



EXECUTIVE ORDER NO. 715

ESTABLISHING THE ALABAMA COUNTS!
2020 CENSUS COMMITTEE

WHEREAS the United States Constitution requires a census to be taken every ten years, *see* U.S. Const. art. I, § 2, cl. 3;

WHEREAS the next federal census will be taken on April 1, 2020, *see* 13 U.S.C. § 141(a);

WHEREAS a complete and accurate count of Alabama's population is essential for a variety of reasons –including for congressional and legislative reapportionment and the allocation of public funds;

WHEREAS a complete and accurate census count will require an extensive public-information campaign; and

WHEREAS many other states and local governments will be initiating programs to promote census participation;

NOW, THEREFORE, I, Kay Ivey, Governor of the State of Alabama, by virtue of the authority vested in me by the Constitution and laws of the State of Alabama, do hereby establish the Alabama Counts! 2020 Census Committee ("the Committee"), effective immediately, as set forth below.

1. **Purpose.** The Committee's purpose is to ensure maximum participation in the 2020 Census. The Committee shall pursue this purpose through the development of community partnerships, marketing campaigns, public-education events, and any other methods that will increase participation in the census.
2. **Action plan.** The Committee shall prepare and submit to the Governor a 2020 Census Action Plan ("the Plan").
 - a. **Contents.** The Plan shall identify all strategies necessary for ensuring maximum state participation in the 2020 census. It shall

also include a proposed timeline for implementing those strategies.

- b. **Deadline.** The Committee shall submit the Plan to the Governor by August 1, 2019.
3. **Implementation and reporting.** Except to the extent modified by the Governor, the Committee shall implement the Plan. The Committee shall provide reports to the Governor as follows.
 - a. **Periodic reports.** The Committee shall provide periodic implementation reports and recommendations as the Governor or the Committee deems necessary.
 - b. **Final report.** By October 1, 2020, the Committee shall submit a final report identifying the outreach efforts that the Committee actually implemented, the results of those efforts, and recommendations for future efforts in subsequent censuses.
4. **Membership.** The Committee's membership shall be appointed by the chair of the Committee with the approval of the Governor.
 - a. **Composition.** The Committee's membership shall include representatives of community and faith-based organizations, the business community, the news media, and state and local government. The Committee's membership shall be inclusive and reflect the racial, gender, geographic, urban/rural, and economic diversity of the State.
 - b. **No compensation.** Committee members shall serve without compensation or reimbursement for their expenses.
5. **Chair.** The Director of the Alabama Department of Economic and Community Affairs shall serve as chair of the Committee.
 - a. **Oversight and support.** The chair is responsible for overseeing implementation of this Executive Order and providing administrative support for the Committee's work.

- b. **Designation of subcommittees.** The chair may designate subcommittees, which may in turn solicit the assistance of relevant experts and practitioners involved in census issues.
 - c. **Meetings.** The chair may convene and preside over meetings of the Committee, including by establishing meeting agendas.
6. **State agency cooperation.** State agencies and other state-funded entities shall cooperate with the Committee and provide information requested by the Committee.

DONE AND ORDERED this 20th day of August 2018.



Kay Ivey

KAY IVEY
Governor

ATTESTED

J. H. Merrill

JOHN H. MERRILL
Secretary of State