



Census Operations Part 6: Tips for Organizers Engaging in GOTC

October 16, 2019



Census Counts Campaign

- Collaborative campaign with more than 15 national partners
- Community based organizations in more than 30 states
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**Wednesday, August 14 at 1pm: Part 5 – Tips for Organizers
Engaging in GOTC**

**Wednesday, September 11 at 1pm: Part 6 – How to Monitor the
Count in Real Time**

Past Webinars:

Wednesday, March 13 at 1pm Eastern : Part 1 – Self-Response

[Recording](#) + [slide deck](#)

Part 1 of this Census Operations Series includes an overview of 2020 Census peak operations, with a focus on self-response to include timing, modes of response, languages available, methods for delivery of materials, information on the Update/Leave operation in rural and remote areas — including American Indian reservations — and the targeted Update/Enumerate operation.

Presenters:

- Terri Ann Lowenthal, Census Consultant
- Arturo Vargas, Chief Executive Officer, NALEO Educational Fund
- Moderated by: Anita Banerji, Forefront

Wednesday, April 10 at 1pm Eastern: Part 2 – Hiring



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Diali Avila
***Senior Field
Manager,
Census Counts***



Our process and timeline:

- The Get Out the Count Coalition (GOTC) formed of national groups, created working groups to ensure coverage of all GOTC related activities.
- The Field Working Group is formed of over 20 national groups all working on developing field programs and strategies to ensure a fair and accurate count in 2020.
- The working group drafted and discussed proposed guidance to distribute to all groups (national and local) working on field related activities during the 2020 census.
- The proposed field guidance will be finalized and released at the end of October 2019.



Key points:

- U.S. Census Bureau released guidance earlier this year and the Field Working Group expanded our field guidance.
- Partners should not attempt to collect 2020 Census data through websites or apps, over the phone, or in person. Organizations doing educational outreach should be extremely careful to avoid any action that might undermine Title 13 confidentiality protections.
- We would not encourage stakeholders to do door-to-door census canvassing during the Non-response Follow Up (NRFU) phase, so as not to interfere with on-the-ground efforts of Census Bureau enumerators or create confusion among households. **Understand groups might be canvassing during election season.*
- Be aware that these are recommendations.



Field Guidance: An Overview

From the Census Bureau:	From the National Census Hubs:
“Encourage response to the Census in the mailed or hand-delivered materials from the Census Bureau.”	Provide <i>Pledge to be Counted</i> commitment cards, promotional materials, and educational materials such as door hangers, flyers, etc. (Nov-April)
“Provide secure links to 2020census.gov , where people can easily respond to the 2020 Census.”	<p>Provide the links to respond to the 2020 Census in all of their education materials during the mobilization phase (Jan-March).</p> <p>Create digital pledge to be counted cards to remind households to complete their census form.</p>



Field Guidance: An Overview

“Providing language assistance (e.g., helping a non-English speaking respondent log in to the Internet response questionnaire in the appropriate language).”

Train staff and volunteers on questionnaire assistance (including language assistance). Provide instructional videos and other content on how to complete the form. Volunteers should NOT fill out the questionnaire for household, instead refer them to various ways to answer through census options.

“Helping disabled people (e.g., helping a visually-impaired individual dial the appropriate telephone number to provide their responses).”

Help people with disabilities (e.g. ask someone who is visually-impaired or blind if they would like any written instructions/materials read out loud). Or direct respondents to an organization that is able to assist during questionnaire.

****Never assume that a person with a disability needs help, always ASK first.*



Field Guidance: An Overview

“Encouraging people to call the 2020 Census phone line to respond in English or in any of the other 12 languages available for self-response.”

Host Census parties/events for households to get more information on the census(March-June). Organization’s staff should NOT dial and respond to the Census questionnaire for any household.

“Provide access to computers and tablets at kiosks, conferences, and secure public locations so that people can respond to the Census Bureau Internet Self-Response website on the spot. ”

Community organization sponsored and led questionnaire assistance offices that are secure and have information about where to direct questions, with stationary tablets for response (March - June).

For Questionnaire Assistance Centers / Kiosks:
Follow guidelines from American Library Association (ALA), GOTC toolkit, and Census Bureau regarding cybersecurity best practices.



Field Guidance: Canvassing

From the Census Bureau:	From the National Census Hubs:
<p>“No one other than Census Bureau employees should go door-to-door for the explicit purpose of collecting Census information or Census forms. Doing so could create confusion for households that have already responded or those who must be interviewed by census takers because they have not yet responded to the census.”</p>	<p>We do not encourage community organizations to do door-to-door census canvassing during the Non-response Follow Up (NRFU) phase, so as not to interfere with on-the-ground efforts of Census Bureau enumerators or create confusion among households.</p>



Field Guidance: Canvassing

From the Census Bureau:

“No one other than Census Bureau employees should go door-to-door for the explicit purpose of collecting Census information or Census forms. Doing so could create confusion for households that have already responded or those who must be interviewed by census takers because they have not yet responded to the census.”

From the National Census Hubs:

Organizations with existing canvassing programs can include Census information within their campaigns/programs. Canvassers from any given organizations, should make sure and identify themselves as a “volunteer” or “community leader” and NOT as a “canvasser” or “enumerator” to avoid confusion. All canvassing scripts should clearly state the above. ***Asian Americans Advancing Justice (AAJC) releasing a factsheet on this later in the Fall.*

***Canvassing during Non-Response Follow Up (May 9th – July 31st), and Self-Response Period (Mid-March – April) should NOT include any data collection that is associated or identified as information collected for Census efforts, to ensure respondent is not confused between organizational intake forms and actual Census questionnaire.*



Elena Langworthy
Census Program
Manager,
State Voices



GOTC Outreach



Canvassing during GOTC

Potential Tactics:

- Canvassing, event-based outreach, relational organizing, pledge cards, swag/incentives
- Education and motivation

Reminders:

- Keep Census education c3
- Differences between GOTV vs. GOTC canvassing
- Canvassers are not the Census Bureau

Census Outreach Case Studies

In 2019...

- Keystone Counts created their GOTC plan and will launch this Fall
- Wisconsin Voices launched their relational organizing work
- Virginia Civic Engagement Table onboarded three new organizers to work on GOTC in undercounted communities

Using Data and VAN during GOTC

What and Why:

- VAN= Voter Activation Network
- State Voices houses the 501c3 data for campaigns (voter registration, GOTV, issue-based, GOTC)
- Allows organizations to target their canvassing efforts and create reports of outreach efforts

New GOTC Data in VAN

- After looking into vendors, MelissaData offered the most complete, accurate nationwide address set.
- Catalist purchased all additional records from MelissaData
- Catalist will load the new records into the State Voices VAN.
- State Voices will make partners aware once the records are available, and will offer training on how to best use the data for census programs.

New GOTC Data in VAN

- The new addresses will supplement canvass and mail universes to provide a more complete address list that include previously unreachable households.
- Data collected from previously unregistered people through other means (online pledges, events, site-based canvassing, etc.) can now be added to VAN
- As names, phone numbers, and emails are collected for new addresses, the new people will be able to be called, texted, and emailed.
- State Voices will host a series of webinars to focus on targeting, compliance, and best practices



Vivian Chang
APALA Civic
Engagement
Manager,
APALA

Census Do's and Don'ts

“No one other than Census Bureau employees should go door-to-door for the explicit purpose of collecting Census information or Census forms. Doing so could create confusion for households that have already responded or those who must be interviewed by census takers because they have not yet responded to the census.”

Organizations with existing canvassing programs can include Census information within their campaigns or programs. Canvassing during Non-Response Follow-up (NRFU) should NOT include any data collection that is associated or identified as information collected for Census efforts. Avoid getting respondents confused between organizational forms and the actual Census questionnaire.

Canvassers from any given organizations, should make sure and identify themselves as a “volunteer” or “community leader” and NOT as a “canvasser” or “enumerator” to avoid confusion. All canvassing scripts should clearly state “we are NOT the Census Bureau” to avoid confusion during Non Response Follow Up.

Do Not:

Encourage anyone to respond to the Census on behalf of a household that they are not part of (e.g., it is illegal to fill out a census response for your neighbor's house, even if you believe they did not respond)

Do:

Share census FAQs created by the national GOTC hubs with households (January-March). ***If you are asked for assistance you should share the Census website and assistance hotline numbers.*

Develop supplemental FAQs in case questions arise, such as "What if my neighbor asks me for assistance?"

Develop informational materials to encourage every household to participate in the Census, encourage respondents to respond to as much of the form/questions as accurately as possible.

Do Not:	Do:
<p>Create websites or apps designed to directly collect 2020 Census response data</p>	<p>Provide education about the Census during issue organizing. Share the online form with households.</p> <p>Use mapping tools from various partners to help track response rates and historic HTC tracks to ensure proper targeting.</p> <p>Provide stakeholders with information on live response numbers by tract to hone in on communities with lower response rates.</p>

Do Not:	Do:
<p><u>Collect data over the phone or in person with the intention of submitting to the Census Bureau.</u> Data collected by Census-takers employed by the Census Bureau is protected under Title 13 of the US Code.</p>	<p>Collect standard contact information from individuals when asking them to pledge to fill out the Census. Follow up with informational materials and reminders to fill it out.</p> <p>Everyone canvassing in the field should explicitly inform households that <u>they do not work for the Census Bureau</u>, and are simply there with the intent to remind them to get counted and provide informational resources.</p>

FAQs - Part 1

1. Can organizations submit multiple Census responses from one IP address?
Response: Submitting multiple responses from one IP address is fine; the Census Bureau is anticipating this. There currently is not a limit for the number of responses by device/IP address.
2. Can community organizations establish stationary questionnaire assistance centers within offices or other secured locations (ie: use tablets/laptops to fill out form)? Will the Census Bureau be providing official branding guidance and materials for CBOs and CCCs that create local questionnaire assistance sites?
Response: Yes, however, organizations should not collect census data. There will be more guidance coming from the Census Bureau on this.
3. Will community partners be able to preview the online form in order to be familiar with it before it launches for self-response?
Response: The Census Bureau will not make the online form (or website) available until March 13th, 2020.

FAQs - Part 2

4. How can we help people fill out the Census without opening the door? (when folks are hesitant about opening the door)
***Our recommendations:** We will recommend that the Census train enumerators to ask Census questions through the door, without persisting if they encounter fearful respondents. We will also encourage folks to fill out the Census over the phone.*
5. How should organizations include census education during voter registration and GOTV work
In 2019; what are the limitations for integrating it into existing door-to-door outreach?
***Response:** C3 nonpartisan civic participation and voter registration is permissible. Be careful to ensure those participating understand who is voting-eligible*

Got more FAQs about the Census?

*Send them to us at avila@civilrights.org,
elena@statevoices.org, and
vivian@apalanet.org*



Question & Answer

**Thank
you!**

**All webinar recordings can be
found on censuscounts.org**

**Next Webinar:
October 23 at 2 pm ET
Census 2020 Disinformation**