



Together We Count

Assessing Efforts to Support a Fair and Accurate 2020 Census

Evaluation Findings | July 19, 2021

Evaluation Focus



BARSOUM POLICY
CONSULTING

Were hired to assess the main elements of the Collaborative's work to support the 2020 Census

1

How GOTC was supported nationally by the Census Counts Campaign and national hub infrastructure.

With a focus on:

2

How state and local GOTC efforts were supported, primarily through the Census Equity Fund.

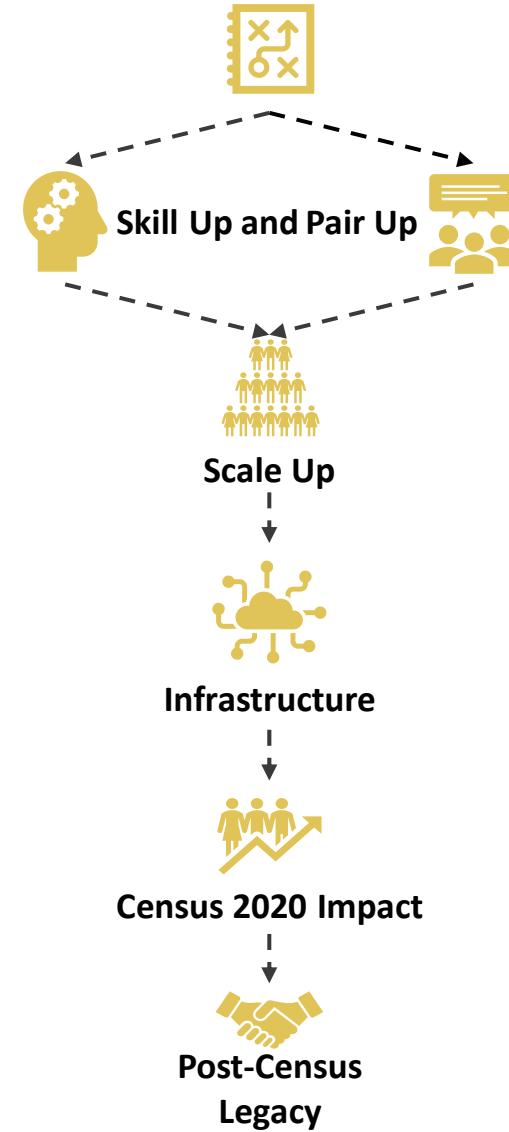


National Infrastructure Findings

Finding # 1

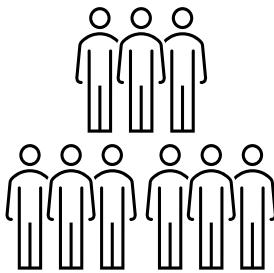
At the highest level, we think the overall approach to working towards a fair and accurate census was sound and effective. While there are always lessons to learn and tweaks that could have been made, the ethos and approaches taken resulted in strong advocacy and GOTC efforts in a particularly challenging time.

Funder/grantee collaboration

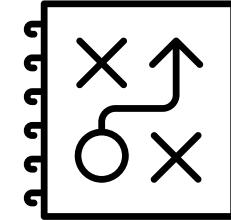


Finding # 2

The overall strategy of building and supporting a diverse network of stakeholders over time allowed for broad mobilization, effective exchange and adaptation, a network effect beyond those directly involved, and combinations of capacities toward the shared goal of a quality census.

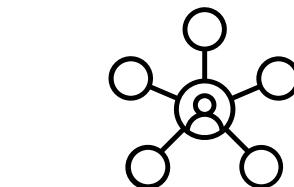


Mobilization



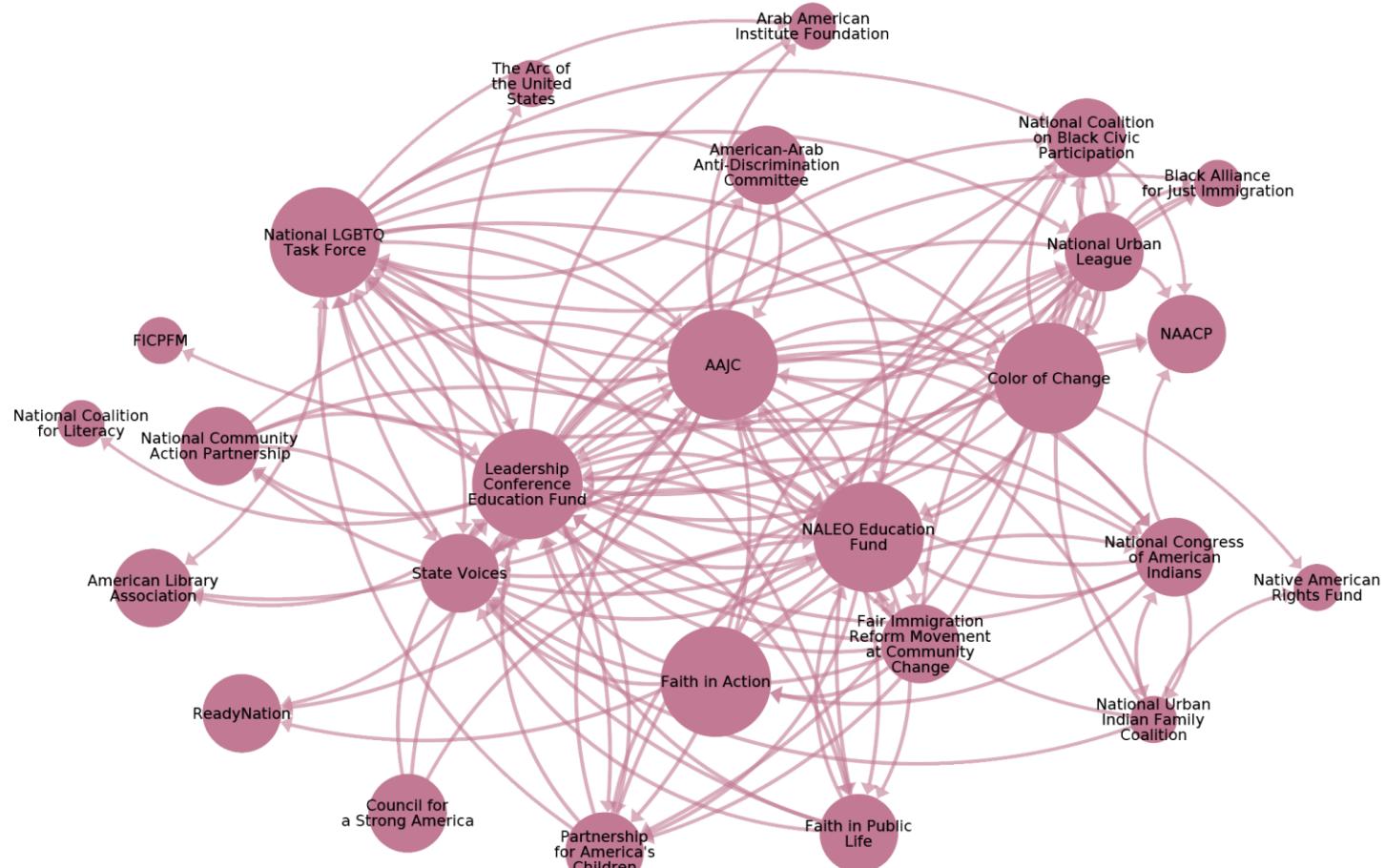
Adaptation

GOTC capacities



Expansive network

National hubs were well connected to the overall network of hubs



*SNA map across hubs who reported regularly working together

“Network of networks”

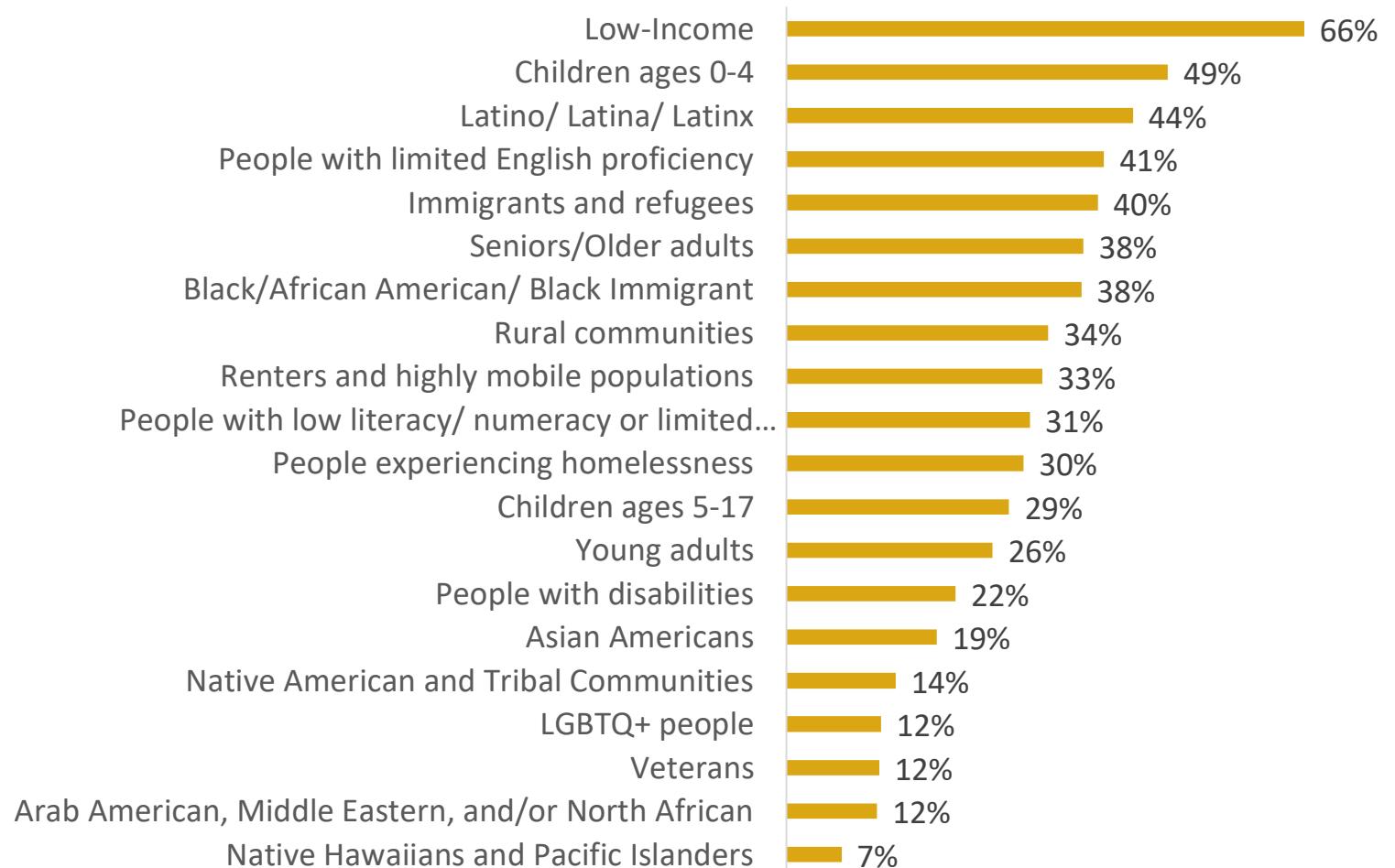
- Delivery
- Exchange
- Mobilization
- Advocacy

The National Hub Network Supported Outreach to a Range of Populations

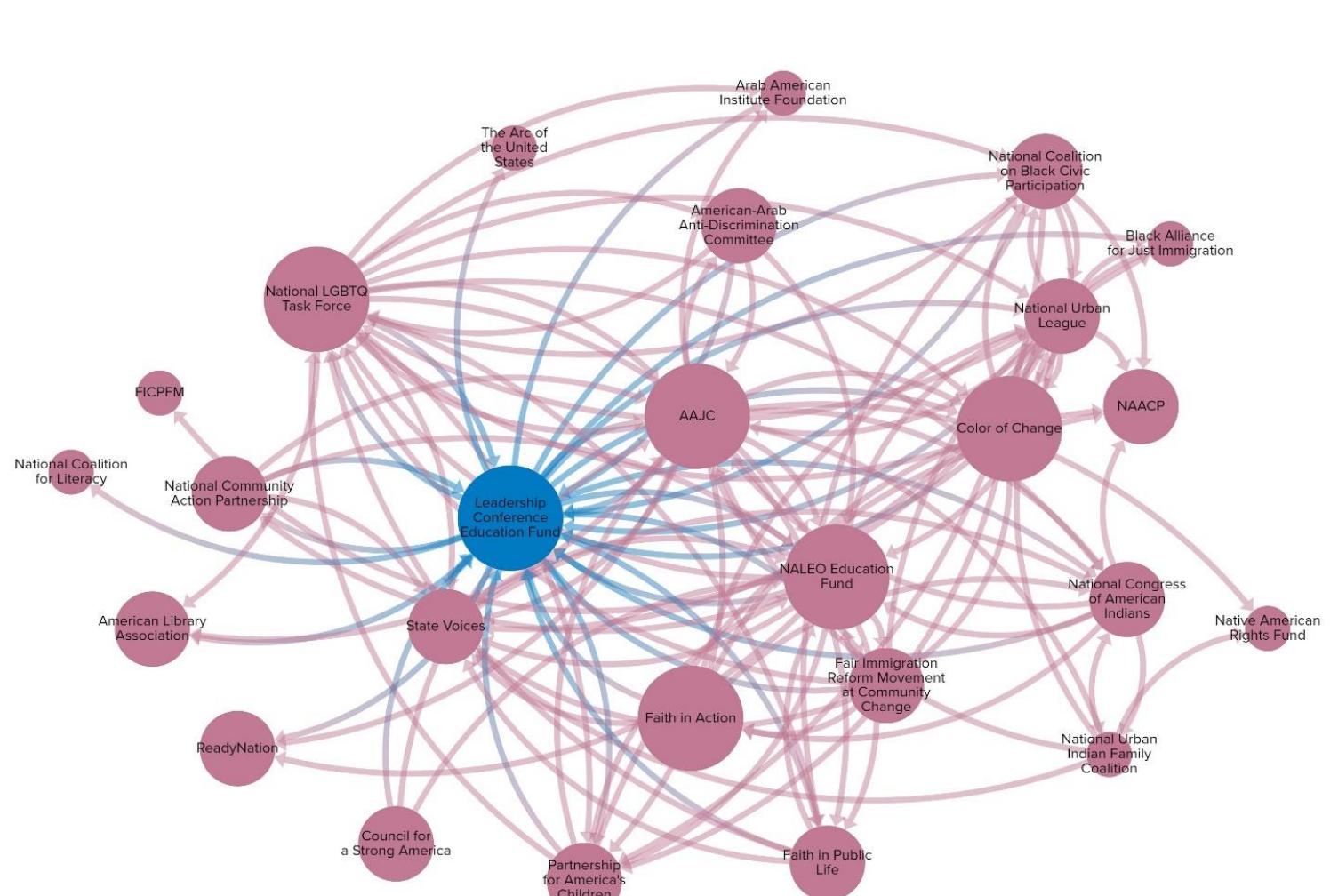
Affiliates of national hub organizations conducted outreach to a diversity of populations

The network of national hubs supported their outreach to these various populations

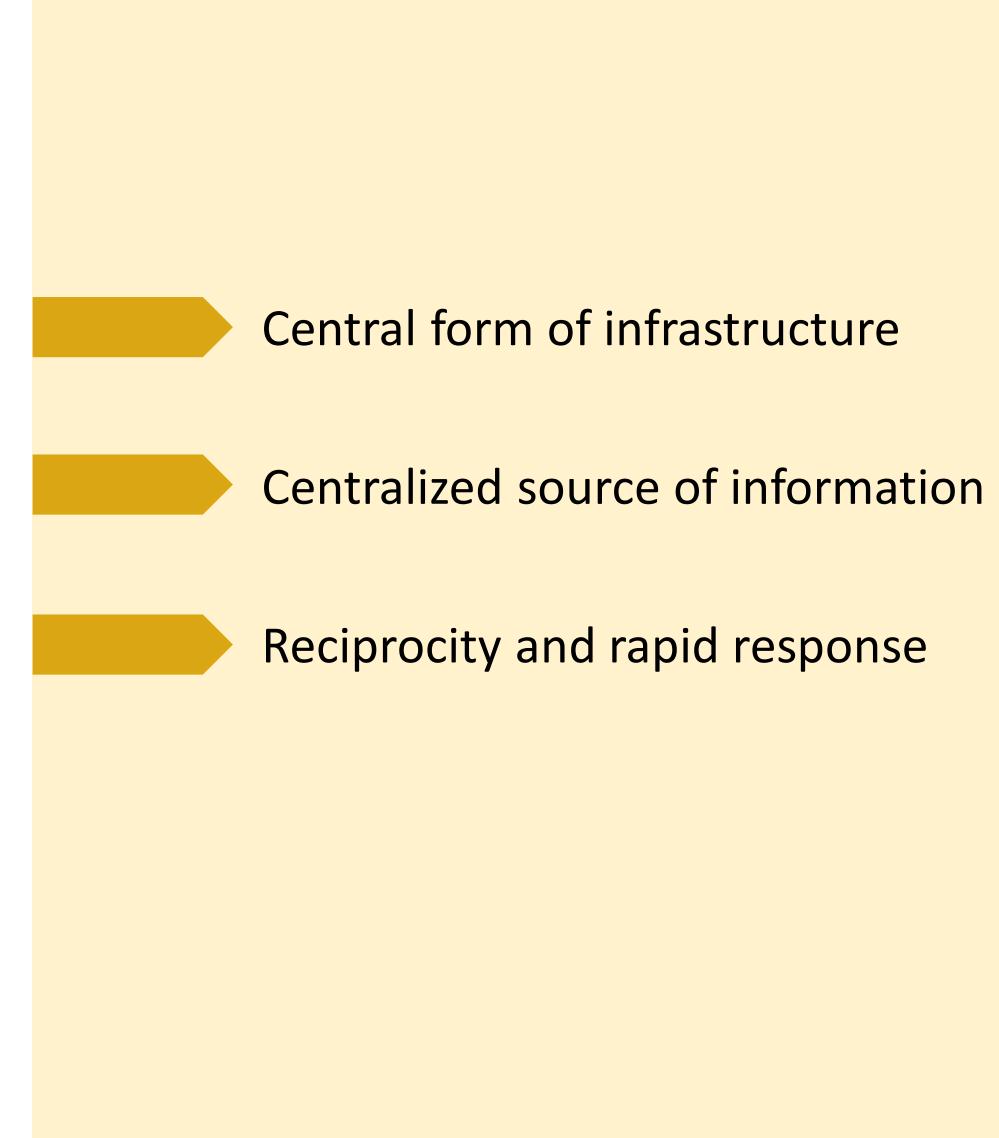
Groups of historically undercounted populations engaged by affiliates:



The Census Counts Counts Campaign was the hub of hubs and the central campaign infrastructure

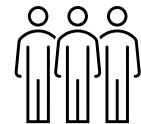


*SNA map across hubs who reported regularly working together



Finding #3

Data suggest that the partnerships created by national, state and local organizations was not merely transactional for the purposes of improving the 2020 Census count, but rather that the infrastructure developed was expected to have a life for other kinds of civic engagement efforts and has implications for the sustainability of a longer-term infrastructure.



Transformational relationships



Longer term collaboration



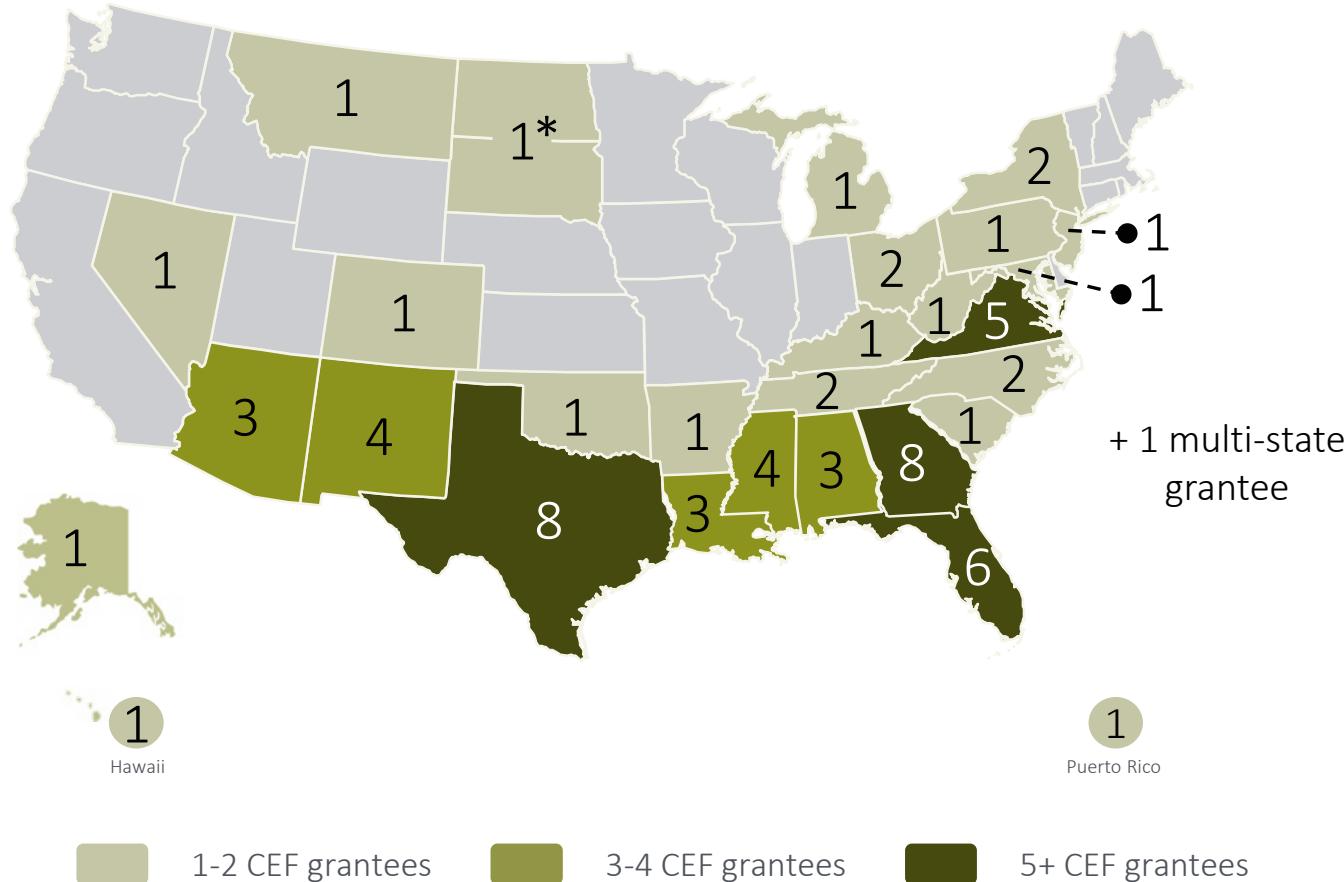
Sustainable infrastructure



State Infrastructure Findings

State Supports

Geographical distribution of CEF grants:

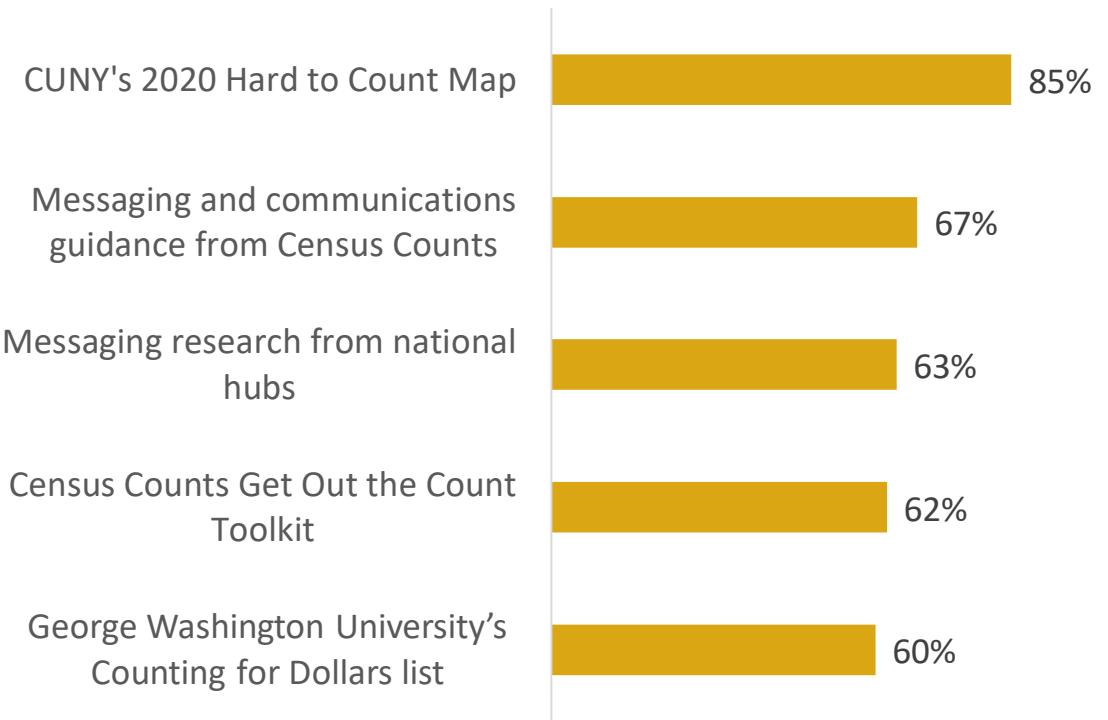


-  Census Equity Fund (CEF)
-  States Count Action Network (S-CAN)
-  National Hub Affiliates

Finding # 1

The Collaborative **strengthened the local and state civic engagement infrastructure:** through the national infrastructure, it provided resources, materials, and guidance and facilitated local engagement tables for strategy development and collaboration between census stakeholders.

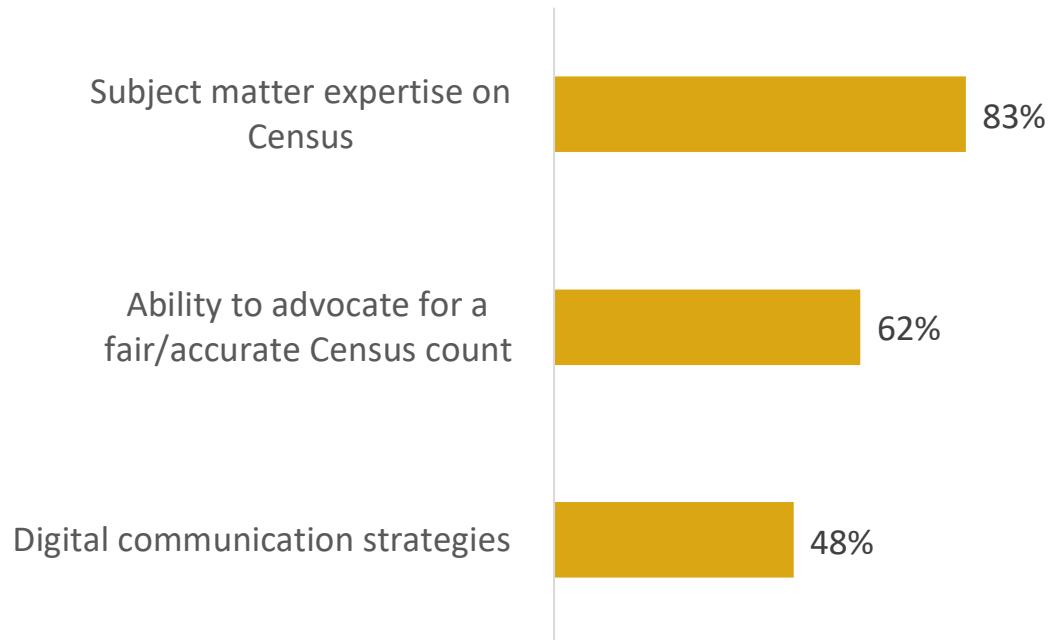
Valuable Resources for GOTC efforts:



Finding # 2

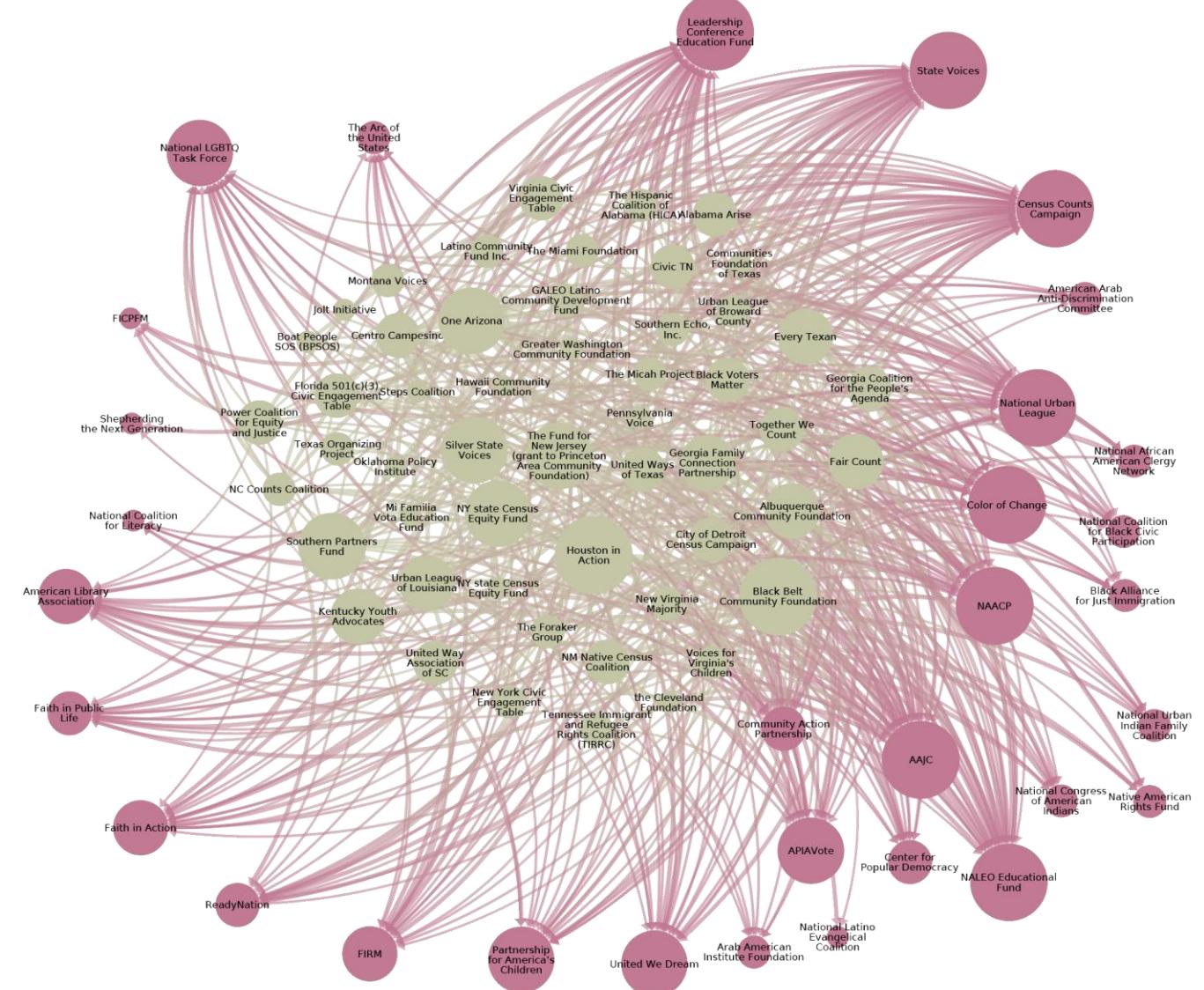
State and local organizations leveraged existing skills and built expertise where necessary to carry out their GOTC work.

Skills built during GOTC efforts:



Finding # 3

State and local organizations connected to the national census infrastructure by partnering with national hubs and with local and state organizations that were also supported by the Collaborative.



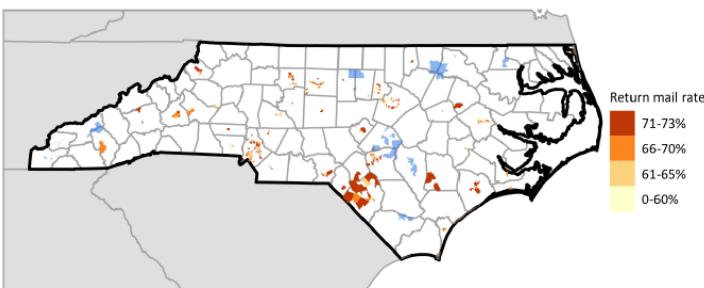
State Deep Dive: North Carolina

10,155,624

TOTAL POPULATION

970,769

TOTAL POPULATION LIVING IN HISTORICALLY
UNDERCOUNTED CENSUS TRACTS



1 million people in historically undercounted census tracts

63.4% self-response rate in 2020

NC Counts Coalition led the work

\$1.4 Million from Philanthropy