CENSUS 2020

THE LINCHPIN – WHY THE 2020 CENSUS MATTERS

Council of New Jersey Grantmakers Spring Conference
June 13, 2017

Presented by Alexis Anderson-Reed, Deputy Director FCCP
THE STAKES ARE HIGH

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

$17.5 billion to Programs for Communities in FY 2015
THE PROBLEM

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

### 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 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%

### By Housing Tenure
- Owners: −0.57%
- Renters: 1.09%
THE CONSEQUENCES

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!
### 2010 Census Accuracy

#### Net Under + Overcount

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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

- 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**

- 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
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

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

2017

- Release of 2015 National Contest Test results
- 2017 Census Test (April 1st Census Day)
- Topics to Congress by March 31, 2017*
- Local Update of Census Addresses
Why The 2020 Census Matters

KEY UP                   COMING ACTIVITIES

2018

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

FCCP

Why The 2020 Census Matters
KEY UPCOMING ACTIVITIES

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

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
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
TAKE ACTION!

With Grantees

Convene and inspire grantees and others

Start planning for “Get Out the Count!” campaigns

Begin Grantmaking in 2018
TAKE ACTION!

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

Funders Census Initiative 2020
An FCCP working group that supports strategy development, learning, and planning by funders.

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

Funders Census Initiative (FCI) 2020
FundersCommittee.Org

Democracy Funders Collaborative Census Subgroup
Gary Bass, Bauman Foundation | gbass@baumanfoundation.org

Forum of Regional Associations of Grantmakers

Spread the word through affinity group meetings and conferences
RESIST!

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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