

Educate Texas - Census 2020 Phone Canvassing Review

Introduction

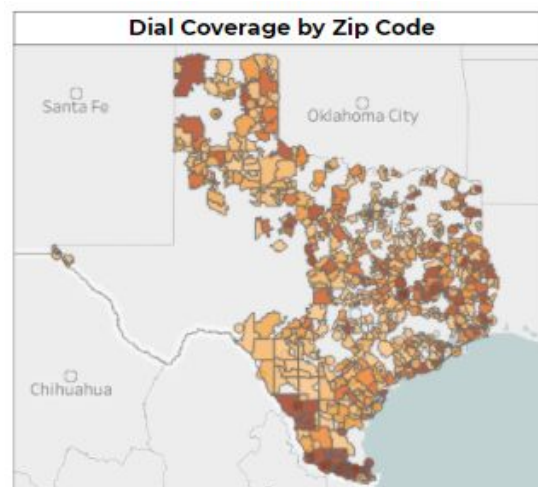
Over the course of September, Educate Texas & the Shiftsmart Flex Contact Center co-designed & executed a rapid Census 2020 canvassing effort across Texas.. This effort served as an alternative to traditional in-person canvassing methods due to COVID-19. The Shiftsmart team leveraged an experienced team 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 & South regions
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

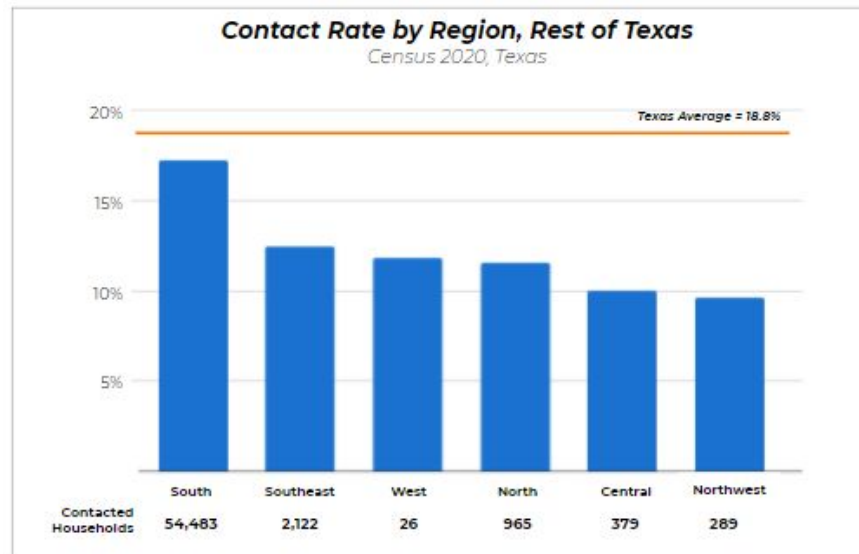
Key Results - Rest of Texas

1) Scale of Campaign: across the campaign, 350k outbound calls to 192k unique leads in 969 zip codes were made across all regions of Texas.



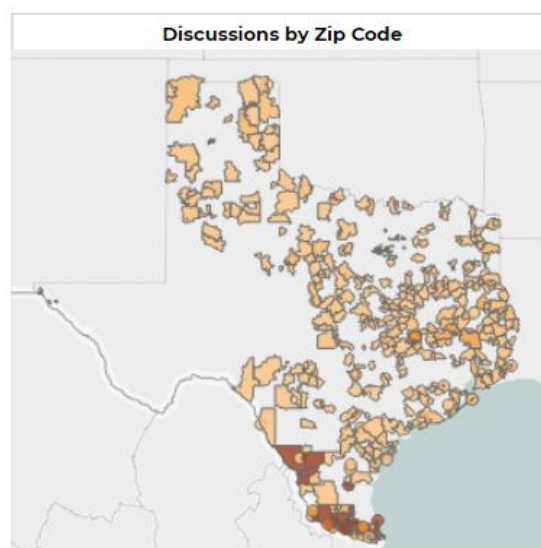
2) Contact Rate: the overall contact rate for the Rest of Texas cohort was 17%, which translated into making contact with 58k households. To reach this population of households required

~4.6k total hours of dialing. This translates into 13 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 3.25x more contacts.



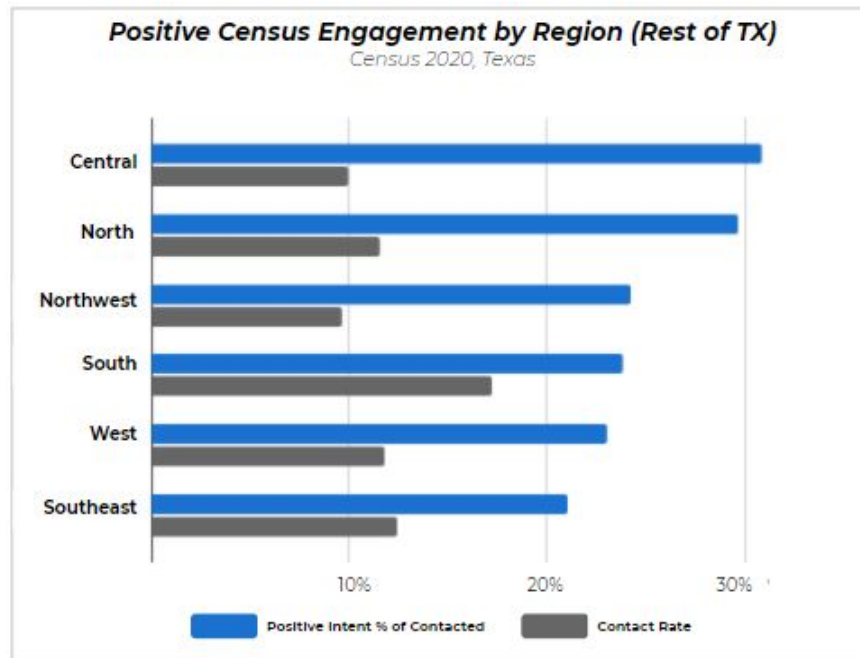
Note: Contact is defined as any call that resulted in an answer or leaving a personal & informative voicemail.

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 58k total contacted households, 37k of them (64%) were informative or positive discussions regarding the Census. Informative discussions were those that provided basic FAQ information on why completing the census is important (23k total or 62% of all discussions). Positive discussions were those that indicated a positive commitment around participation of the census (14k total or 38% of all discussions).



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

4) Census Engagement Across Regions: Despite having a lower than average contact rate, the Rest of Texas cohort of calls showed a high engagement on the Census with 24% of contacted calls resulting in a positive indication of census completion. 25-30% should be considered high engagement relative to the overall Texas average of 19%.



5) Commitments to Complete Census: Of the 2.3k positive discussions, 1.0k (44%) provided positive intentions towards Census completion. When broken down further, 927 of these discussions yielded an indication that they had already completed the Census. There were an additional 88 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 ~\$1m of incremental federal funding to support Texas if these 88 discussions result in a newly completed Census.

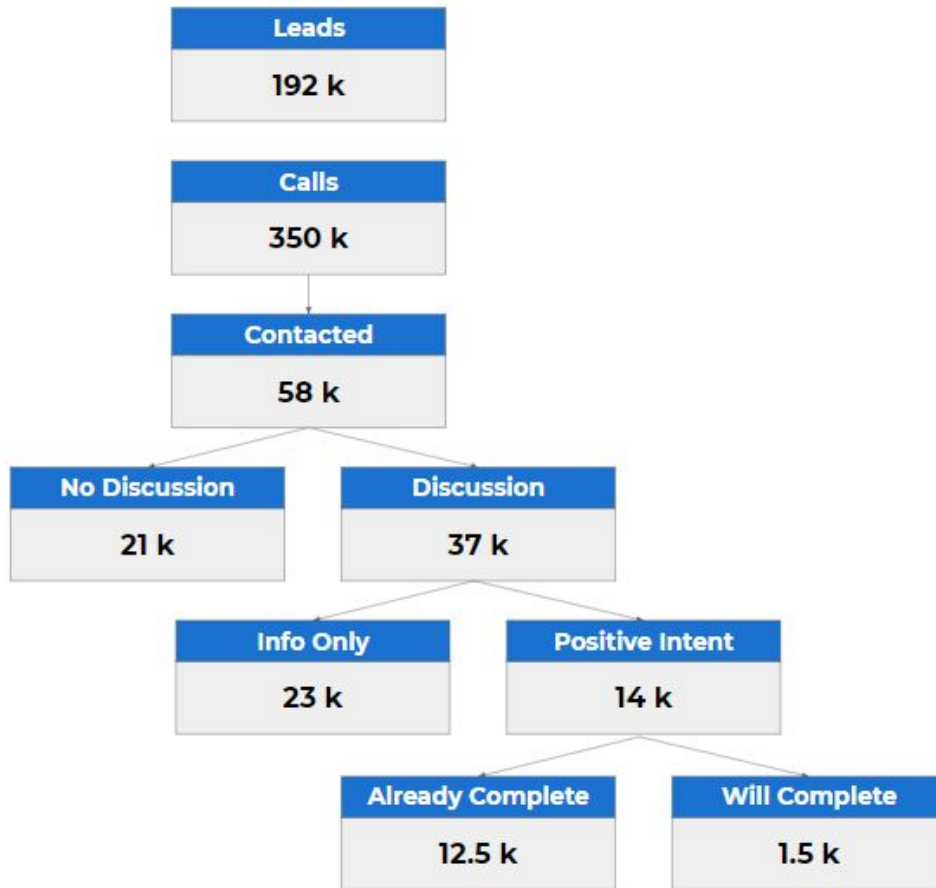
The canvassing effort was most successful in motivating incremental Census completions in South Texas (.43% of calls) and North Texas (.35% calls). With additional resources, the largest benefit would come from additional dialing in these regions.

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. 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.

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

Appendix A: Breakdown of Calling Campaign in "Rest of Texas" Zip Codes





Appendix B: Grouping of Regions Across Texas

