THE MOVEMENT
COOPERATIVE
Census Hard to Count Score
WHAT IS THE HARD TO COUNT SCORE?
Determine the hardest to count census tracts by state in order to target programs & allocate resources.
HOW WAS THE HARD TO COUNT SCORE CREATED?
Hard to Count Score

- US Census Low Response Score (LRS)
- US Census ACS Self-Response Rate
- Unlisted Rate
HOW TO USE THE HARD TO COUNT SCORE
Hard to Count Score

- Geographic model: targets census tracts, *not* individual people
- 0-100 scale
Hard to Count Score use cases

- Digital targeting
- Mail and Door targeting
Hard to Count
Explorer Dashboard
Hard to Count Drill Down Dashboard

Minnesota Field District Profiler

Last Refreshed 1 hour ago

FILTERS (1)  →  MN_CD  2

Tract Distribution of Census Hard to Count Score

Census Hard to Count Data

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<tr>
<th>FIPS TRACTS</th>
<th>STATE</th>
<th>COUNTY</th>
<th>HTC SCORE</th>
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State Voices Training

Using VAN for Census Outreach: Melissa Data

March 17, 2020
Melissa Data quick facts, and how to access and use data for Census outreach
Melissa Data Quick Facts

● Melissa Data buys its data directly from the USPS - United States Postal Service. The USPS doesn't sell address data directly, so you have to go through a contractor.

● State Voices looked at various address data vendors. Melissa Data offered the most complete and accurate nationwide data set.
Melissa Data Quick Facts

- **Catalist has purchased all additional address records from Melissa Data.** The data will be loaded to VAN as part of its contract with State Voices.
- **Melissa Data will likely provide little to no lift in Native populations.** Native American reservations don’t use the USPS standardization of addresses.
- **Melissa Data in VAN will be address and district data only.** Addresses will show up in VAN as “New Address”.

Accessing Melissa Data in VAN

New Checkbox that says “New Address”
Creating Lists in VAN for Census

- Organizations can now create lists for Census programs using various data sources. They include but are not limited to:
  a. Registered voter data
  b. Consumer data
  c. Melissa Data
  d. Census Data - Tract, Low Response Score
  e. HTC Targets

*Note: Melissa Data doesn’t have any score data appended to it.
Creating Lists in VAN for Census

SV recommendation: Pull your Census target list and have your final step be a “Remove People”; Race: Caucasian
Pledge Card Data Entry

How to Quick Look Up – QLU new address data and overall pledge card data flow
Quick Look Up Data Entry

1. Card 1: County A
   Card 2: County A
   Card 3: County B

2. Quick Look Up

3. Custom Contact Fields
   New Address Self-Reported Information
   - New Address First Name
   - New Address Last Name

Save
Vidado Overview

Process:
1. Paper pledge is collected, scanned, and loaded to the VVN upload tool by state table.
2. Scan is pushed to Vidado for data entry.
3. Vidado data is pushed to (My Voters) via API.

Vidado is a data entry software
Digital pledge is completed online via Action Network and then the data will flow to VVN who will push it to VAN (My Voters) via API.
Creating campaigns in VAN to track partner’s 2020 efforts
Campaigns in VAN are a way to break out information into different reporting structures by assigning scripts to each campaign. These can be used to run reports based on a campaign for survey questions, activist codes, canvass statuses, etc.

*Note: At minimum, user must have Partner Admin/Table Staff (User Level 5) to create “Campaigns”*
State Voices suggests that new VAN users complete a 3-step training process:

- Data and Compliance is **required** for all VAN users and is available via recorded video and quiz
- VAN 101 is available via recorded video and quiz
- State Voices will also live trainings on using VAN for Census programs, which will include creating lists with the new address data.
Looking beyond the Census

- **More complete addresses.** The new address data supplements what you get from the voter file and consumer data. That means, programs can now reach previously unreachable houses.

- **Data from unregistered people can now be loaded to VAN.** Previously collected data from people not found in VAN can now be loaded.

- **Extended reach.** As phone numbers and emails are collected for the new address data, those new people will be able to receive texts, calls, and emails from partners.
Questions and Answers

If you have additional questions, please ask during the Q/A!
Thank you!

Ask me anything!