CENSUS OPERATIONS WEBINAR SERIES:
Preparing for the 2020 Census to Go Door-to-Door (NRFU)

Hosted by: The Census Counts Campaign and the Funder’s Census Initiative
FUNDERS CENSUS INITIATIVE (FCI)

A working group of the Funders’ Committee for Civic Participation that supports strategy development, learning, and planning by funders.

- Get support, stay informed
- Connect with others
- Webinars, in-person presentations
- Access to Census Funders Resources

FCCP
The Census Counts Campaign

The Census Counts campaign, which is housed at The Leadership Conference Education Fund, brings together community-based organizations across a wide spectrum of advocacy: civil rights, immigrant, LGBTQ, disability, infant and child, poverty and homelessness, faith-based, labor, health care, education, youth, and more. Through education, training, organizing, and outreach, these organizers and advocates are working to ensure communities the census has historically missed are counted in the 2020 Census.

www.CensusCounts.org
Welcome!

David Martinez III
Director of Capacity Building and Community Engagement, Vitalyst Health Foundation

Terri Ann Lowenthal
Census Consultant, Funder’s Census Initiative

Lizette Escobedo
Census Director, NALEO Educational Fund

Cassandra Jennings
President and CEO, Greater Sacramento Urban League
2020 CENSUS
”ADJUSTED” OPERATIONS WEBINAR
NON-RESPONSE FOLLOW-UP (NRFU)
July 15, 2020
**NRFU: WHAT IS IT?**

**GOAL:** Get to 100%

- Second major phase of **household enumeration**
- Purpose of operation:
  a. Collect data from households (occupied housing units) that didn’t self-respond
  b. Identify housing units on address list that are vacant or non-existent (“delete” units)
  c. Verify non-ID self-response addresses that didn’t match address on Master Address File (MAF) *(in person contact not required)*
To start: Addresses on the Master Address File (MAF) from which the Census Bureau didn’t receive a response by internet, telephone (CQA), or paper, except for Update/Enumerate areas.

Minus ... households that self-respond after NRFU start will be removed in “real time” from caseload.

Plus ... “late adds” to the MAF (LUCA appeals; New Construction; USPS DSF refresh)

Plus ... when feasible, identify (and enumerate) living quarters that aren’t on the master address list but are discovered during field operations.
NRFU TIMING

STARTS August 11*  ENDS Oct 31

* NRFU “soft launch” in 3 phases:
  - Cycle 1A: 6 ACOs on July 16
  - Cycle 1B: 6 ACOs on July 23
  - Cycle 2: ~40 ACOs on July 30

- NRFU will start in majority of ACOs on Aug. 11
- Enumerators will work 9:00am – 9:00pm
IDENTIFYING ENUMERATORS

- Government ID badge with:
  - Photo
  - U.S. Dept. of Commerce watermark
  - Expiration date
- Other items w/Census Bureau logo (e.g. smartphone or laptop; bag; “official business” notice for car)
- Enumerators and "reinterview" staff must wear a face mask
- Regional Census Centers can confirm a census taker’s identity (https://2020census.gov/en/contact-us/rcc.html)
ENUMERATOR SAFETY DURING PANDEMIC

Census Bureau provides adequate supplies up front:

- Face masks
- Hand sanitizer (+ bottles)
- Gloves
- Virtual training on COVID-19 health/safety protocols
- Enumerators do not enter homes
NRFU
LANGUAGE ASSISTANCE

- Bilingual enumerators where needed and available
- Enumerator data collection instrument in English and Spanish only
- Enumerators will have “language cards” with messages in the 59 non-English languages (incl. ASL) for which instruction guides are available, to determine if a household needs help in another language to complete an interview or self-respond.

Go to https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_06.pdf for list of languages.
NRFU OPERATIONS: VACANT UNITS

- ALL housing units that don’t self-respond at least one visit (or verification by building manager) from census taker!

- Vacant and “nonexistent” housing units identified using U.S. Postal Service “Undeliverable As Addressed” (UAA) file or via “manager visit” in multi-unit buildings

- If identified as UAA “vacant/delete,” enumerator looks for signs of occupancy
  - Vacant units require verification by proxy or 2\textsuperscript{nd} enumerator
  - If possibly occupied: move address to active NRFU list for additional visits
NRFU OPERATIONS: OCCUPIED HOUSING UNITS

- If no answer when enumerator visits, “Notice of Visit” left at door, with info on how to respond online (with ID), by phone, or by mail, to encourage self-response.

- After 1st unsuccessful visit, short “hold” period before 2nd attempt to allow time for self-response.

- Residents can request mailing envelope for a paper form they already have, but not another paper questionnaire.
  - Next visit put on “hold” for ~5 days.
After one unsuccessful attempt, Census Bureau determines: can the household be counted using "high quality" federal administrative records?

- If not, census takers make up to six total attempts (and possibly more for hardest cases)
  - "Notice of Visit" left after each unsuccessful attempt
  - After 3rd unsuccessful try, enumerators can ask nearby reliable "proxy" (e.g. landlord; neighbor; caregiver; real estate agent) for information on household
    - Up to three proxy attempts after each failed in-person contact
If no successful “proxy” enumeration, more visits

After 4th unsuccessful attempt, “hold” period starts while Census Bureau reassigns best enumerators to hardest cases (NRFU Phase 2)

After 6th unsuccessful attempt, cases still eligible for more visits until end of October approaches; minimum info needed for congressional apportionment also “closes out” a case in final phase
OCCUPIED HOUSING UNIT
NRFU (CONTINUED)

- No information on household determined to be occupied?
  - Household “enumerated” using statistical imputation methods … in other words, these households will be counted in the census, one way or another.
- Administrative records (AdRecs) or statistical methods can fill in other missing data (“item nonresponse”)

KEEP IN MIND: Self-response data are most accurate. Data collected in-person and closer to Census Day are next best.
THANK YOU!
#CountEveryone
#WeCount
Counting Latinx Communities during NRFU

July 15, 2020

Lizette Escobedo
Director of National Census Program
NALEO Educational Fund
Current Status of Latino Count + Challenges
# Self-Response Rate - Latino Share

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## Self-Response Rate - Latino Share

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<tr>
<td>Average Non-Majority Latino CD</td>
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<tr>
<td>Average Majority Latino CD</td>
<td>55.5</td>
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<td>State</td>
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Download full analysis here
Specific Concerns about Census Participation among Latinx Communities

Overall enthusiasm to participate accompanied by specific concerns:

- Sharing personal information
- Online privacy
- Concerns about Trump Administration’s use of census against Latinos and immigrants

Consistent findings in our 2018 and 2019 research:

- In 2018 focus groups, participants had generally positive view of census
- However, when shown actual version questionnaire with citizenship question, participants expressed hesitation, fear, and lack of confidence

Download full research deck [here](#)
MESSAGES & MESSENGERS
2019 Focus Groups

• More information needed on the census among all groups of Latinos
• Many think of the Census Bureau as "separate" from the Trump Administration
• Reminding Latinos that the Trump Administration wanted to include a citizenship question was not helpful
• English-speaking Latinos do not want a census worker coming to their homes
• Generally, some Spanish-dominant immigrants do want a trusted person who can help them complete the form
• The race question was confusing for many, several left the question blank
Recommendations

• Messaging to promote participation should include themes around **community empowerment** and the benefits of local funding.

• Organizations should also emphasize what **will be** on the questionnaire and what **will not be** on the questionnaire.

• **Avoid politicizing the census**; most Latinos do not associate it with politics. Reminding people of Trump’s effort to put citizenship on the census diminishes interest and trust in the process.

• **Collaboration with local Latino partners** to adapt messaging and outreach is crucial. When it comes to the 2020 Census, these organizations are especially influential messengers and trusted validators of the process.

**Adjusting Messaging Post COVID-19**

• Filling out the Census is more critical than ever: Census data are being used by policy leaders to respond to COVID-19.

• Simple and relevant messages: wash your hands, stay at home, practice social distancing and self respond by mail, online, or via phone.

• Self-responding helps decrease chances of in-person visit by a census taker.
Counting Latinos during Non Response Follow Up
Why is NRFU Enumeration Important for Latinos & Communities of Color

- Current self response rate: 62.1% (66.5% in 2010)
- Which means that the count of over close to 40% of households will rely on NRFU enumeration.
- NRFU enumeration will target communities with low self response rates
- Effective and comprehensive execution of NRFU will be critical to ensure a full count of Latinos and other HTC communities of color
- An interrupted, scaled back, or ineffective NRFU = severe undercount of Latinos
- Global pandemic has significantly affected Latinos, Census is not top of mind, and the need for NRFU may be highest in most impacted communities
2010 vs. 2020

U.S. response rate:
62.1% (as of 7/14/2020)
66.5% (2010 final self-response rate)

- 2010 Self Response timeline: March – May 2010 (app. 3 months)
- 2020 Self Response timeline: March – August 2020 (app. 6 months, currently @ 4 months)
- Longer timeline yet lagging SR rates
- Limited or complete lack of in-person assistance
- Door to door enumeration in a time where human interaction can be deadly despite PPE prep
- Door to door enumeration may need to be re-assessed based on COVID-19 spikes

Source: City University of New York HTC Maps
2010: Counting Latinos during NRFU

- Weekly segments on Spanish language media
- Weekly stories on how to identify enumerators and what to expect
- Weekly interviews with enumerators from the community
- SR + NRFU rate community competitions
- Ongoing communication with Obama Administration regarding ICE raids
- Close relationship with USCB
- Trusted messengers and faith leaders encouraging responding to enumerators
- National bilingual hotline
- USCB ad buy plan negotiated with in-kind news stories and promos with CBO’s
2020: Counting Latinos during NRFU

Starting August 11th (+ July soft launch) – October 31

- SR continues through to October 31
- Limited offline engagement, heavy online engagement
- Data informed hyper geo and demo targeting
- Stretching dollars for effective use and layering strategies
- Organic digital strategies vs. paid
- Heavy focus on pre-NRFU final push (phone banks + peer to peer)

NEF multi-layered approach:
- Earned media (pre / during NRFU, targeted DMA’s, informational, limited)
- Paid radio (pre NRFU, high frequency, short timeline, 6th mailing tag along promo)
- Hyper targeted digital (pre / during NRFU, under 45 demo, high frequency, data informed content)
- Mail program (during NRFU, over 45 mono Span demo, hyper targeted)
- Ongoing monitoring of NRFU roll out + Disinfo via 877-EL-CENSO hotline
- How do we prepare for potential roll back of NRFU operations in HTC communities most impacted by COVID-19?
Field Roll Out Considerations

- Most organizations are or will be limiting face to face interaction due to COVID-19 spikes
- Many states with spikes may re-initiate closures
- Understanding employee safety internal policies and state laws
  - Providing PPE and proper sanitation guidelines
  - Exposing other community members during direct assistance
- Potential impact of sharing of electronic devices and other materials for direct assistance
- Challenges to MQA roll out
- Extended timeline and competing GOTV efforts
- Multiple surveys in the field
- Challenges with organic reached and limited news cycle space
Resources & Tools
COVID-19 Census Communications Toolkit

HagaseContar.org/Resources

- Messaging and talking points
- Guidelines on digital shifts
- Sample social media posts and graphics
- Sample e-mails to stakeholders
- Sample PSA scripts
- Downloadable posters
- Additional resources
Guidance on Hispanic Origin and Race Questions, FAQs on Modifications

+ GENERAL QUESTIONNAIRE GUIDANCE + OTHER HANDOUTS

HagaseContar.org/Resources
Social Press Kit with Second Round of COVID-Related Graphics

thefulshipkit.com/nefspk

Our latest assets are geared towards our Latino millennial audiences with quarantine, social distancing, and cultural references.

To share each post, our partners simply need to click on the “tweet”, “post”, or “download” buttons at the bottom of each graphic which will produce a pop-up window with a preview and confirmation of the user account.
Promoting the Full Count of Young Latino Kids

www.hazmecontar.org

The ¡Hazme Contar! campaign includes working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their communities about the importance of counting all children in the household – including young children.

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;

- Template resolutions for school boards;

- Earned media opportunities and digital media efforts;

- A subpage on our website with downloadable tools – hazmecontar.org;

- Encourage PTA and Parent Center leaders to participate in a train the trainer and train other parents and students using our template curriculum;

- Dissemination of key information around Census dates and operations to parents and students;

- Encouraging use existing school notification systems to remind parents of key census dates.
Promoting the Full Count of Young Latino Kids

Building off the success of our last two animated videos, NALEO Educational Fund created a third animation video in English and Spanish that specifically targets individuals who play a role in the lives of Latino children – parents, aunts, uncles, grandparents, teachers, and caregivers.

The animated video premiered March 26, 2020 on YouTube, Facebook, Instagram, and Twitter.
Engaging Latina Millennials

www.luzcollective.com/census-2020/

“The Present is Latina” is a campaign by Luz Collective and NALCEO Educational Fund that educates Latinas about the impact of 2020 Census on their futures and empowers Latinas to encourage their family, friends and peers to make themselves count. The campaign includes ready-to-share content, graphics, short videos, editorials, and more.
Text “CENSUS” to 977779

Text “CENSO” to 977779
HAGASECONTAR.ORG
Bilingual Information and Resources

Our Time Is Now: Make Yourself Count In Census 2020

- Downloadable Partner Resources
- Direct Cell Connection to National Bilingual Hotline
- Direct Assistance and Pre-Populated Chatbot

Ask a Census Question:

¿Es esta su pregunta?
- Sí
- No

Type a message

El censo del 2020 se lleva a cabo entre marzo y agosto del 2020. Aún no hay una fecha límite para que lo realicen, pero los trabajadores del censo comienzan a visitar a los hogares que no han enviado respuestas en mayo.
877-EL-CENSO
(877-352-3676)
Bilingual Census Information Hotline
Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

Fully trained bilingual staff and trusted messengers ready to answer all census related questions, including:

• Up to date information on Census operations
• Flagging major issues and rapid response referrals
• Self response methods and non response follow up
• Basic information on questionnaire and who should be included
• Reporting disinformation + red flags
Reporting Disinformation

Ensure accurate information about the 2020 Census by reporting problematic messages.

You can report by:

- **Scanning** the QR Code on the flyer with a smartphone camera
- **Adding** “+16028458619” to your contacts and **sending** a text with a link, message, or image
- **E-mailing** naleo@tips.junkipedia.org or going on the web
# Regional NALEO Educational Fund Contacts

<table>
<thead>
<tr>
<th>Region</th>
<th>State</th>
<th>Focus</th>
<th>NEF Point of Contact</th>
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<tbody>
<tr>
<td>Southwest</td>
<td>Arizona</td>
<td>Yuma &amp; Pinal</td>
<td>Anakarina Rodriguez, Arizona Regional Census Campaign Manager, <a href="mailto:arodriguez@naleo.org">arodriguez@naleo.org</a></td>
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<td></td>
<td>Texas</td>
<td>Rio Grande Valley</td>
<td>Genesis Sanchez, Texas Regional Census Campaign Manager, <a href="mailto:gsanchez@naleo.org">gsanchez@naleo.org</a></td>
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<tr>
<td></td>
<td>California</td>
<td>Los Angeles</td>
<td>Giovany Hernandez, Los Angeles Regional Census Manager, <a href="mailto:ghernandez@naleo.org">ghernandez@naleo.org</a></td>
</tr>
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<td></td>
<td></td>
<td>Inland Empire (San Bernardino and Riverside)</td>
<td>Myra Miranda, Inland Empire Regional Census Manager, <a href="mailto:mmiranda@naleo.org">mmiranda@naleo.org</a></td>
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<td>Orange (Orange County)</td>
<td>Darlene Moreno, Orange County Regional Census Manager, <a href="mailto:dmoreno@naleo.org">dmoreno@naleo.org</a></td>
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<tr>
<td></td>
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<td>San Diego (San Diego County &amp; Imperial County)</td>
<td>Blanca Romero, San Diego Regional Census Manager, <a href="mailto:bromero@naleo.org">bromero@naleo.org</a></td>
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<td>Central Valley (Kern, Tulare, Fresno)</td>
<td>Cristina Camacho, Central Valley Regional Census Manager, <a href="mailto:ccamacho@naleo.org">ccamacho@naleo.org</a></td>
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<tr>
<td>Southeast</td>
<td>Florida</td>
<td>Miami-Dade</td>
<td>Margaret Sanchez, South Florida Regional Census Manager, <a href="mailto:msanchez@naleo.org">msanchez@naleo.org</a></td>
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<td>Orange &amp; Osceola</td>
<td>Jenny Gallego Ash, Florida Program Manager, <a href="mailto:jgash@naleo.org">jgash@naleo.org</a></td>
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<td>Mid Atlantic</td>
<td>North Carolina</td>
<td>Statewide</td>
<td>Armando Cruz-Martinez, Mid-Atlantic Regional Census Campaign Manager, <a href="mailto:acruzmartinez@naleo.org">acruzmartinez@naleo.org</a></td>
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<td>Northeast</td>
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<td>Julio Rivera, Northeast Regional Census Campaign Manager, <a href="mailto:jrivera@naleo.org">jrivera@naleo.org</a></td>
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Thank you.

Lizette Escobedo
Director of National Census Program
lescobedo@naleo.org

Twitter: @NALEO #HagaseContar
naleo.org | hagasecontar.org | hazmecontar.org
Facebook.com/naleo.org
Historically, African Americans have been undercounted each decade.

Approximately 3.7 million African Americans were entirely uncounted in the 2010 Census.

The 2020 Census raises new risks and uncertainties that put an already vulnerable Black count at extreme risk.”
Census 2020

National Response Rate - 62.0%
California Response Rate - 63.2%
Sacramento County 2020 Response Rate - 68.6%
Sacramento Low Income Zip Codes Response Rate - 55.04%
Sacramento County 2010 Response Rate - 70%
NRFU Community Partners Strategy
Non Response Follow Up (NRFU) Strategy

- Drop Door Tags in low response Census Tract neighborhoods: Oak Park, Fruitridge and Del Paso Heights
- Caravan through Low Response targeted neighborhood with elected officials and neighborhood leaders gaining awareness and increasing Census completion percentage 5%
- Ensure participant receive gift upon Census form Completion
- Live-streamed Social Media Concert
Census Tract Neighborhood Outreach
CARaVAN
CLAIM IT
We’re so excited for you to show us your completed Census we are willing to award a PRIZE FOR IT.

How to Claim Your Prize
Here’s how to send proof that you completed your Census form:

1. PROOF: Take a screen shot of your Census “Thank you” page.
2. EMAIL: Screen shot to mroberts@gsucl.org
3. CLAIM CONFIRMATION: A confirmation of receipt of your email will be sent to you at the email address used for submission of your screenshot.
4. PRIZE: The Greater Sacramento Urban League will reply to your email address to mail out your prize claim.

OR
Call 916-286-8669 to schedule a time to PICKUP your prize from our building located at 3725 Marysville Blvd., Sacramento, CA 95838.

YOU COUNT!
It’s not too late to complete your Census today on your Cell Phone

1. It’s Not too Late
2. It’s Quick & Easy
3. It’s Safe & Secure
4. Complete on your Cell Phone

www.my2020census.gov
916.286.8600
Greater Sacramento Urban League
Questions?
Thank you!