

Part VII of the Tools to Engage Webinar Series

Census, the Citizenship Question and the Community and Organizational Response



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www.tools2engage.org

Agenda

- Introduction
- What is the Tools to Engage Webinar series?
- Understanding Community Efforts to Mobilize Responses for the Census and the Impact of the Citizenship Question
- Questions and Answers
- Additional Resources



Today's Presenters



Raima Roy

Program Associate for Census
and Civic Engagement
Asian Americans Advancing
Justice



XP Lee

Program Manager for
Policy & Special Projects
Minnesota Council on Foundations



Joseph Shoji Lachman

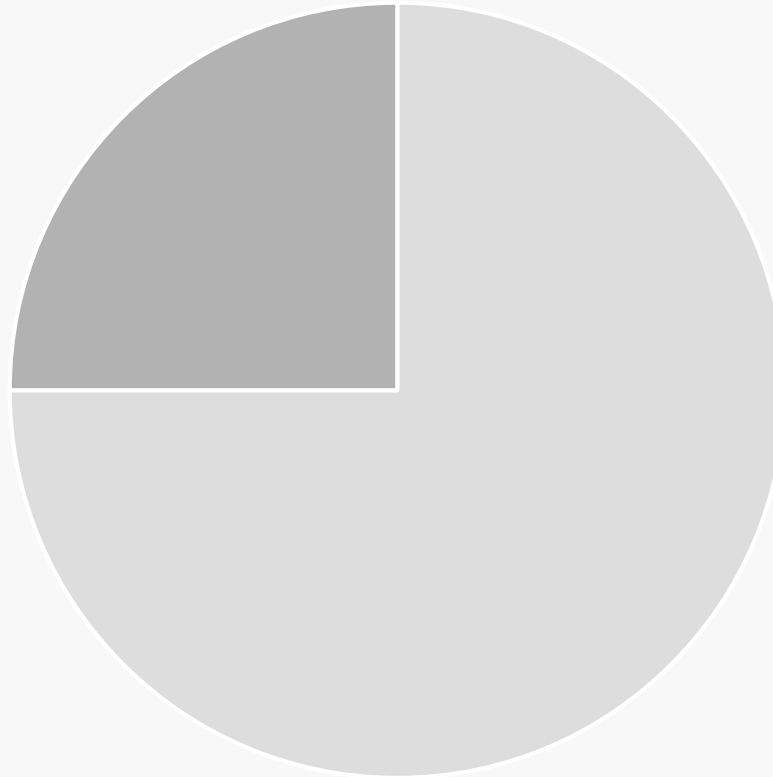
Civic Engagement
Program Manager
Asian Counseling and
Referral Service



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Poll Question:

Please select the type of organization you work for.

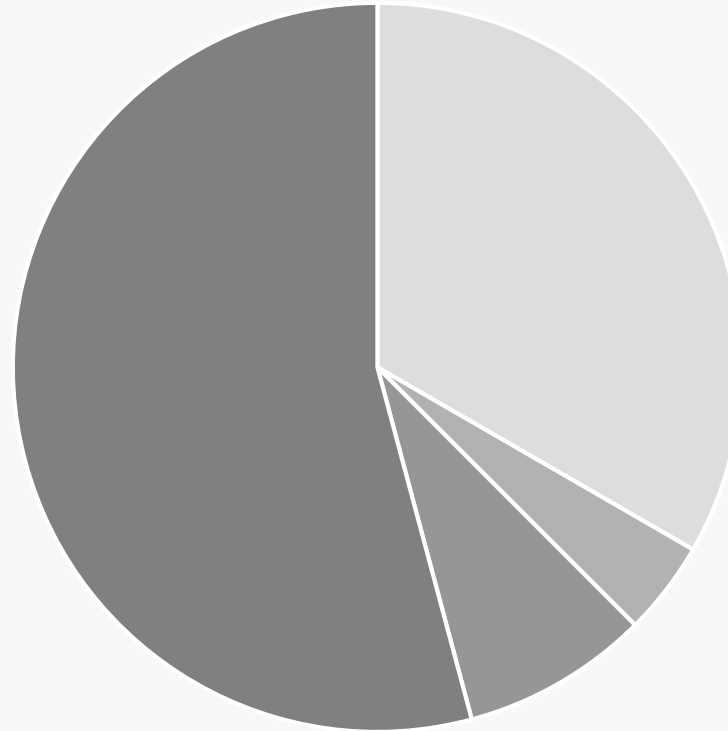


- Nonprofit Service Organization
- Nonprofit Intermediary Group



Poll Question:

Please select the title that best fits your current role.



- Organizational leader
- Capacity builder (internal to an organization)
- Independent consultant
- Organizational staff



ABOUT THE BUILDING MOVEMENT PROJECT



Leadership

Analyzing how organizations can do their best work by promoting the most effective and inclusive practices

Reports

Race to Lead: Confronting the Nonprofit Racial Leadership Gap

Blog

The Leadership in Leaving

Reports

Vision for Change



Service and Social Change

Developing the capacity of organizations to engage constituents in changing the systems that impact them

Tools

Service and Social Change

Blog

Small Shifts, Big Change

Reports

Crossing Organizational Boundaries to Build New Partnerships



Movement Building

Acknowledging and building on the distinct role of nonprofit organizations in advancing movements for social change

Reports

The Respect ABQ Women Campaign

Blog

Learning How to ACT UP

Blog

Detroiters Reclaiming Voice and Power



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What is the **Tools to Engage** Webinar Series?

- **Tools2engage.org** is our new website, full of research, resources, and tools from across the social sector to help organizations align their principles and practices
- The **webinar series** highlights the innovative ways various groups across the country integrating constituent engagement, policy advocacy, and racial equity into their organization's work, culture, and values



WEBINAR ON CENSUS 2020

ASIAN AMERICANS ADVANCING JUSTICE - AAJC



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Census 101

- Every 10 years, the U.S. government counts every person living in the U.S., through the census as required by the Constitution



- Being counted in the census helps you and your family.

- *Data from the census are used to divide over **\$800 billion dollars** of government funding annually for import*



Medicaid and
Medicare



Highway Funding



Section 8 Housing
Vouchers



Supplemental
Nutrition Assistance
Program (SNAP)



Headstart



Special Education
Grants



Child Care and
Development Block
Grants



Libraries and
Hospitals



And much more!



Census 101

- **Census is Important for Political Representation**
- Data from the census are also used to divide up political representation in Congress; a complete count means fair representation for your community



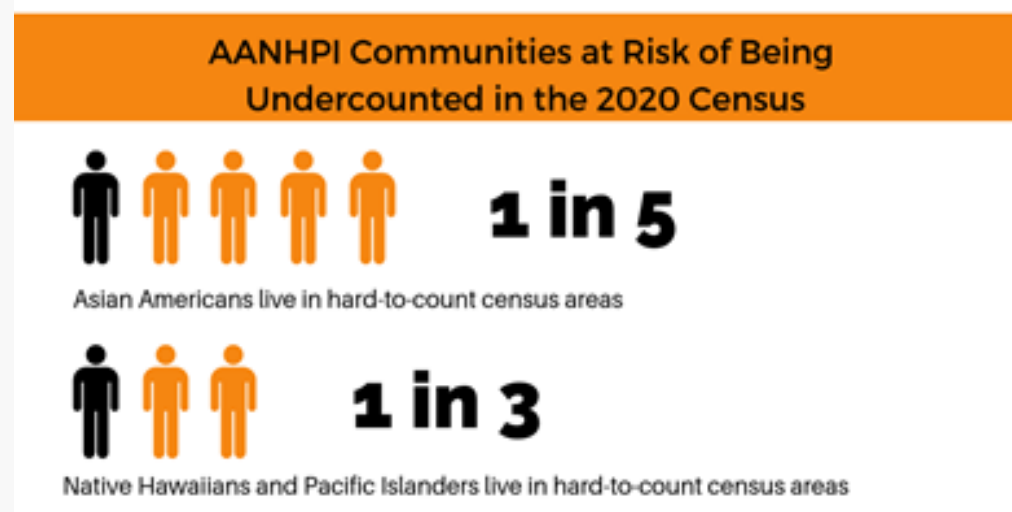
The data are used to:

- Determine how many seats in the U.S. House of Representatives each state gets, which translates to political power for your community.
- Redraw political district maps at all levels of government.
- Protect voters against discrimination based on race.
- Make sure jurisdictions provide language assistance to voters



Risk of Undercount

- Some communities are especially “hard to count”---this means that in these communities, it is likely that many people will not respond to the census.
- This can lead to a disproportionate ***undercount*** in the census---where the number of people the census records is less than the actual number of people living in a community. Communities that are historically hard-to-count include racial and ethnic minorities, renters, people with limited English proficiency, immigrants, and small children.



Confidentiality

- Your census responses are totally confidential.
- Extremely strong laws protect the confidentiality of your census response.
- The Census Bureau is not allowed to share your personal information with anyone, including ICE, police, or any other government agencies.
- The Census Bureau can only use your response to create general information about the population, like how many people live in your city, and statistics about age, gender, and race. The Census Bureau cannot share information about you as an individual.
- If a Census Bureau employee wrongfully shares census data, they could be given five years in prison and/or a \$250,000 fine.



How is the 2020 Census Different?

- 2020 Census will be the first online census and first time Census Bureau will have a telephone questionnaire option
 - *Most people will encouraged to fill out the form online, although paper forms will still be available*
- There will be 12 non-English language options for the online form and telephone questionnaire and 59 non-English language assistance materials (ID cards, guides)
 - *The paper form will only be available in English and Spanish*
 - *No Native American or NHPI language options for the forms*
- There will be a question on the form asking other people in the house of their relation to Person 1 on the form, and will include a same-sex relationship option
- The Census Bureau will not be funding Questionnaire Assistance Centers (QACs) this year, meaning it will be on the community based organizations to host these. Instead, they are pursuing a Mobile Response Initiative
- Recruitment for census taker and other positions will only be online



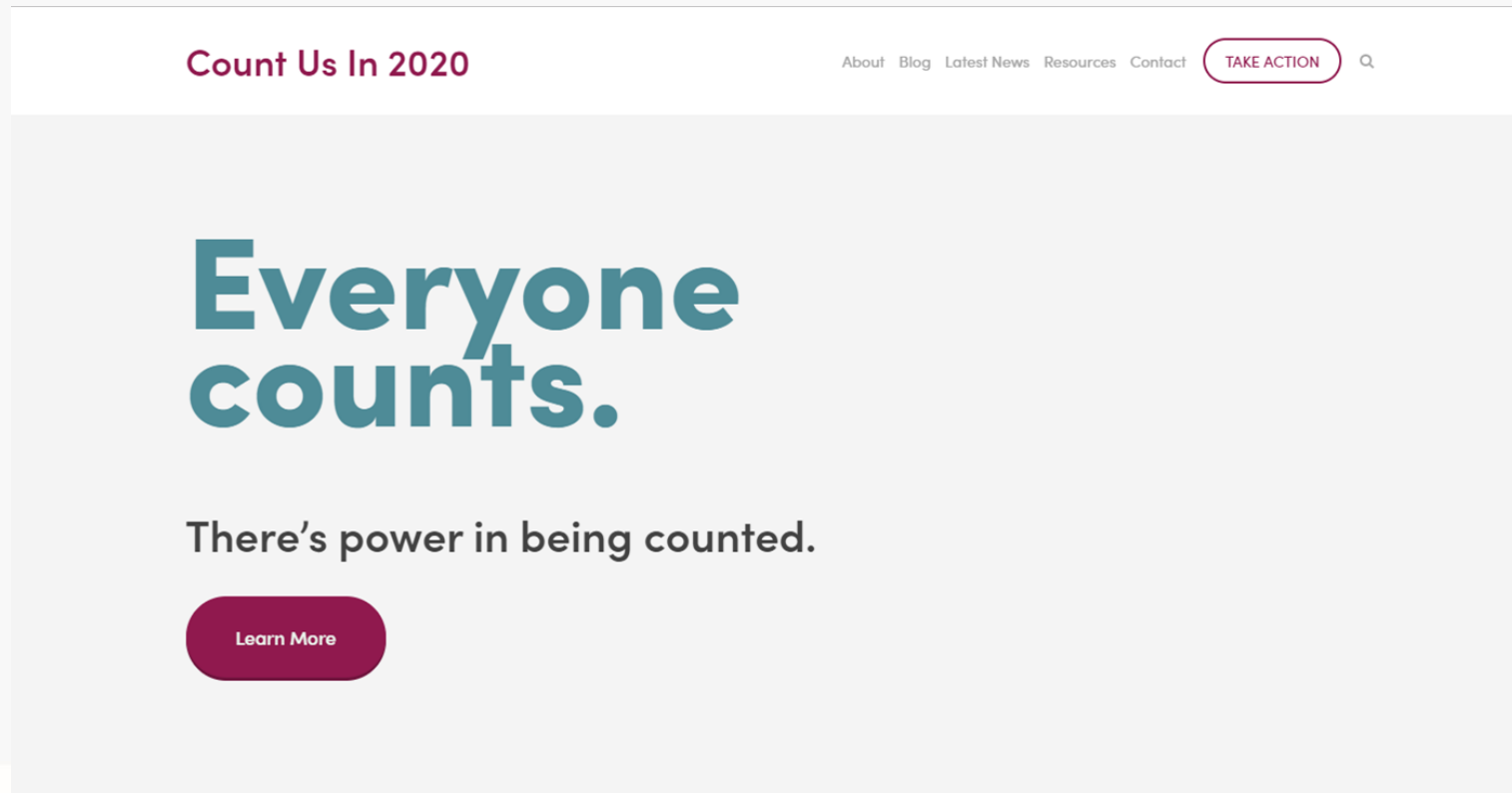
The Citizenship Question Decision

- In December 2017, the U.S. Department of Justice (DOJ) sent a letter to the Census Bureau, requesting a new citizenship question on the 2020 Census.
- Several lawsuits that opposed the addition of the question, including multi-state lawsuit filed in Southern District of New York and including Asian Americans Advancing Justice AAJC along with MALDEF litigating in Maryland district court.
- In June 2019, the Supreme Court struck down the citizenship question, deciding that the Trump Administration's reason for adding the citizenship question violated the law.
- The Court gave the Administration a chance at a do-over, but shortly thereafter the Administration announced it would give up the fight and would not include a citizenship question on the 2020 Census.
- **There will NOT be a citizenship question on the 2020 Census.**



www.CountUsIn2020.org

Visit our new census website for our resources, partner resources, press releases, latest news, social media, and more!



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Resources from AAJC

- [Count Us In 2020 Partner Resource Portal](#)
- Check out our partners' resources at

<https://www.countusin2020.org/partner-resources!>

CountUsIn2020.org



Contact Information

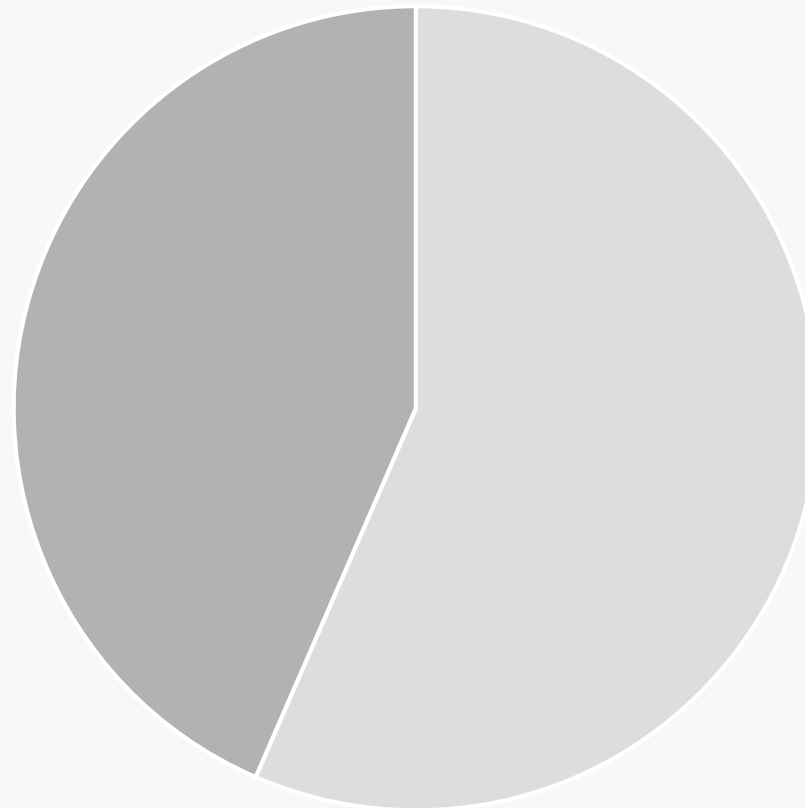
Raima Roy

Program Associate, Census and Civic Engagement

Email: rroy@advancingjustice-aajc.org



Poll Question: Does your organization have paid staff to work on the Census?



■ No ■ Yes



INTRODUCTION TO WASHINGTON CENSUS ALLIANCE AND 2020 CENSUS EFFORTS

Joseph Shoji Lachman, ACRS Civic Engagement
Program Manager



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Asian Counseling and Referral Service (Est. 1973)

- Asian Counseling and Referral Service (ACRS) is a nationally recognized nonprofit organization working for social justice and offering a broad array of behavioral health programs, human services and civic engagement activities for Asian Americans, Pacific Islanders and other communities in King County and beyond. ACRS serves a wide range of Asian American and Pacific Islander communities – immigrants, refugees and American born – in the Pacific Northwest.
- Services/Programs include:
 - *Citizenship and Employment Assistance*
 - *Case Management for behavioral health and recovery services programs*
 - *Food Bank and Pharmacy for those with limited English proficiency*
 - *Youth Development and Engagement in Schools*
 - *Aging and Adult Services (such as nutrition and exercise programs)*
 - *Civic Engagement and Advocacy (for both voters and non-voters)*



ACRS Internal Census Organizing

- ACRS seen as trusted organization and messenger.
- Coordinating organization leadership and all staff internally to mobilize for census, inform clients and community
- Creating internal field plan to integrate census mobilization efforts into direct services
- Inviting Census Bureau staff to attend staff meetings to provide information and training
- Designing a variety of opportunities for staff to engage with census at different levels
 - ❖ Attend info session
 - ❖ Share info with network
 - ❖ Attend train-the-trainer session
 - ❖ Presentation to clients
 - ❖ Help with translation
 - ❖ Set up a census clinic
 - ❖ Help with ACRS census kick-off
 - ❖ Set up training with staff
 - ❖ Assist with GOTC phone banking
 - ❖ Share info on census jobs



ACRS External Census Organizing

- ACRS as hub for Asian Pacific Islander Coalition of Washington – 6 counties across WA
- Distributing census updates and resources to coalition partners across Washington State
- Communicating with nat'l partners such as Asian Americans Advancing Justice to coordinate response to potential citizenship question and providing feedback based on local input
- Direct engagement with Census Bureau staff to receive information and set up trainings
- Providing information about census grants/funding and opportunities to create joint proposals
- Helping coordinate census outreach efforts among 25 different AAPI/immigrant/refugee organizations
- Serving on City, County, and State Complete Count Committees and Washington Census Alliance



Washington Census Alliance



Washington Census Alliance

“The mission of the WA Census 2020 Alliance is to coordinate and ensure the safe and fully informed participation of our historically undercounted communities in the 2020 Census.

We want a safe, fair, and complete count to ensure funding and representation for everyone.”

■ Key points:

- Over 70 organizations across WA led by and serving communities of color, including AAPI, Latinx, Black/African American, Native/Indigenous, etc.
- Successfully pushed legislature to allocate \$15M to census outreach efforts for historically undercounted communities
- Helping to align census funding, advocacy, and outreach strategies for communities and organizations across the state, and ensuring that underresourced communities have equitable access to resources



Key Takeaways

- Organizations like ACRS throughout WA mobilizing in response to citizenship question, general threat of undercount, and anti-immigrant political environment.
- ACRS is a trusted community messenger and able to reach clients and determine their concerns
- ACRS views its role as both service provider and social justice advocate



For questions/more information:

- Joseph Shoji Lachman, ACRS Civic Engagement Program Manager – JosephL@acrs.org
- Washington Census Alliance – info@wacensusalliance.org





**Minnesota is better
when everyone counts**

The count starts now.
2020 Census / American Community Survey

Minnesota Census Mobilization Partnership

A Fully-inclusive, Honest
and Accurate Count

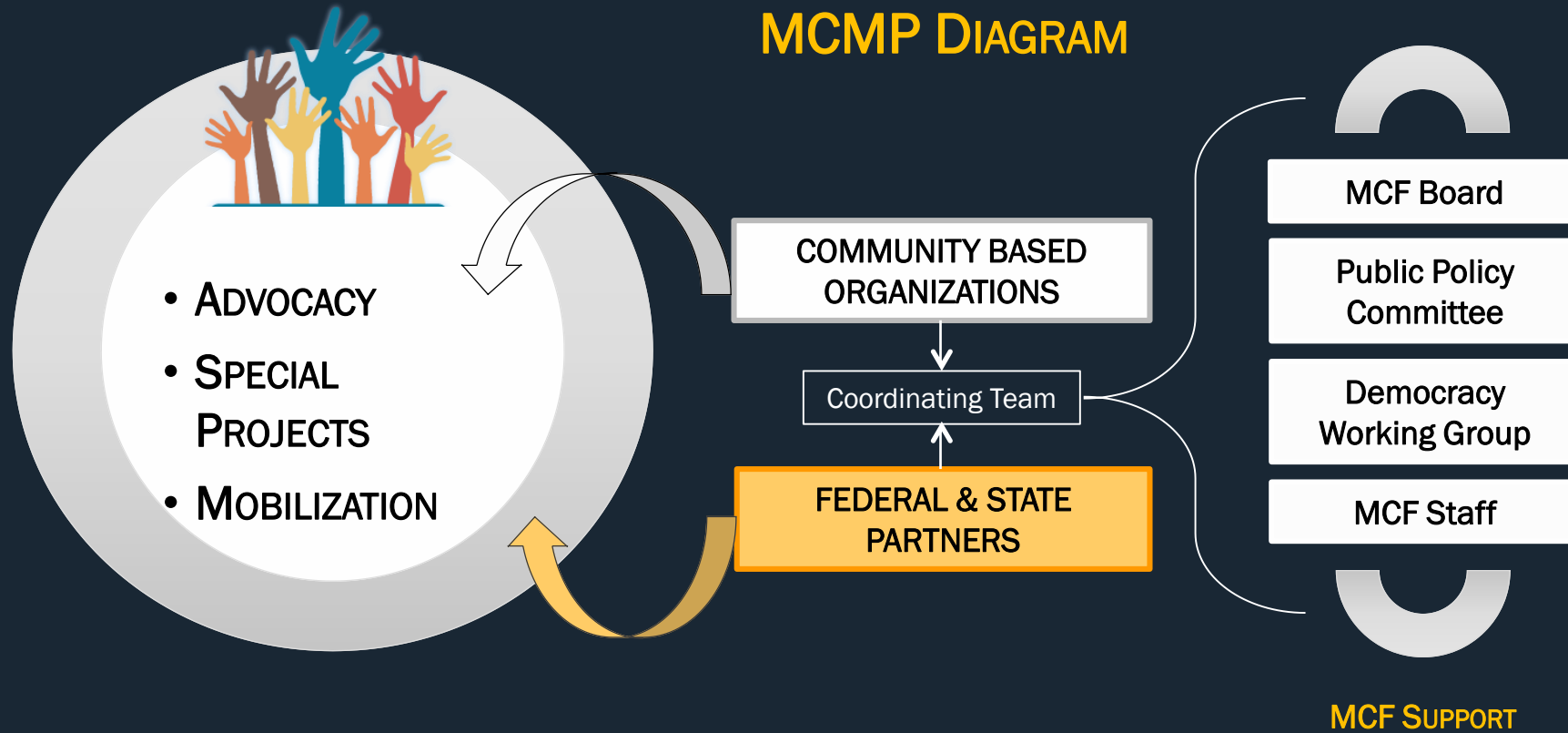
July, 2019



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www.MCF.org

MCMP DIAGRAM





Advocacy

Federal Advocacy *

- Census 2020 Funding
- (Citizenship Question)
 - * MCF & MACS2020

State Advocacy *

- Census 2020 Funding (\$2.3M)
- Multi-unit Housing Access (fell through)
- Redistricting (2020)
 - *MCF, Common Cause MN, MN LWV, MN Association of Counties





MN Special
Projects

Strategic Tools

- MN Communication & Mobilization Plan
- Legal response partnership with Minnesota Attorney General





Mobilization

Resources

- Create shared/coordinated funds for field work
- Distribute funds through network hubs
- Commit to be Counted app/website

Promote Awareness & Engagement

- Hold Census Bureau accountable
- Continue working with State Demographic Center
- Peer-to-peer relational organizing

Census 2030

- Document and tell our story!
- Continue momentum of community empowerment!





Demographic Center



MCMP



Our MN
Census
Co-creation
Table (CCT)



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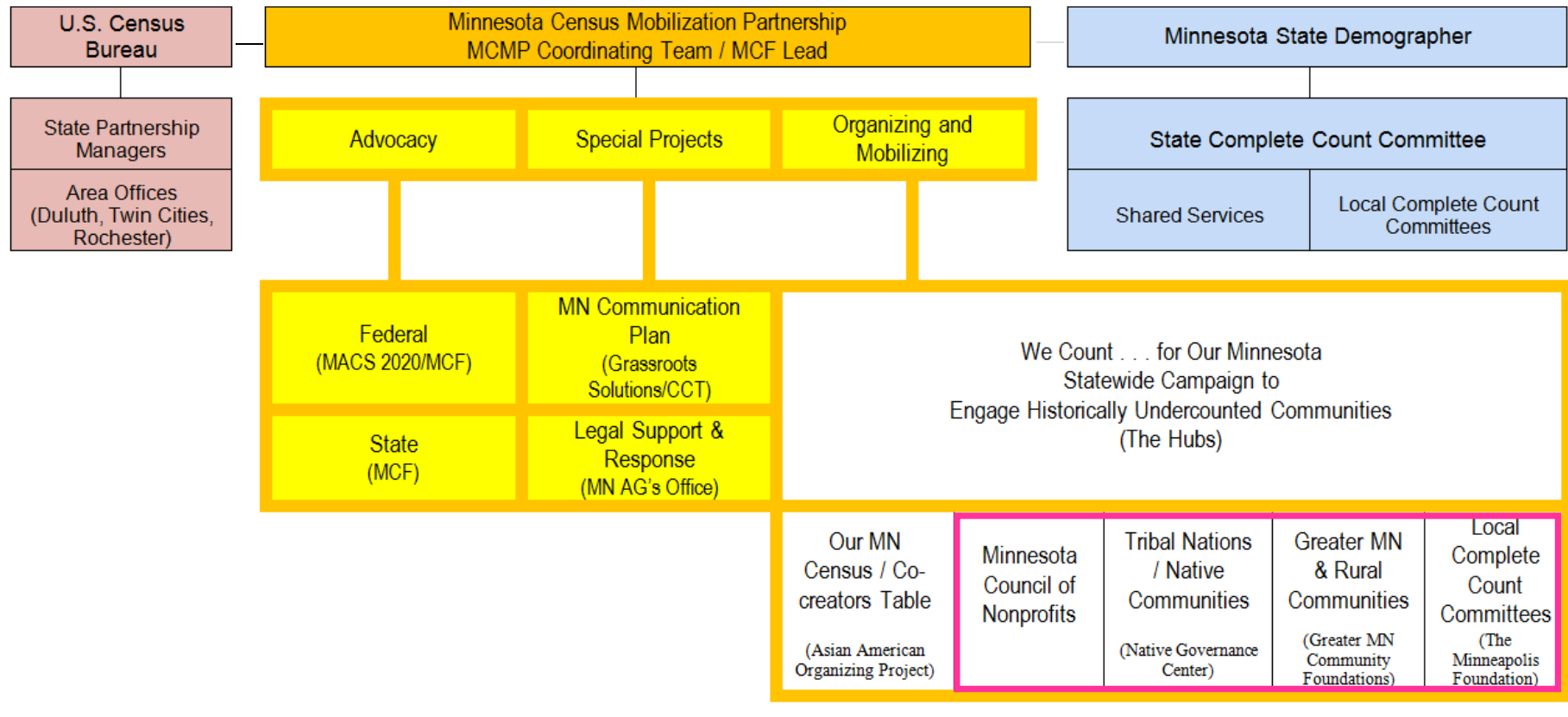




MN Census 2020 Communication Themes

1. We Don't Know
2. We Are Fearful
3. We Are Powerful and Courageous
4. It's Not Your Business
5. We've Been Historically Traumatized
6. We've Been Erased
7. We Crave Stories
8. We Need To Know The Mechanics
9. We Need To See And Hear From People Like Us
10. Let Us Help
11. We Can Use Being Counted As A Tool For Liberation





MCMP Coordinating Team

Community

Minnesota Census Mobilization Partnership

- Minnesota Council on Foundations
- MACS 2020
- Minnesota Council of Nonprofits
- Common Cause Minnesota
- League of Women Voters Minnesota
- Native Governance Center
- Main Street Project
- Advisers: Blandin Foundation & Grassroots Solutions

Our Minnesota Census Co-creation Table

- African Career, Education & Resources- Isuroon
- Anika Foundation - Kootasca Community Action
- Asian American Organizing Project - Mille Lacs Band of Ojibwe
- CAPI USA - Navigate Minnesota
- Children's Defense Fund - People Serving People
- Hmong American Census Network - Voices for Racial Justice
- Islamic Civic Society of America

Public

- Governor's Office
- MN Dept. of Administration / State Demographic Center
- MN Attorney General's Office
- MN State CCC
- US Census Regional /State Staff



@CensusforMN

XpLee@mcf.org



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Find us . . .



www.mcf.org



Check out the MN 2020 Census
Communication and Mobilization Plan
@ mcf.org

@Minnesota C

**CENSUS 2020
COMMUNICATION
& MOBILIZATION
PLAN**

Minnesota Census
Mobilization Partnership
December 2018



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Minnesota is better
when everyone counts

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QUESTIONS AND ANSWERS



Additional Resources from BMP



Thank you!

Visit tools2engage.org today

Questions? Comments? Want to learn more?

Contact tduong@buildingmovement.org



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