



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

C

THE MOVEMENT COOPERATIVE / DASHBOARD

Census Hard to Count Explorer

Last Refreshed Never

NEW CHART

FILTERS [3] State_Long Arizona x Census_2010_Mail_Return_Bucket 0-10 x 10-20 x 20-30 x 30-40 x 40-50 x 50-60 x ACS_Self_Response_Bucket 0-10 x 10-20 x 20-30 x 30-40 x 40-50 x 50-60 x

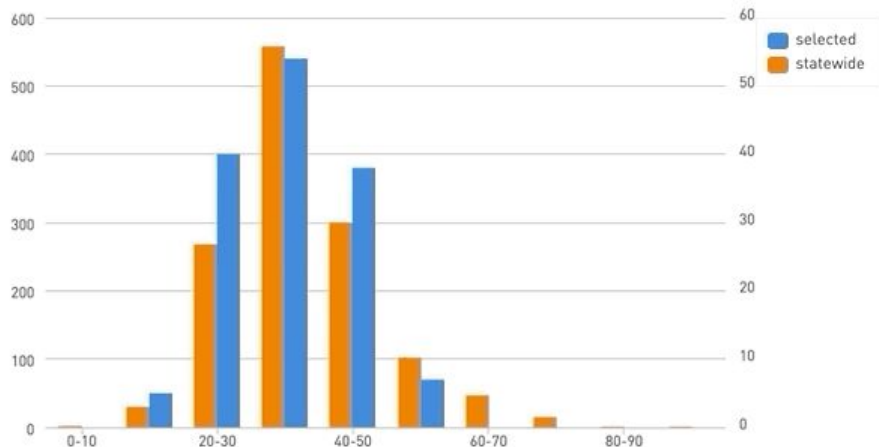
<div>State_Long</div> <div>Q Search</div> <div>Select Displayed [51]</div> <div><input type="checkbox"/> Alabama <input type="checkbox"/> Alaska <input checked="" type="checkbox"/> Arizona <input type="checkbox"/> Arkansas <input type="checkbox"/> California</div>	<div>County_Census_HTC</div> <div>Q Search</div> <div>Select Displayed [15]</div> <div><input type="checkbox"/> Cochise County <input type="checkbox"/> Coconino County <input type="checkbox"/> Gila County <input type="checkbox"/> Graham County</div>	<div>Census_Tracts_Child</div> <div>Q Search</div> <div>Select Displayed [0]</div> <div></div>	<div>Census_HTC_Score_Bucket</div> <div>Q Search</div> <div>Select Displayed [11]</div> <div><input type="checkbox"/> 0-10 <input type="checkbox"/> 10-20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40-50</div>	<div>Census_2010_Mail_Return...</div> <div>Q Search</div> <div>Select Displayed [11]</div> <div><input checked="" type="checkbox"/> 30-40 <input checked="" type="checkbox"/> 40-50 <input checked="" type="checkbox"/> 50-60 <input type="checkbox"/> 60-70 <input type="checkbox"/> 70-80</div>	<div>ACS_Self_Response_Bucket</div> <div>Q Search</div> <div>Select Displayed [11]</div> <div><input checked="" type="checkbox"/> 10-20 <input checked="" type="checkbox"/> 20-30 <input checked="" type="checkbox"/> 30-40 <input checked="" type="checkbox"/> 40-50 <input checked="" type="checkbox"/> 50-60</div>	<div>Census_HouseHolds_No_I...</div> <div>Q Search</div> <div>Select Displayed [11]</div> <div><input type="checkbox"/> 0-10 <input type="checkbox"/> 10-20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40-50</div>
<div>Census_Black_Bucket</div> <div>Q Search</div> <div>Select Displayed [11]</div> <div><input type="checkbox"/> 0-10 <input type="checkbox"/> 10-20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40-50</div>	<div>Census_Latinx_Bucket</div> <div>Q Search</div> <div>Select Displayed [11]</div> <div><input type="checkbox"/> 0-10 <input type="checkbox"/> 10-20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40-50</div>	<div>Census_AAPIO_Bucket</div> <div>Q Search</div> <div>Select Displayed [11]</div> <div><input type="checkbox"/> 0-10 <input type="checkbox"/> 10-20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40-50</div>	<div>Census_Poverty_Bucket</div> <div>Q Search</div> <div>Select Displayed [11]</div> <div><input type="checkbox"/> 0-10 <input type="checkbox"/> 10-20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40-50</div>	<div>Census_NonCitizen_Bucket</div> <div>Q Search</div> <div>Select Displayed [9]</div> <div><input type="checkbox"/> 0-10 <input type="checkbox"/> 10-20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40-50</div>		

RESET FILTERS SET AS DEFAULT CANCEL APPLY

Hard to Count Drill Down Dashboard

FILTERS (1) ▾ MN_CD 2

① Tract Distribution of Census Hard to Count Score



① 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

A decorative graphic consisting of several concentric circular arcs. The arcs are composed of segments in three colors: orange, blue, and yellow. The segments are arranged in a way that they appear to be part of a larger circular structure, possibly a ring or a frame. The background is a solid dark blue.

THANK YOU



State Voices Training

**Using VAN for Census
Outreach: Melissa Data**

March 17, 2020

The background of the slide features a photograph of two women sitting at a table, looking at documents. The woman on the left is Black and wearing glasses and large gold hoop earrings. The woman on the right is white with blonde hair. They are both focused on the papers in front of them. The image is overlaid with a semi-transparent blue filter.

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.


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

▼ Voter Status and Voter Registration ☰ ★

Voter Status

- ☒ Registered Active
- ☒ New Address 
- ☒ Dropped
- ☒ Registered Inactive
- ☒ Multiple Appearances
- ☒ Unregistered
- ☒ Applicant

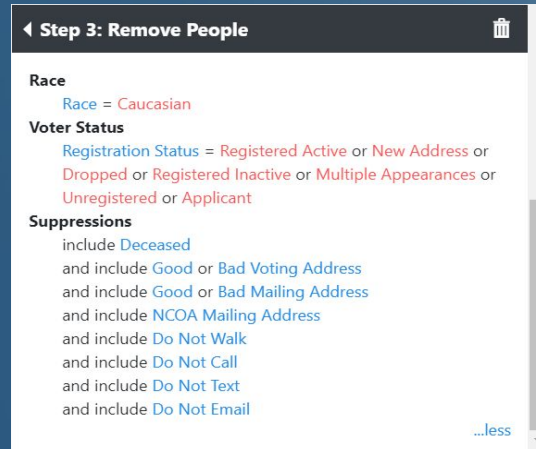
New Checkbox that says “New Address”

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

Creating Lists in VAN for Census



← Step 3: Remove People

Race
Race = Caucasian

Voter Status
Registration Status = Registered Active or New Address or Dropped or Registered Inactive or Multiple Appearances or Unregistered or Applicant

Suppressions
include Deceased
and include Good or Bad Voting Address
and include Good or Bad Mailing Address
and include NCOA Mailing Address
and include Do Not Walk
and include Do Not Call
and include Do Not Text
and include Do Not Email

...less

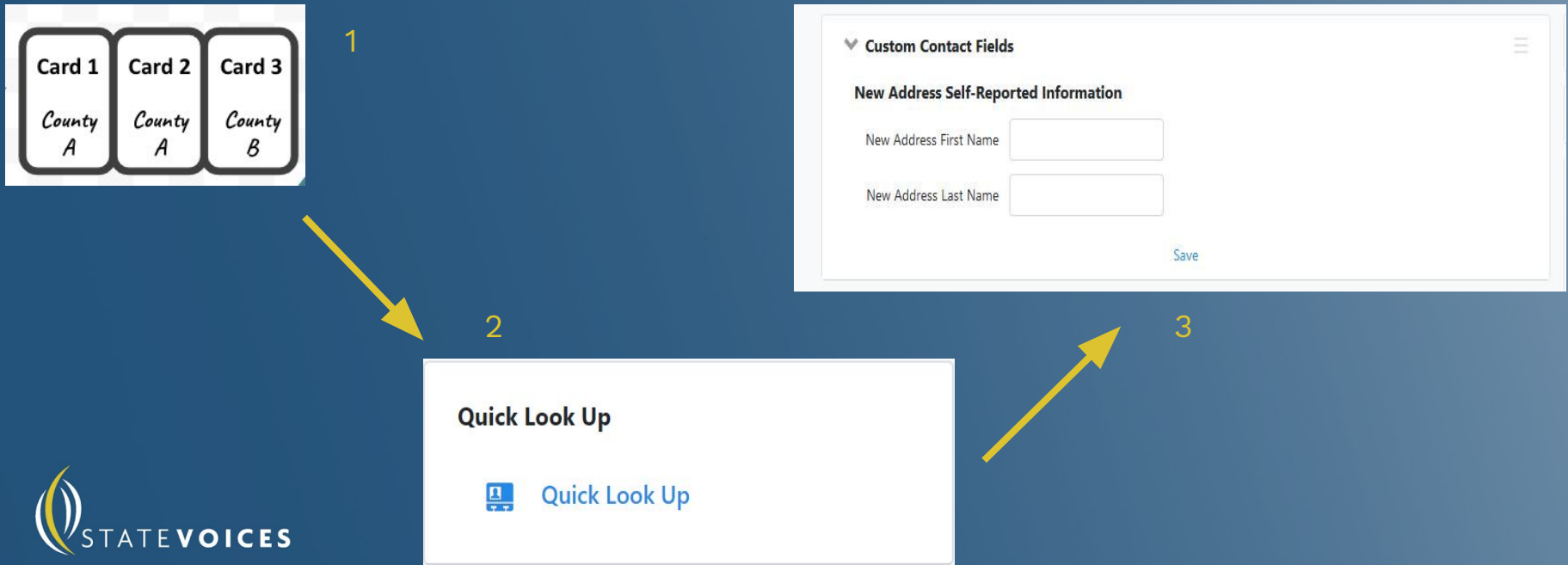
SV recommendation: Pull your Census target list and have your final step be a “Remove People”; Race: Caucasian



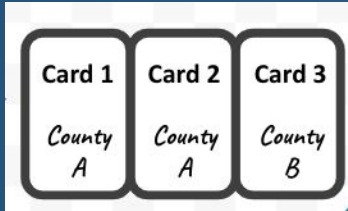
Pledge Card Data Entry

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

Quick Look Up Data Entry



Vidado Overview



Cards.csv

Document	us_citizen	eligible_voting_age	name_prefix	last_name	first_name	middle_name
page 1- page1.png	Yes	Yes	Mr.	prater	DEVIN	lee
page 2- page1.png	Yes	Yes	Ms.	GRANADOS	CECILIA	lianer
page 3- page1.png	Yes	Yes	Ms.	HARNS	AUTUMN	nicole

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 Cards – Action Network

actionnetwork.org/forms/massachusetts-pledge-to-count

Massachusetts, Pledge to Count!



I pledge to count.
My voice and my community will count in the 2020 Census.

The 2020 Census will determine the resources and representation in your community for the next ten years. MassCounts is committed to ensuring a full and accurate count.

So many resources in our community are impacted by the census. Public education and childcare, roads and public transportation, food security, affordable housing, and healthcare in your community receives funding based on census numbers. Political representation is based on the census, too.

Our neighborhoods deserve funding, investment, and political power. **Pledge to be counted in the 2020 Census, and to remind the rest of your community too!** Friends, family, neighbors, coworkers, your of worship, your school or your kids' school—everyone should be counted.

Get involved and learn more about how the 2020 Census impacts you by signing this pledge and visiting www.masscounts.org.

61 Actions Taken

Only 39 more until our goal of 100

PLEDGE TO COUNT!

First Name *

Last Name *

Email *

Cell Phone *

Zip/Postal Code *

Street

Not in the US?

I PLEDGE TO COUNT!

You may receive updates from MA Voter Table and MassCounts, the sponsor of this form.

[Edit Subscription Preferences](#)

[Flag As Spam](#)

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.

A background image showing a group of people in a meeting. In the foreground, a woman with short dark hair and glasses is looking towards the right. Behind her, a blonde woman is also looking in the same direction. They appear to be sitting at a table with papers and a cup. The image is overlaid with a blue gradient and white text boxes.

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”**



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.

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!**