



Census 2010 Talking Points

Ensuring All Communities are Counted in the 2010 U.S. Census is Critical to Recognizing Nation's Full Diversity and to Building Future Political Strength

- The U.S. Census, held every 10 years, is the single most powerful indicator of who we are as a nation. It not only dictates the story we tell about our demographic makeup—but it also determines the allocation of our federal purse string and the seats of our political power.

The U.S. Census:

- Determines Congressional reapportionment and political representation in State Legislatures and hundreds of legislative bodies at the local level;
- Decides the allocation of more than \$400 billion in Federal funds to communities annually—including funds for Medicaid, voter protection, SCHIP, childcare, early child education, school lunch, ESL, adult education, and other vital services for our community; and
- Serves as the fundamental source of information on our nation's demographic makeup—guiding private and public research projects that influence a broad range of social/policy decisions. For example—the Census results are used to enforce civil rights laws and document discrimination based on race, ethnicity and gender.

An Undercount of the U.S. Latino Community Cost Hundreds of Billions in Lost Funds

- Latinos in the United States could see up to an additional \$100 million in federal funding for their communities if the 2010 Census can produce an accurate count.
- In Census 2000, an estimated 3 percent of the Latino population (one million people) were not counted—costing billions of dollars in federal funding. For example:
 - Los Angeles County—home to 4.7 million Latinos—lost \$600,000,000 in federal funding since the last Census;
 - Bronx County, New York—home to 1.4 million Latinos—lost more than \$350,000,000 due to the undercount of its Latino population.

An Undercount Could Undermine the Community's Growing Strength

- Given the significant growth of the community since 2000—especially in “swing states” where results of Congressional reapportionment are being

closely watched—it is particularly important that all members of the Latino community are counted in 2010.

- An accurate count of the Latino population in 2010 could lead to a gain in Congressional seats in states like Texas, Arizona and Nevada where the Latino population has significantly tipped the balance of political scales.
- However, since the first use of the 2010 Census results will be to enforce the Voting Rights Act as states and localities redraw legislative districts, an undercount will prevent Latinos from electing the candidates of their choice in federal, state and local elections.

To achieve an effective, full 2010 Census count that reflects the full diversity of the U.S. population, the *ya es hora !HAGASE CONTAR!* campaign is:

- Building an intensive public education campaign that informs the Latino community about the importance of participation and the confidentiality of the process;
- Working with Spanish language media partners—Univision, Entravision and Impremedia—to distribute PSAs in TV, radio and print to educate the community on the U.S. Census; and
- Partnering with community groups, immigrants rights organizations and labor unions to hold workshops and trainings and educate the broader immigrant community about the benefits of full participation.

Tough Questions:

Q. What do *ya es hora* partners think about efforts by some immigrant rights groups to boycott the 2010 Census as a way to pressure Congress to pass comprehensive immigration reform?

An active choice to remain silent and invisible is exactly the wrong strategy to take just as the Latino community is achieving unprecedented political strength.

- A boycott only delays progress on comprehensive immigration reform and emboldens the efforts of anti-immigrant forces in the United States who have for decades opposed the inclusion of the undocumented in the decennial Census.
- The boycott sends the wrong message to the Latino community about civic participation: just as the community is gaining its political voice and seeing how civic participation can improve people's lives, the boycott sends misleading information that feeds into the fears of some undocumented immigrants and keeps them silent and voiceless.

- In order to continue strengthening our community's voice so that we can influence the seats of power on issues like comprehensive immigration reform, we need to send a clear message to the community that it is in their best interest and the best interest of our nation that they participate fully, without fear, in the 2010 Census.



ya es hora ¡HAGASE CONTAR! is the third initiative in the historic *ya es hora* civic engagement campaign, and seeks to motivate Latinos to participate in the 2010 Census through a sustained and aggressive community education initiative and Spanish-language media effort.