



The Leadership Conference
on Civil & Human Rights

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Talking Points: Save The Census (Calling for Extension of the Reporting Deadlines)

ISSUE

- The public health crisis caused significant delays and disruptions to 2020 Census operations.
- That's why the administration, alongside experts within the Census Bureau, asked Congress to push back the December 31, 2020 deadline for transmitting the state population totals used for congressional apportionment to the president, to April 30, 2021.
- Without quick congressional action, the Census Bureau faces an impossible deadline of December 31, 2020 to count, review, process, tabulate, and report 2020 Census



apportionment and redistricting data.

- Now the administration is withdrawing the request for political gain, and its attempt to cut the census short by one month puts both safety and the count at risk.
 - Why withdraw the request?:** In the event that Trump does not serve a second term, he would be unable to try and implement his unconstitutional memorandum to keep undocumented immigrants from being counted for congressional apportionment.

IMPACT

- This undermines the Census Bureau's plan to extend the census to give the door-to-door counting operation the time, space, and protection to be implemented correctly, especially in the midst of a pandemic.
- While all census takers are required to wear masks, that's not the only safety adjustment that's needed -- the bureau had planned to avoid high-risk areas until rates come down.
 - Rushing the timeline could mean moving prematurely into communities with high rates of COVID-19 that can't support door-knocking and runs counter to the [bureau's own plan](#).
 - These are predominantly communities of color and rural communities that could be at risk. Those communities are also at higher risk of severe complications from COVID-19.
- It could also mean skipping certain communities altogether. Cutting the census by a month during a pandemic shortchanges critical operations that count people of color, American Indians, people with low incomes, and people experiencing homelessness just when they needed more flexibility. Undoubtedly, this would skew congressional representation, redistricting, and critical community funding for every state in the country for the next 10 years.
- Cutting the census short hampers its ability to implement a safety audit of current and planned operations during COVID-19, as called for by census advocates. Implementing any needed adjustments to ensure a safe and effective 2020 Census will take time and cannot be rushed.

SOLUTION



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- Tell Congress to #SaveTheCensus. America needs lasting COVID-19 relief & any bill must stop efforts to cut the 2020 Census short. Congress must act before it's too late.
 - This isn't a partisan issue -- a failed census fails the whole country. Every state in the nation will have to live under the harm of an undercount for the next 10 years.
 - An undercount would threaten health, unemployment, & housing for the next 10 years. Many of the resources people across the country are relying on in the wake of coronavirus due to illness, job loss, or ongoing need are directed by census data, including:
 - **Health Care:** Medicaid, Medicare, Child Health Insurance Program, hospital funding
 - **Workforce Assistance:** unemployment insurance, aid for dislocated workers
 - **Food Assistance:** Supplemental Nutrition Assistance Program, Special Supplemental Nutrition Program for Women, Infants, and Children
 - **Disability Services**
 - **Senior Services**
- The House-passed HEROES Act already moved to extend these deadlines to protect the census and our democracy, and now the Senate must act.

The census is a portrait of America and our communities won't be erased.

- The Trump administration cannot cheat people of color, people with disabilities, and others out of their right to participate in the 2020 Census.
- Vulnerable communities have been short changed again and again, and cannot afford to miss out on the funding or fair representation that stems from the Census.
- This political influence will guarantee an unfinished count of unacceptable quality. Congress must act to keep the Census non-political.
- Rushing key census operations means dumping a \$16 billion investment and undermining the allocation of trillions of dollars for the next decade.



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America needs lasting COVID-19 relief and Congress must protect the 2020 Census by including an extension of the Congressional reporting deadline in the next COVID-19 bill.

- Congress must act immediately to extend the statutory reporting deadlines for congressional apportionment data, and give the Census Bureau the time *it has said it needs* to complete the count.
 - The Census Bureau has been clear that, because of coronavirus, it's too late for it to finish census operations well and report initial results by the current statutory deadline of December 31, 2020.
 - [Associate Director for Decennial Census Programs Albert Fontenot on July 8 said](#) "We are past the window of being able to get those counts by [December 31, 2020 at] this point."
 - [Associate Director for Field Operations Tim Olson on May 26 said](#) during a NCAI webinar ""We have passed the point where we could even meet the current legislative requirement of Dec. 31" for delivering 2020 Census state population counts for reapportioning congressional seats among the states.
 - [According to NPR](#) on 7/30: an area manager who oversees local census offices said, "It's going to be impossible to complete the count in time. I'm very fearful we're going to have a massive undercount."
 - Census Bureau experts have been clear for months: They need more time to follow-up with under-counted communities and they need more time to review,



tabulate, process, and report the data to Congress.

- The House-passed HEROES Act already moved to extend these deadlines to protect the census and our democracy, and now the Senate must act.

Tell Congress to #SaveTheCensus.

Talking Points: Why Care About the Census?

The Trump administration is once again trying to determine who counts, and who doesn't. Its latest ploy is to cut the census off early, and deprive millions of people of color, people with low incomes, American Indians and more of their right to be reflected in the portrait of America.

- It is a pattern and a years-long effort to suppress the count and rig the 2020 census to reflect a less diverse and inaccurate portrait of America.
- At every stage of Census planning and implementation, dating back years, the Trump administration has tried to shape the outcome of the census by sowing fear and confusion.
- With our democracy in peril and our rights on the line, the 2020 Census is a critical chance to ensure communities that have long been marginalized and erased are seen, heard and receive the rights and resources they deserve. We need everyone to take part in the census because essential rights are at stake:
 - **More than \$1.5 billion in critical funding and resources** for communities that have historically gone without;
 - a say in who leads the **political institutions** that have the power to protect or harm us;
 - the ability to gather the evidence needed to **protect people from discrimination**
 - and a **democracy where every voice matters and every vote is valued**.



Each person who gets counted in the 2020 Census builds political power for our communities and gives us our fair say in selecting our leaders — from the president and Congress, all the way to city council and school boards.

- Congressional seats and voting maps are based on the size and location of communities. Census responses can also alter the electoral college and therefore affect who gets to appoint federal judges.
- Elected officials, from Congress to city council, should represent the actual concerns of our communities, not someone else's agenda.

The census is also key to enforcing protections like the Voting Rights Act.

- It's not enough to just pass a law ensuring civil rights -- you have to enforce it, often in court.
- While we *know* when we're experiencing discrimination, lawyers and advocates have to *prove* it -- and that's where the demographic data from the census comes in.
- To prove that a county is trying to suppress the Black vote by closing polling locations, you have to prove there are enough Black people and communities to need more polling sites.
- Researchers use census data to figure out where there are disparities so advocates can get to work.

We all deserve to thrive, not just survive. The census provides a fair say in choosing our leaders and the power to build the world around us.

- If resources and political power are flowing into communities, we should not miss out on our piece of the pie.



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- Everyone living in the United States has the right to be counted in the 2020 Census. Every immigrant, every child, every neighbor, every student, everyone.
- Even if you can't vote, filling out the 2020 Census is a way to make your voice heard.

It's our power. It's our census. We deserve to be counted. Tell Congress to #SaveTheCensus.

Social Copy and Graphics #SaveTheCensus

Twitter & Instagram Hashtags are #2020Census and #SaveTheCensus

Calls to Action:

- Call your Senator at 1-888-374-4269 [Patch through call tool]
- Sign a petition:
 - [ENGLISH] [Tell Congress: Extend the Census Reporting Deadline petition](#)
 - [SPANISH] [Dígale al Congreso: No al recorte del Censo este 2020, Extienda el Plazo de Reporte del Censo](#)
 - Set up your own ([scripts here](#))

Graphics are linked [here](#).



Twitter:

- A rushed #2020Census means scattered roads and infrastructure projects for our communities and scant resources and materials for our schoolchildren. We deserve



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better -- that's why we're calling on Congress to #SaveTheCensus. Call your Senator at 1-888-374-4269

- [INSERT STATE RESIDENT NAME, i.e. Arizonans] count. Congress, don't let us be missed in the #2020Census. Join us to tell Congress: Don't Cut the 2020 Census Short, Extend the Census Reporting Deadline. #SaveTheCensus
<https://lcchr.cp.bsd.net/co/2020-08-census-extension>
- Our communities need the #2020Census to recover from the COVID pandemic. Getting counted is the best way to ensure public services and accurate political representation trickle down to us. Congress: give the Census Bureau the time it needs. Don't rush our census. #SaveTheCensus
- Our communities will still suffer long after the COVID pandemic ends if we aren't counted in the #2020Census. Congress, we are counting on you to extend the deadline and #SaveTheCensus. Call your Senator and tell them not to rush the census at 1-888-374-4269.
- Join us to #SaveTheCensus Step 1- Make sure you're counted by responding at my2020census.gov. Step 2 - Call your Senator at 1-888-374-4269 to tell them not to cut the #2020Census short.
- Immigrants count. Young children count. LGBTQ folks count. People of color count. We all count and deserve to be recorded in the #2020Census -- the nation's largest and most diverse tally to date. Congress must #SaveOurCensus and extend the deadline today. <https://lcchr.cp.bsd.net/co/2020-08-census-extension>
- A rushed #2020Census = an inaccurate snapshot of the nation. A rushed census = harm for minority, rural, tribal, & other communities. A rushed census = doesn't include all of us. Congress, don't let these things happen -- act to #SaveOurCensus

Facebook

- ACTION ALERT: The COVID-19 pandemic has disrupted and delayed the counting of every person in the country for our #2020Census. This is the 24th time we have conducted this Constitutional mandate since 1790, through wars and recessions and natural disasters, and we've never skipped it or shortchanged our mission. Now, the Administration has decided to cut the census short. If they rush the rest of the census, a lot of us won't be counted. It's time to make some noise. Tell Congress to push back the legal deadlines for reporting the census results, as the top Census Bureau career experts recommended and the Administration requested in April. The Administration abruptly reversed course, with no explanation. Now it's up to us to demand the complete, fair and accurate count our communities and families deserve. #SaveTheCensus TELL



CONGRESS: SAVE THE CENSUS Call your Senator at 1-888-374-4269 or sign the petition today. <https://lcchr.cp.bsd.net/co/2020-08-census-extension>

- The #2020Census can close opportunity gaps in high-risk communities and bring community centers, grocery stores, hospitals, and improved infrastructure and services to the places where they're needed most. That's why we need a full and accurate count. That's why Congress needs to #SaveOurCensus by extending the deadline for redistricting and congressional apportionment. TELL CONGRESS: SAVE THE CENSUS Call your Senator at 1-888-374-4269 or sign the petition today.
<https://lcchr.cp.bsd.net/co/2020-08-census-extension>
- Trump is trying to harm immigrants, young children, People of Color, people with low incomes, people with disabilities, people living in rural areas & others, by shortening the #2020Census. Congress must stop this and #SaveOurCensus by extending the deadline for congressional apportionment and state redistricting. TELL CONGRESS: SAVE THE CENSUS Call your Senator at 1-888-374-4269 or sign the petition today.
<https://lcchr.cp.bsd.net/co/2020-08-census-extension>

Call Congress, Patch-Through Number + Embed Link + Scripts

Here is the toll-free # for the patch-through: 1-888-374-4269.

A patch-through calling campaign has been set-up targeted at the U.S Senate in order to ask them to extend the 2020 Census deadline to ensure an accurate count. Those who participate can call the toll-free # provided, will be asked to provide their zip code, then hear a pre-recording with details on what to say when they are patched-through to their Senator's office.

Creating a Click to Call

A form embed code for the creation of a landing page where people can enter their zip code and phone # and get a call when they press submit to patch them through can be found [HERE](#).

Scripts

- SPA: Hola, mi nombre es _____ y vivo en (Ciudad y Estado). Estoy llamando para pedirle que NO reduzca la operación del censo y extienda la fecha para reportar cifras y



asi la Oficina del Censo tendrá el tiempo adecuado para contar a todos. Un censo apresurado resulta en una representación incorrecta del país. Gracias por su tiempo.

- ENG: Hi, my name is _____ and I am your constituent from (City and State). I am calling to ask you NOT to cut the 2020 Census short and to extend the reporting deadline so the Census Bureau has the time it needs to count everyone. A rushed census results in an inaccurate representation of the country. Thank you for your time.

Sample Action Alert to Send to Your Lists

Action Alert: A fair and accurate 2020 Census is on the line. It's time to make some noise.

MESSAGING: Don't Rush Our 2020 Census, Save The Census

The COVID-19 pandemic has disrupted and delayed the counting of every person in the country for our 2020 Census. This is the 24th time we have conducted this Constitutional mandate since 1790, through wars and recessions and natural disasters, and we've never skipped it or shortchanged our mission.

Now, the Administration has decided to cut the census short. If they rush the rest of the census, a lot of us won't be counted. It's time to make some noise. Tell Congress to push back the legal deadlines for reporting the census results, as the top Census Bureau career experts recommended and the Administration requested in April. The Administration abruptly reversed course, with no explanation. Now it's up to us to demand the complete, fair and accurate count our communities and families deserve.

TELL CONGRESS: SAVE THE CENSUS

Give the national count the time we were promised. Too much is at stake for the next decade.

Now, in the middle of a pandemic and a recession, we need a good census more than ever. We can't afford to cut people and communities out of the once-a-decade portrait of our nation that the Constitution requires.

Here's what's at stake for the next 10 years: funding for Medicare and hospitals, school lunches and senior care programs, teachers and job training, road improvements and new public transit, emergency response, and rural sewer systems, plus business investment to help our neighborhoods recover from the pandemic. Our communities won't get the resources they need and deserve if we don't get this census right. An accurate census requires enough time.



Congress must act now to secure our futures together.

The census belongs to us. Our democracy depends on it. Congress is in charge of the census, so tell lawmakers: Save our census. Extend the deadlines. Make sure we all count.

It is time we stake our claim. Don't rush our Census. Save the 2020 Census.

English and Spanish Petitions + Create Your Own

- [ENG] [Tell Congress: Extend the Census Reporting Deadline petition](#)
- [SPA] [Dígale al Congreso: No al recorte del Censo este 2020, Extienda el Plazo de Reporte del Censo](#)
- Set up your own ([scripts here](#))

Fact Sheets, Letters and Additional Materials

State Fact Sheets from the Center for American Progress

- NC: [How an Incomplete Census Hurts North Carolinians](#)
- AL: [How an Incomplete Census Hurts Alabamians](#)
- TX: [How an Incomplete Census Hurts Texans](#)
- AZ: [How an Incomplete Census Hurts Arizonans](#)
- FL: [How an Incomplete Census Hurts Floridians](#)
- WV: [How an Incomplete Census Hurts West Virginians](#)
- ME: [How an Incomplete Census Hurts Mainers](#)
- AL: [How an Incomplete Census Hurts Alaskans](#)
- GA: [How an Incomplete Census Hurts Georgians](#)

Notable Letters in Support of Census Extension

- [Letter from National State Data Center Steering Committee](#), one of the Census Bureau's three partnership programs and it's longest partnership. July 31, 2020
- [Letter from 4 former Census Bureau directors](#), August 4, 2020
- [Letter from 87 U.S. organizations and companies urging Congress to extend Census deadlines](#), August 11, 2020
- [Census Project letter from nearly 900 state and national groups to leaders of the U.S. Senate urging the inclusion of language in the next Senate COVID relief package that](#)



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[would extend the statutory reporting deadlines for the 2020 Census by four months,](#)

August 6, 2020

- [Letter to Secretary Ross and Director Dillingham from over 500 philanthropic leaders urging the Census Bureau not to cut the Census short](#), August 5, 2020

George Washington University ["Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds"](#)