



# CENSUS 2020

## THE LINCHPIN – WHY THE 2020 CENSUS MATTERS

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**Council of New Jersey Grantmakers Spring Conference  
June 13, 2017**

Presented by Alexis Anderson-Reed, Deputy Director FCCP



# THE STAKES ARE HIGH

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## Census Data is Important to Communities

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

Determines equal political representation

Informs fair allocation of public, private, and nonprofit resources

Informs policy debates and decision-making

Guides foundation strategies, investments, and evaluations

Measures socio-economic conditions

# COUNTING FOR DOLLARS - NEW JERSEY

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\$17.5 billion to Programs for Communities in FY 2015



# THE PROBLEM

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## The Census Count is Not Equal Opportunity

### Overcount



- Non-Hispanic Whites
- Homeowners (*proxy for higher income*)
- College students living away from home
- Older people

### Undercount (*harder-to-count groups*)



- People of color; American Indians on reservations
- Males
- Young children (*ages 0-4*)
- Renters (*proxy for lower income*)
- Immigrant/LEP households

# 2010 CENSUS ACCURACY Net Under + Overcount

## By Race + Ethnicity

National	-0.01%
White, Non-Hispanic	-0.83%
Black/Afr. Amer.	2.06%
Hispanic	1.54%
AI on reservations	4.88%

## By Housing Tenure

Owners	-0.57%	Renters	1.09%
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## By Age (Selected)

0-4 (all)	5.0%
0-4 (Black)	6.0%
0-4 (Hispanic)	7.5%
18-29 (Hisp. Male)	5.18%
30-49 (Black Male)	10.02%
50+ (White Female)	-2.07%

# THE CONSEQUENCES

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National Net Undercount Virtually Zero in 2010, But...

Under and overcounts don't cancel each other out at local level

**RESULT**



*"Differential undercount"*

**GOAL**

*Eliminate the disproportionate undercount!*

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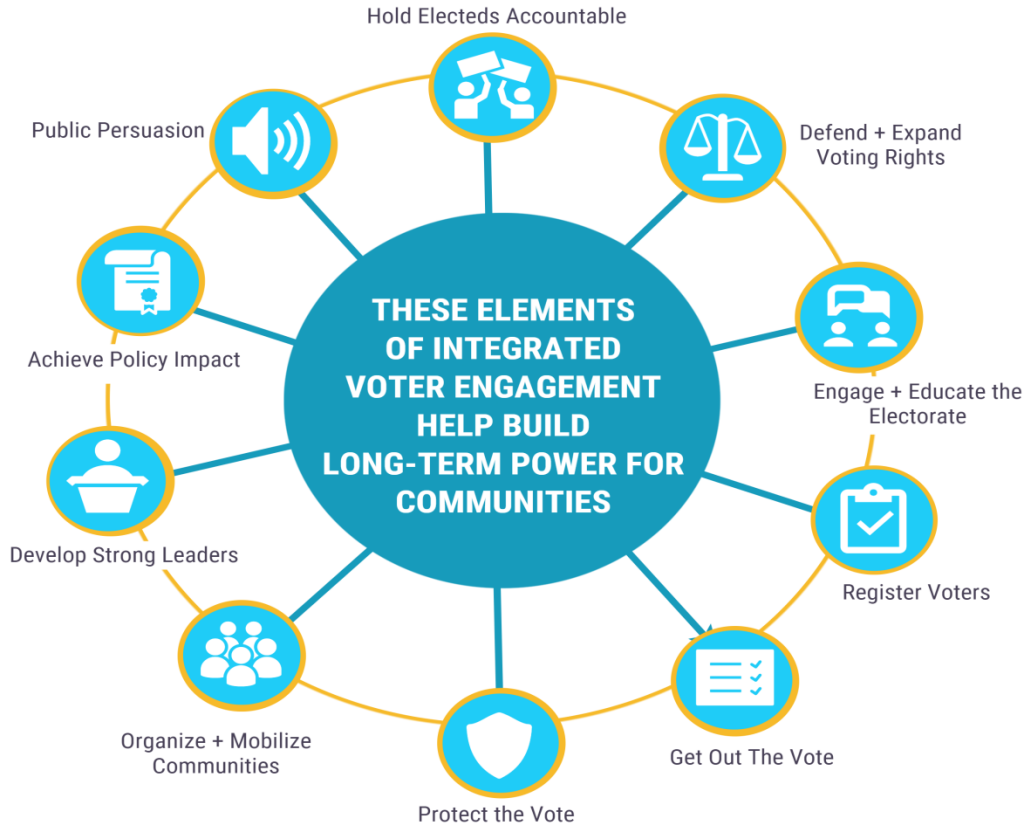
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# INTEGRATED VOTER ENGAGEMENT



## A Proven Strategy For Achieving Impact on the Issues You Care About

Strategies that integrate year-round nonpartisan voter engagement with community-organizing activities build a strong base of support that strengthens an organization's ability to hold decision-makers accountable, impact public policy and build long-term power for the communities they serve.



# 2020 PROPOSED CHANGES + NEW APPROACHES

## Bureau Must Spend Less Per Household Than 2010

The Bureau is testing changes and approaches which all have important implications for the Latino community and very young children:



Internet as primary response option



Reduce number of field staff



Use administrative records and other third-party data for address canvassing and non-response follow-up



Re-design questions on Hispanic origin and race

# RE-DESIGN OF QUESTIONS ON HISPANIC ORIGIN + RACE

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- ➔ Replace two-question format with question on race and ethnicity, and add MENA category
- ➔ Stakeholders are assessing changes
- ➔ Final evaluation should be informed by experts and stakeholders





# ADMINISTRATIVE + LEGISLATIVE ISSUES

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- ➔ New Administration = New leadership in key positions
- ➔ GAO designated Census 2020 as a “high risk” activity
- ➔ Immigration-related questions may get added
- ➔ Issues of confidentiality and privacy are particularly salient today
- ➔ Congressional efforts to weaken or eliminate the ACS are expected

# FUNDING THE CENSUS

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-  Congress has underfunded the Bureau for the past two years
-  FY 2017 maintained funding only at FY 2016 levels, although Bureau allowed to accelerate spending
-  The Administration's "Skinny" Budget is short by as much as \$400 million from what the Bureau needs to ramp up
-  Bureau has eliminated or scaled back important preparations

# LOCAL UPDATE OF CENSUS ADDRESSES

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## Key LUCA Program Dates



**July – September 2017:** Eligible jurisdictions receive and return invitations to participate.

**February – May 2018:** Address lists sent to participating jurisdictions; participants mark up and return lists.

**August – October 2019:** Bureau reports on submitted address changes; participants can appeal decisions.

# KEY UPCOMING ACTIVITIES

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## 2017

- **Release of 2015 National Contest Test results**
- **2017 Census Test (April 1<sup>st</sup> Census Day)**
- **Topics to Congress by March 31, 2017\***
- **Local Update of Census Addresses**

# KEY UPCOMING ACTIVITIES

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## 2018

- **2018 End-to-End Test (April 1<sup>st</sup> Census Day)**
- **Question Wording to Congress by March 31**
- **Launch of the Partnership Program**
- **Formation of Complete Count Committees Finalized**

# KEY UPCOMING ACTIVITIES

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## 2019 - 2020

- Advertising Begins in Early 2020
- ★ Census Day – April 1, 2020
- Non-response Follow-up – April through July
- Apportionment Counts to President by 12/31/2020



# GET ENGAGED

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## Be Part of Something Bigger in Policy + Funding



Stay informed



Educate your organization



Fund census work



Connect with others

# INVEST

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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

# INVEST

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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

# TAKE ACTION!

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## With Grantees



Convene and inspire grantees and others



Start planning for “Get Out the Count!” campaigns



Begin Grantmaking in 2018

# TAKE ACTION!

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## In Your Community



Be a Partner in Complete Count Committees

Encourage Community Reps and Electeds to Participate in Complete Count Committees

Provide SWAG for Census Outreach Campaigns

Coordinate Census Mobilization Efforts – Be the Hub of Activity!

# RESOURCES FOR FUNDERS

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## Funders Census Initiative 2020

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



**Visit [FundersCommittee.Org](https://www.funderscommittee.org) for updates, webinars, fact sheets, analysis and more!**

# JOIN US + GET INVOLVED

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## **Funders Census Initiative (FCI) 2020**

[FundersCommittee.Org](https://FundersCommittee.Org)

## **Democracy Funders Collaborative Census Subgroup**

[Gary Bass, Bauman Foundation | gbass@baumanfoundation.org](mailto:gbass@baumanfoundation.org)

## **Forum of Regional Associations of Grantmakers**

[GivingForum.Org/search?keys=2020%20Census](https://GivingForum.Org/search?keys=2020%20Census)

**Spread the word through affinity group meetings and conferences**

# RESIST!

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Tell Congress, the Administration, Your State/Local Partners, and the People You Serve:



**#EveryoneCounts**  
**#BlackLivesCount**  
**#LatinosCount**  
**#ImmigrantsCount**  
**#HmongAmericansCount**  
**#WeWillNotBeInvisible**





# THANK YOU

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