Local Complete Count Committee Organizing Training #NJCensus2020
INTRODUCTIONS
GROUND RULES
GOALS FOR TODAY

Learn:

• More about the Census

• About Types of Local Complete Count Committees (LCCC)

• About what an LCCC does

• About organizing an LCCC as a team

• About the importance of volunteers for LCCCs

• About creating an Action Plan for an LCCC
BUILDING A GRASSROOTS MOVEMENT OF ORGANIZED TRUSTED MESSENGERS
ABOUT THE CENSUS
THE CENSUS IS:

• SAFE
• EASY
• IMPORTANT

Taking part is your civic duty.

Completing the census is required: it’s a way to participate in our democracy and say “I COUNT!”

--United States Census Bureau--
New Jersey Counts 2020

www.census2020nj.org
Topics for Today:

● Census 101
● Census Operations
● Challenges to a Complete Count in NJ
● Tips for Community Leaders
● How to Get Involved
Census 101

What is the Census? Why is it important?
What is the Census?

- The U.S. Census is conducted nationally every ten years by the U.S. Census Bureau to count EVERY living person in the United States
  - People of all ages, races, and ethnic groups including citizens and non-citizens must be counted
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 $22.7 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.
Annual Federal Funding Received by NJ:

- NJ FamilyCare*: $9.6B
- SNAP: $1.2B
- Section 8 Housing Vouchers: $741M
- Special Education Grants: $370M
- National School Lunch Program: $261M
- Head Start: $164M
- WIC: $151M
- Child Care: $120M

*Includes Medicaid and State Children’s Health Insurance Program (SCHIP)

+ many more federal programs

$22.7 Billion
When will I receive my form?

What questions will be asked?
When will I receive my Questionnaire?

There will be three ways to complete the Census:

1. Online (including with a mobile device)
2. Over the phone
3. By mail

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>If you haven’t responded yet:</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
Visit [www.censushardtocountmaps2020.us](http://www.censushardtocountmaps2020.us) to view how the Census will reach out to households in March 2020.
Census Operations Timeline

March 2020
Invitations will be sent to households with instructions on how to complete the questionnaire online or over the phone.

April 2020
April 1st, 2020 is Census Day. Households should complete their questionnaires by the end of this month.

May 2020
The Census Bureau begins visiting homes in person that haven’t responded online, over the phone or by mail.

June 2020
The Census Bureau continues to visit homes who haven’t responded.

July 2020
July 31, 2020 concludes Census field operations.

Encourage households to respond before the end of April 2020 to lessen the chances of a Census worker following up in person.

This period is known as self-response.

www.census2020nj.org
Door to Door Census Enumerators

Beginning in May, Census takers might be in your neighborhoods in order to follow up with households that have not responded.

How can you recognize a Census worker?

- Census workers will wear a photo ID with:
  - a U.S. Dept. of Commerce watermark
  - an expiration date.
- If you are ever unsure, contact the Census Bureau NY Regional Office at 1-800-991-2520.
What Will The Census Ask?

Filling out the 2020 Census will be fast and easy!

- The form will take about **10 minutes** to complete
- Will collect basic information about you and your household:

  For each household member:
  - Name
  - Age/Date of birth
  - Gender
  - Racial/ethnic background
  - Relationship to head of household

Other questions:
- Owner/Renter questions

www.census2020nj.org
What WON’T the Census ask?

- U.S. Census Bureau will **NEVER** ask for your:
  - Social security number
  - Money
  - Donations
  - Bank and credit card information

**Beware of Scams!**

If you suspect a scam, contact your local Census Regional Office. The New York Region can be reached at: **1-800-991-2520**
Language Support

In addition to English, people can respond to the Census online or by phone in 12 different languages:

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

The paper form will be available in English and Spanish.
Challenges to a Complete Count in NJ

What is a hard-to-count (HTC) group?
Where are HTC groups concentrated?
Specific Challenges for 2020 Census

- First Census to be primarily filled out **online** or **on the phone**.
- Distrust of government
- Fewer staff than 2010 for in-person follow-up/coordination.
- Concentrations of hard-to-count populations throughout NJ
NJ Hard-To-Count Groups

- A **Hard-To-Count (HTC)** population refers to areas where a low percentage of households returned their 2010 Census forms.

- Some populations are harder to count than others...
  - Children under 5
  - People of color (African Americans, Latinx, Asian Americans)
  - Non-English speakers
  - Immigrants
  - Renters
What are the barriers to a complete count?

Some reasons people are missed in the count are:

- They speak a language other than English
- They mistrust or are fearful of the government
- They live in a “complex household”
- Their address wasn’t listed (think: multi-unit buildings)
- They were not included on their household form
What is a Complex Household?

This is a fancy way of referring to any household that isn’t solely comprised of parent(s) and related children.

Complex Households:

● Multi-generational households
● Households with multiple unrelated families.
● Children living in foster care placements.
HTC areas where you live

To view interactive maps of your local hard-to-count areas, visit:
www.census.gov/roam
Tips for Community Leaders

Who counts where?
Can I assist with responses?

www.census2020nj.org
Reassure Community Members:

- The Census can be completed **on your own schedule** and should take about 10 minutes.

- The Census is **safe, confidential and protected by federal law**.
Who Counts Where? Rule of Thumb:

- Count people where they live or reside most of the time. If this is difficult to identify, then individuals should be counted where they are on April 1, 2020.
Who Counts Where? Important Tips

- Newborn still in the hospital on April 1?
  - **Count them!**
- Living with unrelated individuals?
  - **Count them!**
- Does a foster child live with you?
  - **Count them!**
- Is your relative without a home and temporarily living with you on April 1, 2020?
  - **Count them!**

- Group quarters enumeration
  - College dormitories
  - Correctional facilities
  - Nursing homes
  - Group homes
  - Residential treatment facilities

- Residents counted **by the facility**
Don’t forget the baby!

www.census2020nj.org
Can I Assist with Questionnaire Responses?

- Yes, but...

- You should not enter responses for individuals.

- Only Census Bureau employees can offer confidentiality that is protected by federal law.

---

Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."

- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.

- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.

- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.
How to Get Involved

Timeline
Outreach Activities
Groups to Engage

www.census2020nj.org
Action Timeline

Time is of the essence…

...so we’ve created a schedule of events for you!
Snapshot of Outreach Activities

Jan. ‘20
Use at least one Census Statistics in Schools activity in classrooms (if appropriate)

Feb. ‘20
Add Census messages in mailings.

Mar. ‘20
Host a Census Action Day!

April. ‘20
Encourage community to Fill out the Census!

Visit our website for more month to month activities from now through April 2020...

www.census2020nj.org
Resources

- Interactive maps:
  - CUNY Hard-to-Count Maps: www.censushardtobcountmaps2020.us
  - Census ROAM: www.census.gov/roam
- Statistics in Schools: https://www.census.gov/schools/
- NJ Department of State - NJ Census 2020: https://www.census.nj.gov
Questions?

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau

OFFICIAL BUSINESS
Penalty for Private Use $300
D-6A(IN) (5-2009)
AN EQUAL OPPORTUNITY EMPLOYER

U.S. Census Form Enclosed
YOUR RESPONSE
IS REQUIRED BY LAW

www.acnj.org
10 years...

...is a long time. A two-year-old child missed in 2020 won’t have another chance at being counted until they are 12!
LCCC - LOCAL COMPLETE COUNT COMMITTEES
WHAT IS A LOCAL COMPLETE COUNT COMMITTEE

• The backbone of our Census 2020 outreach effort

• Being formed at the County, Municipal and Community levels

• Will serve as the community organizing action team and hub for all resources and activities related to the census

• Trusted voices, critical to our success will come from these committees/teams

• Volunteer based

• Established by state, local and tribal governments, community leaders and organizations

• Increase awareness of and motivate residents to respond to the 2020 Census

• An integral part in ensuring a complete and accurate count

• Success of the census depends on community involvement at every level.
WHY WE NEED TO FORM LOCAL COMPLETE COUNT COMMITTEES?

- Community influencers who can create localized messaging that resonates with other members of the community.

- **Trusted voices** that can mobilize community resources and persuade community members about the importance of filling out the Census.

- To meet the primary goal of the 2020 Census to count everyone once, only once, and in the right place.
TYPES OF COMPLETE COUNT COMMITTEES

• There are different types of local complete count committees (LCCC)

• Makeup may be different depending on the needs and requirements of your county, town or community

• Regardless of the structure of the LCCC team organizing tactics and messaging to the community should remain consistent
GOVERNMENT COMPLETE COUNT COMMITTEES

• State, county, city, town and formed by the highest elected official in that jurisdiction

• Led by a chair or preferably co-chairs usually appointed by jurisdiction’s highest elected official

• Others appointed from a broad spectrum of the community are appointed to serve as members of the LCCC. Members could include persons from education, media, healthcare, business, religion, philanthropy, community groups and everyday people.

• Government LCCCs are small to medium size. The size and number of members depends on what works best for each jurisdiction

• Implement a creative outreach campaign in areas that may pose a challenge in 2020.

• Often form subcommittees/sub-teams, based on the makeup and needs of their communities.
GOVERNMENTAL LCCC EXAMPLE

Chair Co-Chair

Education Leader(s) & Sub Committee

Volunteers Sub Committee - Everyday People

Community/Immigrant Groups Sub Committee

Volunteer Recruitment Sub Committee

Religious Leader(s) & Sub Committee

Media – Social Media Sub Committee

Healthcare Leader(s) & Sub Committee

Business Leader(s) & Sub Committee

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM

TM
COMMUNITY COMPLETE COUNT COMMITTEES

- Often formed in areas that do not have a govt. LCCC or areas that may require a more targeted outreach approach.

- May be formed by a community group/organization or a coalition of several organizations. Usually small to medium in size. For example: A tenants association; religious congregation; senior center or neighborhood association

- Identify their own chair or co-chairs and committee members

- They may choose individuals who are influential leaders or gatekeepers in the community

- They should absolutely include everyday people willing to commit to volunteer

- Small committees may not need subcommittees

  - Larger committees may find that subcommittees work more effectively.
COMMUNITY LCCC EXAMPLE

- Chair
- Co-Chair
- Local Education Sub Committee
- Social Media Sub Committee
- Local Healthcare Leader
- Local Business Leader
- Community Religious Leader
- Volunteer Recruitment Sub Committee
- Canvassing Sub Committee
- Operations Sub Committee
WHAT DO LOCAL COMPLETE COUNT COMMITTEES DO?

- Community organizing action team and function as a hub for resources and activities for all things census related.

- Utilize local knowledge, influence, and resources to:
  - Educate communities
  - Promote the census through locally based targeted outreach efforts.
  - Encourage communities
WHAT DO LOCAL COMPLETE COUNT COMMITTEES DO?
(CONT.)

• Provide a vehicle to coordinate and nurture cooperative efforts between the state, local and tribal governments; communities and the Census Bureau.

• LCCCs should and will communicate and work with each other.

• Help the Census Bureau get a complete count in 2020.
WHEN SHOULD LOCAL COMPLETE COUNT COMMITTEES FORM?

- The formation of LCCCs is happening RIGHT NOW!
- They are identifying resources and establishing local work plans.
- Work plans will be implemented now and the LCCCs will lead their communities to a successful census count.
GRASSROOTS ORGANIZING
OUR GRASSROOTS VALUES

Respect
No one does it better than you.

Empower
Give people the power to make the change.

Include
There’s room for everyone in our organization.

Action!
WHY DO WE ORGANIZE?
WHY DO WE ORGANIZE?

TO GAIN POWER!
WHAT IS GRASSROOTS ORGANIZING?
WHAT IS GRASSROOTS ORGANIZING?

Everyday People with mutual self interest committing to coming together to work cohesively, using common tactics, to advocate for:

- **Shared Values**
- **Shared Goals**
- **Shared Outcomes**
We believe in organizing block-by-block, with neighbors talking to neighbors, co-workers talking to co-workers, and friends talking to friends.
WE WILL ORGANIZE IN VOLUNTEER LED TEAMS:
LEADERSHIP
YOU’RE HOSTING A LARGE DINNER PARTY

What will make it successful?

How will you make it all come together?
Everyone is going to one person who cannot possibly handle all of their questions and needs

Not sustainable—one person overwhelmed

Not empowering—one person holds all the knowledge
Models of Leadership

- Everyone is going their own way
- There is no leadership structure
- Not working together to accomplish a goal
WHAT OUR TEAMS WILL LOOK LIKE

- Clear lines of communication
- Enough people to do the job
- Strong structure, can survive changes and alterations
- Empowering to others
ORGANIZE AS A TEAM: BECAUSE IT WORKS!

<table>
<thead>
<tr>
<th><strong>Why?</strong></th>
<th><strong>Benefits</strong></th>
</tr>
</thead>
</table>
| Empowering| • Volunteers feel part of something bigger  
              • Volunteers take on more responsibility  
              • Volunteers can own a specific piece |
| More      | • Team members work more than twice as many hours as regular volunteers  
              • Teams produce more work than individuals |
| Productive|                                                                              |
| Built to Last | • Enough people to do what needs to be done  
                             • Grows with additional volunteers  
                             • Strong volunteer leadership structure |
SNOWFLAKE MODEL LEADERSHIP

TL = Committee Chair(s)

CCM = Core Committee Members
WHAT IS A COMMITTEE CHAIR?

• Commited volunteer who takes responsibility of building and managing volunteers in a specific turf

• Recruits and communicates with volunteers

• Guides committee to meet goals

• Meets and communicates with census related staff
CORE COMMITTEE MEMBER ROLES

- Trained and committed volunteers who take on specific leadership roles

- The CCMs on each team will vary by turf

- Examples of CCMs:
  - Volunteer Sub Chair
  - Social Media Sub Chair
  - Local Education Sub Chair
  - Operations Sub Chair
  - Healthcare Sub Chair
A LARGE KEY TO OUR SUCCESS
GOALS

1. Learn best practices for recruiting new volunteers
2. Develop and practice your hard ask
3. Begin to feel confident approaching volunteer recruitment for your upcoming events
WHY DO PEOPLE VOLUNTEER?
WHY DO PEOPLE VOLUNTEER?

- Satisfaction from accomplishment
- To get to know a community
- To share a skill
- To keep busy
- To learn something new
- To be challenged
- To demonstrate commitment to a cause
- To become an "insider"
- To give back
- To gain leadership skills
- For fun

Because they were asked!
You get what you ask for, and not much of what you don’t.
ORGANIZING IS ASKING

What types of things are you asking people for as we organize for the census?
HOW TO MAKE A ‘HARD’ ASK – 5 STEPS

1. Know your audience—tailor your ask, attitude, & language

2. Build urgency—explain why this work is important right now

3. Ask for something specific—date, time, activity and have alternatives ready

4. Ask and remain silent – Take yes for an answer

5. Be persistent—Get to “yes”
EXERCISE: PRACTICE YOUR ASK

1. Know your audience
2. Build urgency
3. Ask for something specific
4. Ask and remain silent
5. Be persistent
SOME VOLUNTEER RECRUITMENT RESOURCES

• Your existing networks – your friends & their friends, relatives, neighbors
• Community Organizations
• Local Partner Organizations
• Faith Community Congregants
• Social Media
VOLUNTEER RETENTION BEST PRACTICES

- Sign-in sheets
- Create a welcoming space
- Setting context
- Increasing responsibility
- Personal relationship
- Building skills
- Show appreciation
Think about how your relationships with volunteers will work...

- How are they different than relationships of bosses/employees or teachers/students?
- What kind of personal relationship will you have with your volunteers?
- Do you already have any relationships like this in your life?
- Be a coach
REVIEW GOALS

1. Learn best practices for recruiting new volunteers
2. Develop and practice your hard ask
3. Feel confident approaching volunteer recruitment for your upcoming events
CREATING AN ACTION PLAN
HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

• It’s up to all of us!

• It will essentially be up to each LCCC Action Team to develop and carry out their action plans.

• LCCCs will know the best way to reach their community to:
  • Raise awareness
  • Encourage folks to fill out the census form
HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

• Develop a clear and measurable Action Plan With Clear Goals

• The Action Plan should:
  • Identify the Hard to Count areas you want to focus on and influence
  • Include tactics based on what the committee/team knows about the community in order to create the conditions for the outcome that it wants.
HOW WILL THE LCCC TEAM ACCOMPLISH ITS GOALS?

• The Action Plan should (cont.):
  • Should always view every activity as an opportunity to recruit needed volunteers.
  • Should create timeframes associated to specific tactics.
SUGGESTED TIMEFRAMES AND TACTICS

January 2020

• Build Capacity – Recruit volunteers.

• Focus on Census education and awareness activities

• Why the Census is important to community members and their families.
February to Mid-March 2020

• Continue to Build Capacity – Recruit volunteers.

• Focus on activities designed to encourage and persuade community members to fill out their Census forms

• Continue education and awareness activities
SUGGESTED TIMEFRAMES AND TACTICS (CONT.)

Mid-March to Mid-May 2020

• Focus on Get Out The Count (GOTC) activities
• Motivate folks to fill out their Census forms
• Track progress with real time online tool
• Use tracking data to focus on areas that need extra attention
CENSUS SUPPORT CENTER - KIOSK

• A safe location trusted by community members (library, religious institution, community center)

• Devices (desktop computers, laptops, or tablets)

• Reliable access to the internet

• Materials or staff/volunteers with basic Census information
ORGANIZING JOB FAIRS

- Hiring will take place on a rolling basis. Be sure to apply online now!

- Benefits: great pay, flexible hours, weekly pay, paid training.

- Apply today to be a Census Taker at 2020 www.census.gov/jobs or 1-855-JOB-2020
Use the worksheet to start organizing your LCCC team – 35 Minutes
DEBRIEF AND RECAP

• WHAT HAVE WE ACCOMPLISHED TODAY?
• WHAT DO WE DO NEXT?
NEXT STEPS

Are You In?

• Schedule your first/next committee meeting
• Organize a Job Fair
• Organize an Education/Awareness Event
• Create a Census Kiosk
THANK YOU! LET’S GET OUT THE COUNT!

STRENGTH IN NUMBERS

#NJGOTC
OUR CONTACT INFORMATION

- Lauren Zyriek – Deputy Chief of Staff
  - lauren.zyriek@sos.nj.gov
  - (609) 633-1230

- Eric Kipnis – Manager, Constituent Relations
  - eric.kipnis@sos.nj.gov
  - (609) 292-4755

- NJ Department of State-NJ Census 2020 Website

- NJ Census 2020 Email
  - census2020@sos.nj.gov