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Census Outreach
Why Does the Census Matter?

• Congressional apportionment—how many seats a state has in the U.S. House of Representatives

• Electoral College

• Redistricting

• Federal funds given to states for the next 10 years ($1.5 trillion per year)

• Basis for most federal and other data surveys and reports, including ACS
Why are States investing?

• This is the first census where the internet is the primary option and there is concern about the digital divide, and residents concern about hacking
• The Census Bureau has fewer local offices and is behind in its hiring and training which can only be done on-line
• The Census Bureau was severely underfunded early on so it was not able to do a sufficient dress rehearsals and testing
• Distrust of government has sky rocketed. Trusted messengers are key but they need resources.
• The Census Bureau is doing outreach and advertising in fewer languages.
300+ Federal Spending Programs

• Medicaid Reimbursement and Medicare
• Title I Education for Local Education Agencies
• Highway/Transportation
• Community Development Block Grants
• TANF
• Special Aging Programs
• Rural programs
• Workforce Innovation and Opportunity Act
• Food Stamps, National School Lunch
• Housing Programs
State actions regarding the 2020 census

• States with complete count committees/commissions (CCC)
• States with census funding
States Complete Count Committees/Commissions (CCC)
States with Census outreach funding

- CA: $187 million
- IL: $30.5 million
- NY: $20 million
- WA: $16 million
- NJ: $9 million
- OR: $7.5 million
- CO, MD and NV: $5 - 6 million
- GA, NM: and MN $3 - 4 million
- AL, ND, UT, VA, WI: $1-1.5 million
- HI: $750,000
- AK: $600,000
- RI and MI: $500,000
- MT: $100,000
In addition to CCC’s, what are states doing?

• Using 3-1-1 hotline to educate residents about the census
• Directly or working in partnerships with foundations providing funding to service and outreach organizations who are trusted voices
• Setting up kiosks with tablets for public libraries and state agency clients to use to answer the census
• Distributing posters to public facing agencies and directing them to create outreach plans; paid ethnic media campaigns
• Engaging corporations, schools, libraries, hospitals and tribes
• Working with schools for outreach to parents and students
What other preparations are being made?

• State attorney generals are preparing to stop fraud. Civil rights groups are setting up census hotlines and attorney networks to reassure nervous households concerned about misuse of information.

• California’s governor just signed bill to create census bill of rights to penalize impersonating a census worker.

• States are preparing to document census breakdowns in case of significant undercount.
What resources exist?

• There are over a dozen national groups with materials in many languages using tested messages. CensusCounts.org

• Census Counts campaign has a listserv for government officials and webinars on operations

• There are a plethora of toolkits – for cities/counties, for libraries, for faith based, for LGBTQ, for community service agencies, Native American and other People of Color

• There are census coalitions in a majority of the states that government officials can work with

• There is a national complete count committee to address the undercount of young kids Countallkids.org

• There are toolkits for local funders willing to support census by Funders Census Initiative

• There is a map by CUNY of hard to count

• There is federal program $$ data by GWU “counting for dollars” by state, with some information by metro/county by POGO
Thank you

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