Neil Cavuto

THE MOVEMENT COOPERATIVE
Census Hard to Count Score

WHAT IS THE HARD TO COUNT SCORE?

Hard to Count Score

Determines 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

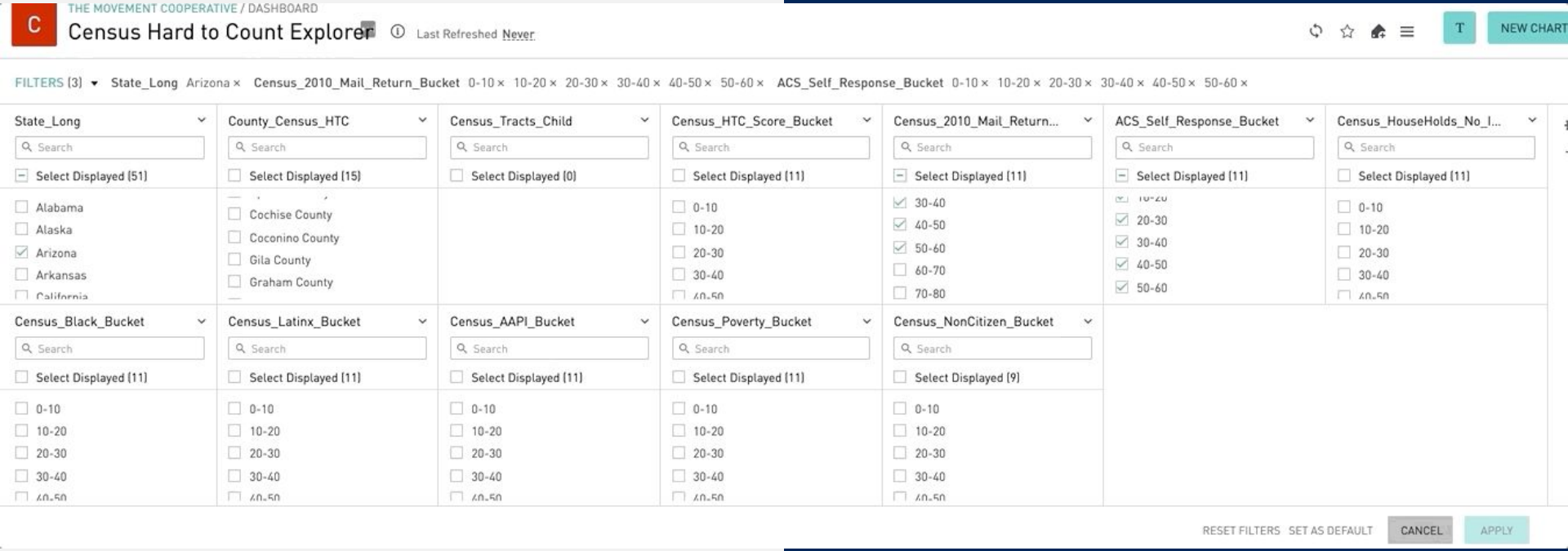
Hard to Count Score

- 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

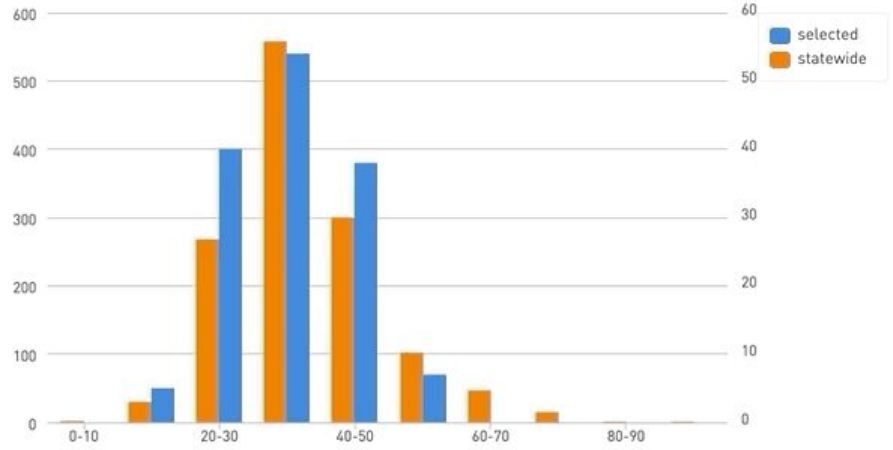
THE MOVEMENT COOPERATIVE / DASHBOARD

Minnesota Field District Profiler

Last Refreshed 1 hour ago

FILTERS (1) MN_CD 2

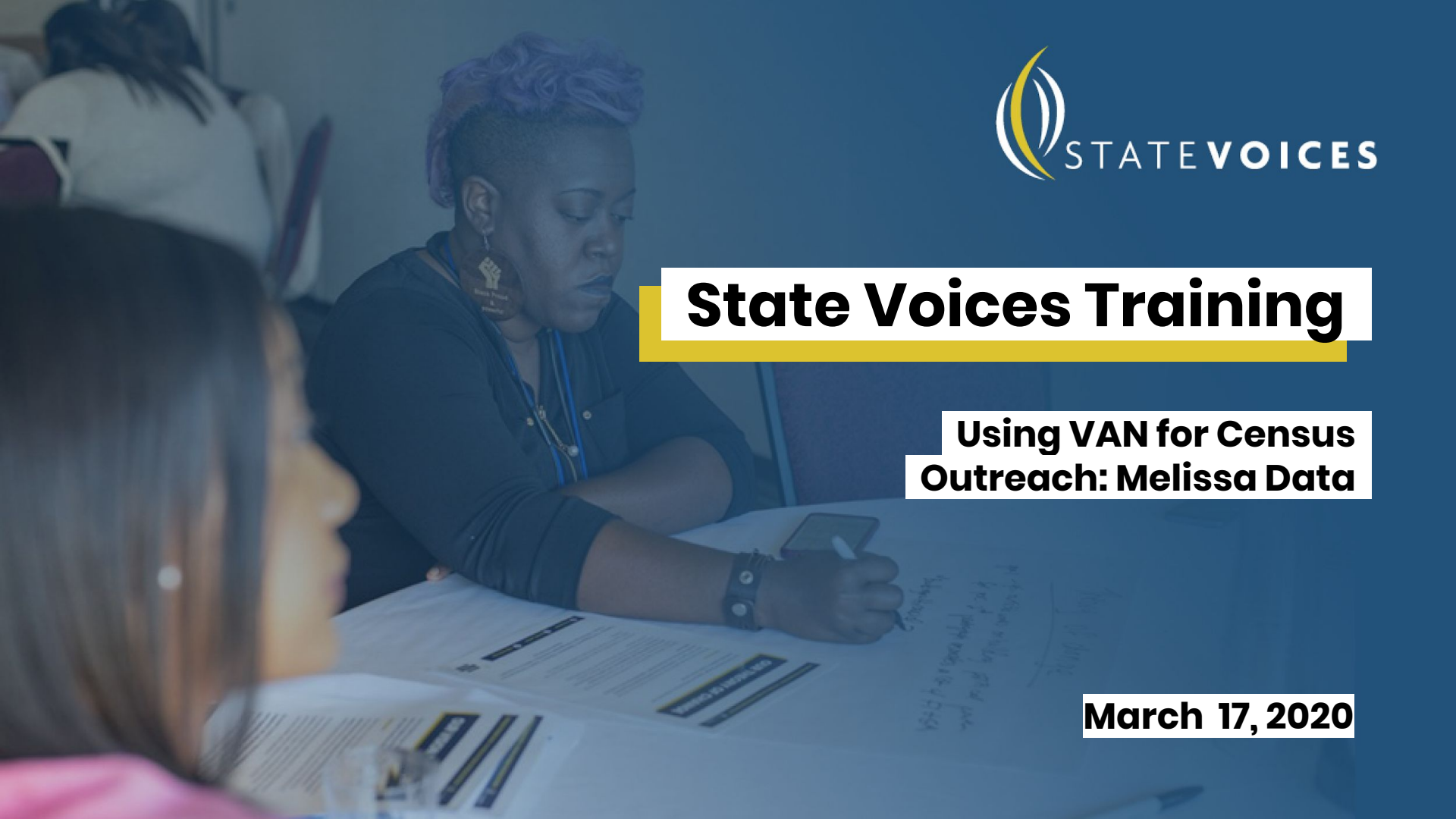
Tract Distribution of Census Hard to Count Score



Census Hard to Count Data

FIPS TRACTS	STATE	COUNTY	HTC SCORE
27037060743	Minnesota	Dakota County	58
27037060805	Minnesota	Dakota County	58
27037060505	Minnesota	Dakota County	57
27139080400	Minnesota	Scott County	55
27037060105	Minnesota	Dakota County	54
27037060301	Minnesota	Dakota County	52
27037060502	Minnesota	Dakota County	50
27037060726	Minnesota	Dakota County	48
27139080700	Minnesota	Scott County	48
27037060710	Minnesota	Dakota County	48
27037060750	Minnesota	Dakota County	48
27037060904	Minnesota	Dakota County	47

THANK YOU

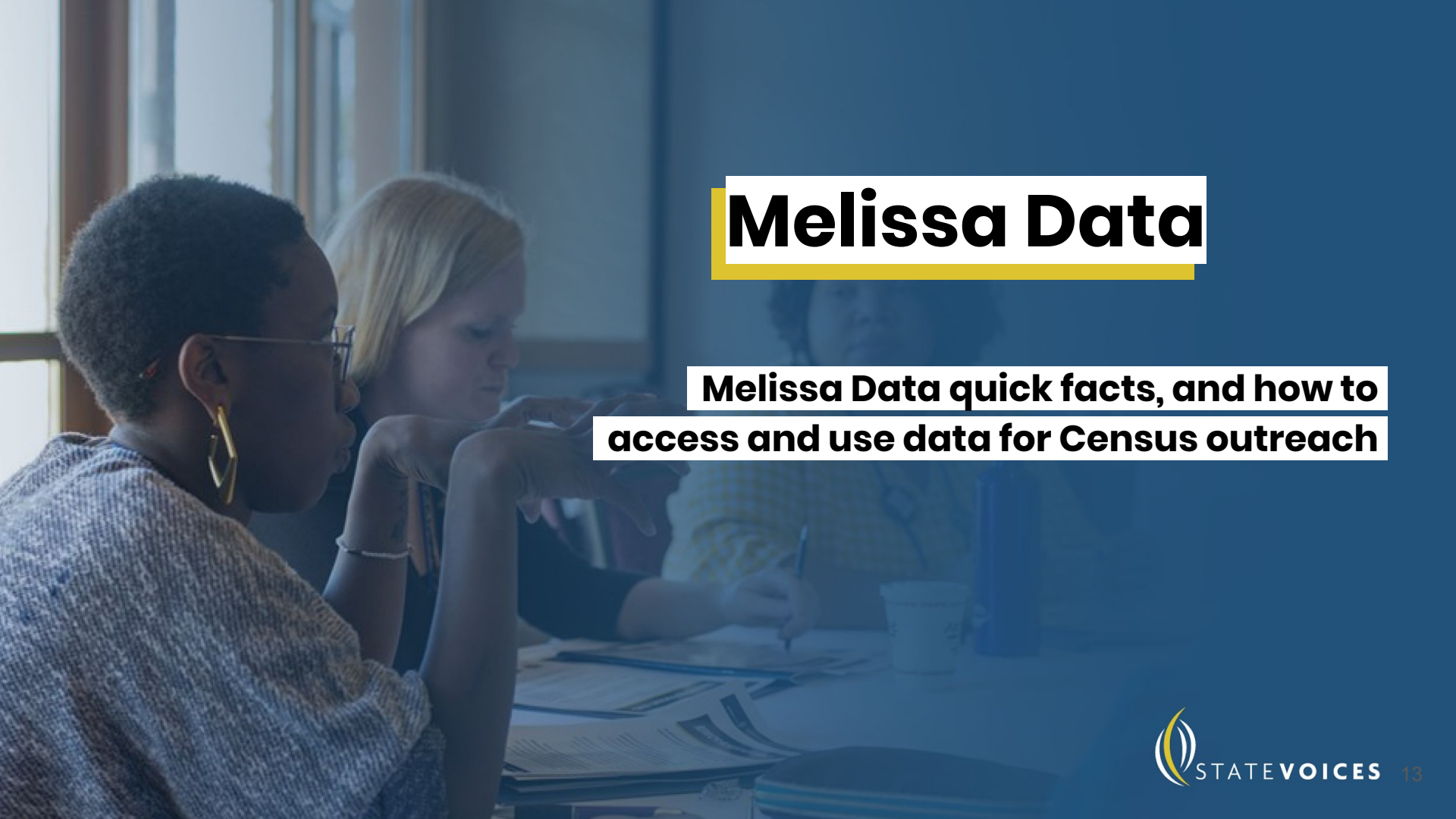


STATEVOICES

State Voices Training

Using VAN for Census Outreach: Melissa Data

March 17, 2020



Melissa Data

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.

STATEVOICES

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".

STATEVOICES

Accessing Melissa Data in VAN

New Checkbox that says “New Address”

STATEVOICES

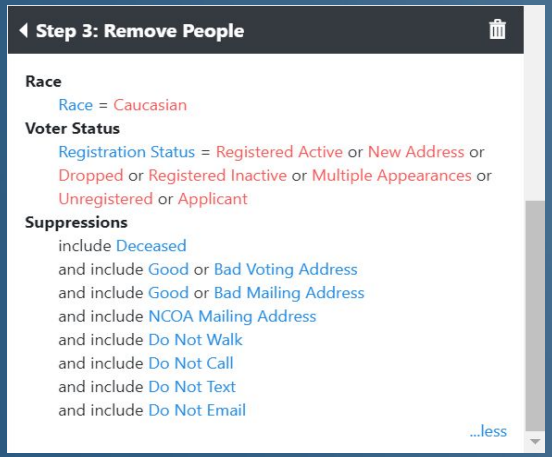
Creating Lists in VAN for Census

- 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: MelissaData doesn't have any score data appended to it.

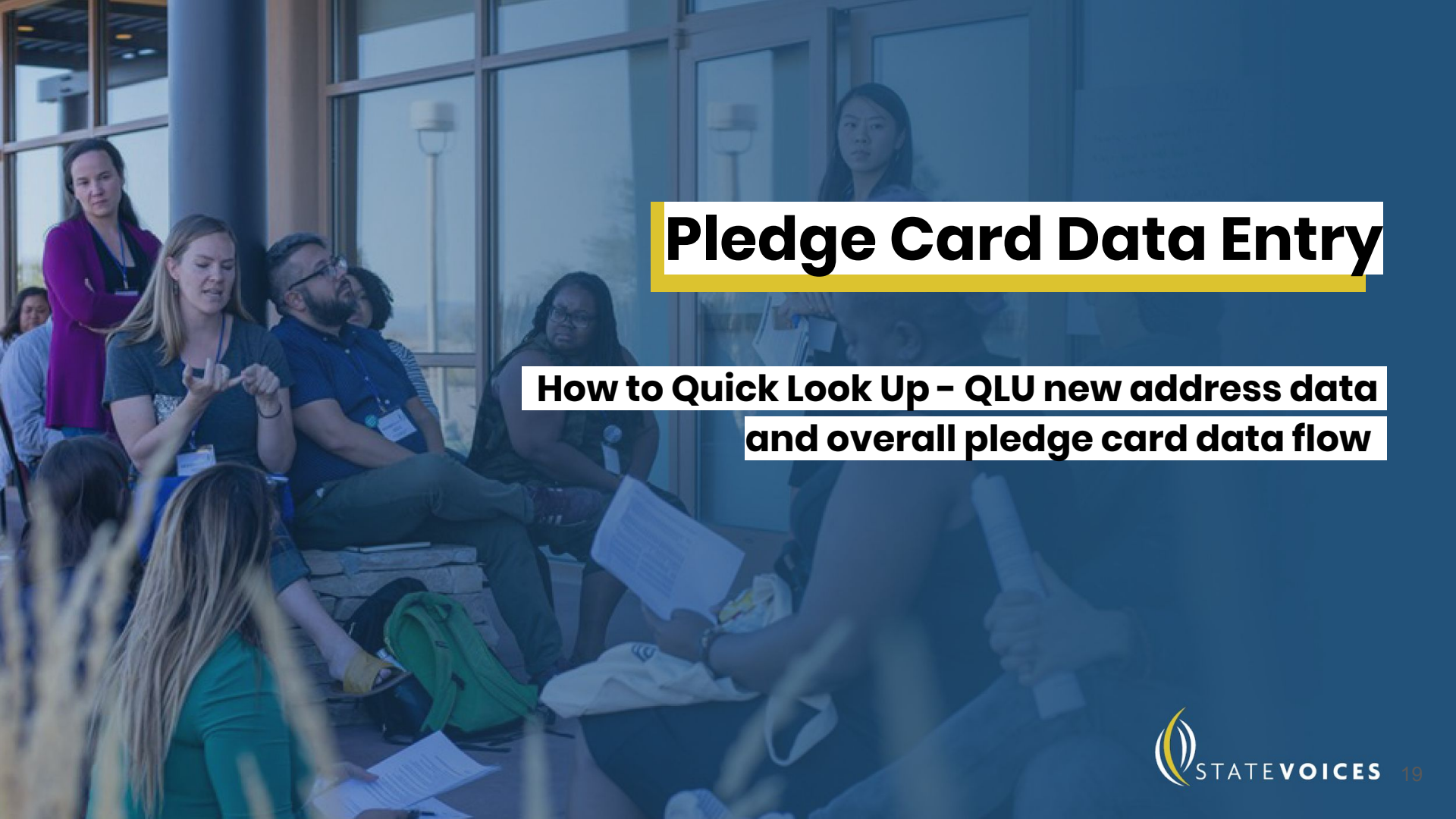
STATEVOICES

Creating Lists in VAN for Census



SV recommendation: Pull your Census target list and have your final step be a "Remove People"; Race: Caucasian

STATEVOICES

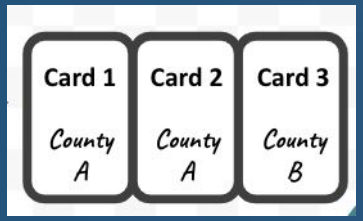


Pledge Card Data Entry

How to Quick Look Up - QLU new address data and overall pledge card data flow

STATEVOICES

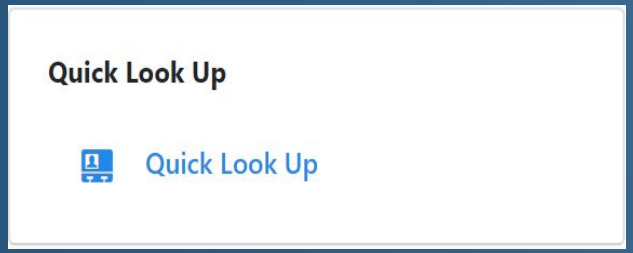
Quick Look Up Data Entry



1

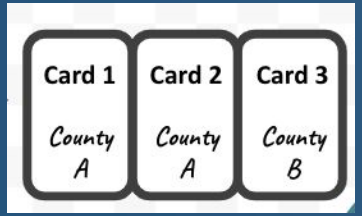
3

2



STATEVOICES

Vidado Overview



Process:

1. Paper pledge is collected, scanned, and loaded to the VVN upload tool by state table.

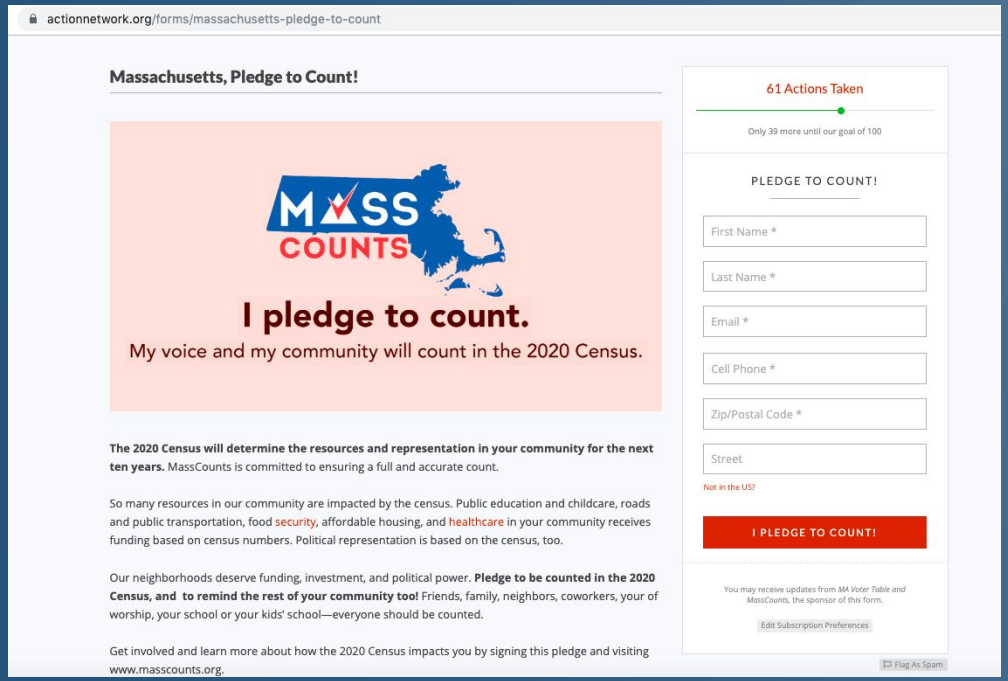
2.Scan is pushed to Vidado for data entry.

3. Vidado data is pushed to (My Voters) via API.

STATEVOICES

Vidado is a data entry software

Digital Pledge Cards – Action Network



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.

STATEVOICES

Campaigns in VAN

Creating campaigns in VAN to track partner's 2020 efforts

Campaigns Overview

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"**

STATEVOICES

Partner Census Training

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.

STATEVOICES

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

Ask me anything!

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

STATEVOICES