

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
1. 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)
2. 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

RESOURCES

- ✓ Leadership Conference on Civil and Human Rights
<https://civilrights.org/census/>
- ✓ 2020 Census Hard-to-Count digital map (CUNY Mapping Service)
<http://www.censushardtocountmaps2020.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)

Stages of the Decennial Census

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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

Big Challenge

Listing of all units in small multi-family buildings with complete address information

Queens, NY example



Big Challenge: Rochester, NY



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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

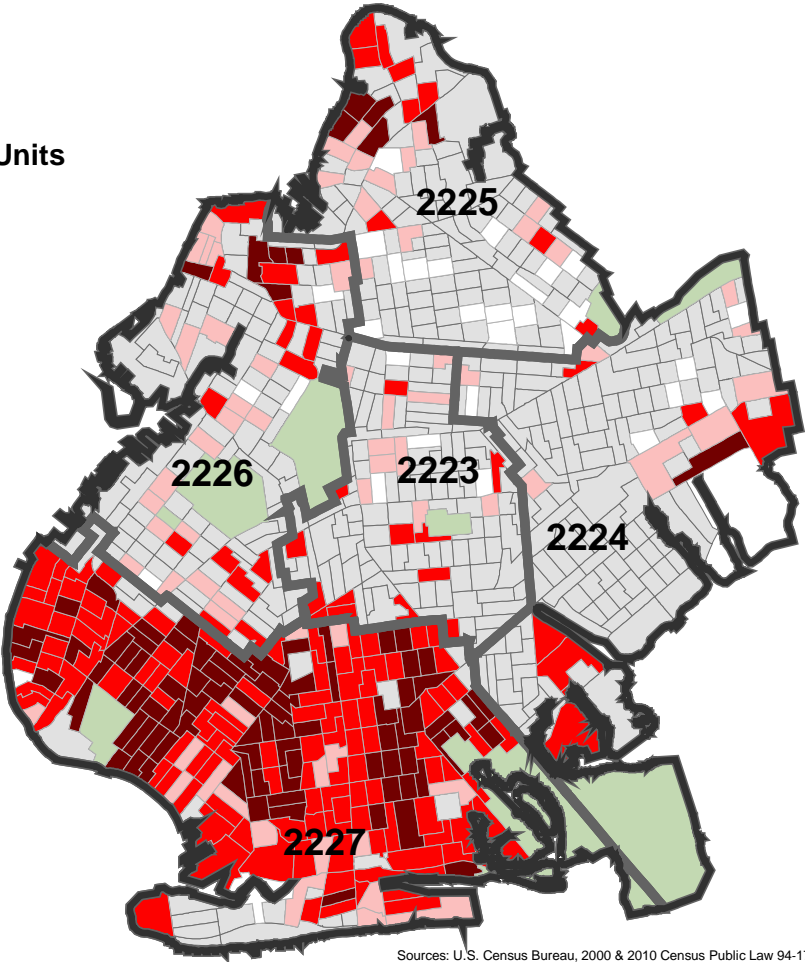
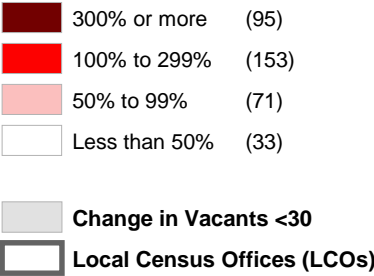
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1. Real-time tracking of census operations in the field; big reliance on automation, with fewer field offices and staff
2. Use of administrative records to cut costs in field follow-up (e.g. USPS records for determining vacancy)
3. Large and complex 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



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

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

6432 NY-30, Schenectady County, New York



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

العربية - Arabic

يُطلع تعداد السكّان المدينة على عدد السكّان الذين يعيشون فيها، وتُساعد دقة تعداد السكّان على تقديم الموارد المالية اللازمة للمدارس وخدمات الرعاية الصحية والمكتبات والخدمات المتوفرة في مجتمعك. للاستعداد لإجراء تعداد السكّان لعام 2020 والمساهمة في التأكد من احتساب كل شخص، سوف يتوجه بعض من موظفي إدارة تخطيط المدينة في مدينة نيو يورك إلى الأحياء السكنية للتأكد من العنوانين. ومن شأن ذلك، أن يضمن حصول جميع الأسر على استمارة تعداد السكّان في عام 2020. ولن يجمع هؤلاء الموظفون أي أسماء أو بيانات شخصية. إذا راودك أي استفسار، برجى

"CountNYC" الاتصال على الرقم **311** وقول **والترجمة متوفرة عند اللزوم.**

יידיש - Yiddish

דעם צענזוס זאגט די שטאָט וויפל מענטשן לעבן דא. און אקוראט צענזוס העלפט שטעלן געלטשאפענישן פאר שולעס, געזונטנהייט, ביבליאטעקן און באדינגונגען אין אייער קהילה. צו זיין פארטיק פאר דעם 2020 צענזוס און זיין זיכער אז אלע ווערן געציילט, סטאף פון ניו יארק סיטי דעפארטמענט פאר פלאנינג וועלן גיין צו די געגנטן צו באשטעטיקן אדרעסעס. דאס וועט העלפן צו זיין זיכער אז אלע שטיבער באקומען א צענזוס פארם אין 2020 זיי וועלן נישט זאמלען נעמען אדער פערזענלעך אינפארמאציע.

אויב איר האָט פראגעס, ביטע טעלעפאָנירן 311 און זאג "CountNYC". עס איז דא איבערזעצונג.

أرڙو - Urdu

مردم شماری سٹی کو بتاتی ہے کہ کہاں کتنے لوگ رہائش پذیر ہیں۔ ایک درست مردم شماری آپ کی کمیونٹی میں اسکولوں، صحت کی دیکھ بھال، کتب خانوں اور خدمات کے لیے رقوم مہیا کرنے میں مدد کرتی ہے۔ 2020 کی مردم شماری کے لیے تیار ہونے اور کہ امر یقینی بنانے کے لیے کہ ہر کسی کو شمار کیا جائے، نیویارک سٹی کے شعبہ برائے شہری منصوبہ بندی کا عملہ پتوں کی تصدیق کے لیے آبادیوں کا دورہ کر رہا ہے۔ اس سے 2020 کا مردم شماری فارم تمام گھرانوں تک پہنچانے کو یقینی بنانے میں مدد ملے گی۔ عملہ رہائشیوں کے نام یا نجی معلومات جمع نہیں کرے گا۔ اگر آپ کے کوئی سوالات

ہیں تو براہ کرم 311 پر کال کریں اور بولیں۔ مترجم کی سہولت "CountNYC" دستیاب ہے۔

Français - French

Le recensement indique le nombre de personnes qui habitent dans la ville de New York. Un recensement précis aide à obtenir un financement adéquat pour les écoles, le système de soins de santé, les bibliothèques et les services dans votre communauté. Pour se préparer au recensement de 2020 et s'assurer que tout le monde soit compté, le personnel du Département de l'aménagement urbain de la Ville de New York ira de quartier en quartier afin de confirmer les adresses. Ceci aidera à garantir que tous les domiciles obtiennent un formulaire de recensement en 2020. Ils ne recueilleront aucun nom ni d'informations personnelles.

Si vous avez des questions, veuillez appeler le **311** et dites « **CountNYC** ». Des services d'interprétation sont disponibles.



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.

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

- Jsalvo@planning.nyc.gov
- DCP Population Division Web site
www.nyc.gov/population

QUESTIONS?





CENSUS 2020

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Melody Lopez

Director, New York Civic Engagement Roundtable





2020 Census: What's at Stake for NY Fundors



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

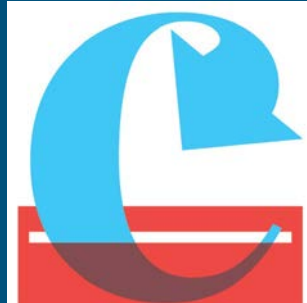
1. Census is a long term and multi-year process starting now and going beyond 2020
2. There is a climate of fear and uncertainty that must be overcome
3. Each community – urban, suburban, and rural - has unique challenges.
4. Community organizations and leaders are the best messengers



Questions and More Information

Melody Lopez, Director, New York Civic Engagement Table

melody@nycet.org



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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

. . .



Fund census
work



Connect with
others



What Funders Can Do?

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...



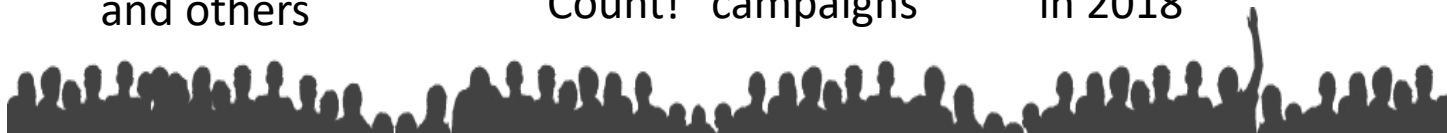
Convene and
inspire grantees
and others



Start planning for
“Get Out the
Count!” campaigns



Begin
Grantmaking
in 2018

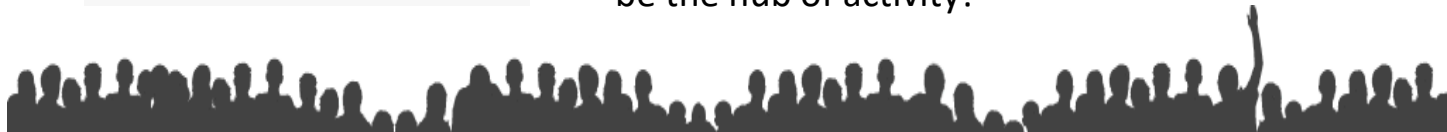


What Funders Can Do?

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

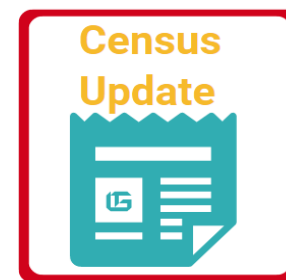
- FCCP Funder Census Initiative <https://funderscommittee.org/working-group/4/>
- Hard-to-Count Mapping Project <http://www.censushardtocomapts2020.us/>
- The Leadership Conference on Civil and Human Rights <https://civilrights.org/census/>
- New York Civic Engagement Table

**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.

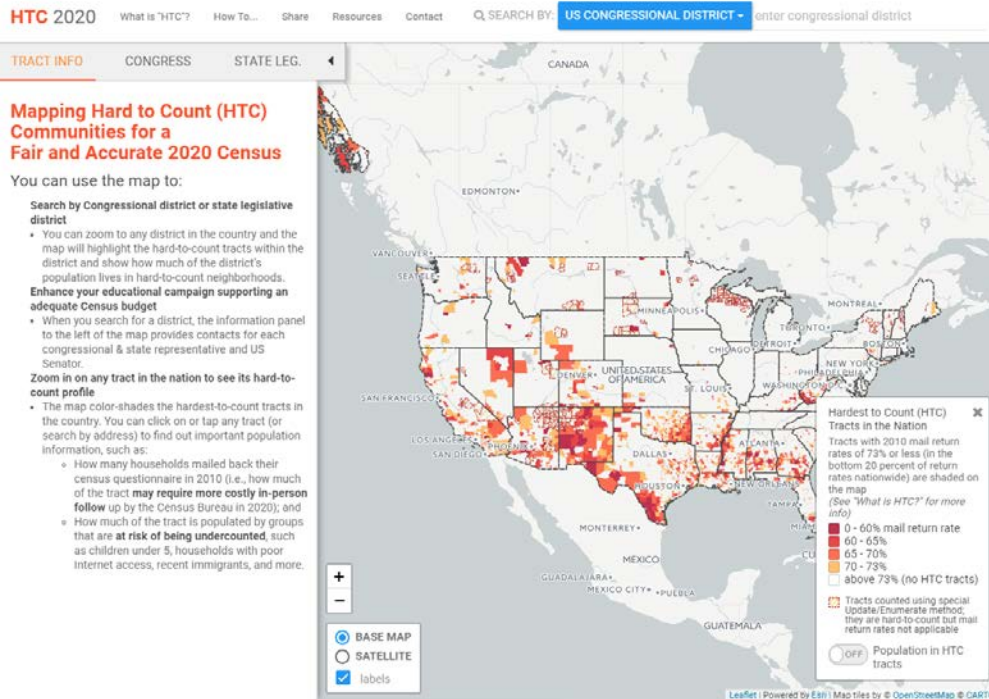


Visit FundersCommittee.org for updates, webinars, fact sheets, analysis and more!



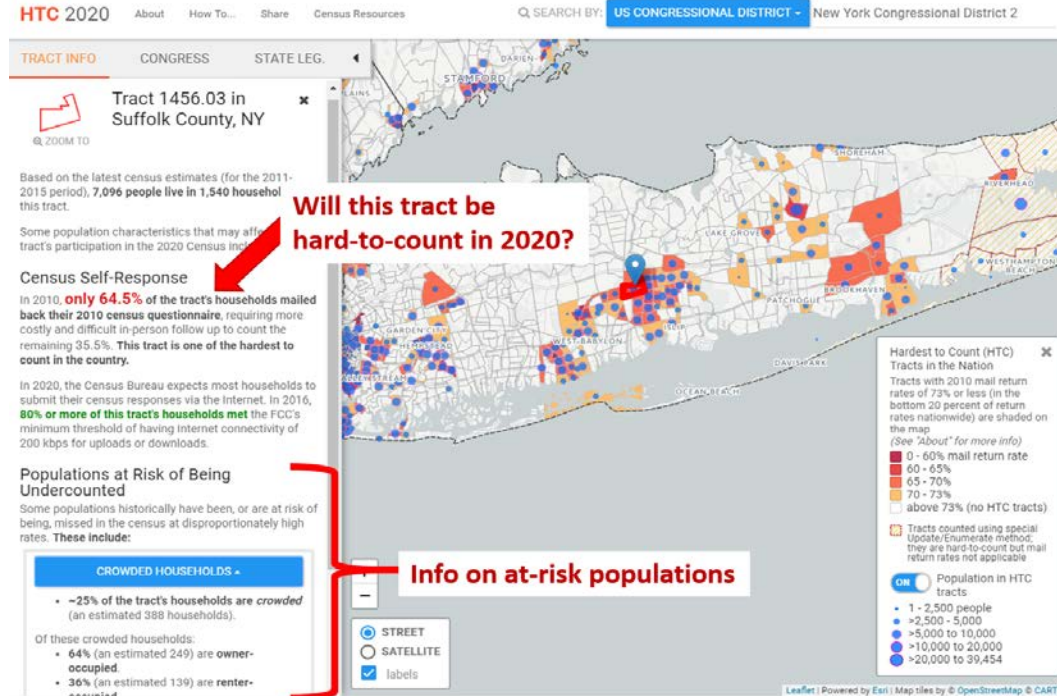
Resources to Support Your Census Work

Hard to Count Mapping



Resources to Support Your Census Work

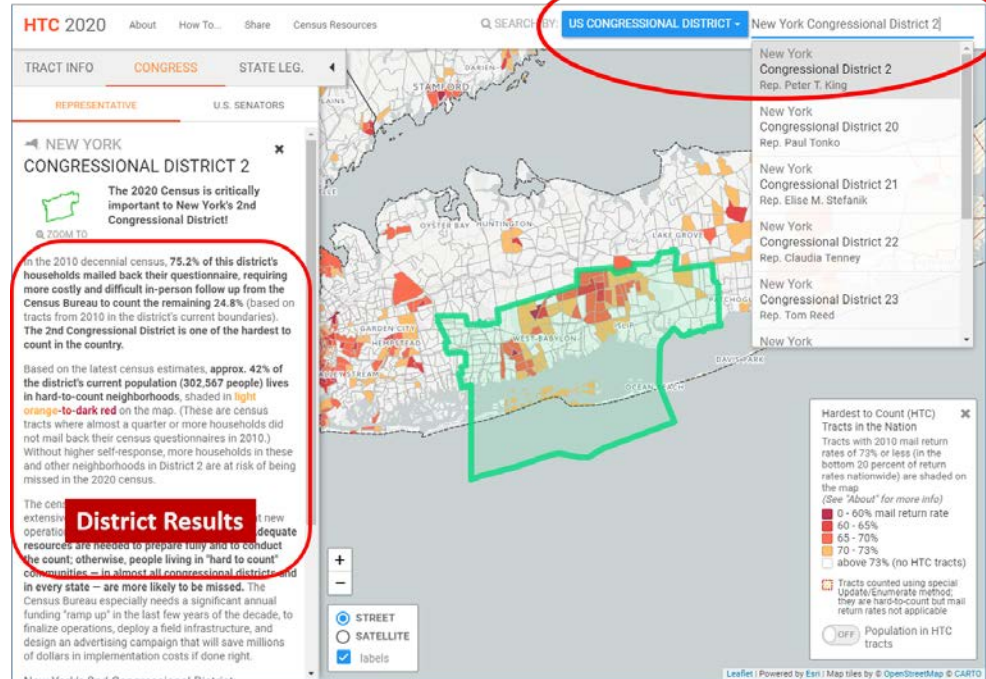
Hard to Count Mapping



Resources to Support Your Census Work

Hard to Count Mapping

District search



LONG ISLAND
COMMUNITY FOUNDATION



United States
**Census
2020**

Resources to Support Your Census Work
**Leadership Conference on Civil and Human
Rights**

Core Groups



The Census Project



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**

**South
Carolina**

Ohio

Virginia

California

Minnesota

Pennsylvania



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)
- Alexis Anderson-Reed (aandersonreed@funderscommittee.org)

Coordinate with & contribute to 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)
- <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

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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

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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!

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