

NEW JERSEY COMPLETE COUNT COMMISSION





TODAY'S PRESENTATION

- **The NJ Complete Count Commission**
- **Outreach Plan & Grassroots Organizing Program**



NEW JERSEY COMPLETE COUNT COMMISSION

- **Governor Murphy signed the New Jersey Complete Count Commission into law.**
- **The Commission is composed of 27 members.**



NEW JERSEY COMPLETE COUNT COMMISSION

- **The law directs the Commission to develop, recommend, and assist in the administration of the 2020 Census outreach strategy.**
- **The Department of State has been tasked with convening New Jersey's efforts with the 2020 Census.**



HARD TO COUNT POPULATIONS

- Approximately, 22 percent of New Jerseyans live in Hard-to-Count communities.
- “Hard-To-Count Populations”—have proven more difficult to count than others. Minority and immigrant populations have historically been some of the hardest groups to count accurately.
- For example, the 2010 Census failed to count more than 1.5 million minorities.

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HARD-TO-COUNT POPULATIONS:

African Americans

Latin Americans

Asian Americans

Non-Native English speakers

Person who are indigent

Persons who are homeless

College students

Children under five years of age

The elderly

Members of the LGBTQ community



IMPORTANCE OF THE CENSUS

- The Census directly determines the apportionment of representatives to Congress among the states.
- Affects the distribution of hundreds of billions of dollars in federal funds to state, local governments and other grantees.



PUBLIC HEARINGS & APRIL 1ST KICK-OFF

- Public Hearings:
 - January 9, 2019: First Hearing of the New Jersey Complete Count Commission in Trenton
 - March 21, 2019: Second Hearing of the New Jersey Complete Count Commission in Paterson
 - April 24, 2019: Third Hearing of the New Jersey Complete Count Commission in Camden
- April 1st One Year Out Kickoff



Community Advocacy Advisory Committee

- **Focus is on community advocacy, with an emphasis on hard-to – count populations.**
- **The committee’s work will involve strong grassroots support and robust on-the-ground outreach.**
- **Encourage advocates and other stakeholders to form or participate in Local Complete Count Committees (LCCCs).**



PUBLIC – PRIVATE PARTNERSHIPS (P₃) ADVISORY COMMITTEE

- Focus on the development and cultivation of public-private partnerships
- The committee will leverage the presence and reach of key stakeholders.
- It will also activate the resources, specialty talents, and mobilization of constituencies (employees, consumers, etc.) in ensuring a full and accurate count in New Jersey.



Education & Intergovernmental Affairs- Advisory Committee

- Focus is on the education system and intergovernmental affairs, particularly relationships with tribal, local, and other jurisdictions (with an emphasis on the 21 Counties).
- Coordinating outreach among educational institutions, pre-school, K-12, and colleges will harness the reach of the education in the state and target children under 5.



COMPLETE COUNT COMMISSION- REPORT

The commission shall submit a report to the Governor, and to the Legislature:

- June 30, 2019**
- Recommendations for outreach strategy to ensure full participation.**
- Strategies to avoid an undercount in the 2020 Census.**

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COMPLETE COUNT COMMISSION GOVERNING PRINCIPLES

These are the principles governing and driving the Commission's work:

- **Commitment to confidentiality of Census information and data.**
- **Commitment to hard- to- count communities in outreach, education, and communications efforts.**
- **Commitment to a high response rate.**



OUTREACH PLAN

- **Communications**
- **Inter/Intra Governmental**
- **Grassroots Organizing Program**



COMMUNICATIONS PLAN

- Implement a Multi Media communications plan that will include:
 - TV, Radio, Specialty/Ethnic media, texting, search engine hits
 - 12 Languages identified by U.S. Census Bureau & any other languages in the state
 - Social media, major platforms, Facebook, twitter, Instagram, sponsored ads
 - DOS/ NJ CCC supported website
 - Branding/Slogan and messaging



INTER- AND INTRA- GOVERNMENTAL EFFORT

- **Inter- and Intra- Governmental Effort**
- **Build support for and identify resources for the complete count effort within:**
 - **State of New Jersey Departments**
 - **County governments**
 - **Local governments**
 - **Federal government**
- **Encourage and support Census Job Recruitment Activities by promoting and participating in job fairs.**
- **Maximize each agency's unique outreach capabilities.**
- **Target multiple segments of NJ's population.**



BASICS OUTREACH AND AWARENESS

- **Place Census Logos on Stationery**
 - Internal Memos & Letterhead to Public and Businesses
- **Place Census Buttons on Website**
- **Talk about the 2020 Census**
 - Meetings, Conferences & Staff Events
 - Invite Census Partnership Staff at conferences & events/Information table
- **Articles in Department Newsletters**
- **Posters and Pamphlets**
 - Place Information in High Traffic Areas/Break Rooms, Bulletin Boards, Lobby
 - Satellite Offices that Serve the Public
- **Letters or E-Mails to Staff**
 - Encourage Census Participation

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GRASSROOTS ORGANIZING PROGRAM





OVERVIEW

- The Complete Count Commission is mandated by law to:
 - Build a strong and extensive community advocacy program to:
 - Educate and create awareness in the community about the Census and its importance to:
 - New Jersey
 - Our communities
 - The families and individuals living in our communities
 - Focus on Hard to Count (HTC) Areas of the state



THE APPROACH

- To accomplish our goals:
 - A Top Down and Bottom Up approach will be taken
 - It will involve entire communities:
 - Volunteers – Everyday people
 - Advocacy groups
 - Activist groups
 - Faith based leaders
 - Education community
 - The Healthcare community
 - The Business community
 - Labor
 - Ethnic community based organizations
 - Governments at all levels



THE STATEWIDE CENSUS PARTNERSHIP

- **To maximize the effectiveness of our campaign:**
 - **We have partnered with:**
 - **The Regional Office of the U.S. Census Bureau**
 - **The NJ Census 2020 Coalition**
 - **A broad based statewide coalition of advocacy and activist groups focusing on Census 2020 in NJ**
- **Working in a complementary fashion will:**
 - **Allow a consistent strategic & tactical approach**
 - **Allow for consistent messaging that will be amplified by our broad based media & social media campaign**
 - **Create resource efficiencies**



LOCAL COMPLETE COUNT COMMITTEES (LCCCs)

- **LCCCs are the backbone of the Census outreach effort**
 - **They are:**
 - **Our action organizing teams**
 - **The community organizing hub for all resources & activities Census related**
- **They will be formed at the county, municipal and community levels**
- **The vital organized trusted messengers critical to our success will emerge from the LCCCs**

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STAGES OF THE GRASSROOTS ORGANIZING PROGRAM





CAPACITY BUILDING

Ongoing – Mid 2020

- **Identify critical stakeholders to align message track activities.**
 - **Faith-based Organizations**
 - **Advocacy**
 - **Businesses**
 - **Community Service Organizations**
 - **Healthcare**
 - **Ethnic community based organizations, etc.**
- **Identify and prioritize Hard To Count (HTC) areas and populations down to the Census tract level.**



Ongoing – Mid 2020:

- LCCCs will amplify the importance of the Census to diverse communities across the Garden State.
 - A team based approach will be taken.
- LCCCs will function as community organizing action teams and as a hub for resources and activities for all things Census related.
- The teams will be sustainable and volunteer led.
- Build teams at the county, town/municipality and neighborhood levels



ORGANIZING ACTION TEAM (LCCC) BUILDING

Ongoing – Mid 2020:

- **Guide and support the LCCCs in their development and operation**
- **Each team will be assisted in developing an action plan, based on the local circumstances, aimed at identifying resources and tactics that will be most effective in their community.**
- **Provide LCCC teams with appropriate resources to assist them in their organizing efforts.**



PUBLIC EVENTS

Ongoing – Mid 2020:

- **Ongoing public meetings/informational sessions/community events**
- **Identify publicity opportunities and placement to build volunteer capacity**
- **Partner with public-facing organizations such as libraries and schools**



RESOURCE ENLISTMENT

Ongoing – Mid 2020:

- **Identify and achieve commitments for the resources needed, including but not limited to:**
 - **Community meeting and staging locations**
 - **Internet network capabilities**
 - **Computer, tablet and smart phone equipment**
 - **Copying and printing facilities**



EDUCATION AND AWARENESS BUILDING

Ongoing – Mid 2020:

- **Ongoing public meetings/informational sessions/community events**
- **Community specific activities conducted by LCCC Teams, Commission staff, community partners, and the U.S. Census Bureau**
- **Encourage resident response to Census**
 - **Multi-media activities**
- **Promote job fairs to message need for census activities such as part time jobs**



PERSUASION AND ENCOURAGEMENT CAMPAIGN

February & March 2020:

- **Develop and implement activities designed to move those undecided about participating in the Census**
- **Encourage self-response to Census forms**
- **Trusted messengers will play a key role**



MOTIVATION & 'GET OUT THE COUNT' (GOTC)

March - June 2020:

- **Final push to 'Get Out The Count'**
- **Work with partners to develop and implement a GOTC Plan**
- **It will focus on person-to-person engagement at the LCCC level**
 - **Relational Organizing**
 - **Friend to friend; Neighbor to neighbor; Family member to family member**

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**WE WANT TO DO EVERYTHING POSSIBLE TO
ENSURE THAT WE GET THIS RIGHT!**

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BECAUSE, IN NEW JERSEY,



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