#FloridaYesWeCount
2020 Census Steering Committee

- Jasmine Burney-Clark, Florida C3 Civic Engagement Table
- Geula Ferguson, Florida Philanthropic Network
- Moné Holder, New Florida Majority
- Sabeen Perwaiz, Florida Nonprofit Alliance
- Susan Racher, The Wallace H. Coulter Foundation
- January Reissman, Community Foundation for Palm Beach and Martin Counties
- Mark Reyes and Emmanuela Jean-Etienne, Urban League of Broward County
Today’s Goals

✓ Understand the critical importance of a complete and accurate Census for Florida

✓ Learn what is needed for Florida to have a complete and accurate Census

✓ Mobilize philanthropy to participate in a Florida Census Pooled Fund to support Census work in Hard to Count communities

✓ Articulate our effective work plan to improve our Count

#FloridaYesWeCount
Opening Remarks

Maggie Osborn
United Philanthropy Forum
Models for Success
Session Goals:

✓ Understand the national landscape of philanthropic funding for Census work
✓ See how a Florida state pooled fund collaborative can be transformative
✓ Inspire Florida to join the Models for Success

#FloridaYesWeCount
The Big Picture in Florida: Omissions in 2010

<table>
<thead>
<tr>
<th>State</th>
<th>Census Bureau's DSE- Based Population Estimates (in thousands)*</th>
<th>Omissions Rate</th>
<th>Number of People Missed** (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>300,667</td>
<td>5.3</td>
<td>15,999</td>
</tr>
<tr>
<td>1 California</td>
<td>36,530</td>
<td>5.1</td>
<td>1,863</td>
</tr>
<tr>
<td>2 Texas</td>
<td>24,804</td>
<td>6.9</td>
<td>1,711</td>
</tr>
<tr>
<td>3 Florida</td>
<td>18,463</td>
<td>7.5</td>
<td>1,385</td>
</tr>
<tr>
<td>4 New York</td>
<td>18,644</td>
<td>6.1</td>
<td>1,137</td>
</tr>
<tr>
<td>5 North Carolina</td>
<td>9,327</td>
<td>7.6</td>
<td>709</td>
</tr>
<tr>
<td>6 Georgia</td>
<td>9,522</td>
<td>7.3</td>
<td>695</td>
</tr>
<tr>
<td>7 Illinois</td>
<td>12,469</td>
<td>4.6</td>
<td>574</td>
</tr>
</tbody>
</table>

Missed population: 1.4 million people

Missed revenue to Florida between 2010 and 2020: $20.3 billion
The Big Picture in Florida:
US Census Bureau National Omissions by County, 2010

**US NATIONAL CENSUS 2010 UNDERCOUNT BY COUNTY**

<table>
<thead>
<tr>
<th>Rank</th>
<th>County</th>
<th>State</th>
<th>Census Bureau's DSE-Based Population Estimates (in thousands)*</th>
<th>Omissions Rate</th>
<th>Number of People Missed** (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Orange County</td>
<td>Florida</td>
<td>2,975</td>
<td>10.8</td>
<td>321</td>
</tr>
<tr>
<td>2</td>
<td>Kings County</td>
<td>New York</td>
<td>2,406</td>
<td>10.4</td>
<td>250</td>
</tr>
<tr>
<td>3</td>
<td>Dallas County</td>
<td>Texas</td>
<td>2,380</td>
<td>9.7</td>
<td>231</td>
</tr>
<tr>
<td>4</td>
<td>Mecklenburg County</td>
<td>North Carolina</td>
<td>912</td>
<td>9.6</td>
<td>88</td>
</tr>
<tr>
<td>5</td>
<td>Pima County</td>
<td>Arizona</td>
<td>953</td>
<td>9.0</td>
<td>86</td>
</tr>
<tr>
<td>6</td>
<td>Bronx County</td>
<td>New York</td>
<td>1,333</td>
<td>8.9</td>
<td>119</td>
</tr>
<tr>
<td>7</td>
<td>Salt Lake County</td>
<td>Utah</td>
<td>1,012</td>
<td>8.8</td>
<td>89</td>
</tr>
<tr>
<td>8</td>
<td>Broward County</td>
<td>Florida</td>
<td>1,746</td>
<td>8.5</td>
<td>148</td>
</tr>
<tr>
<td>9</td>
<td>Hillsborough County</td>
<td>Florida</td>
<td>1,213</td>
<td>8.5</td>
<td>103</td>
</tr>
<tr>
<td>10</td>
<td>Bexar County</td>
<td>Texas</td>
<td>1,679</td>
<td>7.9</td>
<td>133</td>
</tr>
<tr>
<td>11</td>
<td>Clark County</td>
<td>Nevada</td>
<td>1,924</td>
<td>7.8</td>
<td>150</td>
</tr>
<tr>
<td>11</td>
<td>Westchester County</td>
<td>New York</td>
<td>915</td>
<td>7.8</td>
<td>71</td>
</tr>
<tr>
<td>13</td>
<td>Honolulu County</td>
<td>Hawaii</td>
<td>918</td>
<td>7.7</td>
<td>71</td>
</tr>
<tr>
<td>14</td>
<td>Riverside County</td>
<td>California</td>
<td>2,151</td>
<td>7.5</td>
<td>161</td>
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<tr>
<td>15</td>
<td>Shelby County</td>
<td>Tennessee</td>
<td>919</td>
<td>7.4</td>
<td>68</td>
</tr>
<tr>
<td>16</td>
<td>Palm Beach County</td>
<td>Florida</td>
<td>1,308</td>
<td>7.2</td>
<td>94</td>
</tr>
<tr>
<td>17</td>
<td>Maricopa County</td>
<td>Arizona</td>
<td>3,750</td>
<td>7.0</td>
<td>262</td>
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<tr>
<td>18</td>
<td>Philadelphia County</td>
<td>Pennsylvania</td>
<td>1,459</td>
<td>6.9</td>
<td>101</td>
</tr>
<tr>
<td>19</td>
<td>Queens County</td>
<td>New York</td>
<td>2,159</td>
<td>6.8</td>
<td>147</td>
</tr>
<tr>
<td>20</td>
<td>Cook County</td>
<td>Illinois</td>
<td>5,071</td>
<td>6.6</td>
<td>335</td>
</tr>
<tr>
<td>20</td>
<td>Miami-Dade County</td>
<td>Florida</td>
<td>2,483</td>
<td>6.6</td>
<td>164</td>
</tr>
</tbody>
</table>

5 counties in Florida were in the top 20 counties nationwide for omissions in 2010.

These counties accounted for more than half the omissions in Florida, over 800,000 people.

#FloridaYesWeCount
Models for Success

Donor Pooled Fund Initiatives across the country

Let’s Put Florida on the Map!

#FloridaYesWeCount
The 2020 Census and Florida
Challenges facing Census 2020

• **Funding**: Late and low funding: limited testing and outreach (fewer offices, staff, languages, paid ads)

• **Moving from Paper to Online for hiring and counting**: Digital divide; confidentiality; cybersecurity

• **Political Realities**: DACA, deportations, registries, lack of trust in government, dark web manipulation, attempts to add citizenship question

• **Timing**: During Presidential Primaries (Florida Democratic Primary is March 17) and Run Up to Summer Olympics
THE PROBLEM
The Census Count is Not Equal Opportunity: Changes Exacerbate Persistent Undercount

Overcount
- Non-Hispanic Whites
- Homeowners (proxy for higher income)
- College students
- Older people

Undercount (harder-to-count groups)
- People of color
- American Indians on reservations
- Young children (ages 0-4)
- Renters (lower income)
- Immigrant/Limited English
## Counting for Dollars 2020: $44.2 Billion in 2016 for FL
### 55 Large Census-guided Federal Expenditure Programs – Florida FY2016

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Assistance Program (Medicaid)</td>
<td>$13,647,918,000</td>
</tr>
<tr>
<td>Federal Direct Student Loans</td>
<td>$4,906,013,706</td>
</tr>
<tr>
<td>Supplemental Nutrition Assistance Program</td>
<td>$5,216,754,147</td>
</tr>
<tr>
<td>Highway Planning and Construction</td>
<td>$1,903,288,624</td>
</tr>
<tr>
<td>Medicare Supplemental Medical Insurance (Part B)</td>
<td>$6,212,378,586</td>
</tr>
<tr>
<td>Very Low to Moderate Income Housing Loans</td>
<td>$608,013,181</td>
</tr>
<tr>
<td>Federal Pell Grant Program</td>
<td>$1,737,600,000</td>
</tr>
<tr>
<td>Section 8 Housing Choice Vouchers</td>
<td>$878,547,000</td>
</tr>
<tr>
<td>State Children's Health Insurance Program</td>
<td>$594,955,000</td>
</tr>
<tr>
<td>Temporary Assistance for Needy Families</td>
<td>$562,340,120</td>
</tr>
<tr>
<td>Title I Grants to LEAs</td>
<td>$802,560,933</td>
</tr>
<tr>
<td>Head Start</td>
<td>$399,740,214</td>
</tr>
<tr>
<td>Special Education Grants</td>
<td>$659,321,205</td>
</tr>
<tr>
<td>Title IV-E Foster Care</td>
<td>$182,737,396</td>
</tr>
<tr>
<td>National School Lunch Program</td>
<td>$821,088,000</td>
</tr>
<tr>
<td>Federal Transit Formula Grants</td>
<td>$296,826,000</td>
</tr>
<tr>
<td>Low Income Housing Tax Credit</td>
<td>$544,847,436</td>
</tr>
<tr>
<td>Federal Transit - Capital Investment Grants</td>
<td>$142,106,474</td>
</tr>
</tbody>
</table>

*Chart derived from data provided by Andrew Reamer, The George Washington University*
# Counting for Dollars 2020

## 55 Large Census-guided Federal Expenditure Programs – Florida FY2016 (cont.)

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care Centers</td>
<td>$221,182,529</td>
</tr>
<tr>
<td>Business and Industry Loans</td>
<td>$102,991,000</td>
</tr>
<tr>
<td>Supplemental Nutrition Program for Women, Infants, and Children</td>
<td>$369,903,000</td>
</tr>
<tr>
<td>New Markets Tax Credit</td>
<td>$93,548,237</td>
</tr>
<tr>
<td>HUBZones Program</td>
<td>$324,873,259</td>
</tr>
<tr>
<td>Section 8 Housing Assistance Payments Program</td>
<td>$325,056,162</td>
</tr>
<tr>
<td>Unemployment Insurance Administration</td>
<td>$92,718,000</td>
</tr>
<tr>
<td>Adoption Assistance</td>
<td>$165,355,084</td>
</tr>
<tr>
<td>Vocational Rehabilitation Grants to the States</td>
<td>$166,759,973</td>
</tr>
<tr>
<td>School Breakfast Program</td>
<td>$256,395,000</td>
</tr>
<tr>
<td>Child Care Mandatory and Matching Funds</td>
<td>$133,897,000</td>
</tr>
<tr>
<td>Low Income Home Energy Assistance</td>
<td>$68,915,812</td>
</tr>
<tr>
<td>Child and Adult Care Food Program</td>
<td>$249,853,000</td>
</tr>
<tr>
<td>Child Care and Development Block Grant</td>
<td>$158,564,000</td>
</tr>
<tr>
<td>Rural Rental Assistance Payments</td>
<td>$67,680,847</td>
</tr>
<tr>
<td>Crime Victim Assistance</td>
<td>$137,108,287</td>
</tr>
<tr>
<td>Supporting Effective Instruction State Grants</td>
<td>$101,017,766</td>
</tr>
<tr>
<td>Block Grants for the Prevention and Treatment of Substance Abuse</td>
<td>$111,379,297</td>
</tr>
</tbody>
</table>
## Counting for Dollars 2020
### 55 Large Census-guided Federal Expenditure Programs – Florida FY2016 (cont.)

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Services Block Grant</td>
<td>$98,297,450</td>
</tr>
<tr>
<td>Community Development Block Grants/Entitlement Grants</td>
<td>$107,967,091</td>
</tr>
<tr>
<td>Public and Indian Housing</td>
<td>$119,396,000</td>
</tr>
<tr>
<td>Water and Waste Disposal Systems for Rural Communities</td>
<td>$28,117,320</td>
</tr>
<tr>
<td>Home Investment Partnerships Program</td>
<td>$39,999,122</td>
</tr>
<tr>
<td>WIOA Dislocated Worker Formula Grants</td>
<td>$62,577,792</td>
</tr>
<tr>
<td>Career and Technical Education - Basic Grants to States</td>
<td>$62,643,494</td>
</tr>
<tr>
<td>State Community Development Block Grant</td>
<td>$20,684,329</td>
</tr>
<tr>
<td>WIOA Youth Activities</td>
<td>$49,787,759</td>
</tr>
<tr>
<td>WIOA Adult Activities</td>
<td>$45,525,701</td>
</tr>
<tr>
<td>Public Housing Capital Fund</td>
<td>$54,630,000</td>
</tr>
<tr>
<td>Special Programs for the Aging, Title III, Part C, Nutrition Services</td>
<td>$48,838,753</td>
</tr>
<tr>
<td>Employment Service/Wagner-Peyser Funded Activities</td>
<td>$40,550,461</td>
</tr>
<tr>
<td>Homeland Security Grant Program</td>
<td>$18,170,265</td>
</tr>
<tr>
<td>Community Services Block Grant</td>
<td>$20,684,329</td>
</tr>
<tr>
<td>Cooperative Extension Service</td>
<td>$11,380,343</td>
</tr>
<tr>
<td>Community Facilities Loans and Grants</td>
<td>$6,309,050</td>
</tr>
<tr>
<td>Native American Employment and Training</td>
<td>$1,162,176</td>
</tr>
<tr>
<td>Rural Electrification Loans and Loan Guarantees</td>
<td>$89,004,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$44,193,384,025</strong></td>
</tr>
</tbody>
</table>
CENSUS NETWORK

Democracy Funders Collaborative Census Subgroup

United Philanthropy Forum

FCCP’s Funders Census Initiative

Local Funders


ed Florida Philanthropy Network

State hubs

Local action

National hubs
NATIONAL FUNDER ENGAGEMENT

Focus on those at risk for being undercounted

- Develop culturally resonant messages
- Create a network of expert national “hub” organizations
- Provide technical assistance for state and local funders
- Special targeted matching fund for local outreach & assistance
- Develop and conduct a GOTC media/communications plan
- Test and disseminate technologies to assist in outreach and organizing; increase digital organizing capacity
- Create a rapid response network
Develop Culturally Resonant Messages and Communications Strategy

Funded research and message development:

• Asian Americans Advancing Justice/AAJC
• Arab American Institute/American Arab AntiDiscrimination Committee
• Color of Change
• NALEO Educational Fund
• National Congress of American Indians
• Partnership for America’s Children
• San Joaquin Valley, CA research
National Hubs providing materials, training, TA

• Asian Americans Advancing Justice/AAJC
• Arab American Institute/American Arab AntiDiscrimination Committee
• Color of Change, NAACP, National Urban League
• Community Action Partnership
• Fair Immigration Reform Movement, United We Dream
• Faith in Public Life and Shepherding the Next Generation
• National LGBTQ Task Force
• NALEO Educational Fund
• Natl Congress of American Indians,
• Partnership for America’s Children
• Ready Nation (Businesses)
• State Voices and Leadership Conference Education Fund (States Census Action Network)
Other National Resources

• American Library Association
• Community Connects Lab
• Ethnic Media Services
• Georgetown Center on Poverty & Inequity
• National Association of Counties
• National Conference of State Legislatures
• National League of Cities
Technology and Digital Organizing Capacity

• Test/develop/disseminate get out the count digital organizing technologies
  ➢ Peer to peer texting
  ➢ Chatbots
  ➢ Team, a multi-channel tool for relational organizing

• Train on census related social media skills through digital organizing academy w/270 Strategies and Do Big Things
Special Matching Fund to support state and local regional efforts: Overview

The “Census Equity Fund” A national pooled fund to support state and regional efforts to prepare for and conduct outreach to encourage full participation in the 2020 census.

Targeted to states with large historically undercounted populations and fewer philanthropic resources. Priority states include:

- Alabama
- Alaska
- Arkansas
- Arizona
- Florida
- Georgia
- Louisiana
- Mississippi
- Montana
- Nevada
- New Mexico
- North Carolina
- North Dakota
- Oklahoma
- South Carolina
- South Dakota
- Tennessee
- Texas
- Virginia
- South Dakota
- Oklahoma
CENSUS EQUITY FUND: Selection Criteria Highlights

• Collaboration with other entities for a comprehensive, coordinated outreach campaign;

• A feasible work plan with effective strategies to reach HTC communities;

• History of involvement with and ability to reach HTC communities;

• Evidence of strong partnerships with others in the field;

• Plans to utilize outreach resources available through reputable national networks or other sources to avoid duplication of effort;

• Efforts undertaken to raise funding locally to support the project.
CENSUS EQUITY FUND: We have invested in Florida in the expectation that local funders will step up to match*

Florida

- Everyone Counts Florida (New Florida Majority, Miami Workers Center, FL Immigrant Coalition): $200,000
- The Miami Foundation: $125,000
- Florida Civic Engagement Table: $100,000
- Urban League of Broward County w/ Orlando Urban League: $125,000

*Modest further investment is possible if local funders do step up
Census State Landscape Scan: Lessons Learned

• Six states: MI, MN, NJ, NM, NY, WA
• Interviewees included state based funders, PSOs, and stakeholders

Themes and Lessons Learned
• Don’t wait – start now.
• Invest in relationship building and co-creation with historically undercounted groups – including Indigenous Tribes – as early as possible.
• Identify centers of gravity for census work: leverage existing infrastructure, but also look beyond the usual suspects to effectively reach historically undercounted communities.
Census State Landscape Scan: Lessons Learned

- Attend to coordination gaps. Assess and invest in capacity to coordinate census work other funders, PSOs, nonprofits, grassroots groups, businesses, civic infrastructure, state and local government.
- Explore coordination and partnership models that fit your state: tight and formal or loose and informal; regional, centralized, or mixed hubs; geographic, demographic, or blended lens.
- Focus on messenger and message context more than wordsmithing. Hire and mobilize people from historically undercounted communities.
- Address fears, but also create space for communities to leverage census as a tool for their own empowerment. Putting census in the hands of the people most affected can generate powerful transformation.
<table>
<thead>
<tr>
<th>Year</th>
<th>Milestones</th>
</tr>
</thead>
</table>
| 2018 | - 2018 End-to-End Census Test in Providence County, RI (March –July)  
- Open six Regional Census Centers (May) – Los Angeles office covers West; Denver covers Mountain; Chicago covers Midwest; New York covers Northeast; Philadelphia covers Mid Atlantic; Atlanta covers Southeast (including Florida)  
- Launch 2020 Census Partnership Program; help states and localities form Complete Count Committees: Florida Governor has no complete count committee;  
- On-line application opens for hiring of address listers (Sept. 2018 and ongoing) |
| 2019 | - Open and staff 248 Area Census Offices  
- Hired 76,000 temporary workers for targeted Address Canvassing operation in August – September  
- Printing electronic versions/print paper census questionnaires and other materials  
- Begin recruitment for temporary census workforce of 450,000+ (Fall) |
| 2020 | - Bureau launches national advertising campaign (Awareness: Jan. – Feb.; Motivate: March – April)  
- Hiring/training of temporary staff for major census field operations (January onwards)  
- Enumeration starts in remote Alaskan villages (door-to-door interviewing) (January)  
- Census Questionnaire Assistance telephone assistance & response (mid-Jan. -July)  
- Self-response phase of census (Internet; mail; phone) (March 16 – April 30)  
  ▪ Letters go out in waves; some with forms in first/most with forms in last  
  ▪ Households may continue to self-respond through July, even as the door-knocking phase takes place.  
- Service-Based Enumeration: enumeration of emergency living quarters and targeted non-shelter outdoor locations (end of March) |
### KEY 2020 CENSUS MILESTONES

<table>
<thead>
<tr>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>o April 1st is Census Day! (reference date only)</td>
</tr>
<tr>
<td>o Enumeration of <strong>Transitory Locations</strong>: campgrounds, marinas, RV parks, hotels/motels (March – April)</td>
</tr>
<tr>
<td>o Enumeration of <strong>Group Quarters</strong>, such as military barracks, college dorms, skilled nursing homes, prisons; some of this operation is conducted using administrative data that facilities provide; for other GQs, questionnaires dropped off and collected from some facilities (GQ Advance Contact in Feb.; GQ enumeration in April)</td>
</tr>
<tr>
<td>o Update/Enumerate &amp; Update/Leave operations (covering ~12 million homes) in <strong>rural and remote areas</strong> without reliable or direct mail delivery (March – April)</td>
</tr>
<tr>
<td>o Early Nonresponse Follow-up for areas with off-campus college students (starts April 9)</td>
</tr>
<tr>
<td>o <strong>Primary Nonresponse Follow-up</strong> operation, encompassing estimated 55 million housing units that didn’t self-respond (May 13 through July)</td>
</tr>
<tr>
<td>o Formal census data collection ends July 30</td>
</tr>
</tbody>
</table>

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<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>o <strong>Post Enumeration Survey (PES)</strong>, an independent sample of census universe to measure accuracy and produce undercount/overcount estimates (In-person visits, June – Sept.)</td>
</tr>
<tr>
<td>o Census Bureau transmits State population totals and congressional apportionment to the President (legally required by Dec. 31)</td>
</tr>
</tbody>
</table>
What Groups Can Do for Census

➢ Bring government, business, philanthropy, faith and community groups together to develop a Get Out The Count plan
➢ Educate local and ethnic media
➢ Work with universities and others to develop local data that connect census to community programs/services
➢ Advocate for sufficient federal, state and local funding
➢ Do outreach through information sessions, social and traditional media, school lesson plans, churches, businesses, community kick off events and gatherings
➢ Work with libraries
➢ Provide assistance centers
➢ Help Bureau to recruit knowledgeable workers
What Funders Can Do for Census

- Facilitate government, business, faith, foundations and community groups meeting to develop a GOTC plan
- Add $$ for census work by existing grantees or align/pool funding for outreach and assistance centers
- Help fund social and local ethnic media ads and psas
- Fund the development of local data and stories that connect census to community programs/services
- Advocate for sufficient funding – government, local business, philanthropy
- Educate grantees and support briefings, census in schools, libraries, community kick off events and gatherings
- Help Bureau to recruit culturally competent workers
<table>
<thead>
<tr>
<th>Select Resources</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>US Census Bureau - Partners</td>
<td><a href="https://www.census.gov/partners.html">https://www.census.gov/partners.html</a></td>
</tr>
<tr>
<td>Leadership Conference Census Counts Campaign</td>
<td><a href="https://censuscounts.org/">https://censuscounts.org/</a></td>
</tr>
<tr>
<td>American Library Association</td>
<td><a href="https://americanlibrariesmagazine.org/2019/06/03/making-it-count-2020-census/">https://americanlibrariesmagazine.org/2019/06/03/making-it-count-2020-census/</a></td>
</tr>
<tr>
<td>Color of Change</td>
<td><a href="https://ourcount.org">ourcount.org</a></td>
</tr>
</tbody>
</table>
WASHINGTON CENSUS EQUITY FUND

ANKITA PATEL, SENIOR MANAGER, PUBLIC POLICY AND ADVOCACY
PHILANTHROPY NORTHWEST
SEPTEMBER 12, 2019
ABOUT THE EQUITY FUND

• 30 philanthropic partners: pooled funders, aligned funders & community liaisons
• $2+ million in philanthropic investments, with $1+ million through WA Equity Fund
• $1.5 million in grants so far; Winter/Fall Funding TBD
• No MOUs – follow Equity Fund Purposes and Principles
• Governance Structure allows for decisions to be made in smaller groups, with larger approval
INFRASTRUCTURE OF EQUITY FUND

Governance Committee:
Decision Making body, incl. pooled, aligned, community liaisons

Outreach and Communications
Steering
RFP/Grants
Government Engagement

Additional funders: pooled and aligned

Philanthropy Northwest
CENSUS LANDSCAPE IN WASHINGTON

- Washington Complete Count Committee;
- Streamline RFP for easier access to state funding

Philanthropy Northwest hired lobbyist to supplement legislative strategies for state budget advocacy

State budget advocacy led by POC groups for $15 million

Joint RFP to drive more funding to rural communities

Example of aligned funder working with City and County

Community Liaisons part of the Equity Fund for more effective and equitable decision making

70+ POC/Native led organizations
SPRING FUNDING CYCLE

April: Spring RFP released

June: $1.5m in philanthropic funding released

July: Equity Fund partner in-person meeting to reflect and plan next phase

August: State announced $7.5m in funding. Philanthropy Northwest will evaluate state efforts and reach, and then determine 2nd round of funding.
Washington Census Equity Fund Recipients on WA HTC Map

Source: https://www.censushardtocountmaps2020.us/
STRENGTHS

• Shared interest for collective grant making
• New relationships formed amongst funders
• Power and creativity of philanthropy and communities working together

“Equity Fund amplified our collective voices and values, and gave us bandwidth to amplify the importance in our own community.”
LESSONS LEARNED & IMPROVEMENT AREAS

- Build and strengthen community relationships
- Navigating urban/rural dynamics
- Fund capacity, not just toolkits

“As a small community foundation, I took a big risk in allocating funding into a pooled fund. After 6 months, I am realizing that the benefit to my community outweighed the risk. This effort also allows me to think about supporting the entire state, especially where there is no philanthropic presence.”
NEXT PHASE

• Continue cultivating philanthropic resources
  • Current $500,000;
  • Goal: $800,000-$1m

• Fall/Winter RFP:
  • Exploration: Round 2, By Invitation Only and/or Rapid Response

• Parallel Advocacy Cohort: Explore the Role of Philanthropy in Redistricting

• Communications Strategies: Spreading the word out & highlight grantees

• Evaluation
JOIN IN.

BE COUNTED.

Help Florida get its share of resources through the 2020 Census.
**MILLIONS IN FUNDING**
Estimated 1% undercount in 2010 - millions of dollars in federal funds lost each year as a result. Our share of $700 billion in federal funds for schools, roads, and healthcare.

**ACCURATE DATA**
Miami has more hard-to-count populations than anywhere else in the state. Estimated 10% of children were not counted, over 2 million, mostly children of color.

**REPRESENTATION**
Census data are used for apportionment of Congressional redistricting at all levels of government. 1 -2 House seats are up for grabs.
MIAMI-DADE COUNTS 2020 APPROACH

GRANTMAKING
Awards to organizations working towards complete count efforts.

OUTREACH
Develop shared messaging and tools to collectively support full participation in Census 2020.

PARTNERSHIP
Unite philanthropists, elected officials, influencers, nonprofits and residents around Census 2020 efforts.
MIAMI-DADE COUNTS CENSUS 2020

GRANT PROGRAM TIMELINE

JULY 9, 2019
RFP Released.

AUGUST 15, 2019
Proposals due.

OCTOBER 2019
Grants awarded.
OUTREACH

Website
Focus Groups
Toolkits
Questions?
Mapping Florida

Sabeen Perwaiz
Florida Nonprofit Alliance

Travis Brooks
Florida C3 Civic Engagement Table
Session Goals:

✓ See a demo of Viper, a powerful Florida statewide mapping tool
✓ Recognize the Hard to Count Communities in Florida
✓ Understand importance of collaboration in field organizing
CENSUS
FACTS, FICTION & FUNDING

JOIN FLORIDA NONPROFIT ALLIANCE & FLORIDA PHILANTHROPIC NETWORK TO LEARN ABOUT ALL THINGS CENSUS 2020
Why do we need to care?

- Florida is home to large numbers of traditionally hard-to-count groups, including Hispanics.
- Nearly 30 percent of Floridians who speak a language other than English at home.
Why Florida needs to care about the 2020 Census

- **Political Power**
  - Census is constitutionally mandated for re-apportionment of Congress
  - Census results are used for Redistricting at national, state, and local levels.
  - Florida is slated to gain 2 seats
Why do we need to care?

- Policy & Advocacy research, along with every other major data set is calibrated from the Census baseline number. This includes research done by the commercial sector.
2020 Census

- Decennial Census results are essential to the equitable and prudent distribution of federal program dollars to states and local areas.
- 300 federal programs geographically allocate over $800 billion a year based on census derived statistics.
Why Florida needs to care about the 2020 Census

Money/Economic Impact

- In 2016 alone, Florida received 44 Billion through 55 federal programs guided from the 2010 Census

- A third of Florida’s state budget comes from Federal aid and Census data
Why do we need to care?

Five grant programs administered by the U.S. Department of Health and Human Services (HHS) use the Federal Medical Assistance Percentage (FMAP), based on the 2010 Decennial Census population count.

The five FMAP-guided programs are:

- Medicaid
- Children’s Health Insurance Program
- Title IV-E Foster Care
- Title IV-E Adoption Assistance
- Child Care and Development Fund
Count directly affects funding for

<table>
<thead>
<tr>
<th>Program</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>SNAP</td>
<td>$5,216,754,147</td>
</tr>
<tr>
<td>Highway Planning and construction</td>
<td>$1,903,288,624</td>
</tr>
<tr>
<td>Federal Pell grant</td>
<td>$1,737,600,000</td>
</tr>
<tr>
<td>Section 8 Housing Vouchers</td>
<td>$878,547,000</td>
</tr>
<tr>
<td>Head Start</td>
<td>$399,740,214</td>
</tr>
<tr>
<td>WIC</td>
<td>$369,903,000</td>
</tr>
<tr>
<td>State Children’s Health Insurance Programs</td>
<td>$594,955,000</td>
</tr>
</tbody>
</table>
This translates to dollars

- Florida missed $946 per person in FMAP programs in 2010
- Just an additional 1% undercount in 2010 would result in $178 million loss in funding
- Florida received more than $29.3 billion (FY 2015) in federally allocated dollars based on the state’s Census 2010 count
During 2013-17, 17.3% of Florida’s households had either no home internet subscription or dial up-only, according to the latest American Community Survey estimates.

6.4% of the state’s households had a cellular data plan only (which may be costly to use for non-essential services).
Based on the latest census estimates, approx. 15% of Florida's current population (or 2,957,657 people) in hard-to-count neighborhoods.
Some HTC Indicators

- Persons at or below poverty
- Persons receiving public assistance, disability, or SSI
- Concentrations of minority groups, immigrants, linguistically isolated communities, migrant workers
- Areas with high concentrations of low educational attainment (no high school diploma)
- 5% or more who speak a language other than English at home
- Single parents
Some Additional HTC Indicators

- Young children
- Concentrations of renters
- 40% or more households did not participate in previous decennials
- Scattered mobile homes
- High crime areas
- Neighborhoods with hidden housing units
- Grandparents raising grandchildren
<table>
<thead>
<tr>
<th>Rank</th>
<th>County</th>
<th># in HTC Tracts</th>
<th>% in HTC Tracts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Miami-Dade County</td>
<td>430025</td>
<td>15.93%</td>
</tr>
<tr>
<td>2</td>
<td>Broward County</td>
<td>393867</td>
<td>20.83%</td>
</tr>
<tr>
<td>3</td>
<td>Orange County</td>
<td>382484</td>
<td>29.64%</td>
</tr>
<tr>
<td>4</td>
<td>Duval County</td>
<td>276410</td>
<td>30.31%</td>
</tr>
<tr>
<td>5</td>
<td>Palm Beach County</td>
<td>263416</td>
<td>18.46%</td>
</tr>
<tr>
<td>6</td>
<td>Hillsborough County</td>
<td>207500</td>
<td>15.42%</td>
</tr>
<tr>
<td>7</td>
<td>Lee County</td>
<td>106055</td>
<td>15.15%</td>
</tr>
<tr>
<td>8</td>
<td>Leon County</td>
<td>84435</td>
<td>29.53%</td>
</tr>
<tr>
<td>9</td>
<td>Pinellas County</td>
<td>61625</td>
<td>6.49%</td>
</tr>
<tr>
<td>10</td>
<td>Alachua County</td>
<td>53320</td>
<td>20.52%</td>
</tr>
</tbody>
</table>
## HTC Population in Florida

<table>
<thead>
<tr>
<th></th>
<th>County</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Columbia County</td>
<td>52457</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Seminole County</td>
<td>46180</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Collier County</td>
<td>45154</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Escambia County</td>
<td>40048</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Polk County</td>
<td>39919</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Volusia County</td>
<td>35143</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Manatee County</td>
<td>33142</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Baker County</td>
<td>27537</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Hendry County</td>
<td>23165</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Sarasota County</td>
<td>23070</td>
<td></td>
</tr>
<tr>
<td>District</td>
<td>Representative</td>
<td>% of People in HTC areas</td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>----------------------</td>
<td>--------------------------</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Bruce Antone</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>88</td>
<td>Al Jacquet</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Chuck Brannan</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>108</td>
<td>Dotie Watson</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Ramon Alexander</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Clay Yarborough</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Carlos Guillermo Smith</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>94</td>
<td>Bobby DuBose</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Kamia Brown</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>107</td>
<td>Barbara Watson</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>District</td>
<td>Representative</td>
<td>% of People in HTC areas</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-------------------------------</td>
<td>--------------------------</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Jason Shoaf</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Tracie Davis</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>95</td>
<td>Anika Omphroy</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Clovis Watson, Jr</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>109</td>
<td>James Bush III</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>81</td>
<td>Tina Polsky</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>92</td>
<td>Patricia Hawkins-Williams</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>Wengay Newton</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>101</td>
<td>Shevrin D. Jones</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>78</td>
<td>Heather Fitzenhagen</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>
ViPER Census Map
Getting Started

- Go to www.vipercensusmap.com
- Log in with the following credentials:
  ○ Username: StateVoicesViperTest@gmail.com
  ○ Password: Maps4Change
The map
Clicking on a county
Clicking on any county will bring up the “details” sidebar. This will show important information about a county:

- Partners in county - The list of partner organizations that have received Census funding
- Total Population - The 2017 ACS projected population of the county
- Projected Response Rate - The percent of people in the county who the Census projects will respond either through the mail or online
- Projected Responders - The number of people in the county the Census projects will respond either through the mail or online
- Projected Non-Responders - The number of people in the county the Census projects will not respond through mail or online. These people will receive direct outreach by the Census.
- Total Funding Allocated - The current sum of Census funding that has been allocated for the above partners in the county.
- Funding per Non-Responder - The total amount of money that has been allocated in the county per non-responder
Overlays

- Multiple overlays have been included to visualize data on the map.
- They currently include: GOTC Programs, Number of HTC Individuals, and Census Funds Allocated.
- Additional layers planned.
Overlays - GOTC Programs

- Shows which counties in which partners have currently been funded for GOTC
- Color is binary:
  - green = GOTC partners exist
  - black = no GOTC partners
Overlays - HTC Individuals

- Shows the total number of projected non-responders in each county
  - = 300,000+
  - = 150,000 - 299,999
  - = 40,000 - 149,999
  - = <40,000
Overlays - GOTC Funds Allocated

- Shows the total funding currently allocated to all GOTC partners within each county
  - $200k+ =
  - $150k - $199k =
  - $100k - $149k =
  - $1.00 - $100k =
Example of Use: Duval County

- Number FOUR in the state for HTC numbers
- Nonprofit in Duval: 4777
  - FNA has directory of all registered nonprofits in the state of Florida
- Members of FPN: 4
  - Funders have convening power to share information with grantees in their community
- State Voices partners in Duval County:
- Points of Interest- Faith based in Duval: 1,246
Example of Use: Duval County

- Duval County Complete Count Committee
  - Strategic Partnerships Office
- Nonprofit Center for Northeast Florida
  - CEO convening
  - Staff Member
Duval Numbers

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>912,043</td>
</tr>
<tr>
<td>Projected Response Rate</td>
<td>76%</td>
</tr>
<tr>
<td>Projected Responders</td>
<td>692,175</td>
</tr>
<tr>
<td>Projected Non-Responders</td>
<td>219,868</td>
</tr>
<tr>
<td>Total Funding Allocated</td>
<td>$15,000</td>
</tr>
<tr>
<td>Funding Per Non-Responder</td>
<td>$0.07</td>
</tr>
</tbody>
</table>
### Key Stats

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>2,699,310</td>
</tr>
<tr>
<td>Projected Response Rate</td>
<td>79%</td>
</tr>
<tr>
<td>Projected Responders</td>
<td>2,129,294</td>
</tr>
<tr>
<td>Projected Non-Responders</td>
<td>570,016</td>
</tr>
<tr>
<td>Total Funding Allocated</td>
<td>$533,333</td>
</tr>
<tr>
<td>Funding Per Non-Responder</td>
<td>$0.94</td>
</tr>
</tbody>
</table>
Florida cost/person

<table>
<thead>
<tr>
<th>Total Population</th>
<th>20,984,400</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Census Mail Non-Return Rate</td>
<td>20%</td>
</tr>
<tr>
<td>Hard to Count Population</td>
<td></td>
</tr>
<tr>
<td>(Total Population in State x 2010 Census Mail Non-Return Rate in State)</td>
<td>4,159,267</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Basic CBO outreach ($2 per person)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Share receiving this level of outreach</td>
<td>Number receiving this level of outreach</td>
<td>Cost at $2/person</td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td>4,159,267</td>
<td>$8,318,535</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Moderate CBO outreach ($25 per person)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Share receiving this level of outreach</td>
<td>Number receiving this level of outreach</td>
<td>Cost at $25/person</td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td>415,927</td>
<td>$10,398,168</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intensive CBO outreach ($75 per person)</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Share receiving this level of outreach</td>
<td>Number receiving this level of outreach</td>
<td>Cost at $75/person</td>
<td></td>
</tr>
<tr>
<td>5%</td>
<td>207,963</td>
<td>$15,597,253</td>
<td></td>
</tr>
</tbody>
</table>

| Total State Funding to Community Based Organizations | $34,313,956 |
Questions

Sabeen Perwaiz
sperwaiz@flnonprofits.org

Travis Brooks
tbrooks@statevoices.org
Session Goals:

- Understand the challenges of accurately counting our children
- Learning the impact of an inaccurate count of children
- What we can do to ensure an accurate count
Importance of the Census
Hard-to-Count Populations
Challenges to Complete and Accurate Count
What is Casey Doing?
What can you do to Support a Complete Count of Children in Florida?
Importance of the Census

POWER

MONEY

PLANNING AND RESEARCH

ADVOCACY
HARD-TO-COUNT POPULATIONS

YOUNG CHILD UNDERCOUNT
Who does the Census Miss?

- Young Children
- Low Income
- People of Color
- Renters
- Complex Families
- Limited English Proficiency Household
- Immigrants
Young Children Had the Highest Net Undercount Than Any Other Age Group in the 2010 Census

Source: U.S. Census Bureau, May 2012 DA release
The net undercount for young children under 5: 4.6%
- 2.2 million children under 5 missed: 10% of population
- 1.2 million children under 5 were overcounted

Who do we miss?
- Children of color: Latinos most likely to be missed
- Children in immigrant families
- Low-income households and communities
- Complex/multi-generational households
WHY CASEY CARES

THE CENSUS COUNT AND OUR MISSION
Why Does an Undercount Matter to Casey?

**MISSION:** Building a brighter future for children, families and communities

- Ensure child and family well-being
- Community redevelopment
- Research and planning
Challenges Census is Facing

- Census Bureau funding challenges
- First online Census
- Challenging political climate
- Confidentiality concerns
- Low unemployment rate and hiring needs

Growing concern that 2020 Census will miss more hard-to-count households and communities.
WHAT IS CASEY DOING?
Census Funders Group: Organizing Philanthropy Around a Complete 2020 Census Count

- Original 12 funders
- More than 80 foundations
- Raised $74 million
- Coordinate efforts on the ground
Develop National and State Infrastructure

• National infrastructure
  – National Child Undercount Hub — PAC
  – National Young Child Undercount Complete Count Committee and Campaign

• State infrastructure
  – Technical assistance to KIDS COUNT Network
  – Direct support to 20 KIDS COUNT organizations

• Support national census advocates
• Partner and coordinate with funding community
WHAT CAN YOU DO?

FLORIDA DATA AND ACTION
Florida young child undercount rate: 6.2%
71,307 children under 5

This equates to 3,565 kindergarten classes.
## 2010 Census Net Undercount Rates for Population Age 0 to 4 in Large Florida Counties

<table>
<thead>
<tr>
<th>County Name</th>
<th>Net Undercount Rate 0-4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Osceola County</td>
<td>-12.9</td>
</tr>
<tr>
<td>Miami-Dade County</td>
<td>-8.9</td>
</tr>
<tr>
<td>Collier County</td>
<td>-8.9</td>
</tr>
<tr>
<td>Broward County</td>
<td>-7.8</td>
</tr>
<tr>
<td>Duval County</td>
<td>-7.7</td>
</tr>
<tr>
<td>Orange County</td>
<td>-7.3</td>
</tr>
<tr>
<td>Escambia County</td>
<td>-6.6</td>
</tr>
<tr>
<td>Lake County</td>
<td>-6.6</td>
</tr>
<tr>
<td>Marion County</td>
<td>-6.4</td>
</tr>
<tr>
<td>St. Lucie County</td>
<td>-5.8</td>
</tr>
<tr>
<td>Hillsborough County</td>
<td>-5.8</td>
</tr>
<tr>
<td>Volusia County</td>
<td>-5.7</td>
</tr>
<tr>
<td>Pasco County</td>
<td>-5.7</td>
</tr>
</tbody>
</table>

Source: [https://countallkids.org/resources_cat/data-on-the-undercount/](https://countallkids.org/resources_cat/data-on-the-undercount/)
What can Funders do?

- Support the development of infrastructure at the state and local-level.
- Identify and support trusted messengers and local organizations
- Support work of local complete count committees
  - Develop plan to tackle undercount of children
- Build census into the SOW of current grantees.
- Join FCI Census Group and connect with Census Funders Coalition/Group
- Establish a pooled fund to ensure efforts are coordinated
What can Local Partners Do?

• Work with Complete Count Committees
• Visit the Count All Kids website
• Educate the populations you serve about the Census
• Identify trusted messengers in your communities
• Help educate and disseminate information to potential outreach partners
Florida Hard-to-Count Neighborhoods

- 20% of Florida’s young children under the age of 5 live in hard-to-count areas.

- **Largest cities**
  - Orlando: 43.6%
  - Miami: 36.7%
  - Tampa: 20.3%

Source: www.censushardtocountmaps2020.us
Resources Available

- Leadership Conference on Civil and Human Rights: [www.civilrights.org/census/](http://www.civilrights.org/census/)
- Partnership for America’s Children: [www.countallkids.org](http://www.countallkids.org)
Contact Slide

Florence Gutierrez, Senior Associate

- fgutierrez@aecf.org
- 410-223-2953
THE ANNIE E. CASEY FOUNDATION

Developing solutions to build a brighter future for children, families and communities

www.aecf.org
Census 2020, Stand Up & Be Counted

Norín Dollard, Ph.D.
Director, Florida KIDS COUNT
Department of Child & Family Studies
Louis de la Parte Florida Mental Health Institute
College of Behavioral & Community Sciences

Presented at the Florida Census 2020 Non-profit & Funder Convening, September 12, 2019, Orlando, Florida
• Thanks to Annie E. Casey Foundation, NALEO, the Partnership for America’s Children (countallkids.org) and the Census Bureau
Why do we care? Recap

- Redistricting and apportionment – we gained 2 seats in 2010 and stand to gain at least one more
- Federal funding - $44B returns to Florida each year based on allocations derived from Census data
Undercount

• Statewide, >71,307 0-4 year olds were undercounted in 2010 (6.2%)

• We are missing $67M dollars annually because of the young child undercount
Who doesn’t get counted?

- People in complex households – blended and multigenerational families or non-relatives
- Cultural and linguistic minorities
- People displaced by disasters, e.g., Hurricanes Maria & Michael
- People in poverty
- People in multi-unit and rental properties
- Undocumented or recent immigrants
- Very young children
- People who move frequently
- People with less than a high school education
Many of our families match the profiles of the hard-to-count – Florida

- People in mobile / homeless families with children (8,300 in 2018) and students (76,211 in 2016-2017)
- Non-English speakers (28.7% speak something other than English at home)
- Low levels of education (9.9% of parents lack HS diploma)
- Children living in high poverty neighborhoods (11.2%)
- Living in rental households (35.8%)
- Grandparents responsible for their grand children (31.0%)
- Complex households (children in single-parent families 35.3%)
- Limited access to internet (17.3% percent of households have no internet subscription or dialup)
Hard to count areas:
https://www.censushardtocountmaps2020.us/#
Other challenges

• Hurricanes Maria & Michael
Of the top 10 counties receiving Puerto Rican refugees from Hurricane Maria, Florida had the six highest (10/17-02/18)

Census Bureau messaging research (CBAMS) – the bad news

• Households with young children
  – Were less likely to complete the census form
  – Did not tend to be familiar with the census
  – Only about half thought it matters a great deal or a lot to be counted
Census Bureau messaging research (CBAMS) – opportunities for education

- Respondents with young children with low income and education were most concerned about
  - Confidentiality
  - Data sharing
  - Fear of government repercussions
  - Had the lowest level of intention to respond to the census

[bad link] and without
Census Bureau messaging research (CBAMS) – the good news / opportunities

- Access the internet through smartphones
- Felt that daycare, schools and job training were very important
- That the most important reason to respond to the Census was to determine funding for their community
- Felt that the Census was important for civil rights enforcement, making a better future for their community and showing pride in their heritage
What messaging works?

• Knowledge of the Census and its impact
  – E.g., Census is used to determine funding for important services (school, child care, transportation)

• The effects of the Census count last for a decade, which may be longer than their child’s lifespan

• Use trusted voices
What can you do?

• Educate yourself and your staff on the importance of the Census
• Find your local Complete Count Committee and get involved
• Increase awareness and engagement:
  – Educate staff to ensure they complete their own Census
  – Train staff in the public facing parts of your organization to be Census Ambassadors
What can you do?

- Find and train the trusted messengers
- Use messaging guidance from the Census Bureau and other organizations to target Hard To Count communities and populations
Thank you

Questions?

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The Work Ahead: Pounding the Pavement

Moné Holder
New Florida Majority
Moderator

Jasmine Burney Clark
Florida C3 Civic Engagement Table

Jackie Colon
NALEO

Emmanuela Jean-Etienne
Urban League of Broward County

Marcia Olivo
Miami Workers Center

Stephanie Wall
Florida Immigrant Coalition
Session Goals:

✓ Present a plan to mobilize the Florida philanthropic and nonprofit communities
✓ Understand the broad effort underway to ensure hard-to-count communities get counted

#FloridaYesWeCount
Next Steps
The Plan to Count Florida

Breakout Sessions:
30 minutes
Followed by 15 minute de-brief

Funders | Nonprofits
#FloridaYesYouCount

January Reissman  
Community Foundation for Palm Beach & Martin County

Maggie Osborn  
United Philanthropy Forum

Get Involved
#FloridaYesYouCount

- Jasmine Burney-Clark, Florida C3 Civic Engagement Table
- Moné Holder, New Florida Majority
- Robert McFalls, Florida Philanthropic Network
- Sabeen Perwaiz, Florida Nonprofit Alliance
- Susan Racher, The Wallace H. Coulter Foundation
- January Reissman, Community Foundation for Palm Beach and Martin Counties
- Mark Reyes and Emmanuela Jean-Etienne, Urban League of Broward County

Closing Thoughts