



Massachusetts Census Equity Fund

2020 FINAL EVALUATION REPORT

Dr. Paul Watanabe, Shauna Lo, & Sajani Kandel
Institute for Asian American Studies, UMASS Boston



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From Headwinds to a Hurricane

Efforts to accurately count all residents in the 2020 Census were under the best of circumstances likely to be enormously difficult. Anticipated funding cuts would, for example, impact outreach activities, especially central to motivating hard to count communities, and in part lie behind the decision to offer for the first time a preferred online option anticipated to save dollars but raising unique challenges.

These changes were among the acknowledged headwinds facing hard to count communities as they prepared for Census 2020 indeed almost as soon as the 2010 Census was put to bed. The most notable threats to a full and accurate count, however, would arise from unexpected forces. Turbulent hurricanes stirred up by the Trump Administration coming to power in 2017 and by nature throughout 2020 worked in concert with the more predictable challenges accompanying severe budget reductions. In addition to the Trump administration through direct actions and misdirections aiming to impede a full count of certain constituencies, the grim realities and uncertainties accompanying the spread of COVID-19 added to the chaos. Although each decennial census is unique in some ways, it can be said with confidence that the 2020 Census was undertaken in a politically charged and health crisis impacted environment that was truly unprecedented. Indeed the heightened challenges accompanying a decennial Census held during a tense, heated, and polarizing presidential election were also formidable distractions.

Into this situation the MCEF chose to do battle. The stakes for the 2020 Census remained familiar from its activities a decade ago. Given the significant challenges outlined above, however, the tasks of counting the hard to reach and to persuade became as daunting as ever and the uncertainties great as well. Commonly, for example, one can attempt to compare what had gone before with what happened most recently. That calculation was made difficult in this

evaluation because of the vastly different circumstances and environments, both political and natural, under which 2010 and 2020 were conducted. A second factor is the availability of certain information from the Trump administration period that was promised and then suppressed, fortunately so in some cases in our view.

Although much of the planning for MCEF and the selection and plans of the grantees were able to take heed of some of the suppression threats from the administration, there is little doubt that the constant and almost wave upon wave of political challenges added to alterations of the best laid plans of the fund and grantees. When the COVID-19 pandemic arrived with a vengeance in late winter, everyone and everything connected with MCEF were thrust into a grim, new reality. A reality that required flexibility, creativity, patience, and enormous dedication when the concerns and priorities of the grantees and communities they served were focused on survival first and foremost. It would have been entirely reasonable for the MCEF effort to be derailed and set aside in the name of more important pursuits.

Given this situation the paramount question related to an evaluation of the MCEF is how did the MCEF respond to the challenges? Our answer we are prepared to state up front is that the MCEF funders, coordinator, technical consultants, and, most important of all, the 85 grantee organizations did a remarkable job of carrying on with Census outreach and adapted quickly to the realities of the pandemic and the cacophony from Washington, D.C. and elsewhere. Most grantees conducted Census outreach in whatever ways they could, and many did so concurrently as they addressed clients' emergency needs. They did so with imagination and remarkable and, in many cases, truly inspiring dedication.

While the final reckoning must await the release of the final Census numbers down to the local level in September 2021, we believe that the damage done by the storms surrounding the 2020 Census particularly

with respect to hard to count sectors was substantially mitigated by the work of the MCEF grantees and staff. Indeed, in our view, in Massachusetts the MCEF had the most decisive impact of any programming or initiatives aimed at increasing responses from those sectors.

While one might be tempted to argue that fulfilling such a role may have been eased because of the Census Bureau's cutting back on outreach and because of some missteps in the State's response, we would suggest that those conditions only amplified the need and the challenges that the MCEF addressed. Particularly after the COVID-19 pandemic turned plans asunder, the calm, consistent, and innovative ways the grantee organizations and the MCEF staff responded should be recognized and its importance not diminished. Things were difficult obviously but would undoubtedly have been much worse without the determination, dedication, and leadership displayed throughout the Census outreach process. This was an enormously important, heroic achievement.

Operations and Administration

PERSONNEL

While grantee activities understandably were the most important contributors to the MCEF initiative, MCEF's director and technical assistance partners were certainly critical as well to the program's success. From the efforts to solicit the support of an impressive group of funders who comprised the funders collective, to the selection of grantees, to sharing vital information, to facilitating collaborations, to extending encouragement and understanding when for some there appeared to be no light at the end of the tunnel, to nudging along some organizations a bit overwhelmed by the challenges, the MCEF director and the staff partners were indispensable. The decisions to enlist the energetic and highly capable director and the excellent technical assistance staff from the Mass Voter Table, the Mass Nonprofit Network, and Access Strategies all performed well in operating, administering, and serving the work of the

funders group, director, and grantees. Our evaluation: personnel were dedicated, hardworking, accessible, knowledgeable, and resilient.

"We are extremely grateful for the support and leadership of the entire staff who made this grant possible. But especially the support given by Katie Campbell Simons. Always available for questions and resourceful during our workshops. We appreciate the support she gave us when the State funding was delayed. I know that MCEF managed to get the Boston Globe to write an article about the Census and push the wheels so the money could be disbursed quickly."

"Overall, I found the entire funding process user friendly, and Katie is to be commended on her performance. She is a rock star!"

FUNDERS GROUP AND FUNDS DISTRIBUTION

"The grant application process was very user-friendly and communication with Equity Fund staff was very helpful, with quick turnaround."

The administration of funds was efficient and well-regarded by grantees. Typically, during and after an experience such as these grantees indicate that the flow of funds needed to be more generous. Given grantees represented well over 80 strong and purposeful organizations, there was notably only a small number who felt that funds should have been distributed more generously. Indeed, as we chronicle later in this report, most organizations carried out energetic and purposeful plans and activities even with some relatively small sums of money. Indeed, the sense of gratitude for the resources provided in the regular rounds of funding and in the unexpected but very welcome emergency grants that went out to some participants was the dominant takeaway.

Many grantees felt that being an MCEF partner

was extremely helpful for their Census work as it provided support and resources in multiple ways, in a professional yet friendly, timely, and flexible manner—particularly important as grantees struggled to navigate operations during the pandemic.

“...because of these monies we were able to hire one of our incredible leaders to carry out the work in her own community and she was able to build a team of volunteer leaders to do the work with her. None of which would have been possible without the financial support and technical support of MCEF.”

“Without the MCEF grant, we would not have had the staff capacity to be so engaged, which then had the rippling effect of engaging our municipalities and non-profit partners.”

Notably for many organizations the funds received from the MCEF were useful in helping them secure additional resources from other sources. The MCEF wisely encouraged organizations to seek this additional funding. More than half of the grantee organizations reported receiving funding from other sources, and the MCEF grant helped provide a foundation for further fundraising. About 20% did not receive any other funding, and 20% received non-monetary support. Most of the funding received outside of MCEF was from the Secretary of State’s office, funding which MCEF played a role in securing.

“The MCEF Grant has had a very positive effect on our capacity. We have built a stronger network of area residents. Statewide and local agencies are already engaging us for other outreach work that is important to the community. For example, we have been awarded a COVID-19 outreach grant, based on the plan to reproduce many of the steps taken in our 2020 Census work.”

“With the foundational support of MCEF, [our agency] successfully secured \$150,000 in funding from the Secretary of the Commonwealth’s Complete Count Grant Program, and sub-granted \$140,000 of those

funds to nine provider agencies.”

COMMUNICATIONS

At the highest levels of the Federal Government the response to the Census imperative was marked by rampant dysfunction throughout much of 2019 and 2020. Contending with this dysfunction became the most important challenge and function in the administration of the MCEF program. Either the limitations of the federal government - a few grantee organizations identified the Census Bureau as a barrier to their efforts reporting that it was difficult to coordinate efforts with them or that their advertised resources were inadequate - or the troubling and shifting messages from the administration placed a heavy burden on alternative actors to fill the void and to counter and explain the latest missive.

Communication and information sharing were essential to offering guidance to grantees and dealing with mountains of uncertainty. In this regard the performances of staff from Mass Voter Table and Access Strategies – and the director were outstanding. They were attuned to what was going on at the local, state, and federal levels through their associations with groups and individuals well-placed in these sectors. In a period of shifting information and crises often perpetrated by administration officials, Massachusetts non-profits and their constituents were well-served by the MCEF communications team.

In addition, several of the grantees with staff, experiences, and interest in seeking, securing, and disseminating useful information were also willing to share their information and expertise with other grantees. Some grantees noted how they were grateful for the willingness of organizations like the Lawyers Committee for Civil Rights to share knowledge. This sharing was a vital manifestation of the collaborative approach upon which the initiative was in part intentionally constructed.

Virtually all grantees said that they had access to the information and resources that they needed. Several grantees felt that while communication from MCEF

was highly informative and useful, there could be a better method other than email to relay information and updates, as the number of emails they received from MCEF combined with those from other sources could be overwhelming.

By far, the most frequent information resources identified by grantees were MCEF and Mass Voter Table. Other commonly cited sources were the Census Bureau's website, MIRA (Massachusetts Immigrant & Refugee Advocacy), Complete Count Committees, city or town legislators, and MassCounts. Many also tapped into national non-profit organizations with similar missions that they were aware of or collaborated with.

"We had a wonderful experience working with the MCEF on the Census 2020 initiative. There was incredible value in having them play the role they did: compiling and passing on information."

CONVENINGS

A final area of MCEF operations in this evaluation was the place where most grantees started their association with the staff and other grantees – the general convenings held in Framingham and a virtual gathering. These trainings received high praise from grantees who identified the value of the convenings in practical ways – sharing of information, about the 2020 Census, website, evaluation, etc.; introduction to fellow grantees; opportunities to network and strategize with like-minded organizations; and other critical knowledge sharing. For several organizations the statewide gatherings also had an emotional impact that was positive and palpable. A sense of camaraderie and purpose was nurtured at these meetings which furthered the model of collaborative structures and joint action. For many participants, even more gatherings of this nature would have been desired, although limitations on doing so in person after the COVID related restrictions assuredly dampened enthusiasm for these team building opportunities and the goal of establishing even more effective learning communities.

"[MCEF's] role as convener was incredibly beneficial to strengthen working relationships among grantees. The February convening was great and well-led. We are grateful to have been included in this powerful network of organizations."

Grantees clearly felt that the MCEF and the network it created supported their work in important ways other than financial. MCEF's staff and partners, including other grantees, provided trainings, tools, information, and legal advice to grantees, as well as a sense of community working towards the same goal. Grantees reported expanding their outreach areas, forming new networks and partnerships, and increasing their technological capacities.

"The MCEF team deserves A LOT of credit for pushing through the many challenges faced by those of us seeking the fullest, most inclusive count during the 2020 US Census. MCEF provided constant updates, new tools, and encouragement throughout the way. They were able to build a statewide family of folks in private, public and non-profit sectors working towards a singular goal. I was proud to be a part of it."

"The MCEF grant was a game-changer for our organization and absolutely enhanced our Census outreach. The grant made it possible for us to direct four staff and two interns to conduct Census outreach, which we continued through September."

"We were very happy to be a MCEF grantee. Not only did MCEF provide essential funding to ensure that we could do outreach about the Census, but it created a community that we could work with to coordinate outreach efforts."

"There was a lot of trust in our partnership and y'all allowed us to connect and work with our communities in the ways that made sense for us."

Grantees

The pandemic forced grantees to rapidly change their plans for Census outreach and assistance. Overall, the grantees did a remarkable job of carrying on with outreach and adapted quickly to the realities of the pandemic. Most conducted Census-related activities in whatever ways they could, and many did so concurrently as they addressed clients' emergency needs. The work of direct service organizations was particularly impressive.

The grantees were an extremely diverse group of 85 non-profit organizations around the state including direct service providers, organizations, community action agencies, community development corporations, advocacy groups, legal aid organizations, regional planning agencies, and religious networking groups. They varied greatly in size, both in terms of staffing and constituents. They included local, regional and statewide organizations that served low-income people, immigrants, refugees, children, elderly, LGBTQ persons, disabled, homeless, English-limited speakers, rural, and other hard-to-count populations. Grantees conducted outreach in numerous languages, including Spanish, Portuguese, Chinese, Khmer, Vietnamese, Russian, Arabic, Kiswahili, Haitian Creole, Cape Verdean Creole, and K'iche, and by a vast array of innovative and unforeseen methods.

CHALLENGES AND RESPONSES

In mid-March 2020, grantees were forced to abruptly and drastically revise their Census outreach plans, as close in-person activities became severely restricted. Overwhelmingly the most frequently reported challenge—cited by 47% of grantees—to conducting census outreach was the pandemic. Grantees had to restrict or abandon in-person outreach, which was extremely important in reaching hard-to-count populations.

Some that began outreach before the pandemic were able to reach hundreds or even thousands of people at festivals and events, and to discuss the importance of completing the Census which they felt laid the

groundwork for their later outreach. Some grantees also were gratified that they had held in-person trainings with staff and other key personnel before the shutdown, creating a foundation for work to continue during the pandemic. Digital and phone became the primary method of outreach for most grantees, particularly during the early months of the pandemic. The warmer months allowed more outdoor activities. In addition, people were preoccupied with issues such as unemployment, paying for rent and food, and illness or death.

The next most frequently mentioned obstacle, reported by 25% of grantees, in obtaining census participation was fear and distrust of the federal government and of strangers. Another problem was confusion around the census including how to answer it and what it is for. Many grantees mentioned a digital divide that made it difficult to reach clients and for clients to use computers and/or navigate the internet. In addition, misinformation about the Census was widespread.

Most grantees completely changed their outreach plans due to the pandemic, particularly during the early months of the pandemic. The major switch was from in-person outreach to digital and social media, and phone. The most frequently used methods of outreach after the pandemic began were printed materials including bags, postcards, fliers, and door hangers; Facebook, phone calls, and email. Also common, although to a lesser degree, were the social media platforms Twitter and Instagram, and web conferencing. Grantees used traditional media such as newspapers (both paper and digital), local TV stations and radio to print or air interviews, opinion pieces, public service announcements, and discussions. A few grantees placed internet ads.

"The pandemic really limited in-person engagement. This presented huge challenges because some folks had a hard time accessing and navigating the internet and digital engagement platforms like Zoom. We had to walk folks through by telephone and it was not always easy."

Several grantees felt that not being able to conduct in-person outreach seriously hampered their efforts. Other grantees stepped into the breach by answering questions about Census procedures, provided reassurance, and provided technical assistance in helping clients complete the Census form. Many grantees who had planned to set up Questionnaire Assistance Centers found themselves instead trying to guide clients over the phone or by web conferencing. Some set up phone or online hours dedicated to answering Census questions.

“The number of individuals we reached out to was lower than... we planned and anticipated to reach out. Our target population works better when we are with them in one on one or in person.”

“Many of the individuals in our community, especially those hard to count, are best reached and served in-person and may not have access to these alternative forms of communication that we used”

“Because our consumers are individuals with disabilities who may have compromised immune systems that put them at greater risk for contracting COVID- 19, we feel the number of people reached was lower than we anticipated.”

The shift away from in person contacts to largely digital communication confronted grantees even more acutely with technological challenges faced by many constituents. Non-English language proficient residents also required additional attention. Simply put, the pandemic made certain hard-to-count groups even harder to count.

“Due to the pervasive impact which the digital divide has on our members, we estimate that we would have reached a higher proportion of individuals from HTC communities if our meetings had been held face-to-face rather than over Zoom and if we had been able to implement door-to-door canvass strategies. Many members of our base lack access to the

devices, Internet connection, and the basic computer skills needed to be able to join Zoom meetings or regularly access Facebook or email.”

“Our outreach to elders was most affected by COVID-19. The elderly faced more technological challenges. Even if we were able to connect with them on the phone, sometimes elders are hard of hearing and unable to communicate clearly. Additionally, if elders needed someone to help them to fill out the Census for them, doing so over the phone was a major challenge because the spelling out of names and addresses in English is difficult.”

“The immigrant community in the Berkshires is made up mostly of Latinx individuals and we’ve noticed over the course of the pandemic that it is very difficult for many of them to show up for virtual events due to family or work obligations, poor Wi-Fi connectivity, and/or unfamiliarity with the software/platforms.”

Many Census efforts were paired with pandemic related aid, usually food distribution sites. A surprising number of grantees held in-person outreach and assistance even after the pandemic began. Some set up information tables outside grocery stores, for example, on busy streets, outside their office, or in their lobby. Often tabling was held in conjunction with Census Representatives as part of its Mobile Questionnaire Assistance (MQA) program.

While grantees had commonly combined Census information and outreach with other activities and services before the pandemic, during the pandemic this strategy became particularly effective, and at times, necessary. As their clients were often dealing with more immediate and pressing concerns, grantees could address urgent concerns first, and include a Census message afterwards, or in addition. Many grantees responded to the need to address the COVID-19 emergency by combining Census outreach activities with, for example, emergency food and other

COVID-19 related assistance; some even conducted outreach at COVID-19 testing lines.

"As a result of covid-19 we were not able to do any door knocking, so we started to do calls in the middle of the pandemic. Because people were afraid, they began talking about the pandemic. I noticed once we asked them about their health and wellbeing then opened up an opportunity to discuss the elections and census."

"In terms of outreach, we utilized our food lines which brought anywhere from 5,000 - 11,000 individuals to our doors weekly."

"We also conducted outreach through our food and diaper delivery program. We purchased reusable grocery bags with the Census logo and included information about the Census in the over 2,500 bags distributed to community members."

"In June 2020 to prevent the spread of infection, we began our PPE initiative in which we were able to distribute 4,000 thousand kits. The contents of each kit included... CENSUS 2020 information. [We] also had an information table outside of our food pantry where we had our Outreach Coordinator share information about the Census."

"[We] reached a lot of the people we intended to reach for the census as a result of individuals coming to one of our offices, or calling, for COVID-19 related assistance."

"We worked with the city of Worcester and UMass to coordinate Free Community COVID 19 testing with resources tables. We had Census enumerators at every site and cultural brokers talking to community members. We went to high cluster areas, which in Worcester, are the Latino and Black and low-income communities. By the end of October, we coordinated 26 testing sites and administered 70,000 tests."

Some grantees were able to continue with plans to provide outreach and assistance to walk-in clients, although sometimes at a reduced level from expectations. A handful continued with door-knocking plans.

One interesting and positive finding was that some grantees felt they were able to reach more people than planned. Some attributed this to the potential range of online usage as opposed to limitations of face-to-face venues.

"We believe we were able to reach far more people through virtual contacts than we had originally anticipated."

"We had not planned to conduct phone and text banking until the onset of COVID-19, but in doing so, we broadened our reach [more] than any of us could have planned. Together our staff and interns made over 10,000 text messages and phone calls to New Bedford residents."

"The number was increased substantially due to the various stay-at-home orders which gave our (primarily) refugee and immigrant viewers more time than they would normally have to consume the content we produce."

PUBLIC CONCERNS AND NEEDS

When asked what were the most common concerns and questions they received, more than half of the grantees (52%) identified privacy issues. These included general concerns about confidentiality and how the information is utilized as well as specific concerns about risks for undocumented people and whether, for example, landlords could find out how many people were living in a household.

"Is the Census part of the government? Will they tell my landlord my (insert family member) is living here? Will they tell the government my immigration status? These were some of the most frequently asked questions we received and addressed."

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“We addressed their concerns by explaining the importance and confidentiality of the Census. We always tried to relate the message to their life. If they were in line for food or Covid test, that brought the message home a bit easier.”

“People were... concerned about their privacy when they release their personal information. We were able to answer most of the questions and explained to them about their concerns that they are protected by the federal law title 13 that their personal information will not be shared with any other agencies.”

“The city of Lynn is consistently targeted by ICE, the Immigration and Customs Enforcement department. This causes major mistrust in the community.”

“One of the biggest challenges emerged in our phone banking. Our members trust our staff because they know them. For phone banking, we brought in additional volunteers to help us reach more people, but the people we called were less trusting and less likely to accept help to complete the Census if they didn't recognize who was calling.”

Clearly given the climate of mistrust, trusted colleagues from community organizations played critical roles in attempting to calm nerves and reassure concerned residents.

“[Our] census outreach was fairly successful due in large part to the organization's long-standing relationship with the target communities.”

“Without people's trust we wouldn't be able to break myths about Census data being used against

people...clients trusted us to provide them with accurate and honest information.”

“The vast majority of our community residents were afraid to fill out the census. The most common questions related to the impact the census could have on someone's immigration status, housing situation, or family wellbeing. We relied largely on the longstanding reputation [our organization] has in our community as a trusted partner who will protect the best interests of immigrant families.”

“People in cities like Brockton don't trust the government especially people of color. When they see people face to face from their own community and race speaking to them about the census, they have a higher likelihood of listening and completing.”

The second most common type of questions from constituents was about the Census itself including how to respond to the questionnaire, especially in the new online environment. Forty-one percent of the grantees noted that providing basic information about the census was one of their most important roles. Many people knew little if anything about the decennial Census.

“People who have done it before did not know/were not used to having to go online to fill it.”

“There was misinformation within the community or no information at all on what the census was and its purpose. We spent a lot of time educating and correcting the misinformation amongst our community members.”

There was also considerable confusion about the difference between the city and federal census. Many residents said they had already filled out the census but were referring to the city not federal census. Grantees spent considerable time answering questions and responded to various concerns.

MEANINGFUL COLLABORATIONS AND ENHANCED NETWORKS

Half of the grantees (50%) reported that they had formed new partnerships because of their Census work, while just under half (47%) said they were able to strengthen existing partnerships. These partnerships were primarily with other non-profits both local and statewide, local businesses, schools, churches, local governments, and state legislators. Many grantees said that they planned to collaborate with these entities as they go forward with other projects. Only a few grantees (3%) said they had not worked with any partners at all.

The design of the collaborative framework for the MCEF had the objective in part of nurturing relationships among partners to further the Census work and perhaps useful cooperation on other areas of mutual concern. Clearly this was an outcome that was achieved for many organizations involved in this initiative and with positive prospects for ongoing or future collaborations. It was a hallmark of the MCEF project design and proved to be particularly well-suited to the vagaries of 2020.

"The MCEF grant greatly enhanced [our] capacity of outreach. [It] helped our organization to reach out beyond regular channels, make connections and work with other organizations in our community [including] our local government."

"We partnered with several agencies and organizations who we have had little contact with in the past. Now that we have either met in-person or virtually and collaborated on Census outreach we know we can count on these entities in the future to help us advocate for the immigrant community and educate others on upcoming initiatives."

"We deepened many existing relationships through our census outreach work - with other MCEF grantees, city and state census departments, and with the local businesses, housing outreach activities."

"Because of our Census work [we] were able to formalize relationships with sister organizations in Chelsea and Everett. We anticipate maintaining these organizational relationships beyond the census."

WHAT WE ACCOMPLISHED

We believe that a valuable component of our evaluation of the MCEF initiative is to invite grantees an opportunity to offer their own assessment of their outreach activities. Many grantees indicated that they were satisfied or pleased with their Census outreach despite the challenges caused by the pandemic. We applaud their pride in a job well-done and concur with their positive assessment.

"[Our] census outreach work overall was a success, given the many pandemic and political barriers to completing a full count in 2020. [We] successfully integrated our Census 2020 outreach work into all of our organizing and services from our ESOL and computer classes, to our parent organizing, on our online platforms, into our advocacy with the City of Revere, and into our mutual aid and COVID-19 emergency relief efforts."

"Overall we believe we were a major component to the rise in census numbers."

"In a scale of 1-10 lowest to highest, our census outreach went 8/10 despite COVID-19 pandemic"

"We rose to the challenge and are quite proud of the results."

EXAMPLES OF ACTIVITIES BY SPECIFIC GRANTEEES

Despite the difficulties in achieving precise accounting of many components of outreach efforts by grantees, the range and inventiveness with which grantees fulfilled their obligations were remarkable and no doubt impactful. Here is a sampling of these grantee engagements:

- When the TV studios with which one organization usually contracted closed during the pandemic, staff purchased their own equipment, set up an in-home production studio, and created their own census public service announcements which were then distributed and broadcasted.
- An organization serving seniors distributed Census fliers via Meals on Wheels, to supportive housing sites, and worked with the Census Bureau to provide MQAs at housing sites.
- A grantee tabled at COVID-19 testing sites reaching an estimated 30,000 individuals. They hired 5 cultural brokers that spoke 8 languages to connect families to emergency resources, and also talked to them about the Census.
- An organization created animated informational videos about how Census data is used and posted them on its website.
- In an impressive effort, an organization conducted Census outreach with tens of thousands of people who utilized weekly food pantries and included Census information with checks for rent relief. Materials were also distributed to businesses that remained open during the pandemic.
- Census outreach materials were included by a grantee with distribution of PPE kits.
- Representatives of some organizations met with religious leaders in churches and temples to have announcements made about the Census during services.
- An organization used regular Facebook live sessions to connect with constituents and discuss the importance of the Census.
- MQAs staffed by Census Bureau representatives were set-up by a grantee multiple times a week in addition to sending regular emails to constituents, dropping fliers in multiple languages in mailboxes, and posting regular Census reminders via Facebook and Twitter.
- When conducting wellness outreach calls, multiple organizations also reminded those contacted to fill out the Census.
- A 3-day telethon was hosted by a grantee to encourage and assist members in filling out the Census with prizes awarded for top callers. 196 people were assisted in completing the Census during the telethon.
- In coordination with the city, an organization organized two outdoor walking tours to help people fill out the Census. Nearly 800 people were assisted during the events.
- An organization assigned their summer interns the tasks of educating themselves about the Census, creating and uploading a Census webinar, and developing social media outreach.
- A grantee distributed letters and newsletters about the Census to their 500 housing units.
- Another organization involved in housing contacted everyone in their units multiple times (476 units) about the Census.
- A car caravan with a press conference was organized by a grantee to kick off Census response efforts. It also held a Father's Day and Census celebration event at a food distribution site at a clinic.
- An organization mailed a postcard in 3 languages to all households on Nantucket (approximately 11,000 households) encouraging residents to complete the Census. In addition, it partnered with schools to send multiple emails to 1,800 students and their families. It also distributed brochures in three languages in food bags and meals delivered to seniors and homebound residents.
- Used a Google ad about the Census which had 2,800,000 views and 28,000 clicks. Facebook and Instagram ads had 142,000 views and 15,000 engagements.
- A grantee staffed a multilingual hotline to answer questions about the Census and created web

resources and materials for use by other organizations. Provided legal and policy advocacy around a complete count as well.

- A grantee created public service announcements about completing the Census that were broadcast every weekday from April through September for listeners to their radio show who are visually impaired or blind.
- A very engaged organization reached over 4,000 people by phone about the Census while doing wellness checks. It also conducted outreach at the local health center, food distribution, and Head Start programs.
- Daily phone banking to remind people to fill out the Census was engaged in by a grantee with 40,000 calls made. In addition, it did Census outreach to 300 people waiting in line for COVID-19 tests.
- An organization made presentations educating people about the/Census during online ESL and citizenship classes.
- A very active organization held 175 MQAs reaching 9,000 to 10,000 people, and distributed 30,000 fliers, posters, and info cards about the Census.
- An organization held seven live Facebook sessions that focused specifically on the Census and prepared letters and Census fact sheet to pastors in their 16 partners churches. They also created an online webinar for pastors to share with their congregations (over 1,500 people) and utilized email and social media to further Census outreach.

Self-Response Data

Due to the federal extension of the deadline to respond to the census to October 16, the overall self-response rate for the U.S. slightly increased from 66.5% in 2010 to 67% in 2020. Massachusetts also improved its self-response rate from 68.8% to 69.3%. The response rate for the state's seven largest

cities, however, all declined, and the rates for the three largest cities, Boston, Worcester and Springfield all declined by more than 8%.

The change in response rates from 2010 to 2020 for municipalities as well as for census tracts varied widely. There are myriad factors to consider when comparing response rates from 2010 to 2020, including changing demographics, and effects of the pandemic that are beyond the scope of this paper. It is not surprising that many hard-to-count populations became even more challenging to count during the pandemic given the reality that some of these populations experienced extreme hardship including unemployment, food insecurity, and illness.

Maps in Appendix B show response rates by tract for 2010 and 2020 and the percent change from 2010 to 2020. Data for selected municipalities and hard-to-count tracts that illustrate the varied results can be found in Appendix C.

Best Practices and Recommendations

The MCEF proved to be an outstanding and effective mechanism to facilitate efforts to improve responses from hard to count constituents in Massachusetts. A veteran community organizer described the MCEF as "the best funders collaborative" she has ever worked with. Another well-regarded observer considered MCEF to be "a national model."

In the body of this evaluation we have attempted to discuss in detail the many strengths of the MCEF program. It is in that longer discussion where the characterization of the effort as "a national model" can be fully appreciated and the practices elucidated.

Here below we simply highlight a few of these practices and recommendations to improve future and related efforts.

- The strengths of an organizational model of funding established organizations with grass

roots constituencies whose Census work builds upon their other work are clear. Effective outreach to hard to count communities relies heavily on trust and relationships. Organizations active with specific communities are the most trusted and qualified entities to conduct Census education and outreach.

- The role of a statewide convener is critical. Through facilitation, networking, information sharing, tool sharing, and team building the convenings are necessary and widely popular. A related recommendation is to consider decentralized, perhaps by geographic area or shared constituencies, convenings.
- Reliable, responsive, and timely information sharing and communication are also essential tasks. It is often difficult to judge where the line can be drawn between the importance of information shared and its utility with what could be diminished reception because of overload. We recommend that communications be scrutinized in terms of importance with critical and timely communications sent via email. For less critical information, partners can be directed to a website, for example, for storage of that information. Continuous sharing of all information through email is not necessary.
- The role of advocacy with government entities is important. Working, for example, with both the legislative and executive branches in state government are related to enhancing the availability of much-needed funding for organizations and for their timely distribution. A related recommendation is to carefully explore the possibility of including a representative from the legislature and the Secretary of State's office on the steering committee.
- Establishing close working relationships with local Census personnel, e.g., community partnership specialists, is also important.
- Recognize that one cannot begin preparation for

the next decennial Census too soon. This applies to all endeavors critical to success of initiatives – planning, advocacy, training, education, fundraising, etc.

- Attention should be given to refining communication methods, both from MCEF to grantees, and among grantees. Facilitate shared drive usage for census information and grantee products, particularly materials in non-English languages.
- Grantee activity reporting to staff leadership should be distinct from reporting for program evaluation and assessment.
- The right sizing of staff both in terms of number and capabilities can significantly impact the outcome of the Census work. The MCEF experience demonstrates that hiring a staff person dedicated to coordinating and implementing the Census work is essential. The coordinator must minimally be assisted by technical assistants hired in needed domains- outreach, education, training, advocacy, etc. Support staff should be added when a particular need may arise, for example, a specialist in internet technology.

¹ As a mid-project report to MCEF (see Appendix A) was provided shortly before the pandemic began, this report will focus on grantee work that was done from mid-March to the end of census data collection on October 16.

² In early November 2020, grantees were sent and asked to complete three documents for evaluation purposes: an activity reporting form, a survey with descriptive questions, and a brief confidential evaluation of MCEF. We solicited samples of their work as well, and received many photos, fliers, postcards, and links to digital material. As of mid-January, 71 out of 85 grantee reports were received, and this report reflects only those responses. While we had planned to collect quantitative data about the numbers of contacts made through each type of outreach, our attempt ultimately proved to be untenable. First, our initial method of collecting data—via online form, one for each event—proved to be unwieldy and time consuming for many grantees. Only a handful of the first group of grantees used the online form. After the pandemic began, the online form seemed somewhat obsolete as it was designed with mostly in-person activities in mind. We shifted formats and provided an “Activity Reporting Spreadsheet” to the grantees which was to be returned with the final reporting. This was much more successful in collecting some data, but generating quantitative data was still problematic. The unexpected transition to heavier use of digital media made it more difficult to track the number of people reached. In addition, we realized that there are major differences between attempted contacts, actual contacts, and confirmed completions of census forms, and we did not make it clear on the reporting forms how grantees should report numbers. In fact, grantees defined “contacts” in different ways. Finally, some grantees did not fill out the activity reporting sheet at all or left much of the “number of contacts” column blank.

³ All self-response data was obtained from the U.S. Census website.

List of Funders and Participants

MCEF Working Group

Alexie Torres

Access Strategies Fund, Chair

Jessica Berns

Philanthropy Massachusetts

Katie Campbell Simons

Project Consultant, MCEF 2020

Danielle Fleury

Massachusetts Nonprofit Network

Jasmine Gomez , Esq.

Access Strategies Fund

Beth Huang

Massachusetts Voter Table

Jim Klocke

Mass Nonprofit Network

Sergio Luna

Hyams Foundation

Fernando Martinez

Massachusetts Nonprofit Network

Cairo Mendes

The Boston Foundation

Myron Miller

Herman and Frieda L. Miller Foundation

David Moy

Hyams Foundation

Jeff Poulos

Philanthropy Massachusetts

Neha Rayahnajhi

Episcopal City Mission

Amy Segal Shorey

Herman and Frieda L. Miller Foundation

Grant Reviewers

Eroc Arroyo-Montano

United for a Fair Economy

Suzanne Lee

President Emeritus

Chinese Progressive Association

Carin Schiewe

Program Strategist, re:power

Community and Regional Partners

Beth Huang

MassCounts Coalition

Georgia Lowe

Partnership Specialist

New York Regional Census Center

U.S. Census Bureau

Uriel Molina

Secretary of State's Office

Massachusetts Complete Count Committee

Luc Shuster & Peter Ciurczak

Boston Indicators Project

Vatsady Sivongxay

Census Manager

MIRA & Massachusetts Complete –

Count Committee

Sebastian Zapata

Census Liaison

Office of Mayor Martin J. Walsh, –

City of Boston

Funders

Access Strategies Fund

Anonymous

Hyams Foundation

Herman and Frieda L. Miller Foundation

Episcopal City Mission

The Boston Foundation

The Klarman Family Foundation

The Barr Foundation

The Beveridge Foundation

MetroWest Health Foundation

Foundation for MetroWest

The Sudbury Foundation

Solidago Foundation

Community Foundation of Western Massachusetts

Schott Foundation/
Opportunity Action

The Parker Foundation

Frank Reed & Margaret Jane Peters Memorial Fund

Eastern Bank

Blue Cross Blue Shield

Grantees

African Television Network
of New England
Boston

Agencia Alpha
Boston

Asian Community
Development Corporation
Boston and Malden

BayPath Elder Services
Marlborough

Berkshire Immigrant Center
Pittsfield

Boston Alliance of LGBTQ+ Youth
Boston and Statewide

Boston Senior Home Care
Boston

Brazilian American Center
Framingham

Brazilian Women's Group
Brighton

Brazilian Worker Center
Boston

Brockton Interfaith Council
Brockton

Cambodian American
Rescue Organization
Fall River

Cambodian Mutual
Assistance Association
Lowell

Cape Verdean Association
of Brockton/Immigrant
Assistance Center
Brockton

Cape Verdean Community UNIDO
Dorchester

Castle Square Tenants Organization
Boston

Center for New Americans
Northampton

Central Mass Agency on Aging
West Boylston

Centro Comunitario
de Trabadajores
New Bedford

Centro Las Americas, Inc.
Worcester

Chelsea Collaborative
Chelsea

Chinese Progressive Association
Boston

City Life/Vida Urbana
Boston

City Mission
Boston

Coalition for a Better Acre
Lowell

Coalition for Social Justice
Boston and Statewide

Community Economic Development
Center of Southeastern Mass
New Bedford

Community Foundation
for Nantucket
Nantucket

Council on American-Islamic
Relations, Massachusetts
Boston

Dorchester Bay Economic
Development Corp.
Dorchester

Dudley Street
Neighborhood Initiative
Roxbury

East Boston Ecumenical
Community Council
Boston

Edwards Church, United
Church of Christ
Framingham

Elder Services of the
Merrimack Valley
Lawrence

Fenway Community Health Center
Boston

Friendly House, Inc.
Worcester

Groundwork Lawrence
Lawrence

Harvard Street
Neighborhood Health Center
Dorchester

Immigrants' Assistance Center
New Bedford

Jamaica Plain Neighborhood
Development Corporation
Jamaica Plain

La Comunidad
Everett

Lawrence CommunityWorks, Inc.
Lawrence

Lawyers for Civil Rights
Boston

Lowell Association for the Blind
Lowell

Lowell Community Health Center
Lowell

Lynn Economic Opportunity, Inc.
Lynn

Madison Park Development Corp.
Roxbury

Martha's Vineyard
Planning Commission
Martha's Vineyard

Massachusetts Alliance of
Portuguese Speakers
Cambridge

Massachusetts Coalition
for the Homeless
Boston

Massachusetts Council
of Churches
Boston

Massachusetts Housing
and Shelter Alliance
Boston

Massachusetts Immigrant &
Refugee Advocacy Coalition
Boston

Metropolitan Area Planning Council
Brockton

Metrowest Legal Services
Framingham

Neighbor to Neighbor
Massachusetts

Neighbors United for a
Better East Boston
East Boston

New American Association
of Massachusetts
Lynn

New England Bangedeshi
American Foundation
Cambridge

New England United 4 Justice
Dorchester

New North Citizens' Council, Inc.
Springfield

North American Indian
Center of Boston
Jamaica Plain

North Shore Community
Development Corporation
Salem

OneHolyoke Community
Development Corporation
Holyoke

Our Space Our Place
Boston

People Acting in
Community Endeavors
New Bedford

Pioneer Valley Regional
Ventures Center
Springfield

Pioneer Valley Workers Center
Northampton

Project Citizenship
Boston

Quincy Asian Resources Inc.
Quincy

Quincy Community Action
Programs, Inc.
Quincy

Somali Development Center
Roxbury

South Middlesex
Opportunity Council, Inc.
Framingham

Southeast Asian Coalition
of Massachusetts
Leominster

Spanish American Center
Boston

Stavros Center for
Independent Living
Amherst

United Way of North
Central Massachusetts
Fitchburg

Valley Opportunity Council
Holyoke and Chicopee

Vietnamese American Initiative
for Development, Inc.
Dorchester

Women Encouraging
Empowerment
Revere

Worcester Interfaith
Worcester

YWCA Newburyport
Newburyport

YWCA Southeastern Massachusetts
New Bedford

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Editorial Layout

Tavis Lovick | www.tvslk.com

Appendix A

Mid-Project Evaluation of MCEF 2020 Initiative
Submitted by Paul Watanabe and Shauna Lo
4/22/20

INTRODUCTION AND CONTEXT

The overriding observation from our assessment so far is that without the efforts of MCEF, census awareness and participation among hard to count populations would suffer substantially. The shortcomings of the U.S. Census Bureau's outreach efforts alone have led to enormous challenges. There has been little or no funding for CBOs, QACs, or branded materials. The hiring of partnership specialists was slow. These cuts have occurred despite the fact that the 2020 census was likely to be complicated due to the first time utilization of a new online form. The current administration has also contributed to the challenging environment through its efforts to include a citizenship question on the census form and a number of actions that contributed to unease among immigrant communities. In addition, the State was tardy in allocating funds for census outreach, and grants from the Secretary of State's office have only partially been dispersed.

MCEF began organizing its census work in the summer of 2017 and has provided funding for partners, MA Voter Table and MA Nonprofit Network, and grants of \$5 to \$20K for nearly 80 community-based organizations. The grantee organizations are diverse in type, including planning agencies, membership organizations, coalitions, and service agencies, and constituencies and areas served. While the overall judgment about the strengths and weaknesses of focusing funding on these established community entities working in a collaboratively will await the fuller, final evaluation, our preliminary assessment suggests that the model is compatible with the census project goals and perhaps can be applied in further related efforts. Grassroots outreach to increase census participation can be very effective but a lack of official federal guidance can affect the quality of

information and materials that are circulated about the census. CBOs sometimes create poor quality signs, or outreach material with incorrect information. However, it appears that key points about the census

such as how data is used to allocate federal resources and the law protecting confidentiality have been communicated effectively. There could be some difficulties with CBOs in setting up QACs and having the staff properly trained to answer questions, and providing privacy and secure internet access.

It of course goes without saying that the census outreach efforts along with everything in our lives has been impacted in ways unknown and unpredictable by the events of the last several weeks. It is beyond the scope of this report to assess the many ways in which the MCEF efforts have and will be affected. No doubt the contours of the final evaluation will be focused considerably on these momentous, impactful, and unpredictable circumstances arising from the pandemic.

SUMMARY OF GRANTEE SURVEY REPORTS

The mid-project survey was sent to the first round of grantees in early December 2019 by MCEF. By the end January 2020, 33 of 44 orgs had responded. After targeted reminders, all but 3 came in by mid-February. Grantees reported a wide variety of activities which commended in some cases as early as last summer. Some organizations reported that they were starting outreach activities in 2020 and, therefore, had little to report. Many organizations have been integrating a census component into their existing programs and events, and they have been increasingly conducting dedicated census activities.

- The types of events and activities have included:
- Announcements, tabling, outreach at festivals, fairs, events, meetings, senior centers, health clinics, churches, schools

- Sharing information with walk-in clients, tenants
- Media appearances, announcements, commentaries on radio and TV, in print newspapers, online media, press conferences, social media
- Canvassing door-to-door
- Creating and distributing fliers, postcards, posters, videos
- Creating census related sections on websites
- Attending census related workshops, conferences, and trainings
- Conducting census workshops and trainings for own and other organizations' staff
- Translating material and creating and distributing multilingual material
- Setting up multilingual hotline to answer census-related questions
- Providing legal advice related to the census
- Collaborating with CCCs, city and town officials, coalitions, schools, census staff, other regional organizations and agencies
- Reaching out to local businesses to make census materials available
- Informing about and recruiting for census jobs

Grantees reported that successful methods of outreach include one-on-one conversations and taking the time to answer questions, visual media and social media. Outreach is most effective when done by trusted staff, community leaders, and peers. Bilingual and multilingual outreach are extremely helpful.

The most common concerns heard from constituents about responding to the census were about confidentiality, not being sure who to let in their door, language barriers, cybersecurity and scams, lack of computer literacy and lack of internet access. As a

result, some of the most successful messaging was to explain privacy protections and confidentiality, making clear that a citizenship question was not added, and that information such as social security numbers are not asked for.

Some constituents are not familiar with the decennial census or what it is used for, so explaining how census data is used to distribute local funding for services and infrastructure is very important.

Most grantees reported having access to the information and resources they need for census outreach and cited the MCEF website and emails, the Secretary of State website and the U.S Census website as rich sources. Some grantees were accessing national organizations for specialized census resources, such as Southeast Asian Resource Action Center, and LGBTQ Task Force. Several grantee organizations created their own information sheets and outreach materials to make them more personalized, put their own logos on, and translated text. A few grantee staff that were spoken to by phone said there was so much census material it was overwhelming (this was in February).

In the surveys, some grantees did report a lack of materials appropriate for small municipalities, and that it was harder to find Spanish language materials. There was also a need for information on how to set up a census answering site or kiosk.

We observed that especially early on some outreach materials that grantee organizations created were unpolished or had inaccurate or misleading information, e.g., incorrect links as to where to fill out the census form online. These issues involved details about the mechanics of census response and not about the purpose or privacy of the census.

Most grantees are collaborating with other local organizations and agencies such as, CCCs, local elected officials, social service organizations, housing authorities, property management companies, coalitions, elder service agencies, senior centers, shelters, and faith-based organizations. Many have

strong local networks, and some are tapped into national networks. A few grantees reported partnering with only one other organization.

Some grantees noted that they are collaborating on grant proposals for state census funds. For the final report we believe it would be instructive to determine if any partnerships were created because of the MCEF grant or other census work, and whether or not the grantee anticipates they will continue after the census is complete.

Seven of the grantees had received grants other than from MCEF to conduct census work. They ranged from \$2,000 to \$7,500. Fourteen of the grantees were in the process of applying for other grants (aside from the MCEF grant) to assist with census work. Most were to the Secretary of State's Office. A few were to CCC programs and foundations.

Clearer information about the funding sources of grantee Census related activities would assist MCEF in making decisions about where additional resources could be best deployed. Some of the grantees who may be getting assistance from multiple sources may be better able to succeed without further MCEF funds beyond the primary grants. To make these determinations however the information called for above would be nice to obtain in greater detail.

Virtually all grantees said that MCEF has been very helpful with updates, resources, and information, and in facilitating collaborations as well. One or two did indicate when interviewed that there were too many emails.

Grantees were asked on the survey what assistance or resources they could use to help with their census outreach. Some of the responses included:

- Bilingual materials, particularly for statewide use
- Training on how to help people complete the census
- Feedback on grantee's trainings and other activities

- Help developing timelines
- Additional funding to hire staff
- Convening of grantees to explore collaborations
- Help with publicizing their events and activities
- Contacts with other organizations who can use materials they have created
- More original artwork featuring people of color

MCEF STAFF AND OPERATIONS

A clear area of agreement is the effectiveness, knowledge, support, accessibility, and dedication of the MCEF staff. They more than any component epitomize MCEF's multiple roles as more than funder, but as convener and supporter of grantees as they perform their important responsibilities.

Katie Campbell Simons, the coordinator, is well-regarded with considerable accolades expressed about her involvement. Her interactions occur on myriad levels - working closely with the funders group and its leadership, staff members, national, state and local officials, statewide coalition groups, and national Census support coalitions. These activities are in addition to a primary responsibility to be in regular contact with grantees. Keeping track of, paying attention to, and actively participating in even a portion of these activities would be prodigious undertakings, to do all of them so thoroughly and effectively with praise from all sectors is truly herculean. She has been open to suggestions as well. For example, when we raised a possible concern about inundating grantees with too many communications, Katie acknowledged that she needed to strike a balance between keeping grantees informed of the latest communications and overloading them with information. Consequently, she has been careful about judging what and when information is shared. We were concerned that there was the potential for Katie to lose track or focus with so many balls being juggled. On the contrary, Katie convinced us that so far she has been wellorganized and remarkably on top of

and engaged in a range of demanding pursuits. More importantly, our sentiments were confirmed by her colleagues.

The partnerships with other agencies such as the MA Non-profit Network have been critical to the MCEF's effectiveness. Under Katie's guidance MCEF has built effective working relationships with other key actors in the Census Bureau, State Complete Count Committee, and local offices such as Boston. Katie has also made certain that key players of the MCEF team including herself are active in national groups engaged in related efforts around the country. For example, Katie was instrumental in seeing to it that we have become connected with a nationwide collective of evaluators tasked with assessing community based census support programs. We meet with counterparts regularly drawn from Los Angeles, Riverside, and other parts of California, Washington, and New York.

The decision by the MCEF to augment the coordinator role with assistance from MA Voter Table and Access Strategies has proven to be a wise one and a solid investment. Beth Huang's deep knowledge and leadership of the efforts to ensure a robust census count in Massachusetts have been invaluable. Guidance and information provided by Beth through her direct assistance to MCEF and through her leadership of structures such as MassCounts have added to the success of MCEF. In our opinion, no one in the state is better suited to perform the roles of expert advisor and information specialist than Beth.

The communications area is well supported by Jasmine Gomez of Access Strategies. Throughout the period of time covered by this evaluation, communication activities by grantees were principally in the planning stages. Jasmine has played the key role in managing the website and list serve. It has been a critical vehicle to convey information to and from grantees. In the case of the latter, i.e., grantee activity reporting, the Google Form has experienced some challenges and variability in the content and frequency of grantee entries.

By late January, the Google Form was used only by a handful of organizations (6). There were 60 entries most of which were made by 3 organizations. In addition, the description of census activity was sometimes vague. The staff and evaluation team focused early in the process on addressing these challenges. For example, the wording of the form was altered. Also, during the second grantee gathering, the evaluators de-emphasized the Google Form and gave grantees the option of listing their activities in response to the evaluation final report survey if that was preferred.

Since as we noted in the survey reports summary that several grantees indicated that they would need help with messaging, publicity, and outreach as the work intensifies, the need for staff support in these areas will most likely grow. These activities were normally intended to gear up during the final months of the grant period. It is likely, however, that this area among others will undergo significant adjustments during the pandemic response period.

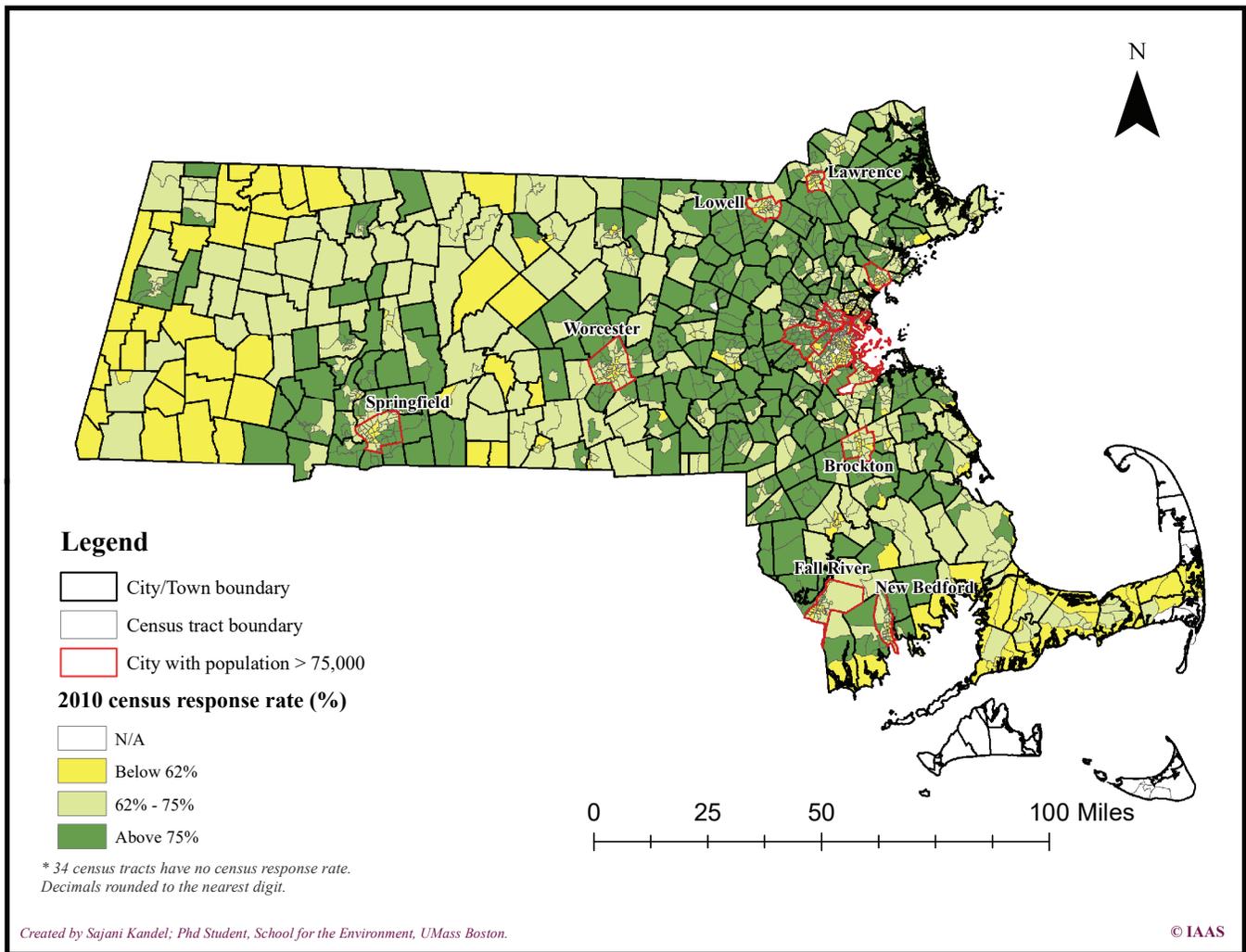
We observed directly, and discussed with key personnel, the second round of funding deliberations which proceeded methodically and well. For example, there was substantial outreach and consideration given to gaps in funding from the first round. These gaps either in locations or specific constituencies were then targeted in soliciting proposals and influenced some of the decisions about the selection of new grantees. The diverse backgrounds represented by the review committee added to the quality of the discussions. Replicating critical components of this outreach and review process appear as solid models to guide future programming,

We conclude this mid-project report with a look at what was universally considered by grantees and staff to be high points in the MCEF effort so far—the grantee gatherings in Framingham. They were considered strong team building and critical information sharing opportunities. MCEF should consider suggestions by some participants to have similar gatherings perhaps online and perhaps

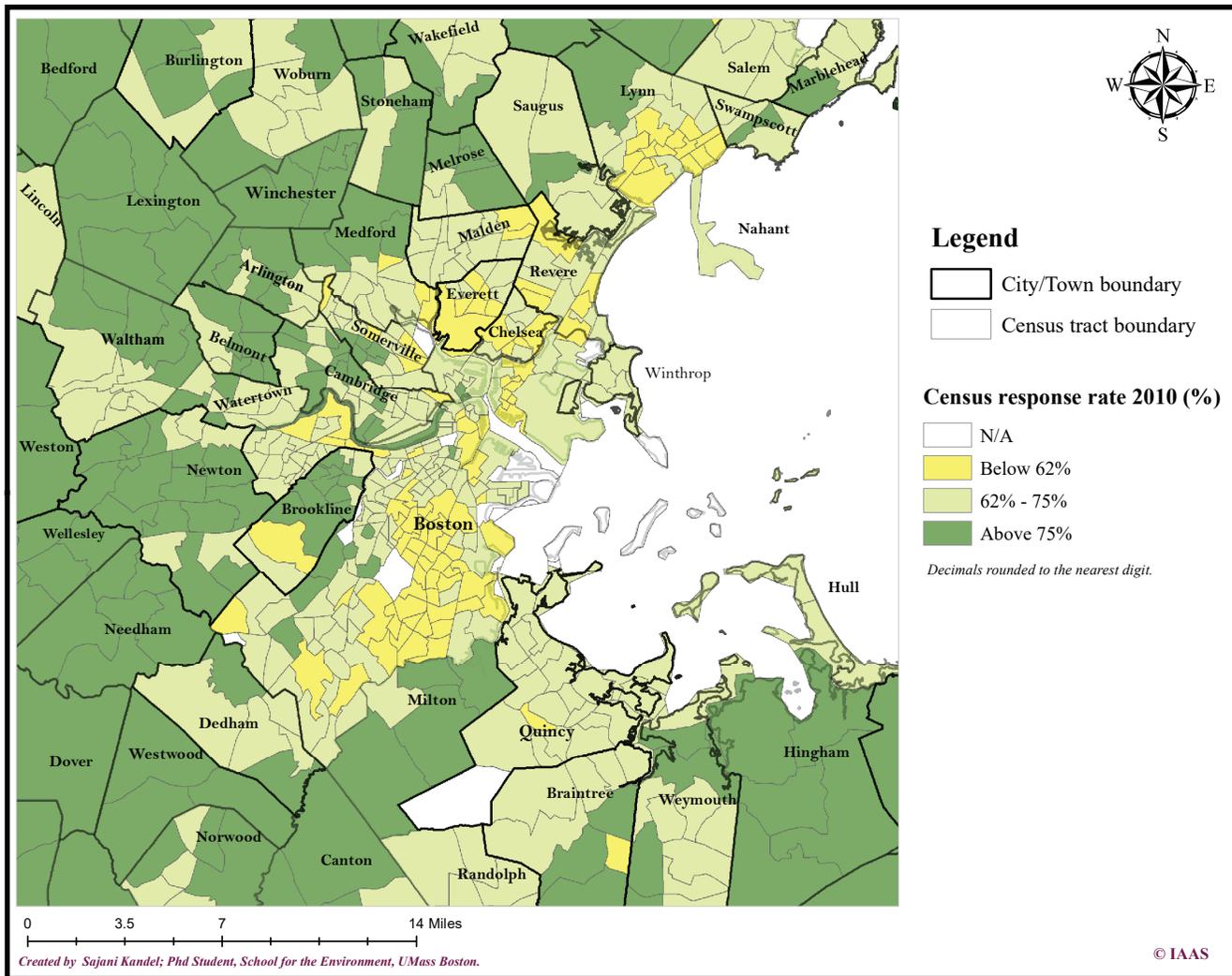
with smaller collectives organized around region or constituency served.

These gatherings in their planning and implementation testified to the strengths of the MCEF staff. Overall the close relationship that Katie, Jasmine, and Beth have developed has been exceptional and effective. In the words of one of them, working with fellow staff, MCEF leadership, and the funders group has been the “most positive experience working with philanthropies ever.” Indeed, one key informant that we interviewed neatly captured the overall relationship of staff, partners, and grantees as “trusting” with “excellent communication.”

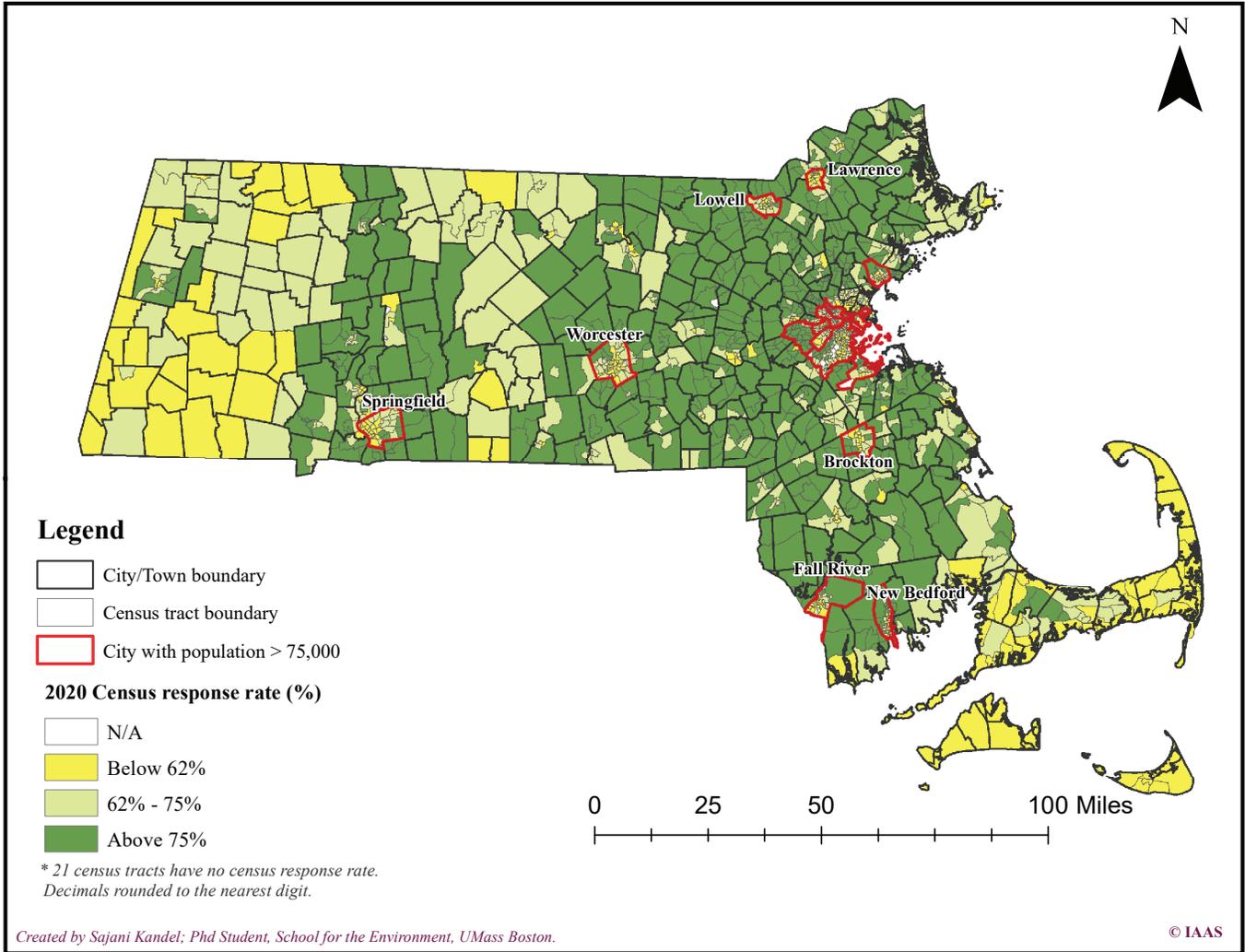
Appendix B



2010 U.S. Census Self-Response Rates by Tract for Metro Boston

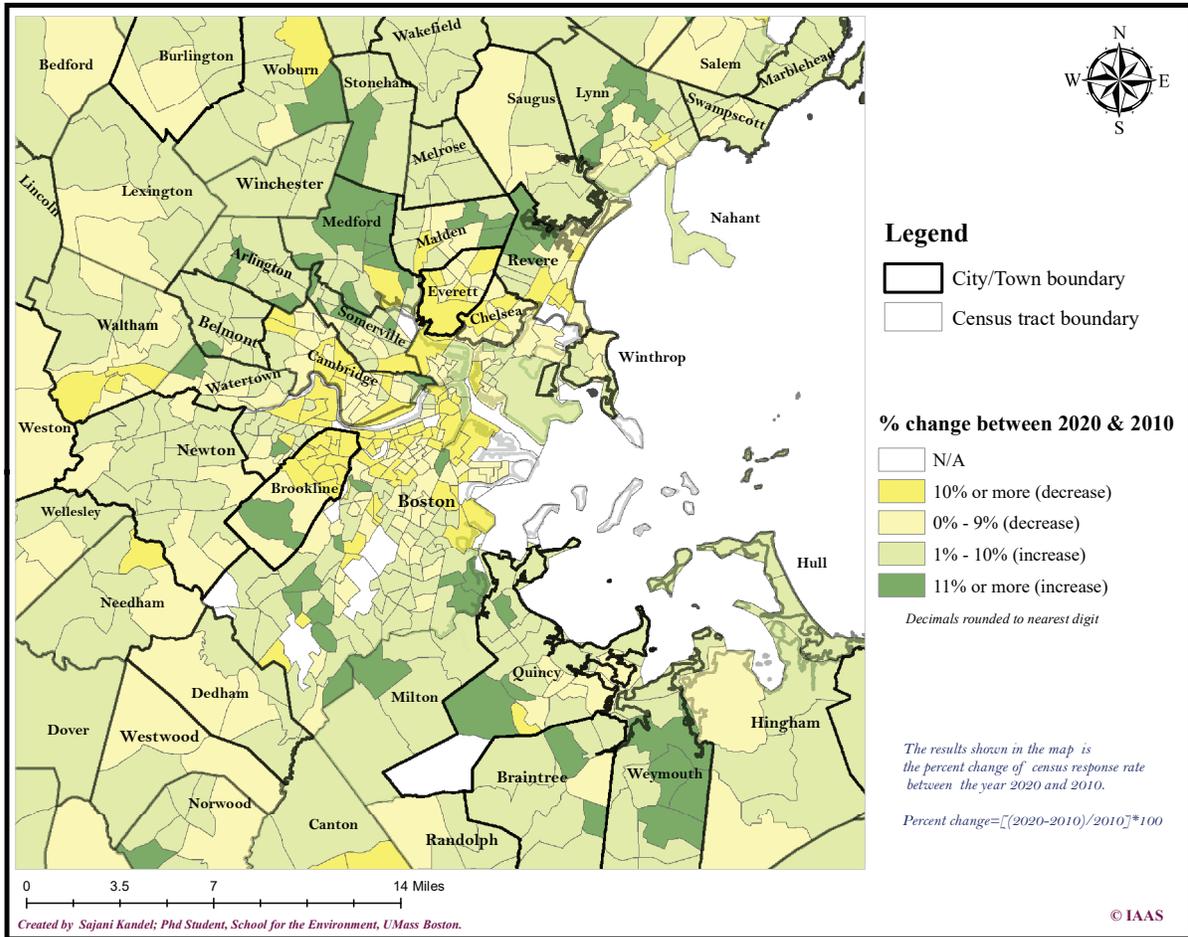


2020 U.S. Census Self-Response Rates by Tract for MA



Created by Sajani Kandel; Phd Student, School for the Environment, UMass Boston.

% Change in U.S. Census Self-Response Rates by Tract from 2010 to 2020 for Metro Boston



Appendix C

U.S. Census Self-Response Rates for Selected Municipalities, 2010 vs. 2020

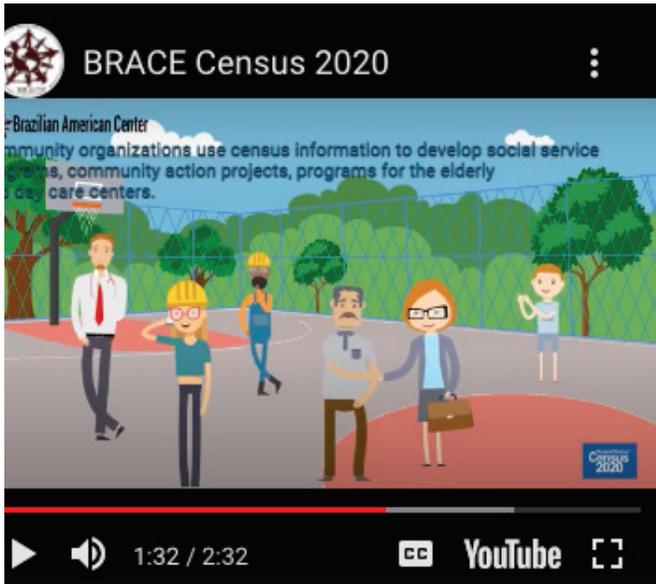
Largest cities in MA:	2010	2020	% change
Boston	64.4	59.1	-8.2%
Worcester	65	57.9	-10.9%
Springfield	67.5	61.9	-8.3%
Lowell	62.9	61.8	-1.7%
Cambridge	72.8	67.5	-7.3%
New Bedford	64	61.5	-3.9%
Brockton	62.6	60.6	-3.2%
Quincy	68.1	69.5	2.1%
Lynn	61.9	64.5	4.2%
Fall River	60	58.2	-3.0%
Newton	78.1	80.6	3.2%
Lawrence	61.9	56.1	-9.4%

Other municipalities	2010	2020	% change
Randolph	69.7	71.6	2.7%
Malden	64.9	66.2	2.0%
Plymouth	68.1	69.9	2.6%
Sudbury	86.1	87.2	1.3%
Ware	69.7	69.6	-0.1%
Orange	72.6	71.2	-1.9%
Greenfield	74.9	75.1	0.3%
Holyoke	70.5	63.8	-9.5%
Chester	70.2	61.2	-12.8%
Pittsfield	73	69.1	-5.3%

U.S. Census Self-Response Rates for Selected HTC tracts 2010 vs. 2020

City	Area Detail	Tract	2010	2020	% change
Boston	Chinatown	702.02	67.2	62.4	-7.1%
Boston	Castle Square	704.02	68.8	32.1	-53.3%
	Roxbury	814	55.3	58.6	6.0%
		815	59.6	63.1	5.9%
		818	51.4	51.4	0.0%
		819	56.6	58	2.5%
	Dorchester, west of Dot Ave.	917	48.6	50.9	4.7%
		918	45.8	50.2	9.6%
		919	52.9	53.4	0.9%
		920	49.4	53.6	8.5%
	Dorchester, east of Dot Ave. (Vietnamese)	911	62.1	68.3	10.0%
		921.01	59.4	62.8	5.7%
		1006.01	60	67.1	11.8%
Lynn	HTC (provided by LEO)	2060	54.9	53.1	-3.3%
		2061	56.6	53.4	-5.7%
		2062	51.8	54	4.2%
		2068	55.5	47.7	-14.1%
		2071	54	52.1	-3.5%
Holyoke	HTC (Provided by OneHolyoke)	8114	67.7	51.1	-24.5%
		8115	53.5	44.6	-16.6%
		8116	60.5	48.9	-19.2%
		8117	65.4	46	-29.7%
Lowell	Selected HTC	3104	53.6	53.5	-0.2%
		3111	56	53.3	-4.8%
		3112	48.6	50.6	4.1%
		3118	55.3	53.6	-3.1%

Appendix D





2020 National Census

Count Me In

আমরা বাংলাদেশী

Take the Census

আপনার নাগরিক দায়িত্ব পালন করুন

নিজদের সঠিক গণনা তখনই সম্ভব যখন আমাদের আসল পরিচিতি আমরা আমেরিকার সামনে তুলে ধরব।

সেই জন্য জাতিগত প্রশ্নের জবাবে নিজেকে বাংলাদেশী সাব্যস্ত করতে ভুলবেন না।

সেন্সাস প্রশ্নসূচি:

- আপনার জাতিগত পরিচয় কি?
- প্রশ্নসূচি অনুযায়ী আপনি 'অন্যান্য এশিয়ান' বা ইংরেজিতে 'Other Asian' এর অন্তর্গত
- 'Other Asian' বক্স নির্বাচিত করুন
- নিচে লেখার জায়গায়, লিখে দিন 'বাংলাদেশী' 'Bangladeshi'

Public Service Announcement brought to you by NEBAF

តើ মূল্যে গেলো কি?

দাঁড়িয়ে দাঁড়িয়ে নির্মাণের মূল্যে গেলো কি?
 রাস্তা নির্মাণের মূল্যে গেলো কি?
 - গাছপালা এবং মূল্যবান জিনিস

তৈরি হলে কি?

• গৃহ নির্মাণের মূল্যে গেলো কি?
 • গৃহ নির্মাণের মূল্যে গেলো কি?
 • গৃহ নির্মাণের মূল্যে গেলো কি?

বুকের নাম

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MY2020CENSUS.GOV

844-330-2020

শুধু বসে বসে কি?

Xin Trả Lỗi Cửa cho Điều Tra Viên của Cục Điều Tra Dân Số Mặc Dù Bạn đã Hoàn Thành Trả Lỗi Điều Tra Dân Số

Điều Tra Viên Tôi để xem xét và tiến hành làm;
 - Tái phỏng vấn để Xác Nhận Những Câu Trả Lỗi
 - Xác nhận địa điểm cho một địa chỉ
 - Ủy quyền khảo sát địa chỉ lần cận bị bỏ trống, không hỏi đáp hoặc có sự nguy hiểm.

Điều Tra Viên sẽ luôn luôn có giấy chứng minh, tài liệu Điều Tra Dân Số, Thiết Bị Điều Tra Dân Số, và tự xác nhận mình.

Nếu quý vị cảm thấy không thoải mái để mở cửa, quý vị có thể từ chối không cần mở cửa, nhưng xin quý vị trả lời.



BPSOS

如何识别人口普查调查员

时间
 人口普查调查员将在当地时间上午 9:00 至晚上 9:00 之间开展工作。

车辆识别
 "Official Business" 的标志将贴在车辆上

戴口罩
 人口普查调查员必须戴口罩并保持 6 英尺的社交距离

身份证
 要求他们出示他们的政府颁发的官方证件, 证件上带有他们的姓名、照片、美国人口普查局水印和到期日。

智能设备
 人口普查调查员将携带有人口普查局徽标的官方布袋和手机。

您可以在网上或电话填您的人口普查表格!
www.my2020census.gov | 844-468-2020




BE INVOLVED • BE CONNECTED • BE HEARD

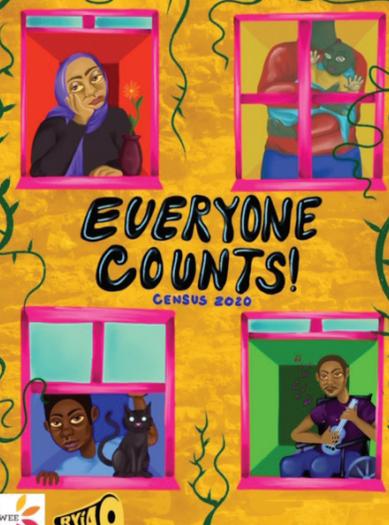
Do Your Part

Participating in the census is your right. **Make sure you are counted.**

United States[®]
Census 2020

BOSTON SENIOR HOME CARE

2/10/20 12:40 PM



EVERYONE COUNTS!
 CENSUS 2020

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