

# We Count!

## A Guide for Community Organizations on Census Engagement



The purpose of this guide is to assist the staff and leaders of community organizations, especially those that organize immigrants and communities of color, in understanding the importance of the 2020 Census. This information can be used to help organizations move community members, who may be reluctant to participate in the census, from a place of fear and caution to greater strength and a place of power. The guide contains basic information about the census. It includes how to engage our communities with effective messages that could also move current and future campaigns.

Created by The Center for Popular Democracy and the Fair Immigration Reform Movement, in collaboration with Black Alliance for Just Immigration, Make the Road NY, CASA, United We Dream, Faith in Action, and the National Partnership for New Americans. Special thanks to Make the Road Nevada and Make the Road New Jersey for their support in reviewing this document.

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# Overview of the Census

The census is a survey that is a foundational part of our democracy. The U.S. Constitution requires that **EVERY PERSON** living in the United States is counted. The numbers are used to allocate government **REPRESENTATION** and **RESOURCES** for the following decade. It's taken once every 10 years, and the next Census Day is April 1, 2020.

## Our Power

We count, and we should be counted. Everything that is important to us is affected by the census, so we should do everything that we can to be a part of it. The census is used to determine who has power and representation in our democracy.

As we organize and mobilize to influence at the city, state, and federal level on the issues that impact our lives, the census is a major factor in determining whether our communities have elected representation that reflects and responds to our needs. This means that every campaign that we work on can be linked to census-related data. It is used by governments, businesses, and community leaders to make decisions. It gives us evidence about the unmet needs and unfair treatment in our communities, but most importantly, it tells us about the strength in our growing populations.

By underfunding the census and repeatedly attempting to add an unnecessary and untested citizenship question to the census, President Trump's administration is trying to scare and dissuade our communities from participating in the census count, effectively wiping us from the political map. It is a part of a multi-pronged strategy to attack and erase our communities and our needs. It is also a thinly disguised attempt to rig the political boundaries to be, as a prominent Republican redistricting strategist put it, "advantageous to Republicans and non-Hispanic whites"<sup>1</sup> and further its ability to control legislative bodies across the country for another decade. They know that this census is about power, and we too must treat it as such.

Through community organizing and litigation, local and national organizations worked together to defeat the efforts to put the citizenship question on the census. This is a victory, and we must keep this coalition active and alert to continue to pushing back against any new tactics with aims to frighten and harm our community.

Every day, we fight back against Trump's demonizing rhetoric, policies separating families, Muslim bans, and ICE raids through our issue campaigns, know-your-rights trainings, voter engagement and election work, and services designed to help our communities. **Encouraging our community members to participate in the census is another powerful way to demonstrate our fundamental beliefs in our collective power, our ability to protect one another, and our democracy.** This is another moment when our communities must take a public stand.



# Our Power

## Why the Census is So Important

Despite our growing numbers, communities of color and immigrant communities are at risk of losing political power and influence to defend and advance our community interests. We risk losing real resources and exacerbating public and private underinvestment in our communities. The history of the census has been shaped by white supremacy since its founding as seen in the Three-Fifths Compromise, where enslaved persons were counted as three-fifths of a person for redistricting purposes. This gave Southern states more federal power, even though there were fewer free persons in those states. Census questions about race and ethnicity have evolved in attempts to capture contemporary understandings of race. However, they can still be confusing and disconnected from the identities of people of color.<sup>2</sup> Yet the census still provides a meaningful way of reclaiming self-determined identities and community power through active participation.

The census is a snapshot of who we are as a country and is foundational to our democracy. **The U.S. Constitution mandates a complete and accurate counting of ALL persons** (regardless of age, gender, immigration status, or country of origin). The census is taken once every 10 years and is used to distribute seats in the U.S. House of Representatives and allocate government resources. It is also used by federal, state, and local governments and community leaders to guide public policies and private sector investments.



## Our Representation

Every 10 years the Constitution requires that the 435 seats in the U.S. House of Representatives be redistributed based on the population of every state, aligning with the principle of “one person, one vote.” This process, known as **reapportionment**, determines how many congressional seats each state will have for the next 10 years.<sup>3</sup> Reapportionment affects not just the votes in Congress, but also the votes in the Electoral College, the body that selects the President. This process shifts power to states with the highest populations counted.

**Redistricting** is the process that federal, state, and local governments use to draw political maps. It determines how power is distributed in state and local government and who is included in each legislative

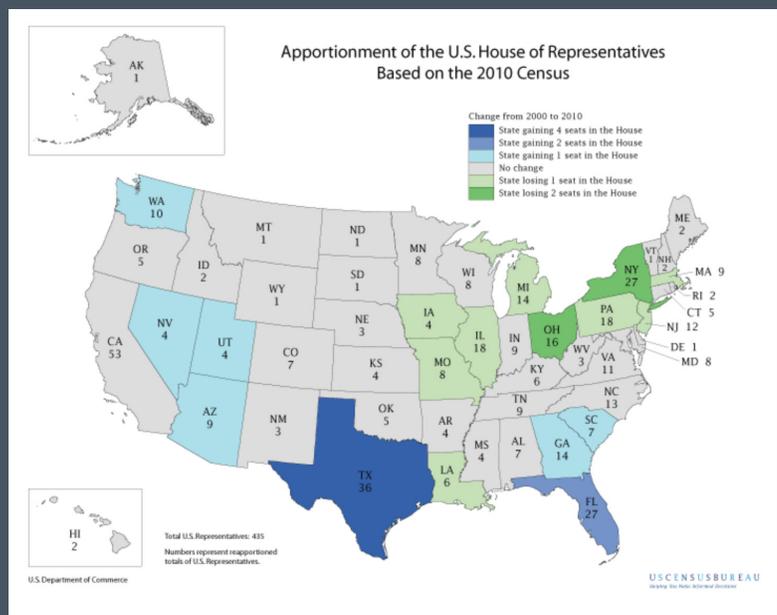
district. By determining each legislator’s constituents, the redistricting process has a significant role in determining to which communities and interests a legislator feels accountable. The census is the key building block to redistricting – every ten years every person in the country is counted and that data is used to ensure maps are drawn to ensure “one person, one vote.” Additionally detailed demographic information helps to identify protected “communities of interest” and enforce the Voting Rights Act. It can also help create and protect majority-minority electoral districts by providing nonwhite and racial or ethnic minorities an opportunity to elect candidates of their choice where they would otherwise be prevented from doing so by racial bloc voting and other electoral factors.<sup>4</sup>

## Our Stories

Over the last 90 years, Illinois has grown at a slow rate and in recent years has even been losing its overall population. Because the state now has a smaller percentage of the overall population of the United States, it holds proportionally fewer seats in Congress. Illinois has lost 9 Congressional seats, dropping from 27 in 1930 to 18 after the 2010 Census. While not reflected in the 2010 Census, since 1930, California’s population has grown at a rate higher than most states and that was reflected in the census. Its proportion of the U.S. population has grown significantly along with its representation in Congress, increasing from 20 to 53 seats during that same period.<sup>5</sup>

To see how your state has lost or gained seats over the years:

<https://www.census.gov/population/apportionment/files/2010map.gif>



This map shows the shifts that happened after the 2010 Census. 10 states lost seats, while 8 others gained seats.

## Our Resources

Census data are used to determine how \$800 billion in federal funds *per year* are distributed to schools, public safety, housing, food programs, and more.<sup>6</sup> State and local governments also use this information to allocate their funds. Community leaders and nonprofit organizations use it to identify places where communities are growing or moving and where their services are most needed. Businesses use this information to decide where to expand and contract as well as what products to offer.

### Our Stories



In FY2016, Maryland received **\$16,399,153,415** through 55 federal spending programs guided by data derived from the 2010 Census.

Examples of some of Maryland's funding for that year:

**\$6,622,083,000**

Medical Assistance Program  
(Medicaid)

**\$1,079,151,904**

Supplemental Nutrition  
Assistance Program

**\$599,159,884**

Highway Planning  
and Construction

**\$444,985,128**

Very Low to Moderate  
Income Housing Loans

**\$56,863,000**

Unemployment  
Insurance Administration

Find out how much federal funding is at stake for YOUR state. Go to #5 on George Washington University's website: <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds#Reports>.

# Protecting Our Communities

## How Individuals Can Safely Participate in the Census

### What protections do people responding to the census have against their individual data being shared?

- There are strong protections for census data. Census Bureau employees with access to protected data are sworn to keep information confidential for life under threat of criminal penalty. Wrongful disclosure is punishable by a fine of up to \$250,000, imprisonment for up to five years, or both.
- Census employees are prohibited from disclosing census data to federal agencies, immigration authorities, law enforcement, and courts of law.
- Personally-identifiable data may ONLY be used for purely statistical purposes. Law enforcement is not considered a statistical purpose.
- Although recognizing high levels of distrust of government (and especially of the current administration), many respected civil rights and legal organizations like the Leadership Council on Civil and Human Rights and the Brennan Center for Justice confirm that there are robust laws providing data confidentiality protections and that violations would trigger a fierce legal fight.<sup>7</sup> Congressional oversight committees also serve as watchdogs over these protections.<sup>8</sup>

### What are the risks of not participating in the census?

- While very unlikely to be enforced, census response is required by law and refusing or “willfully neglecting” to answer questions or participate in the census is punishable by a fine of up to \$5,000.<sup>9</sup> However, no one has been prosecuted for this since 1970.
- There is, however, the risk that our communities lose federal resources and political power if individuals do not participate.
- If you do not complete the census form during the self-response phase (mid-March to mid-May), a Census Bureau employee will likely visit your household in order to get the requested information. These employees are called “census enumerators” and are often local residents temporarily hired by the federal government to go door to door in their community to collect census information from people who do not respond to the initial notice (a letter or postcard). A census enumerator’s job is to help people fill out the census form, not serve as law enforcement or immigration officials. Even so in this environment, an unanticipated knock on the door may be a frightening prospect for many of our community members. Returning the census form as soon as possible will minimize such interactions.

### What are the risks of skipping any questions on the census?

- Filling out a complete and accurate census form is mandated by law.
- If you fail to respond to all of the questions, an enumerator may visit your household for the purpose of collecting the rest of the data. However, senior Census Bureau officials have said that it is highly unlikely that skipping a single question will lead to an in-person enumerator visit.
- The more questions that a household does not answer, the more likely it is that an enumerator will contact you in-person or over the phone in order to get the missing information. We do not know how many skipped questions will trigger a visit by an enumerator.

## What are the risks of filling out false information in response to any question on the census?

- It is a crime for anyone to lie on the census. Doing so is punishable with a fine of up to \$5,000.
- In addition, if a noncitizen provides false information to the U.S. government on the census, it could have serious adverse immigration consequences and impact future applications for permanent legal status or citizenship. As stated above, confidentiality rules prevent the Bureau from sharing individual census responses or cooperating with agencies responsible for local law or immigration enforcement. The Census Bureau's priority is to count people, not enforce immigration. Community members should still be mindful to minimize potentially harmful impacts.

## What is the citizenship question and will it be on the census?

- **The citizenship question will NOT be on the 2020 Census questionnaire.** Through community organizing and litigation, advocates won the legal battle to keep the citizenship question off of the census. The Trump Administration attempted to add a citizenship question that would have asked if a respondent was a U.S. citizen and, if they were, how they became a citizen. It was a failed attempt by the Trump administration to frighten immigrants and dissuade them into not participating in the census and to collect information that could be used to draw districts favorable to Republicans and nonwhites.

## What will happen now that the citizenship question will not be on the census?

- After Trump lost the citizenship question in court, he issued an Executive Order that requires government agencies to turn over existing citizenship information to the Department of Commerce.<sup>10</sup> These activities should be monitored closely; Trump is trying to collect this information in the ongoing effort to intimidate communities and strip them of their power during redistricting in 2021.
- The Trump Administration is not backing down from their attempts to rig redistricting and manipulate the census and **we will not back down either.** We need to fight to ensure a fair count in 2020 and that redistricting in every state is based on the full count of the population—no matter their age, citizenship status, or relationship to the criminal justice system.

For more detailed information addressing these and other critical issues, check out this [memo prepared by Asian Americans Advancing Justice | Asian Law Caucus](#). The information presented in this section is largely drawn from this resource.



# Protecting Our Communities

## How Organizations Can Advise Communities and Individuals on the Census

Community organizations are trusted sources of information and support for communities, particularly in under-resourced neighborhoods. With so much at stake, we have an obligation to ensure census participation is as safe as possible, and to help community members weigh the benefits and risks to themselves and their families.

Furthermore, we should prepare rapid-response plans for our communities in order to address fear raised during ICE raids and other mass enforcement actions—especially during the active census count period when enumerators will be out in the field (beginning in mid-May).

### What are the legal consequences for community groups that advise people to skip questions on the census or to not respond at all?

- Advocating for community members to skip a question or to not respond at all is technically a federal crime. Nonprofit organizations that advocate for this could risk scrutiny of their status (this includes 501(c)(3)s and 501(c)(4)s). An organization can lose its tax status if it is responsible for the “conduct of illegal activities to a substantial degree,” including “planning and sponsoring” illegal acts.
- It is also illegal for a person or entity to directly or indirectly provide assistance, advice, or information to the Census Bureau in order to cause an inaccurate count. Doing so can result in a fine of up to \$100,000 for an individual or \$200,000 for an entity, up to one year in prison, or both. It seems very unlikely that this law will be enforced, and it is unclear if it applies to an organization that encourages nonresponse.

### What are the potential results of a civil disobedience campaign in which respondents do not answer a question or do not participate in the census?

- Failing to fill out any part of the census is a federal crime and anyone that does so could face legal consequences, although that is unlikely, and any organization that advocates for nonresponse on any part of the census could face scrutiny of its 501(c)(3) or (c)4 status.
- It should also be noted that all acts of civil disobedience carry some risk. This is a tactic with a long history of winning independence from colonial rule, greater democracy, and civil rights.

For more detailed information on these issues, check out this [memo prepared by Asian Americans Advancing Justice | Asian Law Caucus](#). This information presented in this section is largely drawn from this resource.

# Moving Our Issues

## How the Census Helps Us Win

### Our Issues

Completing the census will build political power for our communities by making sure that federal, state, and local legislatures reflect our increasing numbers through representation and by prioritizing our issues. The census data are used to guide all public policy decisions. Some of the ways that our lives and our issues are affected by the census include:



#### HEALTHCARE

Key governmental reports that measure uninsured rates and Medicaid and Medicare coverage all use census data to ascertain federal funding levels for hospitals and community nutrition and health programs.



#### ECONOMIC JUSTICE

Living wage campaigns rely on census data to accurately detail the income levels and cost of living in a specific area.



#### INFRASTRUCTURE

Federal infrastructure funds provide money for new schools, public transportation to accommodate growing communities, and systems that ensure that all households have access to clean water. The amount of funding for these services that flows to your community is partly determined by census data.



#### POLITICAL REPRESENTATION

All campaigns that target an elected official rely on census data. Data are used for redistricting, which determines the political boundaries of an elected official's district and who their constituents are. Redistricting can greatly affect which party is likely to win a district and how accountable the elected official may feel toward your community.



#### SOCIAL PROGRAMS

Social service organizations rely on state grants, which often include federal pass-through funds. Similarly, family assistance programs for food, housing, healthcare, and transportation are census-guided programs, meaning that each state is allocated a certain amount of funding based on its census data.

## Our Stories: *Chicago's Chinatown Case Study*<sup>1</sup>

In 2000, Chicago's Chinatown was home to a growing mix of new immigrants and American-born Chinese; a constituency that was not known at the time for its political activism. During the 2001 redistricting process, this small but fast-expanding neighborhood was divided between four different state legislative districts. As a result, their political power was diluted. Chinatown leaders decided that this was unacceptable. In order to increase their political clout, they knew that the community would need to do three things: ensure every eligible member of the community voted, ensure that every person was counted in the census, and advocate for legislative districts that represented their community. In the lead up to the 2010 Census, the community began years of voter registration drives—eventually doubling the number of registered voters—and ran an active community outreach campaign ahead of the 2010 Census.

At the start of their 2010 Census campaign, organizers were frustrated that people were reluctant to fill out forms. Community members didn't understand the purpose or importance of the census. But when organizers started to link the census to community issues, people's responses began to shift.

Organizers started conversations by asking what community members wanted to see in their neighborhood. Long-time residents missed a torn-down field house that had never been replaced. Students wanted a neighborhood high school, so that they wouldn't have to commute two hours each way to school. The local library was overcrowded, with kids studying on the floor and seniors struggling to hear their ESL classes over the din of other

patrons. Everyone agreed that Chinatown needed a bigger library. Filling out the census became more than just paperwork. It began to represent the community's dreams for a library, a field house, and a high school.

When the results of the census came in, legislators were surprised to learn that the neighborhood's Chinese community had grown by 40%, while other communities reported flat or decreased growth.

When it came time for redistricting in 2011, the community was eager to be in a single legislative district. Their redistricting testimonies relied on census data to show the growth of the Chinese community. They named their unmet needs and argued that, by being split across so many districts, they were a low priority under the diluted political maps. At that time, no Asian American had ever been elected to Illinois' General Assembly; Chinatown wanted a legislator who would be their champion.

After a decade of hard work, Chinatown is now largely in one district. So what impact has that had?

In the years since, the City of Chicago invested millions of dollars in building a new state-of-the-art community library and a new field house in the park. In 2016, the first Asian American was elected to the State's General Assembly. None of these victories would have been possible if the community had not organized and gotten counted and if the neighborhood's legislators didn't know and understand their constituents. This is just one story of the many ways communities can use census data to their advantage. The census is a snapshot of a community and, in that, it is also an asset. It is, in short, power.

Every campaign that we work on can be linked to the census in some way:

- We can find our communities by looking at census maps.
- We can identify potential allies by knowing our neighbors.
- We are better able to understand political targets by being informed about their constituents and those to whom they feel accountable.
- We are better equipped to understand community needs—needs like greater access to social programs, language access services, and new or better-maintained infrastructure like schools and libraries.
- By comparing our community data to data in other communities, we are able to identify disparities.

# Messages That Motivate

These message points are intended to help movement partners craft messages that connect engagement in the census to power and to an organization's current campaigns. We have included links to additional messaging resources and tools in the Appendix and will continue to update this messaging as we approach 2020.

We need to send the message that we will be counted! **We are using the hashtag #WeCount.**

## General Census Messages

### Our Power and Representation

- Nothing without us, about us, is for us! The census is about the power of our communities, and we will not be excluded. We count and will be counted!
- Completing the census brings political power to our communities by ensuring that the makeup of Congress and state legislatures reflects us and the increased number of residents who are people of color. Complete the census to bring political power to our communities by making sure that the makeup of Congress and state legislatures reflects the voices of people of color and immigrants. This will help us build the power to elect the representatives we want and win on our issues.
- Participating in the census is a demonstration of our collective power. If we are not fully counted in the 2020 Census, Congress, state legislatures, and city councils risk being drawn into districts that do not fairly reflect our communities or our interests, making it harder to win the change we need.

### Resources for Our Communities

- Responding to the census means making sure that our communities get our fair share of federal funds for programs like Medicaid, SNAP, Head Start, unemployment benefits, Section 8 housing vouchers, programs for seniors and disabled veterans, and school lunch programs. It also ensures that our communities have enough money to build roads, hospitals, and schools.
- We won't let the Trump administration weaponized the census to prevent our communities from getting our fair share of much-needed resources.

### Our Power

- Trump is using his presidency to control who counts in this country and who does not. He wants to erase people of color, immigrants, and people with low incomes. We cannot—we will not—let him.
- Throughout his presidency, Trump has stoked fear in our communities, telling us that we do not matter. We won't allow him to rig the census in his favor, thereby denying visibility and services to immigrants and communities of color.
- This is about more than one person filling out a form and being counted in the census. It is about entire communities standing up and declaring, amidst awful attacks from this administration that we matter! We count! That our voices and perspectives deserve support, representation, and recognition!

## APPENDIX A

# Sequence of Meetings and Decisions

If your organization is deciding on whether to engage in census work, this chart can help you create a sequence to the meetings that you have with your community members and leadership team. Two factors may affect the order of your meetings on census engagement: the level of understanding your organization’s leaders have about the census and the level of involvement community members have in your organization’s decision-making.

	READY TO GO ON CENSUS	JUST GETTING STARTED WITH CENSUS
Less upfront community involvement	<ul style="list-style-type: none"> <li>• <b>Use the We Count! Guide as a reference.</b></li> <li>• Set your census goals.</li> <li>• Start operational plans.</li> <li>• Hold a community meeting. <b>The We Count! Member and Community Workshop template can be used:</b> background on the census; power building moment; discussion of risks and benefits; sell the idea of working on it.</li> <li>• Incorporate community member feedback from into your plans.</li> <li>• Start getting commitments.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Read the We Count! Guide for background.</b></li> <li>• <b>Use the Organizational Decision template</b> to decide on engagement.</li> <li>• IF ENGAGING, set your census goals.</li> <li>• Start operational plans.</li> <li>• <b>Hold a community meeting. The We Count! Member and Community Workshop template can be used:</b> background on the census; power building moment; discussion of risks and benefits; sell the idea of working on it.</li> <li>• Incorporate community member feedback from into your plans.</li> <li>• Start getting commitments.</li> </ul>
More upfront community involvement	<ul style="list-style-type: none"> <li>• <b>Use the We Count! Guide as a reference.</b></li> <li>• Set potential census goals to be tested.</li> <li>• <b>Hold a community meeting. The We Count! Member and Community Workshop template can be used:</b> background on the census; power building moment; discussion of risks and benefits.</li> <li>• Incorporate member feedback to finalize goals.</li> <li>• Start operational plans.</li> <li>• Get final feedback and commitments.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Read the We Count! Guide for background.</b></li> <li>• <b>Use the Organizational Decision template</b> to decide on engagement.</li> <li>• IF INTERESTED IN ENGAGING, set potential census goals to be tested.</li> <li>• <b>Hold a community meeting. The We Count! Member and Community Workshop template can be used:</b> background on the census; power building moment; discussion of risks and benefits.</li> <li>• Get feedback on go/no go and goals.</li> <li>• Incorporate member feedback to finalize goals.</li> <li>• Start operational plans.</li> <li>• Get final feedback and commitments.</li> </ul>

## APPENDIX B

# Strategic Decision Process for Census Engagement

- If not already done, agree on strategic questions. (A sample set of questions can be found below.)
- Work through strategic questions on why you might engage in census work.
- Brainstorm, prioritize, and summarize potential goals, and summarize the risks and benefits.
  - The Guide, Examples of Census Outreach Activities, and the Census Planning Timeline can be used as references.
- Discuss decision or recommendation: Are we ready to make a decision? Take a straw poll and reconcile opinions.
- Define next actions, who is accountable, and due dates.

## Example Strategy Screening Questions

1. How does census work strategically advance your mission or build your organization/coalition? (e.g. Community power-building because census is foundational to your work, raises your media profile, provides a new way to engage community members on a current campaign, better or new relationships with organizations, sets up for redistricting/future work, etc.)
  - a. Goals for how it will further your mission
  - b. Goals for how it will build your organization
  - c. Goals for building community power (can this connect to your c3 civic engagement or c4 voter engagement strategies?)
2. What are the risks and benefits of working on the census? List concrete examples.
  - a. What are the risks and benefits to individual community members?
  - b. How will it affect your future campaigns?
  - c. How will it affect your ability to build political power?
  - d. How will it affect the resources that come to your community?
3. What are the risks and benefits of NOT working on the census to your organization? List concrete examples using prompt questions above.
4. Does it leverage and/or enhance your competitive advantage? How? (If you excel at social media, this could be a great opportunity. If you are focused on deportation cases, a mass engagement campaign may be distracting.)
  - a. List potential goals that would enhance your competitive advantage.
5. Why are you the best organization to take this on?
  - a. List the skills, expertise, leaders, capacities, and relationships that position you well.
  - b. List other organizations that might do this as well or better.
6. Do you have the organizational capacity (e.g., current staff, volunteers, funds) to implement it? Will it help you? (Sometimes even if you have the funds to hire someone, it may still be challenging to find a good person or have the staffing capacity to manage that person.)
  - a. List your current capacities.
  - b. List capacities that you have wanted to build that this effort could help further.
7. Can you raise funds to pay for it (foundation or government grants)? Is it worth investing some of your reserves? (This may be deferred to inform the scope of work more than a go/no go decision.)
  - a. List specific staff time or things that you will need (not just staff, but 2 FTE organizer, .5 FTE social media manager)

## APPENDIX C

# Examples of Census Outreach Activities

The purpose of this list is to give examples of activities in which organizations and community members can engage. Many successful census outreach activities are similar to those of Get Out the Vote and community organizing campaigns. This is not meant to be an exhaustive list.

### Low-effort: Sharing

- Share information on social media
- Post to website
- Keep fliers in office

### Medium-effort: Engaging

- Above activities
- Staff is informed and able to answer questions for members about risks and rewards
- Add census messaging on to current meetings, programs, and campaigns

### High-effort: Running a Program

- Above activities
- Educate through traditional and social media
- Incorporate proactive messaging to move your current agenda
- Canvass, phone- or text-bank, and promote at community events
- Recruit and train members/volunteers
- Develop volunteer leaders to recruit, manage other volunteers; conduct presentations; become spokespeople; etc.
- Lead a coalition of organizations coordinating (coverage of community events, day of actions, etc.) and sharing resources (translated materials, videos, flyers, trainings, etc.)

### Available resources:

- We Count! Guide and community training
- Webinars on creating social media campaigns available on [www.censuscounts.org](http://www.censuscounts.org)
- Toolkits for community organizations on [www.censuscounts.org](http://www.censuscounts.org)
- Tested messages [See We Count! Guide's Appendix B—Annotated Resources]

Additional resources and messaging will continue to be developed throughout 2019 and into 2020. Please check back with Center for Popular Democracy.

### Examples of activities for ways individual community members can engage

- Fill out the census
- Encourage their friends and family to participate
- Invite you to do presentations at their churches, parent groups, etc.
- Be trained to give presentations
- Volunteer to canvass with your organization

## APPENDIX D

# Census Planning Timetable

	ORGANIZATIONAL TIMELINE	CENSUS BUREAU** & EXTERNAL
<b>PHASE I</b>	<b>Planning *</b>	
Summer	Set goals, timeline, and activities	
<b>PHASE II</b>	<b>Initial Public Rollout</b>	
October–December	<ul style="list-style-type: none"> <li>• Launch your education campaign</li> <li>• Test plan with members</li> <li>• Recruit volunteers</li> </ul>	Launch your education campaign
December	Begin Community Engagement to take advantage of Holidays & Gatherings	Starts digital outreach campaign
<b>PHASE II</b>	<b>Full Public Engagement</b>	
January 2020	Community Education & Outreach	Starts full national outreach campaign
Feb 3		Presidential Primaries begin (Iowa Caucuses)
March 1	Organizations should make final decision on a citizenship question campaign	
March 3		Super Tuesday
March 12–20	RESPONSE PERIOD (GREEN)	Every household will receive an invitation to respond online to the 2020 Census
March 16–24		A reminder letter will be sent
March 26–April 3		For people who have not yet responded - “Non-Respondents” (NR): A reminder postcard is sent
<b>April 1</b>	<b>CENSUS DAY</b>	<b>CENSUS DAY</b>
April 1	Activities around Census Day	
April 8–16		For NR: A reminder letter and paper questionnaire is sent
April 20–27		For NR: A final reminder postcard is sent before Census Bureau follows up in person.
May 13—July		Enumerators are in the field to follow up on non-respondents
July 31	Self-response option ends	Self-response option ends
December 2020		Census Bureau transmits state population and congressional apportionment data
Feb to March 2021	Redistricting Process Begins—varies by state	Redistricting data released

\*Activities and timing are only suggestions. \*\*Census Bureau dates are estimated time frames as operations vary across the country. Check [www.census.gov](http://www.census.gov) or with your regional Census Bureau office.

# APPENDIX E

## Glossary

<b>Census Bureau</b>	The federal agency responsible for producing data about the American people.
<b>Census Day</b>	A date used by the Census Bureau as a reference. Questions on the census form should be answered from the point of view of that date, which is April 1st.
<b>Census Form or Questionnaire</b>	A survey that collects socioeconomic information about residents.
<b>Community of Interest</b>	A group of people with a common set of concerns that may be affected by legislation. Examples of communities of interest include ethnic, racial, and economic groups. Some states require that the preservation of communities of interest be taken into account when drawing electoral districts in an effort to enable these communities to elect representatives whose platforms or policy proposals align with their interests.
<b>Enumerators</b>	Temporary federal employees hired by the U.S. Census Bureau to survey people and collect demographic information.
<b>Get Out the Count (GOTC)</b>	Efforts to encourage hard to count households to fill out the census.
<b>Minority-Majority Districts</b>	An electoral district, such as a United States congressional district, in which the majority of the constituents in the district are nonwhite or racial or ethnic minorities.
<b>Reapportionment</b>	The redistribution of seats in the U.S. House of Representatives based on changes in population, which happens every ten years after the census.
<b>Redistricting</b>	The process of redrawing congressional and other legislative district lines following the census to accommodate population shifts and keep districts as equal as possible in population.
<b>Voting Rights Act</b>	Federal legislation that was passed in 1965 to ensure state and local governments do not pass laws or policies that deny American citizens the equal right to vote based on race.

# APPENDIX F

## Annotated Resources

### General Information

[www.census.gov](http://www.census.gov): The official website of the U.S. Census Bureau, the federal agency responsible for carrying out the census.

[www.censuscounts.org](http://www.censuscounts.org): Website developed by Leadership Conference for Civil and Human Rights as a one-stop shop for community organizations engaged with the census. Includes toolkits on digital campaigns (available) and outreach activities (October rollout).

### Messaging Guidance

SCOTUS Decision on the Citizenship Question | #WeCount | Social Media Toolkit [Click Here for Toolkit](#)

### Citizenship Question

Legal memo advising organizations and immigrant community on census participation and the citizenship question.

- One pager for individuals on the 2020 Census and the citizenship question is available [here](#).
- A two-pager for individuals, communities, and organizations on the 2020 Census and the citizenship question is available [here](#).
- [Click here for The Citizenship Question, Confidentiality, Language Access, and Other Critical Issues on the 2020 Census: A Resource for Census 2020 Partner Organizations](#). (Comprehensive 17-page legal memo, including a flowchart of response, non-response of any questions, non-response of survey.)

### Census Operations

[2020 Census Operations Webinar Series \(release of additional webinars is ongoing\)](#)

**SELF RESPONSE:** [Recording](#) + [slide deck](#).

Part 1 of this Census Operations Series includes an overview of 2020 Census peak operations, with a focus on self-response to include timing, modes of response, languages available, methods for delivery of materials, information on the Update/Leave operation in rural and remote areas (including American Indian reservations), and the targeted Update/Enumerate operation.

**HIRING:** [Recording](#) + [slide deck](#).

Part 2 of this Census Operations Series includes an overview of the U.S. Census Bureau recruitment and hiring strategies. This webinar discussed challenges to these hiring strategies and the impact of the low unemployment rate, online applications, and the waiver process for retired federal workers, work-eligible non-citizens, and the formerly incarcerated. The webinar also discussed how community-based organizations can plan hiring outreach efforts.

#### ENUMERATION OF GROUP QUARTERS &

**TRANSITORY LOCATIONS:** [Recording](#) + [slide deck](#)

Part 3 of this census operations series covers: service-based enumeration of people experiencing homelessness as well as education and outreach efforts to ensure that non-family members with no other usual residence are counted in a household; enumeration of college dorms, prisons, skilled nursing homes, and military installations; and enumeration of highly mobile populations, such as campsites, circuses, marinas, and migrant farm worker camps.

**NONRESPONSE FOLLOW UP:** [Recording](#) + [slide deck](#)

Part 4 of the Census Counts and the Funders Census Initiative census operations series covers nonresponse follow up procedures for the 2020 Census.

**MESSAGING:** <https://funderscommittee.org/resource/recording-slides-fci-briefing-series-census-2020-messaging-testing-results/>

- Motivating Black Communities to Participate in the 2020 Census—Presented by *Color of Change*—9/6/18: [Click Here for the Recording](#), [Click Here for the Slides](#)
- Message Testing in Latino Communities—Presented by *NALEO*—9/12/18: [Click Here for the Recording](#), [Click Here for the Slides](#)
- Asian American & Pacific Islander Messaging Research—Presented by *Asian Americans Advancing Justice – AAJC*—10/11/18, [Click Here for the Recording](#), [Click Here for the Slides](#)
- Barriers, Attitudes, and Motivators Study & Focus Groups—Commissioned by the *Census Bureau*—11/14/18, [Click Here for the Recording](#), [Click Here for the Slides](#)
  - 17,500 surveys and focus groups of general audience
  - Focus groups for hard to count populations
- Message Perceptions of Rural American Indian Residents—Presented by *National Congress of American Indians*—1/16/19, [Click Here for the Recording](#), [Click Here for the Slides](#)
- Arab American Research and Messaging—Presented by *Arab American Institute & American-Arab Anti-Discrimination Committee ADC*—1/23/19, [Click Here for the Recording](#), [Click Here for the Slides](#)
- Messaging for Majority-Minority Area with Multi-Ethnic Immigrant Communities in CA—Presented by *San Joaquin Valley Health Fund: Census Research Project*—3/19/19, [Click Here for the Recording](#), [Click Here for the Slides](#)
  - Assesses the impact of adding the citizenship question (CQ) to Census 2020
  - Identify barriers to and opportunities for increasing Census 2020 participation



# Endnotes

- 1 Michael Wines, "Deceased G.O.P. Strategist's Hard Drive Reveals New Details on the Census Citizenship Question," *The New York Times*, May 30, 2019, <https://www.latimes.com/politics/la-na-pol-supreme-court-census-republican-advantage-20190530-story.html>.
- 2 Karen Gaffney, "Confronting the U.S. Census as a Weapon of White Supremacy," Public Seminar, December 17, 2018, <http://www.publicseminar.org/2018/12/confronting-the-u-s-census-as-a-weapon-of-white-supremacy/>.
- 3 "Congressional Apportionment," United States Census Bureau, accessed August 29, 2019, <https://www.census.gov/topics/public-sector/congressional-apportionment.html>.
- 4 "Redistricting Criteria," National Conference of State Legislatures, April 23, 2019, <http://www.ncsl.org/research/redistricting/redistricting-criteria.aspx>; Julia Marks, Nandini Ruparel, and Jonathan Stein, *The Citizenship Question, Confidentiality, Language Access, and Other Critical Issues on the 2020 Census: A Resource for Census 2020 Partner Organizations* (Asian Americans Advancing Justice - Asian Law Caucus, May 21, 2019), <https://www.advancingjustice-alc.org/wp-content/uploads/2019/05/2019-05-21-Census-Legal-Memo.pdf>.
- 5 Kristin D. Burnett, *Congressional Apportionment: Census 2010 Brief* (Washington, DC: U.S. Census Bureau, November 2011), <https://www.census.gov/population/apportionment/files/2000%20Apportionment%20Brief.pdf>.
- 6 Andrew Reamer, *Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds, Report #2: Estimating Fiscal Costs of a Census Undercount to States* (GW Institute of Public Policy, March 19, 2018), <https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/GWIPP%20Reamer%20Fiscal%20Impacts%20of%20Census%20Undercount%20on%20FMAP-based%20Programs%2003-19-18.pdf>.
- 7 Kelly Percival, *Federal Laws That Protect Census Confidentiality* (Brennan Center for Justice, February 20, 2019), [https://www.brennancenter.org/sites/default/files/publications/2019\\_02\\_Census%20Brief\\_v4.pdf](https://www.brennancenter.org/sites/default/files/publications/2019_02_Census%20Brief_v4.pdf); *Factsheet on the Census, Confidentiality and Japanese American Incarceration* (Asian Americans Advancing Justice and The Leadership Conference Education Fund, ND), <https://censuscounts.org/wp-content/uploads/2019/03/AAJC-LCCR-Census-Confidentiality-Factsheet-FINAL-4.26.2018.pdf>.
- 8 Alexis Farmer, "What is the Census?" Brennan Center for Justice, accessed August 29, 2019, <https://www.brennancenter.org/what-census>.
- 9 13 U.S. Code § 221, <https://www.law.cornell.edu/uscode/text/13/221>.
- 10 Executive Order on Collecting Information about Citizenship Status in Connection with the Decennial Census, The White House, July 11, 2019, <https://www.whitehouse.gov/presidential-actions/executive-order-collecting-information-citizenship-status-connection-decennial-census/>.
- 11 This case study is based on the experience of Tuyet Le, who was the Executive Director of Asian Americans Advancing Justice | Chicago during the 2010 Census.