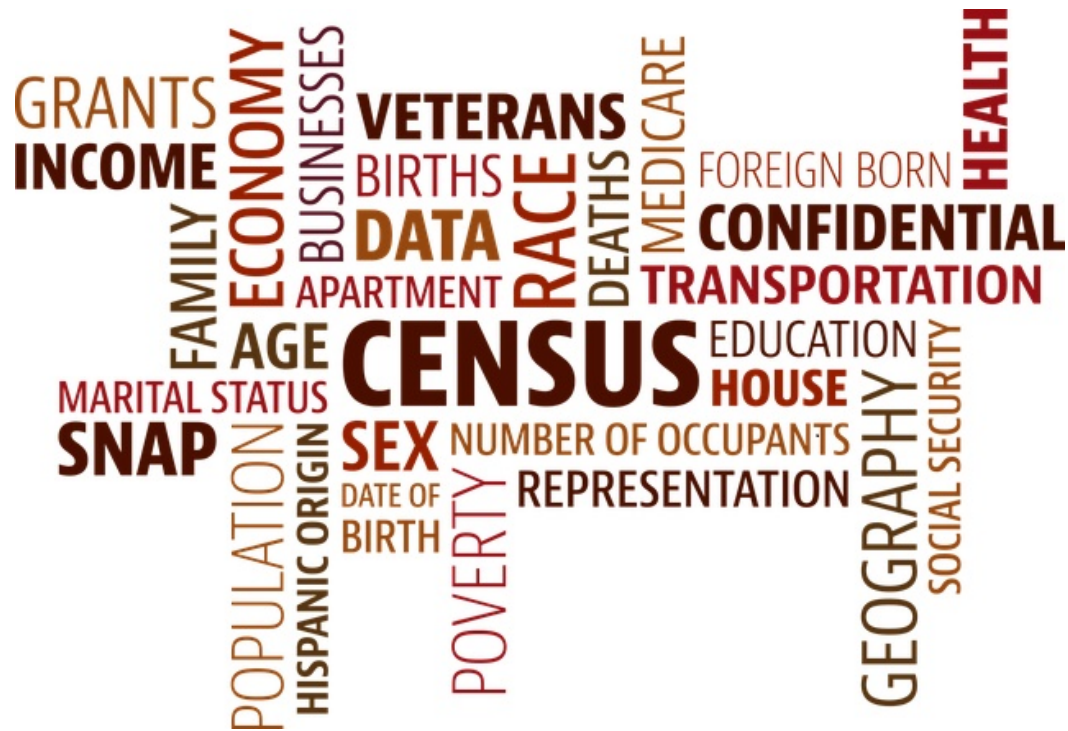


# Census 2020



Please Stand By

# Welcome



Barbara Edmond  
President  
Maine Philanthropy Center

# Maine Network Advocacy Committee

## Co-Chairs

Becky Hayes Boober  
Maine Community Foundation

Morgan Hynd  
The Bingham Program

## Committee Members

Andrea Berry  
Maine Initiatives

Karen Heck  
The Bingham Program

Dan Coyne  
United Way of Greater Portland

Lauralee Raymond  
John T. Gorman Foundation

Deb Felder  
Broad Reach Fund

Diana Scully  
Maine Justice Foundation

# Census 2020

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- Represents a critical equity issue that affects everyone and everything in Maine
- There is a unique opportunity for philanthropy to play a leadership role.

# Jenn Gray



Director of Advocacy  
Maine Philanthropy Center



# Presenters



Marcia Avner  
Funders Census Initiative  
Funders Committee for Civic Participation



Alexie Torres  
Access Strategies Fund

# Agenda

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1. Overview
2. What's Happening in Maine
3. What Funders Can Do
4. Closing
5. Q & A



# Marcia Avner



Co-Chair

Funders Census Initiative

Funders Committee for Civic Participation



# Census 2020: Why Should Philanthropy Care?



Guides foundation  
decision-making and  
strategy



Steers  
\$700+ billion annually in  
federal funding to states  
and localities



Determines equal political  
representation

# Census 2020

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It's Important to Care About a Fair and  
Accurate 2020 Census!

# 2020 Census Challenges

“Count everyone once, only once, and in the right place”



Internet as primary response option,  
addressing the digital divide



Reduce number of field staff,  
larger territories



Delayed communications plan



Inadequate funding has  
affected census operations  
implementation



Community reluctance

# The Citizenship Question

Is this person a citizen of the United States?

- Yes, born in the United States
- Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
- Yes, born abroad of U.S. citizen parent or parents
- Yes, U.S. citizen by naturalization – *Print year of naturalization* ↴
- No, not a U.S. citizen

# The Problem

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## The Census Count is Not Equal Opportunity

### Overcount



- Non-Hispanic Whites
- Homeowners (*proxy for higher income*)
- College students living away from home
- Older people

### Undercount (*harder-to-count groups*)



- People of color; American Indians on reservations
- Young children (*ages 0-4*)
- Renters (*proxy for lower income*)
- Immigrant/LEP households

# Hard to Count Communities



**Young children are the most likely to be undercounted**

**2.2 million** children (0-4 years) were not counted. African American and Latino children were overlooked at **twice the rate** of white children.

**Hard to count communities have been undercounted for decades, disadvantaging their families, communities, and neighborhoods.**

**1 in 3** Latinos live in hard-to-count census tracts

**1 in 3** African Americans live in hard-to-count census tracts

**1 in 4** Natives live in hard-to-count census tracts

**1 in 5** Asian Americans live in hard-to-count census tracts

# Resources for Funders

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## Funders Census Initiative 2020

An FCCP working group that supports strategy development, learning, and planning by funders.



visit [bit.ly/FCCI2020](https://bit.ly/FCCI2020) for updates, webinars, fact sheets, analysis and more!

# FCI Working Group

## Funders Census Initiative 2020 - Be Part of a Community

An FCCP working group that supports strategy development, learning, and planning by funders. Visit [bit.ly/FCI2020](https://bit.ly/FCI2020)



Get support,  
stay informed



Connect with others



Webinars, in-person  
presentations



Access to Census  
Funders Resources



# FCI Resources

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- Census Operational Milestones
- FCI Factsheet
- Funder Menu of Options
- Citizenship Question resources
- Census Funder Milestones



## 2020 CENSUS FUNDER TOOL KIT

[bit.ly/FCI2020](https://bit.ly/FCI2020)

Created by the  
**FUNDERS CENSUS INITIATIVE (FCI)**  
An FCCP Working Group

# Census 2020: Why It Matters

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What Are The Next Steps?

# Opportunities for Engagement

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PARTICIPATE.



CONVENE.



INVEST.

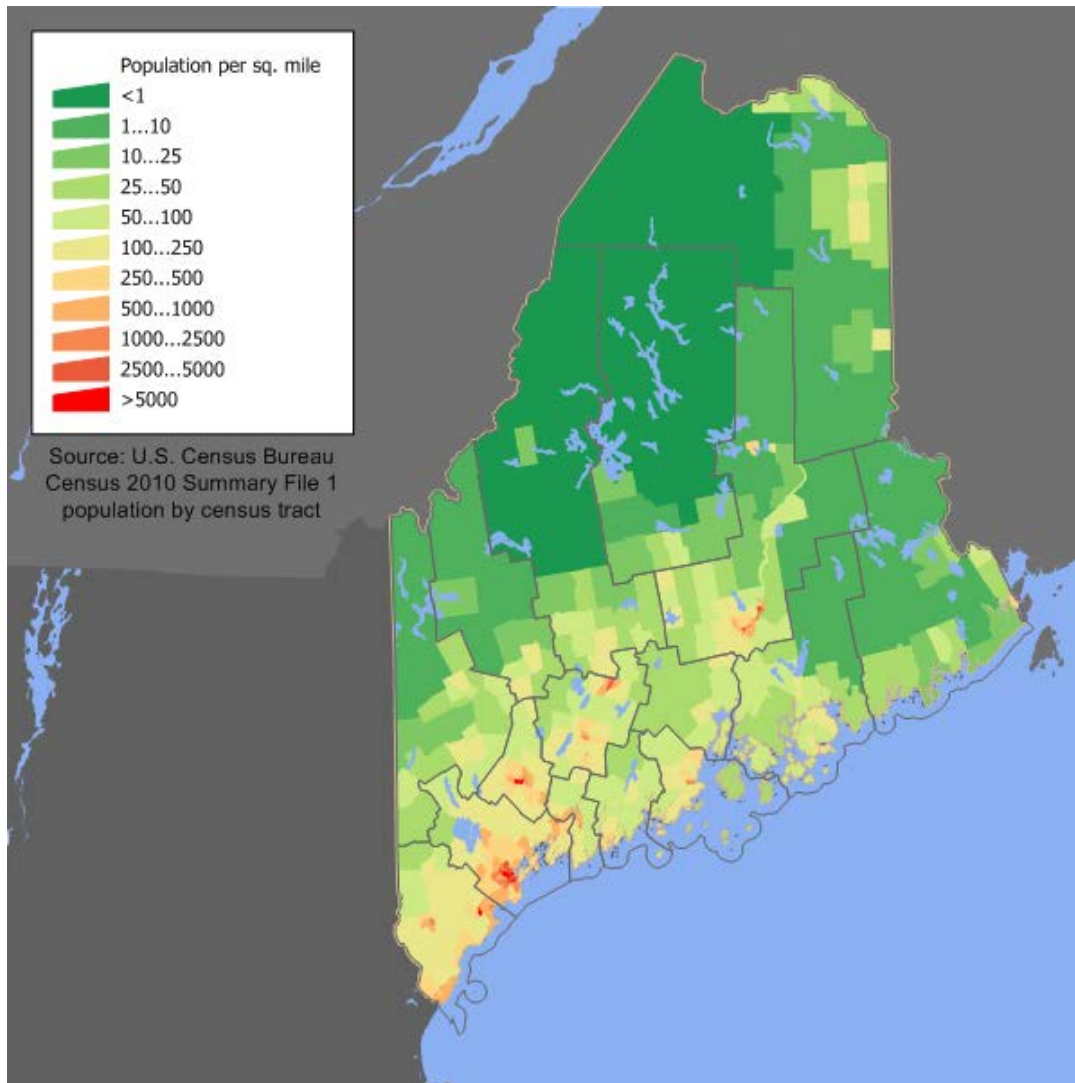


# Jenn Gray



Director of Advocacy  
Maine Philanthropy Center





## Maine Population Density Map

Photo Credit: Jimirwin at the English Wikipedia

# U.S. Census Bureau Plan in Maine

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- Elizabeth Enright - Census Bureau's Partner Specialist assigned to Maine and Vermont
- Office to be located in Augusta
- Hiring
  - Emuneratorators
- Language Assistance

# Maine Engagement

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# Maine Players

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Maine  
Children's  
Alliance



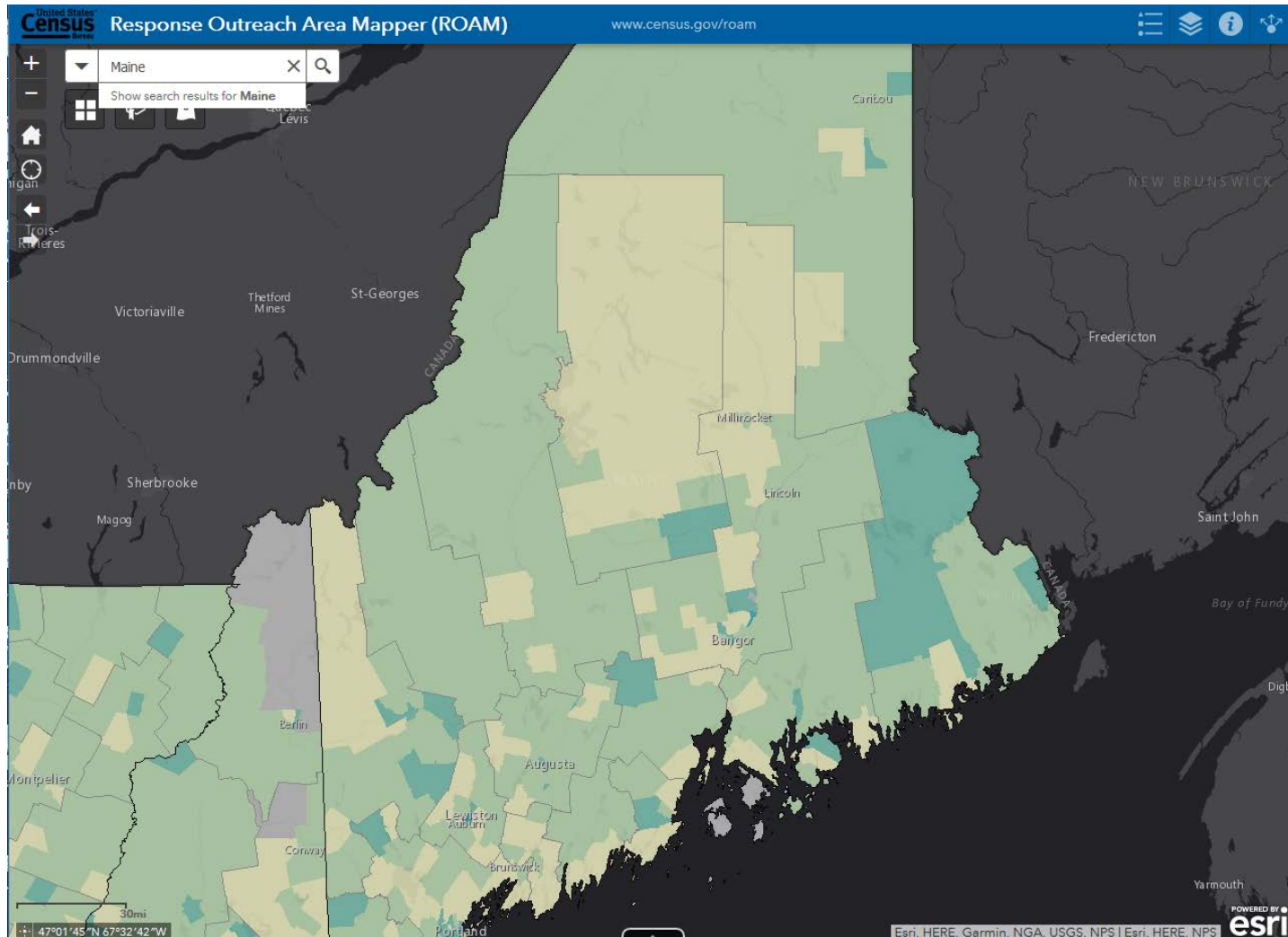
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Philanthropy  
Center

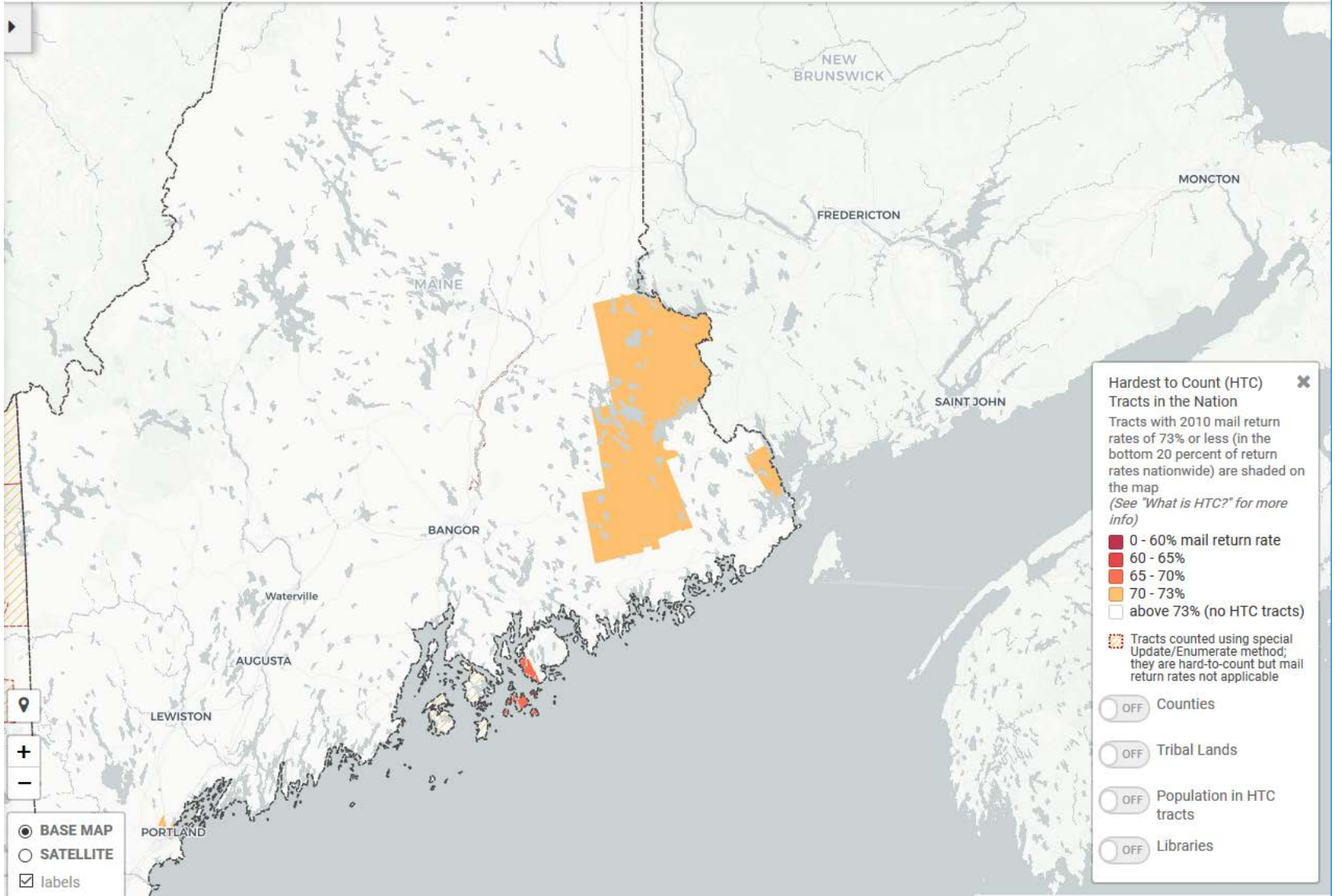
M | A | N | P  
Maine Association  
of Nonprofits

MAINE  
IMMIGRANTS'  
RIGHTS  
COALITION



# Hard to Count Communities





# Maine's Hard to Count Communities

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- Low income
- Immigrant
- Children under 5
- People of color
- Rural
- Complex living arrangements
- Mobility
- Multi-unit buildings
- Rental housing
- Washington County
- Maine Islands
- American Indian reservations
- High density areas of Portland
- Downtown Lewiston
- Augusta
- Auburn
- Biddeford
- Greater Bangor
- Presque Isle
- Sanford
- Waterville

# Alexie Torres



Executive Director  
Access Strategies Fund

# Massachusetts Plans for Census 2020

# Massachusetts and the Census

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- In 2010 Massachusetts faced numerous challenges regarding redistricting and was at risk of losing a legislative seat.
- It also faced the ramifications of fraudulent actions at the state legislative level resulting from unfair use of data.
- In FY 2015 Massachusetts received \$16 billion in census-led funding.

Medicaid is the largest federal program funded in Massachusetts at \$9 billion. Medicare, SNAP, and Section 8 are the other top-funded programs

# Creation of Mass Census Equity Fund

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Facing this reality we launched the Massachusetts Census Equity Fund with the following goals:

- Increase census response turnout by 5% in our Hard to Count communities.
- Increase the capacity of community organizations for civic engagement and community organizing.
- Foster funder collaborations on civic engagement and develop best practices in the area of census outreach.
- Document lessons learned from organizations involved in census activities.

# What We Accomplished ...

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- Collaboration of 12 funders, raised over \$1 million in about 6 months, awarded 30 grants across the state.
- Over half the communities where grantees worked increased their mail participation rates from 2000.
- 96% of organizations stated that participating in census outreach increased their capacity for civic engagement and community organizing.



# What We Learned ...

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- Reaching HTC communities requires creative strategies and dedicated on-the-ground staff and volunteers that represent the communities being reached.
- Appropriate language and cultural outreach strategies are essential to increasing participation of HTC communities.
- Funder and grantee initiatives are critical for statewide collaboration, particularly for rural and underserved communities.

# What We Learned, continued ...

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- Organizations and communities need more time to educate and inform their constituents about the importance of the census.
- Partnership is key: State, Census, Elected officials, grasstops and grassroots organizations ALL need to be in communication with one another as much as possible – and we can help make that happen.

# What is at Stake for 2020?

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- Billions of federal resources for key programs like Section 8, Medicaid and Child Nutrition programs
- Severe undercount of marginalized populations in the Commonwealth, leading to disenfranchisement and unrepresentative districts
- Incorrect data being used to for research and analysis, to understand our communities

# Massachusetts Census Equity Fund 2020

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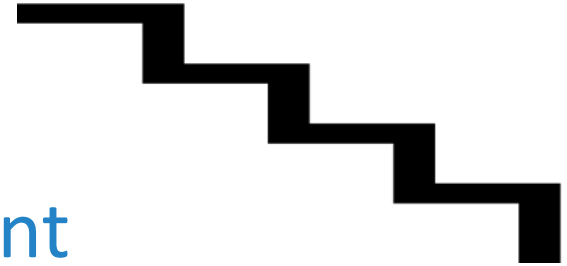
- Develop critical partnerships to ensure that we reach targeted hard-to-count communities with resources and education.
  - Working directly with statewide civic engagement organizations
  - Meeting regularly with our Regional Census Staff
  - Collaborating with our Secretary of State's office
  - Tracking national news and Census related information
- Launch RFP January 2019 – focus of building capacity at the grassroots level, across the state, for education and engagement in the 2020 census.
- Funders understanding that this is a long-term project, part of ongoing Civic Engagement and Empowerment work in the Commonwealth.

# Closing Thoughts

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We encourage you to take some next steps:

- Bring this issue to your next staff and board meetings.
- Decide if this issue is important to your organization.
- If so, let me know: [jgray@NonprofitMaine.org](mailto:jgray@NonprofitMaine.org)



# Time To Share Your Thoughts !

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# Resources

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- Elizabeth Enright, Partnership Specialist, U.S. Census Bureau, 347-344-8593, [elizabeth.enright@census.gov](mailto:elizabeth.enright@census.gov)
- Response Outreach Area Mapper (ROAM): <https://www.census.gov/roam>
- Hard to Count Communities Map: <https://www.censushardtocommunities2020.us/>

# Thank you for joining us!

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Please fill out a brief evaluation.

We'd really appreciate your thoughts.