Census 2020: What Can Cities and Counties Do Now to Prevent Undercount

October 10, 2018

Moderator
Stephanie Kim, CommunityConnect Labs

Presenters
Jacob Model, CommunityConnect Labs
Claire Ross, U.S. Census Bureau
CommunityConnect Labs enables government and nonprofit service providers to engage low-income and hard-to-reach communities using mobile messaging solutions.
Agenda

- Introductions
- Census 2020: What’s at Stake
- Challenges
- Solutions
  - catalyzing local and regional Complete Count Committees
  - leveraging enumerator recruitment for workforce development
  - utilizing technology solutions to support outreach and assistance to residents
  - sparking collaborative local strategize with Census Solutions Workshops

- Q&A
Census 2020: What’s at Stake

**Government Funding**
Medicaid, food subsidies, preschools, housing, parks, highways

**Political Representation**
District lines, House of Reps, Electoral College

**Business & Economy**
Real estate, retailers, and other firms using demographic data

**Community-Based Services**
Funding for and accurate measurement of impact
Federal Programs that Allocate Funds to the State of California Using Census Data (in million dollars - FY15)

$76 billion / year
OR
$1,950 / resident

- Medi-Cal $44,200
- SNAP $7,500
- Medicare Part B $6,500
- Section 8 Vouchers $3,500
- Highways $3,200
- S-CHIP $1,700
- Title I $1,700
- School Launch $1,400
- Foster Care $1,300
- Spec. Educ $1,200
- WIC $1,200
- Head Start $1,100
- Section 8 Projects $1,000
- Health Center Programs $600
- Child Care $300
- LIHEAP $200
“High Risk” GAO Rating

Smaller budget, delayed contracts
New technologies and processes
Cancellation of 2 of the 3 field tests
Negative public opinion of the Census

Projected 2020 self-response rate as low as 60% in hard-to-count communities
NEED: Participation from HTC Communities

**CHALLENGES**

- Managing increased volume of calls from residents
- Finding trusted messengers
- Consistent, locally specific messaging across a variety of outreach initiatives
- High-touch engagement & follow-up
- Providing multilingual in-person assistance where needed
NEED: 500K Field Staff & Enumerators

CHALLENGES

- High need for local, bilingual candidates
- Struggle to recruit office staff who will in turn recruit enumerators
- Strong economy; low unemployment
- Online application and assessment
- Long wait time → leaky pipeline
- 5:1 candidate-to-hire ratio = 2.5M candidates
WHAT CITIES AND COUNTIES CAN DO NOW:

Catalyze local and regional Complete Count Committees
CCC Recommendations

○ Committee Makeup
  • Identify target market segments and bring in community leaders to create and distribute locally tailored messages
  • Bring together experts from diverse sectors who are willing to bring their network and assets to the table and who can execute
  • Create a subcommittee specifically around enumerator recruitment

○ Resources Needed
  • Sponsorship money to fund local grassroots outreach
  • Additional resources for research, message testing, technology and data
  • Coffee and pastries!

○ Recommendations
  • Include local voices! Let communities know CCC has been formed and how they can attend meetings
  • Leverage existing message delivery methods that meet audiences where they are
  • Serve as a connection between the city and community: know where people go for information, who are trusted ambassadors, who can open doors
WHAT CITIES AND COUNTIES CAN DO NOW:

Leverage enumerator recruitment for workforce development

Jacob Model
VP of Research
CommunityConnect Labs
Census Bureau Needs 450K+ Enumerators

- U.S. citizens 18+ years of age who can pass a federal background check
- Available to work part-time (evenings/weekends) for 6-8 weeks April-July 2020
- Preferably have strong interpersonal skills, cultural competency, and problem solving abilities
- Technologically literate to navigate enumerator app
- Preferential hiring for US Veterans and people from HTC communities
- Eligible for displaced worker benefits
Enumerator Recruitment Process

1. Application
   - Online application & assessments
   - Phone interview
   - Background check period

2. Training
   - Online training (6-8 hours)
   - In-person orientation & trainings (2 days)

3. Enumeration
   - Day-before scheduling
   - Day-of assignment
   - Regular supervisor check-ins
Workforce Development Opportunities

**Workforce Development Opportunities**

- **APRIL 2020**
  - 500,000 opportunities for people to receive training and build skills in technical literacy, sales, customer service
  - Training Opportunity for Local Workforce & Education Programs

- **JULY 2020**
  - 500,000 people with newly gained field experience who’ve already passed a federal background check
  - Hiring Opportunity for Local Employers
Role of Workforce & Education Programs

**APRIL 2020**

- Educate, motivate, and activate local candidates to apply
- Host workshops and provide training modules to prepare for job application
- Provide technology access and support for applicants who don’t have a computer

**Training Opportunity for Local Workforce & Education Programs**

500,000 opportunities for people to receive training and build skills in technical literacy, sales, customer service

**JULY 2020**

- Build sourcing and hiring partnerships with local employers
- Host job fairs and supplemental training events to augment candidate transition process
- Recognize newly acquired skill badges for meeting job competency requirements

**Hiring Opportunity for Local Employers**

500,000 people with newly gained field experience who’ve already passed a federal background check

500,000 opportunities for people to receive training and build skills in technical literacy, sales, customer service
WHAT CITIES AND COUNTIES CAN DO NOW:

Utilize technology solutions to support outreach and assistance to residents
Census Connect Mobile Messaging Solutions

**Help Desk**
Get questions answered confidentially 24/7. Direct people to in-person census assistance

**Community Motivator**
Uplevel outreach efforts with simple, automated follow-up and reminder campaigns

**Field Staff Recruiter**
Build large pipeline, source & screen potential enumerator candidates, provide nudge reminders

**Canvassing Optimizer**
Track, report, and coordinate real-time canvassing efforts from community volunteers
Census Connect: Help Desk

Quickly provide answers and in-person assistance with 24/7 Q&A

- Provide easy to use, confidential answers in 16+ languages
- Accessible through any mobile phone
- Save time and resources spent answering questions
- Direct people to in-person assistance centers
Census Connect: Community Motivator

Increase reach and impact of ground campaigns and local outreach efforts

- Enable easy and efficient follow ups and nudge reminders
- Schedule in-person assistance with residents
- Add virality to canvassing with ‘refer-a-friend’ capability
- Track efficacy of canvassing efforts
Census Connect: Field Staff Recruiter

Build and engage a pipeline of qualified candidates (office managers, enumerators)

- Send nudge messages to complete the application
- Keep qualified candidates motivated through complex application process
- Enable viral sharing of job opportunities
- Inform recruitment efforts by providing data on candidate pipeline
Census Connect: Canvassing Optimizer

Track real-time canvassing efforts – where and when doors are knocked

- Track when and where doors were knocked and by which organizations
- Canvassers can easily mark the households that they have visited
- Canvassers can easily input info such as home/not home; yes/no left info; self-reported completed census y/n, etc.
- Available in multiple languages
- No need to download an app
Census Connect Tools & Services

- **Fall 2018 - Spring 2019**
  - Area Census Office Staff recruitment
  - Local Complete Count Committee formulation

- **Spring/Summer 2019**
  - Address Lister recruitment

- **Summer/Fall 2019**
  - Address Listing Operation

- **Sept. 2019 - Feb. 2020**
  - Enumerator recruitment

- **February - April 2020**
  - Enumerator training

- **March - April 2020**
  - Census mailers for online response & paper questionnaires

- **April - July 2020**
  - Non-response follow-up (enumeration)

**Field Staff Recruiter**

**Canvassing Optimizer**

**Census Engagement Workshops**

**Community Motivator**

**Consulting Services**

**Help Desk**
WHAT CITIES AND COUNTIES CAN DO NOW:

Spark collaborative local strategies with Census Solutions Workshops

Claire Ross

Partnership Specialist, National Partnership Program
U.S. Census Bureau
CONTRIBUTION

NAME

E-MAIL ADDRESS

ORGANIZATION

WHAT IS THE MOST IMPORTANT INFORMATION YOU HEARD TODAY?

WHAT ARE THREE ACTIVITIES YOU CAN DO WITHIN YOUR ORGANIZATION TO HELP PREPARE YOUR COMMUNITY FOR THE 2020 CENSUS?

HOW DO YOU WANT TO BE INVOLVED WITH THIS WORKING GROUP MOVING FORWARD?

WHO ARE THE OTHER ORGANIZATIONS WE SHOULD CONTACT ABOUT PARTICIPATING IN A FUTURE CENSUS SOLUTIONS WORKSHOP?

PLANNING TIMELINE

WEEK 1
- Determine hosts, goals, and purpose for workshop.
- Decide event format and length.
- Get a date.
- Begin reaching out to individuals.
- Set a budget, or in-kind needs (venue, food, materials, etc)
- If there are budget gaps, determine how to fill them through fundraising or in-kind services.
- Take a first pass at the guest list.

WEEK 2
- Select venue.
- Find a keynote speaker.
- Send out invitations.
- Send out materials. Continue to refine guest list.

WEEK 3
- Decide which activities you will lead or in what ways you will best achieve your goals.
- Determine presenters and what any presentation materials (slide deck, etc.) will include.
- Send out materials to presenters and confirm logistics (transportation, venue and date photos).

WEEK 4
- Finalize agenda.
- Make sure all info is up to date and accurate.
- Send reminders to participants.
- Finalize logistics, including transportation, etc.

WEEK 5
- Host the workshop.
- Collect feedback. What worked, what didn’t work.
- Share our learnings with each other.

WEEK 6
- Collect and add media (presentations, minutes, etc.) as necessary.
- Send feedback to the Census Bureau.

BRAINSTORM

Brainstorming is the basis of the day’s activities. There are a variety of formats this can take—from silent ideation to group brainstorming—but the key is to ensure a generative mindset, withholding for the moment any judgment or criticism.

Whip It
It’s important to remember that ideation is about generating as many ideas as possible—quantity over quality. It is not about coming up with the perfect idea. It is about making new connections, being inspired by each other, and allowing the group to go beyond the obvious solutions.

How to do it
1. SILENT BRAINSTORM
   All participants generate as many ideas as possible in silence. For nine new ways to reach the persons they have selected. There are two big ideas from each participant. Write on a sticky note.会有 lovely sticky notes and markers everywhere.

2. SHARE Share ideas by question (e.g., what did people write down for “Who do they trust?”)

3. CLUSTERING During share-out, begin to cluster ideas around themes—move the sticky notes around so that similar ideas are grouped together.

4. BUILD Within each cluster, do one more group ideation. Combine elements of ideas or voice important aspects of an idea and add to the list. If this is a generative process. Use the process. "Yes and... to acknowledge others’ ideas and maintain a framework of collaboration and accumulation of ideas.

5. CHOOSE Decide which idea has the most potential and/or excitement among the group. This will be the idea you will start fleshing out in the subsequent exercises. If your group is having trouble reaching a consensus, you can use the decision exercise described on next page.

1 FORM A HOST TEAM

TO PARTICIPANTS

HOW TO RUN A WORKSHOP

STEP 1

Build a team and get formalized

- Organize a team of four people to lead and host the workshop.
- Identify the challenges you want to solve and what you need to ask here.

STEP 2

Handle logistics

- Decide on the length, format, and location of the workshop, secure funding, sponsorships, free meals, and build your guest list.

STEP 3

Send out invitations, finalize your agenda, and plan/prepare any materials you will need.

STEP 4

Meet the workshop

- Welcome your guests, lead them through warm-up, ideation, clustering, and prototyping. Have them share their wins and get feedback and comments.

STEP 5

Thank your participants and ask them to choose a concrete and realistic, next-to-implement goal that is moving forward.
SAMPLE AGENDAS

Full-day workshop
8:30 a.m. Arrive and set up room
9:30 a.m. Guests arrive
10:00 a.m. Introductions and icebreakers
10:30 a.m. Presentation: Census 101 & Goals
10:45 a.m. Break
11:00 a.m. It is Not 2010 activity
11:10 a.m. Cover Story
11:20 a.m. Dot Voting
11:30 a.m. Introduce user scenarios
11:45 a.m. Solo ideation
12:00 p.m. Lunch
12:45 p.m. Cluster in groups
1:00 p.m. Group brainstorm and pick idea
1:30 p.m. Groups develop ideas
2:20 p.m. Break
2:30 p.m. Groups share ideas with each other
3:00 p.m. Contribution sheets and feedback forms
3:15 p.m. Recap accomplishments of the day
3:30 p.m. Coffee, snacks, networking (optional)

Half-day workshop
8:00 a.m. Arrive and set up room
8:30 a.m. Guests arrive
9:00 a.m. Introductions and icebreakers
9:20 a.m. Present Goals, Census 101, it is Not 2010
9:45 a.m. Introduce user scenarios and form groups
10:00 a.m. Solo ideation
10:10 a.m. Cluster in groups
10:30 a.m. Break
10:45 a.m. Groups pick idea and develop it with story boards
11:00 a.m. Groups present ideas to each other
11:45 a.m. Contribution sheets and feedback form
12:00 p.m. Recap accomplishments of the day
12:15 p.m. Lunch (optional)

One-hour workshop
8:30 a.m. Set up stations with different user scenarios around the room
9:00 a.m. Introductions, goals, user scenario
9:20 a.m. Solo ideation (5 minutes at each station)
9:40 a.m. Share ideas
9:50 a.m. Make contributions and complete feedback form

ACTIVITIES—CONTENTS

1. Sample Agendas
2. Set the Stage
3. Intro & Icebreakers
4. Census 101 & Goals
5. It Is Not 2010 Anymore
6. Cover Story
7. Choose a User Scenario
8. Break
9. Develop the Ideas
10. Pitch & Discuss
11. Commit & Wrap
12. Next Steps
Design Thinking 101

- **Define:** Combine all your research and observe where your users’ problems exist.
- **Empathize:** Conduct research to develop an understanding of your users.
- **Test:** Return to your users for feedback.
- **Ideate:** Generate a range of crazy, creative ideas.
- **Prototype:** Build real, tangible representations for a range of your ideas.
- **Explore:** Put the vision into effect.

Source: Nielsen Norman Group
Workshop Objectives

**Build connections** and seed collaborations between organizations and individuals committed to a successful 2020 Census

**Develop actionable concepts** that can lead to a stronger awareness & outreach campaigns to reach the communities you serve

**Build momentum** towards making ideas come to life by generating contributions and developing them through 2020

**Showcase a model** that other cities and towns can use to generate collaborative relationships with stakeholders and ideas to reach their own hard to count populations
Providence, Rhode Island
April 13, 2018

Partners included: National Urban League, Annie E. Casey Foundation, American Library Association, Rhode Island Kids Count, RI Office of Library and Information Services, and Children’s Leadership Council

Participants: 54

Examples of commitments:

- Put Census on the agenda for the National Kids Count Conference
- Plan a race to raise awareness on the importance of the Census
- Hold webinars for state and local advocates
- Provide tablets or iPads to local barbershops to reach African American men (between the ages of 18-24) to complete the questionnaire

A few of the organizations represented:

- Say Yes to Education
- Scholastic
- Brown University - State Data Center
- The Joyce Foundation
- Partnership for America's Children
- RI Library Association
- City of Providence
- Brown University Population Studies and Training Center
Challenge Statements

- How might we amplify collaborative partnerships and resources to ensure young children between the ages of 0–5 are accurately counted in the 2020 Census?
- How might we improve the undercount of hard-to-count populations, particularly among young African American men (ages 16–24)?
- How might we develop outreach strategies to address the digital divide (low internet connectivity areas) in communities of color and other hard-to-count communities?
- How might libraries serve as community hubs for census education, awareness and participation, especially among hard-to-count communities?
Q&A

Type questions into the “Questions” section of the webinar panel
Thank you!

www.censusoutreach.org | stephanie@communityconnectlabs.com