



# 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 PEOPLES' 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**

Questions?  
**CENSUS20**  
888-COUNT20

# 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.

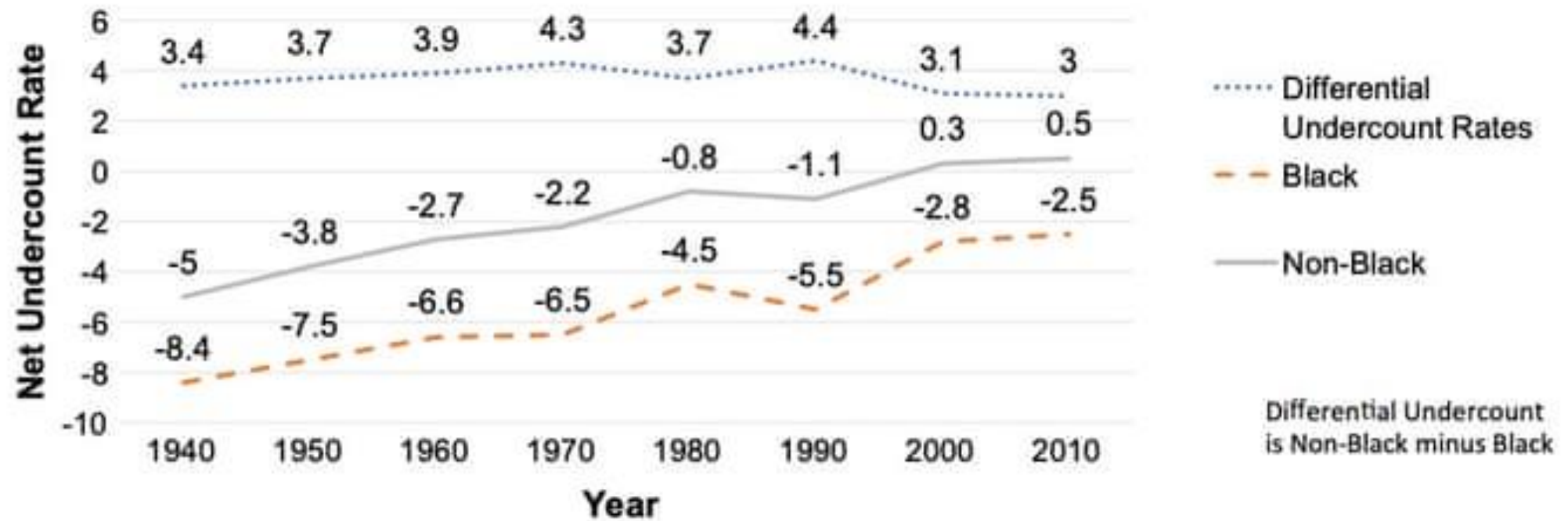
**BlackCensusWeek**  
My Brother's Keeper.  
Count Black Men.



United States®  
**Census  
2020**

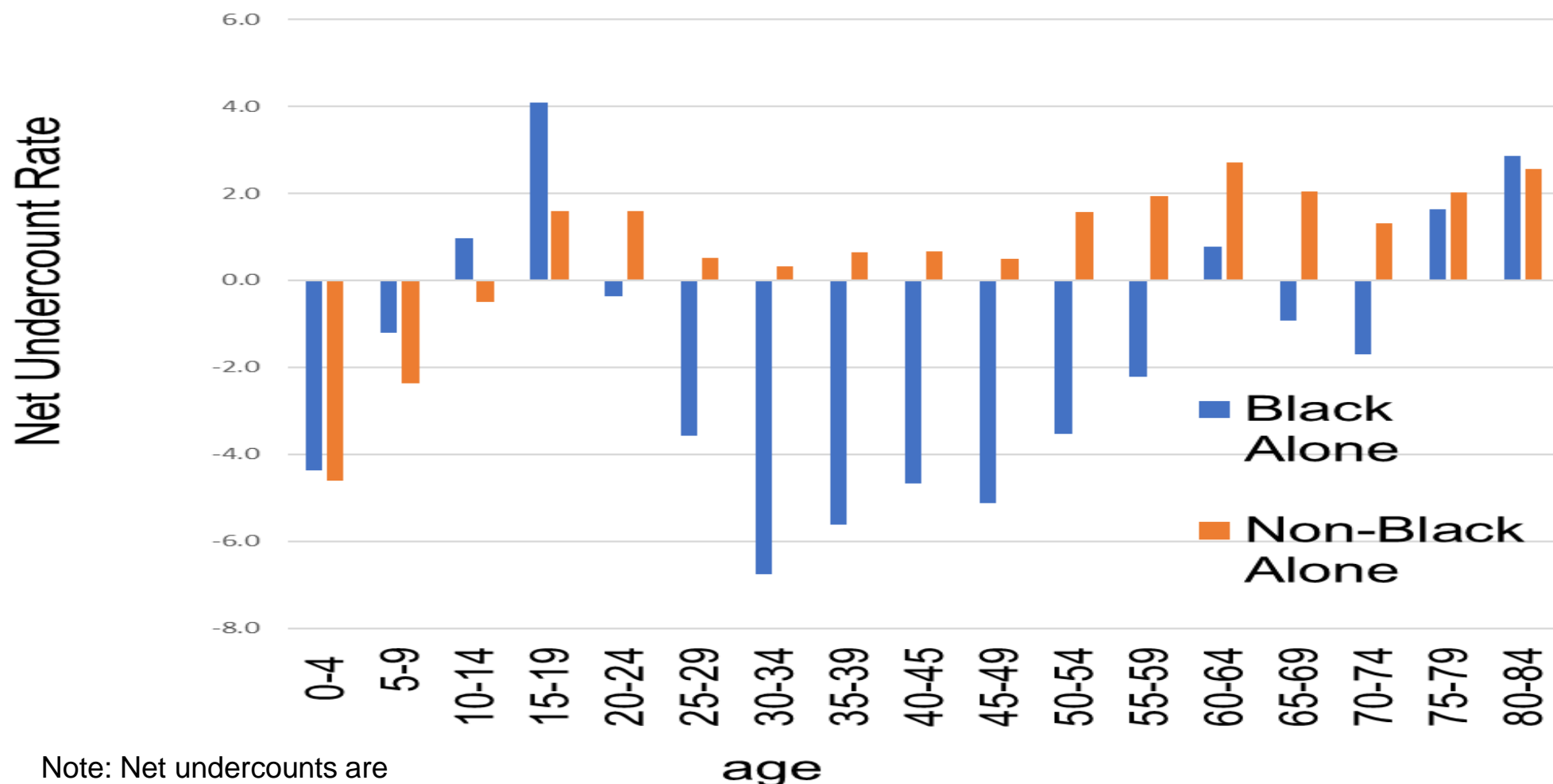


#CountMeBlack @ my2020census.gov



*Of this rate, African-American men have been historically undercounted in greater numbers than men of other racial or ethnic groups*

## 2010 Census Net Undercount Rates for Black and Non-Black Populations by Age



Note: Net undercounts are shown as a negative numbers

Dr. William O'Hare –  
Count All Kids

## Census coverage for males and females by race in the 2010 census

|                 | <b>Males</b> | <b>Females</b> |
|-----------------|--------------|----------------|
| Total           | −0.8         | 1.1            |
| Black Alone     | −4.6         | −0.1           |
| Non-Black Alone | −0.3         | 1.1            |

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

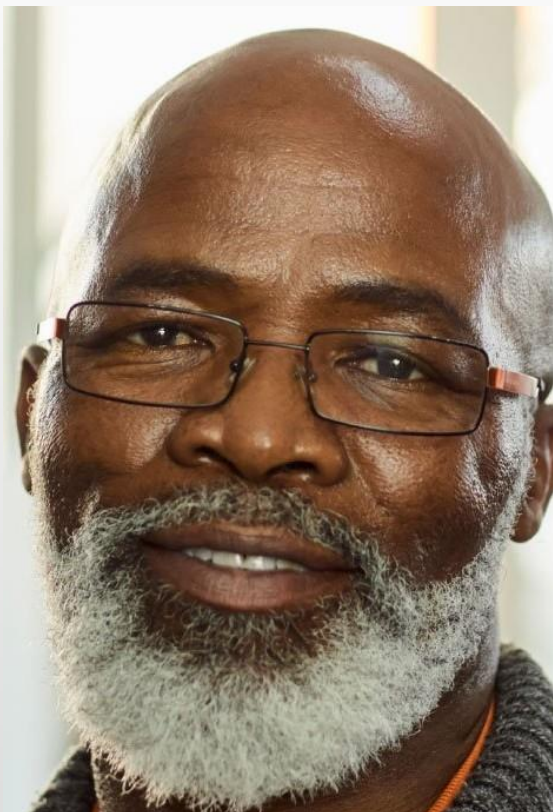
- How many people were living or staying in this dwelling on April 1, 2020?
- Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
- Is this a house, apartment, or mobile home?
- What is your telephone number?
- List residents' sex
- List residents' age
- 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.**

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A close-up photograph of a white computer keyboard key. The key is rectangular with rounded edges. It features the word "Alt" in a bold, black, sans-serif font in the upper left corner. To the right of "Alt" is a black symbol consisting of two horizontal lines of unequal length, with the longer line on the right and a short vertical line connecting their left ends. Below these, the word "Option" is printed in a larger, bold, black, sans-serif font.

Alt

Option

### 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.
-



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

**Helen Butler, Executive Director**

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# 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.

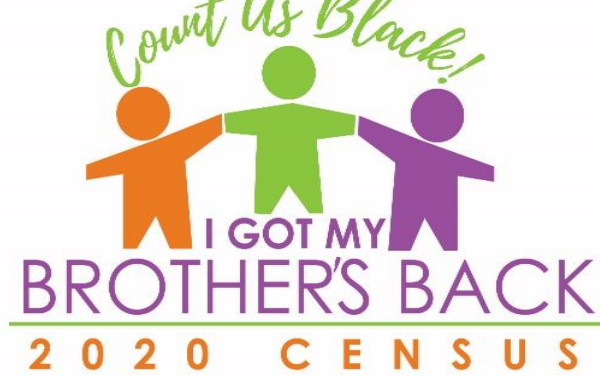
**Ranks fifth among states** for the highest possible undercount in percentage terms, with blacks, Hispanics and children under 5 years of age at the biggest risk, according to the Urban Institute



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



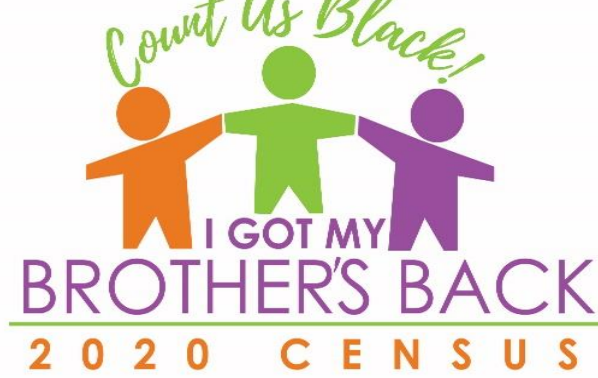
Section 8 Housing  
Choice Vouchers



National School Lunch  
Program

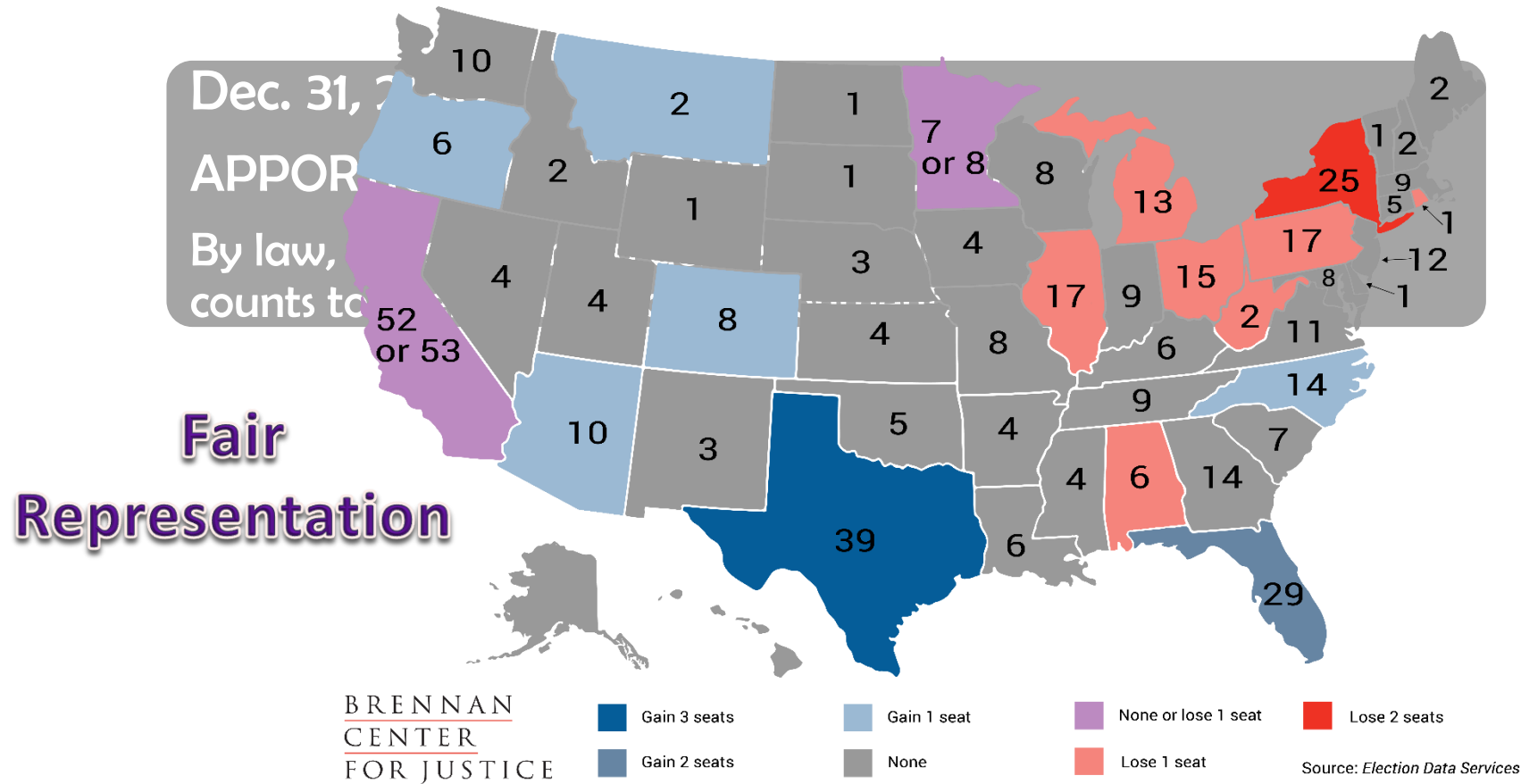


Special Education Grants  
(IDEA)

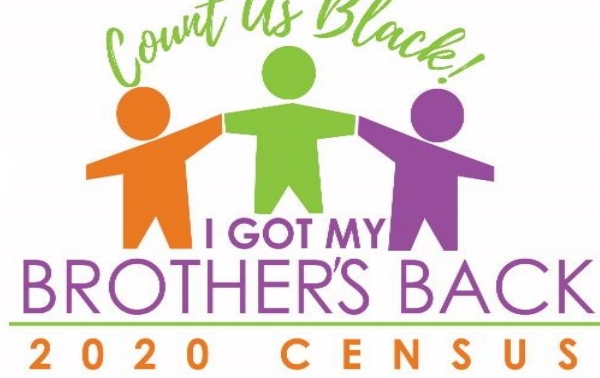


## Census Projections for 2020 Congressional Reapportionment

Net Change in Total Congressional Seats



Complete Count



Committee



100  
BLACK MEN  
OF AMERICA, INC.

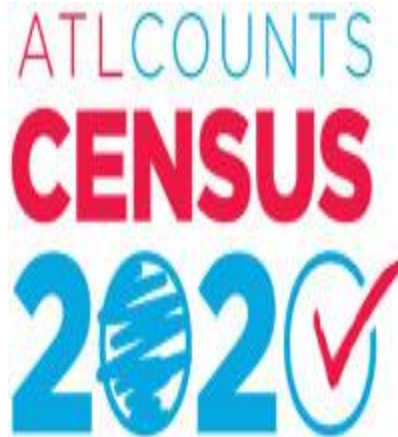


ΦΒΣ





## Other Complete Count Committees



# 2020 CENSUS

Let's get counted, Fulton!

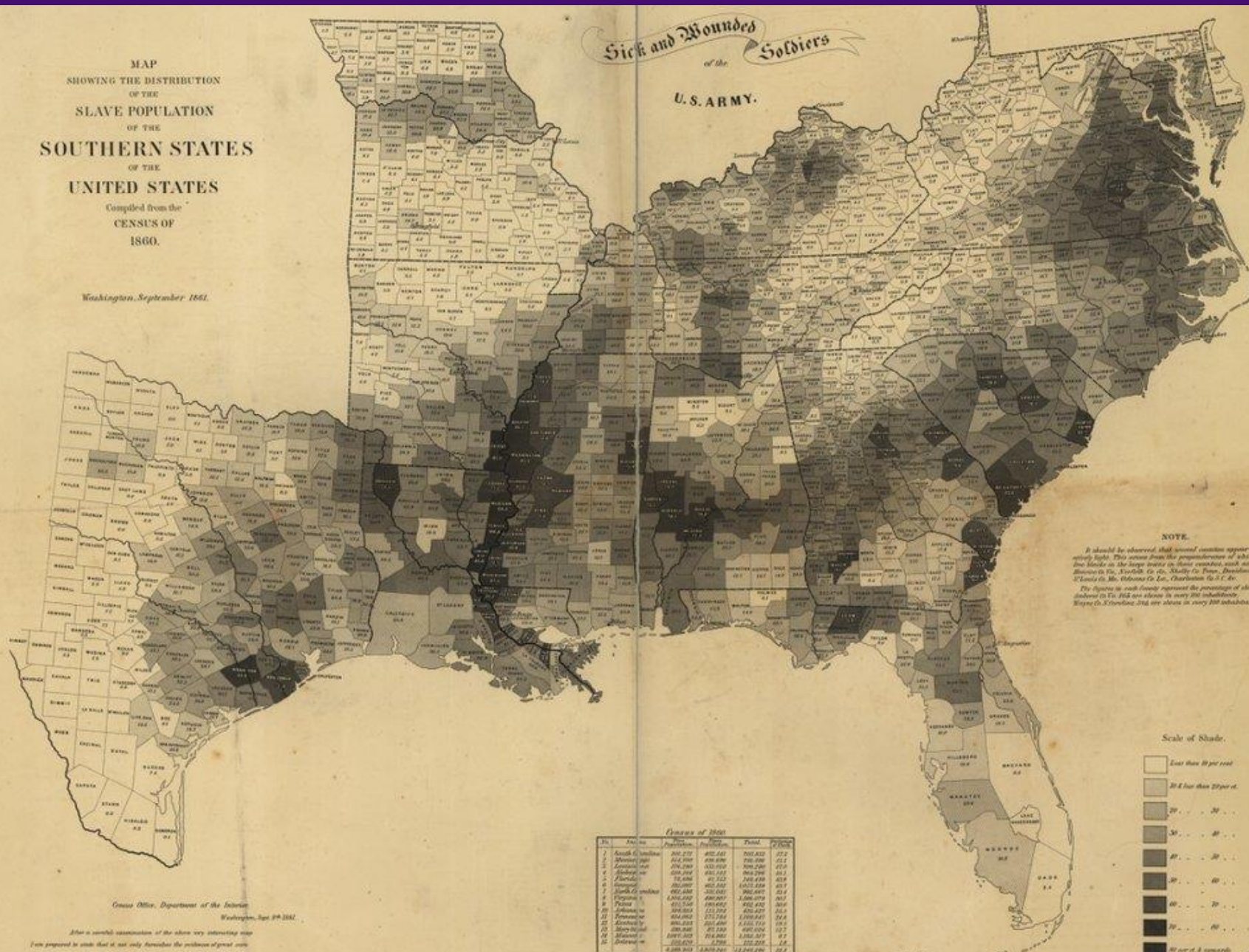
Mayor Keisha LanceBottoms Committed \$1 Million to ensure accurate count

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



MAP  
SHOWING THE DISTRIBUTION  
OF THE  
SLAVE POPULATION  
OF THE  
SOUTHERN STATES  
OF THE  
UNITED STATES  
Compiled from the  
CENSUS OF  
1860.

Washington, September 1861.



NOTE.

It should be observed, that several counties appear comparatively light. This arises from the preponderance of whites and free blacks in the larger cities in those counties, such as—Baltimore in Va., Norfolk in N. C., Shelby Co. Miss., Davidson Co. N. C., St. Louis in Mo., Delaware Co. Del., Charleston in S. C., &c.

The figures in each county represent the percentage of slave population in the total population in every 100 inhabitants. Where the percentage is less than 10, the figure is not shown.

Scale of Shade.



Census Office, Department of the Interior

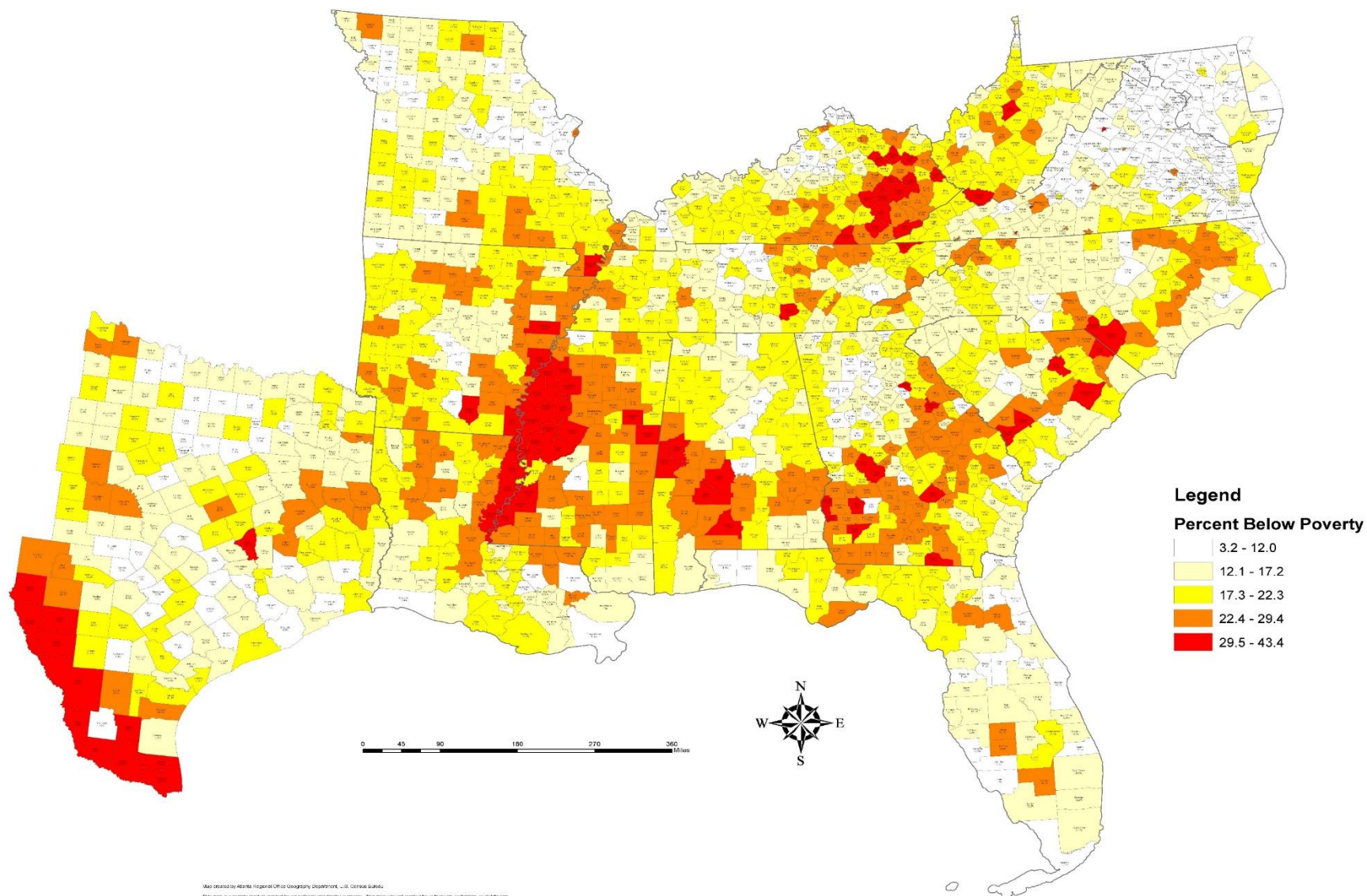
Washington, Sept. 29, 1861.

After a careful examination of the above very interesting map I am prepared to state that it not only furnishes the solution of great interest to the population, but can be relied on, as corresponding with the official returns.

| No. | State or Territory   | Population | Slaves  | Per Cent |
|-----|----------------------|------------|---------|----------|
| 1   | Alabama              | 462,470    | 202,441 | 43.8     |
| 2   | Arkansas             | 462,470    | 202,441 | 43.8     |
| 3   | California           | 462,470    | 202,441 | 43.8     |
| 4   | Colorado             | 462,470    | 202,441 | 43.8     |
| 5   | Connecticut          | 462,470    | 202,441 | 43.8     |
| 6   | Delaware             | 462,470    | 202,441 | 43.8     |
| 7   | District of Columbia | 462,470    | 202,441 | 43.8     |
| 8   | Florida              | 462,470    | 202,441 | 43.8     |
| 9   | Georgia              | 462,470    | 202,441 | 43.8     |
| 10  | Idaho                | 462,470    | 202,441 | 43.8     |
| 11  | Illinois             | 462,470    | 202,441 | 43.8     |
| 12  | Indiana              | 462,470    | 202,441 | 43.8     |
| 13  | Iowa                 | 462,470    | 202,441 | 43.8     |
| 14  | Kansas               | 462,470    | 202,441 | 43.8     |
| 15  | Kentucky             | 462,470    | 202,441 | 43.8     |
| 16  | Louisiana            | 462,470    | 202,441 | 43.8     |
| 17  | Maine                | 462,470    | 202,441 | 43.8     |
| 18  | Maryland             | 462,470    | 202,441 | 43.8     |
| 19  | Massachusetts        | 462,470    | 202,441 | 43.8     |
| 20  | Michigan             | 462,470    | 202,441 | 43.8     |
| 21  | Minnesota            | 462,470    | 202,441 | 43.8     |
| 22  | Mississippi          | 462,470    | 202,441 | 43.8     |
| 23  | Missouri             | 462,470    | 202,441 | 43.8     |
| 24  | Montana              | 462,470    | 202,441 | 43.8     |
| 25  | Nebraska             | 462,470    | 202,441 | 43.8     |
| 26  | Nevada               | 462,470    | 202,441 | 43.8     |
| 27  | New Hampshire        | 462,470    | 202,441 | 43.8     |
| 28  | New Jersey           | 462,470    | 202,441 | 43.8     |
| 29  | New Mexico           | 462,470    | 202,441 | 43.8     |
| 30  | New York             | 462,470    | 202,441 | 43.8     |
| 31  | North Carolina       | 462,470    | 202,441 | 43.8     |
| 32  | Ohio                 | 462,470    | 202,441 | 43.8     |
| 33  | Oklahoma             | 462,470    | 202,441 | 43.8     |
| 34  | Oregon               | 462,470    | 202,441 | 43.8     |
| 35  | Pennsylvania         | 462,470    | 202,441 | 43.8     |
| 36  | Rhode Island         | 462,470    | 202,441 | 43.8     |
| 37  | South Carolina       | 462,470    | 202,441 | 43.8     |
| 38  | South Dakota         | 462,470    | 202,441 | 43.8     |
| 39  | Tennessee            | 462,470    | 202,441 | 43.8     |
| 40  | Texas                | 462,470    | 202,441 | 43.8     |
| 41  | Vermont              | 462,470    | 202,441 | 43.8     |
| 42  | Virginia             | 462,470    | 202,441 | 43.8     |
| 43  | Washington           | 462,470    | 202,441 | 43.8     |
| 44  | West Virginia        | 462,470    | 202,441 | 43.8     |
| 45  | Wisconsin            | 462,470    | 202,441 | 43.8     |
| 46  | Wyoming              | 462,470    | 202,441 | 43.8     |



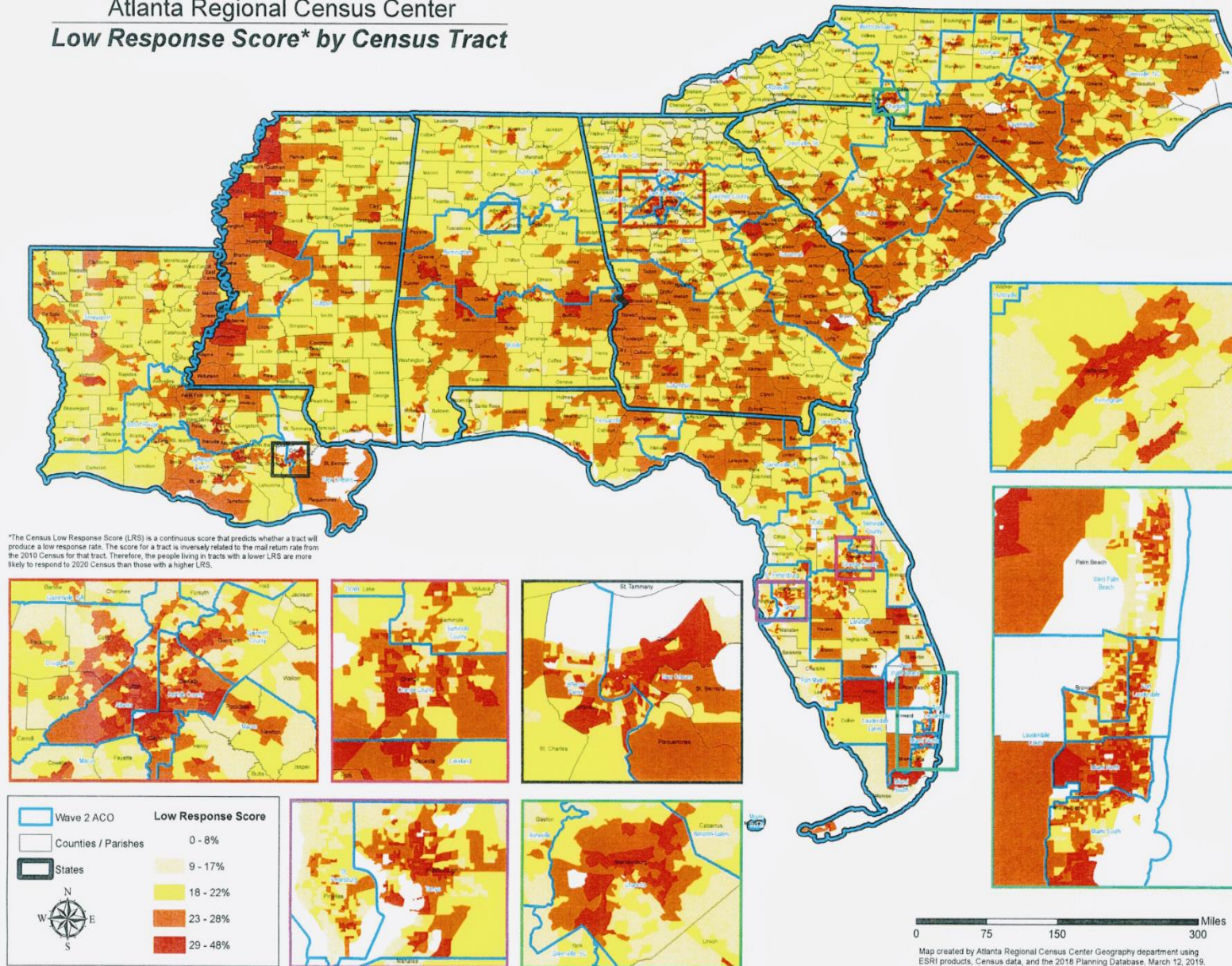
## Estimated Percent of People Living Below Poverty Level (2006-2010)



Map created by Florida Department of Community Development, U.S. Census Bureau.  
This map is a product created for educational and display purposes. This map was not created for publication, circulation, or distribution.  
Source: U.S. Census Bureau, 2006-2010 American Community Survey 5 Year Estimates and 2010 TDP/5 Year estimates.  
For more details on how the estimated percent of people living below the poverty level is calculated, visit: <http://www.census.gov/prod/2010pubs/c2k10br01-02.pdf>  
Important Note: The values for each state in different colors may not be statistically different. Appearances should not be taken as a representation.



# Atlanta Regional Census Center Low Response Score\* by Census Tract



\*The Census Low Response Score (LRS) is a continuous score that predicts whether a tract will produce a low response rate. The score for a tract is inversely related to the mail return rate from the 2010 Census for that tract. Therefore, the people living in tracts with a lower LRS are more likely to respond to 2020 Census than those with a higher LRS.

Map created by Atlanta Regional Census Center Geography department using ESRI products, Census data, and the 2018 Planning Database, March 12, 2019.







## Results of an Undercount

FOR EACH UNDERCOUNTED PERSON WE LOSE:

\$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

## Target Counties

### I've Got My Brother's Back – Count us Black

|          | 2010          | % Black    | % Hispanic |
|----------|---------------|------------|------------|
| Counties | % Return Rate | Population | Population |
| Bulloch  | 51.7          | 43.0       | 5.0        |
| Clayton  | 52.7          | 49.0       | 46.0       |
| Cobb     | 53.4          | 69.0       | 9.0        |
| Dekalb   | 59.3          | 95.0       | 3.0        |
| Evans    | 59.5          | 47.0       | 13.0       |
| Fulton   | 57.7          | 91.0       | 7.0        |
| Gwinnett | 54.5          | 40.0       | 44.0       |
| Randolph | 58.7          | 46.0       | 6.0        |
| Tattnall | 59.8          | 37.0       | 22.0       |
| Telfair  | 55.6          | 43.0       | 0.0        |
| Wheeler  | 51.9          | 46.0       | 2.0        |
| Wilcox   | 53.4          | 34.0       | 1.0        |



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 23<sup>rd</sup> through March 27<sup>th</sup>
- **Census Countdown** social media campaign including ads beginning March 28<sup>th</sup> through April 1<sup>st</sup>
- **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**



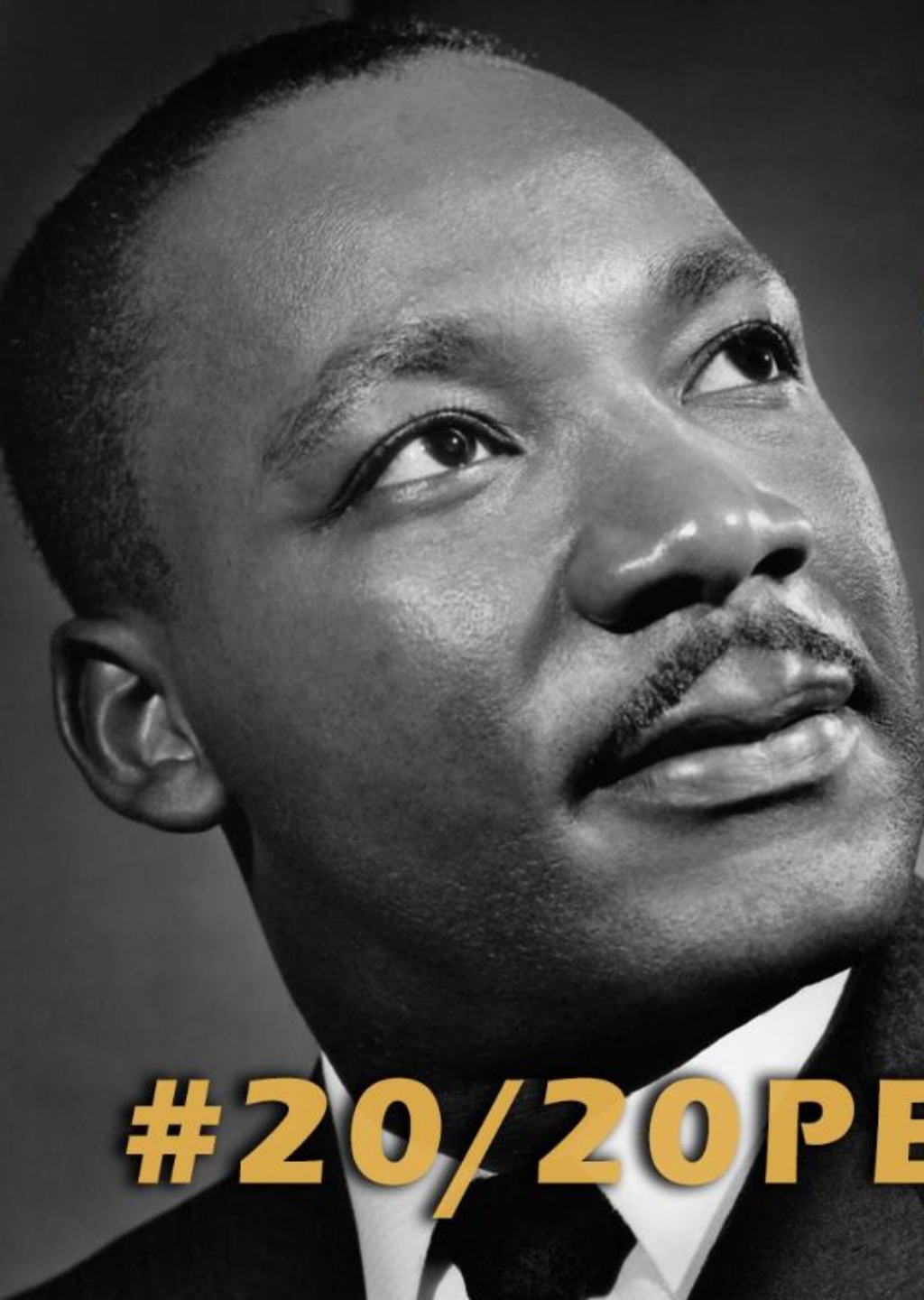


You Can Help!

Get  
Counted



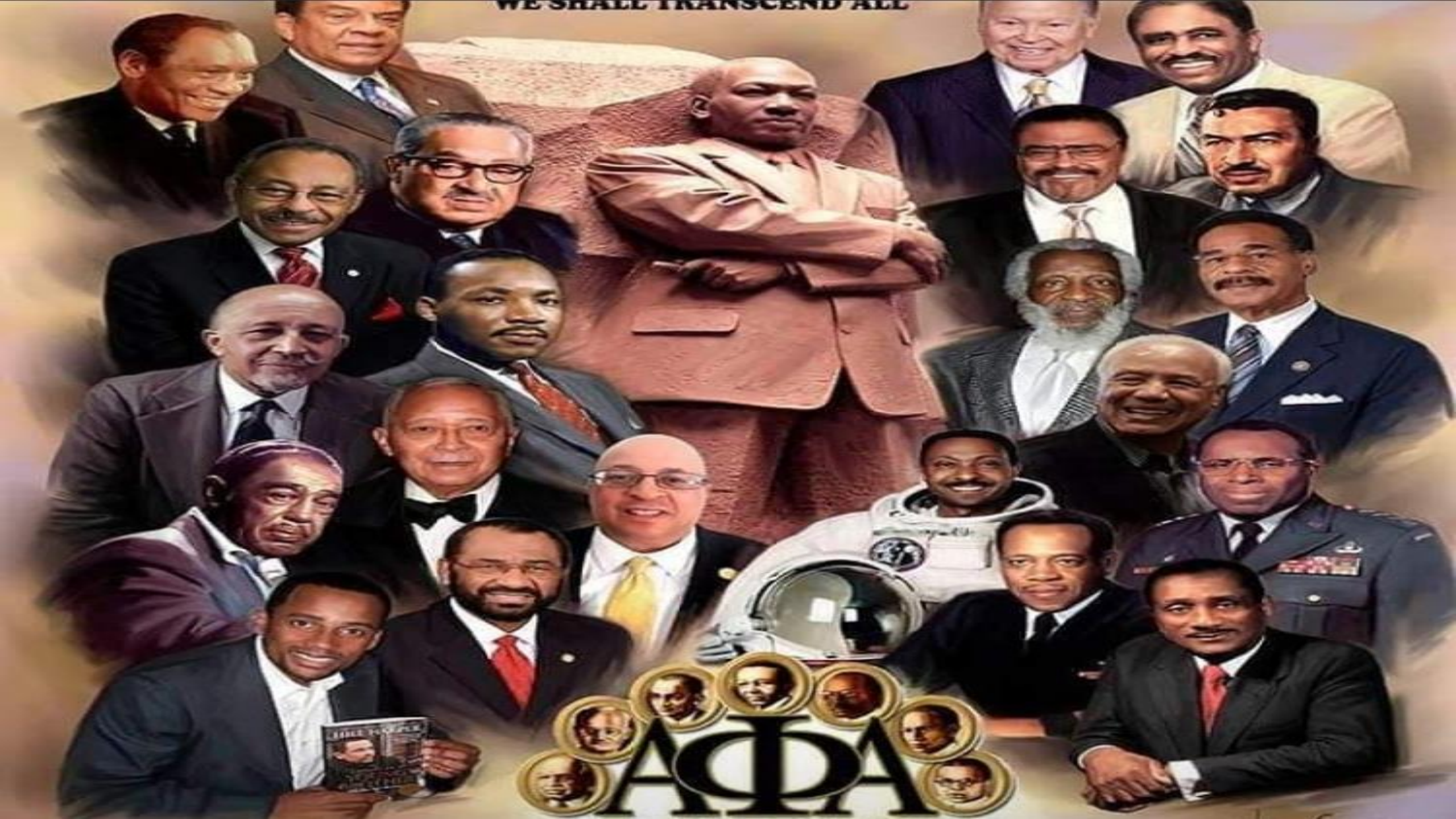
Get  
Counted



**#20/20PERFECTVISION**



WE SHALL TRANSCEND ALL



# United States **Census** **2020**

**“I’m Counted!” S.E. Michigan and Detroit**





# Alpha's Census 2020 Call to Action

It's imperative that every resident, especially our black and brown populations to be counted in the proper communities in which they live.

Alpha Phi Alpha Fraternity, Inc.

# 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 uncouned 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 it 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!

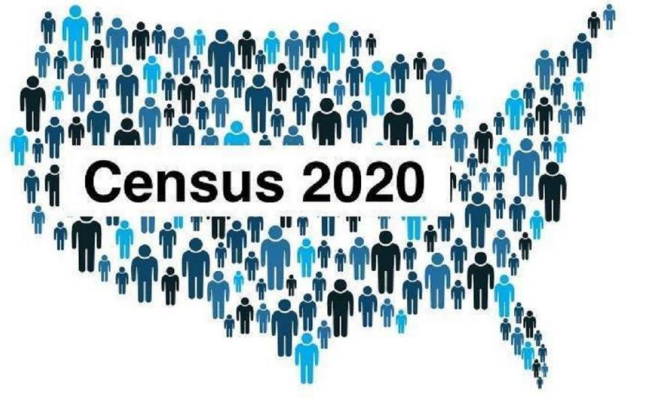
- Responding to the census is **convenient** so people can respond by **mail, phone** or **online**.
- The census is 100% **confidential** and secure and your information will not be shared with anyone.
- We want to make sure everyone is **counted** because it's critical to the future success of Michigan 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

<https://2020census.gov/content/dam/2020census/materials/partners/2019-08/2020-informational-questionnaire.pdf>



# Keeping It Real!

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.

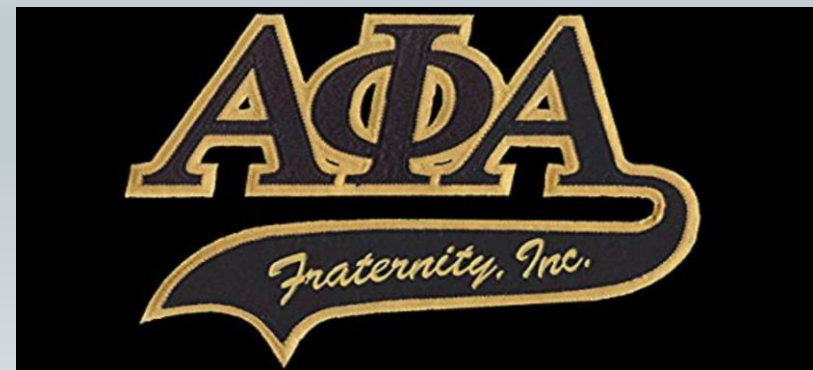


WE  
are  
BETTER  
together



# We make the Difference

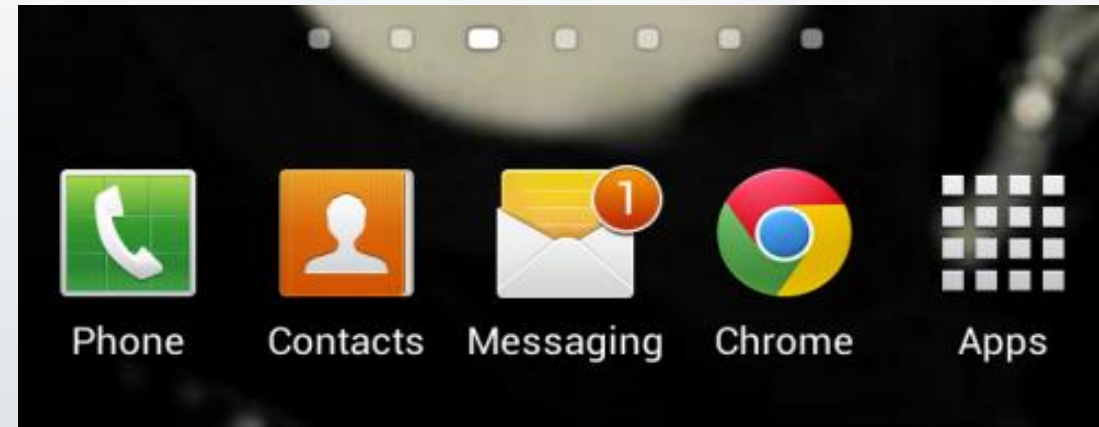
As an influencer or community-based organization or community leader, We can help ensure the people our networks are fully counted, especially the most vulnerable our black and brown communities. With our partnerships, and engagement activities, we have a chance to produce a complete and accurate count,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



# 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.







# Hard-to-Count Mapping Application

## **2020 Hard-to-Count Mapping Application**

<http://www.censushardtcountmaps2020.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.censushardtcountmaps2020.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.

<https://bit.ly/2WUTeAy>



- ❑ 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!**



LAWYERS' COMMITTEE FOR  
**CIVIL RIGHTS**  
UNDER LAW

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

English



**877-ELCENSO (877-352-3676)**

English / Español



ASIAN AMERICANS  
**ADVANCING  
JUSTICE**

**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

**RSVP**

# 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**  
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# 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**



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