What Is The Power Coalition for Equity and Justice?

The Power Coalition for Equity and Justice works to build voice and power in traditionally disenfranchised communities. We are a coalition of groups from across Louisiana whose mission is to organize in impacted communities, educate and turn out voters, and fight for policies that create a more equitable and just system in Louisiana.

**Your voice matters. You have power. Your vote counts.**

Together we can create the change we need, and build a system that works for everybody.

Website: PowerCoalition.org
Social Media: Facebook.com/PowerCoalition
Twitter & Instagram: @PowerCoEJ
Be a #powervoter

I WILL:
- Vote in every election
- Take part in the 2020 U.S. Census
- Hold my elected officials accountable

POWER VOTER
Powered by the Power Coalition for Equity & Justice

Powered by the Power Coalition for Equity & Justice

#COUNTMEIN
Power Voters Do Equity and Justice
What Is The Census?

• The Census is a constitutionally mandated count of all people residing in the US.

• All people regardless of race, faith tradition, immigration status or economic status are counted.

• The Census occurs every 10 years.

10 3

MINUTES
QUESTIONS
WAYS TO RESPOND
1. Online
2. Over the Phone
3. Mailed Paper Form

EVERYONE COUNTS:
1. Babies and children
2. People in foster care
3. Homeless population
4. People in incarceration
5. Immigrants without legal status
6. College and University Students
7. People in Nursing homes
What does the Census determine?

Resources + Representation = REAL VOICE & POWER

$800 BILLION IN FEDERAL FUNDING SUPPORTS

Voting Access
Income Security
Healthcare
Food Security

Each person who goes uncounted costs Louisiana $2,291.

Headstart: Classroom sizes
Food in kid’s bellies
Books for students

#COUNTMEIN
What is at Stake? POLITICAL REPRESENTATION

Resources + Representation = REAL VOICE & POWER

Census data is used to:

- Redistribute seats in the House of Representatives
  (change how many representatives a state has based on population)

- Redraw congressional and legislative districts
Who is undercounted in the Census?

Resources + **Representation** = **REAL VOICE & POWER**

Historically, these communities have been undercounted:

- African Americans, Asian Americans, Latinos and Native Americans
- Households with low incomes
- Immigrants and individuals with low English-language proficiency
- Renters
- Residents who live in non-traditional housing
- Rural residents
- Highly mobile residents, such as farmworkers
- Very young children aged 0-5
Who is undercounted in the Census?

Resources + **Representation** = **REAL VOICE & POWER**

**Nationally:**

- **3,800,000 LATINOS**
- **3,700,000 African Americans**
- **2,200,000 CHILDREN**

were not counted in 2010

In Louisiana, there are many at risk of not being counted:

- **71%** New Orleans
- **55%** Shreveport
- **56%** East Baton Rouge
Who IS Counted?

Every person living in the United States!

Each person is counted where they are living on April 1, 2020
(whether they are direct family of the responded or not)

EVERYONE COUNTS: Babies and children, people in foster care, homeless population, people in incarceration, immigrants without legal status, College and University Students, people in nursing homes.
Who IS Counted?

Resources + Representation = REAL VOICE & POWER

We all count in the eyes of God.

Let us count in the eyes of the government.
How Will You Respond to Census?

Resources + Representation = REAL VOICE & POWER

10 MINUTES

3 QUESTIONS

WAYS TO RESPOND
1. Online
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What Will the Census Ask?

Resources + Representation = Real Voice & Power

• How many people are living or staying here on April 1, 2020?

• Do you own or rent your residence?

• Each person’s sex, age, date of birth, and race.

• Each person’s relation (spouse, sibling, roommate) to the respondent.

• The Census Will NOT Ask About Citizenship
Is the Census Confidential? **YES**

Responses are secure and encrypted. Responses are not shared with other government agencies.

**Title 13 of the U.S. Code:** census data can only be used for statistical purposes, meaning personal information cannot be used against respondents in court or by a government agency.

**Title 44 of the U.S. Code:** Personal census information cannot be disclosed for 72 years.

**Census Bureau staff** who have access to personal information are sworn for life to protect confidentiality. Penalty for wrongful disclosure is up to 5 years imprisonment and $250,000 fine.
The Census: FROM EXCLUSION TO EQUALITY

Resources + **Representation** = REAL VOICE & POWER

The Census was designed as a tally to distribute political power and public money unequally and unjustly:

- Counted every white person as a full person
- Counted enslaved people of African descent as \( \frac{3}{5} \) of a person
- Did not count Native Americans at all

We want to ensure that **ALL PEOPLE**, regardless of race, age, or immigration status **ARE COUNTED** so we have a fair and accurate count.

POWER COALITION

For Equity and Justice

#COUNTMEIN
We believe that all people, regardless of race, religion, or immigration status, are made in God’s image. Our God-given dignity demands recognition.

What we declare when we answer the Census is that we are here, and we are part of “we the people” and we refuse to be excluded.

Fear not is the most often repeated phrase in Hebrew and Christian scripture-- repeated 365 times. Do not be afraid to state your presence.
You count in this country. Your work and your contribution to the common good and common ground, moves beyond the walls of where we worship.

Your voice matters. Your communities, your schools, your children need you to be counted to receive the right economic apportionment.

We must work together and do everything in our power to make sure that everyone in our local communities are counted so we all can get the resources we deserve.
Why is this a faithful issue? DEMOCRACY

By completing the Census and encouraging our communities do so, we claim our rightful representation and fulfill our responsibility to our neighbors and future generations.

The truth is that being counted contributes to the strengthening of the democracy. If we are undercounted, they are taking away our voices from our democracy and our rights.

As spiritual and moral people, to participate in our democracy is to be counted.
When is the 2020 Census?

March 12 – October 31, 2020
All U.S. residents are invited to respond to the 2020 Census online, by phone or by mail.

April 1, 2020: Census Day

Mobile Questionnaire Assistance:
To Be Determined
Census Bureau staff will assist people with responding online at places such as grocery stores and community centers.

Nonresponse Followup: August 11 – October 31, 2020
The Census Bureau begins to follow-up with households that did not self-respond to the questionnaire.
What Can You Do?

**Ensure** your organizations encourage people to complete the Census and **Count All Kids** #BeInThatNumber

**Download** our digital toolkit and share with family members or friends.

**Reassure** people that Census information cannot be shared with any other agency.

**Talk** to mixed families about counting everyone in the residence.

**Sign up** to phone bank or text community members.
What Can You Do?

Faith Leaders Like You Are Needed!

We need you to join us in educating friends, neighbors, and congregants about how the Census works and how important it is to be counted. **We need YOU to raise the importance of how the Census connects to resources, real representation, real voice & POWER!**

With a full count, we will have the money and the political strength we need to change the systems that have been harming our communities for generations. **WE ALL COUNT!**

Educate your community, educate your church and sign on to ‘**Census Sunday**’. Churches who participate in ‘Census Sunday’ will receive:

1. **Helpful resources** such as tool kits to educate the community
2. Updates about **advocacy opportunities**
3. Determine **what’s needed for your community** (ie., educational meetings, technical assistance to complete the online Census, translated documents, etc.)

As a ‘**Census Sunday**’ church, we are asking you to share a message centered on Census participation on the 2nd Sunday of each month. We also encourage churches to host Census informational events.
FOR MORE INFORMATION OR TO VOLUNTEER CONTACT:

Power Coalition for Equity & Justice:
(504) 612-1513
www.powercoalition.org

FOR MORE INFORMATION ABOUT THE CENSUS CONTACT:

Census Call Center:
(301)763-info (4636) • 800-923-8282
ask.census.gov