

# COMMUNITY ACTION AND THE 2020 CENSUS

## BACKGROUND

On April 1, 2020, the United States will conduct the decennial census to count ALL people who live in our country, regardless of citizenship status. This constitutionally-mandated count is foundational to our democracy and shapes the future of our communities by determining representation and legislative districts, distribution of federal dollars, and local decisions around the expansion of services and economic development.



An accurate count in 2020 is crucial for the Community Action Network. Agencies rely on census data to determine federal funding allocations, conduct needs assessments, and ultimately create programs that meet local needs and lift up the communities and families we serve. Unfortunately, history shows that the Census always misses some percentage of the population in the final count, especially in disadvantaged or marginalized communities including low-income households, young children, people of color, and immigrants. These are the groups most likely to be served by Community Action, and these are the groups with the most to lose.



## CENSUS COUNTS 2020 and COMMUNITY ACTION COUNTS

As a voice for the country's 1000+ CAAs, the Partnership is committed to ensuring every member of our community is counted. We are proud to serve as a national hub for Census Counts 2020, a coalition of organizations supporting a collaborative campaign to advance a fair and accurate count. A designated team at the Partnership works to engage and support Census activities across the network. Community Action is engaged in rural, suburban, and urban communities across the country. Our Census effort seeks to maximize these relationships to help **Get Out The Count**.

For Community Action Census resources, visit [www.communityactionpartnership.com/census2020](http://www.communityactionpartnership.com/census2020)

## COMMUNITY ACTION COMPLETE COUNT COMMITTEE (CACCC)

The Partnership has launched a Census Complete Count Committee (CCC), a volunteer committee traditionally established by local governments and community leaders to increase awareness and motivate residents to respond to the Census. The CACCC reflects this model as a framework to build capacity and empower our Network to educate individuals, families, and communities, and promote the Census at the agency level. The CACCC will have a representative from each CAA across the country: every agency, state association, and national partner is invited to nominate one staff person to the CACCC.

Nominees will be the point person for Census Engagement in their agency and serve as the liaison between the agency and the Partnership on Census engagement activities, which will include:

- **Leading agency-level Census outreach efforts, sharing Census resources across agency**
- **Attending the Moodle Census Academy and CACCC Web Meetings**
- **Keeping network and agency informed of local and agency-level best practices**

To nominate someone from your agency, visit [www.communityactionpartnership.com/census2020](http://www.communityactionpartnership.com/census2020)

Contact: Census Project Director, Lindsay Marsh, [lmash@communityactionpartnership.com](mailto:lmash@communityactionpartnership.com)

**We care about the entire community. We count the entire community.**