

PREVENTING AN UNDERCOUNT IN THE SOUTH IN THE 2010 CENSUS

Successful Implementation of a Small Grants Outreach Program



U.S. Census Bureau
Census 2010



SOUTHERN COALITION FOR SOCIAL JUSTICE

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All pictures included in the report are provided by the South Piedmont Economic Action for Recovery (SPEAR) and photographed by Kay McClorey in Cabarrus County, NC.



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Chapter 1

- + Introduction
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INTRODUCTION

In 2009, with generous support from the Ford Foundation, the Z. Smith Reynolds Foundation, and the Open Society Institute, the Southern Coalition for Social Justice (SCSJ) started a small grants program for grassroots community organizations working to encourage participation in the 2010 Census. In developing this program, SCSJ recognized that many small community groups are not able to receive the attention and support of national funders, but that these groups needed funding to actively engage in census participation campaigns. Finally, recognizing the redistricting and voting rights implications of an accurate census count, SCSJ hoped that groups that had the funds to build an effective and long-term advocacy infrastructure might be more likely to engage in the redistricting process that follows a decennial census.

The theory underlying the small grants program is that community organizations on the ground best understand the needs and fears of the hard-to-count communities they work with, and that these community groups can most efficiently use limited funds to maximize results—that is, to ensure a more accurate count in their communities. These groups know what can be done to meet those needs and allay those fears in a way that larger regional/national groups do not. Not only can small grants enable effective outreach, but they can also assist these groups in building the capacity needed for other and long-term advocacy. Grassroots groups engaged in census participation advocacy

can further strengthen and build upon the trust-based relationships with frequently marginalized communities and parlay those advances into other needed areas.

The purpose of this report is to document for funders, past and future, and for grassroots community organizations the benefits of this method of outreach funding. We recognize that the 2010 Census provides a unique opportunity to quantitatively and qualitatively document the positive impact that grassroots groups can make with relatively small amounts of money. We believe that this model will be applicable in other areas of advocacy and hope that the evidence gathered illustrating the success of the model in the census context will encourage funders to direct money toward small grant programs in other areas. Finally, because the federal census happens only once a decade, many of the best practices learned in one census are not retained or remembered when the next census arrives. This report is intended to memorialize those best practices and serve as resource that community groups can consult not only when preparing for the 2020 Census, but also when planning other outreach activities, such as public participation in 2011 redistricting.

As set forth in detail below, we believe this small grants program was extremely successful in decreasing the undercount of certain communities, increasing awareness of the importance of census participation, building long-term capacity in the community organizations funded, and garnering interest in redistricting advocacy and other civic engagement activities.

DETERMINING WHERE TO FOCUS OUTREACH EFFORTS

Given limited resources and staff capability, as well as geographic limitations, SCSJ recognized that hard decisions would have to be made as to where to focus our census outreach efforts. As a first step in preparing a basis for make these decisions, SCSJ began fact finding on a number of census-related issues: who were “hard-to-count”, where

were these populations located, and which areas had a significant undercount in 2000?

As part of the fact finding effort, SCSJ contracted political cartographers and demographers Anthony Fairfax and Timothy Stallman to conduct specific analyses and author reports on their findings. Two of the reports issued—*Analyzing the 2000 Census Undercount in the South* and *Identifying Communities Where Census Outreach is Most Needed*—became key in determining where to focus outreach efforts.^{1,2}

Looking at the undercount in the 2000 Census, a decision was made to focus on the five most affected southern states: North Carolina, Virginia, Georgia, Louisiana, and Florida. Beyond just which states were most significantly undercounted in the previous census, the research also focused on which counties within those states were most affected. Then, the researchers looked at where hard-to-count (HTC) communities were located in these states using recent American Community Survey (ACS) estimates. This research was done on a county level as well. Finally, though not encapsulated in a formal research report, areas within these five southern states that had experienced significant population growth were identified. Population estimates were obtained primarily from 2007 ACS data. The theory behind this examination was that with limited resources, it would be wise to focus on areas where the potential for the creation of new majority-minority seats existed. Majority-minority districts are those in which a minority group constitutes a majority of the population in the district, and are thus able to elect a candidate of their choice. On the basis of this research, groups were targeted in the five southern states that were in areas of high growth, in areas previously undercounted, and working with HTC communities.

1 Anthony E. Fairfax & Timothy M. Stallman, *Analyzing the 2000 Census Undercount in the South*, Southern Coalition for Social Justice (June 19, 2009), <http://www.southerncoalition.org/documents/AnalyzingWebReport.pdf>

2 Anthony E. Fairfax & Timothy M. Stallman, *Identifying Communities where Census Outreach is Most Needed*, Southern Coalition for Social Justice (July 19, 2009), <http://www.southerncoalition.org/documents/IdentifyingReportWeb.pdf>

SCSJ OUTREACH PROCESS

Once the target areas were identified, SCSJ began reaching out in May of 2009 to groups operating in those locations, with one staff or intern assigned to each of the five states. Organizations were continually being identified during this time with help from SCSJ allies in the social justice realm. Many of the groups initially contacted had previously partnered with SCSJ in some capacity. In addition, state c3 tables, or the equivalent, were contacted to identify nonprofit groups who might be well-suited to reaching populations at risk of an undercount. Initial contact was made through telephone calls during which SCSJ provided information on census outreach work in general and the small grant program in particular. These calls were also used to obtain the names of additional organizations that would be well suited for the small grant program.

Using the phone outreach to survey the potential for in-person meetings, SCSJ selected areas within North Carolina, Virginia, Louisiana, and Florida to conduct preliminary outreach meetings. These meetings were held from August through November of 2009.

In Georgia, SCSJ teamed up with Jerry Wilson, an attorney with experience working on census, redistricting, and voting rights issues in the state and connected to many Georgia community organizations. The purpose of the meetings and Mr. Wilson's outreach was to introduce community organizations to the process and significance of the 2010 Census, encourage groups to apply to the small grant program, begin planning potential regional or local census outreach collaborations, identify groups and geographic locations at risk of being overlooked, and determine the most pressing census needs. The meetings were successful. Many of the groups in attendance applied for small grants and collaborated with each other to best execute census outreach in their communities.

The first North Carolina meeting, hosted by the Z. Smith Reynolds Foundation, was held in Raleigh. In attendance were over fifteen community organizations located throughout North Carolina, many of which had prior relationships with SCSJ or Z. Smith Reynolds. The meeting also included two Census Bureau workers—a local Partnership Specialist for the Raleigh area and the NC Team Leader for Partnership Specialists—and the Director of Legislative Drafting at the NC General Assembly Legislative Services Office. Many of the participating organizations applied to the small grant program. The groups also expressed the need to create a full-time organizer position to conduct census outreach in North Carolina. After further planning among organizations, the Z. Smith Reynolds Foundation followed up on this need by funding a NC Census Coordinator position to be housed at SCSJ. This proved to be an invaluable resource for outreach in the state.

Recognizing that SCSJ had limited outreach capacity in Florida and Louisiana, a local consultant was hired in these two states to organize meetings by conducting on-the-ground outreach to community groups. Unfortunately, this strategy of hiring a local consultant was not very effective, and resulted in a very low turnout for some of the meetings in Louisiana and Florida. The lack of effectiveness was due, in part, to the challenges of building a good working relationship when hiring and supervising from long distance. In retrospect, it would have been better to have relied more on the local and state c3 tables, which are coalitions of diverse non-profits engaged in varying progressive issues. Although, even with an increased reliance on c3 tables, the challenge would have likely remained to engage grassroots groups in these states without a strong on-the-ground presence to assist in building relationships of trust and respect.

In spite of limited outreach capacity and the challenge of using a long distance consultant, the following series of meetings were held in Louisiana and Florida. The first meeting in Louisiana was in New Orleans at the 7th Ward Neighborhood Center, part of the Neighborhoods

Partnership Network, a citywide non-profit created after Hurricane Katrina with broad on-the-ground organizing capacity. This was followed by a meeting in Baton Rouge organized with assistance from the Louisiana Association of Non-Profit Organizations (LANO), a group already engaged in census outreach. LANO later applied to the small grants program for funding and reached out to numerous non-profit organizations in Louisiana. The Florida meetings were held in Miami and outside Orlando. The Miami meeting proved to be successful in fostering organizational collaboration; and the Orlando meeting provided the opportunity to engage the Farmworker Association of Florida, another future grantee who had already commenced work on the census.

An on the ground consultant was not hired for Virginia, in part because of the state's close proximity. The Virginia meeting was held in the public library of Petersburg, a city with a prominent African-American population. Eight Virginia based groups were provided small grants, including some who targeted the Petersburg area specifically.

Materials and handouts used for these meetings included PowerPoint presentations, location specific flyers and factsheets, and Census Bureau handouts. These are described in more detail in the SCSJ Outreach Materials section of this report.

GRANT APPLICATION PROCESS

Proposals were solicited primarily through advertisement on the SCSJ website, email blasts to known contacts, and word of mouth.

Proposals for the first round of funding were accepted from September of 2009 through October 21, 2009. Proposals for the second round of funding were accepted from late January of 2010 through February 16, 2010.

Forty-nine applications from the five states targeted were received in Round 1. Twenty-nine grants were made, a large percentage of which were for the maximum \$3000. No grant was made for less than \$1000.

Through this process, SCSJ realized that many groups had not yet begun considering census advocacy and other groups would need resources well into 2010. Based on this realization, it was decided to award a second round of grants in early 2010. In anticipation of Round 2, some money from the existing pool of funds was held back and additional funding was sought.

Seventy-nine applications were received in Round 2. Also, applications were reconsidered for groups that were not fully funded during Round 1. Fifty grants were made in Round 2, a substantial portion of which were, this time, for less than the maximum amount. Most of the grants in the second round were made in North Carolina and Florida because extra funding had been received for the program in those states. See Appendix 1 for the small grant application form, which was the same in both rounds.

Applications were assessed on the basis of multiple criteria. The theory behind the small grant program was that grassroots groups, on the ground in their own communities, understand the best ways to effectively reach out to members of their communities and convince them to participate in the 2010 Census. Thus, when evaluating the applications, SCSJ tried not to second-guess the strategy being proposed by the group. Instead, the evaluation looked at whether the applicant worked with HTC communities that the program was attempting to reach and the staff assessed if the proposed activities were ones that could reasonably be accomplished with the relatively small amounts of money at stake. To assess the applicant's census awareness and engagement, the staff relied not only on previous knowledge, but also on information gathered by word-of-mouth, at the five in-person informational meetings previously described, and the self-descriptions provided in the small grant application itself. While some of the groups funded had done prior census or similar civic engagement work, the majority had not, and outreach and support materials were produced with this in mind.

When awarding the grants, the first priority was to make grants to well-connected groups with strong applications. However, there was an effort to ensure that a significant number of grants were made in each of the targeted states and that the grant recipients worked with a variety of HTC groups. For example, there was a conscious effort to ensure that the funding in Georgia was not directed only to groups that worked with Hispanic populations.

The decision whether to fully or partially fund an application was a difficult one. Because the maximum grant amount was so small (\$3,000), it appeared that only partially funding already small projects would be counterproductive. At the same time, there were many worthy applicants to fund, and the goal was to fund as many of them as possible. To help “stretch” the funding, the staff tried to determine if any of the requested funds could be obtained from other sources. For example, many grantees requested money to have t-shirts made. Because the Census Bureau had funding designated for that purpose, SCSJ decided not to fund the parts of proposals related to this item. Instead SCSJ directed those applicants to their local Census Bureau Partnership Specialist. After the first round of grants, the Census Bureau ran out of funding for t-shirts and the like, so the strategy changed and SCSJ began approving funding for that method of outreach.

Even when a decision was made not to fund an application at all, SCSJ attempted to help the applicants obtain funding by directing them to their local Census Bureau Partnership specialists. In fact, several groups reported that they were able to get resources this manner. Additionally, the maps, flyers, and informational material that SCSJ developed were made available to every applicant, regardless of the status of their application. See Appendix 2 for examples.

It was determined that it would be more effective to fund applications based on their merit, rather than to fund simply based on the area

and community targeted. Because of this, the awarding of grants was not perfectly apportioned based on the HTC groups being sought for outreach and the proposed geographic area targets. In states where SCSJ did not have as many connections, it was more difficult to solicit applications from a wide-range of grassroots groups, and the strategy of hiring local consultants in Florida and Louisiana to help reach out to community groups was not effective. As previously described, it may have been more effective to have increased reliance on the local c3 tables.

Although opportunities exist to improve the process by which proposals were solicited and assessed, in general the process worked well. Based on reports received from small grant recipients, the funds appear to have been used according to the proposals made, suggesting the application form was properly designed. Furthermore, the process employed garnered an impressive number and quality of applications from a wide range of engaged community groups.

See Appendix 3 for lists of grantees with the grant amount awarded.

REPORTING OUTCOMES

Following completion of their projects, grantees had the option of reporting the results of their projects by completing an online survey or submitting an informal written report. The majority of grantees (41) submitted responses to the online survey, 11 provided written reports, and a few used both methods. Because the online survey gathered more details than the written reports, some of the observations discussed in later sections will be limited to the information provided by grantees participating in the online survey. Information in this report includes survey responses as of October 11, 2010.

Grantee responses to the survey, and information grantees provided via written reports, were taken at face value. In some cases, particularly with the larger grantees, the small grant was clearly not sufficient to fund all of the outreach activity they reported on the survey.

However, even in these cases where the small grant was a supplement to other funding, the availability of the small grant ensured that the group had sufficient resource to undertake all of the outreach activities reported on the survey.



Chapter 2: Organizational Support for Grantees

- + From SCSJ
- + From the Census Bureau

FROM SCSJ

Census Reports

Grantees benefited greatly from the four reports SCSJ commissioned to understand and prevent an undercount in the South in the 2010 Census. The reports that demographer Anthony Fairfax and cartographer Timothy Stallman created, initially used from early to mid 2009 to assist in determining where SCSJ should focus outreach efforts to attract grantees, were instrumental in providing data and analysis to create focused outreach material for grantees.

The report *Analyzing the 2000 Census Undercount in the South*³ investigated and documented prior research pertaining to the 2000 Census undercount in the five target states of Florida, Georgia, North Carolina, Virginia, and Louisiana. After providing a brief history and timeline of how the Census Bureau evaluates the completeness of the count, the researchers aggregated the various undercount estimates provided by the Census Bureau and identified states, counties, and cities in the South with the highest undercount rates. Statewide maps were produced to show counties undercount rate on a color-gradient.

To better identify counties and municipalities at risk for a high undercount in the 2010 Census, the report acknowledged factors which might lead to an additional undercount above and beyond that measured by the Census Bureau's evaluations. For instance, both the census itself and the post-enumeration evaluations are likely to significantly undercount undocumented migrant populations. The on-the-ground knowledge of grantees proved invaluable in filling in the holes of the Census Bureau's undercount evaluations. As an example,

3 Anthony E. Fairfax & Timothy M. Stallman, *Analyzing the 2000 Census Undercount in the South*, Southern Coalition for Social Justice (June 19, 2009), <http://www.southerncoalition.org/documents/AnalyzingWebReport.pdf>

North Carolina has had a significant and fast-growing population of undocumented immigrants since 2000. By having a historical understanding of the demographic shifts in their communities, grantees were able to identify the limitations of the methodology and use the data more effectively.

The report *Identifying Communities where Census Outreach is Most Needed*⁴ went beyond the first report by creating a composite risk score using not only 2000 undercount data, but also 2000 hard-to-count scores, and the more current 2007 American Community Survey (ACS) data. The Census Bureau designates “hard-to-count” (HTC) areas by analyzing a range of demographic, housing, and socio-economic variables that correlate to the census survey’s low mail response and low enumeration coverage. The Census Bureau defines HTC as populations with any of the following characteristics: people living in rental units, multi-family housing, households that are not husband/wife families, housing units with more than 1.5 persons per room, vacant housing units with no telephone service, non-high school graduates among the 25+ population, people below poverty level, households with public assistance income, unemployed, linguistically isolated households, and recent movers.

A major drawback of the undercount data and HTC scores is that they are based on 2000 data and do not account for large demographic changes since that time. As such, the researchers incorporated the more current ACS data into their calculations to identify additional at-risk demographics, even if they do not live in the Census Bureau’s HTC areas: African-American and other racial minorities; immigrants and migrant laborers; Native American and poor, rural communities; transient populations, such as the homeless; renters and people in group housing.

The smallest geographic area measured by the Census Bureau is the tract level, and the five target states contain a total of almost nine thousand tracts. To make the data sets more manageable, the researchers

4 Anthony E. Fairfax & Timothy M. Stallman, *Identifying Communities where Census Outreach is Most Needed*, Southern Coalition for Social Justice (July 19, 2009), <http://www.southerncoalition.org/documents/IdentifyingReportWeb.pdf>

focused on counties and large municipalities in the five target states. SCSJ created HTC tract-level maps for all the areas where outreach meetings were conducted. In addition, SCSJ created HTC tract-level maps for certain areas so grantees could target outreach more precisely. While the maps provided a reference, SCSJ communicated with grantees the importance of integrating each organization's knowledge of their own communities when identifying where to focus outreach. This report—and the HTC maps that were produced from it—were extremely useful to grantees.

The report *Determining the Financial and Representational Impacts of the 2000 Census*⁵ investigated and documented prior financial and representational impacts of the 2000 Census undercount. The researchers produced updated estimates of the impact on funding by relying on the Census Bureau's final evaluation of the undercount; other studies had used the Census Bureau's less accurate evaluation. Census undercounts can have serious financial impacts on communities, both on the way in which Federal and state funds are distributed across municipalities and on the net level of Federal and state funding. As the researchers highlighted, Medicaid funding accounts for 67% of Federal funds allocated to states based on census data. Other funding impacted includes, but is not limited to, Title I grants for local education, WIC, Federal mass transit grants, community development block grants, social services block grants, child care block grants, employment services, rehabilitation services, and maternal and child health services.

In addition to investigating funding, another primary use of decennial census data that the researchers investigated was in the apportionment of seats in the House and the setting of Congressional district boundaries. Because census counts are so closely linked to the redistricting process, both under and over-counts can have serious consequences for the "one person, one vote" principle of democratic elections. A map of the South was created to give an overview

5 Anthony E. Fairfax & Timothy M. Stallman, *Determining the Financial and Representational Impacts of the 2000 Census*, Southern Coalition for Social Justice (June 19, 2009), <http://www.southerncoalition.org/documents/DeterminingWebReport.pdf>

of districts that are over-represented (under-populated) and under-represented (over-populated). The report provided SCSJ and grantees with quick access to hard numbers on the financial and representational impacts of an undercount, which proved instrumental in producing outreach materials for grantees and other organizations to use.

SCSJ used this report to create county and city factsheets for grantees when organizations determined that these one-pagers would be useful for targeted outreach. SCSJ also created issue based factsheets for grantees, which focused on groups like immigrants and labor. The local factsheets proved to be more popular overall because they were applicable to a wide range of groups. Though not as frequently requested, the issue based factsheets were very useful for specific groups such as those targeting farmworker populations. SCSJ worked with Latino-based grantees to translate a number of factsheets into Spanish.

The report *Assessing What Occurred During the 2010 Dress Rehearsal*⁶ investigated and documented prior research pertaining to the 2010 Census Dress Rehearsal, otherwise known as the 2008 Dress Rehearsal. The dress rehearsal took place in two locations including San Joaquin County in California and nine counties that surround the city of Fayetteville in North Carolina. As noted by the researchers, the rehearsal was divided into two parts: The first part addressed canvassing, which is a door-to-door operation to build an accurate address database; and the second part addressed enumeration/survey operations. The Census Bureau decided to cancel the non response follow-up operation, where enumerators go door-to-door to those households who did not mail back their survey forms. This report was the least useful for SCSJ and the grantees, and no materials were created from it. However, the report did provide organizations with an understanding of the basic operational functions that could be expected from the 2010 Census and described problems that occurred during the dress rehearsal.

6 Anthony E. Fairfax & Timothy M. Stallman, *Assessing What Occurred During the 2010 Dress Rehearsal*, Southern Coalition for Social Justice (June 19, 2009), <http://www.southerncoalition.org/RehearsalWebReport.pdf>

By far the most useful reports for grantees and other organizations were *Identifying Communities where Census Outreach is Most Needed*⁷ and *Determining the Financial and Representational Impacts of the 2000 Census*.⁸ From these reports SCSJ was able to create numerous factsheets and HTC maps, and organizations were able to obtain detailed information on how the census impacts local issues in their communities. As the small grants program progressed, it became apparent that a report describing where to expect potential redistricting battles over majority-minority seats would allow an even greater level focus for census outreach. After recognizing this need, SCSJ created state specific memos addressing potential redistricting battles.

Outreach Materials

SCSJ provided outreach materials not only to grantees, but also to other grassroots organizations working on the census by creating and distributing not only the maps and factsheets mentioned in the previous section, but also flyers, one-pagers, presentations, FAQs, articles, and other resources. By collaborating with community groups, SCSJ was able to develop targeted information and messages that would resonate with specific communities.

The hard-to-count (HTC) maps introduced in the previous section were designed by the cartographer who co-wrote the previously mentioned research reports. SCSJ used his services throughout the project to quickly produce census tract level maps of the counties and cities that community groups were working in. By having these maps available upon initial contact with targeted organizations, SCSJ was able to offer a unique and visual resource that groups could put to immediate use.

The factsheets on the local impact of the census and issue-specific factsheets were both identified as needs during the last few months of 2009, after the first round of mini-grants had been awarded, communication with organizations was becoming more frequent, and the initial in-person outreach meetings had been conducted. The

7 Anthony E. Fairfax & Timothy M. Stallman, *Identifying Communities where Census Outreach is Most Needed*, Southern Coalition for Social Justice (July 19, 2009), <http://www.southerncoalition.org/documents/IdentifyingReport-Web.pdf>

8 Anthony E. Fairfax & Timothy M. Stallman, *Determining the Financial and Representational Impacts of the 2000 Census*, Southern Coalition for Social Justice (June 19, 2009), <http://www.southerncoalition.org/documents/DeterminingWebReport.pdf>

in-person outreach meetings proved most useful in brainstorming what information should be contained within the factsheets. These popular materials were distributed to over 100 organizations, with over 30 organizations receiving Spanish translated materials. Feedback from grantees indicated the factsheets was well received, and were particularly useful in describing specific benefits of the census to skeptical individuals.

SCSJ also produced popular educational materials for mass distribution containing information that could not be found in materials created by the Census Bureau or national-level nonprofits. One such flyer focused on important local decisions affected by census data, such as public transit, population density and infrastructure, crime rates, and community services and recreation. The flyer also displayed a breakdown of annual Federal funding lost as a result of the census, in addition to providing a census timeline focused at individuals. The most popular mass flyer was produced for the annual Historic Thousands on Jones St. (HKonJ) march in North Carolina, which consists of thousands of progressives and is primarily organized by the state NAACP. The flyer was visual, direct, and tied the census to the HKonJ's 14-point People's Agenda. Sixteen hundred copies of the flyer were distributed across the state. Articles for publication in magazines and newspapers were also developed, the most successful of which was an article for a newspaper insert—developed by the NC Justice Center—which was distributed inside 50,000 copies of the *Raleigh News and Observer*.

Among the materials directed at organizations was a PowerPoint presentation to use during the outreach meetings and when invited by organizations to present on the census. The presentation detailed the importance of an accurate census count to grassroots organizations, the impacts of an undercount, how nonprofits could become involved, and specifically highlighted the small grant program. From research and conversations with various Census Bureau programs and officials, SCSJ also fashioned FAQs guides for nonprofits about Census Bureau

operations. These resources were in part fashioned to encourage groups to utilize programs provided by the Census Bureau. For groups that support transient communities, such as farmworkers or homeless people, how-to's were created to inform organizations on processes for getting these communities enumerated by the Census Bureau.

One SCSJ flyer proved instrumental in combating grassroots organizations concern that the census small grant program was a single-issue project, disconnected from their ongoing organizing efforts. Developed with the direct support of Southern Echo in Mississippi and the national group Pushback Network, the flyer introduced the census through an organizing framework, conveying how working to reduce the undercount is an opportunity for groups to build grassroots power. The framework explained what some organizations are doing to expand their base, strengthen their capacity, and cultivate working relationships with other progressive groups. When the census was explained as a longer term issue of capacity building and organizing for power by marginalized communities, community organizations that might have otherwise considered themselves too radical for the census project became engaged. This organizing framework, and associated flyer, also highlighted what SCSJ referred to as the "Southern Echo Model," detailing how the census is one component of long term civic engagement, followed by redistricting, elections, and post-election accountability. By describing these processes with an analysis of power and exclusion, the model provided grassroots groups with a purpose for transitioning census outreach into redistricting work.

Having done work on past census counts and redistricting rounds, Southern Echo had outreach material available before SCSJ. SCSJ collaborated with Southern Echo to distribute Echo's factsheets providing information on obtaining census jobs and state level hard-to-count maps. In addition, a Southern Echo handout on redistricting was used when introducing this issue to community organizations. It provided a brief and helpful overview of redistricting, explaining the purposes and requirements of redistricting, how it occurs, the

obstacles to overcome, and how communities can participate to fight for fair districts.

The SCSJ website was used as a storing house of information, updated with all the census materials that SCSJ created. Referring grantees and others to the website was a simple way to provide others with a vast array of census materials. These mostly self-produced resources were compiled into tailored packets for organizations when conducting in-person outreach meetings. SCSJ received praise for these materials, because they offered a unique perspective on the census and provided tailored information for organizations doing local outreach.

See Appendix 2 for samples of the outreach materials produced.

Email Blasts

In early 2009, an email list was created through an online database specifically for contacts from organizations SCSJ had reached out to that were involved or interested in working on the census. Throughout 2009, the email list was used to send email blasts advertising the small grant program. The list was regularly updated to include all organization that submitted a grant proposal, in addition to other interested organizations. After the second round of mini-grant applications closed in mid-February of 2010, the list grew to over 400 contacts.

From the middle of January to the middle of May, SCSJ sent out eight email blasts on a bi-weekly basis. Every email blast was also converted into a blog post that appeared on the SCSJ blog. The purpose of these emails was to provide grantees and other organizations with census resources and information that they may not be receiving through their regular networks during a time when the 2010 Census was at its operational peak. The content and links in the emails included: profiles on select mini-grantee projects; updated timelines and clarifications of census operations; new census material as it became available, such as sample census forms in various languages; and resources from large non-profit organizations, such as webinar registrations, media and messaging toolkits, FAQs, free posters, and hard-to-count tract online mapping tools.

Feedback from mini-grantees on the email blasts, provided through the survey due at the end of the project in the early summer of 2010, was extremely positive. Every organization that received the email updates noted their usefulness and appreciated the content. However, some organizations indicated that they did not receive all of the email blasts. Looking into this further, it was discovered that a few groups had changed their primary contact at some point during the program and not informed SCSJ or provided SCSJ with an email address that did not go to the primary contact. Regardless, the email blasts proved to be a successful method for disseminating important information and updates that grantees would not have received otherwise.

A sample email blast is provided in Appendix 2.

NC Census Coordinator

SCSJ, through funding from the NC-based Z. Smith Reynolds foundation, hired community organizer Avery Book full-time to conduct on-the-ground census outreach to community organizations in ten target counties in North Carolina from November 2009 through May 2010. The counties, selected based on highest risk of an undercount and other factors, were: New Hanover, Cumberland, Lenoir, Pitt, Edgecombe, Vance, Durham, Guilford, Forsyth, and Mecklenburg. The Coordinator treated the initiative like an organizing campaign, establishing an action plan divided into three main time-blocks comprised of various goals and tasks. Most of the Coordinator's time was spent out of the office, meeting local leaders and pulling them together into coalitions.

The first trimester, from November to mid-January, was spent building relationships in the ten target counties and mobilizing an extensive network of activists leaders around the organizing framework previously described. During this time all but two counties were visited twice. Census presentations were made at these initial meetings. SCSJ outreach materials created prior to the Coordinator's arrival

were compiled into packets for distribution during these meetings and other presentations in the target counties. The second trimester, from mid-January to mid-March, operationalized the network by building local coalitions through a series of forums and trainings, and developing action plans with those coalitions.



During this time, some coalitions—like those in New Hanover and Guilford—became largely self-regulating, with strong local leaders and diverse memberships that continued to build their collective capacity and knowledge about the census. A broader coalition in eastern NC

had a successful start with a bilingual regional workshop, drawing roughly thirty racially and ethnically diverse community members and organizations from five counties. Throughout the second trimester, the Coordinator played a key role in developing NC-specific outreach materials, such as the county and issue-based factsheets. During the third trimester, from mid-March to mid-May, coalitions initiated outreach plans and focused on the assessment of and transition towards the late phase of census operations and civic engagement beyond the census.

Many first-round grantees played a critical role building the local coalitions. For instance, the Southeast Regional Economic Justice Network and FaithAction International House served as local anchors in their respective county coalitions. The coalitions served a function of bringing in second round grant applicants. In January 2010, the Coordinator partnered with Student Action with Farmworkers and the Farmworker Advocacy Network to convene a meeting with a statewide network of farmworker groups. From this, four NC farmworker groups became grantees in the second round, thus providing them with financial resources to reduce the undercount in the migrant worker communities of North Carolina.

Treating the initiative as an organizing campaign was crucial for building lasting coalitions. Assessing partners, targets, and campaign plans all needed to happen with the fast pace of an issue campaign. Discussing census outreach through an organizing framework was crucial to encourage apprehensive community groups to engage in the project. Learning about the local histories from local activists was necessary to tailor messages with a local hook. Many rational arguments exist about why community groups should engage in census outreach, but without a home-grown reason to act, community leaders will have other issues to focus on.

Overall, this on-the-ground position set outreach in North Carolina apart from the other four target states. The process of building local progressive coalitions and tracking them could only be implemented

with the in-person capabilities of such a role. Statewide coalitions and networks also benefited from accessing an on-the-ground census organizer to facilitate gatherings and correspondences. It would have provided additional value for the project if the position had been available at the beginning of 2009, rather than the actual start time of November 2009.

Census Outreach Organizer

Ideally, SCSJ would have established full-time, on-the-ground “Census Coordinator” positions in all five target states, not just North Carolina, and the position would have began by January 2009. But due to funding limitations, this was not possible. As an initial means of outreach, telephone conversations to community groups were performed by various staff members from May through August of 2009. In September 2009—before the NC Census Coordinator began and just as the first round of mini-grant applications opened—SCSJ hired an organizer part-time to take over as the primary liaison with all community groups. The position, titled Census Outreach Organizer, was established to provide various types of support to grassroots groups in the target states. Ultimately, the Organizer served as an in-the-office resource for grantees, since being part-time with working hours every other day did not allow for the on-the-ground support needed to establish and build local and state-wide coalitions in all five states.

This in-office support began by coordinating the two mini-grant rounds, which needed to be advertised and implemented effectively. In addition to participating in the initial in-person outreach meetings described previously, the Organizer also travelled to Palm Bay, Florida, in December 2009 to present at an annual gathering of grassroots immigrant organizations convened by the Florida Immigrant Coalition (FLIC). FLIC later became a mini-grantee during round two of the grant program, reaching far into their network of immigrant communities throughout Florida.

SCSJ wanted to provide more than just financial support to the grantees, so the Organizer sought to maintain regular contact with grantees to assess their needs. Three main support roles were identified: developing outreach materials; researching and clarifying Census Bureau operations; and disseminating the research and materials through web and telecommunications.

The role of monitoring Census Bureau operations was conducted by calling regional and local Census Offices, as well as Census Partnership Specialists. In one instance, a trip was made in November 2009 to the Charlotte regional Census Office, which covers North Carolina and Virginia and some non-target states. The Organizer presented on SCSJ's mini-grant program and other census work to the director of the office and other census officials. Unfortunately, the director did not have clear answers on many pressing questions, such as if the census had remaining funds to provide financial assistance to organizations through their Partnership Support Program. This exchange reflected much of the communication with census officials.

In one attempt to increase the Census Bureau's awareness of the location of hard-to-count places, the Organizer collected address lists of farmworker camps throughout North Carolina—provided by the Durham-based Student Action with Farmworkers—and sent them to directors at Local Census Offices throughout the state. Since most of these migrant labor camps were not likely to be on the Census Bureau's master list, the camps wouldn't be sent a census form or visited by census workers unless their addresses were included in the master list. While the Organizer provided the addresses to the directors, the offices never confirmed that farmworker camps had been added.

The Nonprofit Voter Engagement Network, a national organization, provided webinar trainings on an almost monthly basis and more frequently as the census approached. These proved to be useful tools in understanding the often complex operations of the Census Bureau, allowing the Organizer to clarify operational processes with a diverse

set of grassroots organizations serving communities that are counted in different ways.

Web-based communication with grantees and other grassroots organizations has previously been outlined in the Email Blasts section of this report. The Organizer used the SCSJ website as an additional tool for web-based communication, maintaining an up-to-date section on the census that included all outreach materials SCSJ created and other outside resources. Because SCSJ offered materials with a unique perspective on the census and tailored information for organizations doing local outreach, the Organizer was able to create a website that was unique from others that nonprofits had created, such as the Nonprofit Voter Engagement Network's "Nonprofits Count" website. While their site provided comprehensive information on the census for nonprofits, it only had targeted resources at the state level.

Telephone communication with grantees was maintained throughout, with the goal of conversing with each grantee once a month. The conversations served many purposes: to determine content for issue-based factsheets, local factsheets, and other customized outreach material; to discuss strategies on implementing the organizing framework and the Southern Echo model, described above, into census work; to inform grantees of the significance of redistricting and how census work can transition into redistricting efforts; and to provide insight on Census Bureau programs and operations.

While the Census Outreach Organizer was a necessary position given SCSJ's limited resources, the tasks performed would have been better served from the position of a full-time, one-the-ground coordinator in each state. The success of SCSJ's NC Census Coordinator position in establishing coalitions and significantly decreasing the undercount in the state is an important reflection of the need to incorporate more grassroots organizing positions that focus strictly on the census.

FROM THE CENSUS BUREAU

Partnership Specialists

A Partnership Specialist is an individual hired by the Census Bureau to assist community groups, organizations, local government, and others in performing census outreach. Specialists can help groups become a Census Partner, apply for the Partnership Support Program, join or form a Complete Count Committee, obtain in-kind census promotional materials, and become a Questionnaire Assistance Center and/or a Be Counted site. Each state has Partnership Specialists who cover a certain number of counties and Partnership Specialists who cover certain communities, like Latinos.

SCSJ's goal was to obtain contact lists from the Census Bureau of all the Partnership Specialists in the five target states so that the lists could be provided to community groups during their initial contact with SCSJ. While SCSJ eventually obtained lists for all five states by October 2009, the task was difficult and cumbersome for a number of reasons. At the time that telephone outreach began in May 2009, the three Regional Census Offices assigned to cover the five target states did not have available lists of Partnership Specialists. At the beginning of 2009, Early Local Census Offices were open in a handful of locations within each state, but these locales referred inquiries to Partnership Specialists—a frustrating process, as the offices often did not have Partnership Specialist contact information. When offices did have lists available, they were frequently incomplete, with certain Specialists unlisted and no clarification about the geographic areas that each Specialist covered.

Partnership Specialists encouraged organizations to become an official Census Partner by completing a Partnership Agreement Form. This designation did not appear to serve much of a purpose beyond establishing a mechanism to connect groups with the Partnership Specialist through an “official” process. The deadline set for becoming a Partner was April 1, 2010, official Census Day. As a Census Partner, organizations had no greater obligation to participate in census outreach

than anyone else. The Census Bureau advertised that Census Partners would receive special assistance from the Census Bureau, but grantees that did not complete a Partnership Agreement Form received similar treatment from Partnership Specialists to organizations that had.

Partnership Specialists were the conduit through which community organizations could apply to the Partnership Support Program to receive up to \$3,000 in funding from the Census Bureau for self-tailored promotional materials and printing expenses. In August 2009, SCSJ applied for this grant and encouraged all contacted community organizations to do the same before the deadline in mid-October. The Census Bureau, however, was back-logged with applications at the time and was not processing new ones, although this was not well known among Partnership Specialists. Many Specialists indicated that a second round would likely be announced at the beginning of 2010, but this never happened. SCSJ originally envisioned that community groups being contacted would be able to apply for both SCSJ's grant and the Census Bureau's grant in October 2009, thus maximizing financial assistance. As such, the SCSJ grants in round one did not fund expenses for promotional materials, because it was assumed it would be possible for grantees to have those expenses covered by the Census Bureau grant. The Census Bureau, however, was advertising its funding program when it had no available funds left. As a result, groups were not able to have the Census Bureau cover costs for promotional materials. SCSJ adjusted to this by covering these expenses in round two of the small grant program.

In-kind census promotional materials were offered by Partnership Specialists, including census hats, mugs, pens, pencils, notepads, magnets, stickers, posters. Availability of materials differed throughout the five states, and there were times when the Census Bureau did not have anything available. Partnership Specialists delivered copies of flyers created by the Census Bureau, but these did not have the local focus that SCSJ flyers and factsheets had, nor were they very visually appealing. Grantees noted that the Census Bureau should have created more graphic oriented flyers and one-pagers.

Of SCSJ's sixty-seven grantees, forty-three indicated that they had working relationships with Partnership Specialists and other census officials. Overall, grantees provided mixed reviews of Partnership Specialists, describing some as "inspiring" and others as "ineffective." Some noteworthy relationships are detailed below.

The Northeast Georgia Black Leadership Council (NEGBLC) had members participate in education and community awareness meetings convened by their regional Partnership Specialist. NEGBLC met with the Specialist to talk about their outreach plans in the region and share information about contacts in local communities.

The Associated Neighborhood Development (AND) in New Orleans, LA, were successful in having their local Partnership Specialist join canvassers in the field during AND's bilingual outreach weekend. The Specialist collected lists of addresses and general locations in hard-to-count areas from AND's canvassers and passed them along to the Local Census Office.

The Institute for Civic Engagement and Social Change (ICESC) at NCCU in Durham, NC described their relationship with their Partnership Specialist as very helpful. The Specialist assisted with identifying areas that should be canvassed and participated in a training session that ICESC had for the volunteers, which "gave more authority to the training sessions." The Specialist also supplied ICESC with hats and t-shirts for their neighborhood canvass.

The Louisiana Association of Nonprofit Organizations (LANO), a state-wide organization, indicated that while LANO was officially partnered with all the Specialists in their state, the only real role the Specialists played was as someone to refer other nonprofits to who wanted to partner with the Census Bureau.

In Virginia, Tenants and Workers United (TWU) worked with three different Partnership Specialists. They described the relationship as challenging at times due to receiving conflicting information, which made it difficult to plan or carry out work.

The Southeast Regional Economic Justice Network (REJN), in North Carolina, described their Partnership Specialist as “mechanical in their approach,” with little acknowledgement of the lack of on-the-ground capacity and expectations for “partners” to perform outreach with little resources. As Census Partners, REJN had anticipated receiving financial and in-kind resources for outreach, but no funds were available. Phone calls to the Specialist were not returned in a timely manner, and the Specialist was upfront when they had no answers. REJN noted that all Partnership Specialists were hampered by having to cover such large geographical areas and working from a top-down mandate with no power to make decisions when confronted with on-the-ground realities regarding barriers facing communities.

Complete Count Committees

Partnership Specialists were tasked with supporting Complete Count Committees, a new operation set up for the 2010 Census. There were two different types of Complete Count Committees (CCC): a local government CCC, assembled by the highest-elected local government official; and a community CCC, assembled by community members. Both served the purpose of developing and implementing locally-based outreach and awareness for the 2010 Census through official partnership with the Census Bureau. Some local government CCCs, such as the one in Durham, NC, had a closed invite list.

SCSJ found challenges in identifying the membership of established Complete Count Committees, as Partnership Specialists did not keep central lists of CCCs in their region. When contacting community organizations, SCSJ explained how CCCs operated and provided contact information for identifiable CCCs so that groups could decide whether getting involved with local CCCs would be worthwhile. The membership of one CCC to another differed vastly, and not all were conducting the grassroots outreach that community organizations were involved in. For groups that had broad networks, SCSJ made them aware of the possibility they had to form their own CCC by

working with local Partnership Specialists. The Census Bureau set a deadline of December 21, 2009, as the final date for establishing Complete Count Committees.

Two CCCs were awarded small grants: the Orange County CCC, based out of Orlando, Florida; and the Eastern North Carolina CCC, which targeted farmworker communities in the eastern part of the state. Other grantees such as the Virginia Coalition to End Homelessness, North Carolina based Communities Helping All Neighbors Gain Empowerment (CHANGE), and the Southeast Raleigh Vicinity Emerging (SERVE) were members of local CCCs. Several grantees maintained working relationships with government CCCs, like FaithAction International House, which worked with the city of Greensboro CCC in North Carolina.

Questionnaire Assistance Centers & Be Counted Sites

A Questionnaire Assistance Center (QAC) was a public site designated by the Census Bureau that served as a walk-in center, where community members could pick up a census questionnaire and receive assistance in filling it out. The goal of the Census Bureau was to establish QACs in communities at risk of an undercount, generally at a community-based or social service agency. The main purpose of the QAC was to assist people in completing the census questionnaire and offer language assistance. They were equipped with questionnaires in six languages (English, Spanish, Russian, Chinese, Korean, and Vietnamese), assistance guides in 59 different languages, and trained staff to answer questions about filling out the questionnaire. QACs were open from February 26 through April 19, 2010.

A Be Counted (BC) site was a public location where those who have not received or had lost a Census Questionnaire could pick one up. They are primarily co-located with a QAC, but a small number of BC sites were stand-alone. The BC sites also had Questionnaire's available in a variety of languages. The BC sites were open from March 19 to April 19, 2010.

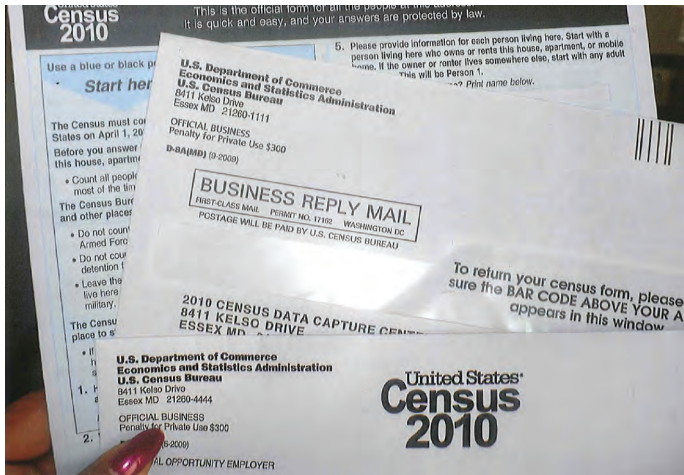
The Census Bureau used Partnership Specialists to identify potential QAC and BC site locations. This process occurred from February 2009 until the end of the year, with final site confirmations coming in late January 2010. SCSJ informed all community organizations contacted during the telephone outreach phase of the small grant program how to have their offices or spaces considered for selection. The Census Bureau posted locations of QACs and BC sites on their website as soon as the centers opened.

Seventeen grantees indicated that they housed QACs and eight were BC sites. More than ten grantees tried to house a QAC or BC site, but they were not selected by the Census Bureau. Other groups met with Partnership Specialists to identify places in hard-to-count areas that would serve as good sites. SCSJ provided grantees with updates on details about the sites, and grantees promoted site locations in their communities during outreach. Grantees were unanimous in expressing the need for the centers to stay open longer. Grantees reported varying experiences.

The Southside Community Outreach Center in Durham, NC, indicated that the QAC they housed was an essential part of their outreach strategy. Community canvassers let people know that Southside had someone from the Census Bureau at their location, and people came in throughout the week for assistance.

Tenants and Workers United (TWU) had both a QAC and a BC site at offices in Alexandria, VA, and Falls Church, VA. They explained that having these sites at their offices was important because their offices also serve as community centers, with a lot of foot traffic. TWU noted that the sites could have been more effective if the census workers were authorized to help individuals complete the forms. Many community members had very specific questions about completing the forms, particularly regarding the race/ethnicity questions. But Partnership Specialists specifically told TWU that census staff at QACs

and BC sites was not authorized to help individuals fill out the forms. As a result, community members were discouraged when they came for assistance to complete the forms and were told that they weren't going to receive that level of assistance.



Telephone Questionnaire Assistance Hotline

The Census Bureau set up a Telephone Questionnaire Assistance Hotline to provide assistance to individuals filling out the census questionnaire, field requests to have the questionnaire mailed to certain addresses, and answer general questions about the census. The operation ran from February 25, 2010 through July 30, 2010. While the hotlines were not being advertised as such, SCSJ learned from census officials that starting April 16 people could call the hotline to be counted, even if they never received a form. This proved to be important information to share with grantees and other community groups, because the hotline provided a way for isolated groups, like farmworkers, to be counted. The hotline was available in English, Spanish, Russian, Chinese, Korean, and Vietnamese.

Another important piece of information that the Census Bureau was not advertising was that the closer it came to August 13, 2010—the end date for all enumeration operations—the less likely it would be for the Census Bureau to add people to the count who phoned in responses. This was because census workers were required to verify the phoned-in address with a house or site visit. This visit did not necessitate a knock on the door, but a visual confirmation of the address was needed.

SCSJ emphasized the unique counting capability of the hotline in all of our communications with community groups. Twenty-three grantees indicated that they referred individuals to the Telephone Questionnaire Assistance Hotline. Two examples of grantees' views regarding the hotline are provided below.

The Center for Pan Asian Community Services, Inc. (CPACS), in Georgia, explained that the hotline was not very effective. People did not like being referred to a telephone number and preferred to be counted in a verifiable way. CPACS pointed out that since the service of getting counted via the hotline was not available until April 12, 2010, many people believed it was too late by then to be counted and did not seek out the service.

People's Durham, in North Carolina, highlighted that the hotline was very useful because it allowed people to take a proactive approach to be counted, rather than wait around for a census enumerator who may never come.

Mapping Tools

At the beginning of April 2010, the Census Bureau unveiled an interactive web-based map of the United States that provided updated figures on mail participation rates for Census 2000 and Census 2010 (<http://2010.census.gov/2010census/take10map/>). The Take 10 Map, as it was titled, provided a great opportunity for community organizations to monitor the impact of their outreach. Final mail participation

rates were posted on the site in October 2010, and included the forms that were received after the April 27, 2010, cutoff, after the Census Bureau's door-to-door follow-up campaign.

Prior to the release of the Take 10 Map, The City University of New York's (CUNY) Graduate Center released in January 2010 an interactive mapping website of the United States that used 2000 Census data to create comprehensive information on census tracts based on their hard-to-count score (<http://www.censushardtocountmaps.org/>). In addition to mapping the hard-to-count population, the tool mapped twelve variables that correlated most closely with low participation in the 2000 Census. The variables were: renter occupied units, language "isolation," unemployment, poverty, public assistance recipients, no high school diploma, recent movers (1999-2000), multi-family housing, vacant housing units, crowded housing, non husband-wife households, and no telephone in home. Race/ethnicity population numbers were available at each tract level. When the Census Bureau's Take 10 Map became available, the CUNY Hard-to-Count map overlaid updated participation rates onto their map.

SCSJ immediately circulated these tools to grantees and other groups. Twenty-nine grantees indicated that they used these mapping tools to track their progress and focus their outreach efforts. Because the online CUNY map identified hard-to-count tracts throughout the entire country, SCSJ did not need to create HTC maps for community groups after January 2010, except when hardcopies were requested. Since the online map was only made available in January 2010, the maps SCSJ made allowed groups to target their outreach before 2010. It would be valuable to community groups for the Census Bureau to create a mapping tool like CUNY's based on 2010 Census numbers, once they become available.

Chapter 3: Grantee Strategies

- + Outreach Methods Employed
- + Powerful Partnerships

GRANTEE STRATEGIES

The small grant program participants engaged in a wide variety of outreach activities and touched a number of different HTC communities within each of the five targeted states. The program encouraged the participants to be creative with their census outreach, and they successfully included innovative activities alongside the more traditional outreach methods such as canvassing and tabling events. Based on estimates from the grantees, it appears they reached approximately 1,000,000 people.

OUTREACH METHODS EMPLOYED

Information submitted by the grantees in written reports and in response to the online survey provided a basis for understanding which outreach methods were most commonly used. Many grantees also provided responses to survey queries regarding how many persons each method reached. See Table 1 below.

Table 1: Estimated Number of Persons Receiving Census Information by Outreach Method¹

Outreach Method	Number of Grantees Employing the Method	Estimated Number of Persons Receiving Information
Events	46	>200,000
E-mail information	27	>30,000
Canvass	25	>130,000
Broadcasts and/or video	23	>500,000
Phonebank	13	>30,000
Mail information	11	>200,000

¹ Data are estimated based on survey responses and written reports provided by grantees as of 10/11/2010.

Estimating the Total Reach of the Program

To obtain an estimate of the total number of persons reached by all methods, the survey asked a specific question, “What is the total number of hard-to-count people your project reached?” Considering both the response to this question and the estimates provided in Table 1 regarding the reach of the various methods, it appears the program provided census information to a minimum of 800,000 to 1,000,000 people.

Events

Based on the feedback obtained from the grantees, events were the most commonly employed method of census outreach. In addition to planning and sponsoring census specific events, the grantees took advantage of a variety of community gatherings including community health fairs, cultural and holiday events, church programs, athletic games, parent and youth group meetings, and local fundraisers to flier information and set up information tables. Several of the creative ideas used to incorporate the census outreach into events are described in more detail below.

Don't forget the food

Many organizations noted the value of including food at events. The Chinese Community Federation of Atlanta (CCFA) indicated that the majority of their grant went to supplying food at events, stating that their prior experience was “no food, no attendee.” Based on this knowledge, they arranged to have groceries purchased and meals cooked and served at events.

For Maya Ministry in Florida food allowed them to relate to their community in a traditional “Maya indigenous way”, which included sharing a meal in a community fashion. They used a portion of their grant for ethnic food services, and reported holding six large gatherings (150-175 persons each) where they provided food to all in attendance.

The concept of providing a meal as part of the outreach strategy was carried a step further by the Virginia Legal Aid for Justice Center who offered “Dinner and a Movie” events to help increase participation. Tenants and Workers United also employed a combination of food and entertainment, and to complement their canvassing work, they used their grant to cover expenses related to having five “neighborhood block parties.”



My Language

The importance of reaching out in the communities’ own language was recognized by many groups, and grants were commonly used to provide translators and information in the language of the community. A number of grantees in the program focused on Spanish speaking communities; however, there were also reports of outreach performed in Arabic, French, Haitian Creole, Chinese, Vietnamese, as well as languages used by the Mayan and Montagnard communities.

As part of their outreach activities, The Voice of Vietnamese Americans partnered with community leaders at a number of special cultural events, and stated in their survey response, “Reaching out using their own language, delivered by their own leaders, helped to generate trust and promote engagement in actions.”

In addition to using their grant to provide food at events, Maya Ministry used the grant to pay for Mayan language translation services at each of their events. They reported that while most understood the information presented orally, the printed forms were too difficult for many to fill out alone. They found face-to-face communication to be best, and their office became a place where community members who could not read or write could come for assistance.

FaithAction International House hosted a regional multicultural outreach committee and participated in numerous events around the region to promote the census among language minorities, especially those speaking Arabic, French, Spanish, and Vietnamese. They used part of their grant for informational handouts in various languages, and reported distributing thousands of fliers and posters detailing the importance of the census and how to participate.

The Catherine Flon Community Development Foundation, Inc. provided census information to the Haitian community by conducting “road shows” at four different churches in South Florida. These road shows allowed them to speak with community members after the church services, and provide flyers translating in Haitian Creole the main information of the census questionnaire. This group also provided Certificates of Appreciation to pastors of the churches that welcomed them.

Health and Taxes

Some groups linked their outreach to activities focused on providing their communities with valuable health information. Grantees also recognized opportunity in the fact that the census coincided with tax season.

Orange County Rape Crisis Center in collaboration with the North Carolina Reproductive Justice Coalition was awarded a small grant to conduct a one day linguistically and culturally appropriate conference. The result was “Speaking the Forbidden”, a conference targeting

census education to Hispanics and coinciding with Sexual Assault Awareness Month. In addition to census education, organizations and health centers from the community were invited as exhibitors to increase participants' awareness of available resources on multiple topics related to health and well being (e.g. domestic violence, HIV prevention, the impact of stereotyping). The process and importance of participating in the 2010 Census was relayed to the participants by providing tote bags containing Spanish-language census materials. A lunchtime plenary session focused on census education (including a skit presented by a social justice youth group portraying a sample home visit by a census official) and a second plenary session offering opportunities for participants to strategize how to effectively disseminate census information within their communities.

The Refugee Women's Network (RWN) incorporated health and tax education into their outreach. In addition to including their bilingual Health Promoters (refugee and immigrant women working as community health educators) as part of their census outreach, they used their grant to coordinate both a Health Fair and a tax workshop.

In Florida, CASA reported that they provide one-on-one tax support at their offices, and when clients visited to complete their taxes, this provided an opportunity to discuss the census. In their survey responses, CASA noted the importance of opportunities for one-on-one contact, and stated, "The most successful elements of the project were the one on one communications because the community had an opportunity to ask questions about the things they did not understand. This helped set their minds at ease because the information was coming from a source they trusted." This sentiment was echoed in the responses of other grantees as well.

Make it a Banner Event

The Smyrna Complete Count Committee (Smyrna CCC) in Georgia used their grant to support a mobile banner project, "It's In Our

Hands.” They set up their table and banners at parks, at a Catholic Church Easter Egg Hunt, and at a downtown arts and crafts festival. The 2' x 5' vinyl banners had the words “I Will Be Counted in Smyrna, Georgia!” written at the top. Below this, there was a blank area in which people coming by the table were encouraged to draw their handprints with colored markers.

They setup their first table at a park recommended by the City Parks & Recreation Director to be visited by a diverse population, at a time expected to have a large number of Hispanics visitors. They provided census literature in English and Spanish, and filled two and a half banners with handprints that afternoon.

Host a Competition

Grantees successfully linked census awareness to sports and arts competitions, and encouraged “mail participation rate” competitions between neighboring towns and counties. Some examples are provided below.

The Appling County Heritage Center/Appling County Census Complete Count Committee held a soccer/volleyball tournament for migrant workers. The county assisted by providing stadium bleachers and PortaPotties, and also paid for Gatorade for the event. A local company constructed soccer goals and sank posts for the volley ball nets, at no charge. They provided trophies for the competition and noted that a priest helped distribute the awards, lending credibility to the event. The grantee reported that approximately one thousand people attended, and thirty-eight families filled out census forms.

This grantee not only sponsored a sports contest, but followed this event by sponsoring a competition between their Mayor and the Mayor of another local town, as well as contest between their County Commissioner Chairman and his counterpart in another county. The challenge was to beat the opponent’s mail-in census count in 2010. The grantee reported success in both contests.

The Georgia Association of Latino Elected Officials (GALEO) used their grant to hold an art/essay contest, including prizes and an awards luncheon, to promote census awareness and education among the Latino community in Georgia. They reported that their efforts with the art/essay contest reached over three thousand people as counted with online voting. However, they noted the reach was broader as this was just a portion of their Georgia Latino Complete Count efforts.

Faith Based Events

In addition to the successful experience of the Catherine Flon Community Development Foundation, Inc. linking events to church services, other grantees leveraged faith based events or venues to spread the census message. A few examples are described below.

Communities Helping All Neighbors Gain Empowerment, Inc. (CHANGE) hosted a “Census Sunday” (Friday and Saturday for Muslim and Jewish Congregations). Members from their Clergy Caucus (a monthly gathering of all clergy affiliated among their fifty-four institution network) committed to announcing the census and promoting participation before, during, or immediately after worship. Bilingual informational packets containing census information and scriptural references to the census were mailed to participating clergy and lay-leaders. They indicated the clergy used this as an opportunity to study the history of the census and what it meant for citizens during Antiquity.

Emmanuel Apostolic Temple in Petersburg reached out to numerous churches in their area, and reported presenting at multiple events in the area, including meetings with church leaders and a seniors’ bible study group.

In addition to creating a database of faith based and community organization leaders, SERVE in Raleigh held a kickoff press conference

at a local church with the purpose of bringing faith based and community leaders together to emphasize the importance of the 2010 Census to their congregations and affiliations. They later held a “Mail It Back” event at a different church venue, where they invited people by email, radio, and word of mouth. At this event, they used a mobile megaphone as one of the tools for sharing messages related to the importance of completing and mailing back census forms. They indicated that they used both food and giveaways to thank people who had completed their census forms.



Broadcasts and/or video

The participants in the grant program made wide spread use of radio, television, and the internet to raise awareness and educate communities on the importance of the 2010 Census. A conservative estimate, based on grantee responses to the survey questions and written reports, suggests that well over a half million people either listened to the participant organizations’ broadcasts or viewed their videos. The grantees relied not only on traditional radio and television broadcasts, but also took the opportunity to air their media pieces on internet radio stations and websites.

Radio Amor, with a mission to reach the Spanish-speaking community in the Baton Rouge metro region, promoted the census by broadcasting three minute long, pre-recorded spots from the CCC (aired thirty-six times), producing and broadcasting their own one minute spots (8,748 airings), and producing and airing two 3 hour long in-depth programs. They began their campaign in October 2009 and continued through April 2010. They continued to run several post-census reminders to encourage those who were missed in the count to contact the Census Bureau and be counted.

Sant La in South Florida had six special television shows dedicated to promoting the census within the Haitian community. In addition, radio and television commercials were produced and widely aired through existing programs hosted by media partners. These activities complemented other aspects of their census work, which included canvassing and postcards, as well as placing posters and yard signs promoting community education and participation in strategic locations of high visibility.

Black Talk Media Project was among the groups successfully tapping into the power of the internet. Although they also reported providing information at numerous events, they stated, “The most successful was our online work. Over 10,816 people listened to our census related radio shows and PSA’s. We reached over 136,974 people via census related web site hits. Another 2,308 persons were reached via email with information concerning the census. In addition over 524 people viewed census related videos that we posted.”

The Institute for Civic Engagement and Social Change at North Carolina Central University produced a series of public service announcements targeted at young African American males and undocumented immigrants, including two video announcements and four audio announcements. One video featured a barbershop scene where the barber explained the importance and the confidentiality of the census

information. The script was governed by studies that identified language that would be effective with the targeted audience. The other video announcement was graphical. You Tube, community television, and local radio stations were used to air the announcements.

SpiritHouse Inc. also reported using You Tube and public access television for census education. Working with high school and college students, they created two short (less than ten minutes) You Tube videos and one thirty minute cable television episode about the importance of the census and the difficulties communities of color have with the process. They also distributed thirty hard copies of the video.

The Montagnard Dega Association indicated that they explained to respected leaders and elders their translation ideas and ideas for You Tube videos that included comparative text (English-Rhade, English-Bunong, etc.) and spoken word translations. They did not forget to include young people, and created an amusing promotional spot. It featured acculturated Montagnard Americans freely conversing in English and native languages and a newly arrived refugee reading bullet points to “Check ‘Other Asian’” and “Write ‘MONTAGNARD’”, the most essential parts of the form for the Montagnard community. They estimated that they had about one thousand online views and four hundred in person screenings of their videos.

Email and Mail

The survey asked grantees to indicate how many people received information in the mail and through e-mail. The responses suggest that more than twice as many groups incorporated emailing information into their outreach strategy compared to traditional mailings.

Although fewer grantees appear to have used traditional mail as part of their outreach, some very large mass mailings were conducted. In particular, the Orange County Complete Count Committee, reported an outreach that included inserting information in over 200,000 utility bills. An approach expected to reach every demographic in their

county. The National Coalition of Burned Churches also made use of traditional mailing and had a coordinated mailing of census information and reminder letters to 1,500 churches in their database. Rural and urban church leaders received a letter asking them to make sure their parishioners participated in the census and to make contact with other church and community leaders to reach populations at risk.

CHANGE used three mass emails to promote census awareness and remind congregations of its importance. This was in addition to a mailing requesting each of their member institutions (and some non-member congregations) to place a special “2010 Census Participant” sticker on their front door. After the stickers ran out, they hand delivered posters to the congregations.

The Virginia Coalition to End Homelessness (VCEH) not only created a web page targeted to homeless service providers, but also incorporated the use of an email newsletter to disseminate information to seven hundred contacts across Virginia. They shared talking points on the importance of the census, provided ways to become involved in public speeches, and provided contact information for local count committees.

Canvassing and Phonebanking

All grantees did not provide an estimate for the number of persons canvassed and phonebanked. However, from the estimates provided, the size of the individual canvassing and/or phonebanking operations varied widely and included efforts targeting less than 100 to over 100,000 persons. A few examples of groups using these outreach methods are described below.

Although approximately twice as many grantees reported using canvassing compared to phonebanking, the value of both forms of outreach is reflected in the following quote from a survey response provided by NC APRI.

We have done voter education and get-out-the-vote activity in these areas in past years. I believe that doing the census outreach built a new and different relationship with the communities. A number of targets returned phone calls to us stating that they had completed forms and mailed them back. We got many thank you calls from the phone bank and canvass where people were just happy to see that we cared enough to visit their are[a]s for census work. By working the census tracks we discovered new communities in which we will take our voter registration, voter education and GOTV programs.

Working together with Florida New Majority, FLIC and Miami Worker's Center reported what may be the largest canvassing effort in the small grants program, knocking on over 100,000 doors. In their survey responses these groups described a rigorous door-to-door census outreach and canvassing operation in four regions of Florida. Canvassers were recruited and trained from Latino, African-American, and new immigrant communities, with an emphasis on fluency in English, Spanish, and Haitian Creole. The door-to-door campaign was followed with a phonebanking program to further assist people in filling out the census.

Miami Worker's Center provided several details about the training of the canvassers. In addition to training on the importance of the census for hard-to-count communities, historical obstacles that disenfranchised communities have faced, and the importance of strong civic engagement, they also provided intensive training about how to deal with people's fear of the census:

We trained intensively about how to deal with people's fears about the census. Many people fear that their census information will be shared with immigration officials, landlords, and the police. The most effective way of overcoming these fears is a conversation with a community member who can understand and relate to their background and experience and provide them with information about the census to dispel misconceptions.

In this huge canvassing effort, the canvassers educated residents about the importance of filling out the census form. They provided information about local questionnaire assistance centers and telephone

numbers for the local census offices. They also asked residents to make written pledges to fill out the census and become involved with local community organizations.

Another group canvassing in Florida, the Orange County Complete Count Committee, reported a canvassing effort that reached over 1,200 on one Saturday. Their “Neighborhood Canvassing Day” had participation from over one hundred volunteers from local municipalities, civic organizations, and sororities. The committee designed and purchased census t-shirts and paid for five thousand door hangers that were created and printed by Orange County Government Graphics Division. The focus of the Neighborhood Canvassing Day was traditionally hard to enumerate African-American communities, and the door hangers not only shared new information but also dispelled myths about the census. They noted each canvassing area was well organized by having a site coordinator, code enforcement officers, and local police in addition to the volunteers.

In North Carolina, South Piedmont Economic Action for Recovery (SPEAR) incorporated a door-to-door strategy as part of a Pledge Drive Campaign. The campaign not only provided census information, but also provided four ways to pledge to take action:

1. Volunteer to make others in their neighborhood aware of the census.
2. Recruit five others to make the pledge.
3. Become a Block Captain to visit neighbors when the census form arrived to encourage them to fill it out and mail it back.
4. Make a small donation for outreach materials, supplies, copies and gas to help outreach workers reach more undercount residents.

SPEAR workers opted not to make “cold calls” because of their door-to-door strategy to interface and present the pledge forms. So instead of “cold calls,” they made about one hundred “warm calls” to known people, such as persons who were not at home during the canvassing.

These calls were used to share information and make appointments to visit. They also used follow up reminder calls to make sure forms were being mailed.

In Georgia, The Ladies of Now provided outreach to African immigrants (especially those from Nigeria, Ghana, and Liberia) and as part of their door-to-door canvassing they passed out t-shirts, water bottles, and fridge magnets reminders. Even during the time census workers were going door-to-door, the Ladies of NOW would follow up with elderly and single family homes to ensure they made the time to complete their forms, actually watching as many mailed in their forms. They reported that the canvassing and the following up were the most successful activities. In terms of the value of the giveaway reminders, in their survey response the Ladies state, “Most people said that since we left them with something (t-shirt, magnets) they remembered they needed to mail their census forms.” They also commented that when making initial calls to introduce themselves, “No one wanted to speak to us unless they saw us in person.”

Some samples of outreach materials submitted by grantees during the project are provided in Appendix 4.

POWERFUL PARTNERSHIPS

During the program there were many powerful examples of how grantees were able to come together with other grantees as well as non-grantee community groups through coalitions and partnerships to increase the impact and reach of their projects. Successful collaborations were often characterized by regular meetings where attendees freely discussed ideas, shared knowledge and resources, and effectively communicated strategies. Involving local government representatives as active members of the collaborations was invaluable. Some groups collaborated as they worked in a single urban area or county, others combined efforts to reach multiple regions within a state. A few examples are provided below.

Multiple grant recipients came together in Greensboro, North Carolina, as part of the Census Community Coalition in Guilford County. The SCSJ coordinator worked with this group and noted three factors that he considered key to its success. First, there was a strong core leader with broad and deep relationships with other organizations in the area to anchor the coalition. The leader hosted the coalition and was skilled at helping them organize and envision goals. A strong commitment from the city of Greensboro was a second key to the coalition's success. The city strategically allowed a staff person to focus the majority of her hours on census outreach. The staff person complemented the coalition's networking and relationship building efforts, and provided a key role of data analysis and information sharing. The third factor that the coordinator attributed to the success of this coalition was the existence of a prior history of collaboration between the local communities. These pre-existing relationships facilitated communication of strategies and resource sharing.

The Miami Farm Workers Center and the Florida Immigrant Coalition (FLIC) working in partnership with Florida New Majority, and other state and local groups, provide an example of a successful partnering of grantees to conduct a very large statewide campaign centered in four separate metro areas. The campaign included not only a canvass field operation reaching over 100,000, but also worked to set up a state-wide infrastructure to fight for social and economic justice. They reported training over one hundred people from African-American, Latino and new immigrant communities as employees of their census operation, and noted that several members of their canvass program have been hired by local community groups as organizers. Partnering to execute such a large program no doubt facilitated the widespread media coverage that they enjoyed. They were covered by large newspapers such as *The Miami Herald*, public radio, and television (including *Univision*).

The value of collaborating with community data collection groups is shown in the experience of a grantee working in New Orleans. The Associated Neighborhood Development (AND) worked with its community partner the Hoffman Triangle Neighborhood Association (HTNA) to implement a multi-pronged approach for Census 2010 outreach. As part of their census efforts, they worked with community data collection groups such as the Greater New Orleans Community Data Center (GNOCDC) to determine specific funding impacts and methodology for collecting data that allowed them to build a database of occupied residences in the Hoffman Triangle area for census outreach. The GNOCDC also helped AND determine that for every resident of New Orleans who filled out the census, the city would receive \$3,000 in funding. They reported this was key information for developing outreach materials that motivated area residents to fill out forms.

Some grantees focused their efforts on building partnerships between the Census Bureau and nonprofit organizations. Based on the knowledge that organizations that are service providers typically serve undercounted communities, the Louisiana Association of Nonprofit Organizations (LANO) created sixteen partnerships between nonprofit organizations and the Census Bureau. They successfully connected nonprofit organizations with opportunities to easily integrate census outreach and education into the work the nonprofits do every day. Nonprofits were willing to engage in this work because LANO was effective at conveying the importance of the Census and the easy ways nonprofits could help in trying to secure an accurate count. They were also successful in delivering the message that civic engagement should be an aspect of all nonprofit work.

The small grant awarded to the Institute for Civic Engagement and Social Change at North Carolina Central University exemplifies how partnering with academic institutions during the census not only helps provide outreach to HTC communities, but has the added

benefit of educating students about the impact of the census on their lives. This grantee used student assistants to write the scripts for public service announcements, conduct the training of student volunteers, research and identify the hard-to-count areas, and organize the neighborhood canvass. They were also able to incentivize student participation by offering community service credit to be volunteers for the neighborhood canvass. To receive the community service credit, however, students had to do the service as well as write reflections about their experience. They reported that, “Most expressed that they learned so much about the significance of the Census for the allocation of federal dollars and for the redistricting process.” The project also provided the opportunity for the university students to learn about the neighborhoods surrounding their campus.

Chapter 4: Impact on the 2010 Census

- + Hard-to-Count Communities Reached
- + Effect on Mail Participation Rates

HARD-TO-COUNT COMMUNITIES REACHED

The small grant program was primarily directed toward organizations that would target ethnic and racial minorities, transient communities, and the rural poor.

Grantees were funded in each of the five states whose projects included communities of tenants and renters, people of color, low-income people, immigrants, and the elderly. As shown in Table 2 below, four of the five states had grantees whose survey responses indicated migrant workers, residents of group housing, and homeless communities were targets.

Table 2: Communities Targeted by State

Number of Grantees ¹						
	Georgia	Florida	Louisiana	North Carolina	Virginia	Total
Survey Respondents	9	7	4	17	4	40
Tenants/renters	4	4	2	8	2	20
People of Color	7	7	3	16	2	34
Low-income people	7	6	3	13	3	31
Homeless people	2	0	1	4	1	8
Migrant workers	3	1	2	2	0	8
Immigrants	7	6	3	9	2	27
Elderly people	5	1	1	7	1	15
Residents of group housing	4	1	0	1	1	7
Other ²	5	1	2	6	0	14

1 Grantees providing survey response as of Oct 11, 2010.

2 Responses to the "Other" category included specific refugee, immigrant or minority communities, populations served by nonprofit organizations, young people, at risk populations, victims of church arson and bombing, faith based institutions, and rural.

Targeting communities of ethnic and racial minorities was crucial, and every state included some grantees specifically working with African-American and Latino communities. Georgia, North Carolina, and Virginia also had grantees focused on Asian minorities. Several Haitian community groups were funded in South Florida. Some grantees, such as the Ladies of Now, included African immigrants among their target communities.

EFFECT ON MAIL PARTICIPATION RATES

The “mail participation rates” provided by the Census Bureau as of October 21, 2010, at <http://2010.census.gov/2010census/take10map/>, and incorporated into the City University of New York’s (CUNY) Census 2010 Hard-To-Count Map at <http://www.censushardtcountmaps.org/> provide one indication of the success the grantees had in encouraging HTC communities to stand up and be counted.

The following review of mail participation rates quantifies only a portion of the total outreach accomplished by the grantees. In particular, this review was limited by available resources and was based on information as provided in survey responses and informal final reports from the grantees. While best efforts were made to report rates for the majority of counties, municipalities, and tracts where grantees had indicated a presence, every area impacted by grantee activities has not been addressed. Nonetheless, the following observations cover numerous geographic locations where grantees were active, and highlight many of the success stories where participation rates were significantly increased.

Participation rates at the state level for the five states in which grantees were funded to perform census outreach are summarized in Table 3. While the national mail participation rate (74%) does not appear to have increased relative to the 2000 Census, the participation rates increased for three of the five states participating in the small grants program. It is not surprising that the most striking increase is noted

for North Carolina (69% in 2000 and 76% in 2010). As previously mentioned, a portion of the foundation support was specific for North Carolina, providing for not only a full-time Census Outreach Coordinator at SCSJ for six months, but also enabling approximately three times as many organizations to be funded in this state.

Table 3: Census Mail Participation Rates by State

State	Number of Grantees Funded	Mail Participation Rates ¹	
		2000	2010
Georgia	12	72	72
Florida	11	71	74
Louisiana	7	68	65
North Carolina	29	69	76
Virginia	8	76	78

¹ The percentage of forms mailed back by households that received them. This excludes households whose forms were returned by the U.S. Postal Service as "undeliverable," strongly suggesting the household was vacant.

Georgia

Over fifteen percent of the state's population reside in hard-to-count tracts (census tracts with an HTC score >60) according to the 2000 Census data.¹ Although some of the twelve grassroots groups funded in Georgia had a statewide focus, others targeted their efforts locally. There were groups active in the northeast area of the state, some of the more southern rural counties, and the Atlanta metro area. While the participation rate for the state remained a constant 72%, the grantees were rewarded with substantial increases in participation rates in many of the individual areas where they were active.

In their grant application, the Northeast Georgia Black Leadership Council described a twenty-four county area that their organization serves. As shown in Table 4, participation rates increased in all but two of these counties in 2010, with several of the counties increasing their rate by at least 10 points. The rate in one county (Lincoln) went from 52% in 2000 to 70% in 2010.

Table 4: Census Mail Participation Rates in Northeast Georgia Counties

County	2000 Participation Rate (%)	2010 Participation Rate (%)	Point Change
Banks	68	78	10
Barrow	71	75	4
Hall	75	77	2
Habersham	68	78	10
Jackson	69	76	7
Lumpkin	74	79	5
White	59	76	17
Clarke	71	73	2
Elbert	62	77	15
Franklin	63	76	13
Hart	62	73	11
Stephens	68	70	2
Oconee	74	82	8
Madison	67	81	14
Morgan	71	74	3
Newton	79	75	-4
Oglethorpe	66	76	10
Putnam	55	67	12
Rockdale	80	73	-7
Walton	72	77	5
Lincoln	52	70	18
Greene	61	68	7
Taliaferro	56	70	14
Wilkes	77	79	2

In addition to working with communities in metro areas of Gwinnett, Cobb, and Dekalb counties, the Georgia Latino Alliance for Human Rights (GLAHR) reported that they visited and distributed bilingual census information to communities in the more rural parts of Georgia, including some in the southern part of the state. They provided the names of nine of the specific areas visited. Based on this information,

participation rates were obtained for the city/town and county associated with each area (see Table 5). Seven of the municipalities and six of the counties experienced an increased mail participation rate in 2010 compared to 2000. Many of these increased by ten or more percentage points.

Table 5: Census Mail Participation Rates in Communities visited by GLAHR

City/Town (County)	Mail Participation Rates (%)		Point Change
	2000	2010	
Cartersville (Bartow)	73 (71)	77 (78)	4 (7)
Canton (Cherokee)	63 (79)	76 (79)	13 (0)
Statesboro (Bulloch)	60 (62)	65 (69)	5 (7)
Clarkston (DeKalb)	65 (78)	62 (72)	-3 (-6)
Lyons (Toombs)	57 (57)	66 (71)	9 (14)
Cairo (Grady)	71 (66)	73 (75)	2 (9)
Camila (Mitchell)	68 (64)	78 (78)	10 (14)
Baconton (Mitchell)	66 (64)	75 (78)	9 (14)
Albany (Dougherty)	74 (74)	73 (74)	-1 (0)

Both the county of Appling and the city of Baxley benefited from the grant received by the Appling County Heritage Center/ Appling County 2010 Complete Count Committee. The grantee focused efforts locally, and the participation rates increased by approximately 20% compared to the 2000 Census for both the county (59% vs. 70%) and the city (57% vs. 70%). All five census tracts in Appling County experienced an increase as well.

There were multiple groups located in and around the Atlanta metro area, and the city of Atlanta held constant in terms of mail participation rates with a rate of 68% in both 2000 and 2010. Atlanta is the county seat for Fulton County, and of the five states included in the small grants program, Fulton County was identified as one of the

top twenty counties in terms of the population residing in census tracts with >60 HTC score.⁹ While the participation rate for Fulton County remained constant between 2000 and 2010 at 70%, over half of the census tracts in the county with scores >60 had increased participation rates. The Census Bureau HTC scores for these tracts are notably high, with several having scores of 90 or greater, underlining the significance of the improvement noted in participation rates for tracts in this county.

Florida

The improvement in mail participation rate for the state as a whole (increasing from 71% to 74%) is particularly encouraging as the analysis of the 2000 Census Bureau data suggested Florida not only has the highest average HTC score of the five states included in the program, but also has almost three million persons living in hard-to-count areas.¹⁰

The grantees focused primarily on South Florida and Central Florida, including several counties that had been identified among the top twenty counties across the target states based on size of the HTC population (population residing in census tracts with an HTC score >60).¹¹ The efforts were well rewarded based on the mail participation rates, with some areas showing more than a 20% increase over the rate in 2000.

Several organizations targeted communities in Miami-Dade, a county with an HTC population of almost one million and the highest HTC population of all counties in the five target states.¹² Their efforts were rewarded as the county's mail in participation rate improved from 70% in 2000 to 72% in 2010.

Grantees were also active in Broward and Palm Beach counties, including outreach activities focused specifically on the local Haitian and Mayan communities. Both of these counties were in the top twenty in terms of population residing in high HTC census tracts

9 Anthony E. Fairfax & Timothy M. Stallman, *Identifying Communities where Census Outreach is Most Needed*, Southern Coalition for Social Justice (July 19, 2009), <http://www.southerncoalition.org/documents/IdentifyingReportWeb.pdf>

10 Fairfax & Stallman, *supra* note 9, at 9.

11 Fairfax & Stallman, *supra* note 9, at 9.

12 Fairfax & Stallman, *supra* note 9, at 9.

(HTC score >60), with the HTC population size in Broward second only to Miami-Dade.¹³ As in Miami-Dade, participation rates improved for both of these counties in 2010. Compared to 2000, the 2010 mail participation rates increased from 70% to 73% and from 72% to 74% for Broward County and Palm Beach County, respectively. One of the grantees active in this area, Maya Ministry, reported outreach directed toward West Palm Beach, Lake Worth, and Greenacres in Palm Beach County. All three of these cities experienced an increase in mail participation rates as well.

Orange County in Central Florida also benefited from outreach by multiple grantees, one of which was the Orange County Complete Count Committee (CCC). The Orange County CCC was involved with a number of outreach methods, including a previously mentioned county wide mailing of inserts with utility bills and neighborhood canvassing days. While the participation rate for the county decreased from 73% to 72%, almost half of the census tracts in the county with an HTC score >60 had an increase in participation rate in 2010. The participation rate in several of these HTC tracts increased by more than 10%, and in some tracts the rate increased by more than 30%.

In addition to canvassing in the metro areas of Miami, Palm Beach and Orlando, the Florida Immigrant Coalition and the Miami Workers Center also targeted Tampa in Hillsborough County. Both the county and the city showed an improvement in mail participation rates in 2010 compared to 2000. The county improved from 73% to 75% and the city improved from 71% to 73%.

The Farmworker Association of Florida, Inc. has a broad reach, with five area offices covering a total of fifteen counties. They conducted various activities and worked with census representatives in each of their five offices. As shown in Table 6, mail participation rates increased in eleven of these fifteen counties in 2010, including one county (Sumter) with a nineteen point increase (64% vs. 83%). Similarly, a specific community where they reported attending a cultural

13 Fairfax & Stallman, *supra* note 9, at 9.

event (Fellsmere Day) increased its participation rate by seventeen points (55% vs. 72%).

Table 6: Census Mail Participation Rates for Florida Counties Served by Farmworker Association of Florida, Inc.

County	2000 Participation Rate (%)	2010 Participation Rate (%)	Point Change
Orange	73	72	-1
Lake	74	79	5
Seminole	77	77	0
Sumter	64	83	19
Polk	68	75	7
Osceola	72	71	-1
Volusia	75	74	-1
Putnam	57	70	13
Brevard	78	79	1
St Lucie	71	75	4
Indian River	74	79	5
Collier	64	71	7
Lee	68	72	4
Hendry	53	58	5
Miami-Dade	70	72	2

Louisiana

On a percentage basis, Louisiana had the highest HTC population of the five states targeted by the small grants program (19.6% of the total population residing in HTC tracts with a score >60).¹⁴ While there were examples of groups funded in Louisiana which had a statewide reach, the grantees focused primarily on New Orleans and Baton Rouge, the two cities with the highest estimated HTC population in the state.¹⁵ Over 200,000 persons in New Orleans, and over 85,000 in Baton Rouge, live in high HTC tracts.¹⁶

New Orleans had a much greater decline in mail participation rate (61% in 2000 to 45% in 2010) than the state as a whole (68% in 2000

¹⁴ Fairfax & Stallman, *supra* note 9, at 9.

¹⁵ Fairfax & Stallman, *supra* note 9, at 11.

¹⁶ Fairfax & Stallman, *supra* note 9, at 11.

compared to 65% in 2010). Considering the enormous challenges confronting the state in the last decade, and particularly the hardships suffered in New Orleans, the outreach efforts of the seven grantees working in Louisiana were likely instrumental in preventing a more devastating decline in participation rates in HTC areas. In fact, some areas of grantee activity experienced increased participation rates.

Multiple grantees included the Baton Rouge area in their outreach, and Radio Amor's census broadcasts covered the metro area from the Mississippi River in the west, to Gonzales in the south, east to Hammond, and north to the Mississippi state line. Although the participation rates for East Baton Rouge Parish and the city of Baton Rouge fell by two percentage points, more than half of the high HTC tracts (tracts with an HTC score greater than 60) in East Baton Rouge Parish improved. Improvements were also noted in both Hammond (57% in 2000 vs. 59% in 2010) and Gonzales (68% in 2000 vs. 69% in 2010).

The Louisiana Association of Nonprofit Organizations (LANO) reported holding events not only in New Orleans and Baton Rouge, but also in Alexandria and Shreveport. Although the 2010 participation rates for Alexandria improved (72% in 2000 and 73% in 2010), there was a slight decrease in Shreveport (74% in 2000 compared to 73% in 2010).

Another grantee, Springfield Trace Community Services, Inc., performed outreach in St. Helena Parish and the participation rate for the parish increased from 47% in 2000 to 49% in 2010.

North Carolina

Over 800,000 persons (>10 percent of the total population) in North Carolina reside in census tracts with an HTC score equal to or greater than 60.¹⁷ As previously mentioned, North Carolina benefited from both a full time SCSJ Census Outreach Coordinator, targeting ten counties, as well as the efforts of twenty-nine grantees. These

¹⁷ Fairfax & Stallman, *supra* note 9, at 9.

extensive outreach efforts were followed by a ten percent increase in mail participation rate in 2010 compared to 2000. See Table 3 above.

Nine of the ten counties that were included in the SCSJ coordinator's activities had an increase in participation rate in 2010, with three counties posting an increase >10 percentage points. The one county that did not show an increase (Mecklenburg) held steady with a participation rate of 75% in both years. See Table 7.

Table 7: SCSJ Census Outreach Coordinator Counties

County	Mail Participation Rates (%)		Point Change
	2000	2010	
New Hanover	66	77	10
Cumberland	69	73	4
Lenoir	67	75	8
Pitt	65	74	9
Edgecombe	62	75	13
Vance	62	73	11
Durham	74	75	1
Guilford	75	77	2
Forsyth	76	77	1
Mecklenburg	75	75	0

Along with Raleigh (Wake County), cities in three of the ten counties were ranked within the top twenty places based on population residing in tracts with a high HTC score: Charlotte (Mecklenburg), Durham (Durham), and Winston-Salem (Forsyth).¹⁸ With the exception of Charlotte, each of these high HTC score cities improved their participation rate in 2010 (see Table 8).

¹⁸ Fairfax & Stallman, *supra* note 9, at 9.

Table 8: Participation rates in Four Top 20 HTC Cities¹ in North Carolina

City	Mail Participation Rates (%)		Point Change
	2000	2010	
Charlotte	74	74	0
Durham	72	75	3
Raleigh	74	76	2
Winston-Salem	74	76	2

1. From *Identifying Communities where Census Outreach is Most Needed*.

A large number of groups were based in Durham, some of which included the Southeast Regional Economic Justice Network (REJN), El Centro Hispano, Southside Neighborhood Association, People's Durham, the Institute for Civic Engagement and Social Change at NCCU, Democracy NC, and Spirit House. Not only did both the city and county participation rates improve, but also a number of the HTC tracts improved. Out of a total of sixteen high HTC tracts in Durham County, participation rates were improved in twelve, and five of these tracts improved by more than ten percent compared to 2000.

FaithAction House and the Montagnard Dega Association were among the groups active in Greensboro. Similar to the county (Guilford), the participation rate for the city improved by 2 percentage points in Census 2010 compared to Census 2000.

The Farm Labor Organizing Committee (FLOC) conducted outreach not only in Wayne County, but also made multiple outreach trips to Moore County. The participation rates improved substantially in these counties, increasing by fourteen percent in Wayne County and fifteen percent in Moore County.

Next door to Moore County, Community Outreach Advocate, Inc. was active in the town of Raeford and Hoke County. The participation rate in Hoke County increased by more than eighteen percent, and for the town of Raeford by four percent. In addition to the work done

in Wayne County by FLOC, Amigos International (Wilmington, New Hanover County), the River City Community Development Corporation (Elizabeth City, Pasquotank County), and the Black Talk Media Project (Wilson, Wilson County) were some of the grantees active in the eastern part of the state. Each of the counties and cities where these three grantees were based had notable improvements in 2010 mail participation rates (see Table 9).

Table 9: Mail Participation Rates for a Sample of Eastern Counties

City (County)	Mail Participation Rates (%)		Point Change
	2000	2010	
Wilmington (New Hanover)	69 (66)	75 (77)	6 (10)
Elizabeth City (Pasquotank)	70 (75)	72 (76)	2 (1)
Wilson (Wilson)	72 (69)	75 (75)	3 (6)

Virginia

The participation rate for Virginia increased from 76% in 2000 to 78% in 2010. Although Virginia has a smaller population in HTC tracts than the other four states participating in the small grants program, the population numbers more than half a million (530,209). Virginia has seven counties ranked in the top twenty high risk counties (independent cities) in the target states by the composite risk factor score, with three of these high risk cities (Petersburg, Richmond, and Norfolk) among the top ten.¹⁹ Grantees were active at the state and local level. Local activity was primarily in the northern, central and tidewater areas, and included each of these three high risk cities.

Both Emanuel Apostolic Temple and Virginia Legal Aid Justice Center conducted outreach in the Petersburg area and the city's participation rate increased from 68% in 2000 to 69% in 2010. In addition, five out of seven of the city's census tracts with an HTC score greater than 60 had an improved participation rate.

19 Anthony E. Fairfax & Timothy M. Stallman, *Identifying Communities where Census Outreach is Most Needed*, Southern Coalition for Social Justice (July 19, 2009), <http://www.southerncoalition.org/documents/IdentifyingReportWeb.pdf>.

Tenants and Workers United provided a report of canvassing activities in Prince William County, Fairfax County, Alexandria, Richmond and Norfolk, including a list of the specific tracts canvassed (see Table 10). Nine out of the fourteen tracts canvassed showed an improvement, including four of the five tracts where “block parties” were held.

Table 10: Census Tracts Canvassed by Tenants and Workers United

Census Tract	Participation Rate 2000 (%)	Participation Rate 2010 (%)	Point Change
Alexandria			
51510201203	57	67	10
51510200301	73	76	3
51510200103	70	72	2
Fairfax County			
51059451600	68	68	0
51059451400	72	69	-3
Norfolk			
51710002900	63	63	0
51710002700	64	61	-3
51710002500	56	63	7
51710002600	59	55	-4
Prince William County			
51153900901	58	64	4
51153900600	69	71	2
Richmond			
51760030200	42	58	16
51760060300	56	67	11
51760020400	57	65	8

Outreach was also performed by Hand in Hand, Inc. in the areas of Newport News, Chesapeake and Hampton, and an increase in participation rate was noted for nine tracts with an HTC score >60, though the overall participation rate did not improve for the individual cities.

Chapter 5

- + Impact Beyond the 2010 Census
- + Conclusions

IMPACT BEYOND THE 2010 CENSUS

The impact of the census small grants project extends well beyond the 2010 Census. By participating in the project, grantees were offered an opportunity to not only increase their visibility and knowledge of their own communities, but to also increase their capacity for civic engagement by building their base and identifying new leaders and partners. A couple of specific examples of this “post-census” impact on local organizations, taken directly from the survey responses, are noted below.

SPEAR’s response to a survey question regarding the most successful elements of their project, indicated their Census Pledge Drive Campaign, “... laid the foundation for base building and indentified well over 50 new leaders who have indicated interest in getting involved.” SPEAR also noted that this campaign allowed them to become more visible in the community, learn more about new community members, and be updated on pressing issues and concerns.

In Virginia, Tenants and Workers United also noted the value of their field outreach, and reported that in addition to speaking with residents about the organization and issues in the community, they gained new members. They noted that, “In total, approximately 1500 people joined the organization or wanted more information on how to become more involved.”

All of the grantees responding to the online survey, except for one, confirmed that they plan to continue doing civic engagement work in their community. Also, while approximately two-thirds of the respondents indicated that they have not previously worked on redistricting

issues, almost all indicated an interest in working in this area in the next year.

CONCLUSIONS

The goal of this ambitious small grants project was to motivate and encourage community organizations and social justice advocates to engage in efforts to ensure low-income and minority communities in the five southern states with the highest undercount in the 2000 Census were not forgotten again in 2010. The project was driven by the belief that local grassroots groups would know better than national or regional organizations how to most effectively use limited dollars to encourage census participation in their own communities.



Was the project successful? Yes. The success of the project in terms of promoting participation in the 2010 Census is evident in the reach achieved by the small grantees and in the significant increase in mail participation rates, compared to the 2000 Census, reported for numerous areas where the grantees were active. Equally exciting is the number of grantees reporting that the project has provided opportunities to expand their civic engagement activities, build capacity, and strengthen relationships with the community and other organizations. Perhaps one of the most important benefits from this project,

aside from promoting an accurate count of HTC persons, is the large number of grantees who indicated a desire to be involved in efforts to ensure fair redistricting.

The large number of applicants, and the quality of the proposals received, speak to a high level of enthusiasm among local organizations for ensuring that their communities are not overlooked in the decennial census. The diversity and creativeness of the outreach activities confirm local grassroots organizations can effectively use relatively small amounts of money to reach a large number of community members. In some cases the small grants provided the primary funding for the majority of a group's outreach work, in other instances, the grant allowed the group to supplement other funding to increase both the scope and reach of their activities.

In summary, in addition to the enthusiasm and hard work of the individual grantees, the project's success was due to:

1. An early start to the effort, which allowed sufficient time to lay a firm groundwork for census participation activities.
2. The project was research-based from the beginning, and provided objective information on which to base decisions.
3. Local community-based groups were trusted to determine what outreach would be most effective in their communities and supplied with the resources to implement their ideas.

Appendix 1: Grant Application Form



SOUTHERN COALITION FOR SOCIAL JUSTICE Census 2010 Outreach Project Small Grants Program Information

Overview of Project:

SCSJ is working with groups in key southern states to ensure that there is a complete count in the 2010 census. It is well known that certain populations are more likely to be missed in the census, and the consequences are significant for their communities. The census counts have a direct impact on the distribution of federal funds as well as voting power.

Census counts are directly tied to the federal dollars communities receive for important services such as education funding, affordable housing support, job training, social services, roads, bridges, and other community development opportunities.

Census counts also directly impact a community's political voice because the numbers inform voting districts and determine how communities are represented. That's why it is important to make sure that everyone is counted!

Careful studies of past census counts demonstrate that certain communities are at higher risk of not being counted accurately. These communities include ethnic and racial minorities, transient communities, and the rural poor.

We are contacting organizations that are a trusted voice in their communities, and we are hoping that you will work with us to help ensure that everyone is counted in the 2010 census.

Grant Eligibility Criteria:

Organizations must meet the following criteria to apply for SCSJ Census Outreach Mini-Grants.

- 1) Organizations must be located in one of the 5 states that experienced the highest rate of undercount in the southeast: Virginia, North Carolina, Georgia, Florida, and Louisiana.
- 2) Organizations must work with one of our target communities or other communities that are at risk of undercount.
 - People and families that live in rental property;
 - Transient communities, such as the homeless and migrant workers;
 - Native Americans and poor, rural communities;
 - Immigrants (census counts are for everyone, regardless of citizenship status);
 - The elderly and people who live in group housing;
 - African-American and other racial minority communities;

Amount Guidelines:

Organizations meeting our eligibility criteria can apply for a grant of up to \$3,000 to support their work on reducing a census undercount.

Project Examples:

Funding through this grant program can be used for creative and innovative projects to promote the census in target communities. These projects can incorporate elements of your own organization's mission or the interests of the communities you work with. Some example projects include:

- An organization that works with migrant farmworker populations could distribute water bottles to their communities with census literature inside, as well as information about ways to reduce the risk of illnesses caused by heat and pesticides in the fields.
- An organization that works with homeless communities could distribute census t-shirts, bags, or other items along with information to their clients at soup kitchens, health clinics, or other service locations.
- An organization that works with rural working-class people could organize a census outreach table at a local festival or event that is attended by community members.
- A tenants association in a public housing complex could host a series of pick-up basketball games and emphasize the importance of young black males being counted.
- A PTA in a school with a large number of Latino students could write and perform a bilingual play about the importance of being counted in English and Spanish.

Funding is available through the census for promotional items and printing of literature, so that SCSJ grant funds can be used to cover the program and administrative costs of the program.

Project Timeline:

Census day is April 1, 2010.

Grant applications are being accepted on a rolling basis until September 30th, 2009. Grant decisions will be made within 4 weeks of each application and funds will be dispersed in October and November 2009, or earlier by special request. Projects can be completed between December 2009 and April 2010, or earlier by special request.



Census 2010 Outreach Project Small Grants Program Application

Application Date:					
Organization:					
Address:					
City:		State:		Zip:	
Web Site:					
Contact Person:					
Telephone:		Email Address:			
Amount Requested:					

Narrative

Please limit your narrative to a total of 2-3 pages.

1. Please describe the mission and work of your organization.
2. What are your organization's most significant accomplishments and challenges over the last three years?
3. Our program is working to target communities that are at-risk of being undercounted in the 2010 census including (guidelines here). What communities in your area are at risk? What barriers are there to getting people to fill out the census in your community?
4. How does your organization collaborate with these communities and their organizations? Please describe groups or coalitions you have worked with in the past two years.
5. Please describe your plans for making sure everyone is counted in the census in these at-risk communities. Please include specific details such as events you will have, materials you will develop or distribute, and the ways you will address the challenges to ensuring a complete count.
6. Please attach a detailed project budget to your application.
7. Please feel free to include any supplementary materials including outreach materials and organizational or promotional materials.

Please email your application to jillian@southerncoalition.org or mail to 115 Market Street, Suite 470, Durham, NC 27701.

Appendix 2: Informational Materials Developed by SCSJ



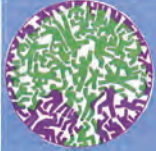
Southern Coalition for Social Justice

Census 2010 Factsheet: Mecklenburg County

School	% from	
	low-income families	Total students
Oakdale Elementary School	75.0%	55
Pawtckett Elementary	83.0%	65
Pinewood Elementary	80.7%	389
Rama Road Elementary	77.9%	40
Ranson Middle School	76.7%	40
Reid Park Elementary	96.0%	576
Sedgefield Elementary	90.6%	404
Sedgefield Middle School	85.1%	429
Shamrock Gardens Elementary	93.0%	343
Spaugh Middle School	94.8%	536
Statesville Road Elementary	77.1%	60
Sterling Elementary	89.5%	526
Thomasboro Elementary	94.6%	392
Turning Point Academy	78.8%	150
Walter G. Byers Elementary	94.6%	426
West Charlotte High School	75.6%	120
Westerly Hills Elementary	91.7%	301
Whitewater Middle School	80.6%	40
Wilson Middle School	88.6%	747
Windsor Park Elementary	89.6%	731
Winterfield Elementary	92.2%	579

Which parts of Mecklenburg County are Hard-to-Count?

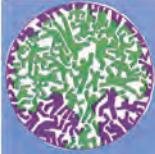
The US Census Bureau tracks these and other neighborhood characteristics through its Hard-to-Count (HTC) index. Areas with an HTC index above 60 are considered 'hard-to-count' – see the accompanying map for a detail of HTC areas in Mecklenburg County. Of course, the Census index relies on 2000 data, and in many cases neighborhood-level characteristics have changed so much since 2000 that your knowledge as a local organizer will be more useful for targeting census outreach than the HTC data.



Southern Coalition for Social Justice

Census 2010 Factsheet: Mecklenburg County

School	% from	
	low-income families	Total students
Ashley Park Elementary	94.6%	276
Berryhill Elementary School	79.6%	50
Billingsville Elementary	93.6%	421
Briarwood Elementary	95.1%	720
Bruns Avenue Elementary	95.9%	506
Business & Finance School@GHS	80.1%	40
Cochrane Middle School	86.2%	607
Devonshire Elementary	93.2%	561
Druid Hills Elementary	94.6%	388
Eastway Middle School	90.4%	852
First Ward Elementary	83.9%	442
Hawthorne High School	81.5%	40
Hickory Grove Elementary	85.6%	925
Hidden Valley Elementary	94.9%	526
Highland Renaissance Elementary	93.1%	566
Hornets Nest Elementary	78.6%	90
Huntingtowne Farms Elementary	76.0%	50
International Studies @ GHS	79.5%	40
Irwin Ave. Open Elementary	82.8%	418
J. H. Gunn Elementary	76.5%	200
J. T. Williams Middle School	95.0%	575
Joseph W Grier Academy	76.2%	90
Leadership & Public Serv. at G	80.8%	40
Lincoln Heights Elementary	85.1%	335
Martin Luther King Jr Middle	87.1%	858
Math and Science School at Gar	80.2%	40
McClintock Middle School	76.4%	40
Merry Oaks Elementary	91.5%	601
Midwood High School	92.3%	40
Montclair Elementary	96.7%	426
Morgan School	83.5%	40
Nathaniel Alexander Elementary	77.1%	70
Nations Ford Elementary	92.7%	600
Newell Elementary School	82.9%	832



Southern Coalition for Social Justice

Census 2010 Factsheet: Mecklenburg County

NC House District	% White	% African-American*	% Asian or Pacific Islander	% Hispanic
105	89.8%	4.8%	3.7%	2.7%
106	60.4%	28.8%	3.1%	12.3%
107	39.3%	54.1%	3.2%	5.0%

*includes folks who self-identified as multi-racial and African-American, or Hispanic and African-American

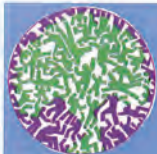
- State Senate – Mecklenburg County is covered by State Senate Districts 37-40, and shares part of District 35 with Union County. Of these 5, District 38 was the only one counted as majority-minority in Census 2000 (with 47.2% African-American and 6.5% Hispanic). Districts 37 and 40, however, both also had significant Hispanic populations in 2000 (with 9% and 7.2%, respectively), and with the Hispanic population in Mecklenburg County predicted to nearly double in Census 2010, these districts may have a significant Hispanic voting block.
- US Congress – Mecklenburg is split between the 9th and 12th Congressional Districts. The 9th District is 86% white (represented by Sue Myrick), while the 12th District (Mel Watt's district) is borderline majority-minority.

How would an accurate count impact federal funding?

- Medicaid: As of January 2010, 117,395 Mecklenburg County residents were enrolled in Medicaid. An accurate count for NC in 2000 would have resulted in \$57 million increased funding statewide in 2008 alone.
- Title I: Charlotte-Mecklenburg Schools received \$30,196,274 in federal Title I allotments in the 2009-2010 fiscal year. Those funds were distributed between 58 Title I eligible schools, serving 21,490 students (see following list). Twenty percent of the total Title I funds also went to district-wide purposes like busing.

Mecklenburg County: Title I Schools

School	% from low-income families	Total students
Albemarle Rd. Elementary	89.7%	973
Albemarle Road Middle School	84.7%	812
Allenbrook Elementary	92.2%	451



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Census 2010 Factsheet: Mecklenburg County

How has Mecklenburg County changed since the last census?

	2000 Census	2010 Projection
<i>Total population</i>	695,370	910,755, a 31% increase
<i>Percent African-American</i>	27.87%	29.17%
<i>Percent Hispanic</i>	6.45%	10.80%

These projections come from NC's Office of State Budget and Management, in conjunction with data from the US Census American Community Survey (ACS 2006-2008). The NC OSBM projections are based on Census 2000 data, so they're only as accurate as the census itself!

Also, the ACS is a three-year average of phone survey data, and for privacy reasons data is not released for populations less than 20,000. In rural parts of NC, that means small-area data on race, ethnicity, poverty, transportation, health coverage, etc. will be either infrequently released or not available at all. In many smaller counties, timely data on the Hispanic population is simply not available.

What do population shifts mean for political representation?

- Mecklenburg County and the Charlotte metro area are gaining population relative to the state as a whole (in general, urban areas of NC and their surrounds are growing faster than the state average, while rural counties are losing population or growing slower than the state average).
- Initial predictions have Mecklenburg gaining at least one seat in the NC House. In combination with the predicted increase in minority population percentage, 2010 redistricting could bring opportunities for increased minority representation in the county. Census outreach work to prevent undercount and solidify these gains is essential!
- NC House – Mecklenburg is currently split between the 98 through 107th NC House districts (see table, and attached map).

Mecklenburg County NC House Districts

Voting Age Population as of Census 2000
(majority-minority districts are bolded)

<i>NC House District</i>	<i>% White</i>	<i>% African-American*</i>	<i>% Asian or Pacific Islander</i>	<i>% Hispanic</i>
98	85.8%	10.3%	2.3%	2.7%
99	59.1%	31.0%	5.2%	6.1%
100	55.2%	34.1%	3.8%	11.8%
101	40.7%	53.4%	2.6%	5.0%
102	36.5%	51.0%	2.8%	12.4%
103	80.3%	14.5%	2.3%	4.0%
104	90.8%	4.8%	2.9%	2.5%



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Census 2010 Factsheet: Immigrant Communities and the Census

North Carolina's foreign-born immigrant population has increased since 2000

	2000 Census	2010 (projected)
<i>total foreign-born population</i>	430,000	669,998
	5.3% of the state	7% of the state
<i>foreign-born citizens</i>	112,822	193,629
	26.2% of all immigrants	28.9% of all immigrants

Using projections based on the Census Bureau's 2007 American Community Survey data, North Carolina's foreign-born immigrant population is expected to increase by 55.8% between 2000 and 2010. In contrast, the total state population increased by only 18.9%.

Immigrant communities will be undercounted in 2010, unless we take action

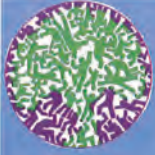
Foreign-born residents of NC, and especially undocumented immigrants and non-English speakers, are some of the most likely groups to be undercounted. The Census undercounts immigrant populations for a number of reasons:

- **Language** – While Census materials are available in 5 different languages (see table below), the burden is largely on immigrants themselves to call the Census Bureau and request materials in their native language. Without good outreach work to distribute alternate-language census materials and educate folks about the census language programs, many non-English proficient folks in immigrant communities will skip the census.

<i>Census questionnaires available in...</i>	<i>Translated forms (for reference only) and live phone support in...</i>	<i>"Language Assistance Guides" in...</i>
English	English	all the languages listed to the left, plus 9 other languages, including Burmese, Hindi, Hmong, Japanese, Khmer, Korean, Laotian, Malayalam, Navajo, Nepali, Somali, Tamil, Thai, Urdu, Vietnamese and others...
Spanish-English bilingual (mailed to "Spanish Assistance" tracts* only)	Spanish	
	Chinese	
	Korean	
	Vietnamese	
Call 1-866-928-2010 for English questionnaires and 1-866-928-2010 for bilingual forms.	Russian	

*tracts in which more than 20% of households were counted as limited-English proficient and Spanish-speaking in 2000

- **Housing and family structure** – Because Census forms are distributed by housing unit, folks living in multi-family households and multi-unit housing structures (especially informal, temporary housing) may not even get a census form in the first place.
- **Fear/mistrust** – Even though Census workers are sworn to protect confidentiality, and the census does not ask about citizenship status, many immigrants (especially undocumented folk) won't return census



Southern Coalition for Social Justice

forms and won't want to take the risk of opening the door to a census enumerator. Outreach work is essential both to allay this fear and to ensure that census workers maintain their confidentiality and treat immigrant communities with respect.

- *If your constituents do not receive a census form, they should call the Telephone Questionnaire assistance line at 1-866-872-6868 (English), 1-866-928-2010 (Spanish) or 1-866-783-2010 (Hearing-impaired TDD). The lines will be open from 8 a.m. to 9 p.m. (your local time) seven days a week from February 25, 2010 through July 30, 2010.*

A complete census count builds political power for immigrant communities

- State law GS 163-165.5A (expiring in January 2012) mandates that bilingual ballot instructions must be provided in counties where the most recent census counts a Hispanic population of at least 6%. Assuming Census counts agree with estimates, this means that *Cabarrus, Catawba, Granville, Guilford, Harnett, Robeson, Rowan, Wake, and Wayne counties will all have to provide bilingual ballot instructions in the next election cycle.*

- Population counts from Census 2010 will be used to redraw electoral districts at the state, local and national levels.

A complete census count will build power for immigrant communities by providing opportunities to draw majority-immigrant districts at the local level, as well as consolidating existing majority-minority districts at state and national levels and increasing political visibility for immigrant communities statewide.

- A complete count of Hispanic/Latino communities is particularly important to offset declining numbers of African-Americans in many of the states' borderline majority-minority districts.

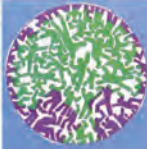
Census Funding to NC available to all immigrants

Program	NC Funding in 2008 (millions)
Highway planning and construction	\$992.2
Special Education	\$304.6
School Lunch Program	\$298.7
Title I Funding to Schools	\$202.5
Federal Transit Grants	\$84.7
Substance Abuse Prevention and Treatment	\$82.1
School Breakfast Program	\$82.1
Child and Adult Care Food Program	\$79.2
Child Support Enforcement	\$73.3
Improving Teacher Quality Grants	\$68.1

Census-allocated federal funding helps immigrants

Over \$478 billion of federal funding was distributed based on census data in fiscal year 2009. Nearly two-thirds of that funding went to state Medicaid programs. Undocumented immigrants and newly-arrived documented immigrants are mostly ineligible for standard Medicaid assistance, but nearly all recipients of emergency medical assistance in North Carolina are undocumented immigrants (99.2% in 2004, according to a JAMA study).

- NC spent \$63.7 million on emergency Medicaid for non-citizens in 2008, serving 19,556 patients
- A large number of federal census-allocated grant programs affect immigrants. Out of 178 federal formula grant programs, recent immigrants are specifically blocked (due to the 1996 Welfare Reform laws) from access to only 14.



Coalición del Sur por la Justicia Social

Volante Informativo Censo 2010: Comunidades de Inmigrantes y el Censo

La población de inmigrantes en Carolina del Norte ha aumentado desde el 2000

	Censo 2000	2010 (proyección)
<i>Población total</i>	430,000	669,998
<i>Nacida@s fuera de los E.E.U.U</i>	5.3% del estado	7% del estado
<i>Ciudadan@'s nacid@'s</i>	112,822	193,629
<i>Fuera del país</i>	26.2% de los inmigrantes	28.9% de inmigrantes

Usando proyecciones de la Encuesta del Censo Nacional de la Comunidad Americana (ECA 2007), la población de Carolina del Norte de inmigrantes nacidos fuera del país esta esperada que aumentara por 55.8% desde el 2000 hasta el 2010. En contraste la población del estado en general solo ha aumentado por 18.9%.

Comunidades de inmigrantes serán subcontadas en el 2010 a menos que tomemos acción

Residentes nacid@s fuera del país, y especialmente inmigrantes indocumentad@s y l@s que no hablan ingles, son algunas de las poblaciones quienes con mas probabilidad serán subcontadas. El Censo subcuenta poblaciones de inmigrantes por varias razones:

- Idioma – Mientras los materiales del Censo están disponibles en 5 idiomas distintos, la carga esta en l@s inmigrantes mism@s para llamar al Censo y pedir los materiales en su idioma nativo. Sin buenos esfuerzos de alcance para distribuir materiales del Censo en otros idiomas y educación sobre los programas de distintos idiomas del Censo, muchos de l@s inmigrantes que no hablan ingles no completaran el formulario del Censo.

El Censo se puede obtener en...

Ingles

Bilingüe en Ingles-Español

(mandado por correo solo a tractos de "asistencia en español"*)

Llame al 1-866-928-2010 para formularios en Ingles y al 1-866-928-2010 para formularios bilingües.

Formularios traducidos al (solo para referirse) y con apoyo telefónico...

Ingles

Español

Chino

Coreano

Vietnamita

Ruso

"Guías de asistencia" en...

Todos los idiomas listados a la izquierda mas 9 otros: Birmano, Hindi,

Hmong, Japonés, Khmer,

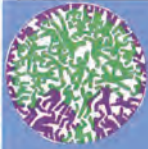
Coreano, Laosiano, Malayalam,

Navajo, Nepalés, Somali, Tamil,

Tailandés, Urdu, Vietnamita y otros...

*tractos en los cuales mas de 20% de los hogares contados fueron contados como teniendo un Ingles limitado o hispanohablantes en el 2000.

- Vivienda y estructura familiar – Porque los formularios del Censo son distribuidos por unidad de vivienda, personas viviendo en hogares de múltiples familias y estructuras de múltiples unidades (especialmente vivienda temporal e informal) puede ser que ni siquiera reciban un formulario.
- Miedo/desconfianza – Aunque l@s trabajadore/as del Censo están jurad@s de proteger la confidencialidad, y el Censo no pregunta sobre el estado migratorio, much@s inmigrantes (especialmente l@s indocumentad@s) no llenaran el formulario del Censo y no tomaran el riesgo de abrirle la puerta a un/una emplead@ del Censo. Trabajo de alcance es importante para disipar este miedo y para asegurarse que l@s empleado/as del Censo mantengan la confidencialidad y traten a las comunidades de inmigrantes con respeto.
- Si sus constituyentes no reciben un formulario del Censo, deberían llamar a la línea de asistencia telefonica al 1-866-872-6868 (Ingles), 1-866-928-2010 (Español) o 1-866-783-2010 (Equipo Tele-Escritor). Las líneas estarán abiertas desde el 25 de febrero hasta el 30 de julio de 8 a.m. hasta 9 p.m. (hora local) 7 días a la semana.



Coalición del Sur por la Justicia Social

Una cuenta completa del Censo aumenta el poder político para comunidades de inmigrantes

Ley estatal GS 163-165.5A (se expira en enero del 2012) manda que instrucciones de votación bilingües sean proveídas en condados donde el Censo mas reciente cuente a una población Hispana de por lo menos 6%. Asumiendo que la cuenta del Censo demuestre lo que se estima, eso significa que en los Condados de *Cabarrus, Catawba, Granville,*

Guilford, Harnett, Robeson, Rowan, Wake, y Wayne van a tener que proveer instrucciones de votación bilingües en las próximas elecciones.

- Cuentas de población del Censo 2010 se usaran para dividir los distritos electorales al nivel estatal, local y nacional. Una cuenta completa aumentara el poder de comunidades de inmigrantes porque le proveerá la oportunidad de tener distritos con la mayoría de inmigrantes al nivel local. También ayudaría a consolidar los distritos que existen de mayoría-minoría al nivel estatal y nacional y a aumentar la visibilidad política para comunidades de inmigrantes en el estado.
- Una cuenta completa de comunidades Hispans y Latinas es particularmente importante porque los números de Afro-American@s en muchos de los estados con distritos de mayoría-minoría ha bajado.

Financiamiento del Censo disponible para todos los inmigrantes en Carolina del Norte

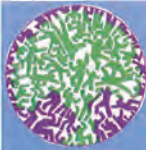
<i>Programa</i>	<i>Financiamiento en 2008 (millones)</i>
Planificación y construcción de carreteras	\$992.2
Educación especial	\$304.6
Programa de almuerzos escolar	\$298.7
Financiamiento de Título I para escuelas	\$202.5
Becas de transito federal	\$84.7
Prevención y tratamiento de abuso de sustancias	\$82.1
Programa de desayuno escolar	\$82.1
Programa de comida para niños y adultos	\$79.2
Aplicación de apoyo para niños	\$73.3
Mejoramiento de becas para maestros de calidad	\$68.1

Financiamiento federal del Censo ayuda a l@s inmigrantes

Más de \$478 billones de financiamiento federal fue distribuido basado en la información del Censo en el año fiscal del 2009. Casi dos tercios de esos fondos fueron alocados para programas estatales de Medicaid.

Inmigrantes indocumentad@s e inmigrantes documentad@s que han venido recientemente casi nunca son elegibles para asistencia regular de Medicaid, pero casi tod@s l@s beneficiari@s de la asistencia médica de emergencia en Carolina del Norte son inmigrantes indocumentad@s (99.2% en el 2004, estudio de JAMA).

- En el 2008, Carolina del Norte gasto \$63.7 millones en Medicaid de emergencia para personas sin ciudadanía, sirviendo a 19,556 pacientes.
- Muchos de los programas que reciben fondos alocados por el Censo afectan a inmigrantes. De los 178 programas federales, inmigrantes recientes no tiene acceso a solo 14 de ellos (por las leyes de Reforma del Bienestar/Welfare of 1996).



Southern Coalition for Social Justice

Census 2010 Factsheet: Workers, Jobs, and the Census

A Complete Census Count in 2010 means more funding for jobs

North Carolina received over \$261 million in census-allocated federal funds in 2008 alone for job-training and related programs. The amount of funding NC receives for these *formula programs* is based on the number of people counted in the most recent US Census – the more people counted by the Census, the more money NC receives. Thus a complete census count is essential in 2010 to ensure that North Carolina gets its due in federal job-training grants.

Top formula grants for Employment and Job Training

Program	NC Funding in 2008 (millions)
Vocational Rehabilitation Grants	\$91.9
Workforce Investment Act funding – for job training, career centers, child-care and transportation vouchers, youth programs	\$53.7
Vocational Education Grants	\$35.1
Employment service – provides free job search assistance	\$25.0
Adult Education Programs	\$15.2
Extension Service – provides assistance to entrepreneurs, farmers, gardeners	\$12.0
Job training and employment assistance for migrant/seasonal workers and their dependents	\$9.6

source: CFFR 2008 and federalgrantswire.com

Census 2010 data will be used for the next decade

Even though Census 2010 doesn't include questions about employment, the basic population counts from this year's Census will be used for a number of job-related purposes over the next decade, including:

- helping companies use to decide where to locate new manufacturing facilities and retail stores
- siting new job training centers and employment service centers
- setting fair market rents
- calculating state-by-state GDP per capita and poverty data

A complete census count builds political power for working-class communities

- Population counts from Census 2010 will be used to redraw electoral districts at the state, local and national levels. A complete census count, in conjunction with redistricting work, can build power for working-class communities by drawing majority working-class districts at the local level, and increasing working-class political visibility at the state and national level.

Labor unions are key partners for Census 2010 Outreach

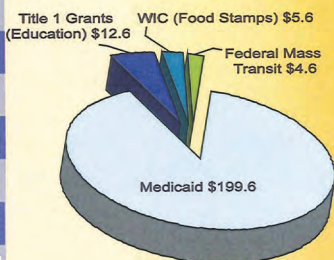
A number of national unions have already joined on as official Census partner organizations, including:

- AFL-CIO
- American Federation of Government Employees
- AFSCME
- AFT
- Coalition of Black Trade Unionists
- Coalition of Labor Union Women
- IBEW
- NEA
- Teamsters
- SEIU

 **2010 Census Timeline**

Fall 2009:	Recruitment Begins for Census Takers
March 14, 2010:	Census Questionnaires Mailed
March 19 - April 19, 2010:	Enumeration at Transitory Locations
March 22 - April 16, 2010:	Be Counted! Program
April 1, 2010:	Census Day
May - July 2010:	Census takers visit non-responsive households
December 2010:	Population counts delivered to President
March 2011:	Delivery of redistricting data to states completed

Net amount (in Billions) of Federal funding lost based on 2000 Census undercount



Be Counted! Preventing an undercount in the 2010 Census.
 For more information visit: www.census.gov/2010census



2010 CENSUS: IT'S IN OUR HANDS

What are the local decisions affected by Census data that impact your community and personal life?

Public Transit

Decreases the number of routes and frequency of public transit service in minority and inner-city areas, when transit demand is based on population

Population Density and Infrastructure

Lower-than-usual estimates of population density and thus overcrowding in urban areas with inadequate infrastructure

Crime Rates

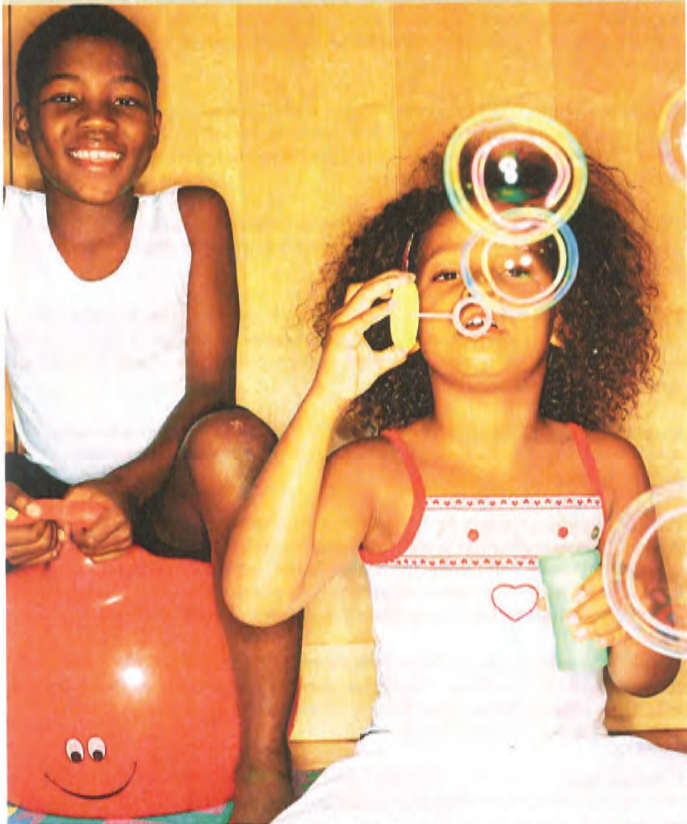
Artificially large crime rate in high-undercount areas, when crime rates are calculated as a ratio using Census population counts in the denominator

Community Services and Recreation

Disparities in the placement of public parks, libraries, schools and health centers. Also affects grocery stores and the distribution of food stamps.

Make the Census Count for You! Be Counted, Tell Others.
 For more information visit: www.census.gov/2010census

Census 2010



**Protect their future.
Be counted.**

How the Census Impacts Your Future and advances the HKonJ People's Agenda:

People's Agenda Point 1: All children need high quality, well-funded, diverse schools. *Census information directly impacts where schools are built and how school funding is used for your children. Title I funding for low-income schools is determined by the Census and makes up the second largest proportion of federal funding based on the Census.*

People's Agenda Point 2: Livable Wages and support for low-income people. *The Census is used to determine what livable wages are and where job training centers open. The count is also used to award grants for vocational education community development and employment services.*

People's Agenda Point 3: Healthcare for all. *Medicaid makes up almost half of all federal funding based on census numbers; the count is also used to decide where new hospitals are built and where this funding goes.*

People's Agenda Point 5: Expand and improve same day registration and public financing of elections. *The Census determines where district lines for voting are drawn, enabling you to make your voice heard in fair districts. An undercount can mean loss of representation in your district.*

People's Agenda Point 6: Lift every HBCU. *Data from the Census is used to allocate funds to HBCUs for education in fields where African-Americans are historically underrepresented.*

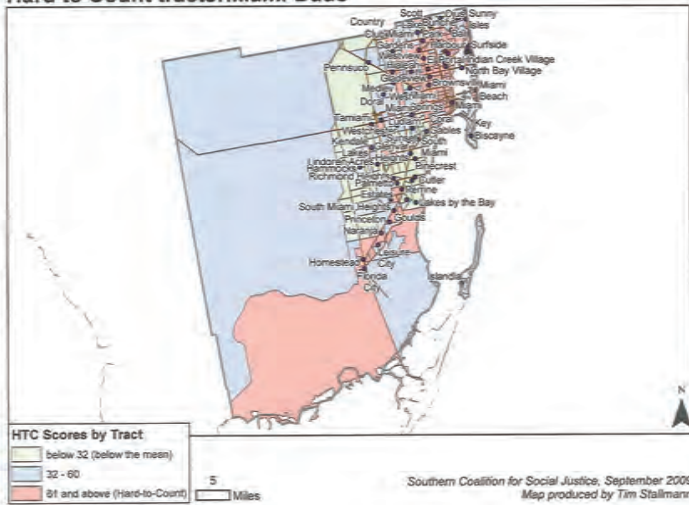
People's Agenda Point 8: Provide Affordable Housing and Stop Consumer Abuse. *The count affects the location & number of public housing units in a community; Community Development Block grants and the HOME Investment Partnerships Program are also funded according to census information. An accurate count can aid communities in proving where discriminatory & predatory lending practices are used.*

People's Agenda Point 12: Protect the rights of immigrants from Latin America and other nations. *The Census does not ask about immigration status. Information obtained from the questionnaire will ensure that communities of immigrants have a voice and are represented fairly.*

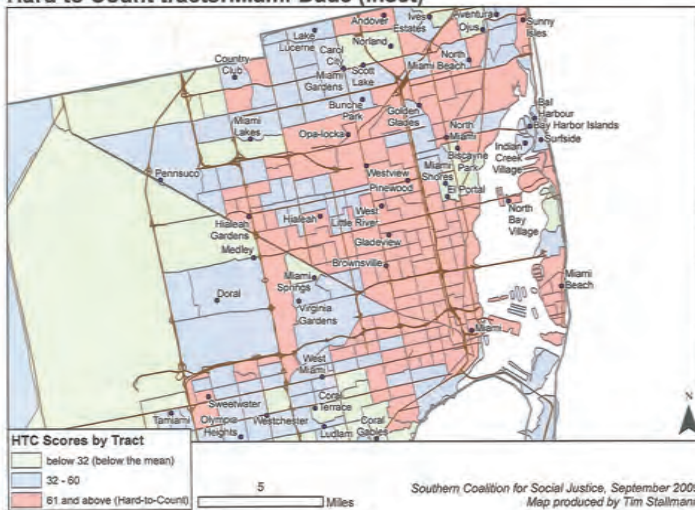
People's Agenda Point 13: Organize, strengthen and provide funding for our civil rights enforcement agencies and statutes now. *Civil rights enforcement agencies work with the Census Bureau to reach historically "hard-to-count" populations and provide them with equal representation and better access to resources. They also help to combat unfair practices like predatory lending and redlining.*

For more information or to get involved, check out
<http://www.southerncoalition.org/census> or
<http://2010.census.gov/2010census>

Hard to Count tracts: Miami-Dade



Hard to Count tracts: Miami-Dade (inset)





Census 2010:

www.census.gov/2010census

Your Community, Your Money: Be Counted!

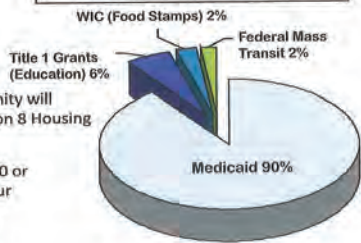
The 2010 Census Count: Key Points

- WHO:** The Census does not ask about citizenship or immigration status. The U.S. Constitution states that ALL residents must be counted.
- WHY:** An accurate Census count is crucial in order to allocate money your community deserves for roads, parks and hospitals. More people counted means more political power for our community because population size affects where district lines are drawn for elections, from city hall to congress.
- HOW:** The Census form will be mailed directly to your residence by April 1, 2010. Fill out the short 10 question form and mail it back to the U.S. Census office.
- NOTE:** Under federal law, the Census Bureau and Census workers cannot share or release any information regarding an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement officials.

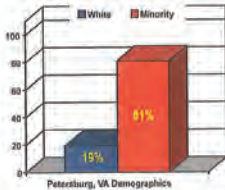
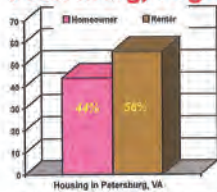
The Undercount: Quick Snapshot

- According to Census data, 6.4 million people were NOT counted in the 2000 Census.
- People who don't own homes were the largest and most consistent group to be undercounted in the 2000 Census.
- Being counted is the only way to ensure that your community will receive its fair share of federal support, such as: TANF, Section 8 Housing and Medicare/Medicaid.
- If a Census form is not mailed to your address by April 2010 or if you do not have a permanent residence, please contact our organization below and ask how you can be counted.

Allocation of Top Federal Formula Grants Based on 2000 Census Count



Petersburg, Virginia: A Closer Look*



* All Petersburg, VA data was sourced from SCSJ research reports.

- Due to an inaccurate count in the 2000 Census, from 2005 to 2008 Virginia suffered a net loss of \$21,178,885 in federal grant funds for Medicaid.
- Petersburg, VA is in Congressional District 4. In an analysis of the 2000 Census, District 4 was found to be overpopulated, which gives your vote less influence in Congress and in Richmond, Virginia's capital.
- The Census Bureau that blacks living in urban areas and black men between the ages of 18 and 35 are at the highest risk for not being counted.
- Petersburg has the highest risk of any city in Virginia for having an undercount in the 2010 Census.

Southern Coalition for Social Justice
 115 Market Street, Ste. 470
 Durham, N.C. 27701-3241
 (o) 919-323-338
www.southerncoalition.org





SOUTHERN COALITION FOR SOCIAL JUSTICE

Be Counted



The 2010 Census is happening NOW, and there is still plenty more work to do.

Staying connected is one of the best ways to make sure our communities are counted. Read on to find out more about the latest updates and resources to aid you in making sure your community counts.

Updates in this e-mail:

- Innovations from Community Partners
- Register for Door-to-Door Count webinar
- Door-to-door enumeration begins TOMORROW
- Updates on census over the phone
- Track Mail-back Participation rates
- Check if Census jobs are still available

>>Innovations from Community Partners

[Virginia Coalition to End Homelessness](#) (VCEH) is making sure that no one goes uncounted, no matter what. Transient populations, particularly individuals experiencing homelessness, are historically hard-to-count, but it is necessary that they are represented in an accurate census count. To see more about the work of VCEH, check out our [blog](#).

>> Register for Door-to-Door Count webinar

Nonprofits Count will be hosting a repeat of their Door-to-Door Count webinar on Thursday, May 6th, from 2:00pm-3:00pm EST. [Sign up](#) to learn important information for community groups about this next phase of the Census process.

>> Door-to-door enumeration begins TOMORROW

Earlier this month, the Census Bureau closed all of the local Questionnaire Assistance Centers and Be Counted sites, which used community spaces to house Census forms. The Non-Response Follow-up operation begins tomorrow, May 1st, and census workers will be going door-to-door to count homes that did not return a form. *Please note that people who mail back their census form after April 22nd may still be visited by a census worker.*

Census workers will knock on doors of those who have not returned their forms up to SIX times to collect questionnaire answers. They will have their Census Bureau ID with them and an official Census bag. Please encourage your networks to look for those identifiers. This Non-

Response Follow-up operation ends July 10th.

>> Updates on taking the Census over the phone

The Census Bureau's Telephone Questionnaire Assistance Hotline is up and will be running until July 30! Let community members know they can call any of the Census' seven [in-language assistance numbers](#) and take the census over the phone.

>>Track your community's Mail-back Participation Rate

The final updated figures on mail-back rates are now available through [an interactive map of the United States](#) by the Census Bureau. The Bureau is posting a 72% national mail-back participation rate. We still have months to go before all census operations stop, yet we've already matched the 2000 Census response rate, even with a national population that has increased by 30 million since the last census!

CUNY's Graduate Center used this information to create an in depth analysis of participation rates by key variables, including race and origin (ethnicity). Check out [CUNY's mapping tool](#), which provides a great opportunity to monitor the impact of our outreach in hard-to-count tracts.

>>Check if Census Jobs are still available

Find out if there are any remaining Census jobs open in your area by contacting [your Local Census Office](#) or by calling 1-866-861-2010. For more general information about census jobs, [click here](#). For specific information about jobs in North Carolina, visit [this site](#). Most jobs have a starting pay of at least \$11 per hour.

>> Check the SCSJ [Web site](#) for other resources and updates as they develop.

And for a treat... Check out this [spoken word performance](#), recently featured at Durham, North Carolina's Census Poetry Slam contest. (Follow the link and press "play" to listen!)

www.scsj.org

The Southern Coalition for Social Justice empowers minority and low-income populations to defend and advance their political, social and economic rights.

You have received this email through your subscription to this organization's email list. If you did not subscribe, or would no longer like to receive email updates [click here to unsubscribe](#).



**SOUTHERN COALITION
FOR SOCIAL JUSTICE**

Census



Frequently Asked Questions about the 2010 Census for Farmworker Advocacy Organizations

Revised 12/3/09

How will people living in farmworker camps be counted?

Farmworker camps will be counted as group quarters, but only if the camps have been officially confirmed through the Group Quarter Validation process. Instead of having a Census questionnaire mailed directly to the address, group quarters will have their own enumeration process in which enumerators hired by the Census Bureau come to the site to conduct the count. These enumeration visits occur from around March through mid-May of 2010.

According to the Census Bureau, the enumerators will go to the owner of the farm and ask them to complete the group quarter questionnaire. Farmworkers living on the farm will not complete the form.

How does the Census confirm the location of a group quarter site?

The Census Bureau has recently completed the process of address canvassing, in which Census workers canvass census blocks to update address information. During this process, a Census worker decides whether places like farms should be classified as a Housing Unit or an OLQ (Other Living Quarter).

If a farm is classified as a Housing Unit, then it will be treated like most addresses, and simply be mailed a regular Census questionnaire. For farms with farmworkers living on them, this means that the grower will only be counting themselves and their family members – the farmworkers will be skipped.

If a farm is classified as an OLQ, then an enumerator will be sent back out to the address in October of 2009 and again in January or February of 2010, as part of the Group Validation Process (GVP), which is the operation that officially recognizes an address as a group quarter.

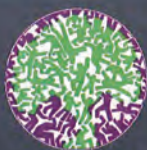
What if we think a farm has been missed in the address canvassing process or was not correctly identified as an OLQ?

Your organization can call your Local Census Office in order to determine whether or not a farm has been recognized as an OLQ (Other Living Quarter). To find contact

information for your Local Census Office, ask the Partnership Specialist in your county (see "SCSJ – FL Census Bureau Partnership Specialists" document). Once you have contacted the Local Census Office, ask to speak to the Assistant Manager of Field Operations (AMFO). If they verify that the farm in question is not in the database, you can provide the address and location of the farm and request that it be added to the list. In doing so, you will be ensuring that the farm will be part of the Group Validation Process.

Is there a process for counting the migrant laborers who will not be in the state when the actual count is conducted?

The Census Bureau has not set up a method for doing this.



Southern Coalition for Social Justice

Census 2010: Reducing the Undercount, Building Grassroots Power

Conducting outreach around the census can be a fantastic opportunity for grassroots community and labor organizations to build their base, strengthen their capacity, and cultivate relationships with other progressive and grassroots organizations

Organizations are using census outreach to:

- Deepen involvement and outreach skill levels of members and staff.
- Create a more politicized and engaged membership base that is ready to fight for social and economic justice.
- Build a contact list of supporters, potential members, and volunteers (or for particular electoral focused voter engagement campaigns, defending a contract, support for a new organizing drive)
- Build relationships with community, cultivate for campaigns.
- Gain positive media exposure.
 - Survey the social and economic priorities in hard to count communities
 - Identify workers for potential new organizing drives.
 - Build and strengthen volunteer capacity and infrastructure (phone trees, block captains, texting networks, email lists).
- Connect with other social justice organizations and strengthen coalitions.
- Build coalitions and alliances across traditional boundaries (neighborhoods, workplaces, municipal boundaries).



Example:

A coalition of worker and grassroots community organizations in Florida is targeting their census outreach in four key areas of the state to broaden their base for future struggles. They are creating a paid canvass that will identify members and supporters who can be the base for key redistricting and electoral struggles in the years to come.

IMPORTANT DATES

April 1, 2010
Census Day

December 2010
The Census Bureau delivers populations count to the President for apportionment.

March 2011
The Census Bureau delivers redistricting data to states.

FURTHER READING

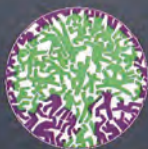
www.southerncoalition.org/census

REGIONAL PARTNERS

- Southern Echo
- SE Regional Economic Justice Network
- Democracy NC
- Blueprint NC
- Student Action with Farmworkers
- Voice of Vietnamese Americans



Southern Coalition
for Social Justice
115 Market St., Suite 470
Durham, NC 27701



Southern Coalition for Social Justice



Census 2010 and Beyond: The Southern Echo Model

IMPORTANT DATES

April 1, 2010

Census Day

December 2010

The Census Bureau delivers populations count to the President for apportionment.

March 2011

The Census Bureau delivers redistricting data to states.

FURTHER READING

www.southerncoalition.org/census

www.southernecho.org

REGIONAL PARTNERS

- Southern Echo
- SE Regional Economic Justice Network
- Blueprint NC
- Democracy NC
- Student Action with Farmworkers
- Voice of Vietnamese Americans

1. **Census:** Work to create a full and accurate census count is only one step in building the capacity to impact the formation and implementation of public policy. It is an important foundation in the policy process because the census is the gold standard for developing data that is used in every aspect of policy formation at the city, county, state and federal levels. It is also the primary data used to re-draw political districts every year to re-distribute power and the primary information on which the allocation of billions of dollars in federal funds are allocated to cities, counties, and states. The organization-building work around the census is an opportunity to create the infrastructure needed to impact comprehensive planning, zoning, and redistricting.
2. **Redistricting:** The re-drawing of political districts is not objective and abstract. The results always reflect which communities had the greatest impact on the districts drawn and, therefore, which communities have the best opportunities to elect public officials who are accountable and responsive to the needs and interests of these communities. Redistricting will be done whether or not our communities are organized sufficiently to have a major impact on how districts are drawn. If our communities are not involved they will have the least likelihood that their interests will be considered. The organization-building around the redistricting work is an opportunity to build the infrastructure to increase voter education, voter registration, and voter turnout to elect accountable public officials.
3. **Elections:** The election process where the community gets to help decide who are the officials that will adopt and implement public policies that affect our communities. This includes but is not limited to such policies as the location of low-income suitable affordable housing or mixed-income housing, non-profit hospitals, public schools, and public parks and other recreational facilities, and the allocation of public funds for all kinds of public services. This process also includes where not to locate such enterprises such as factories, industry and other businesses that produce pollution and toxins because they degrade and endanger residential communities, and so on. The organizational base and consciousness-raising developed during the census and redistricting phases, can have a major impact on the turnout on election days of an electorate knowledgeable about the issues and who may best represent their interests.
4. **Post-Election Accountability:** It is not enough to elect people, even good people. The pressures on elected officials is very great to turn away from their constituencies to play ball with powerful interests that do not share community interests. Therefore, it is essential that communities use the organizational base built during the census, redistricting and election work – *after* the elections – to hold elected representatives accountable and responsive to the needs and interests of our low-wealth communities of color.



Southern Coalition
for Social Justice
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Durham, NC 27701

Appendix 3: List of Grantees

SCSJ CENSUS MINI-GRANTS PROGRAM – Round 1: Funds Distributed November 15th 2009

LOUISIANA	
Moving Forward Gulf Coast	\$3,000.00
Common Ground Health Clinic	\$3,000.00
WWRA Radio Amor	\$2,000.00
Springfield Trace	\$1,600.00

NORTH CAROLINA	
FaithAction International House	\$3,000.00
AMEXCAN	\$2,000.00
Black Talk Media Project	\$2,000.00
Community Outreach Advocate	\$2,000.00
Orange County Rape Crisis	\$1,500.00
Institute for Civic Engagement and Social Change	\$1,500.00
REACH	\$1,000.00
South Piedmont Economic Action for Recovery (SPEAR)	\$1,000.00
REIN	\$1,000.00

TOTALS	
North Carolina	\$15,000.00
Virginia	\$15,000.00
Florida	\$11,325.00
Georgia	\$12,000.00
Louisiana	\$9,600.00
Total for Round 1	\$62,925.00

FLORIDA	
Maya Ministry	\$3,000.00
OC FL CCC	\$2,000.00
Farmworker Association of Florida	\$1,725.00
Haitian American Organization for Women	\$1,600.00
CASA	\$3,000.00

GEORGIA	
GALEO	\$3,000.00
Georgia Latino Alliance for Human Rights	\$3,000.00
NE Georgia Black Leadership Council	\$3,000.00
Refugee Women's Network	\$3,000.00

VIRGINIA	
Tenants & Workers United	\$2,750.00
VA CS Table	\$2,750.00
Virginia Coalition to End Homelessness	\$2,750.00
VA Legal Aid Justice Center	\$2,250.00
Baptist General Convention of VA	\$2,000.00
Hand & Hand	\$1,500.00
Emmanuel Apostolic Temple	\$1,000.00

SCSJ CENSUS MINI-GRANTS PROGRAM – Round 2: Funds Distributed February 23, 2010

North Carolina	
AMEXCAN	\$ 1,000
Amigos Internacional/ Centro Latino	\$ 3,000
Black Talk Media Project	\$ 1,000
CHANGE	\$ 3,000
Community Outreach Advocate	\$ 1,000
Democracy NC	\$ 3,000
El Centro Hispano	\$ 3,000
ENCLADO	\$ 3,000
FLOC	\$ 3,000
Inst for Civic Engagement and Social Change	\$ 1,500
La Vela Center	\$ 3,000
Latino Coalition of Randolph County	\$ 3,000
Legal Aid NC- Farmworker Unit (Eastern NC)	\$ 3,000
Montagnard Dega Association	\$ 3,000
Movements Unlimited Performing Arts Co.	\$ 2,500
National Farmworker Ministry	\$ 3,000
NC A. Phillip Randolph Institute	\$ 3,000
Orange County Rape Crisis Center	\$ 1,500
People's Durham	\$ 2,500
REACH	\$ 2,000
REIN	\$ 2,000
River City CDC	\$ 2,500
South East Raleigh Vicinity Emerging	\$ 3,000
Southside Neighborhood Association	\$ 3,000
SPEAR	\$ 2,000
Spectacular Magazine	\$ 3,000
Spirithouse	\$ 2,500
YWCA Lower Cape Fear	\$ 3,000

Florida	
A. Philip Randolph Institute of CFL	\$ 3,000
Catherine Flan Comm. Dev. Fdn.	\$ 3,000
Farmworker Association of Florida	\$ 4,275
Florida Immigrant Coalition (FLIC)	\$ 3,000
Haitian American Organization for Women	\$ 1,400
Haitian Neighborhood Center, Sant' La	\$ 3,000
Haitian Women of Miami (FANIM)	\$ 5,325
Miami Workers Center	\$ 3,000
OC FL CCC	\$ 1,000

Georgia	
Appling County Heritage Center	\$ 1,000
Boat People SOS	\$ 1,000
Center for Pan Asian Comm. Services	\$ 3,000
Chinese Community Federation of Atl	\$ 1,000
Ladies of NOW	\$ 1,000
Latinos for Education & Justice	\$ 1,000
National Coalition for Burned Churches	\$ 1,000
Smyrna CCC	\$ 1,000

Louisiana	
Associated Neighborhood Dev.	\$ 3,000
LANO	\$ 3,000
Latino Farmers Coop. of LA	\$ 1,980
Moving Forward Gulf Coast	\$ 1,095

Virginia	
Voices of Vietnamese Americans	\$ 3,000

Appendix 4: Sample Outreach Material from Grantees



South Piedmont Economic Action for Recovery
Cabarrus County Community Building Collaboration
PO Box 578, Kannapolis, NC 28082
704 701-6762



CABARRUS COUNTY 2010 CENSUS PLEDGE FORM

Every 10 years the US Constitution requires a census. The entire population of the nation is counted. That information is used to determine a lot of different things, such as how much government money goes to an area for schools, job training, housing, healthcare and social services, as well as fair representation. Some folks are undercounted based on race, age, and how poor you are. Some folks are hard to count, especially the homeless, students, migrants, and those who fear or mistrust the government. Your information is **private and confidential** and will **not** be shared with other agencies, companies, or people. The census summarizes data – no names, no addresses, just numbers.

Census forms start arriving in March 2010. Fill out the 10 questions and **mail it back** in the postage paid envelope provided **before April 1**. That way, no census worker will bother you with a knock on your door, because you didn't turn in your form. Don't be the one left out! Help your community thrive by turning in your form and encouraging participation.

Give A Gift To Your Community: Be Counted!

It's the **GIFT THAT KEEPS ON GIVING** for the next 10 years. Take the Pledge. Be ready to take action when the time comes.

Name _____

Address _____

City _____ Zip code _____

Phone _____ Mobile _____ Email _____

yes!

- I want to volunteer to make others in my neighborhood aware of the 2010 census!
- I will get at least 5 of my neighbors, family or friends to make the pledge with me!
- I will be a Block Captain to visit my neighbors when the census arrives in March to encourage them to fill out and mail the form in.
- Here is my donation for outreach materials, supplies, copies and gas to help outreach workers reach more undercount residents in my community.

___ \$1 ___ \$2 ___ \$3 ___ \$4 ___ \$5 ___ \$10 ___ MORE

Don't Be Left Out!

The Constitution says the government must count **everyone** living in the US every 10 years. Most homes will get a Census form in the mail in March 2010. It has only 10 questions.

It's About MONEY

The number of people counted in a city, county and state determines how much government money goes to an area – for schools, health care, housing, roads, transit, social services, job training . . .

About \$1,500 per person goes to a NC community, so having 100 more people counted adds \$150,000 a year for your area. 1,000 more adds \$1,500,000!

It's About POWER

The population size affects where the district lines are drawn for elections, from City Hall to Congress.

More people means more political power for your community in Congress and in Raleigh, and it affects who represents you!

It's About YOUR FUTURE

Business and government planners use the Census to make decisions about your community's future. The Census helps decide where to locate a new grocery store, hospital, school, rec center . . .

Make the Census Count for You! Be Counted, Tell Others.

For ?? call Democracy NC, 1-888-OUR-VOTE, democracy-nc.org



The Census Is In Our Hands

The Census form has 10 questions. Your privacy is protected.

Census Questions

1. How many people were (or will be) living or staying in this house, apartment, or mobile home on April 1, 2010?
2. Are there additional people staying here not in Question 1?
3. Is this dwelling (a) owned by you or someone here with a mortgage or loan; or (b) is it owned free and clear; or (c) rented; or (d) occupied without any payment or rent?
4. What is your telephone number (*in case follow-up is needed for incomplete answers; this is confidential, like all answers.*)
5. What is the name of one person in the household (*space is given for other names, too. The Census only wants to count people once, so it needs each person's name and birth date.*)
6. What is the sex of Person 1 whose name was just listed?
7. What is the age and birth date of Person 1?
8. Is Person 1 of Hispanic, Latino, or Spanish origin?
9. What is Person 1's race? (*many choices and "other" are given.*)
10. Does Person 1 sometimes live or stay somewhere else (*such as in college dorm, military, nursing home or seasonal residence.*)

Mail back the form in the envelope provided; no postage is needed. If you don't return the form, another will be sent or then a government employee will come. Save time and hassle; return the form!

Your privacy is protected

Don't be afraid to be counted, even if you are not a documented citizen. Census forms are confidential and cannot be shared with anyone for 72 years, including welfare and immigration agencies. No court of law, or even the FBI, President or ICE, can see what you say. Census workers are subject to a \$250,000 fine and up to five years in prison for disclosing information on someone's form.



Catherine Flon

Southern Coalition

Census 2010 is a possibility for Haitian Community



Catherine Flon needs every Haitian to be counted

“Unity Gives Power”

Southern Coalition for Social Justice

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