

Partnerships for Civic Engagement

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UNITED WAY OF BROOME COUNTY: PARTNERING FOR A PURPOSE

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Center for Civic Engagement

The Center for Civic Engagement (CCE) cultivates partnerships that **strengthen communities** and **develop active and engaged citizens**.

- Promote community service opportunities to students
- Manage community-based programming
- Support faculty teaching courses with a community component
- Voter registration, voter engagement and democratic participation
- Support students in developing community-based projects/initiatives or taking action on community issues

Voter Engagement at Binghamton University

- Voter Registration
 - 1,000+ students registered at new student orientation
 - 60 class presentations reaching 3,000+ students in 2018
 - Student organization outreach
 - Regular tabling
 - Pre-populated on-campus forms
 - Mass communications
 - Forms included in welcome packets at off-campus apartments
- Voter Turnout
 - On-campus polling place
 - Election Day party
 - Off-campus assistance table and referral slips for polling places
 - Candidate questionnaires printed in the *Pipe Dream*
 - Mass communications
 - Targeted messages to off-campus students
 - Stamps and envelopes for absentee ballots
 - Candidate events and debate viewing parties

Voter Engagement at Binghamton University

- Our work is making a difference!
 - Student voting rate has increased in every local, state and federal election since 2012
 - 10.2 percentage point increase in 2016
 - 23.2 percentage point increase in 2018
 - 315% increase in on-campus turnout in 2018



Why does voting matter?

- Elected officials pay more attention to people who vote, so if you don't vote you are taking your voice and the issues you care about off the table
- Local elected officials have responsibility for policing, education, housing, transportation and more
- Local elections have lower turnout so a single vote (or the votes of friends you get to the polls) have greater impact
- Cities and states can take action when there is gridlock at the federal level (climate change, marriage equality, gun control, etc.)

Why should your organization be civically engaged?

- The communities you serve may face additional barriers to making their voice heard
- You can raise awareness of your mission and purpose
- We need all voices at the table to make our democracy work
- Voting is habit forming

Rules for 501(c)(3) Organizations

“...prohibited from directly or indirectly participating in - or intervening in – any political campaign on behalf of or in opposition to any candidate for elective public office.”

You May Not:

- Endorse candidates
- Make campaign contributions
- Rate or rank candidates
- Allow unequal use of your facilities or resources to candidates

There is a lot you can do!

501(c)(3)s may participate in voter engagement and education activities and talk to candidates about the issues:

- Voter registration
- Provide information on voting processes
- Host a candidate forum
- Publish candidate questionnaires



Organizations May Also

- Support or oppose ballot measures (this is considered lobbying)
- Continue advocacy or lobbying activities
 - Especially on issues you have a history of advocating/lobbying for
 - Be careful about the *perception* of using issue advocacy to influence how people vote
- Remember to track *lobbying* expenses and report as required by law

Other Notes

- Offer equal time to all candidates
- Voter engagement should be carried out not to support a candidate but to encourage all people to participate and have voice
- Be careful about *perception*
- 501(c)(4)s can participate in political campaign activity and have more leeway in lobbying activities

Tips for Success

- Start small—maybe include voter registration forms as part of your intake process
- Take advantage of existing resources and partner with other organizations—share candidate guides from the League of Women Voters or transport your clients to candidate forums
- Stay informed! Make sure you provide accurate, up to date information
- Remember that there are no “off” election years and civic engagement is a year-round activity

U.S. Census Bureau

Largest statistical agency in the U.S.

Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau Surveys and Programs

- Demographic Programs
 - Decennial Census
 - American Community Survey
 - Current Population Survey
 - American Housing Survey

- Economic Programs
 - Economic Census (Years ending in 2 & 7)
 - Census of Governments (Years ending in 2 & 7)

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2020

The 2020 Census

Count everyone once, only once and in the right place.

- Increasingly diverse and growing population
 - 330 million people
 - Over 140 million housing units
- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- Representation and Funding

The Census is Safe, Easy, & Important!

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2020 Census – It Is Important

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines the annual allocation of **\$675 billion dollars in federal funding**
- Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, S-CHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes

**Provides population benchmarks for
nearly every other United States survey**

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2020 Census – It Is Safe

- Private information is never published, including names, addresses (including GPS coordinates) and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a serious federal crime. **Violators are subject to severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.**

2020 Census – It Is Easy

- Four ways to respond in 2020
 - Online
 - Phone
 - Paper
 - Personal Visit by Census Employee
- Name, sex, age and DOB, race, Hispanic origin, stay elsewhere, relationship, household questions (pop count, undercount, housing tenure, phone number)
- Language Support
 - Internet and phone self-response in 12 languages
 - Language guides and glossaries in 59 languages

We will never ask for:

- Your social security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.

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Hard To Count Populations & Geographies

Census Tract 5

Broome County, New York

Low Response Score (%): 29.7

2013- 2017 ACS 5-year estimates

Total Population: 2,009

Median Age: 30.6

Population Under 5 (%): 4.13

Population 18-24 (%): 19.21

Population 65 and Over (%): 9.76

Median Household Income (\$): 20,052

Persons Below Poverty Level (%): 53.77

Children Under 18 Living in Poverty (%): 77.02

Not High School Graduate (%): 25.13

Non-Hispanic, White (%): 67.60

Non-Hispanic, Black (%): 10.80

Hispanic (%): 9.36

Asian (%): 2.99

Foreign Born (%): 12.29

No One Age 14+ Speaks English "Very Well" (%): 6.68

Population 5+ Who Primarily Speak Spanish (%): 1.82

Population 5+ Who Primarily Speak Russian (%): 5.24

Population 5+ Who Primarily Speak Chinese (%): 0.83

Total Housing Units: 1,023

Vacant Housing Units (%): 25.32

Renter Occupied Housing Units (%): 79.71

Married Households with Child Under 18 (%): 40.26

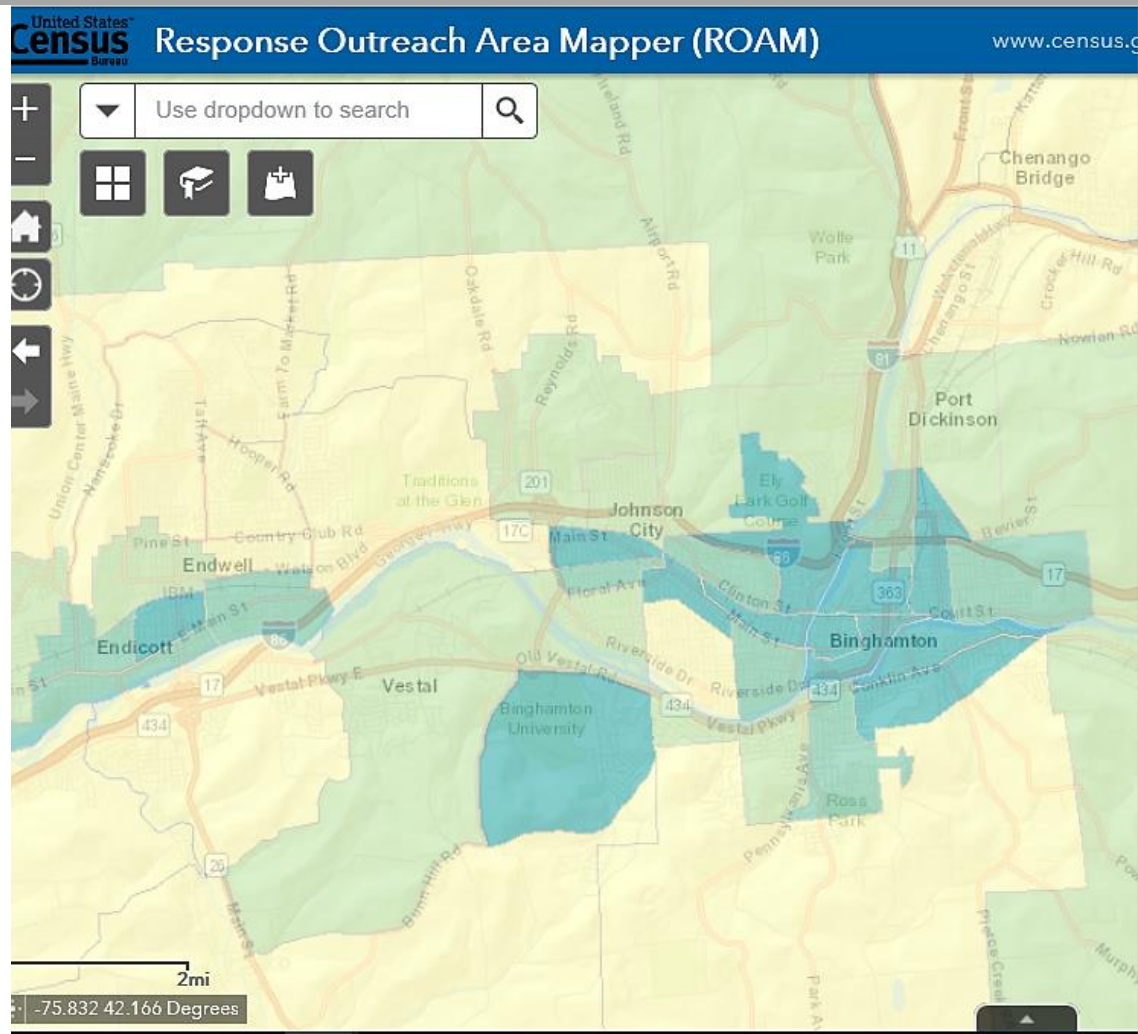
Population 1+ Who Moved Within the Last Year (%): 34.62

Multi-Unit (10+) Housing (%): 26.98

Households with Computer (%): 61.52

Households with Only Smartphone (%): 8.12

Households with Broadband Internet Access (%): 53.80



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Overcoming Obstacles through Partnerships

- Your **Trusted Voice** to encourage everyone's participation
- Local knowledge and insight of the community to reach everyone with the Census Bureau's messaging
 - The impact of a complete count for the community
 - 2020 Census will count every person living in the U.S.
 - Privacy; Confidentiality of responses
 - Employment Opportunities

Our Partners:

- Elected Officials
- College and Universities
- School Districts and BOCES
- Libraries
- Local Government Offices
- Not For Profits
- Service Providers
- Advocacy Groups
- Community Organizations
- Faith-Based Groups
- Media Outlets
- Local Businesses

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Partnering in Support of the 2020 Census

How WE support Partners

- Promotional Materials
 - Flyers (general and targeted)
 - Posters
 - In-language
- Content
 - Sample message for email or blog
 - Drop in articles
 - Social media content and links
 - Graphics

www.census.gov/partners/2020-materials

- Partnership presence
- Connecting Partners with other partners

What YOU can do now!

- Share job recruitment information
- Start the Census conversation
Safe, Easy & Important
- Start or join a Complete Count Committee (CCC)
- Identify opportunities to include Census messaging, materials, or staff in your activities, programming and events

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Data Dissemination Program

- Free Resource to YOU
- Opportunities to teach the public how to access our data
 - Data Presentations
 - Data Access Workshops and Training Sessions
 - Webinars
 - Data and Survey Inquiries
- All tools and data available at www.census.gov
 - American FactFinder
 - Census Business Builder
 - My Congressional District
 - OnTheMap

1-844-ASK-DATA
census.askdata@census.gov
www.census.gov/academy

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Thank You!

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Broome, Tioga, Tompkins, Cortland &
Chenango Counties

Partnership Program

Outreach Materials & CCC
Resources

www.2020census.gov/partners

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