Census Impacts on Resource Allocation and Equity

Presented by:
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Hello from Voto Latino Foundation!

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Presentation Roadmap

- Census Overview
- VLF’s 2018–2020 Census Engagement Program
- Critical Questions and Analysis
The Importance of the Census

- US Constitution requires count every decade
- Informs allocation of $800+ billion annually in federal assistance to states, localities and families
- Impacts schools, housing, healthcare, services, business investment and more
- Available via phone, mail, online, in-person enumeration and follow-up
- Timeline: March 2020–October 15, 2020
Voto Latino’s Census Program: Unpacked

- Launched Somos Más Campaign + website
- In person events at public libraries, college campuses, public community spaces
- Educational town halls with local stakeholders
Voto Latino’s Census Program: Unpacked

Going Virtual amidst a Pandemic

- Peer-to-Peer texting
- Virtual webinar
- Social Media AMA’s
- Videos + shareable content

WASH YOUR HANDS AND TAKE THE CENSUS!
Voto Latino’s Census Program: Unpacked

Here’s some of our results:

- Partners: 75 National Census Partners
- Census Pledges: 20,587
- Peer to Peer Texts sent: 256,119
- Social Media Content:
  - Impressions: 453,408
  - Reach: 116,947
  - Engagement: 7,588
Census as a Tool for Change

- The importance of the Census in Latinx and BIPOC communities
- Systemic Barriers
- Community challenges
- The impact defined
- Strategies
Communities Defining Success and Impact

- Grassroots + National
  - Qualitative vs. Quantitative
  - Shifting the perspective
  - Shifting the conversation
  - Retrospective
  - Long term impact
Understanding Community Priorities

- The importance of the Census in Latinx and BIPOC communities
- Systemic Barriers
- Community challenges
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Overcoming Census Barriers

- Unpacking the “Citizenship Question”
- 2016–2020 Administration of “fear”
- History of trauma and roots of oppression

- Using knowledge to organize
- COVID 19 + Accessibility
- Power in Information and inviting to engage.
- “Speak to, not speak at”
Supporting Communities and Advancing Health Equity

- Accessible resources + content for partners, volunteers and the community
  - Easy to use material that can be implemented by others

- Relevant online messaging and simplified calls-to-action
  - “Be part of a cultural/social shift”
Next Steps and Possible Partnerships

- Sustained organizing of communities. Encourage and develop leadership at the local level
- Joining community meetings
- Lobby state legislatures to use the data appropriately when redistricting
Thank you!

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