EQUITY 2030
Statewide Infrastructure for Year-Round Civic Engagement & a Complete Count in the 2030 Census
Why work on a complete count in the Census?
2020 Census Self-Response Rates
Participation vs. % POC by Municipality

% Participation

% POC

- 2020 Census self-response
- 2020 voter turnout
Participation vs. Average Income by Municipality

- 2020 Census Self-Response
- 2020 Voter Turnout

Average Income

- $60,000.00
- $80,000.00
- $100,000.00
- $120,000.00
- $140,000.00
- $160,000.00

2020 Census Self-Response

- 0.00%
- 25.00%
- 50.00%
- 75.00%
- 100.00%
How did we get out the count in 2020?
Networks
Meeting
People
Where
They’re
At
Challenges to a Complete Count
Citizenship Question & Hostile Political Climate

Is this person a citizen of the United States?

- Yes, born in the United States
- Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
- Yes, born abroad of U.S. citizen parent or parents
- Yes, U.S. citizen by naturalization – *Print year of naturalization* ✓
- No, not a U.S. citizen
Solution: Partnerships with Trusted Legal Organizations
Early COVID-19 hotspots were in low-response census tracts
Solution: Outreach on COVID Issues + Census
How We’re Leveraging Networks for Year-Round Civic Engagement
Strengthening Civic Engagement Infrastructure
Trusted Leaders Need Infrastructure to Win & Sustain Victories

Democracy HUBS
Coordinating Organizations

Regional HUBS

Data Infrastructure
Democracy HUBS Infrastructure

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Regional HUBS

Data Infrastructure

Massachusetts Voter Table

MassVote

APIS CAN!

MIRA

Massachusetts Immigrant & Refugee Advocacy Coalition
Democracy HUBS Infrastructure

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Regional HUBS

Data Infrastructure

Worcester Interfaith
acting together...

La Colaborativa

Brockton Interfaith Community

Pioneer Valley Project

NEU4J

CSJ

Lowell Votes
Continued Year-round Virtual Outreach
Training Trusted Leaders