COUNTING BLACK MEN & YOUNG BLACK MALES IN THE 2020 CENSUS WEBINAR

PRESENTERS:

BRENTON BROWN, DIRECTOR OF PUBLIC POLICY AND COMMUNITY AFFAIRS AT SOUTH CAROLINA COMMISSION FOR MINORITY AFFAIRS

HELEN BUTLER, EXECUTIVE DIRECTOR AT COALITION FOR THE PEOPLE'S AGENDA

TOINE MURPHY, CENSUS OUTREACH CHAIR, ALPHA PHI ALPHA FRATERNITY, INC. GAMMA LAMBDA CHAPTER

MODERATED BY FRED MCBRIDE, REDISTRICTING & VOTING RIGHTS SPECIALIST WITH THE LAWYERS COMMITTEE FOR CIVIL RIGHTS UNDER LAW

MONDAY, MARCH 30, 2020 | 3:00 - 4:00PM EST
What We Will Cover

❖ Identify & Measure the Problem
❖ Importance of the Census, Funding and Engagement Strategies
❖ Special Initiatives by Organizations to Increase the Count of Black Males
❖ Messaging, Resources & Other Programs
❖ Census Updates
❖ Q&A
African-American households are at risk of being undercounted. The African-American population has been historically undercounted in the decennial census, disadvantaging their families, communities, and neighborhoods. In fact:

- The 2010 Census undercounted the African-American population by more than 800,000
- Approximately 7 percent of young African-American children were overlooked by the 2010 Census, roughly twice the rate for young non-Hispanic White children.
- African-American men have been historically undercounted in greater numbers than men of other racial or ethnic groups.
- Today, more than one in three African Americans live in historically undercounted census tracts.

BlackCensusWeek
My Brother's Keeper.
Count Black Men.

#CountMeBlack @ my2020census.gov
Of this rate, African-American men have been historically undercounted in greater numbers than men of other racial or ethnic groups.
Note: Net undercounts are shown as a negative numbers
Census coverage for males and females by race in the 2010 census

<table>
<thead>
<tr>
<th></th>
<th>Males</th>
<th>Females</th>
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<tr>
<td>Total</td>
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<tr>
<td>Black Alone</td>
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<tr>
<td>Non-Black Alone</td>
<td>−0.3</td>
<td>1.1</td>
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*Source* U.S. Census Bureau, Demographic Analysis tables released May 2012
Counting Black Men and Young Black Males on the 2020 Census

Brenton Brown
Director of Public Policy and Community Affairs
South Carolina Commission for Minority Affairs
Census Overview

• The census is a once every ten year enumeration (or counting) of all residents in the United States.

• The census first began in 1790 and is outlined in Article I, §2, clause 3 of the U.S. Constitution: “The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

• The census determines political and economic power
• The 2020 census is the first census in which persons can respond online

What the Census determines

• Allocation of political power through reapportionment of seats in Congress and drawing of new legislative districts

• Distribution of federal funds through funding formulas

• Community planning for schools and hospitals

• Civil rights enforcement through fair housing laws, the Voting Rights Act, and other legislation

• Business site selection when companies are deciding where to expand

• Affects how other data collected - population estimates and projections, weights for sample surveys – any group or institution that uses data for planning, often starts with Census
Economic Power: The Census and Funding

- Medicaid
- Federal Direct Student Loans
- Supplemental Nutrition Assistance Program
- Highway Construction and Planning
- Pell Grant
- National School Lunch Program
- Section 8 Housing Vouchers
- Business and Industry Loans
- Rural Rental Assistance Payments
Census Questions

- How many people were living or staying in this dwelling on April 1, 2020?
- Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
- Is this a house, apartment, or mobile home?
- What is your telephone number?
- List residents’ sex
- List residents’ age
- List residents’ race
Hard-to-Count (Historically Undercounted) Populations

- Children under the age of 6
- Ethnic minorities (especially men)
- Rural residents
- Low-wealth households
- Migrant workers
- Persons lacking a permanent or reliable address
Effective Engagement Strategies

- Emphasize that census participation is apolitical and nonpartisan
- Educate as to how lack of census participation reinforces the cycle of low wages being instituted in Black communities
- Explain that the census assists the government in determining where resources should be directed to assist communities
- Combine census participation with voter engagement activities
- Relate census engagement with community development initiatives (i.e. money for schools, healthcare facilities, roads, etc.)
- Educate as to how census participation influences business development
Outreach Method: Trusted Voices

• The most effective strategy for reaching Black men and young Black males are through “trusted voices.”

• Trusted voices are members of a community that are held in high esteem and respected for their character and integrity.

• These voices include: athletes, coaches, entertainers, older male role models, etc.
Outreach Method: Trusted Locations

In addition to trusted voices, it is important to reach Black men at trusted locations. To reach Black men you must go where they are and communicate in the circles they communicate in, such as: barbershops, sporting events, radio, television, and social media.
Vary Methods

- Like other demographic groups, Black men and young Black males are not a monolith.
- There must be various outreach strategies to engage the various sub-demographic groups within various Black male communities.
Census 2020

I’ve Got My Brother’s Back – Count Us Black!
Presented by Helen Butler – The Peoples’ Agenda

Georgia State Capitol
GEORGIA
In FY2016, Georgia received $23,835,175,686 through 55 federal spending programs guided by data derived from the 2010 Census.

Ranks fifth among states for the highest possible undercount in percentage terms, with blacks, Hispanics and children under 5 years of age at the biggest risk, according to the Urban Institute.

Some 136,600 blacks, 39,700 Hispanics and 46,400 children under five could be missed in Georgia under a worst-case scenario.

2010 Census Georgia gained two Congressional seats (12 to 14)
U.S. Census: What’s in it?

- Medicaid
- Medicare Part B
- Supplemental Nutrition Assistance Program (SNAP)
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- National School Lunch Program
- Special Education Grants (IDEA)
Dec. 31, 2010
APPORTIONMENT COUNTS DELIVERED
By law, Census Bureau delivers population counts to President for apportionment.

Census Projections for 2020 Congressional Reapportionment
Net Change in Total Congressional Seats

Fair Representation

BRENNAN CENTER FOR JUSTICE

Gain 3 seats
Gain 2 seats
Gain 1 seat
None
None or lose 1 seat
Lose 1 seat
Lose 2 seats

Source: Election Data Services
Complete Count Committee

The People's Agenda
www.thepeoplesgagenda.org

100 Black Men of America, Inc.

The National Coalition on Black Civic Participation

ΦΒΣ

BMI Georgia

Black Youth Vote!

Unity 20 Black Voting & Power Building Campaign 2020-2021
Mayor Keisha Lance Bottoms Committed $1 Million to ensure accurate count

No other city, county or the State of Georgia has committed such funds
Results of an Undercount

FOR EACH UNDERCOUNTED PERSON WE loose:

$2,400/YEAR x 10 YEARS*

= $24,000 PER UNDERCOUNTED PERSON**

** SOME ESTIMATES LOWER AND HIGHER
So Why is It Hard to Count Black Men?

- Apathy
- Lack of Knowledge
- Fear/distrust of the government
- Displacement
- Overcrowded housing
- Hidden housing (rural areas)
- Language Barriers
- Impact of Criminal Justice System
- Foreclosures
- Temporary housing
- Multiple residences
- Lack of Broadband
- Disconnected
- Too Busy
- Complex Living Arrangements
- Homelessness
- Poverty
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<th>Population</th>
<th>% Hispanic</th>
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Before Coronavirus our plans to count Black Men:

• Integrated into civic engagement activities (voter registration, education, mobilization activities)

• Held town halls/forums to educate why and who is undercounted (25 across state) in the census & importance of drawing fair maps (redistricting)

• Purchased chromebooks and hotspots to be used in most undercounted areas of the state to allow Georgians to complete census

• Barber and Beauty Salon tour across state with Killer Mike to increase response rate for Black men and children under age 5
Post Coronavirus our plans to count Black Men:

- **Black Census Week** social media campaign – March 23rd through March 27th

- **Census Countdown** social media campaign including ads beginning March 28th through April 1st

- **Phone banking and texting voter files** about census and elections (integrated civic engagement)

- **Public service announcement with Killer Mike and other celebrities** to be counted and vote distributed in target counties

- **Do2in2020** – Vote and Be Counted campaign with Faith community

- **Virtual townhalls/forums**
You Can Help!

Get Counted

Count Us Black!

I Got My Brother's Back

2020 Census
United States Census 2020

“I’m Counted!” S.E. Michigan and Detroit
It’s imperative that every resident, especially our black and brown populations to be counted in the proper communities in which they live.
The 2020 Census Impact!

- In 2010 it helped determine the distribution of more than **$300 billion annually** of government funding for critical community services.
- The 2020 population numbers will guide how an estimated **$880 billion a year** in federal funding is distributed for schools, roads, and other public services in local communities.
Quick Michigan Stats

In 2016, Michigan received nearly $30 billion in federal funding, including:

- $1.1 billion for highway planning and construction
- $17 billion for health programs
- $5 billion education
- $2.3 billion for food assistance programs
- $694.3 million for housing assistance
The Michigan Math

- **Michigan was** the only state to record population loss from the 2010 Census.
- Many Michigan communities are at risk of being undercounted, and estimates show that we would lose $1,800 in federal funding for each person who goes uncounted in 2020.

**Michigan's undercounted:**
- 1.2 million people in some of Michigan's largest counties are at risk of being undercounted in the Census due to lack of internet access, inaccessible housing, distrust of government or other issues. This projection is before the virus crisis.
- Projected totals if this number comes true……
- (2,160,000,000) Almost 2.2 Billion Dollars in lost resources for Michigan with the biggest undercounts in urban cities and counties!!!!
The Goal Of Reaching Our Black and Brown Brothers and Sisters

1. Build awareness and provide soft education to the community regarding the Census 2020 and how if personally will affect us!
2. Increase participation in HTC (Hard to Count) areas that we serve.
3. Provide follow up engagement to those who did not respond, to complete the questionnaire during the NRFU (Non Response Follow Up) period.
Our Core Message – The Three C’s of the Census

Count Me In and Help Shape Your Future!

- Responding to the census is **convenient** so people can respond by mail, phone or online.

- The census is 100% **confidential** and secure and your information will not be shared with anyone.

- We want to make sure everyone is **counted** because it’s critical to the future success of Michigan and the communities in which you live and play.
Real Talk, Real Answer, Real Info!

- The Census Day is on Wednesday, April 1st, 2020
- The Census Timeline, Rules and Regulations
- Reapportionment – Very Likely MI Will Lose a Seat in Congress
- In the Words of Jay-Z the rapper, “Can’t Knock the Hustle” Filling out the Form won’t affect it.
- Counting in the correct locations! (College Students, Shelter In Place, Displaced Families, Homeless, Etc.)
Questionnaire Preview

The COVID-19 or Coronavirus is a national crisis that with the right strategies can help us get the best count possible in our communities.

The Census wants to count everyone completely and accurately, once and only once, and in the right place, both citizen and non-citizen.
Using COVID-19/Coronavirus as modern day example of Why Funding is Important

- Food Assistance Programs
- Medical Assistance and Clinics
- Medicare Part B
- Special Programs for the Aging
- Unemployment Insurance
- Section 8 Housing
- Emergency Shelter and Food Programs
- Mental Illness
- Crime Victim Assistance
- School Lunches …… and the list goes on…..
We forged a **partnership** between the Boys and Girls Clubs of SE Michigan and Alpha Phi Alpha Fraternity, Inc., Detroit Chapter.
We make the Difference

As an influencer or community-based organization or community leader, We can help ensure the people our networks are fully counted, especially the most vulnerable our black and brown communities. With our partnerships, and engagement activities, we have a chance to produce a complete and accurate count, which will directly affect the quality of life for everyone!

BE COUNTED
MICHIGAN 2020
MESSAGING

- Public health and safety is absolutely critical at this moment of uncertainty. That is the case for the public, Census workers and GOTC organizations, staff, and volunteers conducting outreach.

- We must fulfill our constitutional obligation to complete the 2020 Census and count every single person in our household, including children and babies. The Black community’s future depends on it.

- Fortunately, it has never been easier and more accessible to respond to the census on your own -- online, over the phone, or by mail--all without having a census representative visit your home, in person.

- By now, many households have received an invitation in the mail to complete the census. This was planned and continues uninterrupted by the coronavirus.

- The census website 2020Census.gov is also live and can accept your response in English and 12 non English languages or by calling phone questionnaire assistance: https://2020census.gov/en/ways-to-respond/responding-by-phone.html).

- Do Not Delay: Respond to the Census immediately upon receiving your letter of invitation or paper questionnaire.

Our priority is clear: Making sure that as many people as possible complete the census online, by phone, or by mail. It has never been easier to self-respond, nor more critical.
ADDITIONAL RESOURCES
Hard-to-Count Mapping Application

2020 Hard-to-Count Mapping Application
http://www.censushardtountmaps2020.us/

Mapping Application Tutorial
https://mailchi.mp/da4ad37868ba/census2020-htc-map-updates-feb-2020

Example #1 – Finding areas with very high risk of undercount of young children in a state
In this example, someone is trying to find the areas in the state of Georgia with the highest undercount risk for young children. Using the CUNY map, one can produce a map of Georgia with the very high risk of Undercount tracts in large counties highlighted. There are two different ways one can do this with the CUNY mapping application. First, using the “+” and “-“ buttons on the CUNY mapping application, focus in on the geography area you are interested in and center the arrow over the county you are interested in. The tracts in the county will show which census tracts are at very high risk of undercount, which are at high risk of undercount, and which are a low risk of undercount. Also on the CUNY mapping application (https://www.censushardtountmaps2020.us/) in the upper left-hand corner there is a box for “ST./CO”. Click on that box, hover the arrow over the state of Georgia and click the “Zoom in” button in the upper lefthand corner of the screen. Using the “Share Map” button in the upper lefthand corner of the page, one can then download the URL that will take people to this map of Georgia.
- Start date for Nonresponse Follow-up delayed until late May; deadline for self-response rates extended to August 14 (from July 31)
- Group Quarters & Service-based Enumeration delayed until May 1
- Hiring and training, in-person delivery of paper questionnaire & in-person counting delayed until at least April 15
Questions about the census? Problems filling out the form? **CALL OUR HOTLINES!**

**888-COUNT20 (888-268-6820)**  
English

**877-ELCENSO (877-352-3676)**  
English / Español

**844-2020-API (844-202-0274)**  
English / Asian languages (Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, Bengali/Bangla)

**833-3DDOUNI (833-333-6864)**  
English / Arabic
COUNTING FORMERLY INCARCERATED INDIVIDUALS IN THE 2020 CENSUS

WEBINAR

PRESENTERS:

JERI GREEN, CONSULTANT, NATIONAL URBAN LEAGUE

MONICA MCINNIS, DIGITAL PRINT MEDIA & CIVIC ENGAGEMENT SPECIALIST, ONE VOICE

BRUCE REILLY, DEPUTY DIRECTOR, VOTE

MODERATED BY FRED McBRIDE, REDISTRICTING & VOTING RIGHTS SPECIALIST WITH THE LAWYERS COMMITTEE FOR CIVIL RIGHTS UNDER LAW

THURSDAY, APRIL 2, 2020 | 1:00 - 2:00PM EST

Questions?
CENSUS20
888-COUNT20
COUNTING BLACK IMMIGRANTS IN THE
2020 CENSUS WEBINAR

PRESENTER:
NANA GYAMFI, EXECUTIVE DIRECTOR OF BLACK ALLIANCE FOR JUST IMMIGRATION (BAJI)

MODERATED BY NATASHA QUIROGA, CENSUS 2020 DIRECTOR & SENIOR COUNSEL WITH THE LAWYERS COMMITTEE FOR CIVIL RIGHTS UNDER LAW

MONDAY, APRIL 6, 2020 | 1:00 - 2:00PM EST

RSVP here.
Special thanks to

CENTER FOR URBAN RESEARCH

"Voting is a Sacred Right and a Moral Obligation"
~ Dr. Joseph E. Lowery, Convenor

@sccfma
#bridgingthegap

United States Census Bureau