Working Together for a Complete 2020 Census Count

Dr. Jeanine Abrams McLean, Vice President, Fair Count
Fair Count: Origin and Overview
The Origin of Fair Count

Stacey Abrams, Founder
Stacey is a politician, lawyer, and author who served as minority leader of the Georgia House of Representatives from 2011 to 2017. Stacey is the first Black female major-party gubernatorial nominee in the history of the United States.

Rebecca DeHart, CEO
Rebecca has more than 17 years of political and advocacy experience working in Georgia and around the nation. Most recently, Rebecca was the Executive Director of the Democratic Party of Georgia.

Jeanine Abrams McLean, PhD., Vice President
Jeanine is a highly skilled researcher with over 15 years of experience designing, managing, and implementing population-based studies. She holds a bachelor’s degree in Biology from Duke University, a doctorate in Ecology, Evolution, and Behavior from the University of Texas at Austin.
Our Mission

Fair Count is a nonprofit, nonpartisan organization that is committed to ensuring every person in Georgia and the nation is seen, heard, and counted for a fair and accurate Census and to building pathways to civic participation.
What’s At Stake?
What’s at Stake for Illinois?

- A study conducted by the Urban Institute estimated that 145,000 people in Illinois could be missed in the 2020 Census.
- At $1,535 per person, Illinois could lose $223 million in federal funding annually for the next decade (UPDATED AMOUNTS: $4,395 per person and $637 million lost annually).

<table>
<thead>
<tr>
<th>Ethnic/HTC Group</th>
<th>Estimated 2020 Undercount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latinx</td>
<td>-79,300</td>
</tr>
<tr>
<td>Black</td>
<td>-70,700</td>
</tr>
<tr>
<td>Asian, Native Hawaiian, or Pacific Islander</td>
<td>-10,300</td>
</tr>
<tr>
<td>Alaskan Indian or Native American</td>
<td>-1,800</td>
</tr>
<tr>
<td>Age 0–4</td>
<td>-48,300</td>
</tr>
</tbody>
</table>
Challenges

• Illinois’ estimated population is 12.8 million.

• Approximately 16% (2 million) people in Illinois live in areas considered hard-to-count (HTC) by the Census Bureau.

• Approximately 16% of Illinois households reported either no Internet subscriptions or dial-up-only access based on the most recent estimates.

• Outward migration has put the state at risk of losing a congressional seat.
Our Approach
Our Approach: Field Organization, Ingenuity, Partnership, & Hard Work

- Leverage a network of locally-based, trained organizers who have experience entering HTC communities.

- Develop effective digital and technological infrastructure to increase online participation and provide access within HTC communities with limited Internet accessibility.

- Partner with existing Complete Count Committees, community and faith-based leaders/organizations, and other stakeholders.

- Support the development and dissemination of community-specific advertising and promotional materials via social media, radio, television, and local newspapers.

- Build and deploy Rapid Response Teams to areas of need during the Non-Response Follow-up Period to increase participation of HTC communities throughout the state with enhanced localized efforts.
Commit to Count Campaign
Commit to Count cards are used to identify volunteers and to disseminate general information about the Census and job opportunities.

Local Partnerships
Fair Count is working with organizations around the state.

Boots on the Ground
Fair Count is leveraging a network of locally-based, trained organizers who have experience entering HTC communities.
Highlights: Faith

Faith-based Application
App will expand 2020 Census and faith-based outreach via digital & traditional avenues, also providing a digital platform that will allow leaders to manage membership and promote continued civic engagement within the faith community.

Faith Toolkits
Toolkits will provide Census resources, talking points, and guidance for establishing faith-based CCC.

Faith Days of Action
Partner faith institutions will utilize their space and Internet access to help engage and mobilize their communities.
Highlights: Technology

Developing Digital Infrastructure
Determined areas with the greatest need for Internet access, and locations that will be outfitted with hotspots and devices are currently being identified.

Testing of Digital Tools
Tested digital relational organizing tools known to increase engagement in the electoral space but that remain untested in Census mobilization.

Partnership with Kids Doc on Wheels
Partnering with Dr. Melinda Willingham and Dr. Lynette Wilson-Philips to outfit their pediatric offices and mobile KDOW units with kiosks that will disseminate 2020 Census information and allow parents to complete the Census during visits.

THE ACTION NETWORK
MobilizeAmerica
Team
Although Fair Count is based in Georgia, we are engaged in a national effort.

Our outreach strategies and tactics are designed to be easily replicated and shared in real time with state-based partners and national organizations.
Highlights: National and State Partners
Be Innovative!
A) What leaders or organizations in your neighborhood, town, city, or county could be good community partners that could help get out the count?

B) How can you engage youth to help get out the count?
A) How can you engage faith leaders to help ensure a complete count?

B) What ministries or outreach activities can be used to reach those who are at risk of not being counted?
A) What places in your community (libraries, businesses, restaurants, places of worship, etc.) have Internet access that could be temporarily made available to the public for census job recruitment and census participation?
WHAT CAN YOU DO?

• **THINK BIG and BE INNOVATIVE!** Collaborate with those in your community and across the state to develop effective GOTC strategies and activities.

• Join or start a complete count committee or committees.

• Volunteer as a “Count Captain” for your neighborhood, place of worship, sports team, etc. to make sure everyone is counted.

• Share information about job opportunities at the Census Bureau.

• Combat disinformation by sharing correct 2020 Census info on your social media platforms.

• Learn more, stay informed, and access toolkits by signing up at [FairCount.org](http://FairCount.org).

• Do everything you can to spread the word about the 2020 Census, because…
If you aren’t counted….

YOU SIMPLY WON’T COUNT.