Be Counted.
BE IN THAT NUMBER.
Census Toolkit
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

#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.

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

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

WAYS TO RESPOND

CENSUS 2020
#COUNTMEIN
What does the Census determine?

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

$800 BILLION IN FEDERAL FUNDING SUPPORTS

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

- Voting Access
- Income Security
- Healthcare
- Food Security
- 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:

- New Orleans: 71%
- Shreveport: 55%
- East Baton Rouge: 56%
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.
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.
How Will You Respond to Census?

Resources + Representation = REAL VOICE & POWER

10 MINUTES

3 QUESTIONS

WAYS TO RESPOND

1. Online
2. Over the Phone
3. Mailed Paper Form
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
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.
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.
Resources

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