

Census Equity Funders Committee of Oregon



Funding an Equitable 2020 Census Count

The Census Equity Funders Committee of Oregon (CEFCO) is a collaborative of philanthropic organizations working to reduce the undercount in the 2020 census by raising \$10 million of public and private funding to support community capacity for census engagement. We recognize the critical nature of the census to all the populations we aim to serve in our individual organizations, particularly (though not exclusively) because census data will affect the allocation of State and Federal resources to those populations for a decade or more. And we know that 2020 will be unlike any recent census.

Why the Census Counts

The decennial census is a constitutionally mandated count of all residents of the United States, including immigrants (documented and undocumented), refugees, and Tribal members, and dictates State and federal funding allocation and congressional representation. Many key safety net programs are funded via the census data including SNAP, school lunches, section 8 housing, Head Start, Pell grants, short-term rental assistance, medical assistance programs, and more. According to the Census Bureau, Oregon's population has grown by 8.1 percent since 2010. If the current population estimates hold, Oregon stands to gain increased federal assistance and an additional congressional seat in if we are able to achieve an accurate count.

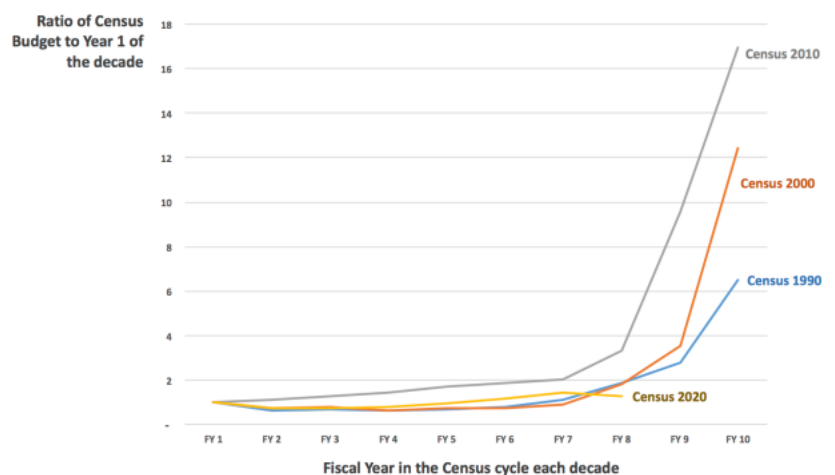
A Historic Census

The 2020 census has a set of unique factors that will create challenges and barriers for Oregon's hardest to count. These include:

- The first ever digital census, reinforcing a digital divide when almost 20% of Oregon households do not have broadband internet.¹
- Reductions and delays in federal funding.²
- The potential inclusion of a question about citizenship. Almost a half-million Oregonians live with a non-citizen, and 78% of those living with a non-citizen are people of color.³
- Growing fears among immigrants due to the current political and social climate.
- Increasing public distrust of government.
- Concerns regarding security of personal and online information.

A Census at Risk

Spending during Four Census Decades



¹ <https://www.oregon.gov/Broadband/Documents/2014%20Oregon%20Broadband%20Adoption%20Survey%20Report%20Final.pdf>

² <https://www.planning.org/blog/blogpost/9125999/>

³ <https://www.census2020now.org/challenges-blog/2018/1/18/challenge-3-proposed-question-on-citizenship-status-pb9bf-xr4dy-wazpw-tc29c>

What is CEFCO doing?

Given this unprecedented census and failure of Congress to invest, CEFCO is partnering with public agencies to raise Oregon funds and implement an equitable Hard to Count (HTC) Campaign through a pooled and aligned Census Equity Fund. Our total goal of \$10 million will support coordinated, statewide, culturally-relevant engagement, including door-to-door, community-based and in-agency outreach and communications. Oregon is behind many states in making public funding commitments, but CEFCO has already raised more than \$500,000 in private funds toward a \$1 million goal from philanthropy and have partnered with the City of Portland to hire Dancing Hearts Consulting, LLC as the contractor for the HTC Campaign. Through their Office of Community & Civic Life, the City of Portland has contributed \$225,000 thus far toward the Census Equity Fund.

Dancing Hearts Consulting (DHC), led by Founder and Principal Esperanza Tervalon-Garrett, is currently working with a coalition of culturally-specific organizations across the state that are collectively leading the Census Equity Project to develop a HTC Campaign plan. Ms. Tervalon-Garrett was the first woman of color to lead a 501(c)3, 501(c)4, and Political Action Committee while working on the 2010 census in Oakland, California.



During the planning phase, DHC will lead the Census Equity Project coalition partners in:

- Forging a statewide person-of-color-led census 2020 partnership
- Conducting in-depth census tract and database research to inform strategy
- Developing an Oregon-centric narrative to uplift and explain the importance and purpose of the 2020 census
- Developing a comprehensive, multilingual communication and outreach plan that increases the census rate of return in Hard to Count tracts
- Creating a quantitative and qualitative evaluation plan that tells the story of impact
- Developing a partner prospect list and potential public/private partnerships
- Developing the budget for implementation of the campaign plan

Timeline

	<i>Key activities</i>	<i>Funding</i>
November 2018	Release RFP for Statewide Equity Census Coordinator	CEFCO raises funds for coordinator
January 2019	DHC selected as Statewide Equity Census Coordinator	
February-June 2019	HTC campaign plan development	Continued fundraising
July – December 2019	Education: continued planning and public awareness	Initial round of funding to active community partners and RFP
January – March 2020	Motivation: implement activities through trusted messengers	Potential second RFP. Additional fundraising as necessary.
April – August 2020	Enumeration: Get Out the Count	
December 2020	End of census count — enumeration delivered to President of the United States by December 31st	

Administration

United Way of the Columbia-Willamette is serving as fiscal agent for the Census Equity Fund given their experience managing public contracts, administering sub/re-grants, and their network of other United Ways with strong community relationships. This role includes providing backbone support through convening and facilitation of CEFCO meetings, managing the RFP process for the statewide coordinator and the resulting contract with DHC, holding funds and managing contracts with other funders, and (during implementation) managing the RFP process and contracts with community-based organizations.

For questions about CEFCO or to contribute to the pooled fund, please contact Lauren Gottfredson, Community Collaborations Manager at United Way of the Columbia-Willamette, at laureng@unitedway-pdx.org.