



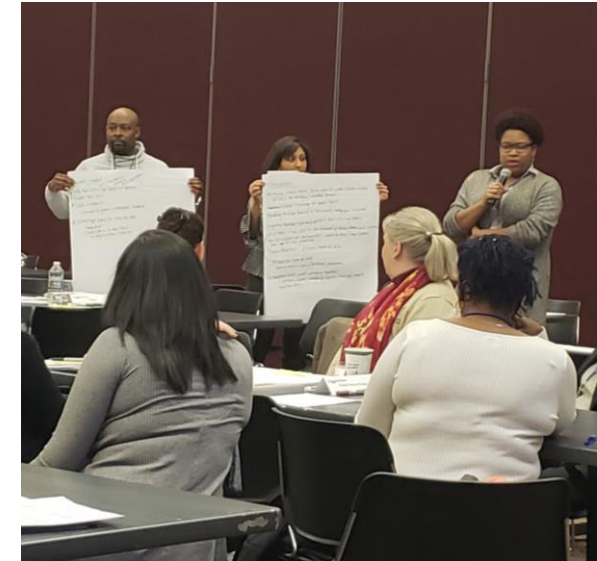
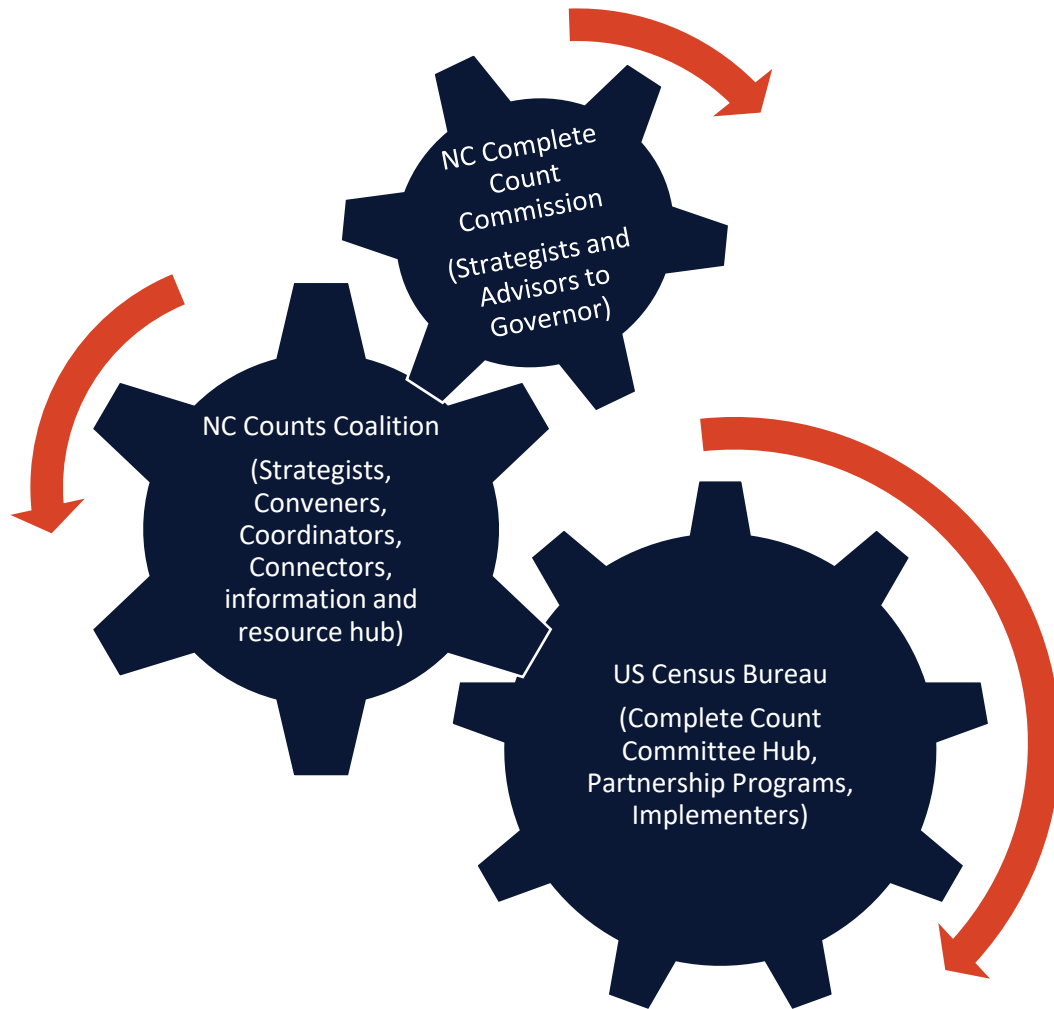
**NC COUNTS  
COALITION**

**2020 CENSUS**



2020 Census:  
'Get Out The Count' (GOTC)  
Stacey L. Carless, Esq., Executive Director, NC Counts Coalition  
Triangle Community Foundation, November 14, 2019

# Census Leadership Structure in NC



# Our Work

## Umbrella Organization

- Connective Tissue
- Conveners, Connectors, Coordinators

## Resource for Information and Best Practices

We will be the “go to” resource for 2020 Census information and planning in North Carolina, offering deep knowledge and solutions to address the root causes of undercounts in our communities. Our knowledge guides our work, strengthens our value, and supports our role in serving as a leader and resource to stakeholders, partners and the public. We will mobilize resources to ensure that every community is accurately counted.

## Strategic Planners

We target our education and outreach to achieve the greatest amount of impact

Our steps:

- 1) Identify HTCCs to see where we will be most effective
- 2) Identify stakeholders and partners (turn stakeholders into partners)
- 3) Ask our partners what they need to be effective
- 4) Provide partners with resources they need to be effective

## Funding Hub

Create a community outreach grant program that expands the capacity of trusted messengers for Census mobilization that results in participation

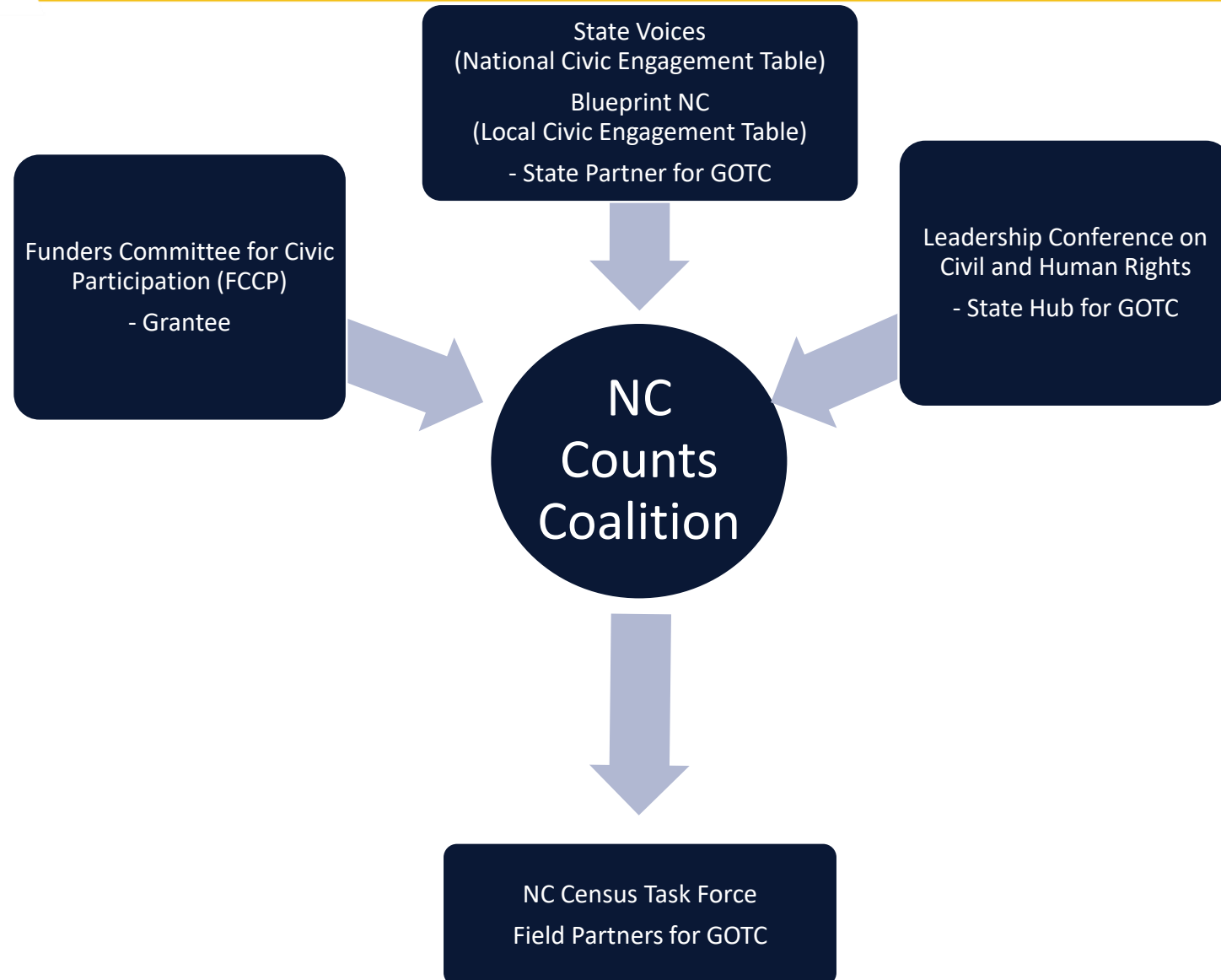
# The Countdown is On!

**139 Days until  
Census Day 2020!!!**

# What is the Plan?

Get Out The Count  
'GOTC'

# GOTC Partnerships





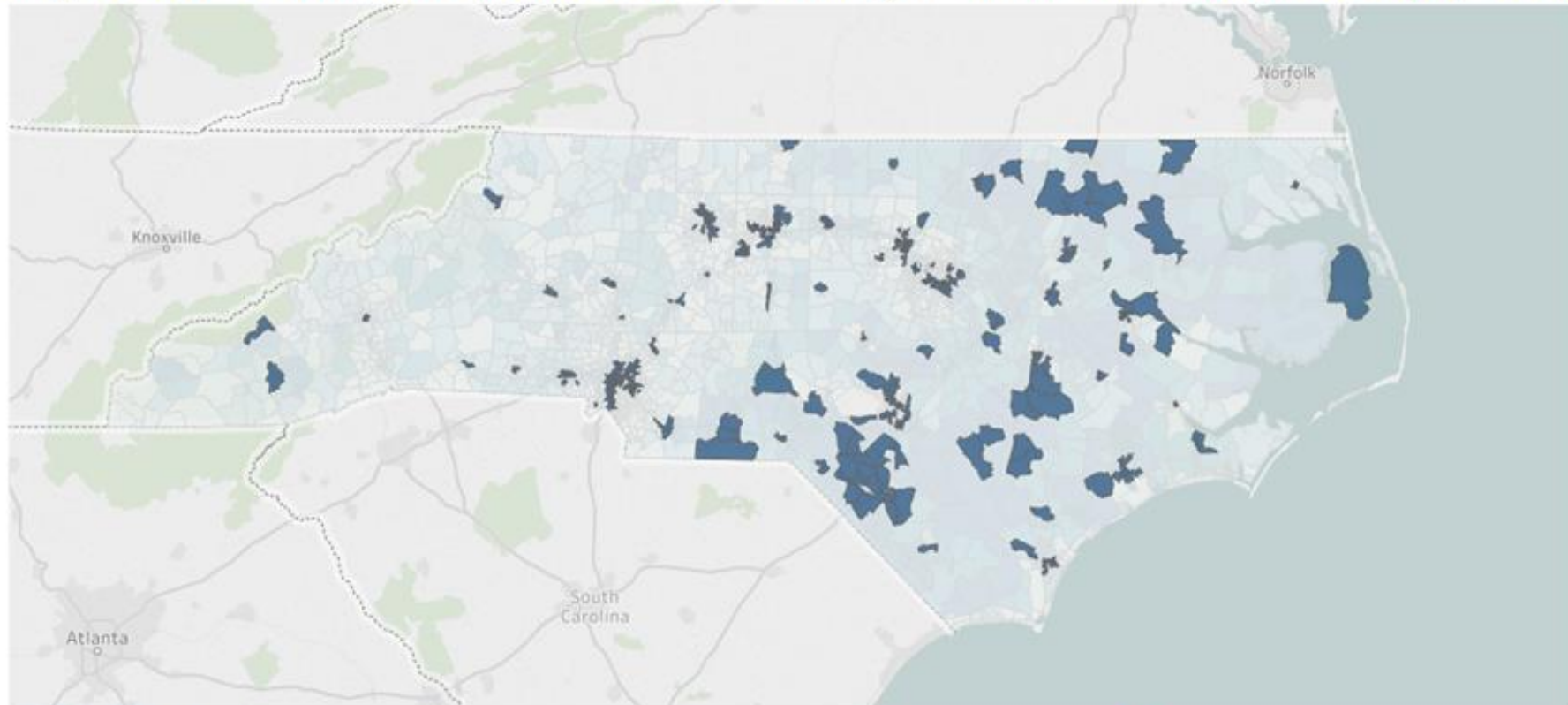
# GOTC Strategy

**Mobilizing for a Complete and Accurate Census Count  
(Building Blocks for GOTC Plan)**

**Map Hard-To-Count Communities (Historically Undercounted Communities)**

# Mapping HTCCs in NC

Map 1A. NC census tracts predicted to be among the hardest to count in 2020 (top 20%)





# GOTC Strategy

**Mobilizing for a Complete and Accurate Census Count  
(Building Blocks for GOTC Plan)**

## **Identify and Engage Trusted Messengers**

Identify Challenges and Opportunities

Identify Ways to Support Capacity of  
Trusted Messengers



**Map Hard-To-Count Communities (Historically Undercounted Communities)**



# NC Census Task Force

The NC Census Task Force is a coalition of community leaders and stakeholders coordinating resources and advocacy efforts to mobilize all people in North Carolina, including those who have been historically undercounted, in order to achieve a full and accurate Census count.



# NC Census Task Force ('Get Out The Count') Partners

- Action NC
- Alliance for Climate Education
- Alliance Health
- Alpha Kappa Alpha Sorority, Inc.
- America Votes
- AMEXCAN
- Asian & American Connections
- Association of American University Women
- Atrium Health
- Black Arts District
- Blueprint NC
- Cabarrus Rowan Community Health Centers
- Carolina Demography
- Carolina Jews for Justice
- Charlotte Area Fund
- Children and Family Resource Center
- Children First / Communities In
- Schools Buncombe County
- Church World Service
- Color Of Change
- Common Cause NC
- Craven GOTV Coalition
- CREST
- Cumberland County Library
- Cumberland HealthNET
- Delta Sigma Theta Sorority, Inc Fayetteville Alumnae Chapter
- Democracy NC
- Disability Rights NC
- Donate Life North Carolina
- Duke Sanford School of Public Policy
- Education Justice Alliance
- El Pueblo
- El Vínculo Hispano
- ENLACE
- Equality North Carolina
- Faith in Public Life
- Family Resources Association, Inc.
- Fayetteville Alumnae Chapter of Delta Sigma Theta Sorority, Inc.
- HandsOn NWNC
- Imagine Forsyth
- "Immigrant and Refugee Rights Project of North Carolina (IRRP-NC), NC Justice Center"
- Institute for Southern Studies
- International Focus
- Latin American Coalition
- League of Women Voters of North Carolina
- Lumberton Alumnae Chapter - Delta Sigma Theta Sorority, Inc.
- MomsRising Educations Fund
- Moore County NAACP
- Mountain True
- NALEO Educational Fund
- National Association of Social Workers North Carolina
- National Black Worker Centers
- National LGBTQ Task Force
- NC A. Philip Randolph Institute
- NC Budget and Tax Center, NC Justice Center
- NC Campus Compact
- NC Child
- NC Council of Churches
- NC Counts Coalition
- NC Early Education Coalition
- NC Justice Center
- NC Metropolitan Mayors Coalition
- NC Rural Center
- North Carolina Asian Americans Together
- North Carolina Association of Community Development Corporations
- North Carolina Black Alliance
- North Carolina Center for Nonprofits
- North Carolina Community Health Center Association
- North Carolina NAACP
- North Carolina PTA
- North Raleigh Ministries
- Prevent Child Abuse North Carolina
- Pushblack.org
- SANDICLIF
- Salvation Army (The)
- Southeast Asian Coalition
- Southern Coalition for Social Justice
- Stan Greenspan for Peace and Social Justice
- State Innovation Exchange
- StrongerNC
- The Leadership Conference
- Think NC First
- Uniform One
- United Way of North Carolina
- Universal Institute for Successful Aging of Carolinas
- Urban League of Central Carolinas
- Vision Resource Center
- Winners PLUS Inc.
- WNC Health Network
- Women's Forum of North Carolina
- Working America, AFL-CIO
- You Can Vote, People's Alliance Fund

# Challenges (we'll come back to this)

1. Rebuilding Trust Following Citizenship Question
2. Digital Divide
3. Lack of Capacity
  - a) Census is During Elections
  - b) Learning Curve
  - c) Funding



# GOTC Strategy

**Mobilizing for a Complete and Accurate Census Count  
(Building Blocks for GOTC Plan)**

## **Develop Resources to Support Capacity of Nonprofits**

Target  
Messaging

Collateral /  
Literature

Best Practices

Rapid  
Response

Community  
Outreach Mini-  
Grant Program



## **Identify and Engage Trusted Messengers**

Identify Challenges and Opportunities

Identify Ways to Support Capacity of  
Trusted Messengers



**Map Hard-To-Count Communities (Historically Undercounted Communities)**



# Developing Resources

## Messaging Research:

- Latinx Community – NALEO Educational Fund, El Pueblo and NC Counts Coalition (Wake)
- Black / African-Americans – St. Augustine University (Wake)
- Refugee Population – St. Augustine University (Triad, pending)
- Senior Citizens – St. Augustine University (Wake, pending)
- AAPI – NC Counts (Charlotte, pending)

## Collateral / Resources

- Title 13 Fact Sheet
- TBD

## Best Practices (GOAL = Consistent messaging and practices)

- Legal guidance on answering questions about the Census
- Guidance on canvassing for the Census

## Rapid Response

- System for Crisis Response
  - In instances where there may be misinformation, a breach of security systems or technical Difficulties
- Information Line for participants with questions

# Developing Resources

## Community Outreach Grant Program:

NC Counts manages a community outreach regrant program for its Get out the Count initiative that supports community-based organizations in reaching the communities they know best. The Coalition provides high-impact grants attached to measurable outcomes, technical assistance and one-on-one coaching to local organizations equipped to be trusted messengers to their communities. Through this grant, NC Counts will expand and/or support the capacity of community-based organizations to participate in 2020 Census outreach.

# NC Census Task Force

**Mobilizing for a Complete and Accurate Census Count  
(Building Blocks for GOTC Plan)**



**Expand Capacity of Trusted Messengers**

Resources

Trainings

Mini-grant program



**Develop Resources to Support Capacity of Nonprofits**

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**Identify and Engage Trusted Messengers**

Identify Challenges and Opportunities

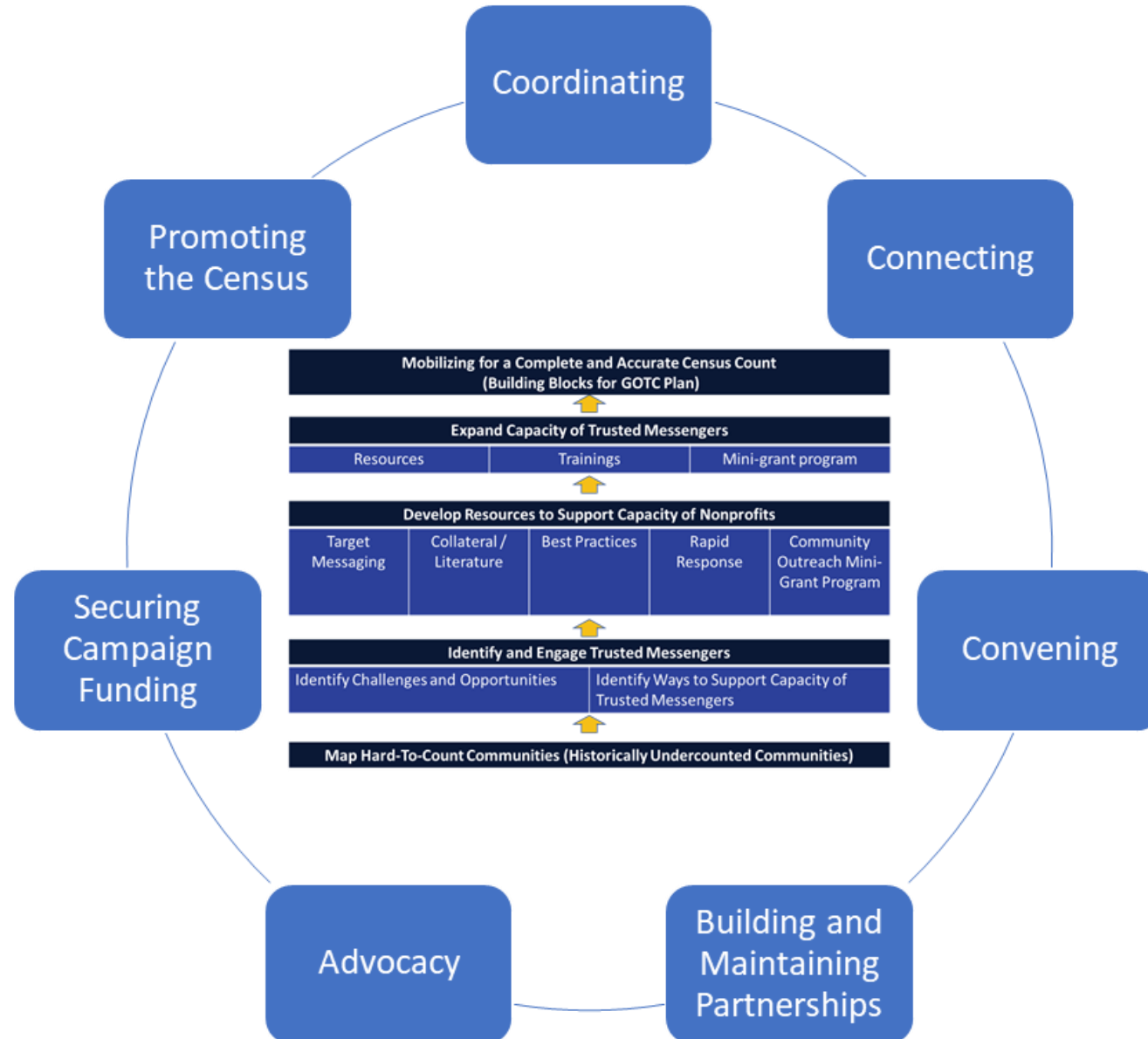
Identify Ways to Support Capacity of  
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**Map Hard-To-Count Communities (Historically Undercounted Communities)**



# NC Census Task Force



1. Rebuilding Trust Following  
Citizenship Question
2. Digital Divide
3. Lack of Capacity
  - a) Census is During Elections
  - b) Learning Curve
  - c) Funding



1. Empathize with those who are reluctant to the Census
2. Have open and honest dialogue
3. Nurture Relationships with Trusted Messengers
4. Develop a plan to address and ease anxiety of reluctant communities

# Digital Divide

- Partnership with libraries
- Partnerships with businesses to host Questionnaire Assistance Centers (QACs)
  - Where people shop, work and play



# Lack of Capacity

1. Organizations engaged in Get Out The Vote (GOTV) can connect GOTV to GOTC
  - a. We don't have to silo Census*
2. Education: We are providing technical assistance to grantees and training and resources to partners
3. NC Counts Mini Grant Program

# Promoting Census Participation

- Census Block Parties
- Mural contest with young children
- HBCU band formation challenge
- Holiday Outreach (MLK Day, Halloween, etc.)
- College video contest
- Zumba Parties
- Attendance at community festivals
- Canvassing
- ACC Basketball Contest
- Census Mascot
- Social Media – Memes
- Digital Organizing





# Key Dates (2019)

- January 2019 - December 2019 - Engage and Educate Local Leaders, Partners & Communities - Formation of Complete Count Committees
- January 2019 - Early Area Census Offices Open (these offices run the Address Canvassing Operation)
- April 1, 2019 - Day of Action, NC Counts Coalition (Check the NC Counts Coalition website for additional information, [www.nccensus.org](http://www.nccensus.org))
- April 2019 - January 2020 - New Construction Program for States/Localities to Add New Living Quarters (voluntary program)
- June 2019 - August 2019 - LUCA Feedback Operation (LUCA participants receive files showing how Census Bureau dispensed with proposed adds or changes)
- Spring / Summer 2019 - Recruit / Hire Temporary Address Listers for Targeted Address Canvassing Operation
- Summer 2019 - January 2020 - LUCA Appeals Process: LUCA participants can appeal Census Bureau decisions on additions or corrections to their address lists, within 45 days of receiving feedback materials
- August 2019 - September 2019 - Address Canvassing Operation (~30% of country, high growth & change areas and not part of hand delivery)
- Fall 2019 - Begin Dedicated Recruitment/Hiring for Temporary Census Workforce



# Key Dates (2020)

February 2020 - June 2020 - Group Quarters Operations (Count of residents in shelters, dorms, nursing homes, transitory locations, prisons, military bases, RV parks, etc. Local governments & Census identify & plan these operations)

Mid January 2020 - July 2020 - Census Questionnaire Assistance Telephone Assistance and Response Options

Mid-March 2020 - Residents Invited to Respond (All residents will have 3 options to self-respond (internet, telephone and paper))

March 23, 2020 - Self-Response Begins

## **April 1, 2020 - CENSUS DAY (reference date only)**

April 2020 - Early Non-Response Follow-up Begins (primarily areas around colleges / universities where the population leaves before early May)

May 2020 - Non-Response Follow-up Begins for Households That Do Not Self-Respond (Households can continue to self-respond)

Late August 2020 - September 2020 - Area Census Offices Begin Closing

December 31, 2020 - Deliver Census Results to President



# Upcoming Events

North Carolina 'Get Out the Count' Summit

November 20, 2019

10:00 am – 5:00 pm

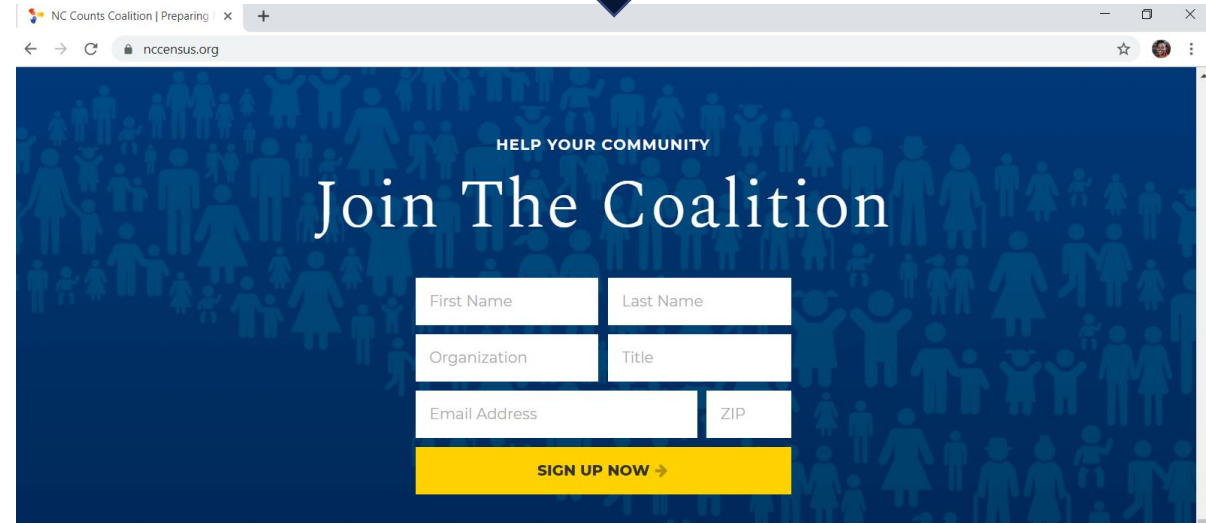
Elon University

Elon, NC

<https://www.nccensus.org/nc-census-summit>

Join the Coalition for News, Events and Updates

[www.nccensus.org](http://www.nccensus.org)



NC Counts Coalition | Preparing | x +

nccensus.org

HELP YOUR COMMUNITY

## Join The Coalition

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**SIGN UP NOW →**

# Thank You!

Stacey Carless, Esq.

Executive Director

NC Counts Coalition

[Stacey@NCCensus.org](mailto:Stacey@NCCensus.org)

[www.nccensus.org](http://www.nccensus.org)

 @nccounts

*#2020Census #MakeNCCount*