120 Day Deadline: How Local Governments Can Conduct Community-Based Address Canvassing to Ensure Low-Income People Are Counted

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Meet the Speakers

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Agenda

1. Welcome and introductions
2. 2020 Census: Key sources of undercount
3. Community-Based Address Canvassing
4. San Jose case study
5. Results from San Jose pilot
6. Suggested timeline for community-based address canvassing
7. Q&A
We enable nonprofits, governments agencies, foundations and mission-driven companies to generate fast, affordable, and reliable data from low-income communities through the innovative use of text messaging technology.
Our clients are nonprofits and local government
Text Messaging: Simple and Fast

- Nearly 90% of low-income have mobile phones (1/3 for landlines)

- 95%+ Americans text every day

- 95%+ of text messages read with average response time <1 hour

- Texting often more private and intimate, often better for sensitive topics (e.g., Crisis Text Line)
Text Messaging is accessible

- Works on even basic phones, no need for internet
- Free for clients to send/receive messages
- Easily provide multiple languages. And, phones are convenient and private
2020 Census
Community Based Address Canvassing
Key Sources of Undercount: The Undercount Funnel

- Missing Households
- Low-Quality Enumerators
- Inaccurate Imputation
How Local Government Can Help

- Ensuring that Unconventional Households are Included in the Master Address File
- Recruiting Enumerators and Canvassers from Hard-to-Count (HTC) Neighborhoods
- Reaching Out to Educate HTC Households About Privacy and Importance of Census
- Leveraging libraries and other public sites to help people fill out their census
Demo

Text “demo1” to 415-915-8088
Convenient Text-based Canvassing Tool
Data collected:

- Latitude, Longitude:
- Street Address of Main Unit
- Location Description:
  - Type of Unit (e.g., Garage, In-Law, Trailer)
  - Location on Property (e.g., Front, Back, Below)
  - Color

Address Formatted For Census GUPS
Question: Where do you live in the Bay Area if you make close to minimum wage?
Unconventional Housing
Widespread In Some Neighborhoods
Missed in Some Official Records

Listed as 1 Housing Unit by SF Assessor’s Office
Hard to Find via Satellite Images
Example:
San José Pilot with Community-Based Address Canvassing
San José Recruited Community-based Organizations (CBOs) for Canvassing

3 Hour “Train the Trainer” workshop for 2-4 CBO Staff

1 Hour Training by CBOs staff of Volunteers + Assignment to Canvassing Areas

Summary of Pilot Process (1/2)
Summary of Pilot Process (2/2)

2-4 Hours of Canvassing for Each Group of 2-4 Volunteers

Post-Processing of Data to Send to San José and Census for Verification
What This Actually Looked Like
Results of Pilot

➔ 1 afternoon’s work: 50+ volunteers canvassed 31 Census Block Groups in 16 Census Tracts in San José

➔ Each Census Block Group took 1.5-2 hours to canvass

➔ Most volunteers took about a minute to submit address w/ description

➔ Volunteers reflected the areas being canvassed: 40% of submissions in non-English

➔ Volunteers submitted 660 addresses - mostly conversions and additional construction

➔ Data on multiple households in a single unit not useful
Unconventional units are largely missing from Census MAF.
660 adds on 15,340 housing units.

Net: 4.3% increase in household units.
Suggested Timeline for Community-Based Address Canvassing

- **Week 1**: Kick-off, identify target areas & matching nonprofits
- **Week 3**: Convene nonprofits & offer Opportunity
- **Week 4**: Receive nonprofit commitment to participate, schedule training session, schedule volunteer canvassing days
- **Week 5**: Train nonprofit staff, prepare walk maps for nonprofits
- **Week 6-8**: Nonprofits train volunteers & conduct canvassing
- **Week 9**: Data clean-up
- **Week 10**: Data delivered to County
Funding Options & Costs

- **Local Foundations**
  - Grant to nonprofits (5-10K)
  - Grant to CommunityConnect Labs (18K per city)

- **Government Procurement**
  - **Option A**
    - Mini-grants to nonprofits
    - Singlesource justification for CommunityConnect Labs
  - **Option B**
    - Singlesource Justification payment to local foundation
    - Foundation provides grants to nonprofits and CommunityConnect Labs


Thank you for attending!

For more information, visit

www.censusoutreach.org
www.communityconnectlabs.com