TODAY’S PRESENTATION

- The NJ Complete Count Commission
- Outreach Plan & Grassroots Organizing Program
Governor Murphy signed the New Jersey Complete Count Commission into law.

The Commission is composed of 27 members.
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.
• 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.
<table>
<thead>
<tr>
<th>HARD-TO-COUNT POPULATIONS:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>African Americans</strong></td>
</tr>
<tr>
<td><strong>Asian Americans</strong></td>
</tr>
<tr>
<td><strong>Person who are indigent</strong></td>
</tr>
<tr>
<td><strong>College students</strong></td>
</tr>
<tr>
<td><strong>The elderly</strong></td>
</tr>
</tbody>
</table>
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
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).
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, preschool, K-12, and colleges will harness the reach of the education in the state and target children under 5.
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.
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
• Implement a Multi Media communications plan that will include:
  o TV, Radio, Specialty/Ethnic media, texting, search engine hits
  o 12 Languages identified by U.S. Census Bureau & any other languages in the state
  o Social media, major platforms, Facebook, twitter, Instagram, sponsored ads
  o DOS/ NJ CCC supported website
  o Branding/Slogan and messaging
• 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
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
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
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
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
STAGES OF THE GRASSROOTS ORGANIZING PROGRAM
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
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.
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
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
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
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
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
WE WANT TO DO EVERYTHING POSSIBLE TO ENSURE THAT WE GET THIS RIGHT!
BECAUSE, IN NEW JERSEY,
Lauren M. Zyriek
Deputy Chief of Staff
New Jersey Department of State
Office of the Secretary of State
(O) (609) 633-1230
(M) (609) 575-1160
Lauren.Zyriek@sos.nj.gov

Eric S. Kipnis
Manager, Constituent Relations
New Jersey Department of State
Office of the Secretary of State
(O) (609) 292-4755
(M) (609) 433-9443
Eric.Kipnis@sos.nj.gov