



Suk Rhee, Director

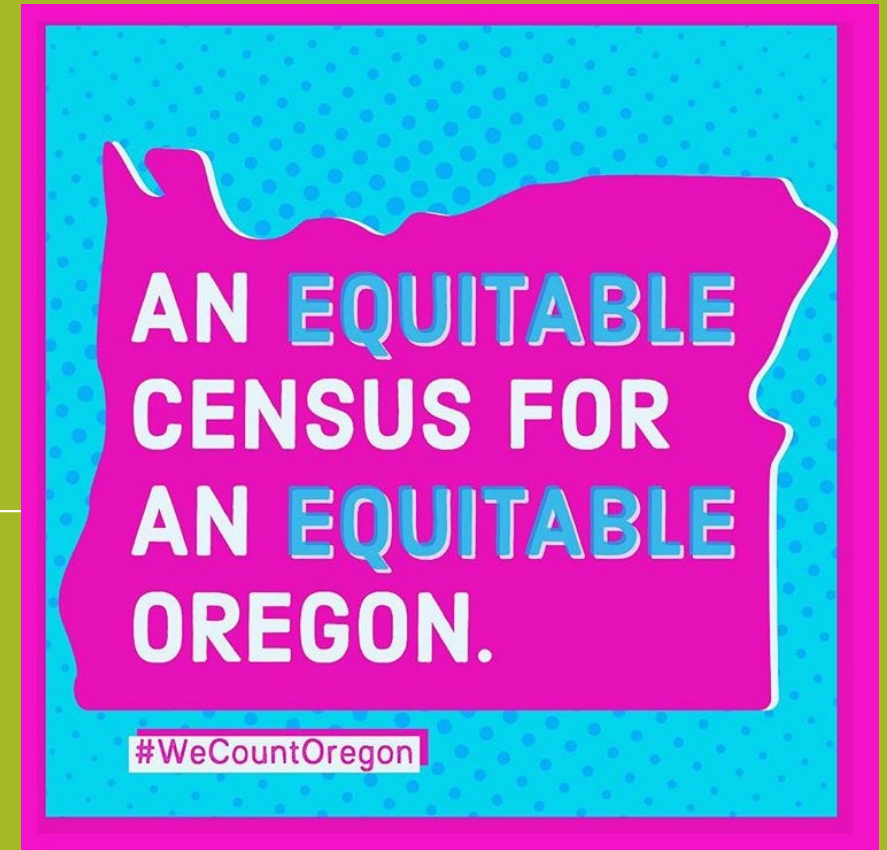
Introductions:

- **Amanda Whalen**, Chief Impact Officer, United Way of the Columbia-Willamette;
- **Esperanza Tervalon-Garrett**, Principal, Dancing Hearts Consulting;

THE CENSUS EQUITY FUND

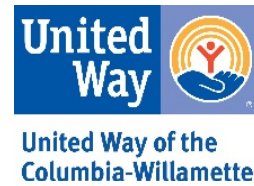
Portland City Council

October 16th, 2019



The Census Equity Funders Committee of Oregon

Collaborative of philanthropic organizations working to reduce the undercount in the 2020 census by raising \$10 million of public and private funding to support community capacity for Hard to Count engagement



GRANTMAKERS
of Oregon and Southwest Washington



SPIRIT MOUNTAIN
COMMUNITY FUND



The Confederated Tribes
of Grand Ronde



Census Equity Fund



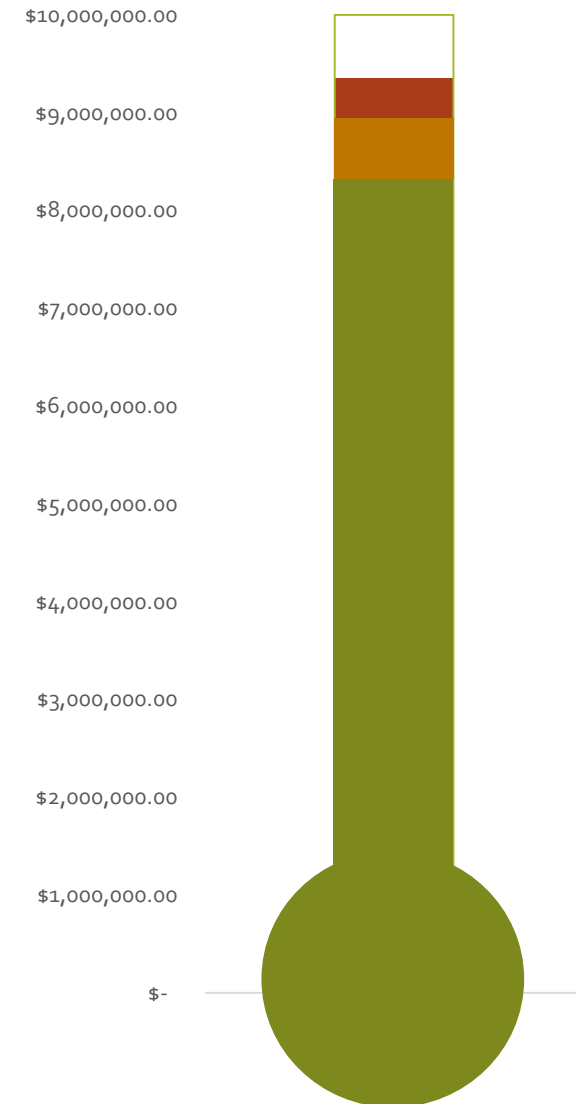
Statewide Census Equity Coordinator

- Released an RFP for Statewide Census Equity Coordinator in November 2018
- A group of organizations nominated Dancing Hearts Consulting (DHC) to be the lead applicant for the coalition
- Developed a plan by May for HTC campaign



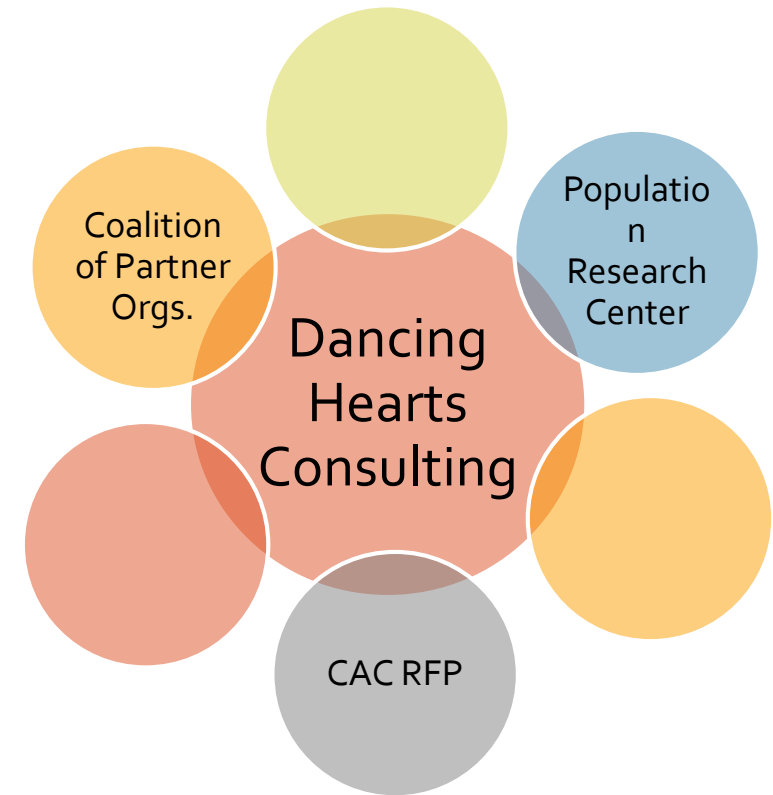
Amount Raised


- Public Funds: \$8,100,000
 - \$7.5 M State of Oregon
 - \$600,000 City of Portland
- CEFCO: \$872,500
 - \$1 M Goal
- Verbal Pledges: \$385,000
 - Public & Private sources
- Total Committed: \$8,972,500
- Total with pledges: \$9,357,500
- Left to raise: \$642,500



Current Fund Implementation

- Continued Support for Dancing Hearts Consulting Campaign Team
- Funding and contracting with 13 Partner Organizations leading the field implementation
- Support for Portland State University, Population Research Center to maintain accurate data regular updates for the campaign
- Census Assistance Center RFP





Presented by Dancing Hearts Consulting

A COMMUNITY-LED PLAN TO ENSURE: #WECOUNTOREGON

ESPERANZA TERVALON- GARRETT

DANCING HEARTS CONSULTING, CEO
#WeCountOregon Campaign Strategist & Manager

First woman, woman of color and Black woman to lead a 501c3, 501c4 and PAC focused on turning out voters of color.

•Ashland-Based, Mother, Wife and Horsewoman



#WeCountOregon

Mission

#WeCountOregon is a community-led, coordinated statewide campaign focused on engaging Oregon's 1M hard to count communities: people of color, immigrants, rural people, children under 5, and renters. #WeCountOregon is working to ensure that the Census is equitable, fair, and just, and that every Oregonian is counted in the 2020 US Census.

PEOPLE OF COLOR

RENTERS

IMMIGRANTS

CHILDREN UNDER 5

PEOPLE WITH LIMITED
ENGLISH PROFICIENCY

**Communities
at Risk of
Being
Undercounted**

Partner Organizations

The #WeCountOregon campaign is co-designed and co-implemented by POC-led, community-based organizations who are committed to reaching HTC communities. Partner organizations have a Census Equity Coordinator who works directly with the campaign, leads field efforts and ensures that community allies and partners are engaged in the Census



Census Partners



Portland State
University- Population
Research Center



State Count Action
Network (SCAN)



Funders Census
Initiative

Campaign Goals



200K

HTC CONTACTS

ID 200,000 Hard-to-count Oregonians in 100 day field operation



100

PARTNERS

Identify one hundred community, labor, governmental, and business partners



10K

TRAINEES

Have 10,000 Oregonians across the state attend Census trainings



50K

TEXT-TO-COUNT

Have 50,000 Census pledges through the Text-to-Count program

Campaign Plan at a Glance



CAMPAIGN INFRASTRUCTURE

Provide the backbone of the campaign to ensure that we have the space, data, materials, technology, and partnerships in place to move #WeCountOregon.



EDUCATION & TRAINING

Provide Census trainings to community based organizations, governmental agencies, businesses, elected officials, and community members.



COMMUNICATIONS

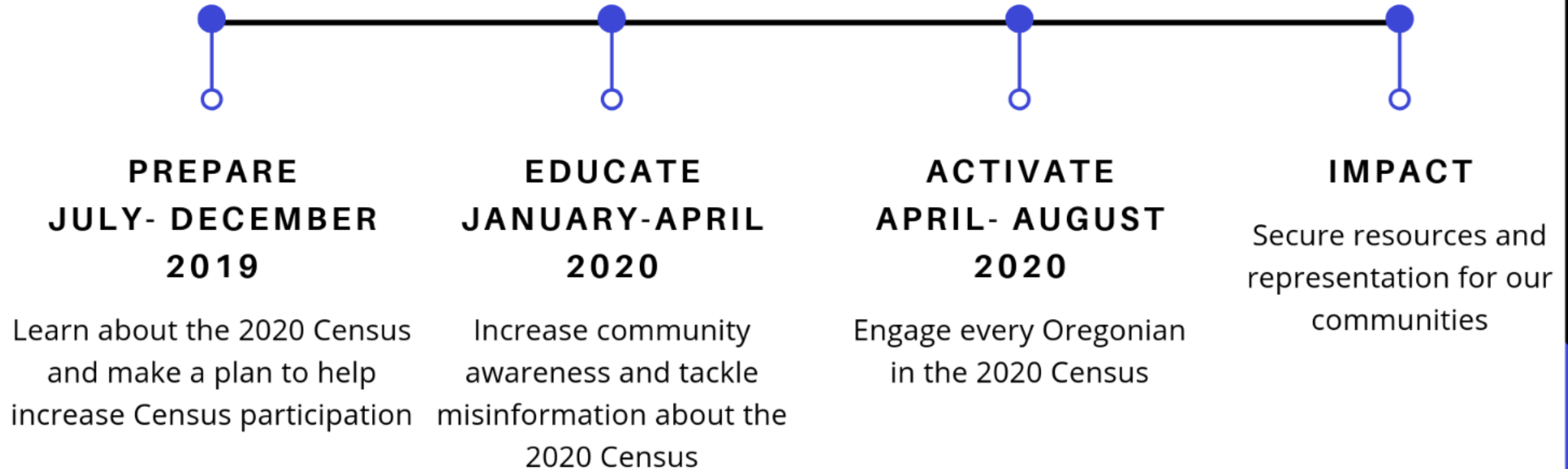
Develop customized persuasive messages in multiple languages, train spokespeople, implement social media, digital, radio, and TV ad campaigns



FIELD

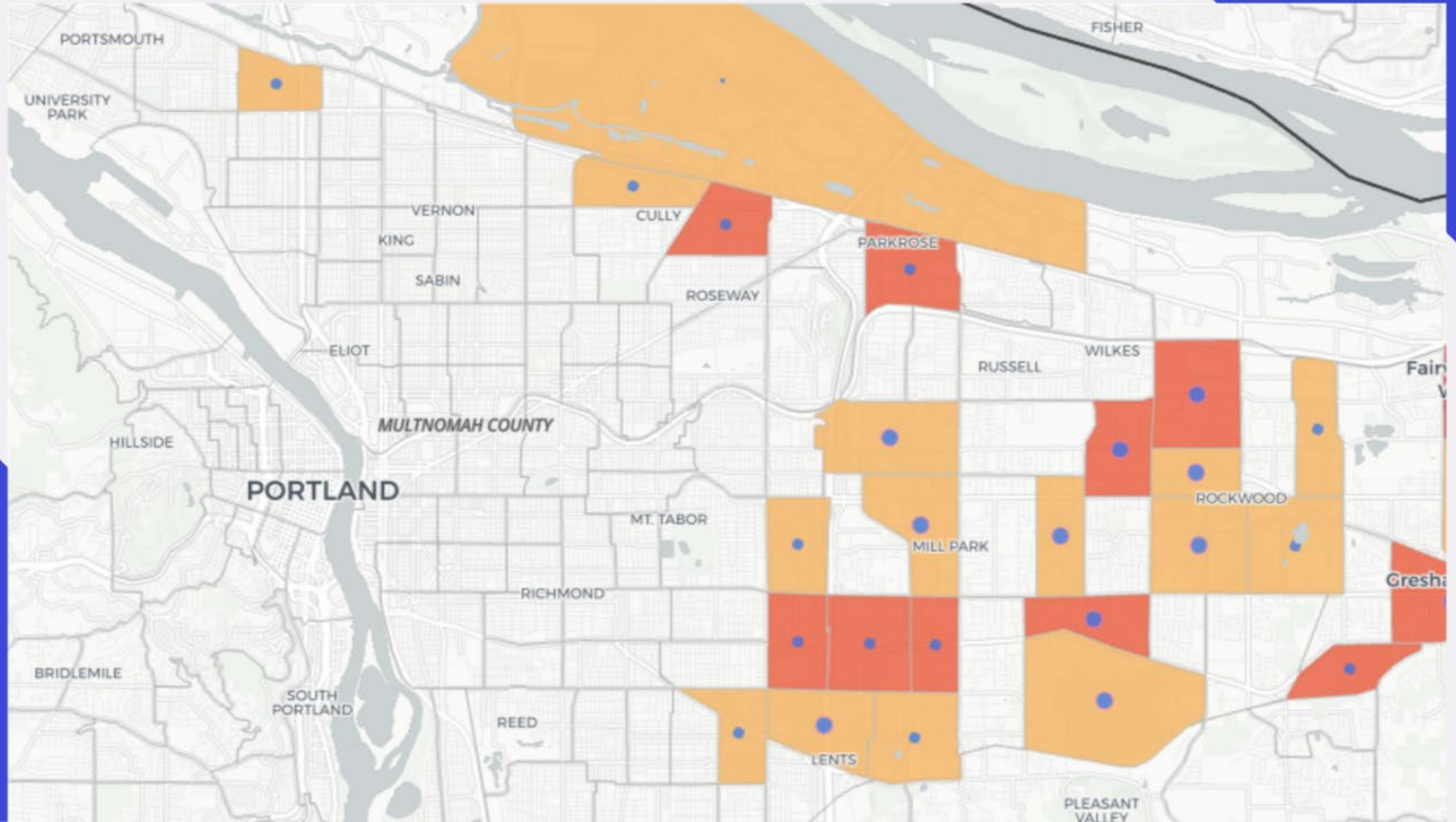
Contact 200,000 Hard-To-Count Oregonians over the course of an 100-day person-to-person outreach campaign

Census Field Outreach Timeline



RESEARCH SHOWS: HARD TO COUNT IN PORTLAND

www.censushardtocountmaps2020.us



Field Outreach Strategy

VOLUNTEER OUTREACH

2

Partners can draw volunteers from their base, networks, and staff to conduct outreach. Volunteers can support visibility and education activities like tabling to support efforts in an ongoing way.

3

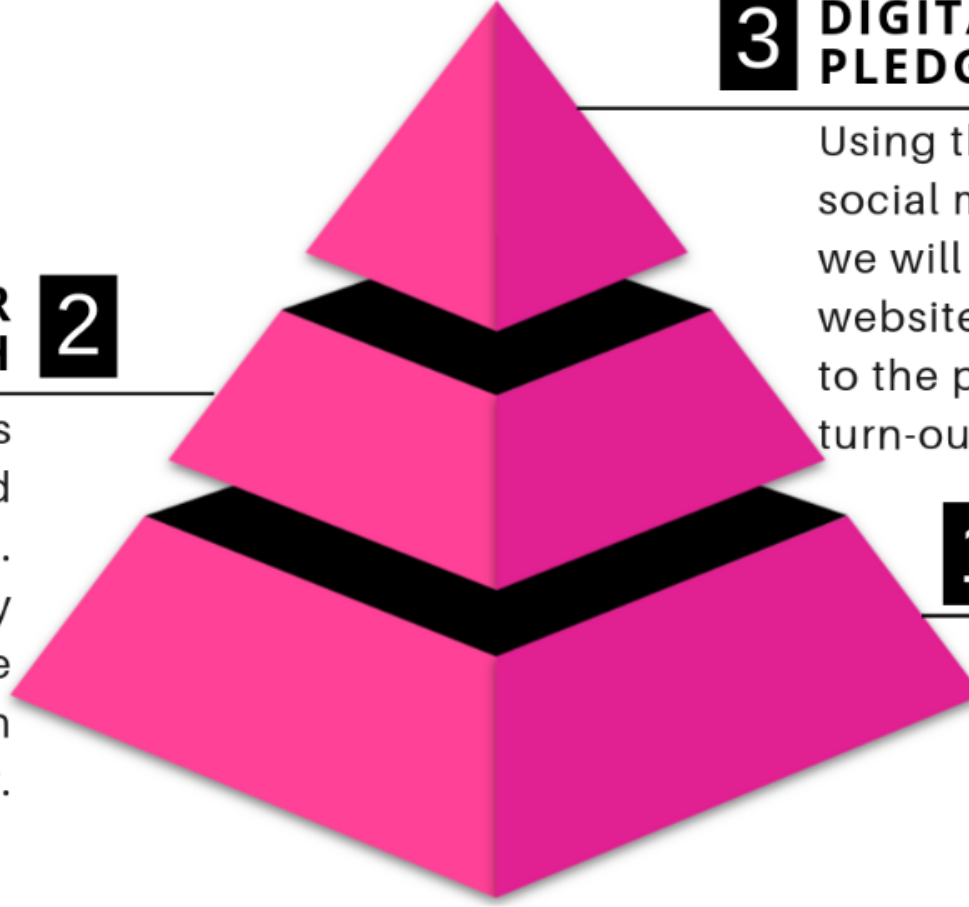
DIGITAL ENGAGEMENT: PLEDGE-TO-COUNT

Using the Text-to-Count campaign, social media ads and Facebook groups, we will solicit contacts via text & website pledges that will be added back to the phone and text Get Out the Count turn-out list.

1

PAID FIELD TEAMS

Paid team-members will be hired from communities we are trying to reach. They will be the foundation of the 100 day field outreach program to reach 200,000 Oregonians



Field Outreach Tactics

OVER THE COURSE OF A 100-DAY CAMPAIGN WE WILL
CONTACT 200K HTC OREGONIANS



PHONES



**PEER- TO- PEER
TEXT**



DOORS

Census Assistance Centers

+ Contently located computers where people can complete the census on-line.

+Open nights, weekends, and staffed to support people

+#WeCountOregon Ambassadors who are trained on Census to answer questions.

+RFP'd through United Way for grants of \$20- 60K.



CAN WE COUNT ON YOU?

TEXT "OREGON" TO
33339

Follow the www.WeCountOregon.com link to our
landing page and sign up!

We will send you updates on #WeCountOregon
events, Census details, and how you can get
involved

Slide shared with the permission of #WeCountOregon campaign



#WECOUNTTOREGON
PRESENTS:

CENSUS 101 WEBINAR

TUESDAY, OCTOBER 15, 2019
12:00PM PST

REGISTER:

<http://bit.ly/2nxN0Yf>

FOR MORE INFORMATION ABOUT #WECOUNTOREGON

CONTACT US

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www.WeCountOregon.com