

Educate Texas - Census 2020 Phone Canvassing Review

Introduction

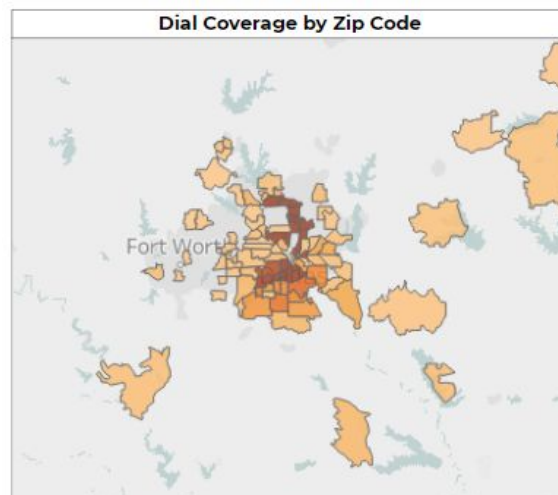
Over the course of September, Educate Texas & the Shiftsmart Flex Contact Center co-designed & executed a rapid Census 2020 canvassing effort across Texas, with a particular focus on Dallas and the North Texas region. This effort served as an alternative to traditional in-person canvassing methods due to COVID-19. The Shiftsmart team leveraged an experienced team of ~350 distributed calling agents, predominantly using Texas-based workers. Over the course of September, the size and scope of the program expanded by ~8x as a result of additional support from donors from across the state. This resulted in rapid scaling from ~10k calls per day up to a max of ~80k calls per day in the final week of the effort.

Overall, the objectives of the canvassing efforts were to:

1. Call households across Texas, with particular focus on North Texas
2. Make contact with as many households as possible
3. Educate & inform households of the importance of completing the census
4. Understand relative engagement with the Census across Texas regions
5. Drive intent to complete the census and direct federal funding to state of Texas

Key Results - Dallas

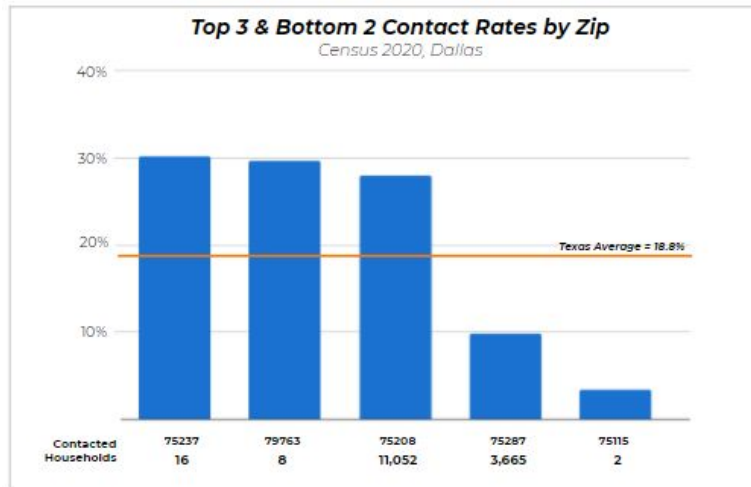
1) Scale of Campaign: across the campaign, 520k outbound calls to 161k unique leads in 156 zip codes were made across the DFW metro area.



2) Contact Rate: the overall contact rate for the Dallas area calls was 21%, which translated into making contact with 107k households. To reach this population of households required ~6.8k

total hours of dialing. This translates into 16 contacts made per hour of dialing. When compared to traditional door-to-door canvassing, which accomplishes ~4 contacts made per hour¹, the dialing effort was able to reach almost 4x more contacts.

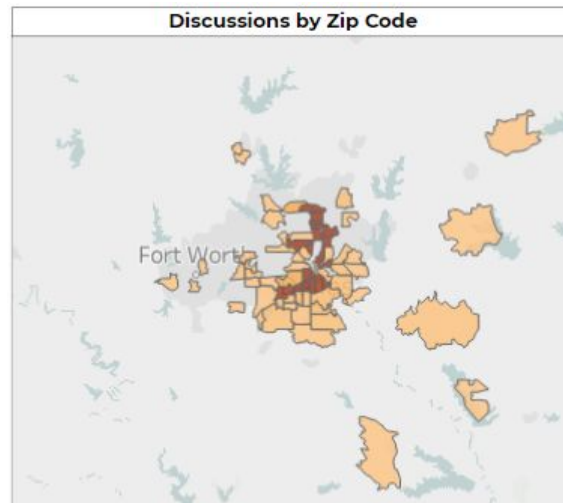
Of the zip codes where at least 10 leads were dialed, 75237 (30.2%), 79763 (29.6%), and 75208 (28%) had the highest contact rates.



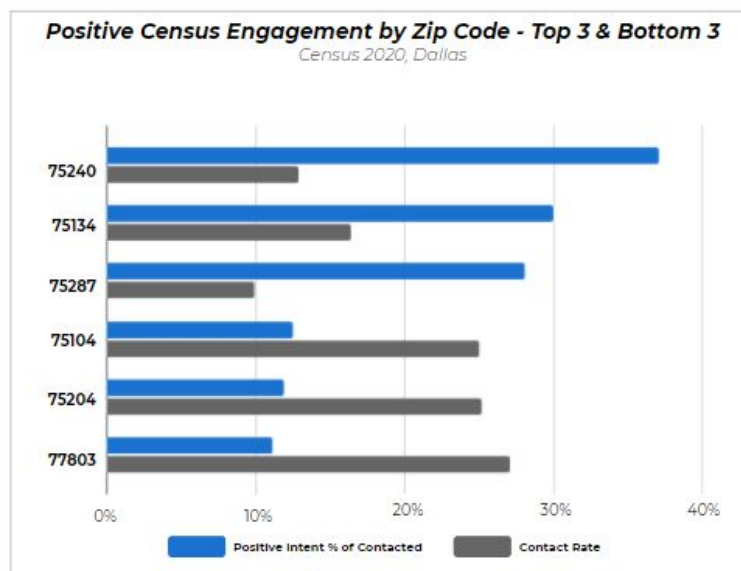
Note: Contact is defined as any call that resulted in an answer or leaving a personal & informative voicemail.

3) Informative and Positive Discussions: The dialing effort was able to communicate information on the benefits of completing the Census and capture information on willingness to participate. Of the 107k total contacted households, 87k of them (81%) were informative or positive discussions regarding the Census. Informative discussions were those that provided basic FAQ information on why completing the census is important (69.5k total or 80% of all discussions). Positive discussions were those that indicated a positive commitment around participation of the census (17.5k total or 20% of all discussions).

¹ [Re:power / Wellstone Volunteer Voter Contact Formula](#)



4) Census Engagement Across Regions: Engagement with the Census, defined as positive intent discussions as a percentage of contacted households, showed a wide variance in Dallas, ranging from 11% to 37%.



5) Commitments to Complete Census: Of the 87k positive discussions, 17.5k (20%) provided positive intentions towards Census completion. When broken down further, 15.7k of these discussions yielded an indication that they had already completed the Census. There were an additional 1.8k discussions leading to a commitment of completing the Census before the deadline. Based on a conservative estimate of census-driven federal funding in Texas of \$11.6k per capita² over 10 years, the phone canvassing has the potential to yield ~\$20.8m of incremental federal funding to support Texas if these 1.8k discussions result in a newly completed Census.

² [Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds](#)

Conclusion & Recommendations

Despite the challenging circumstances caused by the COVID-19 pandemic, phone canvassing proved to be a safe and effective method to reach all areas of the state of Texas, including Dallas and North Texas zip codes. Thanks to funding support from Educate Texas donors, the canvassing effort was able to make 929k calls across 394k leads, resulting in an opportunity to yield \$40m of additional funding to benefit households across the state of Texas. The effort in Dallas alone resulted in \$20.8m of estimated incremental funding.

Appendix A: Breakdown of Calling Campaign in Dallas Area

