

New Jersey Census 2020 Complete Count Commission Statewide Outreach Plan

Overview

The New Jersey Complete Count Commission is mandated by law to build a strong and extensive statewide grassroots community advocacy program to educate the community, particularly, the Hard to Count (HTC) areas of the state, about the Census, and its importance to the state, each community and the families and residents of those communities. Particular attention will be paid to the African American community, the Latino/Latinx community, the Asian American and Pacific Islander community and children under five years of age. Via the outreach program we will develop an infrastructure that supports trusted messengers within communities to carry out that core mission and work towards ensuring that all residents complete their census forms in 2020.

In order to accomplish this, a comprehensive bottom up and top down approach will be taken that will involve everyday people volunteering to help in their community, activist groups, advocacy groups, faith based leaders, the education community, the business community, labor, local governments, county governments, the various departments of state government, and federal office holders.

This plan was developed based on our assessment of models used in other states, our research and assessment of the needs communicated to us by our on the ground coalition partners, past census experiences as communicated to us by State of New Jersey personnel and the input of the Regional Office of the United States Census Bureau.

The backbone of the Census 2020 outreach effort will be the organizing and formation of Local Complete Count Committees (LCCC) across the state. These committees will serve as a community action organizing team and will be the hub for all resources and activities related to the census. They will essentially be geographically defined but could also encompass areas of special interest.

To maximize the effectiveness of our outreach campaign we have partnered with and are working in complementary fashion with a broad based statewide coalition. And to amplify our message a broad based media and social media campaign will be deployed. It will include an information portal for all things Census in New Jersey.

Stages of the Outreach Effort

Multi Media Effort

March 2019 – June 2020:

- 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
 - Create a statewide Census information website, along with social media pages to act as a clearing house for all Census related information statewide.

Inter- and Intra- Governmental Effort

February 2019 – June 2020:

- Build support for and identify resources for the complete count effort within:
 - State of New Jersey Departments
 - County governments
 - Local governments
- Work with each state department and agency to develop and implement an outreach and advocacy plan for the Census.

- Encourage and support Census Job Recruitment Activities by promoting and participating in job fairs. This will be done in conjunction with the Census Bureau.
- Work in conjunction with New Jersey's federal office holders from the House and Senate and their staffs to promote awareness of and involvement in the Census by New Jersey's residents.

Capacity Building

March 2019-Ongoing through June 2020:

- Identify critical stakeholders (Faith-based, advocacy, businesses, community service organizations, healthcare, ethnic community based organizations, etc.) to align message track activities.
- Identify and prioritize Hard To Count (HTC) areas and populations down to the Census tract level.
- Hold community meetings to determine:
 - Internet capabilities
 - Local commitments
 - Enlist ground volunteers and groups
- Identify and contact philanthropic resources, particularly those who have indicated interest in helping with the Census. Engage them to align resources.
- Community Grants – Implement a community grant program that will provide financial assistance that assists the work of the LCCCs, community groups and community service organizations to help them carry out their Census awareness and education related activities.

- Organizing of Local Complete Count Committees (LCCC)

March 2019-Ongoing through June 2020:

- Organizing Action Team Building (see a more detailed description below):
 - Identify and get commitments from LCCC Team Leaders
 - Establish specific advisory committees to activate around core census aspects
 - Conduct grassroots organizing training for volunteer leaders
 - Conduct grassroots action planning sessions with the community
 - Oversight and support for the teams will be the responsibility of the Department of State staff assigned to the complete Count Commission. Ten (10) organizers will be deployed to guide and support the LCCCs in their development and operation, as well as to ensure that the LCCC's carry out organizing tactics and activities in a consistent fashion.
 - The organizers will also carry out other tasks that could include but not be limited to helping to staff community census support centers that include online tools and informational support; participating in Census rallies or parades, and attending community events and fairs to promote Census awareness
- Public Events
March 2019-Ongoing through June 2020:
 - Ongoing Public Hearings/Informational Sessions/Community Events
 - Identify publicity opportunities and placement to further build capacity, paying particular attention to the needs of specific needs of the communities served by the LCCCs.
 - Partner with public facing organizations such as libraries, schools and recreational organizations to implement programs to provide easy access to resources and online tools to help make it easy for residents to fill out their census forms.

- Resource Enlistment

March 2019-Ongoing through June 2020:

- Begin to identify and get 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

March 2019-Ongoing through June 2020:

- Begins immediately and continues through the remainder of the campaign:
 - Educate the public (e.g. dos and don'ts, process, timeline)
 - Encourage participation
 - Establish presence on social media
 - Promote job fairs to message need for census activities (e.g. volunteers, part-time hiring, how to get involved)
 - Community specific activities conducted by LCCC Teams, Commission staff, community partners, and the U.S. Census Bureau.
 - Multi-media activities to be determined per the communication plan
 - Increase the number of public information forums designed to create awareness of and educate about the importance of the census to the state and its communities. The Department of State staff will coordinate the scheduling and rollout of these programs
 - These can be organized and conducted by LCCC Teams, Commission staff, advocacy groups, community partners, and the U.S. Census Bureau.

Persuasion and Encouragement Campaign

February 2020- through March 2020:

- Develop and implement activities designed to move those undecided about participating in the Census
- Encourage self-response to Census forms

Motivate - Get Out The Census (GOTC)

March 2020 through June 2020

- Working in conjunction with the statewide Census Coalition and the U.S. Census Bureau, a plan to Get Out The Census (GOTC) will be developed and implemented. The focus will be on person to person engagement.

Grassroots Organizing Effort

The Approach to Building Grassroots Based Local Complete Count Committees

A grassroots volunteer organization will be a key component of the larger campaign to ensure a complete census count, particularly in the Hard To Count (HTC) areas of the state. This grassroots organization must be nimble, team based, inclusive and one that empowers volunteers to advocate on behalf of the census in their communities. It will be an organization that grows from the bottom up with support and resources from the top down. That support will come from a broad base of interest advocacy groups, the faith community, labor, education and government entities.

This sustainable grassroots volunteer infrastructure will create the capacity for and run the activities needed to amplify the importance of the census to the state, each community and the families and residents of those communities, and will set the stage for the eventual pivot to filling out of the census forms, or, if you will, a Get Out The Count (GOTC) program.

Purpose of this Approach

- Build a sustainable LCCC team based grassroots volunteer organization for this to create the largest number of trusted community messengers possible.
 - Build volunteer led LCCC teams, oversighted by staff and trained volunteers.
 - Identify and build a base of volunteer leaders around the state to lead the teams and other activities

- In stepped fashion, to build a statewide organization that is focused on the Hard to Count (HTC) areas to:
 - Aggressively work for highest rates of forms being filled out possible in those areas and around the rest of the state.
 - Identify and cover all portions of HTCs
 - Will focus on exceeding 2010 participation numbers
- Create an inclusive and empowering organization to work towards increasing participation in the census beyond the 2010 participation rate. The more people who are included and empowered in this grassroots organizing process the greater the chances of increasing census participation through a strong on the ground effort.
- Create a valuable organizing asset for our statewide census campaign.
- Provide the sustainable capacity needed to support the Complete Count Commission's efforts to create its mission stated outreach program to educate and persuade residents to participate in the census.

The Complete Count Commission Grassroots Organization - Building Local Complete Count Committees (LCCC) Action Teams Statewide

Complete Count Committee Action Team Description

The 2020 Census is an opportunity for everyone to be counted. The state, county, local and tribal governments; community based organizations; faith-based groups; schools; businesses; ethnic groups; the media and everyday volunteers will play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed and empowered to inform others they are more likely to respond to the Census. This way, along with the U.S. Census Bureau and the statewide advocacy group coalition we can reach the shared goal of counting EVER ONE in 2020.

The Local Complete Count Committees (LCCC) are key to creating awareness and running Census related activities in our communities all across the state. In New Jersey they will be organized to empower and include, and that value set will be part of their message to the community.

- The Functions of LCCCs
 - To be a community organizing action team and function as a hub for resources and activities for all things Census related.
 - To utilize local knowledge, influence, and resources to educate communities and promote the census through locally based targeted outreach efforts.
 - To provide a vehicle for coordinating and nurturing cooperative efforts between the state, local and tribal governments; communities and the Census Bureau.
 - To help the census Bureau get a complete count in 2020.
- Who Can Be On a LCCC Action Team
 - A Team should include members of local government, community leaders from education, business, healthcare, advocacy groups, community based organizations, activists and everyday people who want to help the process.

- Working together, members of a Team will become the trusted voices who will develop and implement a community awareness and participation program for their community based upon their knowledge of the local community.
- When Can LCCC Team Development Start
 - LCCC Action Team development should begin NOW
 - While the Census Day is almost a year away it will take time to organize the teams, identify leaders and recruit volunteers to be part of this effort.
- Why Do This
 - To meet the primary goal of the 2020 Census to count everyone once, only once, and in the right place.
- How Will A Team s Plan Be Implemented
 - While the staff will provide guidance, assistance in how to organize and connect them with resources - It will essentially be up to each LCCC Action Team as how to carry out their plan because they will know the best way to reach their community and raise awareness, as well as how to most effectively help ensure that community members fill out the Census form. Some activities that they could organize could include:
 - Help recruit census workers
 - Community census support centers that include online tools and informational support
 - Holding LCCC Team kickoff meetings with media briefings
 - Participating in Census rallies or parades
 - Attending community events and fairs to promote Census awareness
 - Coordinating census community youth forums
 - Hosting interfaith breakfasts and weekend events
 - Providing school classroom resources
 - Incorporating census information in newsletters, social media posts, podcasts, mailings and websites.
 - Form volunteer online action sub-teams to amplify census related information via social media
- The LCCC Grassroots Organization Management Structure
 - Oversight and support for the teams will be the responsibility of the Department of State staff assigned to the complete Count Commission.
 - These include the Manager of Constituent Relations, Deputy Chief of Staff and Special Assistant to the Secretary of State.
 - Budget permitting, organizing staff will be hired to assist in the support of the LCCC Teams.
 - The primary role of staff related to the LCCC Action Teams will be to guide and support them in their development and operation, and to ensure that they carry out organizing tactics and activities in a consistent fashion.
 - The management plan for the organization will be constructed to include at least three (3) operational zones.
 - Proposed ones will be, but not limited to: North, Central and South

- The zones will be comprised of each of the various HTC's located within in it. The zones may fall along exact county lines or may overlap those boundaries depending on what a specific team determines is its effective area of operation.
 - Each one will be staffed by, depending on budget, a Field Organizer and/or an Organizing Fellow or trained volunteer. They will direct report to the Manager of Constituent Relations.
 - Staff and volunteer training will be an integral part of the grassroots organization's functions.
 - Training is essential to the success in building and sustaining the organization. In that sense it is a true organizing tool.
 - During staff onboarding training in the use of specific grassroots team based organizing techniques and associated best practices will take place. They will be repeated on an as needed basis.
 - Training will be conducted and coordinated by the Manager of Constituent Relations. A train the trainer approach will be utilized.
 - A train the trainer approach will be taken with an expectation basic organizing training will be able to be conducted by trained volunteers.
 - To that end, an Organizer Toolkit will be developed and utilized by all trainers. It will also be distributed to all team leaders for their use as well.
 - Metrics
 - Define the metrics that can be used to determine progress and level of success related to the efforts of the outreach program.
 - Data Infrastructure Requirements
 - Establish a Common Database
 - It should be amenable to issue campaign organizing
 - Develop Common internal Organizational Communications Tools
- The Structure of the LCCC Action Teams
 - Build the LCCC Action Teams that are sustainable and volunteer led. A team based approach will be taken because volunteers participating in teams are more invested, and typically twice as productive as individual volunteers.
 - The teams will be assigned to a specific turf within each one. The boundaries of the turf may vary based on practical requirements.
 - The Teams will be encouraged to be structured around a distributed management model. This model is designed to maximize team productivity. A team will be comprised of:
 - Two Team Co-Leaders
 - Interest area leads (i.e. – faith, business, education, ethnic groups, etc.)
 - Operational Leads (i.e. – Volunteer recruitment, space and scheduling logistics, press contact, material management, etc.)
- LCCC Team Action Plan
 - Each LCCC Team will create a plan that identifies and creates the ecosystem(s) related to advocating for the campaign's issues in their locale.
 - The ecosystem is the space surrounding those that the team wants to influence about the census. The ecosystem is defined by determining what tactics, based on what is known about the community, to use to create the conditions for the outcome that it wants.