

# #SouthCounts2020 Campaign Toolkit

**The 'REVOLUTIONARY'  
Census & Redistricting Project**

# BY THE NUMBERS

Total population: **125,580,448**

## CENSUS

Federal Assistance Programs  
Distribute Funds on Basis of  
Decennial Census-Derived Statistics

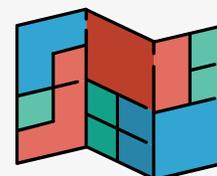
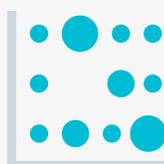
Total Program Obligations:  
Over \$200 million

2020

The South



Since the 2010 Census the southern region of the US has grown by 35% outpacing the midwest and northeast. According to a report by Election Data Services, 14 - 16 States will see a shift in congressional reapportionment in 2020. This significant shift lends credence to the idea that 'Southern' politics can potentially dictate this nations future.



# #SouthCounts2020

The Center for Civic Action alongside partners in Texas, Louisiana, Mississippi, Alabama, Georgia and North Carolina are co coordinating 2020 Census initiatives to support various Hard to Count (HTC) populations in order to secure an accurate count, protect the right to elect or vote for the candidate of your choice, and to ensure that the 'Peoples' tax dollars are distributed to the hardest to count areas across the Southern US.

## What's at Stake?

1



EDUCATION/  
HOUSING

2



CRIME  
PREVENTION

3



CITY/STATE  
INFRASTRUCTURE

4



HEALTHCARE

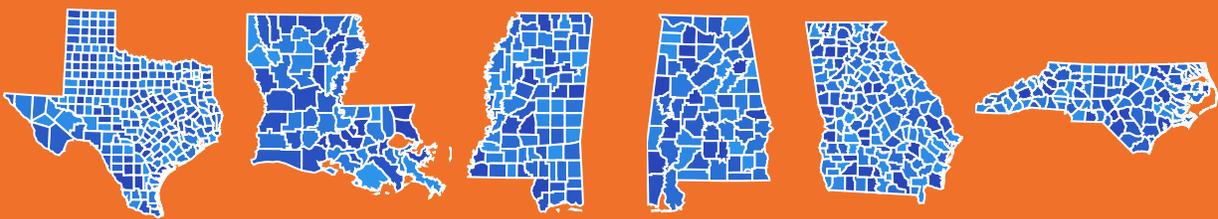
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ELECTORAL  
INFRASTRUCTURE

There are an estimated 124,753,948 million people residing in the Southern US; that can equate to over \$200 billion in Census resources

## Regional Partners & Members



Regional partners are located in six southern states in the US South. Most of these locations are 'Hard to Count' by US Census Bureau standards. The census misses some population groups at far greater rates: people experiencing homelessness, immigrants, people of color, low income households, and young children, among others. One can see clear contrast in roads and infrastructure by simply driving through a 'hard to count' community and one that is not. To help increase the count members of HTC's must begin to not only be counted but apply for jobs as enumerators. Who can better ensure an accurate count than people who are familiar with the neighborhood and people.

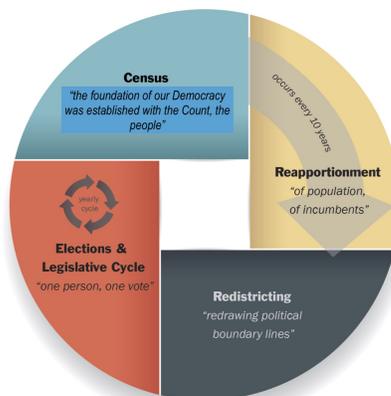
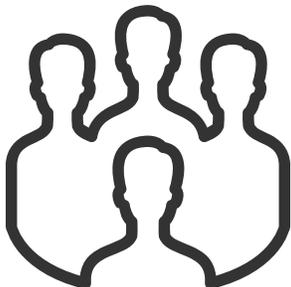
Also, for the first time in US history community stakeholders will be able to respond to the census on-line, which will be the preferred - though not the only way to participate. The 'Digital Divide' experienced by urban and rural hard to count communities will make it harder to avoid an undercount. Congress must fully fund 2020 Census operations to support all American communities and territories equitably.

# Hosting Complete Count Committee/Assembly Events & Calls

**Event Framework:** Facilitators 'FacTeam', Agenda, Entertainment (DJ), Speakers, Resource Packets & Swag Bags, Tweet: #SouthCounts2020 plus your local hashtag to promote events on Social Media

## Sample Meeting Agenda:

1. Introductions & Ground Rules (FactTeam)
2. Census 101 Presentation (FacTeam)
  - Share Census Related Media (Short Video)
  - Census Quick Facts
  - Fact vs Myth
3. Revolutionary Census (FacTeam)
4. Break (Food & Entertainment)
5. Census Awareness & Recent Changes (Partnership Specialist)
6. Break (Online Census Access to Fill Out Forms & Voter Registration)
7. Complete Count Assembly & Pledge (FacTeam)
8. Next Steps



# Theme: The 'REVOLUTIONARY' Census & Redistricting Project

Although based on the Census & Redistricting Process of 1870-1871, the 'REVOLUTIONARY' Census & Redistricting Project is a concept more so than a historical record. The question was asked, "How could a people, newly freed from slavery in the US South and other states, attain an equitable political life in the Republic?" Knowledge and strategy. Knowledge of the political process and strategic thinking and coordination to an end, political and social liberation. Former slaves, Native Americans and Abolitionist of old established a 'Peoples' Democracy accessible to minorities and all races for it did not exist in the US before Reconstruction.

The US saw a 22.62% increase in total population numbers after the first post slave (questionnaire) census in 1870. During the redistricting process of 1871, majority-minority districts were established for the first time in US history and over the course of a five year period Africans and native Americans occupied over 80% of state legislatures across the US South. One of the first Africans elected was Hiram Revels of Mississippi who won former Confederate President Jefferson Davis' seat. Hiram Revels also was part Lumbee Indian. Hundreds of districts were established and many exist until this day. As of 2015, over 122 majority minority members remain in Congress, and thousands of African American elected officials at the State and local level.

The Census & Redistricting process are essential tools for establishing and maintaining a fair and just Democracy.



# Census 101

## 2020 Census Quick Facts!

The U.S. Census is a decennial enumeration mandated by Article I, Section 2 of the United States Constitution, which states: "Representatives and direct Taxes shall be apportioned among the several States. The Bureau of the Census is part of the United States Department of Commerce."

Response to the census is required by law. Here's why your response is important:

- Occurs every 10 years
- Foundation of our Representative Democracy
- Distributes billions in Federal Funds to States and Municipalities
- Informs Small Business Decisions

The census provides vital information for you and your community. It determines how many representatives each state gets in Congress and is used to redraw district boundaries. Redistricting counts are sent to the states by March 31, 2021. Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and disaster preparation and emergency response. Businesses use census data to determine where to open places to shop or offer other services



# Census 101

## 2020 Census Quick Facts!

In 2020, the US Census Bureau will implement new technology for the first time. Community Stakeholders will be able to respond by mail, phone as well as by way of the internet.

- Mid March 2020: Census count starts in Remote Alaska
- Materials mailed to most homes in 3 waves over ~7 days
- People can self-respond through July
- Residents will receive a paper form eventually if they do not respond on-line or by phone.



20% of homes also get paper form in 1st mailing.



Telephone response option also available to all



80% of homes get letter inviting Internet response.

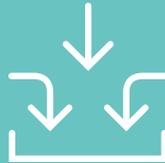


# Census 101

## 2020 Census Quick Facts!

### How it all works (Talking Points):

"The Census does not put money in to your pockets (like your income tax \$), but distributes federal tax dollars, based on the count, in to our districts to support social services and more..."



"For instance, each resident represents around \$2200 to the federal government, when each individual is counted the money is distributed through federal programs, grants and services."



### Punchy Talking Points

10 Questions

10 Minutes

10 Billion Dollars for Our Communities

**Make Sure Our District Gets its Fair Share!**

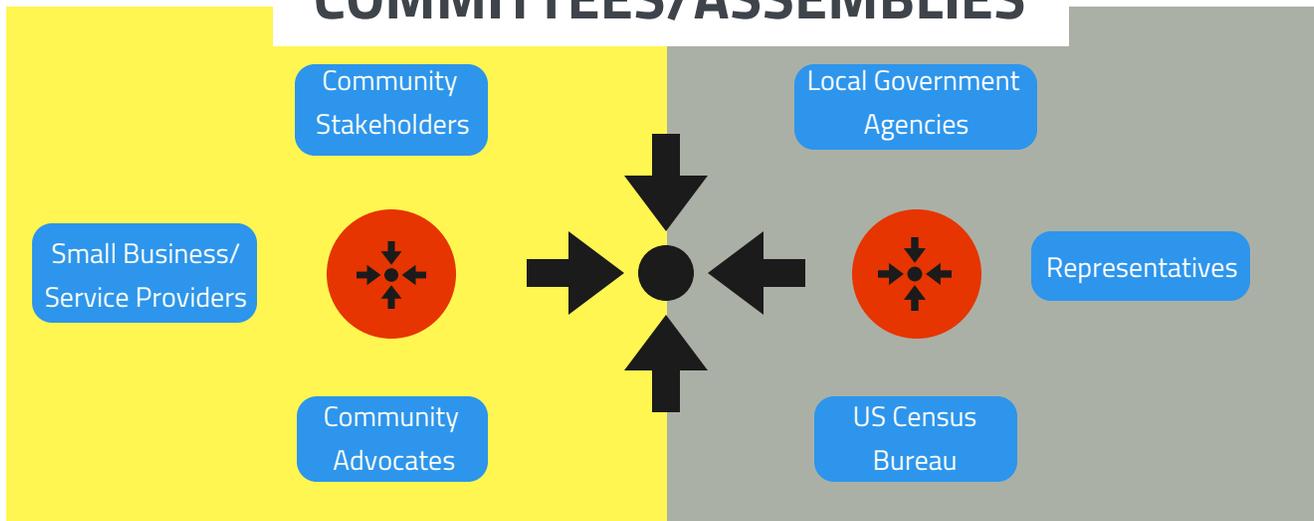
# Census 101

# 2020 Census Quick Facts!

## Pathways to an Accurate Count

Complete Count Committees are 'ad hoc' formations that are established for the purpose of maximizing the best Census count possible for communities across the US.

### COMPLETE COUNT COMMITTEES/ASSEMBLIES



JOBS

SERVICES

DATA

RESOURCES

REDISTRICTING

## Reaching Potential - Maximizing The Count

### Overall Strategy



#### Goal 1:

Facilitate Census Education, GOTC & GOTV Trainings, Voter Registration Drives, Produce Resource Guides, Local Data Briefs & Toolkits



#### Goal 2:

Prioritize Forming Complete Count Committees/Creating Opportunities for HTC residents to Access Jobs



#### Goal 3:

ID Census Offices and Partnership Specialists



#### Goal 4:

Prioritize Alignment with Municipal Agencies/Representatives & Small/ Co-op Businesses

**Sign the Pledge:**

# Black History & The Census

## Census Facts & Black History: Focus, Revolutionary Census of 1870

- First Post Slavery Census
- First Time Minorities Counted Throughout Nation
- First Majority-Minority Districts Established (Post Census)
- First African & Minority Citizens Elected in to Congress, etc

**\*The Census is a way to cultivate political power.**

## Let's Revolutionize the Count!

2020



Pledge to Participate in the 2020 Census

Protect the 'Peoples Tax Dollars  
and Districts!'

**Taking Ownership of Community & Democracy**

# Census Rapid Response Census & Coronavirus (Covid-19)



**2020 Census Invitation** Letters have been mailed out and residents will receive them between March 12-20, 2020.

- When residents receive their invitation letters they will receive important Census information including a **Census ID** (personalized code).
- Use your '**Census ID**' to fill out your 2020 Census form over the phone or online if you feel the need to or if door to door Census enumeration operations are disrupted for some reason or another related to the spread of **Coronavirus (Covid-19, CDC)**. (**SitReps**)
- It is vital that we fill out our Census forms so that over **\$1trillion** can be leveraged across the nation to support Coronavirus response, recovery and other desired healthcare needs.

**Census Bureau statement:** <https://www.census.gov/newsroom/press-releases/2020/statement-coronavirus.html>

**Taking the Census Online (Video):** [Link](#)

**COX Connect2Compete:** [Link](#)

**To self respond to the Census today please visit:** [Link](#)

**or Call: 1-800-354-7271 ¿Necesita ayuda? Llame: 1-877-833-5625**

## STAY HOME - STAY SAFE - STAY HEALTHY

### COVID-19

Disease caused by the SARS-CoV-2 virus



#### Novel coronavirus

Coronaviruses are viruses that **circulate among animals** but some of them are also known to affect humans.

The 2019 novel coronavirus was identified in China at the end of 2019 and is a new strain that has not previously been **seen in humans**.

#### Prevention

When visiting affected areas

Avoid contact with sick people



Wash your hands with soap and water



If you develop cough, use a medical face mask



Wherever you travel apply general hygiene rules

#### Symptoms

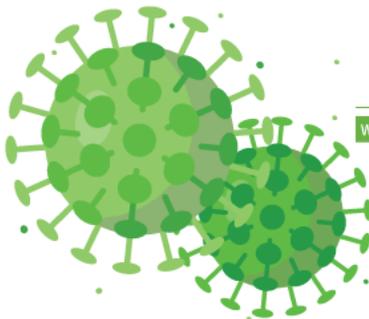
FEVER

COUGH

DIFFICULTY BREATHING

MUSCLE PAIN

TIREDFNESS



#### Transmission

VIA RESPIRATORY DROPLETS

**2-14** days  
estimated incubation period



# Census, Electoral & Legislative Adjustments and Updates Due to Coronavirus

## Census (Shifts due to Coronavirus)

- [The deadline for self response online](#), by phone or by returning the paper questionnaire has been extended from July 31 to August 14
- [Group Quarters/Service-based Enumeration of Homeless, etc](#), delayed until late April/ early May
- [Nonresponse Follow-up](#): The Non Response Follow Up timeline is now May 27 to August 14.
- [The Mobile Questionnaire Assistance operation](#) is now suspended until further notice.

## Elections

[7 States & PR](#) have canceled or rescheduled Primaries & Spring Elections including: Wyoming, Louisiana, Georgia, Kentucky, Maryland, Connecticut, Indiana and Puerto Rico.

## Legislature

[21 legislatures](#) (Alabama, California, Colorado, Connecticut, Delaware, Georgia, Hawaii, Illinois, Iowa, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Nebraska, New Hampshire, New York, Rhode Island, Vermont, Virgin Islands and Wisconsin) have postponed their legislative session. Four additional chambers, Missouri Senate, New Jersey Assembly, Oklahoma Senate and Ohio House, have also postponed their legislative session.

## Community Restrictions

[Three States have initiated Statewide lockdowns including:](#)  
California, Illinois & New York

STAY HOME - STAY SAFE - STAY HEALTHY



To self respond to the Census today please visit: [Link](#)

or Call: 1-800-354-7271

¿Necesita ayuda? Llame: 1-877-833-5625

## Important Contacts & Resources

### Census Call Center:

(301)763-info (4636)

800-923-8282

[ask.census.gov](https://ask.census.gov)

**What households will receive in the mail: On or between March 12-20** [Link](#)

### Census Jobs - Apply Here

<https://2020census.gov/en/jobs.html>

### Sample Questionnaire

[Download Here](#)

**Language Assistance Sheet** [Link](#)

### Census Bureau Staff Search

<https://www.census.gov/cgi-bin/main/email.cgi>

### Regional Office

**(404) 730-3832**

<https://www.census.gov/about/regions/atlanta.html>

The Atlanta Regional Office is responsible for all data collection, data dissemination, and geographic operations under the current service area boundaries.



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The Center for Civic Action initiative is entrusted in its launch to Project South for the Elimination of Poverty & Genocide and Crescent City Media Group.

**"Changing the Narrative begins with your Voice.  
Changing the Political Landscape begins with Civic Action"**