2020 Census NJ: Media Push Week
Topics for Today:

1. 2020 Census Push Week (July 27-August 2)
2. Event Considerations
3. Final Pitch
4. Register Your Events!
5. Engage partners
   ○ Secretary of State
   ○ Census Bureau
Census Push Week

- July 24-26: Faith Weekend
- July 27-Aug 2: Push Week
Where New Jersey Stands (as of July 9, 2020)

- NJ response rate: **64.0%** (2010 rate – 67.6%)
- National response rate: **62.0%**
- Terrible coronavirus timing
  - Main push around April 1 dampened by COVID-19
But Hard-Count Areas Way Behind

<table>
<thead>
<tr>
<th>Area</th>
<th>Census Response Rate</th>
<th>2010 Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>64.0%</td>
<td>67.6%</td>
</tr>
<tr>
<td>Newark</td>
<td>44.3%</td>
<td>51.3%</td>
</tr>
<tr>
<td>Paterson</td>
<td>47.9%</td>
<td>59.4%</td>
</tr>
<tr>
<td>Jersey City</td>
<td>49.3%</td>
<td>58.4%</td>
</tr>
<tr>
<td>Trenton</td>
<td>42.6%</td>
<td>53.6%</td>
</tr>
</tbody>
</table>

*All data as of July 9, 2020*
Why is the Census Important?

The Census is so much more than just a head count. Its results will impact New Jersey for the next ten years.

- Distribution of more than $45.8 billion in federal funds within NJ annually to support important programs and services like Medicaid, Head Start, schools, hospitals, roads and more.

- Helps determine New Jersey’s number of seats in the house of representatives, its number of votes in the electoral college and our voting district boundaries.
A Last Chance for Public Attention

- Census Bureau aiming for “week of action” to replicate April 1
- Digital outreach has been exhausted
- Loosening COVID-19 restrictions
- Need for in-person contact for final persuasion
- All hands on deck!
Event Considerations

How should I plan a Push Week event?
Remember the goal: maximize Census responses

- Converting non-responders into responses
  - Focus on how to get the Census done right then and there (online/phone option)
  - People may need persuasion
  - Personal approach (why the Census mattered to me and to our community)
Who What When Where How

- **Who:** Identify audience
- **What:** Activity type (door-to-door canvassing? Food distribution? Flyers/posters? Mobile kiosk?)
- **When:** Time of day
- **Where:** Where are hard-to-count areas near you?
- **How:** Social distancing and cultural competence
Who

- Hard-to-count communities
- Trying to match messengers with appropriate communities
- Consider service population
What: Activities

- Consider Activities With In-Person Contact
  - Door-to-door canvassing (consider giveaways)
  - Food and mask distribution (people waiting in line need something to do!)
  - Direct-services waiting rooms (tax prep, WIC office, etc.)
  - Mobile kiosk with food truck
  - Take 15 minutes from church service to fill out Census

- Maximize active time
  - Passive “tabling” will not get volume needed
When

- July 27-August 2, 2020
- Time of day with maximum foot traffic
- Consider partnering with other events with foot traffic
Where

- Focus on low-response tracts
- Use this map to identify tracts with lower than 50% response rates: [https://www.censushardtocountmaps2020.us/](https://www.censushardtocountmaps2020.us/)
- Example to the right: *my* Census tract!

www.census2020nj.org
How

- **Social Distancing**: masks/gloves and hand sanitizer, maintain 6-ft distance, [obey State guidelines for group size](https://www.census2020nj.org) (100 ppl inside or 25% capacity, 500 ppl outside)
- **Media**: Reach out to local media to cover your event
- **Cultural Competence**: Recognize why someone might not respond
- **Language Support**: Ensure that staff or volunteers speak appropriate languages for targeted population
The Message: What to tell folks

The final pitch
What Will The Census Ask?

Filling out the 2020 Census will be fast and easy!

- The survey will take about **10 minutes** to complete
- Emphasize online and phone-based options for quick completion
- Will collect basic information about you and your household:
  
  For each household member (As of April 1, 2020):
  
  - Name
  - Age/date of birth
  - Gender
  - Racial/ethnic background
  - Relationship to head of household

  Other questions:
  
  - Owner/renter questions
Why Wouldn’t Someone Have Completed

- Fear/distrust of government
- Other pressing concerns (health care, job loss, food)
- Thought the Census was over and missed it
- Didn’t realize they had to do it
- Doesn’t matter if I do or don’t
Persuasive messaging

● Focus on impact of Census for community funding
  ● Health care, emergency services, roads, schools
● Reinforce Title 13 protections for confidentiality
● Go through limited info collected (name, age, birthdate, race/ethnicity, gender/sex, relationship of household members)
● Explain why you **personally** completed your Census
Other helpful tips

- Show how easy it is on your own phone/tablet
- *Listen* to the concerns of the person if they are concerned about filling it out
- Remind people to include **every person** who lives at their address
- This is last chance to avoid a federal employee knocking on the door!
Register Your Events!

Share your events with others
Register your event here so other groups can publicize it

- Link: [https://acnj.org/census2020nj/censusus-2020-push-week/](https://acnj.org/census2020nj/censusus-2020-push-week/) (will be sent out with slide show and recording after this event)
- For questions, email pchen@acnj.org
Assistance from other partners

Secretary of State
Census Bureau
Local CCC
Questions?
Census Bureau employees back in field August 11 to count in -person