



Census 2010 Make Yourself Count!

LCCREF Census Public Education
Campaign



Leadership Conference on Civil Rights

- The Leadership Conference on Civil Rights (LCCR) is the nation's oldest and largest civil rights coalition, consisting of over 200 national organizations, representing persons of color, women, children, labor unions, individuals with disabilities, older Americans, major religious groups, gays and lesbians and civil liberties and human rights groups.
- LCCR was founded in 1950 and has coordinated national lobbying efforts on behalf of every major civil rights law since 1957. LCCR is a 501(c)(4) organization that engages in legislative advocacy
- The Leadership Conference on Civil Rights Education Fund (LCCREF) was founded in 1969 as the education and research arm of LCCR. LCCREF tracks legislation, court decisions, and the enforcement of civil rights laws.

What's the 2010 Census

The constitution requires that a census be held every ten years and is a nationwide count of every person residing in the US.

Who is counted?

The census counts every person who lives in the 50 states, the District of Columbia, and U.S. territories such as Puerto Rico and Guam.

- The census counts both citizens and non-citizens, including undocumented immigrants.
- Even those people who don't have traditional "homes" are counted, such as people who are homeless, prison inmates, and residents of nursing homes and long-term care facilities.

What is census data used for?

- Census data directly affects how more than \$400 billion per year in federal and state funding is allocated to communities for neighborhood improvements, public health, education, transportation and much more.
- Census data is used to redistribute Congressional seats to each state based on population and to draw state legislative districts.
- The information on your census form is **completely confidential**, as mandated by federal law, and cannot be disclosed for 72 years.
- The Census Bureau does not share your personal information with courts, the police, or other federal departments such as the Internal Revenue Service and Department of Homeland Security.*

Why are people of color and low-income people disproportionately undercounted?

- Lower response rates for mail and door-to-door collection methods in lower-income areas;
- Lower education levels, illiteracy, and difficulty with the English language, affecting the ability of many individuals to understand the census;
- A general misunderstanding of the importance of census participation in these communities; and,
- Distrust or suspicion of government, leading to a fear that census responses may be used by immigration or law enforcement officials to deport or incarcerate or may disqualify one for social welfare programs.

Census Bureau Timeline

Fall 2008	Recruitment begins for local census jobs for early census operations
March 2009	Census employees go door-to-door to update address list nationwide
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
October 2009	Remaining Local Census Offices open
February 2010	Questionnaire Assistance Centers open Telephone Questionnaire Assistance operational
March 2010	Census questionnaires are mailed and or delivered to households
April 1, 2010	Census Day
April 2010	Non-response follow-up will occur thru June

LCCREF Campaign

Our Goal:

- To encourage individuals, especially in underserved and communities of color to complete their census forms
- To inform the civil rights community, community leaders, policy makers and the media about the importance of the census and its civil rights implications

Components:

- Research
- Media Messaging
- Grassroots/Campaign

Campaign Structure: Research

- How to count hurricane-displaced persons
- Development of linguistically appropriate information materials and civil rights implications

Campaign Structure: Media/Messaging

Aggressive media and materials campaign

- Develop media and outreach message
- Census Bureau Message:
“We can’t go forward until you send it back”
- Census Bureau is focus on resource
messages

What do you think?

- Does the Census Bureau message resonate?
 - Why or Why not?
- What works for various communities?
 - Immigrants – including undocumented
 - African American – Katrina populations
 - Asian American communities
 - Youth

Media Timeline

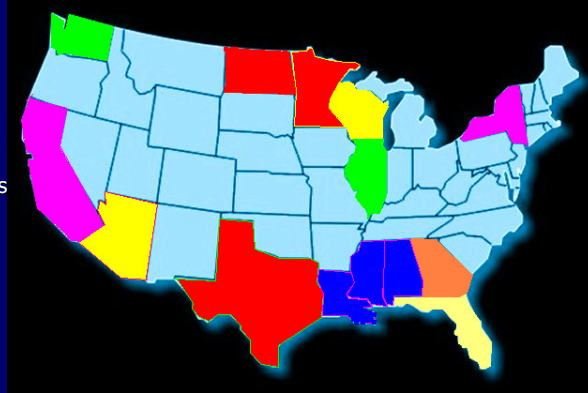
- Now: General awareness and barriers materials development (i.e. KYR)
- Now – August 2009: Message development i.e. testing meta messages, local messages, specific community messages
- Jan 2010 -July 2010: Motivation and fear-reduction messages to underserved communities

Campaign Structure: Grassroots Mobilization

- Identify opinion leaders and develop of speakers bureau
- Materials distribution to national, state and local organizations for dissemination to their members, clients, constituents
- Develop local census outreach campaigns in specific regions with traditional hard to count communities

Regional Focus

- Target Cities:
 - San Francisco
 - Los Angeles
 - Seattle
 - Chicago
 - Milwaukee
 - Fargo/Moorhead
 - Phoenix/Las Vegas
 - Houston
 - Biloxi
 - Atlanta
 - Miami
 - NYC
 - Detroit (?)



Trainings and Resources

- Train-the-Trainer Conferences
- Skills based capacity trainings – media, coalition building etc.
- Multicultural relationship and campaign development

Grassroots Timeline

July-Sept	Regional Train-the-Trainers
Sept-April	Local Campaign Activities
Jan-April	General Awareness, Motivation Media
April 2010	Assistance Forums

Hard to Count Mapping

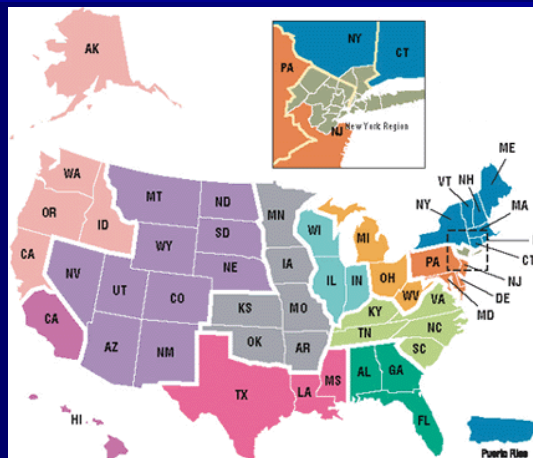
- CUNY Map Development
- Specific Indicators
 - What's important to look at?
- Additional research
 - Housing and foreclosure data
 - Immigration data
 - Hurricane displacement data

Complete Count Committees

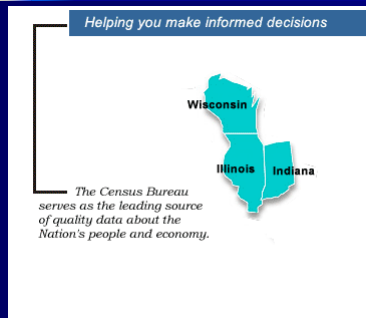
The Complete Count Committee (CCC) program consists of community and government leaders dedicated to building awareness of the 2010 Census. Complete Count Committee members can:

- Organize a team of local people who can provide the cultural and community insights necessary to build 2010 Census awareness efforts.
- Promote the value of accurate and complete census data.
- Have a positive impact on the questionnaire response rate.

Census Regional Offices



Chicago Regional Office



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Next Steps and Questions