York Civic Engagement Table

melody@nycet.org
CENSUS 2020
WHAT’S AT STAKE FOR NEW YORK FUNDERS

Sol Marie Alfonso-Jones
Senior Program Officer, Long Island Community Foundation
CENSUS 2020

WHATS AT STAKE FOR NEW YORK FUNDERS

NEW YORK FUNDERS ALLIANCE CONFERENCE
NOVEMBER 14, 2017

Presented by Sol Marie Alfonso-Jones
Senior Program Officer, Long Island Community Foundation
Presentation Overview

- Census 2010 lessons learned
- Why funders should care
- What philanthropy is doing
- What funders can do
- Resources for funders
The Long Island Community Foundation

• Affiliate of the New York Community Trust, est. in 1978
• Mission is to promote philanthropy and improve the quality of life on Long Island
• Work with individuals, families, businesses, and groups who have charitable intent
• Granted more than $170 million since inception
  • Average grant $20,000
  • $10 million granted annually
    • $2 million from our competitive grantmaking
    • $8 million in donor-advised funds
• Nassau/Suffolk County focus - suburban, urban, rural region of 3 million people, 100 sq miles, 13 towns, 90 villages, more than 900 taxing districts.
Looking Back:
US Census 2010

• 2010 Census Funders NYC Initiative at the NYCT

• Ten for 10: Count me In Funder Collaborative (Long Island)

• NYS - Legislature allocated $2 million in resources for accurate count (grant program)

• Philanthropy at National level - Foundations invested at least $37 million in “get out the count” campaigns to increase the accuracy of the 2010 census.
Looking forward

Why funders need to prioritize achieving a fair and accurate 2020 census...

Steers $450+ billion annually in federal funding to states and localities

Informs policy debates and decision making

Guides Foundation strategies, investments, and evaluations
Why Should Funders Care?

New York needs an accurate, fair and reliable count to:
• Maintain a fair, proportionate representation in Congress.
• Secure adequate federal funding for education, health care, housing, food and income security and rural access to broadband.
• Help community and business leaders plan to address emerging social services, business and infrastructure needs.

Foundations rely on census data to:
• Identify community needs and demographic trends that inform long-term plans and grants.
• Measure impact, which drives many investment decisions at foundations.
• Share the stories of community impact from foundations and their partners.
What is philanthropy doing?

NYC-LI-Westchester – Census Funder Workgroup

https://mcf.org/public-policy/case-clear
What Funders Can Do?

Get Engaged: Be Part of Something Bigger in Policy + Funding

Stay informed
Educate your organization
Fund census work
Connect with others
Invest:

• Support leadership organizations

• Request proposals for outreach efforts

• Give existing grantees “add on” grants and training for census mobilization

• Support nonprofits that foster cross sector collaborations
What Funders Can Do?

Invest:

• Leverage foundation funds with state and local investments and business

• Fund documentation and evaluation of census work

• Support communication and strategy development

• Support strong infrastructure organizations and re-grant funds for work in communities

• Contribute to collaborative and aligned funding strategies
What Funders Can Do?

Take action with grantees...

Convene and inspire grantees and others

Start planning for “Get Out the Count!” campaigns

Begin Grantmaking in 2018
What Funders Can Do?

Take action in your community...

• Be a partner in complete count committees

• Encourage community & business reps and elected officials to participate in complete count committees

• Provide SWAG for Census outreach campaigns

• Coordinate Census mobilization efforts – be the hub of activity!
Resources to Support Your Census Work

• FCCP Funder Census Initiative https://funderscommittee.org/working-group/4/

• Hard-to-Count Mapping Project http://www.censushardtocomputmaps2020.us/

• The Leadership Conference on Civil and Human Rights https://civilrights.org/census/

• New York Civic Engagement Table

*Updates and resources on the census for funders can be found on FCCP’s Funders Census Initiative page*
Resources to Support Your Census Work

Funders Census Initiative 2020 developed a suite of resources in 2016 to help you count down to the count.

Visit FundersCommittee.org for updates, webinars, fact sheets, analysis and more!
Resources to Support Your Census Work

Hard to Count Mapping

Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

- Search by Congressional district or state legislative district.
- You can zoom into any district in the county and the map will highlight the hard-to-count tracts within the district and show how much of the district's population lives in hard-to-count neighborhoods.
- Enhance your educational campaign supporting an adequate Census budget.
- When you search for a district, the information panel to the left of the map provides contacts for each congressional & state representative and US Senator.
- Zoom in on any tract in the nation to see its hard-to-count profile.
- The map color-codes the hardest-to-count tracts in the county. You can click on or tap any tract (or search by address) to find out important population information, such as:
  - How many households mailed back their census questionnaire in 2010 (i.e., how much of the tract may require more costly in-person follow-up by the Census Bureau in 2020), and
  - How much of the tract is populated by groups that are at risk of being undercounted, such as children under 5, households with poor internet access, renters, immigrants, and more.
Resources to Support Your Census Work

Hard to Count Mapping

Will this tract be hard-to-count in 2020?

Info on at-risk populations
Resources to Support Your Census Work

Hard to Count Mapping

District Results

In the 2010 decennial census, 75.2% of this district's households mailed back their questionnaires, requiring 25% more costly and difficult in-person follow-up from the Census Bureau to count the remaining 24.8% (based on tracts from 2016 in the district's current boundaries). The 2nd Congressional District is one of the hardest to count in the country.

Based on the latest census estimates, approximately 40% of the district's current population (385,587 people) lives in hard-to-count neighborhoods, shaded in light green to dark red on the map. These are census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010, without higher self-response, more households in these and other neighborhoods in District 2 are at risk of being missed in the 2020 Census.

The multiyear efforts to map and target different populations for outreach are intended to improve census-taking in these areas. The Census Bureau has invested significant resources and is working with partners to reach these communities.
Resources to Support Your Census Work
Leadership Conference on Civil and Human Rights
Core Groups
Resources to Support Your Census Work
Leadership Conference on Civil and Human Rights

Field Groups

New York
New York Civic Engagement Table
New York State Council on Children & Families
Resources to Support Your Census Work

Leadership Conference on Civil and Human Rights

Core Group Activities

**General Initiative Activities**
- Census Counts Campaign
- Evaluation
- New Venture Fund
- Freedman Consulting

**Research**
- Hard-to-Reach Map
- Distribution of Fed Funds
- Undercount Research
- Influencer Project

**Outreach**
- Funder
- Business & Tech
- State/Local Govt Groups

**Media**
- Opinion research
- Ethnic media education
- Mainstream media briefings
Be a Part of the Census Network!

Join FCCP’s *Funders Census Initiative (FCI) 2020*

- Keely Monroe ([kmonroe@funderscommittee.org](mailto:kmonroe@funderscommittee.org))
- Alexis Anderson-Reed ([aandersonreed@funderscommittee.org](mailto:aandersonreed@funderscommittee.org))

Coordinate with & contribute to Democracy Funders Collaborative Census Subgroup

- Gary Bass, Bauman Foundation ([gbass@baumanfoundation.org](mailto:gbass@baumanfoundation.org))
- Karen Narasaki, Consultant to Bauman ([karen@narasakijustice.com](mailto:karen@narasakijustice.com))

United Philanthropy Forum

- Maggie Osborn ([maggie@unitedphilforum.org](mailto:maggie@unitedphilforum.org))
- [https://www.unitedphilforum.org/census2020](https://www.unitedphilforum.org/census2020)
Time to Act!

• Keep informed of policy decisions
• Meet with relevant stakeholders
  ➢ Elected Officials (LUCA), Business Leaders, Non Profit Organizations
  ➢ Informational sessions with funder partners
• Grantmaking in 2018
• Contribute to collaborative funding efforts (state/local):
  ➢ Information materials
  ➢ Messaging research and development (targeting HTC)
  ➢ Organize state/local campaigns
• Spread the word through philanthropic-serving organization meetings and conferences (national, regional, and state focused groups)
Consider me a partner!

Sol Marie Alfonso-Jones
Senior Program Officer

900 Walt Whitman Road, Suite 205
Melville, NY 11747
631-991-8800 ext. 232
sjones@licf.org
DISCUSSION & QUESTIONS?
SMALL GROUP DISCUSSION

- Census trends – what are you seeing in New York, your region, or nationally?
- Your foundation and the census – Is your foundation considering engaging or has committed to engaging on the census? What are potential or current barriers or challenges?
- Census strategies and tactics – what have you found to be successful or not successful when talking about the importance of funder engagement on the census?
- Exploring the census - What do you want to learn more about? What questions do you still have?
NEXT STEPS
RESOURCES FOR FUNDERS

Funders Census Initiative 2020

An FCCP working group that supports strategy development, learning, and planning by funders. Join us!

Visit FundersCommittee.Org for updates, webinars, fact sheets, analysis and more.
JOIN US + GET INVOLVED

Funders Census Initiative (FCI) 2020
Alexis Anderson-Reed, FCCP | aandersonreed@funderscommittee.org
Keely Monroe, FCCP | kmonroe@funderscommittee.org

Democracy Funders Collaborative Census Subgroup
Gary Bass, Bauman Foundation | gbass@baumanfoundation.org
Karen Narasaki, Consultant to Bauman | karen@narasakijustice.com

United Philanthropy Forum
Maggie Osborn | Maggie@unitedphilforum.org
FUNDER CENSUS INITIATIVE BRIEFING

KEY 2020 MILESTONES: Preparing to Invest in a Fair and Accurate Count

Thursday, November 16 at 3pmET
Join us to learn more about important milestones before and during the 2020 Census, and ways your foundation can support "Get Out the Count" activities

Moderated by Xiomara Corpeno, Groundswell Fund

Speakers
Steve Choi, New York Immigrant Coalition
Terri Ann Lowenthal, Consultant to FCI 2020
Bob Tracy, Minnesota Council of Foundations
Melina Sanchez, James Irvine Foundation

To register email Keely at kmonroe@funderscommittee.org!
THANK YOU!

Sol Marie Alfonso-Jones  sjones@licf.org
Alexis Anderson-Reed  AAndersonReed@FundersCommittee.org
Melody Lopez  melody@ncet.org
Terri Ann Lowenthal  TerriAnn2K@aol.com
Joseph Salvo  Jsalvo@planning.nyc.gov