

**NEW JERSEY  
COMPLETE COUNT  
COMMISSION**



**REPORT**  
**TO THE GOVERNOR AND THE LEGISLATURE**  
**JUNE 2019**

**The Hon. Tahesha Way, *Chair***

The Hon. Douglas R. Cabana

The Hon. James L. Cassella

Reverend Kenneth Darryl Ray Clayton

Theodore Conrad

The Hon. Nilsa Cruz-Perez

Sara Z. Cullinane, Esq.

Eileen De Freece-Wilson

The Hon. Maura R. DeNicola

Maria Bonita Duncan

Reva Foster

The Hon. Nia Gill

Gail B. Gordon, Esq.

George Gore

Matthew Gould

Michael E. Greene, Esq.

The Hon. Verlina Reynolds-Jackson

Stacy A. Johnson

The Hon. Yvonne Lopez

Laura E. Matos

Gualberto (Gil) Medina

The Hon. Gabriela M. Mosquera

The Hon. Nellie Pou

Len Preston

Mary L. Rivera

Michele N. Siekerka, Esq.

Terry Tucker

This page intentionally left blank.

# TABLE OF CONTENTS

LETTER FROM THE CHAIR	1
INTRODUCTION	2
COMMISSION TASK AT HAND	3
THE CENSUS	4
IMPACT ON OUR COMMUNITIES	5
IMPACT ON OUR DEMOCRACY	6
2020 CENSUS CHALLENGES	8
IMPORTANCE OF PUBLIC TRUST	10
WORK OF THE COMMISSION	12
FIRST PUBLIC HEARING	13
SECOND PUBLIC HEARING	14
THIRD PUBLIC HEARING	15
'ONE YEAR OUT' CENSUS TOUR	16
OTHER CONVENINGS AND MEETINGS	17
COMMISSION NEXT STEPS	18
ADVISORY COMMITTEES	19
CENSUS OUTREACH STRATEGY	20
CONTOURS OF MEDIA CAMPAIGN	21
GRASSROOTS ORGANIZING PROGRAM	25
CENSUS COMMUNICATIONS PLAN	28
GOVERNMENTAL OUTREACH STRATEGY	32
HOW EMPLOYERS CAN HELP	33
CONCLUSION	35
STAFF ACKNOWLEDGMENTS	36
CITATIONS	37
APPENDIX	38

# LETTER FROM THE CHAIR

My fellow New Jerseyans:

It is an absolute honor to be entrusted with the important responsibility of serving as Chair of our state's Complete Count Commission.

I have often said that the Census is the fraternal twin of elections. I am fortunate to have the twins under my purview as Secretary of State.

The twins stand front and center in our quest for a democracy that works for everyone. Whether you are concerned about government funding or access to the ballot box, you should be paying attention.

Indeed, the 2020 Census is among the most critical civil rights issues of our day. Historically, the Census has undercounted certain communities at disproportionate rates, such as people of color, urban and rural low-income households, and young children. When communities are undercounted, they are deprived of equitable governmental representation and access to resources.

Less than a year from now, the Census will be in full swing, with most households receiving their Census materials by mid-March 2020. I unequivocally support a Census that counts all communities equally—a Census that provides reliable, comprehensive economic and demographic data to guide prudent policymaking and resource allocation.

Risks associated with the first high-tech Census and other challenges make this Census more difficult than the last. But our larger, more diverse population demands that we get this right.

New Jersey's elected officials, advocacy groups, experts, practitioners, and more have joined me in ensuring a fair and accurate count takes place in the Garden State next year. Our Complete Count Commissioners, those who attended our public hearings, as well as community representatives who have contributed to these efforts deserve our thanks.

Let's get out the count!



TAHESHA WAY  
SECRETARY OF STATE  
COMMISSION CHAIR

# INTRODUCTION

New Jersey law has established a Complete Count Commission consisting of 27 members. As the statute provides, it “shall be the duty of the commission to develop, recommend, and assist in the administration of a census outreach strategy to encourage full participation in the 2020 federal decennial census of population.” The Commission is nonpartisan by design.

By law, the Secretary of State serves as Commission Chairperson and the convener of these efforts. In addition, the statute demands that the Department of State “provide the staff services necessary to support the functions of the commission.”

Under Secretary of State Tahesha Way, the Department of State's mission is to enhance the overall quality of life for all New Jerseyans by advancing and supporting our state's economic vitality as well as cultural and historical programs and civic engagement. This important work includes building a robust and enduring culture of civic engagement in our communities.

As part of New Jersey's Census efforts, the Secretary of State will maintain key relationships with the legislative branch and officials at different levels of government as well as conduct broad outreach to all stakeholders.

It is, therefore, mission-critical for the Complete Count Commission to embark on a statewide campaign to build Census awareness and knowledge through multilingual and culturally-resonant messaging. In so doing, particular emphasis must be paid to hard-to-count communities.

The timely delivery of this report to the Governor and Legislature fulfills the Commission's statutory mandate.

## COMMISSION TASK AT HAND

In supporting the federal government's efforts, the Complete Count Commission will partner with a diverse and varied community network across the state. This unified collective will move forward with the same goal in mind.

The Commission will work with the Census Advocacy Coalition, community-based organizations, and other stakeholders to trade notes, understand best practices, and broker connections.

In order to ensure residential cooperation and high response rates, it is important to educate the public that participating in the Census is a matter of civic responsibility. This will involve the organizing of everyday people in a sustained campaign aimed at maximizing New Jersey's Census response rate. If New Jerseyans are not fully and fairly counted, our ability to be properly represented in Congress and adequately funded when it comes to vital federal programs will be severely and irretrievably diminished.

New Jersey already sends far more in taxpayer dollars to Washington than it gets back.<sup>1</sup> An equitable budget for Census outreach will begin to rectify that disparity and safeguard the rights of all New Jerseyans.<sup>2</sup>

# THE CENSUS

At its most basic level, the U.S. Decennial Census has two major components, namely: (1) a Self-Response phase; and (2) a Non-Response Follow-Up (NRFU) phase. The Self-Response phase anticipates that households will return the questionnaire mailed to them from the Census Bureau. In 2020, for the first time, this phase will permit internet and telephone responses.

Several weeks after Census Day (April 1, 2020), the second phase begins. Households that did not return a completed questionnaire are visited in person by a Census “enumerator” (staff member). This encapsulates the Census Bureau's NRFU operations, including the use of administrative records and third-party data. The bulk of Census responses are captured during these two phases.

Self-Response rate is often the primary quantity of interest and study because the data collected by self-response is more accurate and less expensive than that collected through the NRFU process.

The Census Bureau's stated goal is ostensibly to “count everyone once, only once, and in the right place.” But scientific measures of Census accuracy have shown a persistent and disproportionate undercount of some population subgroups including racial and ethnic minorities, renters, young children, immigrants, and people experiencing homelessness. The Bureau calls these subgroups hard-to-count populations.

## IMPACT ON OUR COMMUNITIES

The use of Census data is varied and all-encompassing. Consider just how nuanced it is: as of December 2017, there were more than 62 million Americans living in what the U.S. Department of Health and Human Services defines as Dental Health Care Professional Shortage Areas—i.e., Census tracts with fewer than one dentist per 5,000 residents.<sup>3</sup> The Census drives more than just the doling out of government dollars. Businesses of all sizes use Census data to inform their hiring and recruitment; identify promising new markets to expand to; decide where to locate offices and retail outlets; and more. The reach of the Census is broader than one would expect.

The real-world impact of the Census will be felt by every New Jerseyan, and the outcome of the Census will dictate policy for years to come. Federal funding for New Jersey is tied directly to an accurate count. Taking FY 2016 as a guidepost, close to \$22.6 billion in annual federal funding for New Jersey is at stake.<sup>4</sup> For many, particularly those dependent on government assistance at the kitchen table or at the doctor's office, the consequences of a 2020 Census undercount would be life-altering.

An inaccurate and unfair count undermines New Jersey's influence on national trends and the policies enacted in Washington. To achieve a complete and accurate count, therefore, New Jersey will leave no stone unturned.

New Jersey is home to the nation's third-largest immigrant population.<sup>5</sup> To meet the challenges posed by the Trump Administration's attempt to include a citizenship question, the Commission must conduct targeted outreach and field mobilization in New Jersey's 21 Counties. Additional outreach will be necessary to assuage resident concerns over such issues as digital/information privacy; the potential use of Census responses to pursue immigration actions; and efforts to disenfranchise voters with dubious arguments over "one-person, one-vote."

An inaccurate and unfair count would deprive our communities of critical funds for public health, education, and other social services.

## IMPACT ON OUR DEMOCRACY

The federal government has a constitutional obligation to conduct an “actual Enumeration” of the national population every 10 years by determining the “whole number of persons” in the United States.<sup>6</sup> The “decennial enumeration of the population is one of the most critical constitutional functions our federal government performs.”<sup>7</sup>

The Census directly determines the apportionment of Representatives to Congress among the states; the allocation of electors to the Electoral College; and the distribution of federal funds to states, local governments, and other grantees.

Although the terms “redistricting” and “reapportionment” are often used interchangeably, they are not synonymous. “Apportionment” refers to the process of allocating legislators among several areas or political subdivisions. “Districting” entails the actual drafting of district lines. Thus, Congress “apportions” Representatives among the states, while the states ‘district’ by actually drawing Congressional district lines.

Pursuant to 2 U.S.C. § 2a(a), the President will in 2021 transmit to Congress a statement of each state’s population and “the number of Representatives to which each State would be entitled under an apportionment of the then existing number of Representatives by the method known as the method of equal proportions, no State to receive less than one Member.”

The Clerk of the House then sends to each Governor a certificate of the number of Representatives to which such State is entitled. After that happens, reapportionment is over, and redistricting is underway.

Separate from Congressional reapportionment and redistricting, the Census will impact the configuration of New Jersey’s state legislative districts. In New Jersey, the redistricting map is created by the Apportionment Commission. Initially, the Commission consists of 10 members appointed in equal numbers by the chairmen of the State committees of each of the two political parties whose candidates for Governor received the largest number of votes at the most recent gubernatorial election. If the Commissioners cannot agree on a map, an 11th Commissioner is appointed by the Chief Justice of the New Jersey Supreme Court. The Apportionment Commission is tasked with redrawing the lines of the state’s legislative districts, from which the 40 Senators and 80 members of the General Assembly are elected.

In Evenwel v. Abbott (2016), the U.S. Supreme Court affirmed the notion that a state or locality may draw its legislative districts based on total population. In that case, the challengers suggested that line-drawing on the basis of total (rather than voter-eligible) population produces unequal districts. They urged the Court to adopt a policy of using

voter-eligible population so no votes are “devalued” in relation to citizens’ votes in other districts. While unsuccessful in the case, commentators have suggested that such challenges will persist, particularly given the new composition of the Court. Separate litigation, this time relating to the citizenship question, is ongoing.

The Court found that both the Framers and the Reconstruction Congress (the same one that proposed the 14th Amendment) used a population base—rather than a voter base—for allocating seats in the House. Using a population base for state-level redistricting was consistent with this constitutional history. The Census, by counting all of the people and not just all of our citizens, is the mechanism we use to gather the data necessary to draw population-based voting districts. Protecting the integrity of the Census is essential to our democracy.

## 2020 CENSUS CHALLENGES

If the proposed citizenship question is included in the 2020 Census, the Census Bureau estimates it will lead to a decline of at least 8% in self-response rates for households with one or more noncitizens in the first phase of the data collection operation.

In recent litigation, Census expert Dr. William O'Hare noted that this decline will "increase the net undercount and omission rates for people living in those households." He averred that there is "no evidence in the 1990, 2000, or 2010 Censuses that the Census Bureau can mitigate low response rates to avoid a net undercount."<sup>8</sup>

Net undercount and omissions rates both measure Census accuracy, but they point to different kinds of accuracy. The net undercount is the balance between omissions and those included erroneously and those imputed. Imputed persons are those added to the Census count based on evidence they exist, including persons added from a housing unit that looks occupied but where there is no self-response and no response to an enumerator. According to the Census Bureau, omissions are people who should have been enumerated in the Census but were not. Erroneous enumerations are people that are double-counted, counted in the wrong place, and those inappropriately included in the Census (like foreign tourists).

If the number of omissions is higher than the number of erroneous inclusions and whole-person imputations, there is a net undercount. If the number of erroneous inclusions and whole-person imputations is larger than the number of omissions, there is a net overcount.

As a note of caution: omissions can offer insights into populations missed by the Census that are masked by net undercount rates. For example, if 10% of Hispanics in a state are missed, while an equal number of Non-Hispanic Whites are double-counted, the net undercount would be zero, but that does not reflect the fact that a large number of Hispanics were missed. In the 2010 Census, there were 15,999,000 omissions; 10,042,000 erroneous enumerations; and 5,993,000 whole-person imputations.<sup>9</sup>

In other words, the net undercount often masks the extent to which specific groups are missed in the Census. In the 2010 Census, the net undercount of Asians was practically zero, but there was an omissions rate of over 5% for Asians. Moreover, the net undercount for children aged 0-4 was 4.6%, but the omissions rate was a much higher 10.3%.<sup>10</sup>

Just as the Census undercounts those who are hard-to-count, the Census has overcounted Whites in the 2000 and 2010 Censuses. This phenomenon is partly attributed to the double-counting of those with second homes or those with college students away from home.

A recent Census Bureau white paper addressing the potential impact of adding a citizenship question outlines its belief that 21% of households with at least one noncitizen who does not self-respond will end up being counted by proxy responses.<sup>11</sup> Expert testimony from related litigation involving the U.S. Department of Commerce very much calls this notion into question.

The Census Bureau's assertion that the people who do not self-respond will be picked up in its subsequent NRFU operation is mistaken. Experts have found that NRFU does not address people left off Census questionnaires for households that do self-respond. It assumes that everyone in a responding household is included on the questionnaire and ignores the likely differential impact of noncitizens at this stage of the data collection process. A study by the Bureau itself based on matching young children found in the Post-Enumeration Survey to records from the 2010 Census shows that more than 84% of young children missed in the Census lived in households that were included in the Census.<sup>12</sup> Indeed, the NRFU phase of the Census has not mitigated low response rates in the past, so there is no reason to believe that things will be any different in 2020. To make matters worse, the Bureau concedes that data collected in the NRFU phase is less accurate than that collected in the self-response phase.<sup>13</sup>

## IMPORTANCE OF PUBLIC TRUST

The success of the Census is dependent on resident response, and response rates are fundamentally driven by public trust. If the public loses faith in the process and accuracy of the Census, then we have a failed Census. There are no do-overs, and the consequences of a failed Census will be felt for the next 10 years and beyond.

In an expert report produced for trial, Census expert Dr. Hermann Habermann opined that the use and value of federal statistics—including the Census—depends on their being seen as accurate and unbiased.<sup>14</sup>

If statistics are seen to be biased and inaccurate, they will be of little or no value to stakeholders. Statistics are trusted when agencies that produce the data are seen as making decisions based on professional—not political—considerations. For data to be credible, the Census Bureau should bend over backwards to be free of any real or perceived political taint.

At the federal level, the Paperwork Reduction Act of 1995 (PRA) was enacted to ensure that agencies minimize burden resulting from the collection of information and maximize the utility of information created, collected, maintained, used, shared, and disseminated by or for the government. Under the PRA, the U.S. Office of Management and Budget (OMB) is responsible for developing and overseeing the implementation of government-wide policies, principles, standards, and guidelines concerning statistical collection procedures and methods. As a result, the PRA introduced a number of guardrails including the requirement of final OMB approval of most efforts to collect information.

OMB Statistical Policy Directive No. 1 provides, *inter alia*, that a federal statistical agency must “protect the trust of information providers by ensuring the confidentiality and exclusive statistical use of their responses.”

Since 1992, the Committee on National Statistics of the National Academy of Sciences has issued a report on Principles and Practices for a Federal Statistical Agency. They echo the importance of the OMB principles, noting: “To be credible and unhindered in its mission, a statistical agency must maintain a widely acknowledged position of independence from undue external influences. It must avoid even the appearance that its collection, analysis, or reporting processes might be manipulated for political purposes or that individually identifiable data collected under a pledge of confidentiality might be turned over for administrative, regulatory, or law enforcement uses.”

13 U.S.C. § 9 provides for the strict confidentiality of Census data. More specifically, no official may “use the information furnished . . . for any purpose other than the statistical purposes for which it is supplied; or . . . make any publication whereby the data furnished by any particular

establishment or individual under this title can be identified; or . . . permit anyone other than the sworn officers and employees of the [Commerce] Department or bureau or agency thereof to examine the individual reports."

For many Americans, data security and data privacy have been top of mind. Rightfully so. All surveys rely on respondents providing data under the reasonable belief that their data will be kept confidential and not be used against them. This is especially true in the Census, where the questions elicit information of a deeply personal nature. By law, it is the federal government's responsibility to ensure that the Census is minimally intrusive or burdensome. When prospective respondents suspect that the government has ulterior motives or takes a lackadaisical approach to data security and confidentiality, it harms the credibility of the statistical system with the public.

## WORK OF THE COMMISSION

The Complete Count Commission strives mightily to ensure that all New Jerseyans are counted. A key component of that effort must be the deployment of an advertising and partnership program addressing hard-to-count populations. The Commission will communicate to residents that the Census is important to their community, and that Census data is confidential under law.

Having considered expert and practitioner input, as well as public testimony, the following issues have emerged and informed these governing principles:

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

## FIRST PUBLIC HEARING

The Complete Count Commission's first public hearing took place on January 9, 2019, at the War Memorial in Trenton. The hearing was timely and properly noticed in accordance with the Open Public Meetings Act.

Chaired by Secretary of State Tahesha Way, the hearing was the first of three statutorily-mandated regional convenings. The hearing served to activate local partners and strengthen collaborative networks around Census outreach and messaging.

In advance of the hearing, Secretary Way sent a letter to Commissioners welcoming them to the Complete Count Commission. The letter underscored the importance of New Jersey's 2020 Census effort, with a nod toward an extensive statewide outreach and awareness campaign as well as highlighting the centrality of full Census participation.

Commission Chairperson Tahesha Way began the Commission hearing by administering the oath of office to all Commissioners. When the Commissioners were successfully sworn in, the Secretary led a reading of the Open Public Meetings Act and provided all Commissioners with a Conflicts of Interest declaration.

Director Jeff Behler of the U.S. Census Bureau's New York Regional Office (which serves 9 jurisdictions, including New Jersey) provided an informational briefing to Commissioners on the federal government's efforts in this state. To avoid any duplication, the Complete Count Commission's outreach work will support the Bureau's survey and enumeration operations by complementing the Bureau's outreach agenda.

The hearing continued with Commissioners discussing hard-to-count communities, Census confidentiality, and other pertinent matters.

During the period for public testimony, stakeholders discussed the challenges facing New Jersey's Census effort, including the prevalence of hard-to-count constituencies; the drawbacks of undercounting children under 5; and the likelihood of the citizenship question being added onto the Census form.

## SECOND PUBLIC HEARING

The Complete Count Commission's second public hearing took place on March 21, 2019, at Passaic County Community College in Paterson. The hearing was timely and properly noticed in accordance with the Open Public Meetings Act.

Paterson Mayor Andre Sayegh, PCCC President Dr. Steven Rose, and Passaic County Freeholder Director John Bartlett, Esq., delivered welcoming remarks. Developments relating to the Paterson Complete Count Committee were discussed.

The Commission then heard from Census expert Terri Ann Lowenthal. Ms. Lowenthal was appointed to the Connecticut Complete Count Committee.

Ms. Lowenthal discussed public-private partnerships, community advocacy, and Census operations. She shared insight on identifying trusted messengers to promote Census participation and ease fears in hard-to-count communities.

She shed light on how to develop partnerships with business and industry; foundations and philanthropic networks; local governments; colleges and universities; non-profits; and other stakeholders. She identified how philanthropic organizations can best assist with Census education and outreach. Finally, Ms. Lowenthal presented on best practices for Commissioners and the public to engage their communities in Census outreach.

The Commissioners joined Advisory Committees to organize outreach preparations for the 2020 Census. These Advisory Committees allow Commissioners to maximize their local impact.

During the period for public testimony, Commissioners heard from residents about the importance of working with community leaders and non-profit organizations in the Commission's localized engagement effort.

## THIRD PUBLIC HEARING

The Complete Count Commission's third public hearing took place on April 24, 2019, at the Salvation Army's Ray and Joan Kroc Corps Community Center in Camden. The hearing was timely and properly noticed in accordance with the Open Public Meetings Act.

The hearing began with Camden County Freeholder Carmen Rodriguez and Camden Mayor Frank Moran delivering welcoming remarks.

Next, Cheryl Bolden of the U.S. Census Bureau provided an overview of the 2020 Census, highlighting the importance of working in partnership with diverse community groups, organizations, and stakeholders.

Then, Commissioner Michael Greene delivered a technical presentation on the formation of Local Complete Count Committees (LCCCs). He discussed the importance of recruiting trusted messengers and mobilizing municipal departments and agencies for outreach.

Commissioners were presented with testimony from the public highlighting the importance of counting New Jersey's Asian-American and Pacific Islander (AAPI) communities. They recommended that the Commission and other stakeholders work with community-based organizations (CBOs) to conduct vital outreach efforts.

Another issue identified by the public was the participation of New Jersey's seniors. Stakeholders encouraged the Commission to be attentive to the unique needs of this population. Overall, they advocated for a strong plan for localized community outreach, education, and communication.

Lastly, Deputy Chief of Staff Lauren Zyriek delivered an update on the Department of State's efforts to date.

## 'ONE YEAR OUT' CENSUS TOUR

On April 1, 2019, Secretary of State Tahesha Way was joined by Commissioners Senator Nellie Pou; Assemblywoman Yvonne Lopez; the Reverend Kenneth Clayton; Mary Rivera; Reva Foster; Sara Cullinane, Esq.; and Michael Greene, Esq., on a statewide tour to kick off Census efforts across New Jersey.

The day marked one year out from Census Day—April 1, 2020. The 'One Year Out' Census Tour saw stops in:

- Jersey City, 9:30 a.m., City Hall
- Paterson, 10:00 a.m., Paterson Arts & Sciences Charter School
- Perth Amboy, 1:00 p.m., Raritan Bay YMCA
- Newark, 2:00 p.m., Arts High School
- Mount Holly, 6:00 p.m., Burlington County Lyceum

In cities across the state, public officials, advocates, community members, and others came together to discuss their commitment to a complete and accurate count of all people in 2020.

The tour highlighted the importance of reaching hard-to-count communities and the institutions which the Census affects, such as local schools. Reception to the tour was overwhelmingly positive, and press coverage was monumental.

The day began with a kick-off press conference in front of City Hall in Jersey City. Secretary Way spoke alongside Jersey City Mayor Steven Fulop, State Senator Sandra Cunningham, and other dignitaries. Attendees wrote about why the Census is important to them on Jersey City's "I count because . . ." public chalkboard display.

Secretary Way then joined Acting Governor Sheila Oliver, State Senator M. Teresa Ruiz, Newark Mayor Ras Baraka, and other dignitaries for a stop at Newark's Arts High School.

Later in the day, Secretary Way joined Mount Holly Mayor Jason Jones, Burlington County Freeholder Felicia Hopson, Assemblywoman Carol Murphy, and State Senator Troy Singleton at the Burlington County Lyceum in Mount Holly at a Census rally organized by the Delta Sigma Theta sorority. Speakers from the U.S. Census Bureau's Regional Office, community groups, and Census advocacy organizations discussed how best to reach hard-to-count populations.

Impactful and well-attended events also took place in Paterson and Perth Amboy.

## OTHER CONVENINGS & MEETINGS

- 1/16/19 ACNJ's #CountAllKids in the 2020 Census Forum, New Brunswick
- 2/21/19 Meeting with 2019 Lead NJ Fellows, Trenton
- 2/22/19 Newark Complete Count Committee Meeting, Newark
- 2/26/19 Passaic County Freeholders Complete Count Meeting, Paterson
- 3/19/19 American Indian Commission Meeting, Trenton
- 3/23/19 NJ Coalition of Latino Pastors & Ministers Pastoral Conference, New Brunswick
- 3/23/19 Union County College & LUPE Fund Census 2020 Presentation, Elizabeth
- 4/17/19 Bergen County Freeholders Meeting, Hackensack
- 5/01/19 City of Trenton Local Complete Count Committee Meeting
- 5/07/19 Union County 2020 Census Planning Meeting, Roselle Park
- 5/07/19 Middlesex County Freeholders 2020 Census Planning Meeting, New Brunswick
- 5/14/19 City of Trenton Local Complete Count Committee Meeting
- 5/16/19 Meeting with Cumberland County officials and community leaders
- 5/17/19 Meeting with Camden County officials and community leaders
- 5/17/19 Meeting with Mercer County officials and community leaders
- 5/21/19 Meeting with Union County officials and community leaders
- 5/23/19 New Jersey Black Issues Convention Annual Legislative Conference, Trenton
- 6/11/19 Council of New Jersey Grantmakers Conference, Somerset
- 6/19/19 NJ State Data Center Annual Network Meeting, New Brunswick
- 6/25/19 Meeting with Cape May County officials and community leaders

## COMMISSION NEXT STEPS

With an eye toward increasing engagement, unlocking innovation, and spurring debate, the Department of State has contacted Commissioners for one-on-one conversations to discern specific ways each Commissioner can help.

The Commission's Advisory Committees have pledged to uphold a number of outreach commitments, including but not limited to: (1) hosting public sessions in their communities and constituencies; (2) generating or sharing Census-related content on social media, email lists, or in other settings; and (3) making themselves available to members of the public for questions relating to New Jersey's Census efforts.

The Secretary of State has enlisted her Cabinet colleagues in this effort. They have all been incredibly receptive to the outreach. Many state agencies and entities under the Governor's jurisdiction have outward-facing relationships or contact with the general public. They will, therefore, assist the Commission in ensuring that every New Jerseyan is counted.

The Secretary has also asked the Legislature to help the Department of State educate constituents on the Census, particularly those in hard-to-count communities.

# ADVISORY COMMITTEES

The Complete Count Commission is tasked with overseeing New Jersey's efforts on the 2020 Census, and is working closely with local and federal partners on a variety of outreach initiatives.

To facilitate this work, Complete Count Commissioners lead dedicated advisory committees featuring representatives from hard-to-count communities as well as other stakeholders. A membership list is in the Appendix.

Together, these advisory committees are positioned to educate and motivate residents and constituents around the Census, complementing the Commission's vital work.

## 1. COMMUNITY ADVOCACY

This advisory committee will focus on community advocacy, with an emphasis on hard-to-count populations as identified by the Census Bureau. It will feature representatives attentive to the needs and concerns of these and other groups.

The committee's work will involve strong grassroots support and robust on-the-ground outreach. This committee will encourage advocates and other stakeholders to form or participate in Local Complete Count Committees (LCCCs).

## 2. PUBLIC-PRIVATE PARTNERSHIPS (P3)

This advisory committee will focus on the development and cultivation of public-private partnerships. It will feature representatives from corporations, foundations and philanthropic networks, Chambers of Commerce, small businesses, and so on.

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.

## 3. EDUCATION & INTERGOVERNMENTAL AFFAIRS

This advisory committee will focus 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 such institutions in the state and help account for children under 5.

The committee will reach out to local jurisdictions to provide technical and other assistance. A number of jurisdictions have already launched LCCCs, leveraging local knowledge, influence, and resources in targeted outreach efforts.

# CENSUS OUTREACH STRATEGY

Counting every person present in this country poses massive and complex challenges. Ensuring a fair, inclusive, and accurate count necessitates careful planning. More importantly, decisions about the conduct of the 2020 Census must be driven primarily by apolitical considerations such as getting the count right.

The Commission is attentive to the need for outreach work to proceed on several parallel tracks. It understands that New Jersey's Census efforts must entail a robust, statewide advertising and partnership program addressing hard-to-count and other populations.

The "Get Out The Count" campaign must communicate to all New Jerseyans—regardless of status—that the Census is important to their community, and that the data collected through the Census is confidential.

# CONTOURS OF MEDIA CAMPAIGN

## MARKETING & COMMUNICATIONS CAMPAIGN

Consistent with applicable laws, the Department of State shall hire a competent vendor to administer a marketing, public relations, and communications campaign to inspire New Jerseyans around the 2020 Census. Below is a description of that work, included here for planning purposes only.

The selected vendor shall be responsible for a comprehensive, cohesive, and multifaceted campaign that will include brand, digital storytelling products, as well as marketing and communications. Further, the firm shall drive the 2020 Census marketing and communications efforts of the New Jersey Department of State and the New Jersey Complete Count Commission. The two primary components of such a campaign are: (1) creative; and (2) public relations.

The firm shall plan, design, and execute an ambitious and robust marketing effort containing such elements as strategic planning and implementation. The firm shall accomplish this by providing creative expertise, media placement, and account personnel.

The selected vendor shall inspire all New Jerseyans, regardless of citizenship or other status, to respond to the 2020 Census. A strong brand identity (logo, slogan, etc.) and cohesive messaging must underpin all communications. A digital hub and robust social media footprint shall serve as catalysts for ongoing awareness and activation efforts.

By blending interactive educational elements with emotionally compelling stories about the real-world impacts of the Census, New Jerseyans will be armed with the information they need to understand both the immense civic responsibility and the personal relevance that will inspire them to participate in the Census.

To achieve these ends, the firm shall provide overarching strategic counsel, develop campaign positioning, generate creative marketing content for key outreach channels, and offer feedback and insight on events, partnerships, and media coverage.

At a minimum, the firm shall be responsible for the following:

- Working in-house or onboarding a creative agency to lead and execute branding by understanding campaign goals, brand guidelines, key audiences, partner agencies' roles (if any), outreach tactics, etc.
- Creating a cohesive image to engage New Jerseyans both on- and off-line, integrating a clear message, spurring confidence, and establishing positive relationships in communities across the state

- Establishing look and feel of the campaign's brand, developing and honing core messaging, creating core communications product templates, and rolling out the foundational digital assets and social collateral
- Leading research with constituents to understand barriers to Census participation, including levels of awareness; key concerns about trust, efficacy, and confidentiality; and major motivators. This shall feature:
  1. Identification of target audience(s)
  2. Specific media to be used
  3. Timing, frequency, penetration, and length of placement
  4. Allocation of placement dollars within the selected media
  5. Justification for each element of the media plan detailing maximum impact, cost effectiveness, and return on investment
  6. A complete itemization of media cost
- Securing handles on appropriate social media channels to build out; develop messaging to communicate campaign in concise, repeatable language
- Developing and offering counsel on branding, including aesthetic, graphics, and visual expression; providing feedback throughout web-site development, specifically participant touchpoints including user experience (UX)/participant journey, visuals and layout of each page, directional and navigational elements throughout website, and so on
- Crafting appropriate concepts and developing visual, photographic, video, digital, and other assets as part of Omni-channel content strategy and in alignment with campaign vision—i.e., creating marketing taglines, copywriting, creating style guide to define authentic campaign personality and voice, as well as to ensure consistency across channels
- Planning organic monthly social content calendars with posts and captions
- Guaranteeing daily community management and monitoring of social media accounts; producing reports on digital marketing and paid content, publishing, and performance-tracking
- Arranging and coordinating partnerships, physical activations, community-building efforts; identifying, curating, and cultivating the involvement of external organizations, advocacy groups, and other partners
- Creating, producing, and distributing the following, if selected as part of the media mix:

- Social
  - Mobile
  - Video
  - Search
  - OOH (Out of Home)—billboards, subway posters, etc.
  - National TV
  - Local TV
  - Radio
  - Desktop
  - Print
- Providing public-relations counsel and coalition-building capability by identifying network of supportive organizations, businesses, and other stakeholders; developing and amplifying trusted and diverse voices to raise Census awareness; establishing relationships with key on-the-ground partners to support the campaign and be validators and messengers to target audiences; engaging a wide array of stakeholders and supporters across sectors, including advocacy groups, business, community, and other groups to form a robust and effective coalition to reach different audiences and constituency segments
  - Breaking through the noise and generating paid and earned media opportunities in New Jersey and national press; building complementary events and other opportunities for activation such as townhalls, roundtables, community fora, etc.
  - Measuring awareness or persuasion programming, tracking metrics like enthusiasm, impressions, click-through rates, etc.;
  - Serving as lead media placement and messaging consultant alongside other appropriate partners to execute an integrated campaign strategy
  - Examining or auditing advertising and media placements for consistency in quality, timing, position, and distribution

It is also anticipated that the campaign will unfold in these ways:

- Messaging that is multilingual and culturally and linguistically competent to access the State's foreign language speakers
  - Focused, timely, and cost-effective
  - Responsive to a rapidly-changing climate
  - Complements advertising and marketing campaigns by U.S. Census Bureau and network of CBOs, local governments, and other entities

- Establishing or leveraging a broad range of collaborations, partnerships, outreach links, and networks to build community trust
- Ensuring accountability
- Operating transparently
- School curriculum pilots/educating youth on the Census
- An online platform tool for outreach/using technology to support partner communications
- Talking to local governments
- Relying on trusted community leaders and outlets, including trusted messengers and ethnic and local media
- Reinforcing/building upon digital access and literacy in rural, elderly, urban, and other populations

Relevant outreach must take place, at a minimum, to the below groups:

- State agencies (through a State Agency Working Group) and local government partners
- Regional, local, and tribal governments
- Elected officials
- K-12 schools
- Higher Ed, including community colleges
- Private sector businesses and large employers
- Chambers of Commerce
- Unions, including organizations of farm workers and service employees
- Corporations, including tech
- Early education (0-5 years) advocates and service providers
- Faith-based organizations and associations
- Ethnic organizations and associations
- Advocates, service providers, and organizations for persons with disabilities as well as people experiencing homelessness
- Community and regional advocacy/grassroots organizations

# GRASSROOTS ORGANIZING PROGRAM

As the Census Bureau has itself acknowledged, threats to the Census include declining response rates; distrust of government; a more diverse and mobile population; informal and complex living arrangements; and technological change.

While every group will bear the consequences of a mismanaged Census (and any resulting bad data), key constituencies will feel the impact more acutely. The Complete Count Commission values New Jersey's diversity and is sensitive to the Garden State's many stakeholder needs.

For a host of reasons, New Jersey's Census plan needs to involve a genuine grassroots effort. It will take all hands on deck. At a time when ordinary people feel excluded and ignored, the Commission will drive a collaborative effort that combines the top-down approach of the federal government with bottom-up initiatives necessary to engage all New Jerseyans.

The Commission's grassroots program will be underpinned by Organizing Action Teams known as Local Complete Count Committees (LCCCs). These LCCCs will serve as the localized volunteer infrastructure that will create the capacity necessary for the 2020 Census to succeed.

The program is further detailed in the Appendix as *New Jersey Census 2020 Complete Count Commission Statewide Outreach Plan*, page civ.

*Included for Planning Purposes Only*

## **Capacity Building:** Ongoing—Mid-2020

- Identify critical stakeholders (faith-based, advocacy, businesses, community service organizations, healthcare, ethnic, community-based organizations, etc.) to align message and track activities
- Identify and prioritize hard-to-count (HTC) areas and populations down to the Census tract level

## **Building Grassroots Local Complete Count Committees (LCCCs):** Ongoing—Mid-2020

LCCCs will amplify the importance of the Census to diverse communities across the Garden State.

- LCCCs will function as community Organizing Action Teams and as a hub for resources and activities for all things Census related
- Teams will be sustainable and volunteer-led

- The teams will utilize local knowledge, influence, and resources to educate communities and promote the Census through targeted outreach efforts
- Working together, members of a team will become trusted voices who will develop and implement community awareness and participation programs and activities for their community

**Organizing Action Team (LCCC) Building:** Ongoing—Mid-2020

- Conduct grassroots organizing training for volunteer leaders
- Conduct grassroots action planning sessions with the community
- Guide and support LCCCs in their development and operation, and provide them with appropriate resources to assist them in their organizing efforts
- Guide each team in developing an action plan, based on local circumstances, aimed at identifying resources and tactics that will be most effective in their community

**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 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

- Amplify need for Census-related activities, volunteers, full- and part-time hires, and so on
- Community-specific activities conducted by LCCC teams, Commission staff, community partners, and the U.S. Census Bureau
- Multimedia activities to be determined by communications plan
- Encourage resident response to the Census

**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

**Motivation & “Get Out The Count” (GOTC):** March 2020—June 2020

- Final push to “Get Out The Count”
- Work with partners to develop and implement a plan that focuses on person-to-person engagement

# CENSUS COMMUNICATIONS PLAN

*Included for Planning Purposes Only*

## **COMMUNICATION GOALS**

The Complete Count Commission's primary goal is to ensure that there is a complete and accurate count in the 2020 Census. We strive to educate all New Jerseyans that the Census is important, safe, and easy to complete.

## **OUTREACH CHANNELS**

Census outreach will occur via multiple channels to reach as many segments of our population as possible. Staff will work to leverage free and low-cost communications tools, partnerships with external organizations, as well as philanthropic networks.

Social media will be a key means of communication with the public. The Commission is considering the creation of separate New Jersey Census 2020 social media accounts on Facebook, Twitter, Instagram, and other major platforms. The Secretary of State and others will post, share, and engage on these channels. Posts may include information on Census impact and developments; upcoming meetings and events; job postings; and more.

The Commission will build a one-stop-shop for the Census. This digital hub will have detailed, navigable resources for the public to use. The hub will allow residents to follow our efforts and give us the ability to enlist communities as part of our broader outreach.

In addition to online content, the Commission will host live events throughout the state. The Commission's Advisory Committees will hold meetings with key stakeholders in specific issue areas. The Advisory Committee on Public-Private Partnerships is considering holding a town hall with a corporate partner in New Jersey. The Advisory Committee on Community Advocacy is considering holding an event at an elementary school. Additionally, Local Complete Count Committees (LCCCs) are being formed and meeting throughout the state. Secretary of State Tahesha Way will speak at events hosted by other organizations about the Census. Every attempt will be made to ensure that Commission events and engagements are as inclusive as possible.

## **BRANDING AND MESSAGING**

In order to maximize opportunities to communicate with the public about the Census, the Commission will prepare content that can be used throughout the campaign.

This content will include a logo and slogan for New Jersey's Census effort, marking a clean, streamlined campaign. New Jersey's Census brand should be nonpartisan and stand out amidst the presidential campaign firestorm and other noise.

The Commission will also generate a bank of images which can be shared and modified to educate the public about the Census. Graphics, talking points, and other content will be available for use by stakeholders supporting the 2020 Census efforts. These images will be available in formats suitable for social media, online, printed, and other use.

The campaign will need to determine the messaging necessary for a consistent narrative and voice. Research shows that the most resonant messages are tailored to different audiences and consider how the Census affects individuals' day-to-day lives. All content must be easily translated into multiple languages.

## **COMMUNICATIONS PLAN TIMELINE**

### **Awareness Phase:** January 2019—February 2020

This period is to tell the public that the Census is important and safe to complete. During this time, groups across New Jersey will be coordinating plans for Census 2020 outreach.

- 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
- June 2019: Present Report to the Governor and Legislature
- Ongoing: Advisory Committees conduct extensive outreach with partners
- Ongoing: Local Complete Count Committees form

### **Motivation Phase:** March & April 2020

The Census will become available online to most of the population in March 2020. The goal is to encourage Census completion by April 1, 2020. Messaging should emphasize how easy it is to complete the Census.

- March 2020: Census forms become available to most of the population online
- March 2020: Some hard-to-count households are sent paper copies

of the Census in the mail

- April 1, 2020: Census Day
- Ongoing: Educate the public on how to complete the Census. Reinforce the importance of accuracy and completeness in responses. Combat disinformation campaigns online.
- Ongoing: Work with grassroots groups across the state to mobilize their constituencies

### **Reminder Phase:** Mid-2020

During this period, messaging should be targeted towards hard-to-count populations to encourage them to complete the Census before a Census enumerator visits their household.

- May 2020: Census Bureau begins Non-Response Follow-Up (NRFU) phase
- Ongoing: Tailor messaging to particular populations and geographic areas that have had low return rates in the past

### **Conclusion:** Late 2020

By the end of 2020, the Census will be completed. This will mark an opportunity to share the Commission's success in promoting the 2020 Census.

- December 31, 2020: Apportionment counts go to President
- Ongoing: Share the success of the Census 2020 campaign with the public and thank them for their participation
- Ongoing: Educate the public on any findings of the 2020 Census

## **TARGET AUDIENCE**

New Jersey's campaign strives to educate all New Jersey residents about the 2020 Census. Particular attention must be paid to hard-to-count populations. These subgroups help conceptualize how targeted messaging resonates with particular groups.

- **Hard-to-persuade:** These populations do not want to return the Census form. This may be due to concerns over the security of their data; concern over misuse of data by the government; general distrust of government; or other fears
- **Hard-to-contact:** Census enumerators have difficulty following up in person with these populations. This may include people who are mobile, such as people experiencing homelessness or college students, along with people who live in remote or rural areas

- **Hard-to-interview:** These populations have difficulty completing the Census form or doing so accurately. This may be due to a language barrier; poor literacy; disability; or other issues. Given that the Census will largely be conducted online in 2020, populations with limited internet/device access and low digital literacy are especially vulnerable
- **Hard-to-locate:** Census enumerators are less likely to be aware of the need for follow up with households in certain locations. This may include multiple-family households crowded into one-family spaces; new housing developments; and other households of which Census enumerators are unaware

Hard-to-count populations include (non-exhaustive list):

- Immigrants
- Latinx
- Asian American and Pacific Islander
- American Indian and Alaskan Native
- African Americans
- Children under 5
- Persons with disabilities
- LGBTQI persons

Other Options for Communication with the Public:

- **Conference Calls:** In Minnesota, monthly conference calls are held so Census staff can answer questions from the public
- **Census 2020 Outreach Workshops:** Multiple states hold workshops to discuss best practices for Census outreach
- **Promoting Census Bureau's Statistics in Schools Program:** The Census Bureau has a detailed, easy-to-navigate website full of lesson plans related to the Census called Statistics in Schools. Schools across New Jersey should communicate the importance of the Census to children as trusted messengers. This will decrease the likelihood of undercounting children under 5

# GOVERNMENTAL OUTREACH STRATEGY

New Jersey's Census outreach strategy must involve governmental entities at all levels. Led by the Commission's Advisory Committee on Education and Intergovernmental Affairs, the Commission understands that outreach operations must be robust and multi-faceted.

By leveraging resources from a diverse set of governmental actors, the Commission will arrive at innovations that promise efficient implementation of its outreach plans.

## **U.S. Census Bureau**

The Census Bureau has been a vital partner in the Complete Count Commission's efforts to date. The Commission will continue to complement the Bureau's on-the-ground efforts and leverage its institutional knowledge in getting out the count in New Jersey.

## **County and Local Governments**

The Complete Count Commission understands that the Census must involve a bottom-up approach. County and local governments are closest to the people. As a result, the Commission has actively enlisted the assistance of many such entities in generating awareness and engagement around New Jersey's Census effort.

## **Agencies and Authorities under the Governor's jurisdiction**

Cabinet leaders and agency liaisons have been very receptive to Department of State outreach and collaborative efforts around the Census. Secretary Way has worked diligently with her colleagues to garner awareness and support for the Census. A list of state agency liaisons is enclosed in the Appendix.

## **New Jersey Legislative and Congressional Delegations**

In her budget testimony before the state legislature, Secretary Way urged the Legislature to tap into local networks and expert knowledge of their own communities in encouraging Census participation. New Jersey's Congressional delegation will also have an important role to play in that regard. A list of job fairs and other events hosted by key stakeholders is enclosed in the Appendix.

## HOW EMPLOYERS CAN HELP

The Complete Count Commission will activate its trusted private-sector messengers through various channels (including through its Public-Private Partnership Advisory Committee). Employers will be mobilized to talk to their employees about the importance of responding to the Census.

Research shows that a person's employer plays a significant role in influencing their views on public policy. Each year, the global marketing consultancy firm Edelman puts out a Trust Barometer.<sup>15</sup> This year, the firm surveyed more than 33,000 respondents in 27 international markets.

For their survey, Edelman considered 4 criteria for someone to be classified as "informed public": (1) Aged 25-64; (2) College-educated; (3) in top 25% of household income per age group in each market; and (4) report significant media consumption and engagement in public policy and business news. This represents 16% of total global population. Edelman considered everyone else to be "mass population," or 64% of total global population.

The 2019 Edelman Trust Barometer reveals that trust has changed profoundly in the past year—people have shifted their trust to the relationships within their control, most notably their employers. Globally, 75% of people trust "my employer" to do what is right, significantly more than NGOs (57%), business (56%), and media (47%).

Edelman's research provides other lessons for the Commission to draw from.

In the United States, there is a growing move toward engagement and action. In 2019, engagement with the news surged by 22 points; 40% not only consume news once a week or more, but they also routinely amplify it. But people are encountering roadblocks in their quest for facts, with 73% worried about fake news being used as a weapon.

This massive rise in news engagement is worth tapping into. The tendency and willingness of folks to amplify news items around the Census and other topics of public interest is a positive development.

For many reasons, the Complete Count Commission understands the importance of getting employer buy-in for the Census project. Employers are clearly trusted messengers in an increasingly fractious media and political climate. Similarly, business benefits will accrue to employers who are regarded as treating their employees well in an age of fragmentation and inequality. Smart companies will heed the call to build trust from the inside out with employees as the focal point.

The Commission will celebrate the desire of employees to take cues from their employers on the policy issues of the day. The Commission will target employee amplifiers who regularly consume news and frequently share/post content.

In myriad ways, the Commission should be primed to harness this shift to localized trust. In addition to working with employers, the Commission and its Advisory Committees will host listening sessions, community townhalls, and other intimate events to hear the candid views and perspectives of New Jerseyans about Census response.

## CONCLUSION

The Complete Count Commission will ensure that New Jersey is primed to succeed in the 2020 Census. Hours of preparation and hard work have positioned our state to benefit from a complete and accurate count.

The Commission thanks its many exceptional partners for their efforts and expertise during this process. Ultimately, a complete count will get us closer to a New Jersey that is more welcoming and inclusive—a New Jersey with a responsive and thriving democracy.

Critical work in the lead-up to 2020 will continue. Block by block, corner by corner, all New Jerseyans will be counted. That is the Commission's promise to our residents.

## STAFF ACKNOWLEDGMENTS

Thanks are due to:

Jay Boone  
Michael Chang, Esq.  
Trudi Gilfillian  
Eric Kipnis

Riley Link  
George Losse  
Wendy McVicker

Elizabeth Vouk  
Corey Wolkenberg  
Lauren Zyriek

## CITATIONS

1. Giving or Getting? New York's Balance of Payments with the Federal Government 2019 Report, Laura Schultz, Michelle Cummings, January 8, 2019, at <https://rockinst.org/wp-content/uploads/2019/01/1-7-19b-Balance-of-Payments.pdf>
2. FY 2019 Commission budget is \$500,000. Commissioners Senator Nilsa Cruz-Perez and Assemblywoman Yvonne Lopez have filed legislation to increase this funding to \$9 million—roughly a dollar per resident.
3. America Needs More Dentists, Eric Boehm, Reason, January 2019 issue at <https://reason.com/2018/12/09/america-needs-more-dentists/>
4. New York v. Dept. of Commerce, 1:18-cv-02921-JMF, “Complaint for Declaratory and Injunctive Relief,” Apr. 3, 2018
5. New Jersey's Immigrants are a Huge Economic Driver, Erika Nava, New Jersey Policy Perspective, February 27, 2017 at <https://www.njpp.org/blog/new-jerseys-immigrants-are-a-huge-economic-driver>
6. U.S. Const. art. I, § 2, cl. 3
7. Departments of Commerce, Justice, and State, the Judiciary, and Related Agencies Appropriations Act of 1998, Pub. L. No. 105-119, § 209(a)(5), 111 Stat. 2440, 2481 (1997)
8. New York v. Dept. of Commerce, 1:18-cv-02921-JMF, “Corrected Affidavit of Dr. William P. O’Hare,” Nov. 7, 2018
9. Id.
10. Id.
11. Brown et al., Understanding the Quality of Alternative Citizenship Data Sources for the 2020 Census, at <https://www2.census.gov/ces/wp/2018/CES-WP-18-38.pdf>
12. New York v. Dept. of Commerce, 1:18-cv-02921-JMF, “Corrected Affidavit of Dr. William P. O’Hare,” Nov. 7, 2018
13. Brown et al., Understanding the Quality of Alternative Citizenship Data Sources for the 2020 Census, at <https://www2.census.gov/ces/wp/2018/CES-WP-18-38.pdf>
14. New York v. Dept. of Commerce, 1:18-cv-02921-JMF, “Expert Report of Dr. Hermann Habermann,” Oct. 26, 2018
15. 2019 Edelman Trust Barometer, January 20, 2019 at <https://www.edelman.com/trust-barometer>

# APPENDIX

## **PUBLIC HEARING AGENDAS**

JANUARY 9, 2019	i
MARCH 21, 2019	ii
APRIL 24, 2019	iii

## **PUBLIC HEARING MINUTES**

JANUARY 9, 2019	iv
MARCH 21, 2019	xxvi
APRIL 24, 2019	cii

## **RESOLUTIONS**

NO. 2019-1	cxlvi
NO. 2019-2	cxlvii

## **CORRESPONDENCE FROM THE CHAIR**

WELCOME LETTER	cxlviii
DEPARTMENT CENSUS LIAISONS	cxlix
ADVISORY COMMITTEES	cl
FORMATION OF LOCAL COMPLETE COUNT COMMITTEES	cliv

## **OTHER MATERIALS**

NEW JERSEY CENSUS 2020 COMPLETE COUNT COMMISSION STATEWIDE OUTREACH PLAN	clv
CENSUS APPOINTMENTS	clxi
JOB FAIRS	clxii
NJ STATE AGENCY CENSUS LIAISONS CENSUS OUTREACH PLAN QUESTIONNAIRE	clxiii
ADVISORY COMMITTEES MEMBERS	clxv



STATE OF NEW JERSEY

DEPARTMENT OF STATE

P.O. Box 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

SHEILA Y. OLIVER  
*Lt. Governor*

TAHESHA WAY  
*Secretary of State*

**THE NEW JERSEY COMPLETE COUNT COMMISSION**

Meeting of January 9, 2019

5:30 p.m.

The War Memorial, George Washington Ballroom  
1 Memorial Drive, Trenton, NJ 08608

**AGENDA**

- I. Call to Order**
- II. Open Public Meetings Act Statement**
- III. Roll Call of Commissioners - Establishment of a Quorum**
- IV. Pledge of Allegiance**
- V. Oaths of Office**
- VI. Chairperson Welcome, Introductory Remarks, and Staff Introductions**
- VII. Speaker Presentation and Q&A**

Jeff Behler, Regional Director, U.S. Census Bureau

- 1. Introduction to Census 2020 and Complete Count Committees
- 2. Topics of Public Interest: Census Confidentiality; Citizenship Question; Hard-to-Count Community Outreach

**VIII. Public Comment**

To ensure ample time for all members of the public to comment, we will respectfully limit comments to three (3) minutes. Questions raised in this period may not be responded to at this time, but, where feasible, will be followed up by the Commission and its staff.

**IX. Upcoming Meetings**

Resolution No. 2019-01  
Approval of the Next Meeting of the New Jersey Complete Count Commission

**X. Discussion**

**XI. Adjournment**



STATE OF NEW JERSEY

DEPARTMENT OF STATE

P.O. Box 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

SHEILA Y. OLIVER  
*Lt. Governor*

TAHESHA WAY  
*Secretary of State*

**THE NEW JERSEY COMPLETE COUNT COMMISSION**

Meeting of March 21, 2019, 5:30 p.m.  
Passaic County Community College  
Main Campus Auditorium - Founder's Hall  
1 College Boulevard, Paterson, NJ 07505

**AGENDA**

- I. **Call to Order**
- II. **Open Public Meetings Act Statement**
- III. **Roll Call of Commissioners - Establishment of a Quorum**
- IV. **Pledge of Allegiance**
- V. **Approval of Minutes – January 9, 2019**
- VI. **Chairperson Welcome**
- VII. **Speaker Presentation and Q&A**
  - John Bartlett, Freeholder Director, Passaic County Board of Chosen Freeholders  
Welcoming Remarks
  - Andre Sayegh, Mayor of Paterson  
Paterson Local Complete Count Committee
  - Terri Ann Lowenthal, Nationally Recognized Expert on the U.S. Census  
Insight on public-private partnerships, community advocacy, and Census in general
- VIII. **Public Comment**

To ensure ample time for all members of the public to comment, we will respectfully limit comments to three (3) minutes. Questions raised in this period may not be responded to at this time, but, where feasible, will be followed up by the Commission and its staff.
- IX. **Upcoming Meetings**
- X. **Resolution No. 2019-02 Approval of the Next Meeting, New Jersey Complete Count Commission**
- XI. **Discussion**
- XII. **Adjournment**



STATE OF NEW JERSEY

DEPARTMENT OF STATE

P.O. Box 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

SHEILA Y. OLIVER  
*Lt. Governor*

TAHESHA WAY  
*Secretary of State*

**THE NEW JERSEY COMPLETE COUNT COMMISSION**

Meeting of April 24, 2019, 6:00 p.m.  
The Salvation Army Ray and Joan Kroc Corps Community Center  
1865 Harrison Avenue  
Camden, New Jersey 08105

**AGENDA**

- I. **Call to Order**
- II. **Open Public Meetings Act Statement**
- III. **Roll Call of Commissioners - Establishment of a Quorum**
- IV. **Pledge of Allegiance**
- V. **Approval of Minutes – March 21, 2019**
- VI. **Chairperson Welcome**
- VII. **Speaker Presentation and Q&A**
  - Carmen Rodriguez, Freeholder, Camden County  
Welcoming Remarks
  - Cheryl Bolden, Supervisory Partnership Specialist, U.S. Census Bureau  
Training on forming Local Complete Count Committees
  - Michael Greene, Business Administrator City of Newark/Complete Count Commissioner  
Best Practices for forming Local Complete Count Committees
- VIII. **Public Comment**

To ensure ample time for all members of the public to comment, we will respectfully limit comments to three (3) minutes. Questions raised in this period may not be responded to at this time, but, where feasible, will be followed up by the Commission and its staff.
- IX. **Discussion**
- X. **Adjournment**



STATE OF NEW JERSEY  
DEPARTMENT OF STATE  
P.O. Box 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

SHERA Y. OLIVER  
*Lt. Governor*

TAMESHA WAY  
*Secretary of State*

**THE NEW JERSEY COMPLETE COUNT COMMISSION**

Minutes of the Meeting of January 9, 2019

5:30 p.m.

The War Memorial, George Washington Ballroom  
1 Memorial Drive, Trenton, NJ 08608

**CALL TO ORDER**

Chairwoman Way called the January 9, 2019 meeting of the Complete Count Commission to order at 5:35 p.m.

**OPEN PUBLIC MEETINGS ACT**

Elizabeth Vouk announced the date, time and place of the meeting that had been given in accordance with the Open Public Meetings Act.

**ROLL CALL**

**MEMBERS PRESENT:**

Commissioner James Cassella, Commissioner Ted Conrad, Commissioner Nilsa Cruz-Perez, Commissioner Sara Cullinane, Commissioner Eileen De Freece-Wilson, Commissioner Maura DeNicola, Commissioner Maria Bonita Duncan, Commissioner Reva Foster, Commissioner Nia Gill, Commissioner George Gore, Commissioner Michael E. Greene, Commissioner Stacy A. Johnson, Commissioner Laura E. Matos, Commissioner Gualberto Medina, Commissioner Gabriela Mosquera, Commissioner Nellie Pou, Commissioner Leonard Preston, Commissioner Verlina Reynolds-Jackson, Commissioner Mary Rivera, Commissioner Terry Tucker, and Chair, Tahesha Way, Secretary of State

**MEMBERS ABSENT:**

Commissioner Jon Bramnick, Commissioner Douglas Cabana, Commissioner Kenneth Clayton, Commissioner Gail B. Gordon, Commissioner Yvonne Lopez (representative in attendance), Michele Siekerka (representative in attendance)

**STAFF PRESENT:**

Jasaun Boone, Lauren Zyriek, Eric Kipnis, Trudi Gilfillian, Michael Chang, Riley Link

## **PLEDGE OF ALLEGIANCE**

Chairwoman Way asked everyone to stand for the Pledge of Allegiance.

## **OATHS OF OFFICE**

Senator Nellie Pou administered the Oath of Office to Secretary Way. Chairwoman Way administered the Oath of Office to all Commissioners present.

## **CHAIRPERSON WELCOME, INTRODUCTORY REMARKS, AND STAFF INTRODUCTIONS**

Chairwoman Way welcomed the Commission members and highlighted the importance of the 2020 Census and the challenges that lay ahead. Chairwoman Way introduced and acknowledged the staff members present.

## **SPEAKER PRESENTATION AND Q&A**

Jeff Behler, the Regional Director of the U.S. Census Bureau, provided an overview presentation about the 2020 Census. Following the presentation Chairwoman Way opened the floor for questions from Commission members. The following is a paraphrased and summarized version of the Commissioners' questions and Mr. Behler's responses. A full transcript is available.

- *Ms. Tucker's question:* What are the qualifications for working for the U.S. Census Bureau?
  - *Mr. Behler's response:* U.S. Census Bureau employees must be age 18 years or older, a U.S. citizen and undergo a criminal background check.
- *Senator Pou's question:* What are the security and cybersecurity protections of Census responses?
  - *Mr. Behler's response:* Data security is the top priority of the Census Bureau and has been well-funded for the past decade. Census responses are encrypted and stored behind firewalls and there are mechanisms in place in case of any issue. There are thousands of daily attempts to hack Census data but none have been successful.
- *Senator Pou's question:* What is the procedure for when a respondent starts, but does not complete the Census questionnaire?
  - *Mr. Behler's response:* There are roughly 10 questions per person in the household and if the response is not completed the respondent would have to restart the questionnaire.
- *Senator Pou's question:* Throughout the country there is concern over the controversial question regarding citizenship status. Has the inclusion of a question about citizenship already been approved or is there still debate over the content of the final Census form?
  - *Mr. Behler's response:* The Census Bureau had to provide the questions to Congress by March 31, 2018. Shortly before that date a decision was made by the Commerce Secretary to add a question on citizenship status, and those are the questions that went forward to Congress. There are many lawsuits ongoing of which I am not involved. We are moving forward with the assumption that the question about citizenship is on the Census as of now.

Chairwoman Way asked Deputy Attorney General Matthew Berns to elaborate on the lawsuits in the Southern District of New York and elsewhere. Mr. Berns responded that New Jersey is a party to litigation and is expecting the courts to determine whether the question is to be included in the Census.

- *Senator Cruz-Perez' question:* Given that President Trump made threats that he will lift Title 13, it will be a challenge to ensure privacy. Can you discuss that?
  - *Mr. Behler's response:* Title 13 is a federal law that has been challenged in federal courts numerous times and won every time. It would take an act of Congress to change the law.

Chairwoman Way asked if the Commissioners had any further questions.

- *Chairwoman Way's question:* Will there be any way to inform the public about potential online phishing scams?
  - *Mr. Behler's response:* That is why we like to work with partners and Complete Count Committees to provide the best messaging to the community. We need to partner to educate people on what is safe and who they should alert if they see anything alarming. We will never ask for money or bank account information.

#### **PUBLIC COMMENT**

Chairwoman Way asked for a motion to open the floor to public comment. Mr. Medina made the motion and it was seconded by Mr. Johnson. All were in favor, non opposed, no abstentions. Chairwoman Way opened the floor to public comments.

Patricia Williamson, New Jersey Courts Project Director, New Jersey Institute for Social Justice (see Attachment A)

Patricia Williamson, Delta Sigma Theta Sorority (see Attachment B)

Cassandra Keyes, Delta Sigma Theta Sorority (see Attachment B)

Tara Rivas, Children's Home Society of New Jersey (see Attachment C)

Peter Chen, Advocates for Children of New Jersey (see Attachment D)

Kiki Jamieson, President of the Fund for New Jersey (see Attachment E)

David Anderson, President and CEO of the Boys & Girls Club of Mercer County (see Attachment F)

Laura Mora, community organizer, Latin American Legal Defense and Education Fund (see Attachment G)

Miguel Diaz, resident of Paterson, New Jersey (see Attachment H)

With no further comments from the public, Chairwoman Way asked for a motion to close the public comment portion of the meeting. The motion was made by Ms. DeFreece-Wilson and seconded by Mr. Cassella. Chairwoman Way asked for a vote. All were in favor, non opposed, no abstentions.

#### **UPCOMING MEETINGS**

Chairwoman Way asked for a motion to approve Resolution 2019-01 ("Approval of the Next Meeting of the New Jersey Complete Count Commission.") It was noted that the next meeting would be held on February 20, 2019, with the location to be announced at a later date. Mr. Cassella made the motion and it was seconded by Mr. Medina. Chairwoman Way asked for a vote. All were in favor, non opposed, no abstentions.

#### **DISCUSSION**

Chairwoman Way opened the meeting for discussion among the Commissioners. The discussion is paraphrased and summarized below.

- *Mr. Medina's question:* When we break out into committees it would be helpful to learn some of the best practices that have been successful in other communities like those mentioned in the presentation.
  - *Ms. Zyriek's response:* Complete Count Commissions in other states have functional working groups that are specific to their state's needs and we would also like to explore the possibility of creating these groups for the Census 2020 efforts. The Department of State will work in conjunction with the Census Bureau to identify the most necessary groups and best practices. The information will be submitted to the Commission and each Commissioners will be able to select the committee they would like to serve on.
    - *Chairwoman Way's response:* It will likely be a selection of three to four working groups.
- *Ms. Duncan's question:* If children are in a divorce-type situation and move from one house to the other, is there a specific guideline for counting?
  - *Mr. Behler's response:* It is self-response so this will need to be part of the messaging but the guidance we give is to answer where the person stays most of the time.
    - *Senator Cruz-Perez' response:* People who have driver's licenses from another state should be counted in that state.
  - *Mr. Behler's response:* I understand, we trust that what people fill out is accurate.
- *Ms. DeNicola's question:* The focus is counting the underserved; but this is the population that is least likely to have access to a computer. Will door-knocking look different in those neighborhoods and will there be computers available?
  - *Mr. Behler's response:* The people knocking on doors to collect information will have smartphones. We will work with partners to try to provide access to computers, such as at a local library or center where people feel comfortable.
- *Assemblywoman Reynolds-Jackson's question:* If you skip the question about citizenship, will your Census be counted?
  - *Mr. Behler's response:* The Census will push to get every question answered. However, if you skip a question your form will be counted. However there is a threshold for unanswered questions where we will probably knock on your door because there is not sufficient information to count the form.
- *Mr. Gore's question:* Who has access to the data once it is collected and how can they use it?
  - *Mr. Behler's response:* Based on Title 13, only the Census Bureau has access to the data from an individual or individual household. The Census Bureau will release aggregated data first at the state level and then at local levels, the lowest is by Census tract. We will not release information by Census tract if it can be used to identify an individual, determined by the Disclosure Review Board.
- *Senator Pou's question:* Now that there are different methodologies for counting residents and, I understand, multiple mailings will not be available this time around. There is risk of mail not being received, especially in hard-to-count areas. Is that correct?
  - *Mr. Behler's response:* The majority of addresses will only receive a mail-out directing them to go online or call the toll free number to complete the questionnaire, but a portion of the country will also receive a questionnaire in the mail during the first mail out. If we haven't

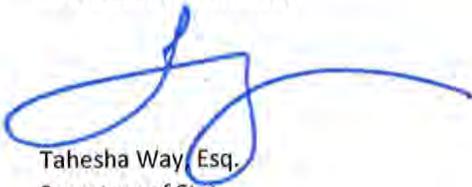
received a response, most people will only receive a paper questionnaire in the fourth mail-out. There is also the ability to call the toll-free number to provide the responses over the phone. In May we will start knocking on doors. The information will also be available in 12 languages.

- *Senator Pou's response:* My concern is that in many hard-to-count- areas there is a very transient population who may not be there when the paper questionnaire is sent in the mail as a follow up.
- *Mr. Behler's response:* That is a concern. Therefore, we need to partner with groups that better know their particular communities.
- *Ms. Duncan's question:* Is there a way in which public aggregated data can be used to identify individuals in low population areas?
  - *Mr. Behler's response:* There is a threshold of responses that we need to receive before we can release data on a location. That is why in rural areas, Census tracts may be very large. The Disclosure Review Board will not release data if it can be used to identify individual households.
- *Ms. DeNicola's question:* There should be specific programming directed at senior citizens because of the fears of fraud and theft online.
  - *Mr. Behler's response:* Some Complete Count Commissions have focused on the digital divide, to reach people who don't have internet access or are uncomfortable responding via internet. We want to work with partners to hold events or get the message out to the community about how they can fill out the Census safely.

#### **ADJOURNMENT**

With no further questions or comments from the Commission members, Chairwoman Way asked for a motion to adjourn. Senator Pou made the motion and it was seconded by Mr. Casella. All were in favor, non opposed, no abstentions. The meeting was adjourned at 7:27 p.m.

Respectfully submitted,



Tahesha Way Esq.  
Secretary of State  
Commission Chairperson

A

**“Social justice should be the underlying goal of all humanity.”**  
-Alan V. Lowenstein, Institute Founder



January 9, 2019

The Honorable Tahesha Way  
Secretary of State of New Jersey  
State of New Jersey, Department of State  
20 West State Street, Fourth Floor  
P.O. Box 300  
Trenton, NJ 08625

Board of Trustees  
Douglas S. Eakeley, Esq.

**Chair**  
Jerome C. Harris, Jr.  
**Vice Chair**  
Kenneth Y. Tanji

**Treasurer**  
Patricia Nachtigal, Esq.  
**Secretary**

Ryan P. Haygood, Esq.  
**President & CEO**  
Elise C. Boddie, Esq.  
Paulette Brown, Esq.  
John J. Farmer, Jr., Esq.  
Paul J. Fishman, Esq.  
Michael D. Francis, Esq.  
Sandra King  
John H. Lowenstein, Ph.D.  
James McQueeney  
Mark M. Murphy  
B. John Pendleton, Jr., Esq.  
Oliver B. Quinn, Esq.  
Darrell K. Terry, Sr.  
Nina Mitchell Wells, Esq.  
Antoinette Ellis-Williams, Ph.D.  
Gary M. Wingens, Esq.

Zulima V. Farber, Esq. (*Emerita*)  
Roger A. Lowenstein, Esq. (*Emeritus*)  
Theodore V. Wells, Jr., Esq. (*Emeritus*)

Founders  
Alan V. and Amy Lowenstein\*

Founding Board President  
Nicholas deB. Katzenbach, Esq.\*

Founding Board Vice President  
Hon. Dickinson R. Debevoise\*

\*deceased

60 Park Place, Suite 511  
Newark, NJ 07102-5504  
ph. (973) 624-9400  
fax (973) 624-0704  
email: justice@njisj.org  
www.njisj.org

**do social justice.**

**Re: New Jersey Complete Count Commission**

Dear Chairwoman Way and Members of the New Jersey Complete Count Commission:

I am Patricia Williamson, the New Jersey Counts Project Director at the New Jersey Institute for Social Justice (the “Institute”). The Institute is a legal advocacy organization that works to ensure that urban residents live in a society that respects their humanity, provides equality of economic opportunity, empowers them to use their voice in the political process, and protects equal justice.

The Institute respectfully submits this testimony in support of the formation of this Commission, and to request additional state funding for the New Jersey Census 2020 outreach program.

A fair and accurate count in the 2020 Census is essential to ensure that communities across New Jersey, particularly those hard-to-count communities of color, receive the funding and representation that they deserve. Census population data determine New Jersey’s representation in Congress and inform where voting district lines are drawn, the enforcement of civil rights laws, and how much federal funding states and localities receive for education, healthcare and infrastructure.

**Representation**

As it stands, however, the current level of federal funding for the 2020 Census is inadequate and promises to result in less staffing, advertising, and Complete Count Committee outreach. The most immediate result of an underfunded census field operation is an undercount of the United States

population. The inclusion of a shameful citizenship question also threatens to result in a significant census undercount, particularly among traditionally hard-to-count individuals, including people of color, children, lower income persons, those with limited English proficiency, immigrants, homeless persons, and those with severe distrust of the government. Since the majority of 2020 Census responses will be gathered online, individuals without broadband Internet service may also be hard to count.

### ***Resources***

Communities across New Jersey rely on Census-funded programs for essential government programs and services. In 2015 alone, New Jersey received well over \$17 billion from the federal government for Medicare, Medicaid, highway planning and construction, food stamps, and childhood education.<sup>1</sup> New Jersey could see a cut in federal funding for these programs with a census undercount in 2020, hurting families and communities all across the state.

The **Census 2020 New Jersey Coalition**, which I convene on behalf of the Institute, is committed to working with Secretary Way and this Commission to overcome these hurdles. We are bringing together and updating key stakeholder groups committed to an accurate census count, particularly with regard to hard to count neighborhoods - i.e., census tracts where almost a quarter or more households did not return their census questionnaires via mail in 2010.

The 2010 Census response rates were particularly low in Camden (61%), Paterson (60%), Trenton (59%), New Brunswick (56%), Newark (55%), Atlantic City (55%), Orange (55%), and Irvington (50%).<sup>2</sup> These cities, as well as the entire counties of Essex, Hudson, and Camden, are the Institute's urban targets.

The Institute is very closely connected to hard to count neighborhoods through its work in economic mobility, civic engagement, and criminal justice.

### ***State Funding Request***

Federal funding is given to the U. S. Census Bureau, but it is *not directly allocated to states or localities to help them with their outreach efforts*. Dedicated state funds are therefore critical to support public education, materials development, community outreach, coalition building, and communications necessary to help ensure a complete 2020 Census count.

---

<sup>1</sup>ANDREW REAMER, THE GEORGE WASHINGTON INST. OF PUB. POLICY, COUNTING FOR DOLLARS 2020: 16 LARGE FEDERAL ASSISTANCE PROGRAMS THAT DISTRIBUTE FUNDS ON BASIS OF DECENNIAL CENSUS-DERIVED STATISTICS 1 (2017), <https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/New%20Jersey%20CFD%2008-18-17.pdf>.

<sup>2</sup> *Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census*, HTC 2020, <https://www.censushardtocountmaps2020.us/> (last visited Jan. 9, 2019).

Unfortunately, only \$500,000 has been allocated in the FY19 state budget to support the 2020 Census effort to count New Jersey’s 9 million residents, or .05 per person. By comparison, the New York 2020 Census coalition estimates that *community-based organizations alone* will need \$40 million to conduct census outreach efforts in hard-to-count communities.<sup>3</sup>

To be sure, New Jersey will need comparable resources. We, therefore, request that Governor Phil Murphy and the state legislature dedicate \$9 million dollars to support New Jersey’s 2020 Census outreach, which amounts to \$1.00 per New Jersey resident.

**Community Based Organization (CBO) Budget, Census Outreach/GOTC Activities to HTC Communities**

Census Outreach Activity	Cost	Percentage
Door-to-door canvassing	1,800,000	20%
Communications	1,800,000	20%
Train-the-trainers	1,350,000	15%
Phone banking	900,000	10%
Materials development and dissemination	1,800,000	20%
Administrative overhead	1,350,000	15%
<b>TOTAL</b>	<b>\$9,000,000</b>	<b>100%</b>
HTC count (NJ) <sup>4</sup>	1,957,416	
Cost/HTC	\$4.62/HTC	

Here at your inaugural Complete Count Commission meeting, we urge you to join us in championing the effort to secure the \$9 million dollars to help ensure a complete 2020 Census count in New Jersey. We will also need champions in the state legislature who will co-sponsor this 2020 Census state funding request.

Collaboration between New Jersey’s state and local governmental agencies, its non-profit sector, its business community, and its community-based organizations is essential. We must all work together to raise funds, develop, and carry out a robust public education and community outreach campaign over the next 18 months.

We look forward to continuing this conversation and partnering with you to make sure that everyone, particularly the most vulnerable among are, are counted in New Jersey in 2020.

<sup>3</sup> DAVID DYSSEGAARD KALLICK, ET AL., FISCAL POLICY INST., FUNDING A COMPLETE COUNT IN 2020: WHAT COMMUNITY GROUPS NEED 1 (2018), <http://fiscalpolicy.org/wp-content/uploads/2018/10/FPI-Brief-Census-Outreach-Funding.pdf>.

<sup>4</sup> See *supra* note 2.



# Delta Sigma Theta Sorority, Inc.

## A Public Service Sorority

Robyn A. Sorbino, NJ State Coordinator

Qianah Heavens, NJ State Facilitator

Patricia D. Williamson, NJ State Social Action Coordinator

The Honorable Tahesha Way  
Secretary of State of New Jersey  
State of New Jersey, Department of State  
20 West State Street, Fourth Floor  
P.O. Box 300  
Trenton, NJ 08625

January 9, 2019

Re: New Jersey Complete Count Commission

Dear Chairwoman Way and Members of the New Jersey Complete Count Commission:

Thank you for the opportunity to provide commentary at today's meeting. Delta Sigma Theta Sorority, Incorporated is an organization of college educated women committed to the constructive development of its members and to public service with a primary focus on the Black community. On behalf of the over 1500 active members of the 17 New Jersey Chapters of Delta Sigma Theta Sorority, Inc., I respectfully submit this commentary in support of the formation of the New Jersey Complete Count Commission.

### *Undercount Concerns*

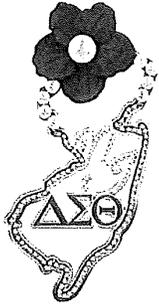
Coverage measurements of the 2000 and 2010 Censuses by the U.S. Census Bureau found an undercount of the Black and of Hispanic populations.<sup>i</sup> The majority of this population reside in hard-to-count (HTC) neighborhoods, defined by the U.S. Census Bureau by census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010. ***There are HTC neighborhoods in every New Jersey county that Delta Sigma Theta Sorority services.***

New Jersey is ranked eighth (8<sup>th</sup>) ***in the nation*** for its number of African-Americans living in HTC tracts (670,018)<sup>ii</sup>; and fifth (5<sup>th</sup>) ***in the nation*** for its percentage of African-Americans living in HTC tracts (51%)<sup>iii</sup>.

Newark and Jersey City rank first (1<sup>st</sup>) and second (2<sup>nd</sup>), respectively, ***in the nation*** for their percentages of African-Americans living in HTC tracts (Newark – 96.1%, Jersey City – 92.9%)<sup>iv</sup>.

We are very concerned about the ability to reach these communities: In addition, Delta Sigma Theta Sorority, Inc. is concerned both nationally and at the state level “about the digitization of the 2020 Census and its impacts on accurately counting low income, homeless, and communities of color, who are more often lacking sufficient access to high speed internet, as well as the potential for manipulation or stealing of sensitive information via cyberattacks.”

c/o Central Jersey Alumnae Chapter \* PO Box 694, South Plainfield, NJ 07080 \*  
732.441.0933 \* NJSocialAction.DST@gmail.com



# *Delta Sigma Theta Sorority, Inc.*

## *A Public Service Sorority*

*Robyn A. Sorbino, NJ State Coordinator*

*Qianah Heavens, NJ State Facilitator*

*Patricia D. Williamson, NJ State Social Action Coordinator*

### ***Funding Concerns***

Nationally, Delta Sigma Theta Sorority, Inc. “further acknowledges that the current political climate has created a greater risk for further undercounting and inefficiencies due to the very real likelihood of insufficient funds being provided at the federal level; and as a result, the U.S. Census Bureau faces the challenge of getting an accurate count with fewer dollars than in the 2010 census.”

We are in support of the additional \$9 million budget request in state funding for FY19-FY20 for community-based organizations (CBOs) such as ours to participate in and create local Complete Count Committees.

### ***Commitment***

Delta Sigma Theta Sorority, Inc. nationally reaffirms its commitment to encourage and urge its chapters and members to serve on Complete Count Committees for the 2020 Census. To this end, I am pleased to recognize two of our members sitting on the NJ Complete Count Commission: Mrs. Reva Foster and Asw. Verlina Reynolds-Jackson. Thank you for serving.

The NJ Chapters of Delta Sigma Theta Sorority are preparing to partner with key stakeholder groups committed to an accurate census count, particularly with regard to hard-to-count (HTC) neighborhoods. Collaboration is essential. All must work together to raise funds, develop, and carry out a robust public education and community outreach campaign over the next 18 months. We look forward to working with you.

Respectfully Submitted,

***Patricia D. Williamson***

New Jersey State Social Action Coordinator  
Delta Sigma Theta Sorority, Incorporated

---

<sup>i</sup> Mule, Thomas. DSSD 2010 CENSUS COVERAGE MEASUREMENT MEMORANDUM SERIES #2010-G-01. U. S. pgs. 4-5. Department of Commerce. [https://www.census.gov/coverage\\_measurement/pdfs/g01.pdf](https://www.census.gov/coverage_measurement/pdfs/g01.pdf)

<sup>ii</sup> The Leadership Conference. “Tables: Will You Count? African Americans in the 2020 Census” January 16, 2018. <http://civilrightsdocs.info/pdf/census/2020/Table1a-States-Number-African-Americans-HTC.pdf>

<sup>iii</sup> The Leadership Conference. “Tables: Will You Count? African Americans in the 2020 Census” January 16, 2018. <http://civilrightsdocs.info/pdf/census/2020/Table1b-States-Percent-African-Americans-HTC.pdf>

<sup>iv</sup> The Leadership Conference. “Tables: Will You Count? African Americans in the 2020 Census” January 16, 2018. <http://civilrightsdocs.info/pdf/census/2020/Table2b-100-Largest-Places-Percent-African-Americans-HTC.pdf>

*c/o Central Jersey Alumnae Chapter \* PO Box 694, South Plainfield, NJ 07080 \**  
*732.441.0933 \* NJSocialAction.DST@gmail.com*

C

The Children’s Home Society of New Jersey is extremely concerned about the number of children under the age of 5 who are at-risk of not being counted in the 2020 census. Advocates for Children of New Jersey (ACNJ) has estimated that 28 percent of children under the age of 5 are at risk of not being counted. An undercount such as this will negatively impact future funding available from the federal government, including a reduction in dollars for Community Development Block Grants, Head Start, Special Education, and Title 1 programs.

The 2010 census had an undercount of approximately 1 million people, a failing that left our most vulnerable children more at risk for a decade – while the undercount rate for white children was 2.7 percent, it was 6.3 percent for black children and 7.5 percent for Latino children. It is critical that in 2020 we more adequately capture each child residing in our communities.



Giving Every Child A Chance

To: Secretary of State Tahesha Way, Chair  
Members, New Jersey Complete Count Commission

From: Alana Vega, KIDS COUNT Coordinator  
Peter Chen, Policy Counsel  
Advocates for Children of New Jersey

Date: January 9, 2019

**RE: Counting New Jersey's Young Children in the 2020 Census**

Advocates for Children of New Jersey (ACNJ) applauds the appointment of New Jersey's Complete Count Commission and thanks you for the opportunity to provide public comment. ACNJ urges the Commission to ensure that the interests of young children, the most undercounted age group in the country, are represented in the Commission's work. This particularly vulnerable group has been subject to substantial undercounting in the past and may be undercounted again in 2020 unless specific efforts are made to address their needs.

Roughly 5.2 percent of children under age 5 were undercounted in New Jersey in the 2010 Census. That equates to 27,000 children, enough to fill 1,350 kindergarten classes or 540 school buses. Traditional Census outreach efforts have not focused on these children, and undercount rates for young children have worsened at the same time that overall undercount rates for adults have improved.

This undercount has a direct impact on programs that support New Jersey's youngest children. Billions of federal dollars for programs that support young children, such as Medicaid, Head Start, and child care subsidies, are allocated based on Census data every year. If children are undercounted, that means less funding to support young children's needs. Undercounted children are often those who need the most help; they are more likely to live in poverty, live in single-parent households or live in a household where no parent speaks English.

ACNJ has organized a Right from the Start NJ/Think Babies campaign dedicated to improving infant and toddler well-being. However, improving the well-being of New Jersey's young children will be difficult if we do not know who these children are, and the Census provides this critical data.

Some reasons for the young child undercount overlap with reasons for adult undercounts. Young children are more likely to live in a racial minority or Hispanic household, live in poverty or live in a household that recently moved.

But young children face unique obstacles to counting that were not the focus of prior Census outreach.

35 Halsey Street | Newark, NJ 07102 | 973.643.3876 | F 973.643.9153  
www.acnj.org | advocates@acnj.org

Notably, 80 to 85 percent of young children omitted in the 2010 Census lived in households that returned a Census questionnaire. That is, someone returned a Census form but left off the young child. A Census campaign focused on young children would require not only that the form be filled out and returned, but also that *all* people living in the household be counted.

Additional outreach may be needed for special groups of young children, particularly those who live in complex households or live with a grandparent householder.

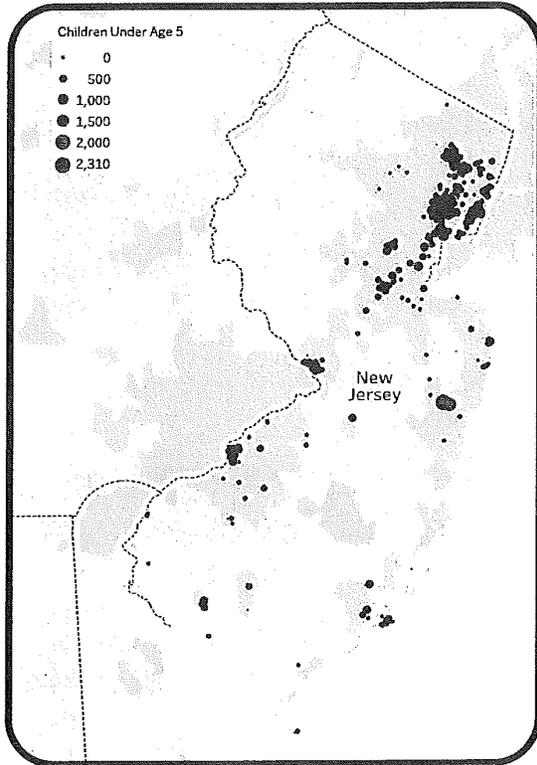
State and local governments have already demonstrated that they can reach families of young children, through campaigns to enroll children in NJ FamilyCare, preschool and child care programs, and other government programs supporting young children such as WIC and Head Start. ACNJ encourages the Commission to coordinate comprehensive state efforts to ensure that all young children are counted in the 2020 Census.

ACNJ urges the Commission to determine the cost of a robust Census outreach effort. Performing outreach to hard-to-reach populations has real costs, but these costs pale in comparison to an inaccurate count. California has allocated more than \$90 million to Census 2020 outreach (roughly \$2.25 per resident), in recognition of the roughly \$1.5 billion lost in federal funding after the undercount in the 2010 Census. The Fiscal Policy Institute performed an analysis for New York State, estimating that \$40 million (roughly \$2 per resident) in state funding would be needed to maximize participation.

Given additional risks and changes for the upcoming Census, including the potential addition of a citizenship question and the addition of an online questionnaire, a well-funded outreach effort is more critical than ever. Meanwhile, the federal investment in outreach has declined, with fewer local offices than in 2010.

An accurate count of young children is critical for funding, representation, data collection and program planning. ACNJ has long understood that New Jersey cannot meet the needs of its children unless we understand who those children are. Another undercount would leave an entire generation of New Jersey children shortchanged for a decade. ACNJ urges the Commission to ensure that *all* New Jersey's young children are counted in the 2020 Census.

# Children Under Age 5 At Greatest Risk for Undercount in New Jersey



In the 2010 Census, the Census Bureau determined that the number of children under age 5 was undercounted nationwide. The Census determines how billions of dollars in federal funds are distributed.

The Census has low response rates in some areas and among certain population groups such as children under age 5, who are at risk of being undercounted.

In New Jersey, **148,166** children under age 5 live in "hard-to-count" (HTC) areas where a low percentage of residents completed and returned their most recent census questionnaire. That comprises **28%** of the total population of children under age 5 in the state.

*This map shows the concentration of children under age 5 living in "hard-to-count" (HTC) areas, meaning areas with the lowest rate of mailing back their Census forms.*

## ● Large Municipalities (more than 50,000 total population) with Most Children Under Age 5 in HTC Areas

Municipality	Children Under Age 5	Children Under Age 5 Living in HTC Areas	Percentage of Children Under Age 5 Living in HTC Areas
Newark	21,252	20,484	96%
Jersey City	19,933	17,262	87%
Paterson	11,713	10,228	87%
Elizabeth	10,442	8,239	79%
Camden	7,105	6,504	92%
Trenton	6,451	5,764	89%
Irvington	4,232	4,232	100%
New Brunswick	4,436	4,226	95%
Lakewood	16,927	3,979	24%
East Orange	4,186	3,867	92%



● **Mid-Size Municipalities (10,000-49,999 population)  
with Most Children Under Age 5 in HTC Areas**

Municipality	Children Under Age 5	Children Under Age 5 Living in HTC Areas	Percentage of Children Under Age 5 Living in HTC Areas
Atlantic City	2,991	2,825	94%
Orange	2,450	2,450	100%
Bridgeton	2,422	1,812	75%
Hackensack	3,329	1,585	48%
Garfield	2,414	1,473	61%
Long Branch	2,043	1,455	71%
Pleasantville	1,706	1,369	80%
Linden	2,358	1,098	47%
Bloomfield	3,098	1,057	34%
North Brunswick	3,042	991	33%

● **Small Municipalities (less than 10,000 population)  
with Most Children Under Age 5 in HTC Areas**

Municipality	Children Under Age 5	Children Under Age 5 Living in HTC Areas	Percentage of Children Under Age 5 Living in HTC Areas
North Hanover	944	755	80%
South Amboy	839	659	79%
Penns Grove	463	463	100%
Riverside	455	360	79%
Wildwood	350	350	100%
Haledon	485	320	66%
Bogota	582	298	51%
Lawrence (Cumberland)	271	271	100%
Woodlynne	245	245	100%
Keansburg	592	240	41%

● **Data Sources:**

U.S. Census Bureau, 2010 decennial census and 2016 American Community Survey Estimates, with assistance from the CUNY Mapping Service, Center for Urban Research, CUNY Graduate Center.

Fact sheets prepared by Advocates for Children of New Jersey with funding support from The Fund for New Jersey.



The Fund for  
New Jersey

TO: Hon. Tahesha Way, Secretary of State and Chair  
Members, New Jersey Complete Count Commission  
FROM: Kiki Jamieson, President, The Fund for New Jersey ([www.fundfornj.org/census](http://www.fundfornj.org/census))  
DATE: January 9, 2019  
RE: A Fair, Accurate, and Complete Count of New Jersey Residents in the 2020 Census

Thank you for the opportunity to provide public comment.

Accurate and reliable census data are a necessary foundation for a well-functioning government, just civil society, and thriving economy in New Jersey and in the United States.

As a philanthropic organization, The Fund for New Jersey has a particular interest in a fair, accurate, and complete count of all New Jersey residents and believes that such a result should be among the State’s most critical priorities. The data collected in Census 2020 will determine the political representation and the public resources for New Jersey residents all the way through 2030. That means that for the next 10 years, decisions about federal funding, federal redistricting, state redistricting, and allocation of state resources will depend on the accuracy of this count. **Poor data will lead to poor decisions, political underrepresentation, and less money for New Jersey.**

The Fund recognizes that everyone in the state of New Jersey benefits if all our residents are counted. **In FY2016, more than \$22.7 billion federal dollars were distributed in New Jersey, an allocation based on census data.** (For scale, that is well over half the value of the entire State budget.) This includes more than \$12.6 billion for health care (Medicare, Medicaid, and Children’s Health Insurance Program), nearly \$3.6 billion for education, and more than \$4.1 billion for anti-poverty programs (including Supplemental Nutrition Assistance Program and Section 8 Housing Assistance).

An accurate count is important to all the people in New Jersey. **Of 435 Congressional districts nationwide, New Jersey has three of the top 50 hardest to count districts – districts 8, 9, and 10.** Twenty-two percent of state residents live in hard-to-count census tracts. It is important for New Jersey for everyone to be counted. This is a matter of human dignity.

The Fund for New Jersey is a private foundation, both nonprofit and nonpartisan, that works to improve the quality of public policy decision-making on the most significant issues affecting the people of New Jersey and our region. Our work depends on access to up-to-date demographic information about New Jersey’s residents and our state’s economic, environmental, and educational well-being. For example:

- The ALICE report produced by the United Way of Northern New Jersey used census data to show the proportion of state residents who struggle to afford basic living costs and offered suggestions for improved housing policies, health care delivery, and banking access.
- Advocates for Children of New Jersey used census data to draw attention to the on-going problem of lead poisoning that affects children living in Newark, our state's largest city, and suggested pilot interventions in target neighborhoods.
- Regional Plan Association used census data to inform its advocacy for the Gateway project, a key strategy to support regional economic growth.

All this work depends on high-quality census data. **Without reliable census data, evidence-based decision-making would be impossible.**

To support a complete count, The Fund for New Jersey is leading efforts to educate philanthropies and nonprofits and government offices about the importance of Census 2020. We are actively encouraging private philanthropy to provide supplemental grants to nonprofit organizations to work with state and local governments to promote a fair census.

Unfortunately, the Federal Administration's proposal to add a citizenship question to the 2020 census creates an unnecessary barrier to a complete count and it hits New Jersey hard. Forty percent of state residents are immigrants or the children of immigrants. Many families include people of mixed status such as US citizen children living with permanent resident parents, around the corner from families that include refugees or undocumented people. These communities are found in every county throughout the state. **If residents are afraid to be counted, New Jersey as a whole will suffer.** The state will not receive the federal funds to which it is entitled, including money for needed transportation infrastructure (\$1.58 billion in FY2016) and for the school breakfast and lunch program (\$356 million in FY2016). Government will not function well, civil society will be unjust, and our economy will suffer.

The challenges posed by Census 2020 are significant. Achieving a fair, accurate, and complete count will be more difficult than it has been in previous decades. However, **counting all New Jersey residents once and in the right place is an achievable goal.**

The Fund for New Jersey encourages the Complete Count Commission to work closely with the networks of nonprofit, civic organizations, municipalities, and funders that are committed to supporting Census 2020. Success will depend on good coordination of public, private, and community groups to extend resources and communications throughout the state. We can learn from states like Michigan and California that have increased the accuracy of their counts in previous censuses. We at The Fund are ready and eager to support your efforts.

**When everyone in New Jersey is counted in Census 2020, everyone in New Jersey will benefit.**

Thank you for your attention.

**55 Large Census-guided Federal Expenditure Programs, FY2016**

(Rank order by U.S. spending)

	<b>New Jersey</b>
<b><u>Total</u></b>	<b>\$22,726,090,349</b>
<b><u>1) Financial Assistance Programs (52)</u></b>	<b>\$22,366,640,240</b>
Medical Assistance Program (Medicaid)	\$9,182,098,000
Federal Direct Student Loans	\$1,729,878,719
Supplemental Nutrition Assistance Program	\$1,223,052,433
Medicare Supplemental Medical Insurance (Part B)	\$2,980,886,072
Highway Planning and Construction	\$762,823,698
Federal Pell Grant Program	\$578,100,000
Section 8 Housing Choice Vouchers	\$740,745,000
Temporary Assistance for Needy Families	\$404,034,823
Very Low to Moderate Income Housing Loans	\$120,154,190
Title I Grants to LEAs	\$343,129,691
State Children's Health Insurance Program	\$406,770,000
National School Lunch Program	\$261,056,000
Special Education Grants	\$370,455,121
Section 8 Housing Assistance Payments Program	\$516,325,128
Federal Transit Formula Grants	\$770,682,000
Head Start	\$163,918,065
Supplemental Nutrition Program for Women, Infants, & Children	\$150,723,000
Title IV-E Foster Care	\$88,267,146
Health Care Centers	\$78,549,911
School Breakfast Program	\$95,779,000
Rural Electrification Loans and Loan Guarantees	\$0
Public and Indian Housing	\$156,398,000
Low Income Home Energy Assistance	\$127,139,764
Child and Adult Care Food Program	\$79,319,000
Vocational Rehabilitation Grants to the States	\$61,927,213
Child Care Mandatory and Matching Funds	\$71,319,000
Unemployment Insurance Administration	\$112,338,000
Federal Transit - Capital Investment Grants	\$54,868,200
Child Care and Development Block Grant	\$48,936,000
Adoption Assistance	\$64,065,790
Community Facilities Loans and Grants	\$15,579,900
Supporting Effective Instruction State Grants	\$51,449,314
Crime Victim Assistance	\$60,868,131
Community Development Block Grants/Entitlement Grants	\$75,078,882
Public Housing Capital Fund	\$65,785,000
Block Grants for the Prevention & Treatment of Substance Abuse	\$48,064,193
Water and Waste Disposal Systems for Rural Communities	\$17,202,000
Social Services Block Grant	\$44,165,621
Rural Rental Assistance Payments	\$12,184,584
Business and Industry Loans	\$0
Career and Technical Education - Basic Grants to States	\$22,375,964

Homeland Security Grant Program	\$28,888,000
WIOA Dislocated Worker Formula Grants	\$34,884,621
Home Investment Partnerships Program	\$29,651,651
State Community Development Block Grant	\$6,227,296
WIOA Youth Activities	\$24,898,651
WIOA Adult Activities	\$23,672,436
Employment Service/Wagner-Peyser Funded Activities	\$20,108,765
Community Services Block Grant	\$19,498,072
Special Programs for the Aging, Title III, Part C, Nutrition Services	\$18,269,345
Cooperative Extension Service	\$4,048,850
Native American Employment and Training	\$0
<b>2) Federal Tax Expenditures (2)</b>	<b>\$330,590,311</b>
Low Income Housing Tax Credit	\$240,857,362
New Markets Tax Credit	\$89,732,950
<b>3) Federal Procurement Programs (1)</b>	<b>\$28,859,798</b>
HUBZones Program	\$28,859,798

Prepared by Andrew Reamer, GW Institute of Public Policy, George Washington University.  
Program spending data research by Sean Moulton, Project on Government Oversight.  
December 10, 2018

## **New Jersey Complete Count Commission and Census 2020**

### **Public Meeting**

**Wednesday, January 9, 2019 at 5:30 pm**

War Memorial  
George Washington Ballroom  
1 Memorial Drive  
Trenton, NJ 08608

Good Evening, my name is David Anderson. I am the President & CEO of the Boys & Girls Clubs of Mercer County. I am here on behalf of the New Jersey Alliance of Boys & Girls Clubs. First, I want to commend Secretary Way for her leadership on this important issue and I would also like to thank members of this board for allowing me to speak tonight.

The New Jersey Alliance of Boys & Girls Clubs, representing 74 Clubs in 28 cities and serving 66,000 youth are uniquely qualified to assist in this census process. We have the privilege of serving population in under counted urban areas and the ability to touch populations that others cannot.

Both nationally and in New Jersey, civic engagement is an important aspect of the Boys & Girls Clubs. Participation in the electoral process and increasing interaction with government among the families we serve is important.

Boys & Girls Clubs are a safe place for children and their families to come after school and during the summer. Generally, the Clubs serve as an anchor in a community. The relationship the Clubs have with their families are based on trust, and long-term consistency. Such a relationship would serve a purpose in helping to help gather the appropriate data in under counted communities.

As the Department of State, this Commission and others involved in the process create outreach plans, it is our hope that the New Jersey Alliance of Boys & Girls Clubs and similar community-based organizations are involved in this process.

Again, thank you for allowing me the opportunity to speak tonight. My hope is that this is just the start of the New Jersey Alliance of Boys & Girls Clubs involvement in this important process.

## New Jersey Complete Count Commission Public Meeting

Commentator Name: Laura Mora

Date: January 9, 2019

My name is Laura Mora and I am the Community Organizer at The Latin American Legal Defense and Education Fund, one of the leading immigrants serving social impact organizations in New Jersey. I work with our immigrant neighbors daily to advocate for legislation that will positively impact their lives. I am here to express my concerns for the proposed new question for the 2020 Census that would require individuals to disclose their citizenship status for the first time since 1950. The concern here is two-fold: immigrants who are undocumented or have a status other than naturalized or U.S. born citizen will be afraid to disclose their legal status for fear that their responses may be shared with U.S. Immigration and Customs Enforcement, subsequently not answering the Census at all. Secondly, it highlights the incessant need for the current administration to find different ways, and in this case a completely different body of government, to instill fear on our immigrant communities. This proposed question is archaic and unnecessary. The primary goals of the U.S. Census have and should continue being to collect an accurate count of people in the U.S. to fairly divide up seats in the U.S. House of Representatives, as well as proportion billions of dollars in funding amongst our fifty states and their cities. Without an accurate count of the U.S. population, seats in the legislature and federal funding will be disproportionate to the true number of individuals who inhabit communities. The communities that will be hit the hardest by these inconsistencies will be communities with high populations of immigrants, such as Trenton. I urge you all to take into considerations these factors when reviewing the proposal to add a question that would require individuals to disclose their legal status. It will be very difficult for me as a Community Organizer to explain to the immigrant community here in Trenton why it is important to disclose their legal status without being compliant and aiding in the fearmongering against immigrants.

Complete Count Commission, 1-09-19

Public Testimony

Miguel Diaz, resident of Paterson, New Jersey

This is beautiful. I love it. But I would like to see this at the end of the day that you please make sure that the Census Bureau put people in place that belong to the community that they're going to work with, that look like the community that they're going to work with, that the people don't be afraid to open the door, especially the supervisor, the recruiters, they have to be people that look like the people that live in that community. Simple. This is a real deal. This is what the future of our state and the nation. And because the way everything is happening, central government, people are afraid to open the doors. Make sure that the people that we recruit belong to the community that they're in, that relate. That way, they be closer and they feel some kind of ownership to this. Thank you.



STATE OF NEW JERSEY

DEPARTMENT OF STATE

P.O. Box 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

SHEILA Y. OLIVER  
*Lt. Governor*

TAHESHA WAY  
*Secretary of State*

**THE NEW JERSEY COMPLETE COUNT COMMISSION**

Meeting of March 21, 2019, 5:30 p.m.  
Passaic County Community College  
Main Campus Auditorium - Founder's Hall  
1 College Boulevard, Paterson, NJ 07505

**Minutes**

**Call to Order**

Chairwoman Way called the March 21, 2019 meeting of the Complete Count Commission to order at 5:43 p.m.

**Open Public Meetings Act Statement**

Elizabeth Vouk announced the date, time and place of the meeting that had been given in accordance with the Open Public Meetings Act.

**Roll Call of Commissioners - Establishment of a Quorum**

**Members Present:**

Commissioner Tahesha Way, Chair, Representative for Commissioner Jon Bramnick, Commissioner Yvonne Lopez, Representative for Commissioner Gabriela M. Mosquera, Commissioner Nellie Pou, Commissioner, Theodore Conrad, Commissioner Len Preston, Commissioner Douglas R. Cabana, Commissioner James L. Cassella, Commissioner Reverend Kenneth Clayton, Commissioner Sara Z. Cullinane, Esq., Commissioner Eileen De Freece-Wilson, Commissioner Maura R. DeNicola, Commissioner Maria Bonita Duncan, Commissioner Gail B. Gordon, Esq., Commissioner George Gore, Commissioner Michael E. Greene, Esq., Commissioner Laura E. Matos, Commissioner Michele N. Siekerka, Esq.

**Members Absent:**

Commissioner Nilsa Cruz-Perez, Commissioner Nia Gill, Commissioner Gualberto Medina, Commissioner Verlina Reynolds Jackson, Commissioner Mary Rivera, Commissioner Terry Tucker; Commissioner Reva Foster; Commissioner Stacy Johnson

**Staff Present:**

Jasaun Boone, Lauren Zyriek, Eric Kipnis, Trudi Gilfillian, Michael Chang, Corey Wolkenberg, Wendy McVicker, Elizabeth Vouk, George Losse

**Pledge of Allegiance**

Chairperson Way asked everyone to stand for the Pledge of Allegiance.

### **Approval of Minutes – January 9, 2019**

Chairwoman Way asked for a motion to approve the Minutes of the January 9, 2019 meeting. Commissioner Pou made the motion and it was seconded by Commissioner Cassella. All were in favor, no opposed, three abstentions. The minutes were approved.

### **Chairperson Welcome**

Chairwoman Way welcomed everyone to the Complete Count Commission meeting. She explained that the task of getting the word out about the importance of the census was not only for the commissioners but for all New Jerseyans with respect to what it means in terms of services from federal funding and congressional representation. She thanked everyone for attending and partnering with the Commission.

Chairwoman Way announced that there were various speakers and called upon Dr. Steve Rose, President of Passaic County Community College for welcoming remarks.

### **Speaker Presentation and Q&A**

#### **Dr. Steven Rose, President of Passaic County Community College**

Well, welcome everyone. Thank you for being here. I think all of us in higher education understand what an important task you have in front of us. We have 55 colleges in New Jersey, the secretary did a wonderful job with voter registration this year, getting us going and organizing us. We are ready to jump in on this as well. You know, we touch probably 500,000 people at any given time in New Jersey with our 55 colleges, so use us and welcome.

#### **John Bartlett, Freeholder Director, Passaic County Board of Chosen Freeholders**

Freeholder Bartlett welcomed the commission and noted Passaic County's diverse makeup. He said that while the census and the questions it asks have changed since 1790, the importance of being counted is unchanged. "New Jersey's undercount a decade ago cost us a seat in the United States Congress, it cost Paterson the status a first class city, and it cost our county and state billions of dollars in funding for education, infrastructure, services and more, and we are determined not to be undercounted again."

Bartlett said the county has formed its own Complete Count Committee that also "reflects our deep and rich diversity."

#### **The Honorable Andre Sayegh, Mayor of the City of Paterson**

Mayor Sayegh said that Paterson takes the census very seriously, which is why it formed a Complete Count Committee. Mayor Sayegh noted that the committee was holding a pep rally on April 1, 2019 to mark one year until the 2020 census. He said he wants to engage students because "we have seen statistics that the hardest to count demographic group is children between zero and five."

He also noted that the city has developed a math book titled *We Count* that will both educate and inform students and parents about the census, and that Paterson also has a mascot called The Count. Mayor Sayegh noted that the 2010 census cost the area one Congressional seat and a class one city designation for Paterson.

Chairwoman Way recognized that Census Bureau, Deputy Director Mr. Ian Hull was in attendance and noted that he was an excellent resource with all things census.

Chairwoman Way introduced Terry Ann Lowenthal, for her presentation on public, private relationships and partnerships, community advocacy and the census as a whole.

Ms. Lowenthal, a nationally recognized expert on the U.S. Census provided a presentation on the importance of the census. A copy of the presentation is attached. (Attachment A) Following the presentation Chairwoman Way opened the floor to the Commission for questions.

- *Chairwoman Way's question:* maybe you can speak a little bit more about us being proactive in terms of the misinformation. I think I know this past election in November, the one threat that we dealt with on a repeated basis throughout the entirety of Election Day was the social media aspect and all of the misinformation. So I just want us to somehow make certain that we are guarded and guided as to all of the misinformation that could go out there.
- *Ms. Lowenthal's response:* there are discussion going on now between the Census Bureau and the social media companies, Facebook, Google, Twitter, and others, as well as with tech experts and the like. The only way to overcome that is to drown it out with the right information and that's going to take a lot of folks out there on social media. There are a lot of resources already available, not just from the Census Bureau but from national advocacy groups to you at the State level, to you at the local level, you don't have to reinvent the wheel. There is information out there, and just try to rely on it and then push it out, we can cover social media and other media, radio, local ethnic newspapers, very important, ethnic radio with the right information, I think the more we can drown out the wrong information. This is the beginning and part of a continuum of civic engagement, really starts with the census, it is the most inclusive of our civic engagement activities. Everybody gets to participate in the census and then after that we have redistricting, and then we go to voting and that's a smaller universe, but the census is one that involves everyone and then we start the continuum over again, so it's a good way also to lift up civic engagement I think.

With no further questions from the Commission, Chairwoman Way moved to the next item on the agenda.

#### **Public Comment**

Chairwoman Way asked for a motion to open the floor to public comment. Commissioner Lopez made the motion and it was seconded by Commissioner Clayton. All were in favor, no opposed, no abstentions.

Chairwoman Way opened the floor to public comment.

- Mary Chute, State Librarian of New Jersey (Attachment B)
- Sarah Frey, Civic Engagement Coordinator for the Palestinian American Community Center (Attachment C)
- Wendy McGuire, CEO of the Boys & Girls Clubs of Paterson and Passaic (Attachment D)
- Shiek Alfred Tard-El, Secretary General, Moorish Economic Cultural Representative Organization (MECRO) (Attachment E)
- Inga Spungen, Executive Director of the Paterson Alliance (Attachment F).
- Alana Vega, KIDS COUNT Coordinator at Advocates for Children New Jersey (ACNJ) (Attachment G)
- Amber Huq, representing the Bangladeshi American Women's Development Initiative (BAWDI) (Attachment H)
- Mr. Miguel Diaz, Co-Chair Passaic County Complete Count Committee (Attachment I)
- Ken Kidar from American Arab organization, founder and a chaplain for Paterson (Attachment J)
- Ruth Delgado, I am from Passaic and a member of Make the Road New Jersey (Attachment K)
- Patricia Williamson and I represent the New Jersey Institute for Social Justice (Attachment L)
- Manuel Persezza (ph) for the Center of Development in Essex County (Attachment M)

With no further comments from the public, Chairwoman Way asked for a motion to close the public comment portion of the meeting. Commissioner Cabana made the motion and it was seconded by Commissioner Cassella. All were in favor, no opposed, no abstentions.

#### **Upcoming Meetings**

##### **Resolution No. 2019-02 Approval of the Next Meeting, New Jersey Complete Count Commission**

Chairwoman Way asked for a motion to approve Resolution 2019-02 ("Approval of the Next Meeting of the New Jersey Complete Count Commission."). It was noted that the next meeting would be held on April 24, 2019, with the location to be announced at a later date. Commissioner Pou made the motion and it was seconded by Commissioner Cassella. Chairwoman Way asked for a vote. All were in favor, no opposed, no abstentions.

#### **Discussion**

Chairwoman Way opened the meeting for discussion among the Commissioners. The discussion is paraphrased and summarized below.

##### **Deputy Chief of Staff Lauren Zyriek**

Ms. Zyriek reported that the Commission members would be divided into three advisory committees - community advocacy, public private partnerships and education and intergovernmental affairs. She explained that the advisory committees are a great way to leverage networks and extend impact.

Ms. Zyriek noted that the committees should hold events and work with their communities. Each advisory committee should submit notes for the interim and final Complete Count Commission reports, which will be sent to the Governor, the legislature and the public. The notes should include a review of committee activities, areas of concern or recommendations for census outreach. The notes will then provide valuable information for the final report that is on track to be delivered by the statutory deadline in June.

Ms. Zyriek also reported that the Department of State and state agencies have also partnered with each agency identifying a census liaison to the Commission.

Lastly, Ms. Zyriek reported that the New Jersey Department of State and the Complete Count Commission were organizing an April 1<sup>st</sup> tour of New Jersey locations to bring attention to the importance of the census. The tour will highlight efforts of the state and local levels with the respect to complete count activities being performed.

The proposed tour stops with the local Complete Count Committees are Jersey City, Paterson, Perth Amboy, Newark and Mt. Holly.

Chairwoman Way thanked Ms. Zyriek and asked the Commissioners if there were any questions or comments in terms of the advisory committee and the April 1<sup>st</sup> kickoff events.

Commissioner Lopez noted that she heard a comment about the lack of resources, and that it was initially mentioned during the January meeting, with a reference that \$500,000 would be allocated towards the census which we all know is probably close to a cent per resident in New Jersey. She further noted that she understood that the Governor has allocated additional funds of \$2 million which would probably equate to potentially six or seven cents per resident in New Jersey. She explained that if the Commission is going to be effective with census outreach, there absolutely needs to be additional funding.

Commissioner Lopez further noted that legislation was submitted to appropriate an additional \$9 million. She urged every commissioner on the committee to please reach out to the Governor's Office and ask that the

appropriation be approved. She explained that the Commission can only be as successful as the funding that is provided.

Commissioner Lopez commented that she had a suggestion about the possibility of publicizing the census with PSAs and potentially working with utility companies to put notices on their customer's bills. She also announced that she and Middlesex County Freeholder Ron Rios will be co-chairing the Middlesex County Complete Count Commission.

Chairwoman Way thanked Commissioner Lopez for her comments. With no further comments from the Commission members regarding Ms. Zyriek's report, she introduced Eric Kipnis for a brief overview with respect to the outreach efforts for the census.

**Eric Kipnis, Manager of Constituent Relations**

Mr. Kipnis noted that he is working to build a grass roots outreach program and working to support the grass roots outreach programs taking place around the state. He explained that the effort involves working with community organizations, activist groups and schools. He stressed that local Complete Count Committees and social media campaigns will help spread the message as part of the Complete Count Commission Action Plan.

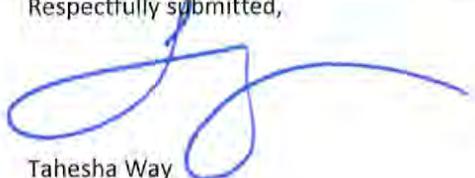
Mr. Kipnis said, "We will focus on capacity building. For those not familiar with the lingo of community organizing, that means finding people and identifying people and identifying groups who help and want to help. Also, the people who have already begun to form and are participating in Complete Count Committees in their communities."

Lastly, Mr. Kipnis noted that a Get-Out-The Census or GOTC or Get-Out-The Count effort, would also be used.

**Adjournment**

With no further questions or comments from the Commission members, Chairwoman Way asked for a motion to adjourn. Commissioner Siekerka made the motion and it was seconded by Commissioner DeNicola. All were in favor, no opposed, no abstentions. The meeting was adjourned at 7:19 p.m.

Respectfully submitted,



Tahesha Way  
Secretary of State  
Commission Chairperson

**CENSUS 2020 NJ COMPLETE COUNT COMMISSION**  
**Passaic County Community College**  
**March 21, 2019**

**Written Statement of**  
**Terri Ann Lowenthal**  
**Consultant (*all things census!*)**

Good afternoon, Secretary Way, Complete Count Commission members, and New Jersey residents. My name is Terri Ann Lowenthal; I grew up, and now live, in the equally great state of Connecticut. Thank you for inviting me to participate in this meeting of the 2020 Census New Jersey Complete Count Commission. I hope that my experience with census policy and operational issues will help you achieve the goal that all state's and communities share: a fair and accurate enumeration of your state's residents. I'm sure you have seen my full biography, so I will highlight only a few relevant activities to help you understand how I might be helpful. I was staff director, in the late 1980s and 1990s, of the U.S. House of Representatives subcommittee that oversaw the census and work of the Census Bureau and federal statistical agencies generally (among a few other issues).

Since I left Congress in 1995, I have been a nonpartisan consultant (formal and informal) to a wide range of census stakeholders, including the business sector, philanthropy, the civil rights community (broadly defined), state and local government associations and officials, and advocates for children, veterans, older Americans, affordable housing and health care, and pretty much everyone in between. I also was a member of President Obama's Transition Team, with responsibility for the Census Bureau and the federal statistical system generally. And I was appointed last month to Connecticut's 2020 Census Complete Count Committee.

I look forward to answering any questions you may have about the census and how your Commission can promote census participation by all New Jersey residents. But I will focus my brief remarks on two areas:

1. A high-level overview of the major challenges facing the 2020 Census; and
2. How New Jersey can partner with philanthropy to supplement the Census Bureau's own outreach and communications efforts.

### **I. "The perfect storm"**

The Census Bureau worked hard this decade to meet a congressional directive — unrealistic, in my opinion — to spend no more, or even less, on the 2020 Census than it did on the 2010 Census. But I am deeply concerned about the Census Bureau's ability to pull off a successful census — that is, one that counts *all communities equally well*.

I see a confluence of unprecedented factors — many out of the agency's control — that threaten to create *a perfect storm* in 2020, and thwart a good count.

**First**, there has been insufficient, uncertain, and frequently late annual funding throughout this 10-year census cycle. The budget constraints forced the Census Bureau to delay, cut back, or cancel important tests, including two of three planned dress rehearsal sites and all tests in rural areas. The risk of an unanticipated failure goes up when parts of the census design aren't fully tested in advance.

(It is worth noting that, while New Jersey is one of the nation's least rural states, five percent of the state's population lives in rural areas; New Jersey received more than \$150 million annually through six large federal rural assistance programs in Fiscal Year 2016.)

The final 2019 federal spending bill covering the Census Bureau, signed into law only weeks ago, contained some good news. Thanks to relentless advocacy from census stakeholders, the Bureau has roughly \$4 billion for 2020 Census preparations this fiscal year. That includes a carry-over of about \$1 billion from Fiscal Year 2018, bringing the total to more than \$1 billion over the president's proposed funding level.

Of particular note, Congress directed the Census Bureau to increase the partnership program staff, expand targeted communications, and establish Questionnaire Assistance Centers in hard-to-count communities during peak census operations. These Centers were not part of the bureau's 2020 plan, so national advocates have drafted recommendations they want the bureau to consider in locating and operating those centers with sworn census employees, in high traffic and easily accessible locations.

But the budget storm clouds have not lifted. The president's funding proposal for Fiscal Year (FY) 2020 is as alarming as it is puzzling. The president proposed \$6.2 billion in new funding for the entire Census Bureau, including \$5.3 billion in new funding for the 2020 Census, far below the \$7.58 billion I estimate the Census Bureau needs *for 2020 Census implementation alone*, to meet growing challenges and threats on many fronts.<sup>1</sup> Worse, the administration's budget proposal relies on a carry-over of about \$1 billion from the current fiscal year, suggesting that the Census Bureau will not spend the resources Congress made available to boost activities specifically designed to improve census accuracy in historically hard-to-enumerate communities. All I can say about the administration's request is: *head-scratching and insufficient!* We have our work cut out for us this year.

I think my estimate for 2020 Census funding is reasonable and responsible for two historical reasons:

- a. About half of the lifecycle cost of a decennial census is spent in the census year. The current 2020 Census lifecycle cost estimate is \$15.6 billion. So, \$7.6 billion – which would include a traditional contingency fund – is on par with that mark.

---

<sup>1</sup> I updated the numbers related to the president's FY 2020 budget request since I delivered my oral remarks before the Commission. At the time of the hearing, we only had access to high-level information about the request. The detailed budget information revealed an even bleaker and more puzzling shortfall in the proposed funding level; those details also allowed me to revise (modestly downward) my own original estimate of \$8 billion for adequate 2020 Census funding.

- b. Census year funding for the decennial census is at least twice the funding level for the fiscal year ending in "9." For 2019, the Census Bureau has about \$4 billion to spend on 2020 Census activities, including roughly \$1 billion carried forward from the 2018 appropriations bill.

**Second**, this will be the first high-tech census. No one disputes the importance of modernizing the census and encouraging internet response. But technology also brings cyber-security risks, real – such as phishing scams, hacking, and fake websites – and perceived. People are increasingly reluctant to enter personal information on-line, surveys show. Regrettably, disruptive disinformation campaigns also are likely.

Equally concerning is the digital divide, especially affecting rural areas, low-income households, and older Americans – all of which either lack or cannot afford reliable broadband access, or have lower rates of internet familiarity and use.

**Third**, there is a palpable *climate of fear* in some communities that could depress participation. Anti-immigrant rhetoric and visible federal enforcement activities have driven millions of people into the shadows – even people who are in the country legally but whose status might be uncertain, or who live in mixed status households. Yes, the strictest confidentiality laws on the federal books protect personal census responses. That information cannot be shared with any other government agency, court of law, or private entity, or used against an individual in any proceeding, for any purpose. But many people do not trust *this* administration's intentions, and they are skeptical that census responses can't be used to harm them or their families.

**Fourth**, the effects of adding an untested (and, we have learned through ongoing litigation, unnecessary) citizenship question to the 2020 Census at the 11<sup>th</sup> hour are unknown. I won't go into any depth on an issue that I'm sure you have discussed at previous hearings, but I'd be happy to answer any questions about it. What concerns me now is the cloud of uncertainty hanging over final

census preparations. While the Supreme Court will weigh in by summer, I urge Congress to exercise its constitutional authority over the census to remove the citizenship question through legislation as soon as practical.

**Finally**, the census will take place in the middle of a heated presidential campaign. The channels of communication that pierce our daily lives and consciousness, including television, radio, social media, and print publications, will be overwhelmed through winter and spring of 2020 with advertising tied to primaries across the country. It will be a challenge of the highest order for the Census Bureau to break through that chaos and noise with its own motivational campaign for the 2020 Census.

And then there is the tenor of next year's campaigns. If the president and other candidates make demonization of immigrants a core policy issue, the census — with or without a citizenship question — regrettably provides a framework for that sort of pitch to voters, given the enumeration's fundamental role in the distribution of political power.

It gives me no pleasure to say this, but I fear that the 2020 Census is becoming the next front in the administration's war on immigrants. That observation is not intended to be partisan. Rather, it reflects reality and focuses squarely on concerns about the integrity of the census process — the nation's largest peacetime mobilization. Let us hope that the president and all candidates for elected office next year understand how damaging a few ill-timed, ill-advised, or misinformed tweets, questioning the scope or progress of the census, will be for our democracy.

## **II. A Partnership with Philanthropy**

My assessment of the challenges facing the 2020 Census is sobering, but I do not want to conclude on a pessimistic note, because sitting this one out is not an option. Giving up is not an

option. Your efforts to engage, educate, and mobilize New Jersey's elected officials, faith leaders, service providers, educators, labor and business leaders, grassroots activists, and other trusted voices, illuminates your determination to address and overcome the many challenges to a fair and accurate census.

The state has an important role to play, and I urge you to put resources on the table to help trusted voices supplement and amplify national advertising with locally developed and targeted Get Out the Count (GOTC) campaigns. In Fiscal Year 2016, New Jersey received almost \$23 billion in census-guided federal assistance through 55 large census-guided programs alone (out of roughly 320 such programs).<sup>2</sup> That was more than \$2,500 per resident. The return on your investment will be substantial.

But you do not have to go it alone. Philanthropy has recognized that foundations and the communities they serve also have an enormous stake in a successful census. Funders have mobilized to support census outreach efforts in hard-to-count communities across the country. At the national level, funders have invested in shared informational resources, including:

1. The analyses of census-guided federal assistance programs I cited earlier;
2. An interactive digital Census 2020 Hard to Count Map,<sup>3</sup> created by the City University of New York Mapping Services, that can help you target Get Out the Count (GOTC) activities and monitor self-response rates in real time;
3. Fact sheets on the importance of an accurate census to various sectors (e.g. health care; education; business), key policy issues (such as federal appropriations), and major census operations; and

---

<sup>2</sup> Dr. Andrew Reamer, *Counting for Dollars 2020* analysis #5, "Distribution of Funding from 55 Large Census-guided Federal Programs by State," New Jersey table, GW University Institute of Public Policy, [https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars\\_NJ.pdf](https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_NJ.pdf)

<sup>3</sup> <https://www.censushardtcountmaps2020.us>

4. Research to evaluate effective messaging for communities of color, which supplements the Census Bureau's Census Barriers, Attitudes and Motivators Survey (CBAMS).

Using the national philanthropic framework for support, state and community-based funders are partnering with state and local governments and nonprofits to promote census participation, especially in vulnerable communities. The Council of New Jersey Grantmakers participates in the Funders Census Initiative,<sup>4</sup> which I advise, and The Fund for New Jersey created *Complete Count NJ* to foster an inclusive, integrated, and multi-layered state GOTC campaign. There are several successful models to fund effective outreach activities in communities most vulnerable to undercounting in the census, including a matching investment and grant program (for example, between the state, New Jersey foundations, and New Jersey nonprofits). Whatever model is right for you, there are numerous informational resources and experts available to help guide your work and bolster your chances of success.

Thank you again, Secretary Way, and Commission members for your hospitality and the opportunity to discuss such a critical issue with you and your constituents. We are all in this together, because the U.S. Constitution says so, and our democracy will be stronger for our collective efforts to ensure a census that is accurate in all communities.

---

<sup>4</sup> The Funders Census Initiative (FCI 2020) is a project of the Funders' Committee for Civic Participation, a nonpartisan, nonprofit philanthropy-serving organization. See <https://funderscommittee.org>

## Census 2020 New Jersey Complete Count Commission

Good evening. My name is Mary Chute and I am the State Librarian of New Jersey. In addition to copies of my testimony, I have brought along the American Library Association's publication *Libraries and the 2020 Census*.

New Jersey's 300 public libraries already serve as anchors of their communities.

- They provide residents of our state assistance in job seeking
- They provide entrepreneurs and startups the tools they need to succeed
- New Jersey's libraries offer programs to help boost literacy skills
- Our libraries help put people on the path to citizenship, and help them learn English
- They teach adults and children technology skills

Many of New Jersey's public libraries participated in Census 2010. They offered links to practice tests for those seeking jobs with the Census Bureau, to historical census data, and to the New Jersey State Data Center's 2010 Census information and guides. They also offered links to print resources featuring articles and books on how to understand census results. More than 6,000 public libraries across the country acted as official Census Bureau Outreach sites.

- Public libraries across the United States are planning to play an active role in the 2020 Census, both as sources of information about the importance of participating in the decennial census count, and as local community resources for people who would like to be counted but who may not have adequate internet access.
- The 2020 Census will be the first online census, but some parts of the country have poor internet access, raising the concern that it will be harder for households in these areas to be counted. But virtually all public libraries have public access computer terminals and free wi-fi, and can leverage this access for households that do not otherwise have easy access to the internet.
- Public libraries are ubiquitous. Close to 100% of the U.S. population lives within 5 miles of a library nationwide, and 73% of the population lives within 1 mile.
- Communities that are considered hard-to-count for census purposes and areas that have relatively poor internet access also have libraries nearby. Almost 99% of these neighborhoods (as represented by census tracts) are within 5 miles of a library, and almost three-quarters are within 1 mile of a library.

New Jersey's public libraries are well positioned to ensure that New Jersey's residents are accurately counted in the 2020 census.

**From: The Center for Urban Research, October 23, 2018**

<https://www.gc.cuny.edu/Page-Elements/Academics-Research-Centers-Initiatives/Centers-and-Institutes/Center-for-Urban-Research/CUR-research-initiatives/Public-Libraries-and-the-2020-Census>



# Libraries and the 2020 Census

## Vital Partners for a Complete Count

**T**he 2020 Census will have far-reaching impacts on political representation and government funding: ensuring a complete and accurate count is crucial. But the Census faces significant challenges. The 2020 Census will take place primarily online, even as many residents lack home internet access. Many people also are not aware of the importance of the Census and how it will affect their lives or may have online privacy or security concerns.

America's libraries are ideal partners to help address these challenges. Libraries are trusted institutions and experienced collaborators—providing information, technology, and training resources to enable Americans to connect with government for many purposes. With a convenient presence in communities across the country, from inner-city neighborhoods to remote tribal lands, libraries can help Census stakeholders reach the full range of audiences. **State and local policymakers, the Census Bureau, Congress, foundations, and other stakeholders should partner with libraries as they work to ensure a successful 2020 Census.**

Libraries are essential, trusted partners in achieving a complete count in the 2020 Census. Libraries:

Deliver information about the Census and host community outreach activities.

Provide internet access and enable respondents to complete the Census form online.

Serve as trusted messengers, including in hard-to-count communities.

Train data users and provide access to Census statistics for businesses and community members.

### Partners for Civic Success

Libraries often work with public agencies to achieve community priorities. Library staff connect people with the information they need to access government services and benefits, complete online forms, and engage with civic issues. For instance, library ▶



New York Public Library's Chatham Square branch during the 2010 Census  
PHOTO CREDIT: RONG XIAOQING VIA FEET IN 2 WORLDS

partnerships help people apply for veterans' benefits, complete tax forms, understand health insurance options, and prepare to become U.S. citizens. By partnering with libraries, agencies can extend their reach for only modest incremental costs.

Libraries have similarly served as partners for the Census in previous counts. In the 2010 Census, libraries hosted more than 6,000 official Census Bureau outreach sites. Additionally, many libraries hosted community activities, such as an event organized by Asian-American community groups in the New York Public Library's Chatham Square branch, located in Chinatown.

With nearly 17,000 physical locations, public libraries can facilitate the work of Census stakeholders. For instance, the Grand Island (NE) Public Library hosted a 2020 Census planning meeting for local government leaders with the Census Bureau and the Nebraska State Data Center. In Rhode Island,

the Pawtucket Public Library and several others hosted Census Bureau recruitment events for workers in the 2018 Census test. As the Census Bureau expects to hire and train more than 500,000 temporary workers for the 2020 Census, libraries will provide flexible workspaces and connect workers with online job applications and training.

### Connecting America to the First Online Census

More than 24 million Americans do not have high-speed internet at home, according to the Federal Communications Commission. Older adults, rural residents, racial minorities, and those with lower levels of education and income are less likely to have home broadband. America's libraries are the leading source of no-fee public access to the internet, Wi-Fi, computers and other devices, and technology training.

With the response to the 2020 Census designed to take place primarily online, libraries can bridge the digital divide and support a more complete count. For instance, during the Census test in Rhode Island, Providence Community Library branches raised awareness

of the survey and provided computers for Census respondents to use.

### Reaching Hard-to-Count Communities

Providing accurate information that is relevant to different users' needs is a central mission of libraries. Every day, libraries provide information to diverse groups of people, including geographic and demographic communities that are considered hard to count in the Census. Libraries can leverage this experience and wide community engagement to serve as trusted messengers of information about participating in the 2020 Census.

Libraries have an extensive geographic presence in the communities that are at greatest risk of being undercounted in 2020. According to a recent analysis from the Graduate Center of the City University of New York, a public library is located within five miles

**"At the heart of every community that seeks to achieve a complete count, there is a trusted and valuable resource: the library. The Census Bureau should fully utilize libraries to fulfill its constitutional obligation of counting everyone."**

—SENATOR JACK REED (RI)

**6,000+** LIBRARIES  
HOSTED CENSUS BUREAU  
OUTREACH SITES IN 2010.

**99% OF HARD-TO-COUNT CENSUS TRACTS HAVE A PUBLIC LIBRARY LOCATED WITHIN FIVE MILES.**

of 99% of the hard-to-count Census tracts identified with the lowest response rates in 2010—and 79% of the time, a library is within a single mile.

Libraries serve people of all ages and backgrounds and are well-positioned to reach some demographic groups that are at heightened risk of being undercounted in the Census. Children younger than 5 years old, for instance, are the most undercounted age group. The Annie E. Casey Foundation recommends libraries as a trusted messenger of information about Census participation to parents and guardians.

American Indians and Alaska Natives also are historically undercounted. Tribal leaders consulted by the Census Bureau recommended libraries as a communication channel to provide information about the Census to tribal citizens.

Through partnerships with Complete Count Committees and other community efforts, libraries can deliver accurate information about the importance of Census participation, options for responding, confidentiality and data security, and other topics critical to enabling a fair and inclusive count.

### Using Census Data to Inform Communities

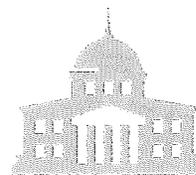
Libraries' involvement with the Census and its data will continue well after 2020. As information experts, library staff provide access to statistical information compiled by the Census Bureau. Libraries work with businesses, government agencies, community organizations, and students in using Census data to better understand their communities. For example:

**The Chelsea (MI) District Library** offered courses for local businesses on using Census data to research markets and locate workers.

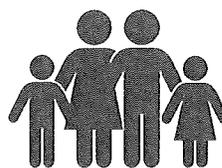


Librarians from **Rutgers University in Newark (NJ)** teach entrepreneurs how to use Census data for business planning through workshops for the Small Business Development Center.

**The Hannibal (MO) Free Public Library** partnered with the city finance department to utilize Census data in the city's efforts to encourage investment on the South Side of Hannibal.



**The University of California, Berkeley Libraries** provided a workshop and online guide to enable Contra Costa County's Children & Families Commission to use Census data when updating its strategic plan.



### The Palm Beach County (FL)

**Library System** provided Census statistics about grandparents raising grandchildren that a local non-profit organization, Families First of Palm Beach County, used in a successful grant application.

**The Drexel University Libraries in Philadelphia (PA)** partner with the Dornsife School of Public Health to train graduate students on using Census data in community health assessments.



## TAKEAWAYS FOR DECISION MAKERS

America's libraries are well-positioned to support a complete and accurate count in the 2020 Census. Decision makers should:

- Invite local libraries to participate on Complete Count Committees and related activities
- Partner with libraries to assist local residents in applying and training for Census jobs
- Host community meetings and outreach activities in libraries
- Provide resources so libraries can meet technology needs for online Census response
- Promote library services that provide access to Census data and training for data users

# ABOUT AMERICA'S LIBRARIES



**T**he 120,000 libraries across the United States are a powerful force in addressing public policy priorities. Libraries advance Education, Employment, Entrepreneurship, Empowerment, and Engagement for Everyone, Everywhere—The E's of Libraries®.

Libraries serve America's cities, towns, counties, and states; on school and college campuses; on military bases; in hospitals, government agencies, corporations, and other institutions. Library professionals provide diverse programs, services and resources tailored to community needs.

The American Library Association (ALA) is the foremost national organization providing resources to inspire library and information professionals to transform their communities through essential programs and services, with more than 57,000 members. The ALA Annual Conference, held in June, typically attracts over 20,000 participants. ALA maintains a Washington Office to engage federal and national decision makers and influencers.

For further information about this publication, contact  
Gavin Baker ([gbaker@alawash.org](mailto:gbaker@alawash.org)) or  
Larra Clark ([lclark@alawash.org](mailto:lclark@alawash.org)), 202-628-8410.

Published October 2018. © 2018 American Library Association.  
This work is licensed under a Creative Commons Attribution  
License, available at [creativecommons.org/licenses/by/3.0/](http://creativecommons.org/licenses/by/3.0/). © ①

**ALA** American  
Library  
Association



**Palestinian American Community Center**  
**388 Lakeview Avenue**  
**Clifton, New Jersey 07011**  
**(973) 253-6145**

*NJ Complete Count Commission Testimony 21 March 2019*

Good evening, my name is Sarah Frey, I am the Civic Engagement Coordinator for the Palestinian American Community Center in Clifton, NJ. Our center provides English and Arabic classes for children and adults, as well as tutoring, holds supply drives, community education events, and provides and refers our members to much needed services in the community. I am here today to make sure that not only members of our Community Center, but the larger Arab community in Passaic County has the opportunity to be counted in the 2020 Census.

As you know, the threat of the citizenship question on the census strikes fear in the hearts of many in our community, even if they are United States Citizens. Discrimination against Arab and Muslim Americans is a pervasive issue which will take a great deal of time and outreach to bridge. Whether the citizenship question passes or not, we will need to launch a large-scale education campaign to let people know that the census is safe, normal, and necessary.

The allocation of an additional nine million dollars in funding for census outreach is crucial to our community being represented fairly. Many members of our community do not speak or read English, and many who do are not comfortable conversing in English, or with people with whom they are unfamiliar and have no relationship of trust. This funding would provide for translations of the census materials, as well as for Arabic speaking census takers.

There is no field included in the census race/ethnicity question for Arabs or South Asians, so we need to do everything we can to make sure our communities are represented in the ways currently available to us.

As our Center is located in Clifton on Lakeview Avenue, many of our members live in hard-to count areas, and represent historically undercounted populations, such as children under five years of age. The PACC staff and I will be working closely with the NJ Complete Count Commission and other organizations devoted to pooling our resources to make sure 100% of New Jersey residents are counted.

I urge this committee to support NJ Senate bill S3478, and Assembly bill A5056, and we at the PACC will do our part to engage our community at the grassroots level, and work with local and statewide coalitions devoted to "getting out the count."

Thank you for your time.

**New Jersey Complete Count Commission and Census 2020**

**Public Meeting**

**March 21, 2019 at 5:30 pm**

Passaic County Community College  
Auditorium - Founder's Hall  
1 College Boulevard  
Paterson, NJ 07505

Good Evening, my name is Wendy McGuire. I am the CEO of the Boys & Girls Clubs of Paterson and Passaic. I am here on behalf of the New Jersey Alliance of Boys & Girls Clubs. First, I want to commend Secretary Way for her leadership on this important issue and I want to thank members of this board for allowing me to speak tonight.

The New Jersey Alliance of Boys & Girls Clubs, representing 74 clubs in 28 cities and serving 66,000 youth are uniquely qualified to assist in this census process. We have the privilege of serving population in under counted urban areas and the ability to touch populations that others cannot.

Both nationally and in New Jersey, civic engagement is an important aspect of the Boys & Girls Clubs. Participation in the electoral process and increasing interaction with government among the families we serve is important.

The Clubs are a safe place for children and their families to come after school and during the summer. Generally, the Clubs serve as an anchor in a community. The relationship the Clubs have with their families are based on trust, and long-term consistency. Such a relationship would serve a purpose in helping to help gather the appropriate data in under counted communities.

As the Department of State, this Commission and others involved in the process create outreach plans, it is our hope that the New Jersey Alliance of Boys & Girls Clubs and similar community-based organizations are involved in this process.

Again, thank you for allowing me the opportunity to speak tonight. My hope is that this is just the start of the New Jersey Alliance of Boys & Girls Clubs involvement in this important process.

**E**

**MARCH 21, 2019**

**Testimony for NJ Complete Count Commission Hearing  
Moorish Economic and Cultural Representatives Organization**

**The Honorable Tahesha Way  
Secretary of State of New Jersey  
State of New Jersey, Department of State  
20 West State Street, Fourth Floor  
P.O. Box 300  
Trenton, NJ 08625**

**Re: New Jersey Complete Count Commission**

**I. GREETINGS - SALUTATIONS**

- A. Introduction of The Moorish Economic and Cultural Representatives Organization*
- B. MECRO's Advocacy*
- C. MECRO's Objective*
- D. MECRO Submits Testimony*
- E. A Just and Accurate Count*

**II. VIRTUAL REPRESENTATION**

- A. The Current Policy and Standards*
- B. The Undercount and Improper Enumeration*
- C. The Inclusion of Names That Delude from Slavery*
- D. Those Who Fail to Recognize*

**III. RESOURCES**

- A. New Jersey Complete Count Commission*
- B. Communities Across New Jersey*
- C. MECRO'S Commitment*

**IV. STATE FUNDING REQUEST**

- A. MECRO Wants to Be Sure*
- B. The Census 2020 New Jersey Coalition*
- C. MECRO, Therefore, Request That...*
- D. Here at This NJ Complete Count Commission Meeting*

**V. THINK THIS OVER**

**MECRO  
P.O. BOX 3182  
PRINCETON, NEW JERSEY 08543  
202.559.3940  
sa.tardel@moabembassy.org**

MARCH 21, 2019

**The Honorable Tahesha Way  
Secretary of State of New Jersey  
State of New Jersey, Department of State  
20 West State Street, Fourth Floor  
P.O. Box 300  
Trenton, NJ 08625**

**Re: New Jersey Complete Count Commission**

**Peace and Greetings, Chairwoman Way and Esteemed Members of the New Jersey Complete Count Commission:**

***I am Sheik Alfred Tard-El***, the Secretary General at the Moorish Economic and Cultural Representatives Organization (“MECRO”). MECRO is a Private Interest Group that encourages Moorish American residents to uplift fallen humanity by teaching our people their nationality and their divine creed that they may know that they are a part and a partial of this said government, and know that they are not Negroes, Colored Folks, Black People, or Ethiopians, because these names were given to slaves by slaveholders in 1779 and lasted until 1865 during the time of slavery.

***MECRO advocates for*** the fair and balanced interpretation and application of the free national constitutional law that was enforced since 1774, which declared all men equal and free, and if all men are declared by the free national constitution to be free and equal since that constitution has never been changed, there is no need for the application of the 14th and 15th Amendments for the salvation of our people and citizens.

***MECRO is working to ensure*** that Moorish Americans and citizens of New Jersey can cast a free national ballot at the polls under the free national constitution of the States Government and not under a granted privilege as has been the existing condition for many generations.

***WE respectfully submit*** this testimony in support of the establishment of this Commission, and to request a collaborative partnership, to reach the shared goal of counting EVERYONE in the 2020 Census.

***A just and accurate count*** in the 2020 Census is vital to ensure that Moorish communities throughout New Jersey, especially those in hard-to-count areas, receive the aid and representation that they deserve. Census population data determine New Jersey’s representation in Congress and inform where voting district lines are drawn, the enforcement of civil rights laws, and how much federal funding states and localities receive for education, healthcare and infrastructure.

Testimony for NJ Complete Count Commission Hearing  
Moorish Economic and Cultural Representatives Organization

### **Virtual Representation**

***The current policy and standards*** for the 2020 Census is inadequate and guarantees to result in undercounted populations, misrepresented race classes, and a loss of state funding and influence.

***The undercount and improper enumeration*** of the race class for New Jersey's population is the most direct result of the loss of state funding and influence for New Jersey's representation in Congress.

***The inclusion of names that delude from slavery***, such as Negro, Colored, Black or African American should be viewed as equally shameful as the citizenship question. These names have never been recognized by any true American citizen of this day. To include such names consequently continues the disenfranchisement and inevitable de-facto re-enslavement of the people who cling to those names.

***Those who fail to recognize*** the free national name of their constitutional government are classed as undesirables and are subject to all inferior names and abuses and mistreatments that the citizens care to bestow upon them.

### **Resources**

***New Jersey Complete Count Commission*** knows New Jersey can't afford a sloppy census. Historically, New Jersey has made only minimal efforts to have its residents counted. The critical component of achieving a fair and full count in the 2020 Census is for New Jersey to invest in the accurate enumeration of its Moorish inhabitants and citizens.

***Communities across New Jersey*** rely on Census-funded programs for essential government programs and services. New Jersey could see an increase in federal funding for these programs with an accurate census count in 2020, aiding families and communities all across the state.

***The Moorish Economic and Cultural Representatives Organization (MECRO)***, is committed to working with Secretary Way and this Commission to overcome these obstacles of undercounted populations, misrepresented race classes, and the loss of state funding and influence. We are assembling under a social compact and is committed to an accurate census count, particularly with regard to hard to count neighborhoods, such as Trenton, New Brunswick, Newark, Atlantic City, Orange, and Irvington. These cities, as well as the entire counties of Essex, Hudson, and Camden, are the focus areas of our advocacy.

**State Funding Request**

**MECRO wants to be sure** that New Jersey will accurately count its Moorish inhabitants. Unfortunately, only \$500,000 has been allocated in the Fiscal Year 2019 state budget to support the 2020 Census effort to count New Jersey's 9 million residents or .05 per person. By comparison, the New Jersey 2010 Census estimates that of the 9 million residents, 20% or 1.8 million were reported as Negro, Black or African American. MECRO estimates that 25% or 450,000 of those 1.8 million residents have origins in the original peoples of North Africa. These are the Moorish people who indicate their race as "White" or report an entry as "Moroccan". Historically, the census standard was to report all dark complexion people as "Non-White" and record such entries as Slave, Negro, Colored, Mulatto, Indian, and in these modern times Black or African American.

**The Census 2020 New Jersey Coalition** has requested that Governor Phil Murphy and the state legislature dedicate \$9 million to support New Jersey's 2020 Census outreach, which amounts to \$1.00 per New Jersey resident. MECRO, along with its affiliate organizations are prepared to subsidize up to \$250k or \$0.50 per Moorish Inhabitant to be counted in the New Jersey 2020 Census.

**MECRO, therefore, request that** New Jersey Complete Count Commission and the state legislature appropriate a matching fund of \$250k or \$0.50 per Moorish Inhabitant to MECRO for the Meritorious Services that are critical to support public education, materials development, community outreach, coalition building, and communications necessary to help ensure a complete 2020 Census count.

**Here at this NJ Complete Count Commission meeting,** we are inspired to join you in supporting the effort to secure the \$9 million to help ensure a complete 2020 Census count in New Jersey. We will also need supporters in the state legislature who will co-sponsor this 2020 Census community-based organization funding request. We look forward to continuing this conversation and partnering with you under Love, Truth, Peace, Freedom, and Justice to make sure that everyone, particularly the most vulnerable among us, is counted in New Jersey's 2020 Census.

**THINK THIS OVER**

What's the difference between being counted as White or Black or African American? It's the rights, privileges and immunities guaranteed under the law of the free national constitution. Law governs all events. White or Black or African American denotes status and not that of people who are literally white or black colors. I come in Peace, and I leave in Peace.

Testimony for NJ Complete Count Commission Hearing  
Moorish Economic and Cultural Representatives Organization

**BUDGET**

**Community Based Organization (CBO) – Census Outreach**  
**For the counting of Moorish Inhabitants who report entries as White or Moroccan**  
**Maximum Count and Allowance – 500,000 Moorish Inhabitants**

<b><i>Census Outreach Activity</i></b>	<b><i>Subsidized Cost In-Kind Value (\$), (%)</i></b>	<b><i>New Jersey Complete Count Commission Matching Allowance (\$), (%)</i></b>	<b><i>Projected Count of Hard to Count Residents (1.00 per resident)</i></b>
Door-to-door canvassing	50,000 (10%)	50,000 (10%)	100,000
Communications	50,000 (10%)	50,000 (10%)	100,000
Train-the-trainers	37,500 (7.5%)	37,500 (7.5%)	75,000
Phone banking	25,000 (5%)	25,000 (5%)	50,000
Materials development and dissemination	50,000 (10%)	50,000 (10%)	100,000
Administrative overhead	37,500 (7.5%)	37,500 (7.5%)	75,000
<b>TOTAL</b>	<b>250,000 (50%)</b>	<b>250,000 (50%)</b>	<b>500,000</b>

# Race

**Sources:** U.S. Census Bureau, Population Estimates Program (PEP). Updated annually. Population and Housing Unit Estimates

U.S. Census Bureau, American Community Survey (ACS). Updated annually. American Community Survey

## About

The Race estimates of the population are produced for the United States, states, and counties by the Population Estimates Program and the race estimates of the population are produced for Puerto Rico, municipios (county-equivalents for Puerto Rico), places, zona urbanas and comunidades (place-equivalents for Puerto Rico), and minor civil divisions by the American Community Survey.

The U.S. Census Bureau collects race data in accordance with guidelines provided by the U.S. Office of Management and Budget (OMB), and these data are based on self-identification. The racial categories included in the census questionnaire generally reflect a social definition of race recognized in this country and not an attempt to define race biologically, anthropologically, or genetically. In addition, it is recognized that the categories of the race item include racial and national origin or sociocultural groups. People may choose to report more than one race to indicate their racial mixture, such as "American Indian" and "White." People who identify their origin as Hispanic, Latino, or Spanish may be of any race.

OMB requires that race data be collected for a minimum of five groups: White, Black or African American, American Indian or Alaska Native, Asian, and Native Hawaiian or Other Pacific Islander. OMB permits the Census Bureau to also use a sixth category - Some Other Race. Respondents may report more than one race.

**The concept of race is separate from the concept of Hispanic origin.** Percentages for the various race categories add to 100 percent, and should not be combined with the percent Hispanic.

## Definition

**White.** A person having origins in any of the original peoples of Europe, the Middle East, or North Africa. It includes people who indicate their race as "White" or report entries such as Irish, German, Italian, Lebanese, Arab, Moroccan, or Caucasian.

**Black or African American.** A person having origins in any of the Black racial groups of Africa. It includes people who indicate their race as "Black or African American," or report entries such as African American, Kenyan, Nigerian, or Haitian.

**American Indian and Alaska Native.** A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment. This category includes people who indicate their race as "American Indian or Alaska Native" or report entries such as Navajo, Blackfeet, Inupiat, Yup'ik, or Central American Indian groups or South American Indian groups.

**Asian.** A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam. This includes people who reported detailed Asian responses such as: "Asian Indian," "Chinese," "Filipino," "Korean," "Japanese," "Vietnamese," and "Other Asian" or provide other detailed Asian responses.

**Native Hawaiian and Other Pacific Islander.** A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands. It includes people who reported their race as "Fijian," "Guamanian or Chamorro," "Marshallese," "Native Hawaiian," "Samoan," "Tongan," and "Other Pacific Islander" or provide other detailed Pacific Islander responses.

**Two or more races.** People may choose to provide two or more races either by checking two or more race response check boxes, by providing multiple responses, or by some combination of check boxes and other responses. For data product purposes, "Two or More Races" refers to combinations of two or more of the following race categories: "White," "Black or African American," "American Indian or Alaska Native," "Asian," "Native Hawaiian or Other Pacific Islander," or "Some Other Race"

**Data users should be aware of methodology differences that may exist between different data sources.**

Methodology for U.S. and Puerto Rico

**RESOLUTION for A New Jersey Committee on Moorish American Community Affairs**

**WHEREAS**, it is imperative that all citizens be treated fairly and have equal opportunity and access to State government and services, and that the rights of all citizens be protected; and

**WHEREAS**, in light of concerns highlighted by representatives of the Moorish American Society, it is important to engage in a thorough examination of certain aspects of the current status of the Moorish American Society as well as the greater Moorish American community in New Jersey; and

**WHEREAS**, this examination is an important component in ensuring that the rights of New Jersey citizens of the Moorish American community are protected; and

**WHEREAS**, an examination of the areas of education, employment, civil rights, fair housing, environmental protection, health care, infrastructure, and equal opportunity for Moorish Americans shall be the primary focus of this review; and

**WHEREAS**, a study of this nature will benefit from the input of individuals drawn from a wide variety of walks of life who possess the expertise, experience, cultural sensitivity, and skills necessary to evaluate the status of the Moorish American community in New Jersey as described herein;

**NOW, THEREFORE, I, PHILLIP MURPHY**, Governor of the State of New Jersey, by virtue of the authority vested in me by the Constitution and by the Statutes of this State, do hereby ORDER and DIRECT:

1. There is hereby established the New Jersey Committee on Moorish American Community Affairs, pursuant to Art. V, Sec. IV, par. 1 of the New Jersey Constitution.
2. This Committee shall evaluate the current social and economic condition of Moorish Americans in New Jersey, namely civil rights issues and the community's access to education, fair housing, infrastructure, employment, and health care.

MECRO  
P.O. BOX 3182  
PRINCETON, NEW JERSEY 08543  
202.559.3940  
sa.tardel@moabembassy.org

3. In the execution of its duties to undertake this study, the Committee shall:
  - a. Conduct public hearings and take testimony from community groups and others regarding the concerns and grievances of the Moorish American community;
  - b. Identify those areas requiring further study and investigation based upon the testimony provided during the hearings; and
  - c. Issue a report to the Governor detailing the hearings, the Committee's findings, and its recommendations of ways the State may assist in furthering fair treatment and equal opportunity to the Moorish American community.
4. The Committee shall be composed of six (6) individuals with expertise in the following areas: civil rights, health, the environment, Moorish affairs, housing, labor, education, and law enforcement. In addition, the Secretary of State or her designee and the Chair of the Moorish Economic and Cultural Representatives Organization (MECRO) or his designee shall serve as non-voting, ex-officio members of the Committee.
5. All members of the Committee shall be appointed by the Governor and shall serve at his pleasure. The Governor shall select a chair who will serve at the Governor's pleasure.
6. The Committee is authorized to call upon any department, office, or agency of State government to provide such information, resources, or other assistance deemed necessary to discharge its responsibilities under this Order. Each department, officer, division, and agency of this State is hereby required to cooperate with the Committee and to furnish it with such information, personnel and assistance as is necessary to accomplish the purposes of this Order.

In particular, the Office of the Governor, the Department of Community Affairs, the Department of Environmental Protection, the Department of Education, the Department of Health and Senior Services, the Department of Law and Public Safety, and the Moorish Economic and Cultural Representatives Organization (MECRO) shall be available to the Committee upon request.

**MECRO**  
**P.O. BOX 3182**  
**PRINCETON, NEW JERSEY 08543**  
**202.559.3940**  
**sa.tardel@moabembassy.org**

*Prepared By:*  
*Moorish Economic and Cultural Representatives Organization*

7. The Committee shall organize and meet as soon as practicable after the appointment of a majority of its members.
8. The Committee may consult with experts or other knowledgeable individuals in the public or private sector on any aspect of its mission.
9. The Committee shall establish a schedule of meetings and report periodically to the Governor on its activities and recommendations. An initial report to the Governor shall be submitted within six months from the date of the first meeting and a final report as soon as practicable thereafter.
10. The Committee shall expire 30 days from the issuance of its final report and recommendations to the Governor.
11. This Order shall take effect immediately.

**GIVEN**, under my hand and seal this 5th day of April Two Thousand and Six, and of the Independence of the United States, the Two Hundred and Forty-Fourth.

**GOVERNOR**

MECRO  
P.O. BOX 3182  
PRINCETON, NEW JERSEY 08543  
202.559.3940  
sa.tardel@moabembassy.org

**RESOLUTION FOR A NEW JERSEY MOORISH AMERICAN HERITAGE COMMISSION**

**WHEREAS**, Moorish Americans are of Moorish ancestry representing a highly diverse group, in ancestral country of origin, religion, and historic identity, which also shares a common quality of character, Nobility and cultural heritage; and

**WHEREAS**, New Jersey is home to 450,000 Americans of Moorish ancestry and is one of five states, along with Illinois, New York, Pennsylvania and Maryland, where, collectively, almost half of all Americans of Moorish ancestry reside, and the counties of Essex, Mercer, Monmouth, Burlington and Camden have a high concentration of Americans of Moorish ancestry; and

**WHEREAS**, Americans of Moorish ancestry contribute to the economic, social, cultural, and civic vitality of the State and the nation; and

**WHEREAS**, people of Moorish descent have journeyed or were transported to the United States for many generations; children have been subject to bullying, harassment, and bias in schools; and adults have been subject to discrimination, hate crimes, and other hostilities in employment, housing, and places of public accommodation; and

**WHEREAS**, it is imperative that all citizens be treated fairly, with dignity, respect, and tolerance, and that the rights of all citizens be protected; and

**WHEREAS**, dissemination of knowledge of the heritage, culture, and history of Moorish and Americans of Moorish ancestry is important to the State of New Jersey; and

**WHEREAS**, it is necessary and proper to educate the citizens of New Jersey about the heritage, culture, and history of Moorish Americans of Moorish ancestry;

**NOW, THEREFORE, I, PHILIP MURPHY**, Governor of the State of New Jersey, by virtue of the authority vested in me by the Constitution and by the Statutes of this State, do hereby ORDER and DIRECT:

1. There is hereby established, in the Department of State, the New Jersey Moorish-American Heritage Commission ("The Commission").
2. The Commission shall be composed of twenty-five (25) members. The following officials, or their designees, shall serve on the Commission, ex officio, and with a vote: The Secretary of State; the Commissioner of the Department of Education; the Attorney General; the Director of the Division on Civil Rights; the President of the State Board of Education; the Chair, Governor's Ethnic Advisory Council; and the Chair, New Jersey Human Relations Council.

MECRO  
P.O. BOX 3182  
PRINCETON, NEW JERSEY 08543  
202.559.3940  
sa.tardel@moabembassy.org

3. The Commission shall also consist of one public member appointed by the Governor upon the recommendation of the President of the Senate, one public member appointed by the Governor upon the recommendation of the Speaker of the General Assembly, and sixteen (16) public members appointed by the Governor. The Governor shall select a chair and the members shall elect annually from among their members a vice-chair.
4. The public members shall be residents of the State, chosen with due regard for geographic representation, diversity, education, knowledge, experience, and academic post-graduate level degrees related to the heritage, culture, and history of Moorish and Americans of Moorish ancestry.
5. The Governor shall appoint each public member for a term of three years, except that of the public members first appointed, one-third shall be appointed to a three-year term, one-third shall be appointed to a two-year term, and one-third shall be appointed to a one-year term. Public members shall serve until their successors are appointed and qualified, and any vacancy in the membership of the committee shall be filled for the unexpired term in the manner provided for the original appointment. Public members of the Commission shall serve without compensation.
6. The Commission shall meet as soon as practical after the chair and a majority of the members have been appointed. The presence of a majority of the authorized membership of the Commission shall constitute a quorum and shall be required for the conduct of official business.
7. The responsibilities and duties of the Commission are as follows:
  - a. To recognize, study, and share information on Moorish heritage, culture, and history;
  - b. To coordinate events observing the heritage, culture, and history of Americans of Moorish ancestry, including an annual Moorish Heritage Month in July of each year.
  - c. To provide expertise to and to collaborate with the Department of Education to continue to develop content and curriculum guides on the heritage, culture, and history of Americans of Moorish ancestry in the State's Core Curriculum Content Standards in Social Studies;

**MECRO**  
**P.O. BOX 3182**  
**PRINCETON, NEW JERSEY 08543**  
**202.559.3940**  
**sa.tardel@moabembassy.org**

- d. To study and report on programs to promote tolerance and respect for all of the citizens of this State; and
  - e. To coordinate events with the Department of State observing the heritage, culture, and history of Americans of Moorish ancestry.
8. The Department of Education shall assist the Commission in the dissemination to educators, administrators, and public-school districts in the State educational information and other materials on Moorish culture and the contributions of Americans of Moorish ancestry to society. Such information and materials also shall be made available to non-public schools.
9. The Commission is authorized to raise funds, through direct solicitation or other fundraising events, alone or with other groups, and accept gifts, grants and bequests from individuals, corporations, foundations, governmental agencies, public and private organizations and institutions, to defray the Commission's administrative expenses and carry out its purposes as set forth in this Executive Order.
10. The Commission is authorized to call on any department, office, division, or agency of State government to provide such information, resources, or other assistance deemed necessary to discharge its responsibilities under this Order. Each department, office, division, and agency of this State, to the extent not inconsistent with law, is hereby required to cooperate with the Commission and to furnish it with such information and assistance as is necessary to accomplish the purposes of this Order. The Commission may consult with experts or other knowledgeable individuals in the public or private sector on any aspect of its mission.
11. The Commission shall establish a schedule of meetings and report periodically to the Governor on its activities and recommendations. An initial report to the Governor shall be submitted within six months from the date of the first meeting and annually thereafter.
12. This Order shall take effect immediately.

**GIVEN**, under my hand and seal this 5th day of October Two Thousand and Nineteen, and of the Independence of the United States, the Two Hundred and Forty-Four.

**GOVERNOR**

MECRO  
P.O. BOX 3182  
PRINCETON, NEW JERSEY 08543  
202.559.3940  
sa.tardel@moabembassy.org

**RESOLUTION No. 75**

Mr. WITKIN, Mr. Speaker, I desire at this time to call up Resolution No. 75, Printer's No. 1034.

**The Resolution was read by the Clerk as follows:**

In the House of Representatives, April 17, 1933.

Many sons and daughters of that proud and handsome race which inspired the architecture of Northern Africa and carried into Spain the influence of its artistic temperaments have become citizens of this Nation.

In the City of Philadelphia there exists a Moorish-American Society made up of Moors who have found here the end of their quest for a home and of the children of those who journeyed here from the plains of Morocco.

This Society has done much to bring about a thorough absorption by these people of those principles which are necessary to make them good American citizens. These Moorish-Americans have since being here missed the use of the titles and name annexations that were so familiar at home and which are used in accordance with the doctrines of the religious faith to which they are adherents therefore be it, Resolved That this House commends the Moorish - American Society of Philadelphia for the efficient service it has rendered the Nation in bringing about a speedy and thorough Americanization of these former Moors and that in accordance with the fullest right of religious independence guaranteed every citizen we recognize also the right of these people to use the name affixes El or Ali or Bey or any other prefix or suffix to which they have heretofore been accustomed to use or which they may hereafter acquire the right to use.

On the question, **Will the House Adopt the resolution?**

**It was Adopted May 4, 1933**

# PROCLAMATION

Philadelphia flourishes with the diversity of our citizens, many of whom have traveled from distant points across the globe to call our welcoming City home. Philadelphia, the United States' first designated World Heritage City, is enriched by the infusion of culture, art, traditions, skills, and family and human values that immigrant populations have contributed to the character, vitality, and development of our neighborhoods and communities.

The City of Philadelphia is the proud home of people of Moorish heritage who trace their ancestry to the kingdoms of Northwest and Southwest Africa including present day Tripoli, Tunis, Algiers, and Morocco.

The Kingdom of Morocco remains a sovereign state with a constitutional monarchy located in the Maghreb region of North Africa. Currently the home to a population of over 33.8 million, Morocco has a unique history of independence compared to surrounding nations and was the only North African country to avoid the sweeping Ottoman occupation. In 1912, Morocco was split into French and Spanish protectorates but achieved independence from France in March of 1956 and from Spain in April of that same year after several years of opposition to foreign rule.

People of Moorish descent have journeyed or were transported to the United States for many generations. Residents of Moorish descent in Philadelphia have worked to provide social programs and provide aid to other nationals from West African nations that reside in this region. They have established programs to raise awareness of their shared cultural history and that of Islam, the predominant religion of Morocco.

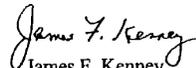
Philadelphia's citizens of Moorish descent join the City of Philadelphia on February 9, 2018 to commemorate the 62<sup>nd</sup> anniversary of Morocco's independence and to salute the descendants of the Moroccan Empire that reside in Philadelphia and throughout the United States of America.

## THEREFORE...

I, James F. Kenney, Mayor of the City of Philadelphia, do hereby proclaim Friday, February 9, 2018 to be

## MOROCCO DAY

in Philadelphia, and urge all citizens to be aware of the many contributions of the Moorish-American citizens of our City who are an integral part of Philadelphia's continued development and prosperity.

  
James F. Kenney  
Mayor

Given under my hand and the seal of the City of Philadelphia on this ninth day of February, two thousand and eighteen



## **FREQUENTLY ASKED QUESTIONS**

### ***Is MECRO a Not-for-Profit Organization?***

MECRO is a "Non-Profit" Civic Organization with an Eleemosynary purpose. It is automatically considered tax exempt without applying for formal recognition of such status. No determination letters are issued to these types of organizations.

### ***Is MECRO prohibited from engaging in political activities?***

**No.** MECRO, is able to do virtually anything, except operate with a profit-making motive. Non-profits range from very high-profile groups such as political parties, to small groups of a few people linked by a common interest or cause.

### ***Is MECRO organized under the statutory laws of New Jersey?***

**No.** MECRO, is organized under the laws of Delaware and as a Foreign Entity under common law at the County level of New Jersey.

### ***Does MECRO want New Jersey or the United States to add a specific Race Class category to the 2020 Census for Moorish Americans?***

**No.** Moorish Americans have origins in the original peoples of North Africa and are the Moorish people who indicate their race as "White" or report an entry as "Moroccan".

### ***Does MECRO want New Jersey or the United States to remove certain Race Classes such as "Black or African American"?***

**Yes.** The citizens of all free national governments according to their national constitution are all of one family bearing one free national name. And it is a sin for any group of people to violate the national constitutional laws of a free national government and cling to the names and the principles that delude to slavery.

### ***Does MECRO claim that all so-called "Black or African Americans" should claim "Moorish American" as their political identity?***

**No.** But, those who fail to recognize the free national name of their constitutional government are classed as undesirables, and are subject to all inferior names and abuses and mistreatments that the citizens care to bestow upon them.

### ***Does MECRO claim that "Black or African Americans" do not have the right to vote?***

**No.** These names have never been recognized by any true American citizen of this day. These persons have been voting under a granted privilege as has been the existing condition for many generations.

### **FREQUENTLY ASKED QUESTIONS**

It is my understanding that there is a minimum of three million aliens in America today who are voting illegally, and there is some evidence to point out the fact that there are probably nearer six million aliens in America, who by reason of their dishonest suffrage are denying all honorable Americans civil rights because honest votes are being negated by those who illegally exercise suffrage. Why then should not this so-called civil rights measure look into this field of the illegal voting of aliens in our large city areas?

I wish the American people had a chance to study thoroughly this bill under the terms of which a so-called Civil Rights Commission would have almost unheralded power. I am very much shocked to see that in the original terms of this bill, there is no procedure to safe-guard the precious rights of those Americans who might be called before the Commission. Although we have now adopted an amendment to grant some rights and consideration to those who might be charged with violating the civil rights of citizens, the bill is still most distasteful to me.

It is interesting to note, Mr. Chairman, it has been pointed out that none of the officials of our 48 State governments has appeared before the House Committee on Judiciary to ask for this bill. What then is the reason for it? We have laws to protect the civil rights of our people, but now just before a national election it seems that we want to focus attention on this area of civil rights for political reasons. Of course, the paramount reason why I object to this bill is because it is an unwarranted invasion of States rights. If this measure were to pass and be enacted into law, it would mean the end of States rights. I hope with all my heart that this bill is decisively defeated as it deserves to be.

By: Mr. MATTHEWS

1956  
CONGRESSIONAL RECORD – HOUSE

Inga Spungen, Executive Director of the Paterson Alliance

Good evening, madam Chairman, commissioners, it's lovely to be here and thank you for the work you have done or will continue to do over the next year or a little more. My name is Inga Spungen, I am the Executive Director of the Paterson Alliance. We are a coalition of 70 nonprofits in Paterson in just about every sort of way you can imagine.

I am also a member or co-chair of the Paterson Counts Commission. Paterson is one of -- is the third largest city in New Jersey and it's very complicated, we have a large immigrant population as you have heard, we represent 72 ethnic groups and speak 35 languages. Our population is one of color with high poverty levels and many many young children. All of these factors result in Paterson residents being hard to count.

The U.S. Census Bureau data shows that 84 percent of Paterson's population lives in the hard to count neighborhoods and all of this is complicated even further by the citizenship question you have heard so much about already tonight. Each year the Federal Government has produced \$800 billion on the state's municipalities based on the count of the census. Congressional representation is also based on the census count.

If Paterson is undercounted in the 2020 Census, we will receive fewer dollars than we should and less representation. I'd like to give an example. Assume that a Paterson school has thousand students and one of the neighboring communities has a school with thousand students as well. If the neighboring community has 100 percent counted community, then they would get funding for 1,000 students. If Paterson only has 70 percent counted, then they only get funding for 700 of their 1,000 students. This will be impactful and already has been impactful on the families that live here in Paterson.

In addition there are many many other services that come through the Federal Government based on the census and that will impact life to the citizens of Paterson.

We believe it will take a monumental effort bringing trusted leaders to the table to create a message of the importance and the benefits of completing the census. The challenge will not be easy but Paterson is poised to make a complete count a reality. As you heard, Mayor Andre Sayegh began talking about the census a long time ago, and even before he was elected Mayor, that was part of his campaign. His outspoken leadership was the impetus for the Paterson Counts Census 2020 which is our own Complete Count Commission. Subcommittees have been formed to represent the various groups within Paterson, this includes business, education, religious ethnic and more and we are looking to find trusted leaders in each of the groups to share our message and make sure everybody understands the importance.

Our task is to spread the word about the benefits of the census and the dollars that can come to Paterson but also in representation that can result. It is important also for us to communicate the safeguards. U.S. Census employees are banned for life from divulging any information about the data that's gathered. The fine for sharing this information can be five years in jail and \$250. Hopefully that will be a deterrent to prevent people from sharing this information.

Finally, and I think this is the key for us, we have to make sure that people feel safe, that can only happen if the trusted leaders and neighbors look out for each other, so in addition to asking the State to make sure we get as much funding as we can in Paterson to get everyone counted, we want to make sure that everybody in Paterson and our neighbors look out for each other, make sure everybody is safe and live together as a city and a community. Thank you very much.



Giving Every Child A Chance

To: Secretary of State Tahesha Way, Chair  
Members, New Jersey Complete Count Commission

From: Alana Vega, KIDS COUNT Coordinator  
Peter Chen, Policy Counsel  
Advocates for Children of New Jersey

Date: March 21, 2019

RE: **What Statewide Census Outreach Should Include**

With April 1, 2019 right around the corner, the clock is ticking for the State's preparedness for the 2020 Census. Coordinating statewide efforts and local complete count committees will be critical to ensuring that the message gets out about the importance of the 2020 Census. Other state complete count efforts suggest a framework for how New Jersey should approach its Census outreach.

Advocates for Children of New Jersey (ACNJ) is coordinating nonprofit agencies and community-based organizations at a state level, to provide materials, technical assistance and presentations to local and state groups interested in ensuring a fair and accurate 2020 Census count of New Jersey's young children. More than 5 percent of children under 5 were missed in the 2010 Census in New Jersey.

**ACNJ urges the Commission to complete a preliminary report by the end of April 2019** in order to provide the legislature and public with a framework of its outreach strategy and potential cost estimates before the approval of the FY2020 budget and before key deadlines for state and local government planning, nonprofit funding for 2020 and school planning for the upcoming year take place. Time lost in April and May 2019 will mean weaker outreach in April and May 2020. Although 2020 may seem far away, almost all agencies and community-based organizations that will be undertaking Census outreach are currently planning their staffing and operations for next year.

With the clock ticking down to Census 2020, New Jersey needs to quickly ramp up its education and outreach efforts. Given the risks to New Jersey of a delayed Census campaign, ACNJ looks forward to working with the Commission to ensure every resident is counted in 2020.

ACNJ recommends that the Commission act quickly on a few key areas to ensure that the groundwork is laid for an effective Census outreach effort in 2020:

1. **Develop a preliminary outreach plan with proposed budget by April 30, 2019** in order to provide guidance to the legislature on appropriate levels of funding for the Commission's work.
2. **Request departmental Census plans from all state departments** indicating how state agencies and departments will ensure that Census outreach materials and messaging will be transmitted through their efforts and how they will assist in Census implementation.



3. **Encourage and spearhead the creation of and participation in Local Complete Count Committees** in communities and groups you represent. Many of New Jersey's hardest-to-count communities still have no Census infrastructure (see **Appendix B**).
4. **Develop needs assessment, subcommittees and targeted outreach strategy for Hard-to-Count Populations** to support the diverse array of populations in New Jersey that will face hard-to-count challenges in 2020.

The reasons for people not being counted vary, and local outreach will be necessary to tailor messaging and strategies to particular groups of hard-to-count people. For example, a strategy to address complex households (i.e. homes where multiple families or unrelated people live) in Paterson will look different than an outreach strategy for households without internet access in rural Cumberland County.

Based on ACNJ's review of other states, notably California, it's clear that an "all hands on deck" effort will be necessary, with a strong focus on "ground game" (in-person contact with hard-to-count populations) rather than "air game" (TV advertisements, mailers, etc.):

- **Grants to Community-Based Organizations (CBOs)**, which serve as trusted messengers in hard-to-count communities, for targeted outreach such as local presentations, canvassing, workshops and training;
- **Government-based "in-reach" through existing programs** that interact with hard-to-count populations;
- **Education outreach** for schools, libraries, higher education, child care and other organizations that regularly interact with families, children and hard-to-count populations.

Roughly 35 percent of California's outreach funding is going to local CBOs with another 15 percent to state nonprofits covering HTC groups, with another third going to local government outreach. (See Appendix A at p. 2) The rest of the funding is divided among state administrative costs, education outreach, state agency outreach and other sector outreach. One area to highlight is data capacity at the state level, particularly for mapping of hard-to-count areas at the block and tract level, mapping locations of Census kiosks and outreach centers, compiling calendars of trainings and events, and identifying key areas where more outreach is needed both before and after Census forms begin completion in March 2020.

These grants will require quick turnaround as soon as the FY2020 budget is approved. California's CBOs have been operating a Census campaign for a year or more and Illinois organizations received grants at the end of 2018. New Jersey will be playing catch-up from now until Census Day, so any delay in getting the grants out the door will likely hinder Census outreach.

ACNJ recommends targeting particular hard-to-count populations that have a high risk of being undercounted. These include:

- Children under age 5
- Hispanic/Latino people
- Black or African American people
- Asian or Asian-American people

- Immigrants
- People with limited English proficiency
- Homeless persons
- Renters
- Young people (18-34)
- Low-income households
- People without internet access
- People with disabilities
- Veterans
- College students living off-campus
- Formerly incarcerated people
- Farm workers
- People living in group quarters (prisons, jails, shelters, assisted-living facilities, dormitories)

In order to reach these hard-to-count populations, an outreach strategy must target a wide range of services and programs that are **trusted messengers** to the community. A message to fill out the Census must come multiple times from multiple messengers.

Necessary groups to carry this message include:

- Local stores and businesses (for both customers and employees)
  - Local chambers of commerce and Latino or Black business groups
- Schools (public and private) and child care
  - PTA/PTO
- Libraries
- Neighborhood or community organizations
- Local non-profits or social services organizations (Kiwanis, League of Women Voters, scouting groups, etc.)
- Ethnic, racial or national-origin minority group associations
- Service organizations for immigrants
- LGBTQ organizations
- Health care providers (hospitals, clinics, doctors, nurses)
- Faith-based and religious groups and charities
- Higher education institutions
- Local media (newspapers, local radio, non-English media)
- Unions
- Tenant groups
- Foundations
- Law enforcement and fire department
- Job training groups
- Government or government-funded services
  - WIC Clinics
  - NJ FamilyCare
  - Motor Vehicles Commission (renewals)

- County and municipal courts
- Housing authorities
- Tax assistance
- Elections
- Veterans services
- Unemployment
- TANF and WorkFirst NJ agencies
- Disability services (children and adults)
- Licensing boards (health care, trades, personal services)
- Utilities (bills)

ACNJ also notes that particular areas of New Jersey are more likely to be undercounted than others. A list of target communities is included in Appendix B of areas that will require additional outreach. ACNJ encourages the Commission's members to encourage the development of local Complete Count Committees in those areas.

These efforts cannot be completed without sufficient funding. The Governor's proposed FY20 budget includes \$2 million in funding for the Complete Count Commission, and a pair of budget resolutions in the state Senate and Assembly would appropriate \$9 million for the work of the Commission. ACNJ strongly urges the State to include at least \$9 million in its FY2020 budget. Along with dozens of groups across New Jersey, ACNJ submitted a letter to the Governor asking for sufficient funding for this Commission to ensure an accurate and fair count of New Jersey's residents. Even a small undercount would cost New Jersey far more in federal funding over the next decade.

As the Commission understands, a fair and accurate 2020 Census is among the most critical elements to effective governance over the next decade. ACNJ urges the Commission to act quickly to begin building the state and local infrastructure needed to ensure an effective outreach effort.

**Appendix A: California Complete Count Office Census 2020 Outreach and  
Communications Program Progress Report**

# **Progress Report on Complete Count Office's Census 2020 Outreach and Communication Program**

A report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census, and the Senate Select Committee on the 2020 United States Census

Prepared by: California Complete Count Office

January 11, 2019



## TABLE OF CONTENTS

<b>I. INTRODUCTION</b>	1
<b>II. BUDGET AND INFRASTRUCTURE</b>	1
Overview	1
Funding Allocations	2
Local Update of Census Addresses Incentive Program	3
Statewide Outreach and Communication	4
The Ground Game—Geographic and Demographic Community Outreach	4
The Air Game—Public and Media Relations Campaign	9
Contingencies and Emergencies	9
California Complete Count Committee	10
California Housing and Population Sample Enumeration	10
Administration	11
Staffing Organization Structure	11
Administrative Support	12
Statewide Rapid Deployment Tool Development	12
Transparency, Reporting, and Accountability	12
<b>III. Outreach and Communication</b>	13
Readiness and Needs Assessment	13
Collaboration and Coordination Management	15
Education Sector Outreach	17
Language and Communication Access	20
Statewide Outreach and Rapid Deployment Mapping Portal	21
<b>IV. NEXT STEPS</b>	22

## EXHIBITS\*

A. Local Update of Census Addresses (LUCA) Incentive Program Summary	1
B. County Contract Award Amounts	10
C. Identifying California's Hard-to-Count	12
D. Assembly Districts by Census 2020 Regions and Hardest-to-Count Percentages	15
E. Senate Districts by Census 2020 Regions and Hardest-to-Count Percentages	20
F. House Districts by Census 2020 Regions and Hardest-to-Count Percentages	24
G. City Share of Hard-to-Count Population	29
H. Tribal Government Funding Availability	31
I. County-Optional Outreach Agreement	34
J. Tribal Government Invitation to Participate	60
K. Hard-to-Count Demographic Populations	82
L. Census 2020 Regions	84
M. ACBO Regional Funding Allocations	86
N. Community-Based Organizations Request for Information	88
O. Regional Administrative Community-Based Organization Request for Proposal	94
P. Community Outreach Funding Allocations	170
Q. Statewide Community-Based Organization Request for Proposal	172
R. Media Services Request for Information	238
S. Organizational Chart	256
T. School Curriculum – Census 2020 Count Me In!	258
U. California Hard-to-Count Index by Census Tract	287

*\*Exhibits to this Legislative Report are numbered separately from primary document. Marker pages inserted before each exhibit are printed in blue. Please note, some exhibits may contain their own page numbers. In addition, some exhibits may contain their own attachments or exhibits.*

## I. INTRODUCTION

The California Complete Count – Census 2020 Office (Census Office) is developing a comprehensive statewide outreach and communication strategy to encourage and support full participation by all Californians in the 2020 U.S. Census (2020 Census). An accurate 2020 Census count is one in which every person is counted once, only once, and in the right place. The Census Office is coordinating local and statewide outreach and awareness efforts to reach the state’s hardest-to-count Californians.

This report contains updates to the state of California’s (State) progress related to the 2020 Census. Provided in response to the requirements of Section 45, Chapter 53, Statutes of 2018 (Senate Bill 866), this document gives specific updates on topics of special interest to the Legislature relating to the Census Office, including: 1) budget and infrastructure, including staffing and hiring; 2) readiness and needs assessment based on the 2018 regional convenings; 3) an online platform tool for outreach, and 4) school curriculum pilots. In addition, the Census Office is providing information on language and communication access and coordination and collaboration efforts.

The State is devoting significant resources to the Census Office’s strategic outreach and communication campaign because California faces the greatest barriers in the nation to ensure an accurate count and thus receive a fair share of federal funding and Congressional representation. This effort will seek to reach more than 13.5 million households in California to raise awareness of the 2020 Census and motivate the hardest-to-count Californians to respond. Those that are considered hard-to-count (HTC) are least likely to respond to the Census questionnaire without specialized outreach and assistance.

## II. BUDGET AND INFRASTRUCTURE

### Overview

State leaders made a sizeable commitment to the 2020 Census by investing \$100.3 million toward strategies that will help ensure an accurate and successful count of all Californians. The 2017 Budget Act appropriated \$10 million for both the Local Update of Census Address (LUCA) Incentive Program and initial organizing and planning activities of the Census Office. Subsequently, the 2018 Budget Act included \$90.3 million for a comprehensive statewide outreach and communication strategy that targets the State’s hardest-to-count residents to ensure full participation in the 2020 U.S. Census (2020 Census). Building on those previous investments, the 2019-20 Proposed Governor’s Budget includes an additional \$54 million to bolster the outreach and communication strategy and conduct a housing and population enumeration of Californians separate and apart from the 2020 Census. With so much at risk for the State, the \$154.3 million investment will help ensure a successful and accurate 2020 Census count.

The table below shows the total amount of State resources provided and requested to date and the available funding amounts remaining.

	Appropriation Amount	Expended	Encumbered	Available Balance
2017 Budget Act*	\$ 10,000,000	\$ 7,163,618	\$ 977,229	\$ 1,859,153
2018 Budget Act	\$ 90,300,000	\$ 874,301	\$ 371,968	\$ 89,053,731
2019 Proposed Budget**	\$ 54,000,000	\$ -	\$ -	\$ 54,000,000
<b>Total:</b>	<b>\$ 154,300,000</b>	<b>\$ 8,037,919</b>	<b>\$ 1,349,197</b>	<b>\$ 144,912,884</b>

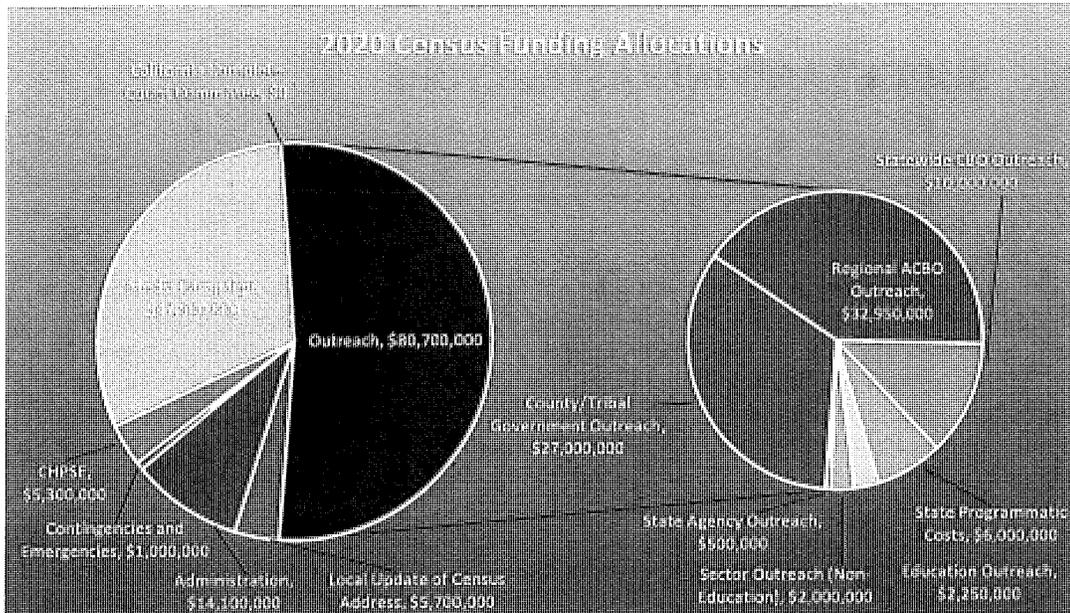
\*The \$10 million includes two separate budget actions that provided \$7 million for the LUCA Incentive Program and \$3 million for initial planning activities that were conducted within the Governor's Office of Planning and Research. \$350,000 of the expended amount covered administrative costs at the Department of Finance.

\*\*\$54 million is proposed in the 2019 Governor's Budget to strengthen the various components of the Census Office's statewide outreach and communication strategy and conduct a State-run enumeration survey of Californians.

## Funding Allocations

In order to conduct an effective statewide outreach and communication campaign that reaches the State's hardest-to-count residents, the Census Office must perform frequent outreach to the hard-to-count (HTC) population both in-person through trusted community messengers and through various media channels. After accounting for the Census Office's administrative costs, LUCA Incentive Program awards, and the proposed California Housing and Population Sample Enumeration (CHPSE), \$129.2 million remains available for the various components of the statewide outreach and communication strategy and the associated programmatic costs. Of this amount, \$80.7 million is dedicated for outreach strategies to be conducted on the ground within the HTC communities, \$47.5 million is dedicated for the Census Office's media campaign, and \$1 million is set aside for contingencies and emergencies.

The final funding allocations for all 2020 Census-related efforts, including the components within the outreach program, are shown in the graph and table below.



California Complete Count Office Census 2020 - Program Funding Overview			
Programmatic Area	Original Funding Allocations	New Funding Allocations	Difference
Local Update of Census Address*	\$ 7,000,000	\$ 5,705,000	\$ (1,295,000)
<b>Outreach</b>			
County/Tribal Government	\$ 27,000,000	\$ 27,000,000	\$ -
Regional ACBO	\$ 22,950,000	\$ 32,950,000	\$ 10,000,000
Statewide CBO	\$ 4,050,000	\$ 10,000,000	\$ 5,950,000
State Programmatic Costs	\$ 6,000,000	\$ 6,000,000	\$ -
<b>Education Outreach</b>			
Census Education (K-12)	\$ 250,000	\$ 250,000	\$ -
County Education Departments (Title I & Title III Schools)	\$ 750,000	\$ 1,750,000	\$ 1,000,000
Higher Education	\$ 50,000	\$ 50,000	\$ -
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -
<b>Sector Outreach (Non-Education)</b>			
Healthcare	\$ -	\$ 500,000	\$ 500,000
Other Sectors	\$ 800,000	\$ 1,300,000	\$ 500,000
State Programmatic Costs	\$ 200,000	\$ 200,000	\$ -
State Agency Outreach	\$ 500,000	\$ 500,000	\$ -
<b>Media Campaign</b>			
Public and Media Relations Contracts	\$ 16,100,000	\$ 46,100,000	\$ 30,000,000
State Programmatic Costs	\$ 1,400,000	\$ 1,400,000	\$ -
California Complete Count Committee	\$ -	\$ -	\$ -
Contingencies and Emergencies	\$ 1,000,000	\$ 1,000,000	\$ -
California Housing and Population Sample Enumeration	\$ -	\$ 5,295,000	\$ 5,295,000
Administration**	\$ 12,050,000	\$ 14,100,000	\$ 2,050,000
<b>Total:</b>	<b>\$ 100,300,000</b>	<b>\$ 154,300,000</b>	<b>\$ 54,000,000</b>

\*Reflects the final programmatic cost. Program was originally funded at \$7 million. \$1.295 million of the unspent funding has now been moved to the California Housing and Population Sample Enumeration program.

\*\*Reflects initial organization and planning funding provided through the Governor's Office of Planning and Research.

## Local Update of Census Addresses Incentive Program

The LUCA program is the first step toward ensuring an accurate and complete count of all Californians. LUCA, which is operated by the U.S. Census Bureau (Census Office), aims to update the Bureau's Master Address File (MAF) to ensure there is an accurate address list from which to conduct the physical enumeration. The Census Bureau provides the opportunity for all governments to update the MAF to reflect changes in housing types, new construction, unconventional housing, and to provide any address corrections. To encourage full participation in this program, the Census Office, through the California Department of Finance's Demographic and Research Unit (DRU), provided incentive funding to local governments for the work they completed and provided to the Census Bureau.

While a final decision on the acceptance of newly added addresses is still pending at the Census Bureau, and local governments may appeal any decisions to not include newly added or corrected addresses, the State incentive portion of this program has now ended. The State awarded approximately \$5.4 million in LUCA funds to 373 local jurisdictions (see Exhibit A). These local governments reported 1.5 million additions and 390,000 deletions to the Census Bureau's MAF, yielding net address additions of 1.1

million. They also corrected more than 844,000 addresses in the MAF. The final LUCA participation rate was 78 percent of all cities and counties in California. Approximately 93 percent of the State's population was covered by those jurisdictions that participated in LUCA. In addition, \$300,000 was also spent by the Department of Finance (DOF) for various administrative costs related to this program.

### **Statewide Outreach and Communication**

Of the \$154.3 million, \$129.2 million is planned for outreach and communication efforts to educate, motivate, and activate all levels of California governments, establish and fund deliverable-based outreach contracts with non-profit organizations and local and tribal governments, and implement a comprehensive media strategy. The funding is also being used to assist with monitoring work completed by local and tribal governments, and community organizations, and assessing their needs in real time.

### **The Ground Game—Geographic and Demographic Community Outreach**

The Census Office's ground game efforts focus on Administrative Community-Based Organizations (ACBOs) that will conduct comprehensive outreach within 10 designated regions of the state; Statewide Community-Based Organizations (CBOs) that will target specific demographic populations; state agencies that will outreach to the citizens they serve; local and tribal governments that will conduct outreach within their geographic service areas; schools that will focus on educating and providing outreach to their student populations; and various organizations that will concentrate on the Californians they interact with. An amount will be set aside for contingencies and emergency actions that may need to be implemented as operational events unfold.

### **County, Tribal, and Local Government Funding**

To maximize dollars distributed to local communities and require collaboration and coordination between governmental entities, the State will use counties as fiscal agents for funds targeting HTC populations within their boundaries, including those within incorporated cities. Approximately \$27 million will be allocated for local governments.

Allocations for most counties are based on the California Hard-to-Count (CA-HTC) Index created by the DOF Demographic Research Unit (DRU) and modeled on the Census Bureau's Hard-to-Count Score of past censuses (see Exhibit B). The CA-HTC Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate (see Exhibit C). Those 14 variables include the estimated percent of occupied housing units without broadband subscriptions, percent of renter-occupied households, percent of population that is foreign-born and percent of limited-English households. Census tracts with higher CA-HTC indexes are likely to be places that will pose significant challenges to enumerate in 2020, while tracts with lower indexes should be easier to count. The Census Office has created CA-HTC Index charts of Assembly districts (see Exhibit D) Senate districts (see Exhibit E), and Congressional districts (see Exhibit F).

For some counties, State funding allocations reflect population-based minimums, ensuring that all corners of the state – even those with low CA-HTC indexes – have an opportunity to conduct State-funded outreach within their geographical boundaries. Those minimums will range from \$25,000 for counties with fewer than 25,000 residents to \$100,000 for counties with more than 100,000 residents.

Should a county choose not to participate, the State will reach out to a large city, regional council of governments or ultimately a community-based organization with the administrative capacity and

experience to conduct robust outreach in that county. Counties that do participate are mandated to collaborate and coordinate with cities within their boundaries (see Exhibit G).

Tribal Governments will be awarded funding agreements to conduct Census outreach activities in their geographical service areas. Funding tiers are based on housing units ranging from \$1,000 funding agreements for Tribal Governments with 25 to 49 housing units to \$50,000 for those with more than 10,000 housing units (see Exhibit H).

- **County Contracts (\$26,683,500)**—On Nov. 9, 2018, the Census Office sent letters to all 58 counties, providing them an opportunity to opt in or out of state Census funding for outreach (see Exhibit I) The deadline for counties to respond is Feb. 8, 2019. To date, the Census Office has received opt-in letters from two counties, Colusa and Yolo. The State will work with any county that needs an extension on its deadline to help facilitate participation in the program.

**Funding Flow Chart for Counties**

Milestone	Payment Amount	Timeline
Board Resolution (Upon contract execution)	10% of Total Contract Amount, less 10% withhold	Upon Receipt by the State
Strategic Plan	35% of Total Contract Amount, less 10% withhold	Upon State Approval
First Quarterly Report	10% of Total Contract Amount, less 10% withhold	April 1, 2019
Second Quarterly Report	10% of Total Contract Amount, less 10% withhold	July 1, 2019
Third Quarterly Report / Implementation Plan (January 2020 - July 2020)	25% of Total Contract Amount, less 10% withhold	September 30, 2019
Completion / Results of Outreach (Final plans for Census week of outreach events)	Release of Withhold	February 15, 2020
Non-Response Follow Up (NRFU) Plan	5% NRFU Plan	April 15, 2020
Final Report	5% of Total Contract Amount	September 30, 2020

- **Tribal Funding Agreements (\$316,500)**—On Nov. 30, 2018, the Census Office sent letters to 68 Tribal Governments, offering funding agreements to conduct Census outreach activities in their geographical service areas (see Exhibit J). The deadline for Tribal Governments to respond is Feb. 1, 2019. To date, the Census Office has not received any official responses from Tribal Governments. The State will work with any Tribal Government that needs an extension on its deadline in order to help facilitate participation in our outreach program. The Census Office will release all funds directly to Tribal Governments upon approval of their outreach plans.

The table below shows the total amount available for county contracts and tribal funding

agreements, state program costs and remaining balance.

	Funded Amount	Expended	Available Balance
County Contracts	\$ 26,683,500	\$ -	\$ 26,683,500
Tribal Funding Agreements	\$ 316,500	\$ -	\$ 316,500
State Program Costs	\$ 3,000,000	\$ 45,522	\$ 2,954,478
<b>Total:</b>	<b>\$ 30,000,000</b>	<b>\$ 45,522</b>	<b>\$ 29,954,478</b>

### Community-Based Organization Funding

The Census Office believes community-based organizations (CBOs) will be essential to a complete count of Californians in 2020 because their intimate knowledge of California communities and their needs make them trusted messengers, particularly among HTC populations. The Census Office will allocate \$42.95 million to community-based organizations across the state for their on-the-ground outreach efforts.

The state will work primarily through large, community-based organizations with the administrative capacity and experience to conduct robust outreach throughout an entire region and/or to a specific HTC demographic population (see Exhibit K). The organizations receiving awards are required to subcontract with smaller organizations to target outreach in communities and serve as trusted messengers.

Targeting HTC groups within specific California regions will help toward the goal of a complete count in 2020. That's why the State grouped California's 58 counties into 10 regions (see Exhibit L) based on their HTC populations, like-mindedness of the counties, capacity of the CBOs within the counties, and state Census staff workload capabilities. The State has designated \$22.95 million (see Exhibit M) for CBOs to reach out to HTC populations within each of these regions. The State will augment this amount with an additional \$10 million from the proposed 2019 Governor's Budget to bolster on-the-ground Non-Response Follow Up (NRFU) work within those communities where low response rates are materializing.

- Request for Proposal—Regional Administrative Community Based Organizations (\$22,950,000)**—The Census Office received 84 responses to a Request for Information from ACBOs interested in performing outreach on behalf of the State (see Exhibit N). The Census Office used this information to develop a Statement of Work (SOW) for the Regional ACBO RFP, which was released on Dec. 14, 2018 (see Exhibit O). The current deadline for ACBOs to submit their proposals is Feb. 15, 2019. The notification of contract awards is scheduled to be issued in March 2019.

In addition to regional funding, the State designated \$4,050,000 for various statewide CBOs that will be charged with targeting outreach efforts (see Exhibit P) towards specific hard-to-count demographic populations on a statewide basis. The State plans to augment this amount with an additional \$5,950,000 from the proposed 2019 Governor's Budget to make additional awards targeting these HTC population groups.

- Request for Proposal—Statewide Community-Based Organizations (\$4,050,000)**—Responses to the RFI mentioned above also informed a RFP for CBOs interested in performing statewide outreach on behalf of the state. This RFP was released on Jan. 4, 2019. The deadline for CBOs to submit their proposals is Feb. 15, 2019 (see Exhibit Q). The notification of contract awards

would then be issued in March 2019. Similar to the regional ACBO contracts, funding will flow to statewide CBOs based on deliverable deadlines being met.

**Funding Flow Chart for Regional ACBO RFP and Statewide CBO RFP**

Milestone	Payment Amount	Timeline
Finalized and Approved Strategic Plan	30% of Total Contract Amount, less 10% withhold	May 2019
First Quarterly Report	20% of Total Contract Amount, less 10% withhold	July 2019
Second Quarterly Report	20% of Total Contract Amount, less 10% withhold	September 2019
Finalized Implementation Plan (January 2020- July 2020)	20% of Total Contract Amount, less 10% withhold	October 30, 2019
Implementation of Outreach Period	Release of Withhold	January 2020
Non-Response Follow Up (NRFU) Plan	5% NRFU Plan	February 15, 2020
Final Report	5% of Total Contract Amount	September 2020

The table below shows the total amount available for regional ACBO and statewide CBO contracts, state program costs and remaining balance.

	Funded Amount	Expended	Available Balance
Regional ACBO Contracts	\$ 32,950,000	\$ -	\$ 32,950,000
Statewide Contracts	\$ 10,000,000	\$ -	\$ 10,000,000
State Program Costs	\$ 3,000,000	\$ 45,522	\$ 2,954,478
<b>Total:</b>	<b>\$ 45,950,000</b>	<b>\$ 45,522</b>	<b>\$ 45,904,478</b>

**State Agency Outreach**

Building on successes from the 2010 Census campaign, the Census Office will again create a State Agency Working Group (SAWG) to increase the Census response rate by leveraging existing state agency (and department, board and commission) resources and contacts with Californians, especially those that serve HTC communities. Sixteen agencies partnered with the Census Office to provide support during the 2010 Census.

Examples of the anticipated activities to be implemented by SAWG, include, adding Census messages, logos or weblinks to websites that receive a high volume of online visitors and to materials produced by the Franchise Tax Board, Secretary of State, Employment Development Department; printing Census messages on California lottery tickets with the help of the California Lottery Commission; and targeting messages to CalPERS network of retirees and members. The Census Office has dedicated \$500,000 to the SAWG and will convene a kickoff meeting among agency leaders by February 2019.

The table below shows the total amount available for SAWG costs. To date, while program development is ongoing, as indicated below, no expenditures have been made related to these efforts.

	Funded Amount	Expended	Available Balance
State Agency Working Group Efforts	\$ 500,000	\$ -	\$ 500,000
<b>Total:</b>	<b>\$ 500,000</b>	<b>\$ -</b>	<b>\$ 500,000</b>

**Education Outreach**

The Census Office will engage higher education and kindergarten to 12<sup>th</sup> grade (K-12) students, teachers, and parents to provide information about the importance of the 2020 Census. The final report of the 2010 Census outlined the necessity of outreach efforts through schools and encouraged adapting Census Bureau materials and supporting teachers in the implementation of census curriculum. The Census Office has dedicated \$2.25 million for outreach through schools (See below, Section III – Outreach and Communication)

- **K-12 Census Curriculum (\$250,000):** The Census Office contracted with the Sacramento County Office of Education (SCOE) to develop and pilot educational and support materials for students and teachers about the 2020 Census.
- **Targeting Title I and Title III Schools (\$1,750,000):** The Census Office will contract with 30 of 58 county offices of education to distribute funds to school districts with the highest hard-to-count populations to complete Census education by engaging youth in classroom curriculum, hosting competitions, and providing information via parent centers, parent-teacher associations, and school site councils. These county offices represent 89 percent of all students statewide who qualify for Title I funding and 95 percent of students statewide who qualify for Title III funding.
- **Higher Education (\$50,000):** The Census Office will work with higher education student organizations, university libraries, and cultural centers located on campuses to provide information and support around understanding and participating in the 2020 Census.

The table below shows the total amount available for education outreach costs. Developments related to various education outreach components are ongoing. As indicated below, the State has only made expenditures related to the K-12 Census Curriculum.

	Funded Amount	Expended	Available Balance
K-12 Census Curriculum*	\$ 250,000	\$ 125,000	\$ 125,000
County Department of Education Contracts	\$ 1,750,000	\$ -	\$ 1,750,000
Higher Education	\$ 50,000	\$ -	\$ 50,000
State Program Costs	\$ 200,000	\$ -	\$ 200,000
<b>Total:</b>	<b>\$ 2,250,000</b>	<b>\$ 125,000</b>	<b>\$ 2,125,000</b>

\*Effort is funded by the initial organization and planning appropriation provided through the Governor's Office of Planning and Research.

**Sector Outreach (Non-Education Sectors)**

In addition to reaching HTC populations geographically through county and regional funding (where they live) and demographically statewide (who they are), sector outreach will focus on reaching HTC populations through organizations they commonly engage with (how they interact). The Census Office has dedicated \$2 million to coordinate targeted outreach efforts through various sector entities, including health services, unions, faith-based communities, businesses and corporations, technology and innovation entities, the entertainment industry, and rural communities.

The table below shows the total amount available for sector outreach costs. Since development of strategies related to this area are ongoing, as indicated below, no expenditures have been made.

	Funded Amount	Expended	Available Balance
Sector Outreach	\$ 1,800,000	\$ -	\$ 1,800,000
State Program Costs	\$ 200,000	\$ -	\$ 200,000
<b>Total:</b>	<b>\$ 2,000,000</b>	<b>\$ -</b>	<b>\$ 2,000,000</b>

### The Air Game—Public and Media Relations Campaign

The Census Office’s public and media relations campaign will increase Census awareness and knowledge through multilingual and culturally appropriate messaging. The Census Office will soon be seeking proposals for a campaign strategy that is focused, timely, and cost-effective; responsive to a rapidly changing climate; and complements advertising and marketing campaigns by the Census Bureau, as well as campaigns by a network of CBOs, local governments and philanthropic entities. The Census Office plans to award one or more contracts to help plan, design, produce, integrate, implement, and monitor a California 2020 Census public and media relations campaign.

The Census Office is dedicating \$47.5 million to its public and media relations campaign. This includes \$30 million as proposed in the 2019 Governor’s Budget. The State’s emphasis will be on local ethnic media that will focus resources in hard-to-count communities to build a base of trusted messengers, break down language access barriers for non-English speakers, and facilitate culturally appropriate engagement within communities.

- **Request for Proposal—Media Services – \$47,500,000**—The Census Office received more than 20 responses to a Request for Information (RFI) regarding media services (see Exhibit R). The Census Office is using this information to develop a Statement of Work (SOW) for the Media Services Request for Proposal that is expected to be released in February 2019. The anticipated deadline for applicants to submit their proposals will be in March 2019 and notification of contract awards is expected to be issued in May 2019. Similar to the ACBO and CBO contracts, funding will flow to media contractor(s) based on deliverables being met and labor and services being provided.

The table below shows the total amount available for the public and media relations campaign.

	Funded Amount	Expended	Available Balance
Public and Media Relations Contract(s)	\$ 46,100,000	\$ -	\$ 46,100,000
State Program Costs	\$ 1,400,000	\$ 147,459	\$ 1,252,541
<b>Total:</b>	<b>\$ 47,500,000</b>	<b>\$ 147,459</b>	<b>\$ 47,352,541</b>

### Contingencies and Emergencies

To maintain its ability to respond swiftly to unanticipated outreach challenges, the Census Office has dedicated \$1 million to contingency or emergency funding. This funding will be utilized to respond to ever-changing conditions on the ground as they unfold during the actual enumeration process. The Census Bureau has committed to providing the State with real-time Census questionnaire response rates. If necessary, the Census Office will re-deploy and/or add money for specific outreach and media strategies.

The table below shows the total amount for contingency/emergency funding. It is anticipated no expenditures will be made until 2020.

	Funded Amount	Expended	Available Balance
Contingency/Emergency Funding	\$ 1,000,000	\$ -	\$ 1,000,000
<b>Total:</b>	<b>\$ 1,000,000</b>	<b>\$ -</b>	<b>\$ 1,000,000</b>

## California Complete Count Committee

Executive Order B-49-18 established the California Complete Count Committee (Committee) to develop, recommend, and assist in the administration of a Census outreach strategy to encourage full participation in the 2020 Census. The Census Office supports quarterly meetings of the Committee and its working groups. These efforts and associated costs are funded through the Census Office's administrative budget.

The Committee previously had four Working Groups: Access and Outreach; Content and Citizenship; Housing; and Trust and Confidentiality. At its Dec. 3, 2018 meeting, the Committee merged Content and Citizenship working group with the Trust and Confidentiality working group. More detailed information on the Committee can be found in the Jan. 1, 2019 Governor's Report, which is available on the Census Office's website.

## California Housing and Population Sample Enumeration

While the Census Bureau is responsible for conducting the actual enumeration process for each decennial census, the barriers identified for the 2020 Census have raised significant concern related to the possible accuracy of its results. To mitigate these concerns, the State is proposing to conduct its own survey-based enumeration, the California Housing and Population Sample Enumeration (CHPSE), to gauge the accuracy of the Census Bureau's results and ensure the State has accurate and reliable demographic data. The CHPSE is intended to achieve the following four goals through one comprehensive sample survey instrument:

- **Support the evaluation of Census 2020 outreach efforts:** When completed, CHPSE will be the only unit-level enumeration of population and housing available to the state of California, as the Census Bureau releases aggregated data only. Individual housing unit-level data will help the State evaluate the reach and coverage of the messaging from the Census Office's outreach efforts. This evaluation will become an integral part of recommendations for the 2030 Census effort.
- **Determine the efficacy of using administrative records:** CHPSE will also be used to evaluate the coverage of administrative records data, which is increasingly being used to validate population and housing counts. The Department of Finance's Demographic Research Unit (DRU) collects administrative data from numerous public agencies. DRU will compare population counts and household characteristics as reported in program participation data with data collected in the field.
- **Provide a reliable alternative data set for state usage:** In the event significant flaws in the Census Bureau's 2020 Census results materialize, the State will need to be prepared to address those inaccuracies. The CHPSE will provide a comprehensive and reliable set of demographic data that the State can use to inform State resource apportionments and/or redistricting.
- **Improve state demographic estimates:** CHPSE will enable evaluation of the population estimates and projections produced by DRU. DRU will validate methods being used for housing

unit and population estimation with a “gold standard” enumeration dataset and use the dataset to train statistical models for small area population estimates. State agencies need population data in custom geographies (water districts, medical service study areas, etc.), a need that DRU cannot currently meet. Without data from DRU, agencies are increasingly using diverse and divergent datasets, which are sometimes inaccurate and inconsistent with DRU estimates and projections.

The cost of the CHPSE is projected to be approximately \$5.3 million and is included as a separate component of the Census Office’s funding allocation plan. Of this amount, \$1.3 million is proposed to be repurposed from the remaining portion of the LUCA Incentive Program. The remaining \$4 million is included as part of the proposed 2019 Governor’s Budget. The Census Office will contract with an outside entity to complete this project. The Department of Finance and the Census Office will sign an Interagency Agreement (IAA) and DRU will manage this effort on behalf of the State.

## Administration

Since the 2020 Census effort spans multiple years, the \$154.3 million funding for statewide outreach and coordination includes language for funding to be spent and encumbered over three fiscal years. As part of staffing the Census Office’s operation, the Agency has established an administrative budget unique in nature for this three-year operation.

The table below shows the administrative costs for the Census Office’s operation.

	FY 17-18*	FY 18-19	FY 19-20	FY 20-21	4-Year Totals
Administrative Staffing	\$ 1,000,000	\$ 1,797,000	\$ 1,876,000	\$ 1,854,000	\$ 6,527,000
Administrative OE&E **	\$ 1,750,000	\$ 1,431,000	\$ 3,396,000	\$ 996,000	\$ 7,573,000
<b>Total:</b>	<b>\$ 2,750,000</b>	<b>\$ 3,228,000</b>	<b>\$ 5,272,000</b>	<b>\$ 2,850,000</b>	<b>\$ 14,100,000</b>

\*Includes the Administrative portion of the organization and planning appropriation provided through the Governor’s Office of Planning and Research.

\*\*The State is funding all costs related to SwORD through the Administrative Budget.

The table below shows the expenditures, encumbrances and remaining balance for the Census Office’s operation.

	4-Year Funded Amount	Expended	Encumbered	Remaining Balance
Administrative Staffing	\$ 6,527,000	\$ 443,457	\$ -	\$ 6,083,543
Administrative OE&E	\$ 7,573,000	\$ 67,341	\$ 371,968	\$ 7,133,691
<b>Total:</b>	<b>\$ 14,100,000</b>	<b>\$ 510,798</b>	<b>\$ 371,968</b>	<b>\$ 13,217,234</b>

## Staffing Organization Structure

The Census Office has aggressively recruited and hired 26 of 28 appointed positions. As of the October 1, 2018 Legislative Report, the Census Office had a total of 27 positions. Upon further assessment, the Census Office determined an additional position within the Outreach program was needed to adequately support the Northern part of the state. The Census Office now has two Regional Program Associate (RPA) positions for the Sacramento area. Three of the 26 staff have accepted offers that are awaiting approval by the Governor’s Office. The Census Office’s organizational chart shows the approved composition for the office (see Exhibit S).

The Census Office is headquartered in Sacramento and given the geographic size of the state and scope of work that needs to be completed to ensure a successful count, it has established dedicated outreach offices in Los Angeles, San Diego, Fresno and Oakland. This regional management structure is core to the outreach team’s ability to establish and coordinate effective local relationships.

### Administrative Support

Early in the Census Office's development, it was necessary to contract for administrative services in order to plan and coordinate initial Census 2020 activities. The Census Office's reliance on contract administrative services has diminished significantly. Contract services will still be utilized to assist the Census Office with Committee activities, Tribal Government engagement, and regional convening facilitation. This will allow the State's outreach team to focus on coordination and collaboration efforts with the stakeholders they are assigned to work with.

- **California State University, Sacramento, Center for Collaborative Policy (CCP) Contract (\$750,000)**— CCP provides neutral facilitation for stakeholder engagement, readiness assessments/regional convenings, and governance/facilitation support for the Committee. Funding for this contract was initially provided by the 2017 Governor's Office of Planning and Research appropriation and a new amendment is currently being negotiated to reduce the scope of work required of CCP.

### Statewide Outreach and Rapid Deployment Tool Development

The Census Office has developed the Statewide Outreach and Rapid Deployment (SwORD) mapping portal to foster data sharing, coordination and collaboration in a user-friendly format. SwORD provides informed planning and decision-making data for the Census Office's outreach and messaging partners.

To create SwORD, the Census Office collaborated with the geographic information system (GIS) mapping and spatial data analytics company, Esri to leverage their ArcGIS Hub, a commercial, off-the-shelf product. The first iteration of SwORD was completed in November 2018 with a focus on how Census stakeholders will plan, educate, and activate outreach efforts for the 2020 Census.

- **Esri Contract (\$658,814)**: The contract with this GIS mapping and spatial data company involves planning, designing and deploying a SwORD mapping portal. (See below, Section III – Outreach and Communication) This contract is funded out of the Census Office's administrative budget.

### Transparency, Reporting, and Accountability

The Census Office is committed to transparent operations. As relevant information becomes available, Census Office staff routinely provide updates to local and Tribal governments, the Census Bureau, key partners, and other stakeholders through regular meetings and reports. The Office regularly updates the state Census website with critical information, including funding plans, applicable timelines, staffing information and other operational information.

The Office will continue to share financial information, such as expenditures, encumbrances, operational plans and accomplishments via its website and quarterly reports to the Legislature and Governor's Office. In addition, the Census Office will collaborate with the Office of State Audits and Evaluations for oversight of financial contracts and Census Office resource utilization.

### III. OUTREACH AND COMMUNICATION

#### Readiness and Needs Assessment

Phase 1 of the State's Census 2020 efforts focused on "convening, collaborating and capacity building." Using lessons learned from 2000 and 2010, the California Complete Count – Census 2020 Office (Census Office) embarked on an assessment of regions across the state. Twenty-four (23 state-sponsored and one locally sponsored) readiness assessment convenings were conducted in the Spring and Summer of 2018. Three Tribal Government consultations were conducted in October and November 2018 in Trinidad (Northern California), Sacramento (Central California), and Pala (Southern California).

This readiness assessment convened the early partners in each area to heighten relationships between key organizations as they built regional networks to begin planning efforts. The Census Office sought to build a culture of collaboration and to educate and identify partners who would play a key role in establishing local complete count committees and helping build capacity among community-based organizations (CBOs) that will serve as trusted messengers during the Census outreach campaign. Census Office outreach and communications staff reviewed the data, which informed requests for proposal for contracts with county governments and administrative community-based organizations (ACBOs). The data will also inform the Census Office's Statewide Outreach and Communications Strategy (SOCS) and provide a foundation for Regional Program Managers (RPMs) to engage in the field.

Convening sessions included focus groups and were designed for participants to identify available and needed partners for effective outreach strategies to targeted communities. Those discussions fed directly into planning for the launch of local complete count committees. The Census Office's RPMs are also using the data to develop a strategic approach for cultivating relationships and identifying resources, expertise, and core competencies of a variety of organizations across their regions.

Review of the outcomes of the 24 regional convenings and three tribal convenings resulted in the following major themes:

- **New citizenship question:** Attendees identified the most significant barriers to achieving a complete count as the proposed citizenship question and the current political environment regarding immigrants. They said these could greatly depress the count of non-citizen residents because of fear and distrust within these communities and a retreat from public services. Convening attendees were uncertain about the most effective strategies to address this issue, which was discussed at length at all regional convenings, though not at tribal consultations.
- **Accessibility—Census Office proximity and functional needs support:** Attendees expressed the need to make the 2020 Census accessible via several means: the locations of centers where guidance in filling out the form is provided, in-language support, and online access. Attendees talked about the need to "meet people where they are and where they feel comfortable." Approaches to addressing this challenge, include establishing Questionnaire Assistance Centers (QACs) and Questionnaire Assistance Kiosks (QAKs). Participants stressed the need to have U.S. Census Bureau (Census Bureau) offices and partnership specialists on the ground and in their neighborhoods. These issues were discussed specifically in Ukiah, Bayside, El Monte, Imperial, Oxnard, and Long Beach.

- **New online Census questionnaire format and broadband and Internet accessibility:** Attendees consider the Census Bureau's cost-saving online Census a double-edged sword. One concern is that areas with no or low broadband access or low internet subscription rates will be at a greater disadvantage than areas with easy access to the internet. Some participants were confused about the Census Bureau's approach of mailing 80 percent of households a postcard with a personal identification number and instructions to complete the Census online and sending paper forms to 20 percent of households. Participants in many areas were concerned the initial online option will greatly depress the count for rural residents, tribal members and others with limited broadband access and/or digital literacy. This theme was discussed at length during the tribal consultations in Northern, Southern and Central California, as well as at convenings in South Los Angeles, Salinas, Fresno, Bakersfield, San Bernardino, Bayside, Modesto, and Santa Ana.
- **Cyber security and combatting disinformation:** Attendees identified growing concerns about data confidentiality, with rising public awareness of hacking and theft or misuse of data. This issue was discussed at length in Ukiah, Imperial, Bayside, Santa Ana, Oxnard, and at tribal consultations.
- **Language access, cultural competence and communication access for special needs populations:** Attendees expressed the need for in-language assistance that addresses cultural barriers throughout the process of educating, motivating and activating the public, especially among recent immigrant communities and people with limited English proficiency (LEP). Also, communication in people's native language fosters trust, confidence and increased comfort with the census process. In most focus groups, attendees also discussed the need to address the communication needs of people with disabilities. This theme was discussed at length in Salinas, Mountain View, Santa Ana, San Fernando, El Monte, San Diego, South Los Angeles, and Long Beach.
- **Trusted messengers to address rising mistrust of government:** Attendees considered critical the importance of using trusted messengers to communicate to hard-to-count (HTC) communities. Attendees provided suggestions including working with locally based trusted messengers in each region/community during focus group discussions. This point was discussed at length across all convenings and tribal consultations.
- **Addressing transitory residency, migration, and homelessness:** Attendees discussed the need to find solutions to counting every person where they are, knowing that many individuals face homelessness or are in transition or migration. Gentrification, displacement, and dramatically increasing homelessness will create challenges for reaching and counting people as they move or take refuge in informal housing, such as the vehicles, garages, or the couches or spare rooms of friends and family. This theme was discussed at length in Oakland, Ukiah, San Diego, South Los Angeles, and Imperial. Additional interest in this area includes understanding how the Census Bureau will enumerate areas affected by natural disasters.
- **Coordination and collaboration needs:** Attendees discussed the need to dedicate specific staff to help with local outreach efforts and collaborate with counties and Tribal Governments, foundations, and community-based organizations.

## Media Assessment

Based on the information obtained during the statewide convenings, it appears each community relies on a combination of trusted messengers and local media for their information. In particular, the media information collected at convenings was unique to each area and often contained general instead of specific media outlets. For example, participants at the convening in Salinas primarily listed Spanish-language radio and TV outlets, due to its large Spanish-speaking community. However, participants in San Diego stated that radio, websites and newsletters geared toward Native Americans and the tribal community resonate highly in that community due to its prominent tribal population. While at the Fresno and Bakersfield convenings, respondents listed radio and TV geared toward farmworkers and Spanish-speaking individuals as primary sources.

As a whole, respondents at the convenings listed social media, Spanish-language radio and TV outlets, local and ethnic newspapers, and faith-based media as helpful toward the overall media outreach plan. Community members trust and respect the information contained in these media outlets because the information most likely pertains directly to them.

The Census Office plans to utilize the information gathered from these convenings in a few ways: 1) to inform its media contract and paid media outreach; 2) to inform its earned media efforts statewide; 3) to complement paid media efforts while avoiding outreach duplication; and 4) to analyze more closely how these trusted organizations and media outlets can partner to achieve a complete count.

## Future Regional Convenings

The Census Office will conduct a second round of convenings between July and September 2019, which will seek to build community participation by delivering outreach and messaging tools and resources to local partners. This will also be an opportunity for regional partners to share trusted messenger successes, possible needed adjustments, and messaging effectiveness, particularly in the context of ethnic media and social media. The Census Office will reconvene attendees from the first round of convenings and expand to include all contractual partners to finalize their strategic and tactical outreach plans in HTC areas prior to "launch" in 2020.

Like the first round of regional convenings, these are designed to foster relationships between key organizations, build regional networks, build local outreach capacity and provide local partners with outreach and messaging tools and resources, including the Statewide Outreach and Rapid Deployment (SwORD) mapping portal. The Census Office will also conduct a second round of Tribal Governments consultations with the same scope as above.

## Collaboration and Coordination Management

As a result of the readiness and needs assessment, the Census Office created Regional Program Manager (RPM) positions to fill the collaboration and coordination void that was discussed during various regional convenings. The RPMs work from offices strategically located to reach HTC communities. Being located closer to the communities they will be working with/in will help facilitate consistent in-person support and outreach to all stakeholder groups. Additionally, in an attempt to create cohesiveness between state and federal census efforts, the Census Bureau will assign one partnership specialist to each of the 10 established state regions who will then coordinate with the

assigned RPM to that region. The RPM will also be coordinating and collaborating with all local and tribal governments, CBOs, foundations, and other interested stakeholders in their assigned region.

### Regional Program Managers

The Census Office's outreach team is responsible for ensuring collaboration among the Census Bureau, State, local and tribal governments, CBOs and foundations invested in achieving the most accurate census count possible in California. The RPMs have chief responsibility in their assigned regions for holding all contractors, including ACBO and county partners, accountable for executing their outreach work. RPM responsibilities include conducting extensive in-person outreach activities and reviewing and approving funding plans submitted by contracted local governments and CBOs. RPMs will monitor all deliverables with each contractor throughout the duration of the contract via in-person meetings and weekly, monthly and quarterly reporting periods as specified per contract.

RPMs also have chief responsibility in their assigned regions to act as conveners and facilitators, ensuring that all partners are actively coordinating, communicating and collaborating throughout the census outreach process. In addition, RPMs will work closely with elected officials' district offices to help reach out to communities and align Census Office outreach goals. RPMs will interact directly with local and regional partners and act as liaisons within the region. RPMs will also ensure all regional partners contribute to the SWORD mapping portal. Given the RPM scope of work and responsibilities, the Census Office is conducting a multi-day training in January 2019 to ensure RPMs are given the tools they need to become successful in their assigned communities and are working closely with the Census Office management.

Below are outreach assignments for RPMs.

Region	Counties	Regional Program Manager
1	Butte, Colusa, El Dorado, Glenn, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, Siskiyou, Sutter, Tehama, Yolo, Yuba	Patricia Vazquez-Topete and Northern California Lead RPM
2	Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma, Trinity	Patricia Vazquez-Topete
3	Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano	Oakland RPM
4	Alpine, Amador, Calaveras, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne	Sacramento RPA
5	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura	Fresno RPM
6	Fresno, Inyo, Kern, Kings, Tulare	Fresno RPM
7	Riverside, San Bernardino	Quintilia Avila
8	East Los Angeles, Southeast Los Angeles, San Gabriel Valley	Irving Pacheco
8	Long Beach, South Bay cities	Sara Pol-Lim
8	Los Angeles, South Los Angeles, West Los Angeles, San Fernando Valley	Cecil Flournoy
9	Orange	Sara Pol-Lim
10	Imperial, San Diego	Connie Hernandez

<b>Sector Outreach</b>	<b>Regional Program Manager</b>
Education and Libraries	Mignonne Pollard
Health Services	Quintilia Avila
Unions	Irving Pacheco
Faith Based	Cecil Flournoy
Business and Corporations	Adriana Martinez
Technology and Innovation	Marcy Kaplan
Entertainment	Marcy Kaplan
Rural	Sacramento RPA

<b>Hard-to-Count Demographics Outreach</b>	<b>Regional Program Manager</b>
Immigrants, Refugees	Patricia Vazquez-Topete
Middle-Eastern North African (MENA)	Oakland RPM
Homeless Individuals and Families	Marcy Kaplan
Farmworkers	Sacramento RPA
Veterans	Irving Pacheco
Latinos	Adriana Martinez
Asian-Americans & Pacific Islanders	Sara Pol-Lim
African Americans	Cecil Flournoy
Native Americans/Tribal Communities	Connie Hernandez
Children Ages 0-5, K-12, Higher Education	Mignonne Pollard
Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ)	Mignonne Pollard
Limited-English Proficiency	Clarissa LaGuardia
People with Disabilities	Northern California Lead RPM
Seniors/Older Adults	Connie Hernandez
Low Broadband subscription rates and limited or no access	Sacramento RPA
Other Demographics as Proposed	To Be Determined

## Education Sector Outreach

The Census Office education outreach will reach the hardest-to-count populations through teachers, scholars, librarians, and children in safe environments, like kindergarten to 12<sup>th</sup> grade (K-12) schools, higher education and libraries.

Educating K-12 students is essential to the goal of conducting a complete count of Californians in 2020 because they not only serve as informational channels to other HTC communities, but are oftentimes considered HTC themselves. In particular, those students who are economically underserved or are limited English proficient, which are served by Title I and Title III programs, are considered HTC. These additional resources focused on HTC students will help toward a complete count in the 2020 Census.

Outreach to higher education students is beneficial because some higher education students fit within the CA-HTC Index and providing resources to higher education has the potential to reach millions of students throughout California. In addition, libraries are trusted environments that provide vital community outreach, including pertinent information, food services, and literacy classes. They provide an effective network statewide to reach HTC populations, especially those with limited access to technology.

## Kindergarten to 12<sup>th</sup> Grade

K-12 students serve as trusted messengers to family members and will be an important source of information about the Census, especially in immigrant and other limited English-speaking families. The work to make the Census a permanent part of the civics curriculum benefits all Californians. Census education has both short-term and long-term positive impacts. In the short term, high school students engaged in learning about all the implications of the Census are more likely to participate in 2020. In the long-term, elementary school students engaged in critical thinking around the Census are more likely to participate in future Censuses. Overall, Census education as a permanent part of the civics curriculum creates an informed and engaged population.

Part of the Census Office's outreach strategy is to engage K-12 students, teachers, and parents to provide information about the importance of the Census. The Census Office is utilizing the data from Title I and Title III schools to target hard-to-reach students. Title I is a federal program for children who live in high concentrations of poverty and Title III is a program for English-language learners that serves mostly immigrant children. The final report of the 2010 Census outlined the necessity of adaptation of 2020 Census materials and support of teachers in the implementation of curriculum for effective outreach efforts to schools.

In the 2017 Budget Act, \$250,000 of the total education sector outreach budget was allocated for a School Curriculum Pilot. The Census Office contracted with the Sacramento County Office of Education (SCOE) to develop and pilot educational support materials about the 2020 Census for students and teachers in California. The project is taking place in three phases. Phase I identified 20 teachers statewide who developed inquiry-based curriculum that was tested in their classrooms. Phase II pilots these materials in their individual classrooms. Phase III refines materials for publication and use statewide. Additionally, in Phase III, multiple school sites in hard to count communities will begin to use the curriculum.

In Phases I and II, SCOE sub-contracted with Los Angeles County Office of Education (LACOE) for facilitation of the process. In Phase III, SCOE is subcontracting with Fresno County Office of Education (FCOE) to support the work statewide.

### Phase I

Education specialists at SCOE and LACOE engaged a group of 20 teachers in curriculum design. The targeted grades are 5<sup>th</sup>, 8<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup>. In grades 5<sup>th</sup>, 8<sup>th</sup>, and 11<sup>th</sup> California's social studies standards outline different aspects of U.S. history and geography. At the 12<sup>th</sup> grade level, the curriculum focuses on principles of American democracy and economics. The teachers developed lessons that are organized as historical research and Take Action Now! modules that are hands-on, interactive, and build civic awareness projects around the census.

- In July 2018, the teachers were provided an overview of the 2020 Census in general and outreach and implementation plans for Census 2020. The teachers were introduced to the College, Career, and Civic Life (C3) national framework with its inquiry-based foundational educational pedagogy due to its emphasis on preparation for civic life. Sacramento County teachers lead the development for the 5<sup>th</sup> and 8<sup>th</sup> grade curriculum. Los Angeles County teachers lead the development for the 11<sup>th</sup> and 12<sup>th</sup> grade curriculum.

- From September 2018 through December 2018, this group of teachers met and refined inquiry-based lesson plans that reflect their current communities. The teachers are now piloting the refined lessons in their classrooms.

#### Phase II

- In January 2019, the teachers will meet again for additional refinement of the curriculum. They will create final drafts for the statewide pilot. The final product, Count Me In! Census 2020 Inquiries, will be used as a basis for the implementation of a statewide pilot.

#### Phase III

- From March 2019 through June 2019, the leadership team of the education project will identify 10 school districts with hard-to-count populations as pilot sites for the newly-developed Census curriculum (see Exhibit T). As part of the SCOE contract, each of the sites will be provided \$2,500 to support outreach efforts. FCOE is subcontracted to provide technical assistance support to teachers at the 10 identified sites.
- In February 2019, the Census Office will present the final curriculum package at the 2019 California County Superintendents Educational Services Association - Curriculum and Instruction Steering Committee Leadership Symposium. This event hosts representatives from the 58 County Superintendents of Schools. This will be one of the first statewide outreach efforts to provide information regarding the curriculum.
- In March 2019, the Census Office will engage social studies educators statewide and provide exposure to the Census curriculum at the California Council for Social Studies annual conference.

The State's second education-focused outreach strategy is to educate through youth engagement using visual and performing arts. A Visual and Performing Arts (VAPA) Guide is in development using Inderkum High School in the Natomas School District in Sacramento as the pilot site. The guide will form the basis of statewide contests in which students produce public service announcements (PSAs) and posters to create impactful media campaigns that engage youth at all ages.

#### Higher Education

Students who live on university campuses are likely to be missed during a census count or do not realize that they should be counted in the first place because they often live in communal housing. In addition, those students who are low-income, renters or are generally transient are considered part of the CA-HTC Index. That is why it is essential to provide resources and bring awareness of the Census to higher education students.

University of California and the California State University System provide vast communication networks that will help the Census Office reach the 18 to 25-year-old population. College-aged students can also be trusted messengers among their peers. The Census Office will work with student organizations, university libraries, and cultural centers located on campuses to provide information and support around understanding and participating in the 2020 Census.

The Community Colleges of California also offer an opportunity to support HTC populations at locations that are convenient. The role of community colleges to reach single parents, older foster youth, parents

of current foster youth, veterans and other venerable populations is central to supporting the Census 2020 outreach efforts. There are more than 115 institutions statewide that provide a valuable network with access to technology, ability to assist in education, and to disseminate information in safe environments. Engagement with student governmental groups, and the statewide network of local campus program officials provides invaluable opportunities for collaboration.

### Libraries

Libraries are trusted environments that provide vital information and services to local communities, including, technology resources, food services, literacy classes and educational programs. Libraries provide an effective network statewide to reach the hardest to-count populations, especially those with limited access to technology. The State will be engaging the vast network of libraries available throughout the state to assist with broadband access and information services related to the 2020 Census.

## Language and Communication Access

Language and communication access are an important hallmark of the state of California's measure of how well it serves inhabitants across the state; and this factor is integral to how well the State conducts outreach as part of California Complete Count – Census 2020 efforts.

Estimates show that California's population has grown by more than two million since the 2010 Census, with 44 percent of residents speaking a language other than English at home. Californians speak more than 200 non-English languages. Language access allows people who do not speak English as their primary language or who may have a limited ability to read, write, speak, or understand English, to access services that might otherwise inadvertently exclude them. The state of California also considers language access to be of critical importance to people with communication-related disabilities, such as those who are visually impaired, hard of hearing, or deaf, or those who have limited language proficiency or are illiterate.

The Census Bureau will provide the online Census form and telephone/electronic Census assistance in 12 languages other than English. It is important to note that these 12 languages are not the top 12 non-English languages spoken among LEP populations in California. Thus, California will develop its own language access program utilizing its own resources to address the state's distinct top non-English languages. Furthermore, the Census Bureau will provide the paper form in English and Spanish only, a departure from the six languages provided in 2010. In addition, the Census Bureau will limit the non-English languages provided for online and telephone questionnaire assistance. Language guides and glossaries will be provided for 59 languages. The limited number of languages offered via online and telephone assistance pose a challenge to effectively message and connect to the state's many HTC Californians unlikely to be accessed by the federal efforts.

The Census Office is in the process of developing a comprehensive, standardized approach to language and communication access and will require all contractors, including the 58 counties and all ACBOs, to submit a Language and Communication Access Plan to include those standards and reflect and address the specific access needs in their geographic region. There are distinct populations with LEP and other access needs within each of the 58 counties and 10 regions that have been identified for outreach purposes. Specific language and communication access requirements have been included in the

invitation letters that were sent to the 58 counties on Nov. 9, 2018, and in the both RFPs to statewide CBOs on Jan. 4, 2019 and regional ACBOs on Dec. 14, 2018. Once statewide CBOs and regional ACBOs are selected during the first quarter of 2019, the Census Office will provide data per region on LEP populations and top languages among those LEP populations. This data will be accessible to community-based organizations and outreach partners via SwORD by census tract and by grouping of census tracts.

The Census Office has hired a Language and Communication Access Manager dedicated to overseeing the implementation of all language and communication access plans incorporated into outreach contracts throughout the state.

## Statewide Outreach and Rapid Deployment Mapping Portal

One of the lessons learned from California's 2010 Census effort was the need for greater coordination and information sharing between the State and other outreach and messaging partners. Leveraging new technology and innovation, the Census Office has developed the Statewide Outreach and Rapid Deployment (SwORD) mapping portal to foster data sharing, coordination and collaboration in a user-friendly format.

SwORD provides informed planning and decision-making data for the Census Office's outreach and messaging partners, including local governments, foundations, CBOs and other non-government organizations.

To create SwORD, the Census Office collaborated with the geographic information system (GIS) mapping and spatial data analytics company Esri to leverage its ArcGIS Hub, a commercial, off-the-shelf product. The first iteration of SwORD was completed in November 2018 with a focus on how Census stakeholders will plan, educate, and activate outreach efforts for the 2020 Census.

Several key features and maps were developed based on information from the Census Bureau, Esri, the Department of Finance's Demographic Research Unit (DRU), and the California Public Utilities Commission (CPUC), including an interactive map of California's Hard-to-Count Index at the Census tract and block group levels. This map (see Exhibit U) provides metrics reflecting 14 socio-economic, demographic and housing variables (see Exhibit C) that correlate with enumeration challenges. Users can draw on the map, add their own data, and print information. The first iteration of SwORD also features a planning page that provides multiple ways for Census stakeholders to begin preparing outreach activities. The Census Office developed a virtual planning tour, which guides users through how to start learning about their HTC areas. Other maps focus on particular HTC variables, such as the percentage of young children in relation to the overall index. In addition, the planning page presents deeper looks at specific HTC issues, such as housing and language access.

SwORD was piloted in November and December 2018 with several large census partners that have spatial data experience, including Sacramento and Los Angeles counties, the Advancement Project in Los Angeles, and the Dolores Huerta Foundation in Bakersfield. A series of check-in meetings took place to collect feedback and input for the next iteration of SwORD. The pilot closed in December 2018 with enhancements to the first iteration that included a redesigned home page to offer clearer guidance to users; filter tools to allow users to highlight areas that have specific characteristics; and the latest Census race and ethnic group data.

The Census Office will ensure that SwORD complies with the state of California Information Technology (IT) policies, including information security and project oversight. The Census Office is adhering to the California Department of Technology's (CDT) Project Approval Lifecycle (PAL), which will result in an overall business and technology plan for SwORD. At the recommendation of CDT, the Census Office will also seek an additional independent contractor to further support the project needs and ensure the SwORD mapping portal tool stays within scope, schedule and budget.

The SwORD mapping portal will continue to evolve over the next several months. The next iteration of SwORD, which will be available in the first quarter of 2019, will focus on users with less data experience and overall communication needs during outreach. The Census Office is conducting research and will interview these types of users to have a comprehensive understanding of how they will use this tool in their day-to-day planning and Census outreach activities. These users will be a part of a second pilot.

The Census Office will continue to collect feedback from pilot participants, determine the needs of stakeholders, and work with Esri to develop and release enhancement features to improve the tool to ensure that it meets the needs of intended users.

## **IV. NEXT STEPS**

The Census Office will submit its follow-up report to the Joint Legislative Budget Committee, the Assembly Select Committee on the Census, and the Senate Select Committee on the 2020 U.S. Census by April 1, 2019. The report will detail the Census Office's funding and infrastructure actions during the first quarter of the calendar year, as required by Section 45, Chapter 53, Statutes of 2018 (Senate Bill 866).

In addition, the Census Office's interim Statewide Outreach and Communication Strategy (SOCS) will be completed in March 2019. In its next report, the Office will provide an update on this document, which informs the Census Office's many partners, from counties to Tribal Governments and community-based organizations, on the State's detailed strategy for reaching out to hard-to-count communities and communicating statewide.

## Appendix B: List of Hard-to-Count New Jersey Communities for Targeted Outreach

Communities in **bold** do not yet have a local or county Complete Count Committee as of March 20, 2019.

<u>Geographic Region (roughly north to south)</u>	<u>Local Complete Count Committee Status</u>
Paterson	City of Paterson; Passaic County
Passaic City	Passaic City (in progress); Passaic County
<b>Hackensack</b>	<NONE>
Jersey City	Jersey City; Hudson County
Hudson County outside Jersey City (Bayonne, Union City, West New York, Kearny, North Bergen)	Bayonne; Hudson County
<b>Morristown/Dover</b>	<NONE>
Newark	Newark; Essex County
Orange/East Orange/Irvington	Essex County (but no municipal committees)
<b>Elizabeth</b>	<NONE>
<b>Asbury Park/Long Branch</b>	<NONE>
Perth Amboy/Woodbridge	Perth Amboy, but <b>none in Woodbridge</b>
<b>New Brunswick</b>	<NONE>
<b>Plainfield</b>	<NONE>
Trenton	Trenton
<b>Camden</b>	<NONE>
Lakewood	Ocean County (in progress) (but no municipal committee)
Fort Dix and surrounding area (Burlington County)	Burlington County (in progress)
<b>Atlantic City/Pleasantville/Galloway</b>	<NONE>
Vineland	Cumberland County (but no municipal committee)
Bridgeton	Bridgeton (in progress); Cumberland County
<b>Salem City</b>	<NONE>
Rural Cumberland County	Cumberland County

Hello Everyone,

My name is Amber Huq, and I come before you representing the Bangladeshi American Women's Development Initiative, BAWDi for short, a group that support and empowers Bangladeshi women and girls in Paterson, NJ and neighboring communities.

An accurate 2020 Census matters to the Bangladeshi community because right now there is almost **no** data on us and our needs. We know that we have one of the biggest Bangladeshi Diaspora populations in the US here, but what that number actually looks like, no one knows.

When we are not counted, we are invisible to the services and resources our community needs. A 2015 news article from the website Mashable states that 26% of the Bangladeshi American community lives under the poverty line<sup>1</sup> which is much higher than the US average of 16%<sup>2</sup>. In a 2013 NPR discussion, Professor of Sociology Rosalind Chou stated that "the Hmong, the Bangladeshi, they have poverty rates that rival the African-American poverty rate"<sup>3</sup>. Though I provide this information acknowledging the barriers our African American brothers and sisters face, these facts are meant to raise awareness about how crucial it is that our Bangladeshi community is correctly counted.

The census determines billions of dollars for programs like Head Start, Medicare, the SNAP Program, Pell grants for college and reduced-price school lunch programs which provide the vital and critical support for families and children to thrive.

Our community also values education immensely. It is imperative that our children have access to financial aid that will make their educational dreams a reality and help secure a stronger economic future.

In terms of health, a small 2016 study of Bangladeshi women in the Bronx revealed that over half reported fair or poor health, 36.5% screened positive for risk of depression, only 35% had engaged in physical activity over the past month and 60% reported never having received a pap smear. Using World Health organization guidelines for Body Mass Index, 74% were either overweight or obese. Diabetes rates and heart disease are also major public health concerns for our community. If we are undercounted, we may miss critical interventions that could save lives and cause public health officials to overlook our health needs.

One last but very important point I will make is regarding the census citizenship question. I wanted to drive home that including this question will have a chilling effect on responses from our community. With the current anti-immigrant and anti-Muslim climate celebrated and actively perpetuated by this presidential administration, and with the tragedy we saw just last week in New Zealand, there is only a heightened distrust of government and an increased fear of retribution due to immigration status and religion affiliation that may very well undermine our community's numbers if this question is included.

I thank you all for your time and for listening to our perspective. You have a copy of our statement and I encourage you to stay in touch with our group and our Bangladeshi community as we work together to ensure that we are valued, seen and counted.

#### **Citation of Resources**

<sup>1</sup>Mashable Article: [https://mashable.com/2015/12/14/asian-american-poverty/#uD.MqJ8\\_8gqV](https://mashable.com/2015/12/14/asian-american-poverty/#uD.MqJ8_8gqV)

<sup>2</sup>Economic Policy Institute, New poverty measure highlights positive effect of government assistance -<https://www.epi.org/publication/poverty-measure-highlights-dire-circumstances/>

<sup>3</sup> NPR, Asian-Americans: Smart, High-Incomes and ... Poor?  
<https://www.npr.org/templates/story/story.php?storyId=185534666>

## NOTES FOR MIGUEL'S REMARKS TO NJ Statewide CC Commission

March 21, 2019

Hello my name is Miguel Diaz. I am Co-Chair of the Passaic County Complete Count Committee. This was created by the Freeholder Board for public outreach and education on Census2020. There are a dozen individuals representing the ethnic, linguistic, geographic, and generational diversity of Passaic County. We are working with the City of Paterson and many different cultural and faith based organizations throughout the county, especially focusing on the hard-to-count communities.

Passaic County has numerous hard-to-count populations, including

- Immigrants and English language learners
- Students, including at MSU, WPU, Berkeley College, and here at PCCC
- Senior citizens
- Homeless and transient low-income people
- Our county's population is 41.9 % Hispanic; 5.8 % Asian; 10.4 % African American; 2.9% Biracial or Multiracial.
- 17% live below the poverty line.
- Almost a 1/3 of Passaic County, 29.1 % of us, were born in another country.

We've already heard why Census2020 will be so important to Passaic County, and especially to Paterson, our county seat. I want to comment on two issues of concern to the Passaic County Complete Count Committee.

- **THE CITIZENSHIP QUESTION.**
  - There is an on-going dispute over whether the Census will include a question about respondents' citizenship status.
  - Passaic County's CCC opposes the inclusion of such a question.
  - We stand with the 131 national organizations who have joined a friend-of-the-court brief opposing the citizenship question, and with

the 99 percent of people who commented *against* the citizenship question according to the Census Bureau.

- This is because of our experience and what we know about our communities and our nation's history.
  - We know our nation's history: We know Census data were used to locate and incarcerate Japanese and Japanese Americans during WWII. (The Census Bureau has acknowledged this and apologized.)
  - We know that in the current political climate, immigrant communities feel a distrust of the government
    - In 2017, the student population of PCCC dropped for the first time, because more than 1,000 Dreamers did not return to complete their education
    - ICE has detained immigrants outside the Passaic County Courthouse when they came to take part in ordinary legal processes
  - This distrust of the government is especially strong in the very same communities that are already hard-to-count.
- **We Need RESOURCES.**
    - Passaic County needs all resources available from the State and from the U.S. Census Bureau in order to maximize our efforts.
    - Our hard-to-count communities become even harder to count if there's a citizenship question, but either way, we need to reach people where they are, in the languages they speak, with messages that will resonate.
    - That takes resources: for outreach and translation, for reaching and supporting the key stakeholders who can educate their wider communities, and more.
  - *(positive ending)* This is an investment that will pay dividends for a decade, in increased funding for education, infrastructure, and social services.

Ken Kidar. American Arab organization, founder and a chaplain for Paterson

Good evening, thank you for coming to Paterson. Today is my first time coming to this meeting. am getting involved in Paterson and Passaic County census. My name is Ken Kidar from American Arab organization, founder and a chaplain for Paterson. Paterson is as my colleagues stated before, is about 73 different groups with about 33 languages from Spanish, which is the most or majority speaking and then the middle eastern which I represent with Christian Muslim communities actually.

It's very hard to trust anybody that goes to our community actually to go and do the count. As stated earlier from the PACC organization, I will follow and say the same thing, we need your support to make sure that these people are counted, we are -- got involved in the 2010 census, my organization, we missed about 10,000 people probably in South Paterson alone. I am sure other cities, other areas of Paterson missed some people because of the census. They are scared to fill out those forms. They don't want to be followed by ICE or any other Federal Government, so we need your help to make sure that everybody is counted, I have nothing prepared in writing. I am just saying this because this is the first time I come to this meeting. Thank you very much for coming to Paterson.

K

Ruth Delgado, Passaic resident and a member of Make the Road New Jersey

Good evening Secretary Way, commissioners and audience members. My name is Ruth Delgado, I am from Passaic and a member of Make the Road New Jersey. Make the Road New Jersey supports low income immigrant and the Latin community to achieve dignity and respect through community organizing, legal and support services, policy innovation and transformative education. Founded in November, 2014, Make The Road New Jersey centers in Elizabeth and Passaic are house for community organizing and civic engagement. In 2018 Make the Road New Jersey provided legal services and educational programming to 7,000 immigrant families, mobilized 15,000 people to take action for immigrant and worker rights and one landmark immigrant rights victory in New Jersey.

The upcoming 2020 Census has deep implications for the communities that Make the Road New Jersey and other community organizations serve. As a report issued by Fund for New Jersey highlighted, \$17.5 billion in federal funding that New Jersey received is based on the census data yet the undercounting and certain populations including immigrants and residents with limited English proficiency can undercut the fairness and accuracy of data and thus distribution of funds and political representation.

While there are persisting challenges facing the hard to count areas in every Census, the 2020 Census will present unprecedented challenges in particular for chronological undercounted immigrant communities, the potential inclusion of a citizenship question and escalating tax on immigrant communities have created a deep fear and mistrust in immigrant communities of the Federal Government that can lead to immigrants being reluctant to respond to the census.

New Jersey is a state of immigrants. Our population has a third highest share in immigrants nationally. One in three New Jersey residents are foreign born or a child of immigrants. If immigrants are undercounted, it poses an extreme threat to New Jersey achieving a complete and accurate count in the Census 2020. Make the Road as well as other community organizations are prepared to meet challenges posed in the census with strategies to target areas of New Jersey hard to count tracts. Thank you for your time.

L

Patricia Williamson, New Jersey Institute for Social Justice

My name is, Patricia Williamson and I represent the New Jersey Institute for Social Justice. I wanted to come briefly. I don't have anything written but I wanted to come to thank you. When I testified in January asking specifically for the \$9 million appropriation towards the census for outreach from the state, I was asking basically one dollar per resident and I was very pleased that Senator Cruz-Perez and Assemblywoman Lopez and Assemblywoman Jackson created the bills, A5056 and S3478, for that appropriation. And so I just wanted to thank you as a commission and encourage those of you that are elected officials to please consider signing on as co-sponsors and all of you that are not elected officials, please consider supporting that. We do know we had \$2 million suggested in the budget by the governor which is more than the \$500,000 we started with, however, we are still going to continue to ask for additional funding for the outreach especially in the hard to count areas where we know we will have several conversations with people to come across with the messaging as you have heard prior. So again, thank you very much and I look forward to working with you.

M

Manuel Persezza (ph) for the Center of development in Essex County

Manuel Persezza (ph) for the Center of development in Essex County. My coming here tonight is an indication that I really want us to pay attention to the immigrant community of Middlesex County, and I was one of those left out in the 2010 census. My family was left out, and I spoke to many members within my community, they too were left out, all because that they had to do two jobs, 16 hours a day to make sure they support their family. Are you getting me?

And to the point that they can't even attend the presentations because they have to work to meet the needs of their family. And so I am appealing to you, Ms. Secretary, to do everything possible for us not to be left out, because when we are left out, you are insignificant in the society.

I am here today as an appetizer of what is to come and I am willing to put everything aside to make sure that every soul is counted regardless of the accent, the color and regardless of the society, we are all one people serving this one nation. Thank you for the opportunity.



STATE OF NEW JERSEY

DEPARTMENT OF STATE

P.O. Box 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

SHEILA Y. OLIVER  
*Lt. Governor*

TAHESHA WAY  
*Secretary of State*

**THE NEW JERSEY COMPLETE COUNT COMMISSION**

**Meeting of April 24, 2019, 6:00 p.m.**

**Ray and Joan Kroc Corps. Community Center**

**1865 Harrison Avenue**

**Camden, New Jersey 08105**

**MINUTES**

**CALL TO ORDER**

Chairwoman Way called the April 24, 2019, meeting of the Complete Count Commission to order at 6:00 p.m.

**OPEN PUBLIC MEETINGS ACT**

Elizabeth Vouk noted that the hearing had been timely and properly noticed in accordance with the Open Public Meetings Act.

**ROLL CALL**

Lauren Zyriek called the roll.

**MEMBERS PRESENT:**

Chairwoman Tahesha L. Way, Commissioner James Cassella, Commissioner Kenneth Clayton, Representative for Commissioner Ted Conrad, Commissioner Nilsa Cruz-Perez, Commissioner Sara Cullinane, Commissioner Eileen De Freece-Wilson, Commissioner Maria Bonita Duncan, Commissioner Reva Foster, Commissioner Nia Gill, Commissioner George Gore, Commissioner Matt Gould, Commissioner Michael E. Greene, Commissioner Stacy A. Johnson, Commissioner Yvonne Lopez, Commissioner Laura E. Matos, Commissioner Gabriela Mosquera, Commissioner Leonard Preston, Commissioner Verlina Reynolds-Jackson, Commissioner Michele Siekerka

**MEMBERS ABSENT:**

Commissioner Maura DeNicola, Commissioner Nellie Pou, Commissioner Mary Rivera, Commissioner Terry Tucker, Commissioner Douglas Cabana, Commissioner Gail B. Gordon, Commissioner Gualberto Medina

**STAFF PRESENT:**

Jay Boone, Lauren Zyriek, Eric Kipnis, Trudi Gilfillian, George Losse, Corey Wolkenberg, Wendy McVicker, Elizabeth Vouk, Kety Rosario

**PLEDGE OF ALLEGIANCE**

Chairwoman Way asked everyone to stand for the Pledge of Allegiance.

## **APPROVAL OF MINUTES**

Chairwoman Way asked for motion to approve the Minutes of the March 21, 2019 meeting. Commissioner Cassella made the motion and it was seconded by Commissioner Cruz-Perez. All in favor, none opposed, no abstentions. The minutes were approved.

## **CHAIRPERSON WELCOME**

Chairwoman Way welcomed and thanked everyone for attending the hearing as it is an important part of the process for the Commission's mission.

## **SPEAKER PRESENTATION AND Q&A**

### **Carmen Rodriguez, Freeholder, Camden County**

Welcomed Chairwoman Way and the Commissioners on behalf of Camden County. Freeholder Rodriguez provided an overview on the importance of the 2020 Census to Camden County.

### **Frank Moran, Mayor, City of Camden**

Mayor Moran welcomed all and emphasized the importance of the 2020 Census for the City of Camden noting that there are about 77,000 residents in Camden, including those who are hard to count, who could be affected by the misappropriation of resources if there is not a complete count for the 2020 Census in the community.

### **Cheryl Bolden, Supervisory Partnership Specialist, U.S. Census Bureau**

Ms. Bolden provided an overview presentation about the 2020 Census. Mrs. Bolden cited that she has about 12 2020 Census Specialists who will be dedicated to working with the counties in New Jersey. She further highlighted the importance of working in partnership with diverse community groups, organizations and stakeholders.

Following Ms. Bolden's presentation, Chairwoman Way opened the floor for questions from Commission members. The following is a paraphrased and summarized version of the Commissioners' questions and ~~Mr.~~ Ms. Bolden's responses. A full transcript is available.

- *Commissioner Maria Bonita Duncan's question:* Do you have specialists in all counties?
  - *Ms. Bolden's response:* Eventually there will be a specialist in all 21 counties, but presently there are 12. She noted that Mr. Mayfield who serves Camden County was in attendance.
- *Commissioner Maria Bonita Duncan's question:* I would like to know how you update counties or the commissioners of this Commission on how the process is going so that we can report back to our constituents about the hiring process, and the need for bilingual people. How do we get that information?
  - *Ms. Bolden's response:* She noted that due to the security clearance process they are behind in the hiring process. Every employee of the federal government must pass a security clearance. However, people are being hired. There is an office in Trenton and by the summertime all eight offices will be fully staffed. She noted that the Census office in Trenton is nearly fully staffed and there are two partnership people dedicated to the County of Mercer.
- *Chairwoman Way's question:* In terms of informational materials, are they in different languages?
  - *Ms. Bolden's response:* We are increasing availability in other languages. The majority are in English, there are many in Spanish, and other languages are coming from headquarters.

- *Commissioner Laura Matos' question:* As localities and communities are setting up other local CCC's, is there a repository for information for the community to know if there is a CCC in their community to reach out to?
  - *Ms. Bolden's response:* Ultimately the expectation is that as there is a State Complete Count Commission, Complete Count Commissions on a county level; and thus, the mayors would be working in cooperation with their county. Some counties are already developing commissions now: Middlesex County, Union County, and Mercer County. Many of them are already evolving, and they are bringing their peers online with that.
- *Commissioner George Gore's question:* Where are you putting up the recruiting sites, there seems to be confusion right now about those. Before we knew where the sites were, but I haven't seen that list lately.
  - *Ms. Bolden's response:* We have a list of job fairs that are current and in cooperation with partners who are establishing job fairs throughout the state. So we have recruiting people in all of the counties as well as partnerships. There is a cooperation on purpose to ensure that we are meeting the needs. For every one person that is needed, we are trying to hire six additional people.
- *Commissioner Michele Siekerka's question:* As an organization who posts job opportunities and communicates out to the business community, people often times come to us to look for job opportunities. Do you have some type of information, press releases or something you can send to me that I can post?
  - *Ms. Bolden's response:* We have PDF's. If anyone would like those, you can contact me via my e-mail which is [cheryl.bolden@census.gov](mailto:cheryl.bolden@census.gov) or go onto [census.gov](http://census.gov) and there is a plethora of information regarding the recruiting process and hopefully how we are meeting the needs of the community.
- *Commissioner Reva Foster's question-comment:* I'm from Burlington County, Willingboro. We held two job fairs. The first job fair we were able to put in applications for 90 different people. Then the second job fair about 80. The people are waiting to hear exactly which location they may be qualified to go to as well as any other things they need to provide to make sure that they are in fact one of the recruits selected for the jobs.
  - *Ms. Bolden's response:* The offices are opening soon and will be completely open by the summer. We do have an operation that is coming up soon called 'Address Counting'. That will begin in ensuing months. Employment will come at the time that operation begins. And as the offices open, people will be called to work. Until that time their applications are held. And once we need the population to fill those spots, we will.
- *Chairwoman Way's question:* Could you tell us a bit about information concerning how the disabled can actually complete the Census; specifically the visually impaired? Do you have any information on that for that community?
  - *Ms. Bolden's response:* There is an instrument for completion in terms of the questionnaire in braille, for the disabled.
- *Commissioner Gabriella Mosquera's question:* Has there been any job fairs on this side of the State down South, because I haven't heard anything? With the high unemployment rate in Salem, Cumberland, and Atlantic counties it would be an opportunity to give individuals that are looking for jobs.
  - *Ms. Bolden's response:* In Cumberland County, we have been having a job fair at least twice a week in the Bridgeton Library. We also have job fairs in the Vineland Library, Cumberland County. We have had job fairs in Gloucester County and we are in working in Salem as well.

- *Commissioner Nilsa Cruz-Perez comment:* I know we have a representative for Camden County already. If we can team up with Camden County government for job fairs through the year, that would be a great opportunity.
  - *Ms. Bolden's response:* The application is completed online. If you have vehicle to have a computer bank that is the most effective way. We had a job fair at the Newark Public Library located on Washington Street, in which we assisted with the online application for more than 200 individuals. Besides this being a technological age there are many individuals who are not computer literate and don't fully know how to follow the process.
- *Commissioner Nilsa Cruz-Perez's response:* I will talk to Freeholder Carmen Rodriguez who oversees the libraries in Camden County to allow residents to come and put applications in at the different libraries.
- *Commissioner Nia H. Gill's comment:* I'd like to say that we partnered and it was very successful. Partnerships were with Montclair Public Library, East Orange, and Clifton Library at Montclair State. The staff stayed and helped people fill out the online application. It was advertised a week before. Letters were sent to every church, to every TV station, to every hyper local news outlet and it was a good turnout with 44 – 50 people at Montclair Public Library. It is a good idea to have it at a place that has foot traffic. We had a sign-in sheet so we can conduct follow-up at some point later to see who got jobs, and if there are any other questions.
- *Commissioner's question:* For Northwest Jersey: Hunterdon, Sussex, Warren, that are more rural in nature, I have been trying to find out about any job fairs or sort of what the process is for that area.
  - *Ms. Bolden's response:* There is a partnership person for Morris County. I have also had a gentleman who served Morris, Sussex and Hunterdon before, so they are both on board. And they are the tasked with beginning job fairs in that area.

**Commissioner Michael E. Greene, Business Administrator City of Newark/Complete Count Commissioner**

Commissioner Greene presented best practices for forming local Complete Count Commissions (LCCC).

Commissioner Greene highlighted the importance to first identify and appoint someone to ensure that the LCCC works. Mr. Greene noted that he and Deputy Mayor Jackie Quiles were appointed by the Mayor.

Commissioner Greene noted that the first step taken for Newark's LCCC was to conduct a "LUCA", which is identifying new addresses, new property, and new tax abatement within the community to ensure that the Census has knowledge about those new addresses. Commissioner Greene indicated the importance of involving different agencies and departments within the municipality as key supporters to promoting the Census; for example, the Department of Recreation and Seniors Services, the Department of Health, Press Communication and IT, the Department of Water and Sewer, and the Department of Work Force Development will all have the LCCC logo, developed by the students, on all their literatures and correspondences. In addition, Press Communication and IT developed a website and will assist with online communication such as Facebook.

Commissioner Greene further noted that the second most important thing to do when forming a LCCC is to identify the hard-to-count population within your community. In addition, Commissioner Greene noted the importance of recognizing and involving the trusted leaders within each community including faith-based community leaders as well as the local schools. He also highlighted the importance of involving the students as key players in encouraging parental response to the Census.

Finally, Commissioner Greene emphasized the involvement of community members and recruiting members from the different immigrant's communities to volunteer to have all material translated into the different languages spoken within those communities.

*Commissioner Eileen DeFreece:* I am a professor at Essex County College Newark where there is a huge undocumented population. I am concerned that a lot of the undocumented students have spoken out and said: there's no way that I'm going to put my family at risk by admitting that, they're not a citizen. If that become part of this process, have you thought of any strategies to address some of these communities in the City of Newark?

- *Commissioner's Greene's response:* The biggest strategy is the community outreach that Deputy Mayor Jackie Quiles is trying to do in the Hispanic population and throughout all the different communities. The biggest key is to engage the trusted community leaders. One thing she did was make sure that those trusted community leaders created public television commercials that play on our Channel 78 and talk about the Census and why is important. Another part of the outreach is visiting churches and letting the trusted community leaders tell them to be a part of the Census and participate in the Census. The City of Newark has had over 40 job fairs so far.
- *Chairwoman Way's response:* I was there for the unveiling of the children's logo and it was phenomenal that you came up with the thought of having an innovative friendly competition to involve the children. I really see our kids being strong trusted messengers with their parents. I think that fully engaging our kids to help them get to their guardians and parents so that mom, and dad can understand that the Census is important for things like their students' hot lunches, then maybe it can also inspire them to complete the Census.
- *Commissioner Eileen De Freece-Wilson's question:* How much did the City of Newark budget the Census?
  - *Commissioner's Greene's response:* The answer is zero. It has been done with the money that is in our budget currently. Newark spoke internally about innovative ways to get the schools involved by creating the competition for a logo and the Arts High School's presentation of Hamilton to get the word out about the census. Once again, having the kids doing it with the thought that it may have some influence on their parents.

With no further questions from the Commission, Chairwoman Way moved to the next item on the agenda.

## **PUBLIC COMMENT**

Chairwoman Way asked for a motion to open the floor to public comment. Commissioner Cruz–Perez made the motion and it was second by Commissioner Johnson. All were in favor, none opposed, no abstentions. Chairwoman Way opened the floor to public comments.

- Peter Chen, Advocates for Children of New Jersey (Attachment A)
- Blanche Brann, "Simply Put" a Lawrenceville, New Jersey organization (Attachment B)
- Dr. Jesselly De La Cruz, The Latina Action Network foundation, Executive Director (Attachment C)
- Rachel Green, Action Together New Jersey, Civil Rights Director and Southern Regional Coordinator (Attachment D)
- Sara Joslin, Community Advocate and Vice President of the Methodist Women in New Jersey (Attachment E)
- Nicole Nance, Resident of the City of Camden (Attachment F)
- Patricia Williamson, New Jersey Institute for Social Justice (Attachment G)
- Philip Kandl, Head of the complete count Committee for Union County (Attachment H)

- Tiffany Chang, Advocacy and Policy Manager, Asian American Federation – written testimony only (Attachment I)

With no further comments from the public, Chairwoman Way asked for a motion to close the public comment portion of the meeting. The motion was made by Commissioner Gore and seconded by Commissioner Mosquera. All were in favor, none opposed, no abstentions.

## **DISCUSSION**

Chairwoman Way opened the meeting for discussion among the Commissioners. The discussion is paraphrased and summarized below.

### **Deputy Chief of Staff Lauren Zyriek**

Ms. Zyriek reported that the department continues to lay the groundwork for Census 2020 by assessing needs and conducting conversation to build awareness and education.

Ms. Zyriek further reported on the success of the April 1<sup>st</sup>, One Year Out Kickoff. Ms. Zyriek noted New Jersey's tour spots received widespread recognition including by the Census Bureau in their national publication.

Ms. Zyriek also reported that the Department of State maintains an ongoing dialogue with State agencies, and have come together to develop outreach initiatives. For example, the Department of Military and Veteran Affairs will host job fairs that focus on Veterans. In addition, the Department of Education will be considering conducting training with teachers on Census 2020 so that teachers can bring awareness to the children to ensure that children are counted.

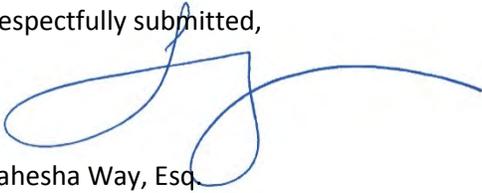
Ms. Zyriek reported on the continued efforts to forming Local Complete Count Committees throughout the State in collaboration with the US Census Bureau.

Finally, Ms. Zyriek noted upcoming meetings and activities in Union County, Mercer County, Middlesex County, and Atlantic City. Lastly, she noted that the completion of the comprehensive Complete Count Commission Report would happen by the statutory deadline.

## **ADJOURNMENT**

With no further questions or comments from the Commission members, Chairwoman Way asked for a motion to adjourn. Commissioner Lopez made the motion and it was seconded by the Commissioner Foster. All were in favor, none opposed, no abstentions. The meeting was adjourned at 7:30 p.m.

Respectfully submitted,



Tahesha Way, Esq.  
Secretary of State  
Commission Chairperson



A

Giving Every Child A Chance

To: Secretary of State Tahesha Way, Chair  
Members, New Jersey Complete Count Commission

From: Peter Chen, Policy Counsel  
Alana Vega, KIDS COUNT Coordinator  
Advocates for Children of New Jersey

Date: April 24, 2019

RE: **Remaining Needs for Census Outreach and "In-reach"**

ACNJ would like to thank members of the Commission and the Secretary in particular for their efforts to organize Census One Year Out events on and around April 1, 2019. These events helped generate public awareness about the upcoming 2020 Census and served as an opportunity to begin Census outreach.

However, given the challenges facing New Jersey in the 2020 Census, these kickoff events are just the beginning. The hard work of outreach, training and communications will require concerted and persistent efforts over the next year across New Jersey.

My comments cover a range of topics but the common theme in all of them is the same: outreach for the Census has to start yesterday and that outreach will require more resources and energy than what we have been putting in so far at the federal, state and local levels.

**1. Additional state outreach funding needed, as well as infrastructure for funding.**

A-5056/S-3478, sponsored by members of this Commission, would appropriate a one-time \$9 million expenditure for this Commission to implement its outreach plan. The \$2 million appropriation in the Governor's proposed budget would be insufficient to perform even bare-bones outreach with little to no grant funding for the trusted messengers who will be critical in this effort. The federal Census Bureau has made clear that they will not provide any grants this cycle for outreach, making the need for State funding even greater. All 12 New Jersey congressional representatives have signed onto a letter asking the Governor and Legislature for "robust" funding for Census outreach.

I encourage legislative members of this Commission who have not yet cosponsored this legislation to do so.

Additionally, even if this funding is approved, grant approval processes for funding will need to happen very quickly in order for those dollars to reach the local complete count efforts. I encourage the State to look at Illinois, California, and Maryland's grant programs, which have allocated state funding directly to

community-based organizations and local complete count committee efforts to ensure a quick turnaround of state funds if they are made available.

Many local nonprofits are looking for ways to assist, but State support will be needed for areas such as the implementation of Census kiosks or information hubs where people can fill out their Census forms in 2020. The Secretary's office has offered to assist with translation of Census outreach materials.

As mentioned previously, ACNJ encourages the Commission to publish an interim report before the June 2019 deadline in order to publicize 1) the obstacles and challenges facing the 2020 Census in New Jersey, 2) how outreach will be directed towards hard-to-count communities, 3) strategies for state and local outreach, and 4) a communications plan with particular focus on non-English media.

## **2. In-reach within State government**

As mentioned at our past comments, ACNJ encourages each state agency, board and commission to create a plan of how it will include Census outreach in its existing work.

The creation of Census liaisons at each department is a good first step, but the clock is already ticking on mailings and materials distribution for many agencies. And beyond the agencies themselves, many advisory and review boards established by the State are required to include community members. These groups should also begin planning for how they may be involved in Census outreach.

In addition, the State issues many grants to community-based organizations or local governments for a variety of work, ranging from prisoner reentry to domestic violence services to disability services to health clinics. All these grantees could be sent information on the 2020 Census to prepare their workforce and their clients about the importance of the upcoming Census.

## **3. Extending reach of the Commission**

ACNJ applauds the creation of smaller groups within the Commission to target particular areas of work. It is unclear, however, whether these groups will include representatives from outside the current membership of the Commission. Given the number of hard-to-count groups not represented directly on the Commission, ACNJ encourages the Commission to include outside groups in these discussions and to extend the public meetings with activities at the subcommittee and local levels.

Additionally, ACNJ encourages the members of the Commission to jump-start complete count efforts in their communities. For example, Bergen County has not formed a complete count committee despite being the State's most populous county, nor has its largest city, Hackensack, a particularly hard-to-count community. Beyond serving on the Commission, it is critical that Commission members serve as Census ambassadors, spreading their learnings from the Commission to local communities in their areas.

Finally, ACNJ urges the Commission to pay special attention to South Jersey. Atlantic City, Pleasantville, Galloway, Vineland, Bridgeton, Wildwood, Salem City, as well as rural areas in Cumberland, Salem and Atlantic Counties, are all at serious risk for undercount but have not received as much attention as denser urban communities.

\* \* \*

The Commission has gotten off to a great start, but this Census will present challenges never before seen in New Jersey and around the country. With looming uncertainty around the citizenship question, an untested online platform, and declining survey response rates nationally, a herculean effort will be needed to ensure that New Jersey has a fair and accurate count.

35 Halsey Street | Newark, NJ 07102 | 973.643.3876 | F 973.643.9153  
[www.acnj.org](http://www.acnj.org) | [advocates@acnj.org](mailto:advocates@acnj.org)

## **Attachment B**

### **Complete Count Commission Public Hearing 04-24-2019**

#### **Blanche Brann – ‘Simply Put’, a Lawrenceville, New Jersey Organization**

So my name is Blanche Brann. I live in Lawrenceville, New Jersey. And I am part of the team called "Simply Put." We're a social impact non-profit publishing company. And we are the publishers of a forthcoming book called "We Count." Sorry, I have to actually -- and We Count is an adorable baby board book that teaches children between the ages of zero to four how to count. And it teaches adults, who read with their children, how and why to participate in the 2020 Census. The Forward of the book is by the Governor and First Lady Murphy for the State of New Jersey We're launching the book as a pilot in Passaic County in June. We've gotten a tremendous amount of response and support from some wonderful funders. Before you is a couple of things that I'll just tell you what is before you: One is about the book. That's the first 14 pages. One is a hard-to-count map of the 2020 Census for the State of New Jersey. And the back seven pages is the manuscript, in draft, so you can see what we concede though for the children and for the parents to read. There's an elder that we've created who talks about these very hard-to-count situations. So, for example -- and I'll read my -- which explains how it works. It really kind of explains the multi-cultural-ism and the family situations that do specialize in disenfranchise and large amounts in publishing in how to marginalize communities. That's all we do. So count on me. So good evening and thank you for the time to tell you about "We Count." "We Count is a baby board book that is an intergenerational tool that not only teaches children from zero to four to count to 10, it teaches adults on how and why to take the 2020 Census. It's actually adorable. And it's engaging. It's not a knock on the door. It's illustrated -- beautiful pictures of families of different cultures that live in America and all their various configurations and household makeups. In fact we've gone to great lengths to find artists from these cultures and neighborhoods so that we respectfully and authentically depict these families and their living situations. The Census 2020 is complex. It is not necessarily easy to know who to count, especially if you're living in a place where you are not listed on the Lease perhaps or one family member is in the Army or a baby still in the hospital. We address all of these situations and more, but we do it in a fun congealing fashion making it easy and encouraging to participate in Census 2020. You know better than most how many children were miscounted in the last Census. 10 years is a long time to make another mistake. We have been lucky thus far to receive funding for launch in Passaic County and luckier still to have the support of Governor Murphy and the First Lady who have written the Forward to the New Jersey version, but we want New Jersey to be the model to take us across the country. And so we need state funding. We have the ability to get this in the hands of every head start, every nurse home visiting program, and child care program. And our team is extraordinary, including the preeminent Dr. Faith Lamb-Parker, one of the nation's renowned early education experts. And Lisa Bernstein, the publisher of "What to Expect When You're Expecting." But it's my understanding that most of the foundation money is going to a GOTV effort -- which I'm sure you're familiar with -- rather than an engaged effort in hard-to-count areas. And I don't think a door-knocker is going to do it. We specialize in publishing into disenfranchised and marginalized communities. In our initial work at Passaic County, we have already seen, with one focus group, how it can move the needle from: I don't feel comfortable sharing my information with the Census 2020. 75 percent

said that to 88 percent saying: They will -- they will participate. That's a huge impact. That's from working with our book and our trainer. We count works, but only provide the books and training to those Social Service agencies that already want to partner with us those trusted messengers, but we need the funding. I look forward to your feedback and your comments and suggestions.



# LATINO ACTION NETWORK FOUNDATION

**NJ Complete Count Commission Public Hearing**  
Wednesday, April 24<sup>th</sup>, 2019

**PUBLIC TESTIMONY ON CENSUS 2020 BY LATINO ACTION NETWORK  
FOUNDATION**

Submitted by: Dr. Jesselly De La Cruz, LCSW – Executive Director  
Contact Information: 201-774-4017, [drdelacruzlanf@gmail.com](mailto:drdelacruzlanf@gmail.com)

My name is Dr. Jesselly De La Cruz and I am the Executive Director for The Latino Action Network Foundation (LANF). Established in 2010, The LAN Foundation is a nonprofit, charitable organization with the goal of uniting New Jersey's diverse Latino communities and advancing our economic and social empowerment. The LAN Foundation believes that the integration and representation of Latinos at all levels of society benefits all New Jerseyans.

With that said, I would like to speak to the Commission about the benefits and barriers to ensuring Latino representation in the upcoming Census in 2020. The Census was established in the Constitution as a way of capturing America's diverse demographics. However, current federal administration efforts to include a citizenship question threatens NJ's goal of obtaining a full and accurate count. Efforts to deter participation of Latinos, immigrants, and all other Hard-to-Count (HTC) communities in the Census will negatively affect all of NJ by concealing the valuable contributions of NJ's diversity. Latinos currently represent approximately 20% of New Jersey residents throughout the state including in urban and rural communities. NJ's Latino population is diverse from farmworkers to U.S.-born youth of immigrants attending local schools. Latinos are generally younger in age in comparison to other racial and ethnic communities; and, we proudly contribute to the state's economic growth and labor workforce.



---

The LAN Foundation would like to highlight some important matters to keep in mind as the Commission begins to operationalize efforts for a full and accurate count. First, Latinos currently represent the largest group at risk of an undercount with 32% of Latinos living in HTC areas. Latino youth make up 26% of children living in NJ but also represent a large portion of the undercount for children under the age of 5. The risk of excluding Latino youth in the Census is further compounded by anxiety and fear of mixed-status families being separated or targeted by local municipalities because of their immigration status. If we are unable to capture all of NJ youth and their families, we put at risk the future needs of the entire state. Latino civic organizations and nonprofit organizations, such as LAN and the LAN Foundation, work closely with NJ government because we believe in democratic participation, including Census participation. We ask that, in NJ's efforts to pursue a full and accurate count, that we also collectively take measures on statewide and local levels to gain and maintain the community's trust by ensuring safe participation of all NJ residents. We support legislative bill A5056/S3478 that appropriates funding toward NJ's full count efforts. We also hope that community fears are addressed adequately and that the outreach needs of NJ Latinos are provided equitable resources that are representative of our valuable presence and contributions to this state.

## **Attachment D**

### **Complete Count Commission Public Hearing 04-24-2019**

#### **Rachel Green - Civil Rights Director, Action Together New Jersey**

My name is Rachel Green. I'm with Action Together New Jersey. I am their Civil Rights Director as well as their Southern Regional Coordinator. We are a grassroots progressive organization that's about informing and educating the community. One of the reasons why I'm here this evening is to ensure and make sure that the resources actually get to the non-profits in the community that are in the trenches that are actually doing the work day-to-day with people that we're trying to reach frankly right now. One such organizations are your family success centers. I don't know if any of you are aware of them, like Atlantic City has a few of them right now. These are centers that are already set up. They're being utilized by the community. And they already have a trust factor with those that we're trying to reach right now, which we know we have to build that trust factor in order to be able to get them comfortable giving us vital information. I did write a little something this evening that I want to leave with you. And as the saying goes, I know I'm preaching to the choir, but I just wanted to leave a few things with you. I first want to say how encouraging it is that I see how much effort the State is putting in educating New Jerseyans of this most important effort which our next Census is coming up in 2020. Many may ask why the Census is important. The Census helps us see how the United States is changing where we need more resources. The Census determines how Congressional seats are appropriated; how state and federal dollars are distributed; where business chooses to ship products, where they build their new stores. Within states, the Congressional and state legislative initiatives are redrawn based on the Census data. To do all that properly the count needs to be accurate. An undercount of the population would have a far-reaching implication. It would shape how billions of dollars a year are allocated, including schools and hospitals. It would undermine the integrity of a library of economic data and other statistics that businesses, researchers, and policymakers depend on to make their decisions. Including the networks that bolster the forecast for Social Security benefits, an accurate Census result is one of the most relevant, social and Civil Rights issues that we're facing right now. We as citizens can control this. Please, I ask the Commission to put real effort into the hiring and training of those that live in these hard-to-reach communities in order for us to truly have an accurate Census that you're trying to reach this evening. And again family success centers, ladies and gentlemen, they are already doing the work. They already have that connection in the community. Just Google a few of the organizations, like Robins Nest and a lot of others. They will be able to help out.

## **Attachment E**

### ***Complete Count Commission Public Hearing 04-24-2019***

#### **SARA JOSLIN - Community Advocate and Vice President of the Methodist Women in New Jersey**

I'm Sara Joslin. I'm a member of the United Methodist Women Vice President in New Jersey. Thank you for this opportunity to testify about the critical importance. I'm ensuring that everyone is counted during the Census in New Jersey. It's historic having the first Census being counted and using the Internet, but an innovation does not ensure a full, accurate or even a reduction in the cost of the Census. We know the funding is an issue. It actually increases the potential for an undercount. For example, seniors who are aging in place and are not technologically savvy may become the new undercounted population. Whereas this population had been previously one of the highest response rates. There are as other Trends such as the number of cell phone households. It has increased to greater than 25 percent nationwide and in an increasing proportion of individuals and families are renters compared to homeowners. There's transitory people. Foreclosures make it more difficult to locate individuals and families. New Jersey has people that are displaced because of personal or natural disasters, migration or conflicts. A substantial population does not own a cell phone or a computer and many others are without the Internet access or skills. I'm particularly advocating here for those seniors that are aging in place. Some are without family or formal community supports and may have disabilities which impedes their ability to access a computer, a Census navigator or even a telephone. In the growth of Amazon and other at-home services, older people can sometimes become substantially homebound, and especially isolated after they stop driving. We have a growing number of seniors who are geographically isolated from families or others who could assist them. Access is a barrier for others due to family obligations or job obligations or simply a lack of transportation. Busyness is one of those things. If you have multiple jobs, you know what I mean, or children that are under five. For these reasons, effective local community Outreach is the key for obtaining a complete and accurate count. The Anchor institutions we all know, like daycare, schools, hospitals point of food and health access, the faith-based organizations, the libraries, non-profits, they're growing in importance to identify those within the fabric of our society. The people that may be lost. We need to have our Public awareness Campaign not only include awareness items like "I count; you count; we count" which levels the playing field and provide for equality among people, but we also need affiliation support of Outreach like: Know your neighbor. Help your neighbor. We need those connections to pull people together. Education is the key to understanding the value and the importance of the Census. The census is both the responsibility of everyone living in the United States. And the benefit of the Census to the community must be clearly and directly connected by the individual. For example, using a concept of emergency preparedness, how will we let everyone know there is an emergency, whether they have a cell phone, whether they're homeless, whether they are isolated, how do we do that when there's an emergency? How do we have enough supplies for everyone if we don't know how many people we have, or what their special needs are? The need for personal action and for community preparedness and a response to the emergency are common understandings that we all have. That's how we test the delivery of the Census

messaging. The factors that a person needs to complete the Census are number one, awareness; number two, importance; number three, access; number four, confidentiality and trust. The key decision to participate in the Census is the trust in our confidentiality of Census data. We can get all the other places. But if we don't have trust, it may not go over the finish line. We know the Supreme Court is going to release its decision in June. Is there a potential downside for me personally or my family? If so, what is the risk? Do I trust the person asking me inviting me to participate? Do I trust the government to follow the law and allow the Census to maintain my personal data confidential? These are the questions that people will ask. The Commission must address these questions and issues with honesty and integrity in order to obtain a complete and accurate count in the Census. The people that are the trusted in the community are critical to reach the people that are going to be undercounted. Must build that trust.

**Attachment F**

**Complete Count Commission Public Hearing 04-24-2019**

**NICOLE NANCE- Camden City resident**

My name is Nicole Nance. I am a proud Camden City resident. And I represent several organizations, but I'm here tonight as a resident of the City of Camden. When I sent in my RSVP to attend tonight's event, I was asked: Should the question of citizenry be on the Census? Yes, and absolutely. As you know, the federal government has a constitutional obligation to conduct an actual intercensal of the national population in 10 years by determining the whole number of persons in the US. This county is one of the Census. If when born, naturalized citizens are required to be counted, we have birth certificates -- (inaudible) question. Resources could be depleted. It appears that state and federal dollars are not distributed accurately and proportioned to the demographics for the Census. Camden, New Jersey is the County Seat for Camden County and should be filled with all of the necessary resources to ensure that trusted and accurate Census information is given for the count. We are the land of the free and home of the brave. Let's be brave enough to follow our Constitution.

## **Attachment G**

### **Complete Count Commission Public Hearing 04-24-2019**

#### **PATRICIA WILLIAMSON - New Jersey Institute for Social Justice**

My name is Patricia Williamson. I'm here representing New Jersey Institute for Social Justice. I just have two very quick and repetitive requests: The first one: Thank you for those of you that have already supported a -- five -- (inaudible) -- I encourage you to -- those of you that are perhaps not directly legislators to please speak with your legislators. And just as a whole support the \$9 million Outreach effort. And secondly, my two partners, two of many partners in our Census Coalition and Dr. Jesselly De La Cruz, they already said many of the things that needed to be stated. And so we are definitely working with the hard-to-count areas. One of the things I would like to request, I know that from the position of the Commission on paper, on the bill, this is your third and last required hearing, but I would strongly recommend considering additional hearings between now and when you resolve the end of the year. The reason being, there's, roughly, one year between now and the Census. And if this is the last one that you have, there are other major cities with hard-to-count areas that have not heard this information. And so although we're -- we are all sitting and being educated by the people that sit here, but there are people in areas -- and I'll just give three examples. There are several, but such as Newark, such as New Brunswick, such as Atlantic City where people need to know that the New Jersey Complete Count Commission includes them as well. And you need to have them sitting out here having a chance to testify. So I would like to ask that you consider having additional hearings. I know you are supposed to dissolve I believe at the end of this year. And so somewhere between now the summer, the fall, just to have -- I want you to consider that. And I just wanted to have that on the record.

## **Attachment H**

### **Complete Count Commission Public Hearing 04-24-2019**

#### **PHILIP KANDL- Head of the Complete Count Committee for Union County**

My name is Phil Kandl and I work for the County of Union. I am here heading the Complete Count Committee for the county. I just wanted to clear up a few issues Mr. Greene brought up. In answer to the professor's question is regarding the areas that typically do not have a good response rate. The citizenship question by the Census Bureau definition. The citizenship question on the survey, you do not have to answer. The Census Bureau will take that -- take all the information. And if you do not complete it, they'll still complete that as --including that as a count. So that should be -- that should be -- I'm getting the word out that as far as even if you are not comfortable with that question -- and it is out there -- then just don't answer it. You'll still be allowed to --(inaudible) so that's important to know. What I was going to say is also what you need to know is when the -- (inaudible) survey are going to be responded to. Surveys go out -- again this is something I discussed with the Census Bureau. The surveys are going to go out in the middle of March of 2020. Then you're supposed to be -- they're expecting everybody to respond Online. And then there is going to be a map so you will have an update as of right after April 1st. So you'll know your response rate. That should dictate where you put your efforts. And I think the word has to get out that: Yes, push out the fact that you want them to respond Online but enumerators are going to go out there -- again we don't know as far as the amount of or the level of Outreach -- but the fact is that that's going to be part of the strategy to get the complete count. So I just wanted to explain to you that in one aspect, they're going to be in 13 different languages -- if you call up, I believe, it's 30 different languages. And the only additional I could say that you might want to take into consideration, I deal with the Haitian community in my areas. And what came up is very interesting. I said that the Haitian Creole would be a language that you can fill out on a survey. But the gentleman from the Asian community said 60 percent of my residents -- Asian residents are illiterate in their language. So that's going to be a problem.



## Asian American Federation

### Testimony to New Jersey Complete Count Commission

Submitted April 24, 2019

For the past two decennial censuses, AAF has been the leader in organizing the Asian American communities in New Jersey and New York for full participation in the Census count. In 2010 we were able to re-grant to 35 community groups mostly in New York, but also in New Jersey and Philadelphia for Census outreach work. AAF is also a leading expert in Asian American community on Census issues and the only officially designated Census Information Center by the U.S. Census Bureau focused on the Asian community in the Northeast.

We want to highlight for the commission the need to fund community-based organizations who have invested in their communities and built a level of trust with the people they serve. We also want to ensure that Asians as the fastest-growing population in New Jersey, growing from almost 800,000 to close to 1 million from 2010 to 2017, are fully included in the state's outreach and funding priorities.

**Asian Americans have historically been a hard to count community.** Immigration is one of the primary reasons. Larger portions of the Asian community are recent immigrants, never having experienced a census in the United States.

- According to the most recent ACS data, 11 percent of all Asians in New Jersey moved into the US after the last Census was completed, compared to 2.2 percent of non-Asians and 6 percent of all Hispanics.
- Two-thirds of Asians in New Jersey are immigrants. As a consequence, significant portions of the community have limited English skills, with more than 1 in 4 Asians across the state having limited English skills.

In addition, Asian American perceptions of Census indicate less than favorable views about Census participation.

- Recent Census Bureau studies in preparation for the 2020 Census found that Asian Americans were the least likely racial group to say they intend to participate in the Census.
- Only 55% of Asians surveyed planned to respond to the Census, compared to 64% of Blacks, 65% of Hispanics, and 69% of non-Hispanic Whites.
- Asians were more concerned that Census data would be used against them and were less likely to say that Census data mattered to their communities.
  - Historic use of Census data for the internment of Japanese Americans, despite being addressed post-war by stronger laws prohibiting the sharing of personal Census data, continue to resonate with Asians.
  - Also, the legal fight around the citizenship question and the current actions by the Trump administration to limit immigration and increase deportations are also negatively

Manhattan:  
120 Wall Street, 9th Floor  
New York, NY 10005

Flushing:  
37-17 Union Street, 2<sup>nd</sup> Floor  
Flushing, NY 11354

Tel: (212) 344-5878 • Fax: (212) 344-5636 • [info@aafederation.org](mailto:info@aafederation.org) • [www.aafederation.org](http://www.aafederation.org)

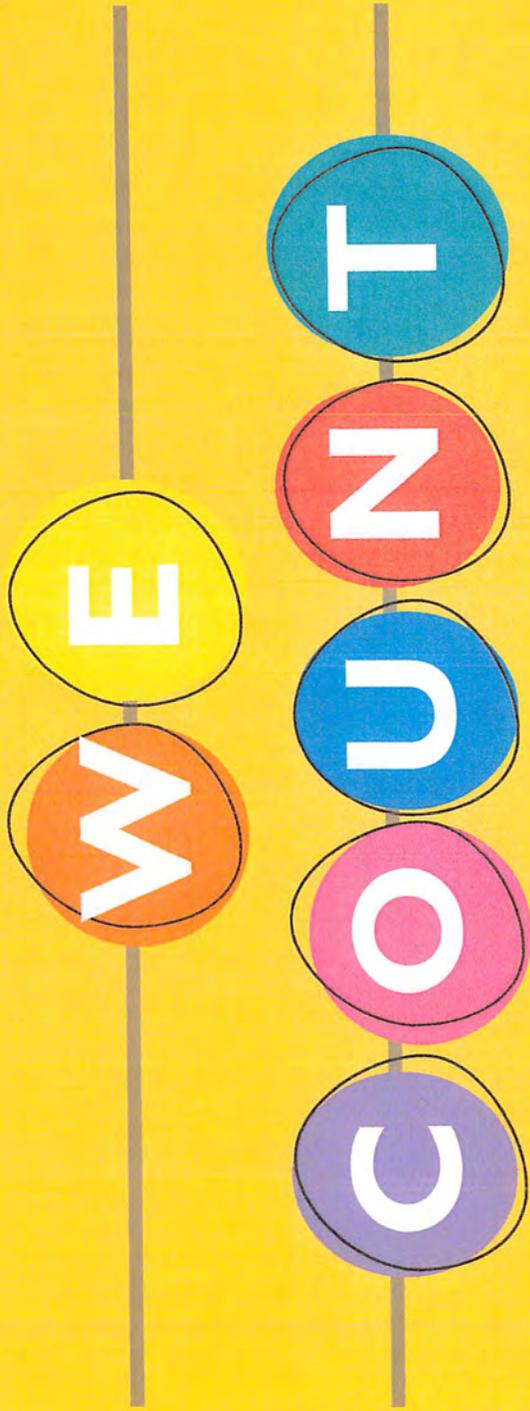
influencing perceptions and increasing reluctance in interacting with all levels of government.

**Despite the current misgivings about the Census in the Asian community, history suggests that CBO-based outreach is highly effective in convincing Asian Americans to participate.** In 2010, Asian mail response rates in New Jersey, a key measure of Census participation, was 78%, an increase from 76% in 2000. Key differences between the 2000 and 2010 Censuses were AAF's Census Outreach Initiative which included regranteeing and training for community groups for Census outreach and targeted media buys in the Asian community, and Census Bureau's own paid media and partnership programs. In particular, we were able to regrant to several Filipino organizations in Hudson County, where Filipino mail response rates increased from 61% in 2000 to 70% in 2010.

We recommend that state and local governments step up to provide resources to allow trusted community organizations to reach out to the hardest to reach members of our communities to ensure a complete count. **Significant investment needs to be made in particular for outreach and assistance in the Asian community for 2020 Census due to major changes in how the Census will be implemented.** We support the community advocates' calls for the State to invest at least \$9 million for community-based organizations to do critical outreach to hard-to-reach populations.

We need this investment because:

- **We need to address the awareness issue.** With significant portions of the Asian community never having experienced a Census, we need to work with CBOs that work with these immigrant communities to inform them about what the Census is, why it is important and most importantly how to participate.
- **We need to address the language needs of the community.** Even with eight new languages (Arabic, French, Haitian Creole, Japanese, Polish, Portuguese and Tagalog) supported with online forms translated and a paid media campaign, in addition to the languages previously supported in the 2010 Census (Spanish, Chinese, Korean, Russian, and Vietnamese), NONE of these languages support the fastest growing Asian communities in New Jersey (listed in order of growth rates): Nepali, Bangladeshi, and Indian.
- **We need to show our communities how the Census benefits them directly.** By giving our CBOs resources to incorporate Census messages into their work, they can show how the Census brings funding and resources for the programs that their communities use every day.
- **We need to reassure our communities of the safety of their information.** With the citizenship question and the continued anti-immigrant policies at the federal level, immigrant communities are wary of the Census and interacting with the government in any way. This message must come from trusted community voices, not government.
- **We need to make the Census easy to complete.** The 2020 Census is the first internet Census. Yet, 5% of Asian households in New Jersey do not have internet access in any form. Working with libraries, community organizations, and elected officials we need to create safe community spaces where our most vulnerable members can participate in the count.



**An early childhood book and program to ensure that all families count in the 2020 census.**

Lisa Bernstein  
[lisa@simplyputmedia.org](mailto:lisa@simplyputmedia.org)

Blanche Brann  
[blanche@simplyputmedia.org](mailto:blanche@simplyputmedia.org)

Faith Lamb-Parker  
[faith@simplyputmedia.org](mailto:faith@simplyputmedia.org)

41 West 83rd Street, 9A, New York, NY 10023  
917-363-1995



A simply put project  
501(c)(3)

# WE COUNT

The 2010 census miscounted two million children.

Ten years is a long time to live with this mistake, especially since it has affected our nation's ability to provide equal representation and equal access to important government resources for all children.

Fortunately, once people learn how the census will affect their lives and their future, they are more likely to want to be counted, and look forward to participating in the 2020 census, for their children, their families and their community.

**Join the WE COUNT!  
campaign to ensure  
that every child counts  
in Census 2020!**

*“The 2010 Census missed 2 million children under five, particularly children of color...”*

*Lisa Hamilton, President and Chief Executive of The Annie E. Casey Foundation.*

*Civic participation in CENSUS 2020 provides children and families an opportunity to engage in democracy at its fundamental level. Democratic institutions are only as strong as the population that supports it. Disenfranchised communities, such as those living in poverty or recent immigrants, perceive that they don't count!*



# WE COUNT

## An undercount could cost states billions of dollars in Federal revenue.

### Why is the census vital to the future of America's families?

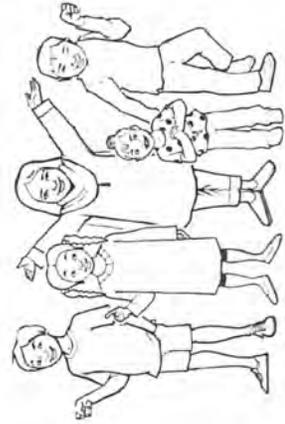
#### The data collected in the census is used to:

- Determine how the federal government divides about \$650+ billion each year to states.
- Allocate congressional seats.
- Guide state, county and city planning for everything from Head Start to Public Schools.

The Annie E. Casey Foundation estimates that for the 10 largest federal programs serving children, \$160 billion a year is distributed using census-driven data.

#### For example, in 2015, census data guided distribution of:

- \$61 billion for children's Medicaid services (not including Medicaid payments to children with disabilities)
- \$29 billion for food stamps
- \$4.6 billion in foster care funding
- Over \$8 billion for Head Start.



### New Research Identifies Factors Linked to Undercounting Kids

U.S. census counts have repeatedly excluded a large number of children **under the age of 5.**

New information — the result of research conducted by Population Reference Bureau and O'Hare Data and Demographic Services which used 2010 census data to examine undercount rates for kids ages 0 to 4. The study found that a miscounting is most closely associated with communities that have a higher percentage of:

- people of color;
- households that are linguistically isolated;
- young children living with grandparent householders; and
- young children living with nonrelatives or in group quarters.

**“This analysis shows that many young children are missed — and for different factors than the population as a whole,” says Florencia Gutierrez, a senior policy associate at the Casey Foundation. “We must educate householders to include all children living in their household on census forms, whether the children are theirs or not.”**

Researchers have long believed that young children are often missed because:

- their living arrangements are complex
- adults aren't always sure whether to include the children living with them on census forms
- it is harder to count children living in communities with many multi-unit buildings

Focusing on racial and ethnic diversity and different forms of living arrangements will ensure the next census reaches an accurate count — and includes children whose well-being depends on being counted.

# WE COUNT

## One Campaign... Countless Benefits

A fun and informative campaign that ensures every child and household can confidently announce WE COUNT!

The WE COUNT! campaign is designed to reach our most vulnerable communities, where children are more likely to be undercounted in Census 2020.

### 1 The We Count! board book

Available in 20 languages, the book includes:

- A colorful, 24 page illustrated counting book for children ages 0-4

• Information for parents on why and how to respond to the census and tips for reading aloud with children.

#### Benefits:

- Pedagogically Sound Family Learning Opportunities
- Engaged Reading and Early Literacy
- Civic Understanding

### 2 Training, toolkit and marketing support

- Train the trainer for practitioners distribute WE COUNT! board book to families.

- Tracking, implementation and evaluation tools.

- Posters, press releases and other media

#### Benefits:

- Instead of hiring "census workers" We Count! builds on trusted advisors existing social capital by training the those in the community who already support families, such as Childcare, Family Support and Maternal and Child Health practitioners.

- The WE COUNT book and training adds pedagogically trustworthy tools and strategies to existing programs - supporting practitioners' as well as families' civic, computational and literacy skills.

### 3 A Family WE COUNT! Event "in a box"

- Tools for creating a fun literacy and numeracy event for parents and children in April 2020 where everyone can fill out the census together.

#### Benefits:

- Ensures that events support family learning through engaging, well-designed activities that creatively build two generations' civic, numeracy and language skills.
- Brings the community together to explore the meaning of democracy and the value of being counted.

### 4 WE COUNT! Statewide Initiatives

State or large partnerships can:

- Customize WE COUNT! board books to include a letter from the governor or community leader, and specific state information and resources

- Customize additional resources including author and illustrator events and media.

#### Benefits:

- Codifies the value of belonging and being counted within a community context - be it identifying as a "Texan" or a "Head Start Family."
- Identifying as a proud, counted resident of New Jersey or City of Trenton

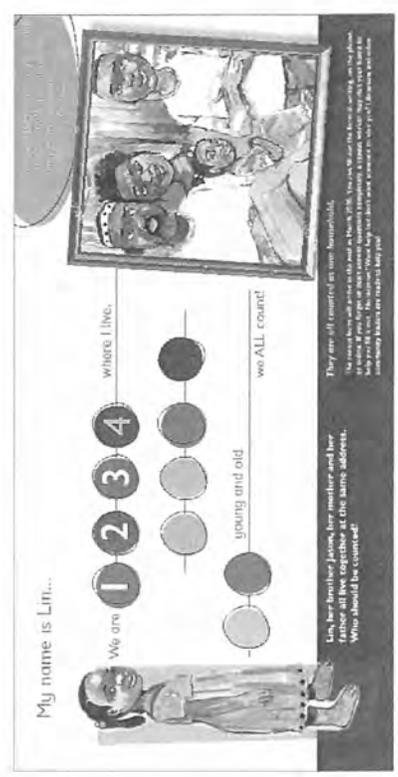


# WE COUNT

## BOARD BOOK: A colorful, one to ten counting book for children 0-4 and their parents

- WE COUNT! is a counting 1-10 board book developed by a team with expertise in early childhood education, diversity and children's publishing.
- Each illustration is by a different artist representing their family's cultural heritage.
- Tips for parents on ways to read, talk and share the book with young children encourage parents to support their child's early language and math skills.
- The book clearly and simply explains how Census 2020 data is used and how families benefit from being counted. But it can be tricky to figure out who and where people should be counted. That's why each page of WE COUNT! uses the group portraits to illustrate the proper way to count members of a household - even when living arrangements are complicated or non-traditional.
- WE COUNT! is available in the 20 languages that are most read and spoken in the US:

Bengali	Kru, Ibo, Yoruba	Russian
Egyptian Arabic	Mandarin	Spanish
Eskimo	Navajo	Syrian Arabic
Filipino	Persian	Tagalog
Hmong	Polish	Urdu
Korean	Portuguese	Vietnamese



(These are rough layouts and illustration examples only)

**simply put** uses a Community-Based Design Process to listen and learn from parents, practitioners and leaders to ensure that their books address everyone's questions and concerns, and that the trainings meet the needs of their partners and are easy to implement.

# WE COUNT

## 2 Training & Support For Partners

Any organization that provides We Count! books to families can extend membership to other agencies in their community to the simply put Learning Platform.

### The Platform provides:

Experiential Train the Trainer (live or online) for practitioners to inspire leaders to become trusted census 2020 messengers in their communities.

- Actively engage adults in conversation about the importance of the census.
- Spark dialogue in a trusting environment around their vital role in the census.
- Unpack the complexities of the census.
- Explore feelings and possible misconceptions about completing Census 2020.
- Address concerns about the Census 2020 including the question on immigration and documentation status.
- Learn how the We Count! book can be used with families (even when speaking a different language) to understand the importance and complexity of the census.
- Share how the WE COUNT! book explains various household structures and how (and why) they can be properly counted for Census 2020.
- Role playing "gifting" and opening the book with families – both so they can learn about the census, and learn how to read and explore a book with a young child.



### Toolkit for implementation, partnership, distribution and evaluation:

- Community planning survey form
- Sign-in sheet
- Pre- and post-training evaluation
- Post implementation evaluation
- Distribution best practice strategy
- Links to other websites that provide additional Census 2020 information and support

### Marketing Materials for PR, Communications and Branding

- Customizable press release
- Downloadable poster
- Sample partnership letter/email offering practitioner training
- A family WE COUNT! event "in a box"

Partners within their community can distribute We Count! books

# WE COUNT

## 3 The WE COUNT! Family event “in a box”

### BRINGING FAMILIES TOGETHER FOR A FUN COUNTING EVENT IN MARCH/APRIL 2020

A fun literacy and numeracy event for families. An opportunity to get support completing Census 2020 online or in print.

#### WE COUNT! provides:

- Customizable invitation and poster that can be printed for hanging and distribution to neighbors, clients, patients, parents, etc.
- Pre-event classroom activities and suggestions for integrating literacy and numeracy into curriculum and future family engagement events.
- An Event plan, including:
  - Raffles
  - Fun counting and reading games and activities
  - “Recipe” for counting cookies /cupcakes
  - Sign up sheets for appointments for census support during the event
  - Targeted marketing materials and customizable templates for pursuing corporate sponsorships
  - Press release template and support for inviting media to promote and cover your event!



# WE COUNT

## 4 WE COUNT! Customized editions

Initiatives for city, county, state or national organizations

**Customized editions of WE COUNT! can include:**

- An introductory letter from a trusted leader explaining Census 2020
- A page with phone numbers, websites or contacts that can offer additional census help within your state
- County, municipal or community contact places for online census taking, information, etc.

**Customized Access to the simply put Website with:**

- Training of the trainer programs, manuals, and planning tools with implementation assistance from simply put media.
- Customized marketing materials including downloadable or printed posters, press releases, partnership letters, and event invitations.
- Access to the original art and artists for media whose work is included in WE COUNT!

New Jersey Governor Phil Murphy and First Lady Tammy Murphy

The New Jersey **We Count!** Book will feature a letter on the 1st page from Governor and Mrs. Murphy.



Let's make sure every child and parent can confidently ensure their voice counts in the 2020 Census!



## TEAM

### LISA BERNSTEIN

#### Executive Director and Publisher

Lisa Bernstein is the founder of simply put - a non-profit publishing and programming organization that reaches neglected audiences in the US and around the world with empowering and engaging parenting and health information.

For 15 years, she was the co-founder and Executive Director of The What To Expect Foundation which was formed with a limited license to build upon the goodwill of that bestselling brand. She created award-winning cause marketing campaigns in partnership with Nissan, Clorox, and GSK that disseminated important messages on seat safety, healthy home, the importance of immunization and raised over \$7 million for the Foundation. She used those funds to create the Baby Basics prenatal health and literacy book and program that has sold close to 750,000 copies to non-profit agencies that support at-risk families across the US.

The evidence-based Baby Basics program built a new paradigm health education that encourages a woman's personal and intellectual growth during the teachable moment of pregnancy with extensive training in strength-based educational strategies and the Baby Basics curriculum, thousands of medical professionals and health educators now help women use and read written health information to build critical thinking skills and social networks, and actively engage in pregnancy.

In 2014, in partnership with the US Department of State's Office of Global Women's Issues, Lisa received a \$1.4 million dollar grant for The What To Expect Foundation to create and publish Big Belly Business (Liberia) and Babu Bara (Bangladesh) pregnancy books, curriculum and group literacy education programming for the women and men of these two developing nations. simply put continues to build this project in partnership with the State Department, WTEF, and the Open Society.

simply put also draws upon Lisa's expertise in commercial book publishing. A former publicist at Henry Holt and Little Brown Publishers, Marketing Director at The New Press, and Associate Publisher at Workman where she ran campaigns for the bestselling What To Expect When You're Expecting Series and Brain Quest educational program.

### BLANCHE BRANN

#### Managing Director

Blanche Brann began her career in trade book publishing as a marketing and PR executive. She took a detour into the tech industry, working for AOL in its early years in the Marketing Strategy Division. From there she joined the strategy and M&A team at AT&T, retiring as a corporate director.

For several years she worked as a Strategy Consultant in the high tech and telco areas. In her role as a consultant, she provided operational excellence and foundational support to a variety of start-up business pre and post-IPO. While defining new vertical markets and engaging new customers, she positioned each company as a thought leader at the forefront of their industry.

She enjoys creating or revamping websites that significantly increase traffic and effectiveness while working on sales and marketing collateral to increase revenue. She never lost her love for books or advocacy and kept her toes in the publishing industry starting her own publishing company, BOXED BOOKS, editing and marketing and packaging books. She packaged and produced the GMAT Study guide as well as a series of books on taxation.

Just as the fiscal crisis began, she became a certified Housing Counselor (Neighborworks) and worked as a foreclosure prevention advocate working for two HUD agencies in New Jersey and serving as a Mediator in the Foreclosure Mediation Program for the New Jersey Judiciary. She also was an advisor to the Treasury Department under the Obama Administration.

She has taken graduate classes at the Fuqua School of Business and Harvard School of Business and spoken at the MIT Sloan School of Business and on panels and at conferences on Housing, Issues and Financial Literacy. She co-hosted the first TEDx talk at Princeton University. She is a committee member with Princeton Community Works, which hosts an annual conference on 20+ nonprofit management topics each year at Princeton University. She lives in New Jersey.

### FAITH LAMB-PARKER, PH.D.

#### Director - Research, Culture and Equity

Before joining simply put, Dr. Faith Lamb-Parker was a Senior Research Scientist at Bank Street College of Education. There she directed the Head Start National Center on Cultural and Linguistic Responsiveness and then developed the Center for Culture, Race and Equity. Prior to 2011,

Dr. Parker was Assistant Clinical Professor of Public Health at Mailman School of Public Health, Columbia University, where she conducted research/evaluation, taught child development and social policy, and directed the International and domestic practicum program. A well-respected researcher with a specialty in early childhood, family engagement, community-based design and programming, she is considered a leader in the intersection of families, education, social justice, and racial equity.

Awarded multiple grants and contracts from the federal Department of HHS and private foundations, Dr. Parker has at together led projects funded at over \$300 million during her career. She has over 25 years of experience in community-based research, where she uses her skills as a mental health professional to develop and implement evidence-based programs for disenfranchised communities, families, and children.

She was the scientific director for the first 11 Head Start National Conferences beginning in 1991 and conducted every 2 years, funded by DHHS/ACF/OPRE, to promote evidence-based practice and policy for young children and their families for over 20 years. She created a research-to-practice journal for the National Head Start Association, the NHSA Dialog, and has authored numerous articles and chapters on Head Start, child outcomes, parent involvement, and advocacy strategies for very young children and their families.

Since 2001, Dr. Lamb-Parker has been teaching and training internationally. She co-developed the first ever masters-level program in child development in Bangladesh, and gave training and technical assistance to a number of Early Childhood Development NGOs in Liberia and South Africa. Dr. Lamb-Parker presents at national and international professional meetings on community-based participatory research, training, and advocacy focused on the health, mental health, and development of infants and young children and their caregivers in rural black townships in South Africa.

# WE COUNT

## The Creative Team (more to come)

### **SUSAN PANETTA**

*Creative Director*

After graduating from Carnegie Mellon University, Susan Panetta became the first-ever Creative Director for Lincoln Center for Performing Arts. It was under her leadership that Lincoln Center's award-winning design department was established. After her six-year tenure there, Ms. Panetta went on to establish the design department for Juno Online Services.

She then broke out on her own, first in a New York City studio and then moving to Northport, New York, forming Panetta Creative in 1998. Clients include popular children's musician Laurie Berkner, The What to Expect Foundation, which promotes health literacy to millions of expectant parents both here and abroad, and Long Island Parent Magazine.

In Huntington, NY, she joined together with *New York Times* best-selling author Lisa Pulitzer to establish the Pulitzer & Panetta Writing and Art Studio. The studio offers dynamic writing and art workshops for children of all ages. Classes encourage youths to hone their story-telling skills, broaden their vocabularies, and explore their creative instincts—all in a fun, interactive, and low-pressure environment.

### **ARACELY ROSALES**

*Translation Director*

Aracely Rosales, B.S. is known nationally for her extensive efforts to bring accessible education and improve communications among providers and their diverse clients. Her publications have been distributed nationally and internationally. Ms. Rosales has served on several national advisory committees and provided technical assistance and consultations to many organizations in the US and internationally. Among some of these have been The Robert Wood Johnson Hablamos Juntos program, Global Philadelphia, NIH, NCI, NIDDK. She has received, among many other commendations, the National Robert Wood Johnson Community Health Leadership Award, the Governor of Pennsylvania "Against All Odds" award and a Philadelphia city commendation. Ms. Rosales is a co-founder of the Clear Language Group and is currently the Chief Content Expert of H Health Literacy Innovations. She is a native of Guatemala.

### **CHASE WALKER**

*Artist/Illustrator (#10, Miss Faith, logo)*

As a child, Chase Walker taught himself to draw while living in a refugee camp in Ghana during the Liberian War. A talented artist, living in Philadelphia, he is soon to become an American citizen.

### **ELISSA CHAVARRI**

*Illustrator (#6)*

Elisa Chavarrí is a freelance illustrator originally from Lima, Peru. She did much of her growing up in Northern Michigan, where her family kept their Peruvian culture and Latin roots alive. After studying Classical Animation and Comics at the Savannah College of Art and Design, Elisa made her way back to Alpena, Michigan, where she now resides with her husband, three year old girl, baby boy, cat, and dog.

### **SUE CORNELISON**

*Illustrator (#5)*

Sue graduated with a BFA from Drake University in Art Education with an emphasis in drawing and painting. She then traveled to Florence, Italy to continue her studies at the International School of Studio Arts. Sue has worked as a full time illustrator for over a decade, exploring many techniques and styles. She wrote and illustrated *The Twelve Days of Christmas* in Iowa, published by Sterling.

# WE COUNT

## Launch Initiative

### FOUNDING FUNDERS:

#### **The Henry and Marilyn Taub Foundation**

The Taub Foundation funds programs, research and advocacy to build a system of quality care and education for children from birth through 3rd grade. Their grant supports a goal for all the children of Passaic and Bergen Counties to read at grade level by the end of 3rd grade, which opens the door to academic success.

#### **The Burke Foundation**

The mission of the Burke Foundation is to improve the health and well-being of underserved children. We invest in the most promising initiatives narrowing developmental, achievement, and health gaps in New Jersey.

#### **The Nicholson Foundation**

The Nicholson Foundation is dedicated to improving the health and well-being of vulnerable populations in New Jersey.

#### **The Turrell Foundation**

The Turrell Foundation is a youth development fund who supports organizations that deliver educational and developmental services to children.

### THE LAUNCH:

#### **March, 2019**

- Passaic County agrees to be launchpad for WE COUNT!
- Governor and Mrs. Murphy of New Jersey write foreword to WE COUNT!

#### **April, 2019**

- Meeting of 20 grassroots stakeholder agencies and schools from Passaic County meet together to reach consensus on training, marketing and distribution strategy.
- Meeting with parents from diverse cultures representative of Passaic County results in determining translation languages and critical feedback to book content and messaging

#### **May, 2019**

- Training Protocols Created and Evaluation methodologies Finalized
- Books on Press

#### **June, 2019**

- Book distributed and tracking system implemented
- Training of practitioners, teachers, nurses, clinicians and faith-based organizations
- Surveys distributed for evaluation

#### **Conceived by Melissa Litwin**

The idea for a counting board book came to Melissa Litwin during a meeting to discuss how to ensure kids were counted in the 2020 Census. As the Program Director for Early Childhood at The Henry and Marilyn Taub Foundation, it is not surprising that Melissa figured out that the census was a great moment to support early literacy and numeracy and reach out to traditionally undercounted families. Simply put, agreed it was a great idea and within weeks, thanks to Melissa and start-up funders, the book, training and program are ready to launch nationwide!

# WE COUNT

## COMMUNITY FEEDBACK - Small Sample - Passaic County, NJ Stakeholders and Parents - April 2019

Results of pre- and post-training evaluation pilot with 22 Head Start Family Support workers and Head Start Parents in Paterson, NJ showed that:

- Pre-training, **75%** knew very little to nothing about the CENSUS
- Pre-training, **29%** of the group were comfortable sharing their information on Census 2020.
- Post-training, **88%** were likely to complete the CENSUS form for their household.

On the beads, mark with an X about how much you know about Census 2020?	25%
From what you have heard about Census 2020, what are your questions or concerns about completing your forms for your household?	35%
<i>I don't think the Census has any impact on my life</i>	71%
<i>I don't feel comfortable sharing my information</i>	66%
On the beads mark with an X the number of how strongly those question or concern in Question 2 won't stop you from completing Census 2020.	88%
Now that we have learned from each other, talking about our concerns and answering questions about Census 2020, mark with an X on the number of how likely you are to complete the Census 2020 form for your household?	88%





PUBLISHING & PROGRAMMING FOR CHANGE

Simply Put is a social impact publishing, programming, and distribution non-profit that reaches neglected audiences in the US and around the world with critical information and innovative learning opportunities. Our mission is to give millions of adults tools, skills and opportunities to make positive change for themselves, their children and their communities.

- Our work is informed by the evolving neuroscience of child and adult learning and cognitive development.
- We combine expertise in commercial publishing, marketing, distribution, and media and a sophisticated understanding of community based participatory design, program implementation and grass-roots community engagement.
- Parent's voices lead the way. Listening, learning and creating together with parents, providers, experts and communities we create books, media and programming together that fills gaps in the way educators, healthcare and social service providers support America's most

**SIMPLY PUT PUBLISHING:**

**Putting engaging parenting information into the hands of a forgotten audience.** Simply Put creates parenting books, apps and other media in a variety of languages for an underserved market that is eager for simply written, visually appealing, useful advice that reflects their values and addresses their concerns. Graphic novel meets self-help, this new format combines evidence based information, beautiful illustrations and first-person stories that give parents joyful authentic experiences with books, language and conversation.

**SIMPLY PUT DISTRIBUTION:**

**Putting information into new hands in new ways.** Our distribution strategy begins at the national or regional level, but quickly goes to the grassroots, building a campaign that fully engages communities from a parent's perspective. Coordinated materials, vocabulary and visuals ensures that multiple stakeholders are all on the same page. When parents receive a book from a trusted pediatrician or home visitor, and then are encouraged to read, listen and discuss it with other community support providers (i.e., WIC counselors or housing advocates) communities are encouraging parents to ask questions, reflect on the answers and make informed, confident decision.

**SIMPLY PUT PROGRAMMING:**

**Putting content into context with national and local partners.** Putting a book or app in someone's hands may not ensure it is used. We work across disciplines to take life-long learning out of classrooms and into the doctor's office, living room or community center: Our programs teach any practitioner that supports parent's learning how (and why) to use stories, illustration and conversation to entertain and inform in a way even reluctant readers will enjoy - and that will support parent and child's higher level cognitive skills such as empathy, reflection and critical thinking.

**SIMPLY PUT PRESENTS:**

**Putting together media, distribution and programming on vital issues for our audience.** In partnership with foundations, non-profits and we've reach underserved parents with unique materials and programs they trust on a range of specific topics - from vaccinations to car seats. These parenting and children's books, audio or apps are written with parents and are translated both culturally and linguistically in multiple languages with diverse parents. Creative distribution, training and media strategies ensure underserved parents get real answers to their real questions, so they can make informed, confident decisions



# WE COUNT

## Bring the Campaign to Your Community

**Here's how:**

1. Call us or go to [www.simplyputmedia.org](http://www.simplyputmedia.org) and download a planning questionnaire that will help you identify possible partners, scope, languages, timeline and budget for your WE COUNT! initiative.
2. Use these charts to determine costs for WE COUNT! quantities.

**We Count! in English and Spanish:**

Number of We Count! board books [minimum order: 5000 books]	Price per book (this includes training, marketing and even tools and access to the Simply Put online Learning Community)
5000	3.56
10,000	3.29
20,000	3.03
30,000	2.78
40,000	2.54
50,000	2.32

For an additional fee, simply put can include special information in the We Count! board books, such as:

- A letter from a Governor or other leaders
- The State Seal or funder's acknowledgment
- Listing of Community Service Agencies or Libraries that are offering assistance with the census

**We Count! any additional language:**

Number of We Count! board books [minimum order: 5000 books]	Price per book (this includes training, marketing and even tools and access to the Simply Put online Learning Community)
5000	3.65
10,000	3.38
20,000	3.11
30,000	2.86
40,000	2.62
50,000	2.39

NOTE: Shipping and handling are not included and will be priced by location and gate lift availability.

# CENSUS 2020

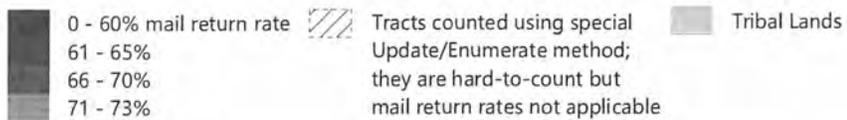
## HARD-TO-COUNT COMMUNITIES IN NEW JERSEY



### Hardest to Count (HTC)

#### Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map. Tracts with >73% return rate are not displayed.



In the most recent decennial census in 2010, **78.1% of the state's households mailed back their questionnaire, requiring more costly and difficult in-person follow up from the Census Bureau to count the remaining 21.9%.**

Based on the latest census estimates, **approximately 22% of New Jersey's current population (or 1,964,990 people) lives in hard-to-count neighborhoods**, shaded in light orange to dark red on the map. These are census tracts where almost a quarter or more households did not mail in their census questionnaire in 2010. Without greater self-response these and other neighborhoods in the state could be missed in the 2020 census, putting a fair and accurate count in jeopardy for New Jersey.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the internet. As recently as 2017, **14.7% of New Jersey's households** had either no internet subscription or dial-up only, according to the latest American Community Survey estimates.

## HTC 2020

<https://www.CensusHardtoCountMaps2020.us>

Cartography by CUNY Center for Urban Research, 2019.  
Data: U.S. Census Bureau  
Created: 3/3/2019

# WE COUNT

## **An early childhood book and program to ensure that all families count in Census 2020.**

### **Foreword by Governor and Mrs. Phil Murphy of New Jersey**

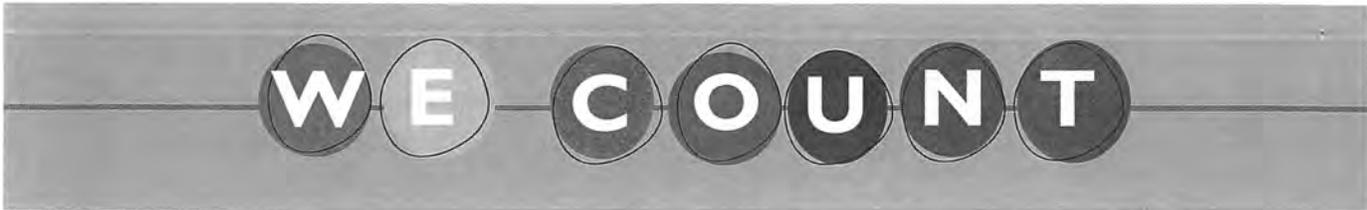
As parents, we want our children to reach their greatest potential.

That's why an accurate and truly representative Census that counts every family and every child across New Jersey is critical. As "We Count!" shows, the Census isn't just a number.

The Census directly impacts our representation in Washington. The Census directly impacts the support our communities receive for critical needs, like education and health care. The Census directly impacts our children's futures, and highlights our great diversity.

New Jersey's children need us to ensure they are being seen and heard, and counted. An accurate census is a cornerstone of our democracy and our future, and there is much at stake.

Thank you for reading "We Count!" with your child. I urge you to take the next step and participate in Census 2020 to make sure all of New Jersey's kids count.



*Draft Manuscript*

*All Reader Comments  
and Queries Welcomes*

<b>ART NOTES not for printing</b>	<b>Text</b>
<p>Miss Faith, an older, wise and kind woman</p>	<p>Hello! I am Miss Faith. I am one who knows, young and old, we all count!</p> <p>Every ten years we count how many people live in the United States. The count is called a census. In April 2020 we will count every person who lives here.</p> <p>Why? To tell the government and businesses how many people live in our community so they can plan how many schools, doctors or even food markets our community needs for the next ten years</p> <p>Who counts in the census? As you read this book with your child we can learn together – you can learn WHO to count! as your child learns how to count!</p>

# WE COUNT

ART NOTES not for printing	Text
<p>2. Katia and her mother, who are of Russian heritage</p>	<p>My name is Katia. There are 1 2 where I live. Young and old, WE COUNT!</p> <p>Can you find the picture of Katia's mother? Here's a hint! Katia's mommy is wearing © a red shirt!</p> <p>Miss Faith says: Katia lives with her mother most of the time in a shelter. But some nights she stays with her grandma. Who should count Katia on the census form?</p> <p>Her mother puts Katia on the census - because Katia mostly sleeps in the shelter with her. If a child evenly splits their time between different family members – then count her on the census at the address where she slept on April 1st 2020.</p> <p>The census form will arrive in the mail in March 2020. You can fill out the form, or respond to the census online, on your smartphone or a computer at your public library or school.</p>
<p>3. James is African American and is pictured with his mother and father, but not his brother...because he is still in the hospital.</p>	<p>My name is James. There are 1 2 3 where I live. Young and old, WE COUNT!</p> <p>James' new baby brother is not in the picture. Let's think of a good name for James' new baby!</p> <p>Miss Faith says: Here is a tricky question. James has a new baby brother! But, he is still in the hospital. Who should be counted?</p> <p>Even if they are not home yet, babies count too! Don't forget to count the new baby along with James, his mother and his father. In the last census, 2 million babies and young children were miscounted! So, the government did not know they were there, and did not plan for them. Their community did not receive money for their childcare or healthcare. Let's make sure this doesn't happen on the 2020 census!</p>

© simply put

# WE COUNT

ART NOTES not for printing	Text
<p>4. Lin was born here as was her brother Jason. Her mother was born in China and her father was born in Los Angeles.</p>	<p>My name is Lin. There are 1 2 3 4 where I live. Young and old, WE COUNT!</p> <p>I see a yellow bead. Can you find it? Here's a hint, I'm pointing to red, I'm pointing to blue and now I'm pointing to...</p> <p>Miss Faith says: Lin, her brother Jason, her mother and her father all live together at the same address. Who should be counted?</p> <p>They are all counted as one household.</p> <p>A letter about the census will arrive in the mail in March 2020. You can fill out the form in writing, online or on a smart phone.</p> <p>If you forget or don't answer all of the questions, a census worker may visit your home to help you answer the census questions.</p> <p>No internet or smartphone? Want help but don't want someone to visit you? Librarians and other community leaders are ready to help</p>
<p>5. Frankie's grandparents are from Italy and live in housing meant for senior citizens only. They are raising Frankie and his brother and sister while his mother looks for work in another State.</p>	<p>My name is Frankie. There are 1 2 3 4 5 where I live. Young and old, WE COUNT!</p> <p>Who do you think is older? Frankie or his brother? Why do you think that?</p> <p>Miss Faith says: Frankie lives with his brother, sister, and grandparents. Even if the lease says only grandparents can live there – who should be counted?</p> <p>All 5 of them are counted. Census information about specific families is not shared with anyone—even landlords.</p> <p style="text-align: right;">© simply put</p>

# WE COUNT

Art Notes Not For Printing	Text
<p>6. Latino Family            Maria, Carlos and Juan and their parents were all born in Peru and have lived in the US for many years. Susie's parents could not care for her and through the foster care program she lives with Maria's Parents.</p>	<p>My name is Maria. There are 1 2 3 4 5 6 where I live. Young and old, WE COUNT!</p> <p>Which brother do you think is Carlos and which brother is Juan? Why do you think that?</p> <p>Miss Faith says: Maria's 2 brothers and her foster sister Susie are all in this picture. This month Juan is visiting his aunt, and Carlos has left to join the army. This is a tricky one too! Who should be counted?</p> <p>Maria, Susie, Juan, her mother, and her father are all counted on this census form at this address. Susie, and all foster care children, should be counted where they live. Though Juan is visiting his aunt, he still lives with his parents. So, this is where he is counted.            But this year Carlos is living at a military base, not with his family. So, he will be counted by the army.</p>
<p>7. Sami is from Lebanon – in his house is his mother and father, his cousin Joe, and other relatives.</p>	<p>My name is Sami. There are 1 2 3 4 5 6 7 where I live. Young and old, WE COUNT!</p> <p>How many people are in this picture?</p> <p>Miss Faith says: Sami has a large family. Many of his relatives live back in the country where his parents were born. Many relatives come to stay at his house when they visit the US for a holiday. But some of his parent's friends who are migrating to the US stay until they can find a place to live. <b>Who should be counted?</b></p> <p>People visiting with a tourist visa should not be counted.</p> <p>But anyone staying at Sami's house on April 1st 2020 - who is a US resident, with no other fixed address should be counted. Like cousin Joe who is sleeping on the couch until he finds a new place to live.</p>

© simply put

# WE COUNT

Art Notes Not For Printing	Text
<p>8. Latino Family</p> <p>Adriana Garcia (available and ask if she has more illustrations from children's book)</p>	<p>My name is Frida. There are 1 2 3 4 5 6 7 8 where I live. Young and old, WE COUNT!</p> <p>Can you find Frida and her mother in this picture? Here's a hint. Frida's mother is wearing a shirt that is the same color as one of the beads.</p> <p>Miss Faith says: Frida lives with her parents, her brother, her grandma, her Aunt Elena and 2 cousins. They move every spring APRIL so Frida's parents and aunt can work. Who should be counted?</p> <p>All of Frida's family should be counted. But, because they are moving, the printed census form might get lost or not reach them. That's okay. For the first time, Frida's family can complete the 2020 census on-line or by calling on the phone. Public libraries and other community organizations with internet access are ready to help.</p>
<p>9. Indian/Bengali</p>	<p>My name is Shanti. There are 1 2 3 4 5 6 7 8 9 where I live. Young and old, WE COUNT!</p> <p>There are 9 people who live with Shanti. Let's count together to 9 on your fingers.</p> <p>Miss Faith says: Shanti's family all came to the United States together just a short time ago. No one in the family speaks English yet. They are living with another family from the same village. Who should be counted?</p> <p>Both families must be counted as one household. The census will come with information in your language. Still need help? Your public library can connect you. The census worker who may come to your door will help or may even speak your language.</p> <p style="text-align: right;">© simply put</p>

# WE COUNT

Art Notes Not For Printing	Text
<p>10. An African Family – Fatu and her mother. Another family with a child. And many single men.</p>	<p>My name is Fatu. There are 1 2 3 4 5 6 7 8 9 10 where I live. Young and old, WE COUNT!</p> <p>Let's say the colors of all the beads together. How many beads do you see?</p> <p>Miss Faith says: Fatu and her mother live in Apartment 5G. They do not know some of the people who share 5G with them. Many people come and go. Some are friendly. Others are quiet and keep to themselves. Who should be counted?</p> <p>Every person in 5G– young and old – must be counted together in the Census 2020. Fatu's mother needs to tell everyone in 5G to work on the form together. She can also tell them - It is safe to give the census this information. Even if only one person has a name on the lease. Only census 2020 people will see this information. Not housing. Not immigration. Not law enforcement.</p>
<p>Last 2 pages of WE COUNT!</p> <p>© simply put</p>	<p>WHY HOW TIPS ON ENGAGED READING</p>



# State of New Jersey

DEPARTMENT OF STATE

P.O. Box 300

TRENTON, NEW JERSEY 08625

PHILIP D. MURPHY

*Governor*

TAHESHA WAY

*Secretary of State*

SHEILA Y. OLIVER

*Lt. Governor*

Resolution No. 2019-01

Page 1 of 1

Date: January 09, 2019

## RESOLUTION

### APPROVAL OF NEXT MEETING OF THE NEW JERSEY COMPLETE COUNT COMMISSION

**WHEREAS**, the New Jersey Complete Count Commission has determined to adopt the next scheduled meeting to be held by the Commission during 2019 in accordance with the requirements of the Open Public Meetings Act;

**NOW THEREFORE BE IT RESOLVED** that the New Jersey Complete Count Commission, pursuant to the Open Public Meetings Act hereby adopts the following date for the Commission's next scheduled meeting during 2019: Wednesday, February 20, 2019;

**BE IT FURTHER RESOLVED** that in adopting the date set forth above, the New Jersey Complete Count Commission cannot at this time, identify the specific location for its next scheduled meeting for 2019 and accordingly authorizes the Chair of the Commission to determine the location of the meeting and the time at which the meeting shall commence and to provide notice of such location and time in accordance with the requirements of the Open Public Meetings Act.



# State of New Jersey

DEPARTMENT OF STATE  
P.O. Box 300  
TRENTON, NEW JERSEY 08625

PHILIP D. MURPHY  
*Governor*

TAHESHA WAY  
*Secretary of State*

SHEILA Y. OLIVER  
*Lt. Governor*

Resolution No. 2019-02  
Page 1 of 1

Date: March 21, 2019

## RESOLUTION

### APPROVAL OF NEXT MEETING OF THE NEW JERSEY COMPLETE COUNT COMMISSION

**WHEREAS**, the New Jersey Complete Count Commission has determined to adopt the next scheduled meeting to be held by the Commission during 2019 in accordance with the requirements of the Open Public Meetings Act;

**NOW THEREFORE BE IT RESOLVED** that the New Jersey Complete Count Commission, pursuant to the Open Public Meetings Act hereby adopts the following date for the Commission's next scheduled meeting during 2019: Wednesday, April 24, 2019;

**BE IT FURTHER RESOLVED** that in adopting the date set forth above, the New Jersey Complete Count Commission cannot at this time, identify the specific location for its next scheduled meeting for 2019 and accordingly authorizes the Chair of the Commission to determine the location of the meeting and the time at which the meeting shall commence and to provide notice of such location and time in accordance with the requirements of the Open Public Meetings Act.



## State of New Jersey

DEPARTMENT OF STATE  
P.O. BOX 300  
TRENTON, NEW JERSEY 08625

PHILIP D. MURPHY  
*Governor*

TAHESHA WAY  
*Secretary of State*

SHEILA Y. OLIVER  
*Lt. Governor*

January 3, 2019

Commissioner Terry Tucker  
Office of Lt. Governor Oliver  
240 W. State Street, 16th Fl.  
Trenton, New Jersey 08625

RE: New Jersey Complete Count Commission

Dear Distinguished Colleague:

I write to you as the Chairperson of the New Jersey Complete Count Commission who has been tasked with convening New Jersey's efforts with the 2020 Census. The Complete Count Commissioners will play a critical role in ensuring high Census response rates. This will involve the organizing of advocacy groups and everyday people within our communities.

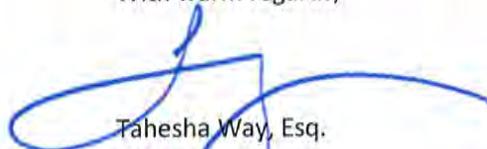
As you may know, the Census directly determines the apportionment of Representatives to Congress among the states; the allocation of electors to the Electoral College; and the distribution of hundreds of billions of dollars in federal funds to state and local governments. Thus, an inaccurate and unfair count can deprive our state of critical funds for public health, schooling, and other services.

Please be advised that the swearing-in of Commissioners and meeting shall take place as follows:

January 9, 2019  
5:30 p.m.  
The War Memorial  
George Washington Ballroom  
1 Memorial Drive  
Trenton, NJ 08608

Commissioners may RSVP with Lauren Zyriek at (609) 633-1230 or [Lauren.Zyriek@sos.nj.gov](mailto:Lauren.Zyriek@sos.nj.gov). I look forward to working with you and your fellow Commissioners on these vital efforts. Congratulations on your appointment to the Commission, and thank you for your willingness to step up on behalf of our great state and its valued residents.

With warm regards,



Tahesha Way, Esq.  
Secretary of State  
Commission Chairperson



STATE OF NEW JERSEY

DEPARTMENT OF STATE  
P.O. Box 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

SHEILA Y. OLIVER  
*Lt. Governor*

TAHESHA WAY  
*Secretary of State*

January 3, 2019

The Honorable Douglas H. Fisher  
Secretary, Department of Agriculture  
John Fitch Plaza, PO Box 330  
Trenton, NJ 08625

RE: New Jersey Complete Count Commission—Department Census Liaison

Dear Distinguished Colleague:

As the Chairperson of the New Jersey Complete Count Commission, I have been tasked with convening New Jersey's efforts with the 2020 Census. While the Department of State will provide the staffing necessary to support the Commission's core functions, a robust state effort necessarily involves the active cooperation and participation of all agencies and entities under the Governor's jurisdiction.

At your earliest convenience, therefore, please designate a member of your staff to serve as your Department's Census Liaison. Census Liaisons should confirm their participation with Lauren Zyriek at (609) 633-1230 or [Lauren.Zyriek@sos.nj.gov](mailto:Lauren.Zyriek@sos.nj.gov).

For additional information, please see: <https://www.state.nj.us/state/njcounts.shtml>

Moreover, I invite your Census Liaison to attend the swearing-in and meeting of our Complete Count Commissioners, which shall take place as follows:

January 9, 2019  
5:30 p.m.  
The War Memorial  
George Washington Ballroom  
1 Memorial Drive  
Trenton, NJ 08608

I look forward to working with you and your Department on these and other matters. Thank you for your willingness to step up on behalf of our great state and its valued residents.

With warm regards,

Tahesha Way, Esq.  
Secretary of State  
Commission Chairperson



STATE OF NEW JERSEY  
DEPARTMENT OF STATE  
P.O. Box 300  
TRENTON, NJ 08625-0300

PHILIP D. MURPHY  
*Governor*

SHEILA Y. OLIVER  
*Lt. Governor*

TAHESHA WAY  
*Secretary of State*

March 14, 2019

Dear Distinguished Colleague:

Thank you for your ongoing participation with the Complete Count Commission. The Commission's first hearing in January was very well-attended, and we look forward to seeing you at our second hearing on March 21, 2019. That hearing will feature a Census expert, who will discuss public-private partnerships, community advocacy, Census operations, and more.

To facilitate the Commission's important work, three Advisory Committees will be launched. Each Commissioner will serve on one Committee. At your earliest convenience, please contact Lauren Zyriek at [lauren.zyriek@sos.nj.gov](mailto:lauren.zyriek@sos.nj.gov) or (609) 633-1230 indicating which two advisory committees interest you and specify your first choice. Each Committee will be constituted with an eye toward balance.

Enclosed are descriptions of the Advisory Committees, a timeline, roadmap, and toolkit. I hope that you will find them useful to your vital efforts as Commissioner.

We welcome your feedback—please contact Ms. Zyriek with any comments or concerns.

Thank you for your attention.

Sincerely,

A handwritten signature in black ink, appearing to read "Tahesha Way", with a long horizontal flourish extending to the right.

Tahesha Way, Esq.  
Secretary of State  
Commission Chairperson

## ADVISORY COMMITTEE DESCRIPTIONS

Advisory Committees will coordinate New Jersey's 2020 Census outreach in these areas:

### **1. COMMUNITY ADVOCACY**

This Advisory Committee will focus on community advocacy, with an emphasis on hard-to-count populations as identified by the Census Bureau. It will feature representatives attentive to the needs and concerns of these and other groups.

The Committee's work will involve strong grassroots support and robust on-the-ground outreach. This Committee will encourage advocates and other stakeholders to form or participate in local Complete Count Committees (CCCs).

### **2. PUBLIC-PRIVATE PARTNERSHIPS (P3)**

This Advisory Committee will focus on the development and cultivation of public-private partnerships. It will feature representatives from corporations, foundations and philanthropic networks, Chambers of Commerce, small businesses, and so on.

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.

### **3. EDUCATION AND INTERGOVERNMENTAL AFFAIRS**

This Advisory Committee will focus on outreach to educational institutions (e.g., pre-K, K-12 schools, colleges, etc.) as well as intergovernmental affairs, particularly relationships with tribal, local, and other jurisdictions (with an emphasis on the 21 Counties).

This Committee will reach out to local jurisdictions to provide technical and other assistance. A number of jurisdictions have already launched Complete Count Committees (CCCs), leveraging local knowledge, influence, and resources in targeted outreach efforts.

## ADVISORY COMMITTEE TIMELINE & ROADMAP

### TIMELINE

<b>January 9, 2019</b>	1st Complete Count Commission Hearing—Trenton
<b>March 21, 2019</b>	2nd Complete Count Commission Hearing—Paterson
<b>April 24, 2019 (tentative)</b>	3rd Complete Count Commission Hearing—South Jersey
<b>April 1, 2019</b>	1 Year Out: CCC Road Tour Kick-Off Event
<b>May 15, 2019</b>	Notes for Interim Report submitted to Lauren Zyriek
<b>June 1, 2019</b>	Notes for Final Report submitted to Lauren Zyriek
<b>June 30, 2019</b>	Final Report Submitted to Governor and the Legislature
<b>April 1, 2020</b>	Census Day!
<b>Ongoing</b>	Advisory Committees convene, hold events, and coordinate outreach

### ROADMAP

#### **1. HOST AT LEAST 3 EVENTS**

Each Advisory Committee should host at least 3 events to research, promote, or coordinate Census outreach. Committees are welcome to partner with external organizations to maximize impact.

#### **2. LEVERAGE SPHERES OF INFLUENCE**

Advisory Committee members should leverage professional and personal spheres of influence, skills, and resources to promote the Census. This may include driving Census awareness through events, communication channels, and discussions with colleagues.

#### **3. SUBMIT NOTES FOR INTERIM AND FINAL REPORTS**

Advisory Committees are invited to submit notes for the interim and final Complete Count Commission reports, which will be sent to the Governor and legislature. Notes may include a listing of Committee activities, areas of concern, as well as any relevant recommendations.

## ADVISORY COMMITTEE TOOLKIT

Advisory Committees are encouraged to adopt outreach strategies that best fit their respective areas. The following are recommendations on how a Committee may wish to conduct its work:

### **1. CONVENING ADVISORY COMMITTEES**

- Determine committee chair and establish specific, measurable, and timely goals for each member
- Members may assume the following responsibilities, among others:
  - Plan and facilitate Committee meetings and discussions. *Please provide at least 3 days' notice to Lauren Zyriek of all meetings.*
  - Develop and maintain a timeline for outreach events
  - Conduct research on stakeholders to coordinate Census outreach
  - Summarize notes for the interim and final reports

### **2. HOSTING EVENTS**

- Determine goals and format of proposed events
- Identify external stakeholders who may co-host events with the Committee to maximize public participation and event resources. For example, the P3 Committee may host an event with businesses taking action to promote the Census

### **3. LEVERAGING SPHERES OF INFLUENCE**

- Identify professional and personal connections to stakeholders as well as appropriate communications channels (email lists, social media, web forums, speaking engagements, etc.)
- Solicit feedback from colleagues and share best practices

### **4. SUBMITTING NOTES FOR INTERIM AND FINAL REPORTS**

- Refine topics and prepare written descriptions of such topics as:
  - A complete record of Committee activities
  - Recommendations for promoting Census outreach in the respective area
  - List stakeholders targeted for continued outreach

**CONTACT:** Lauren M. Zyriek, Director of Intergovernmental Affairs, NJ Department of State  
lauren.zyriek@sos.nj.gov  
(609) 633-1230



## State of New Jersey

DEPARTMENT OF STATE  
P.O. BOX 300  
TRENTON, NEW JERSEY 08625

PHILIP D. MURPHY  
*Governor*

TAHESHA WAY  
*Secretary of State*

SHEILA Y. OLIVER  
*Lt. Governor*

April 23, 2019

RE: Formation of Local Complete Count Committees (CCCs)

Dear Distinguished Colleague:

I write to you as New Jersey's 34th Secretary of State and the Chairperson of the New Jersey Complete Count Commission. The Complete Count Commission is tasked with overseeing New Jersey's efforts on the 2020 Census, and is working closely with local and federal partners on a variety of outreach initiatives.

Local Complete Count Committees (CCCs) sit squarely within that constellation of key partners. In the Garden State, a number of jurisdictions have already launched CCCs to complement our Commission's vital work.

If you haven't already done so, I encourage you to form a CCC within your jurisdiction. CCCs leverage local knowledge, influence, and resources in targeted outreach efforts. They are valuable vehicles for coordinating and nurturing cooperative efforts on the ground. Indeed, the Census Bureau considers it a best practice for tribal, state, and local governments to form CCCs. That way, governments can better educate and motivate their residents and constituents around the Census.

By forming a local CCC, you will support our efforts at ensuring a full and accurate count in New Jersey. You may wish to consult the Census Bureau's helpful CCC document:

<https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccc-guide-d-1280.pdf>

Should you require additional technical assistance, please contact Lauren Zyriek at (609) 633-1230 or [Lauren.Zyriek@sos.nj.gov](mailto:Lauren.Zyriek@sos.nj.gov).

Thank you very much for your attention.

Yours sincerely,

Tahesha Way, Esq.  
Secretary of State  
Commission Chairperson

## **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 Lantinx 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 EVERYONE 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 Zones 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 Zone 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 Zone. 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.

## Census Appointments

<b>Department</b>	<b>Name</b>
<b>Agriculture</b>	Rob Vivian
<b>Banking and Insurance</b>	Manuel Paulino
<b>Board of Public Utilities (BPU)</b>	Christine Sadovy
<b>Children and Families</b>	Doris Windle and Christine Idland
<b>Civil Service Commission</b>	Deanna Migliaccio
<b>Community Affairs</b>	Christopher Wheeler
<b>Corrections</b>	Jennifer Malinowski
<b>Economic Development Authority</b>	Danielle Esser
<b>Education</b>	Steven Clayton
<b>Environmental Protection</b>	Lloyd Naideck
<b>Governor's Office</b>	Vinn White
<b>Health</b>	Thalia Sirjue
<b>Higher Education</b>	Chad May
<b>Homeland Security And Preparedness</b>	Jeffrey Gold
<b>NJ Department of Human Services</b>	Adam Neary
<b>Office of Information Technology</b>	Lisa Blauer
<b>Labor and Workforce Development</b>	Timothy Grilo
<b>Law and Public Safety</b>	Rahat Babar
<b>Military and Veterans Affairs</b>	Terry Dearden
<b>Motor Vehicle Commission</b>	Wanda Silva
<b>Office of the State Comptroller</b>	Kia King
<b>State Police</b>	Captain Jose Aponte
<b>Transportation (NJDOT)</b>	Vanessa Holman
<b>Treasury</b>	Catherine Brennan

**2020 Census Job Fairs conducted by the Complete Count Commission and the US 2020 Census**

- **February 13, 2019 - Mercer County College, James Kerney Campus in Trenton**
- **March 8, 2019 - The Willingboro Senior Citizen Center**
- **March 22, 2019 - The Willingboro Senior Citizen Center**
- **April 15<sup>th</sup>, 2019 - Montclair Public Library**
- **April 16<sup>th</sup>, 2019 - Montclair State University**
- **April 17<sup>th</sup>, 2019 - East Orange Public Library**
- **April 23<sup>rd</sup>, 2019 - Clifton Public Library**
- **April 27, 2019 - Mercer County College, James Kerney Campus in Trenton**

**Upcoming 2020 Census Job Fairs to be conducted by Complete Count Commission and the NJ Department of State**

- **June 5, 2019 - Woodbury Armory**
- **June 25, 2019 - Toms River Armory**
- **June 26, 2019 - Jersey City Armory**
- **June 27, 2019 - Dover Armory**
- **June 28, 2019 - Atlantic City Armory**



NJ State Agency Census Liaisons  
Census Outreach Plan For:

Agency Name

Contact Name:

Phone Number: -

**Basic Outreach Techniques**

- Place New Jersey's 2020 Census promotional logo on our Department/Agency homepage with an embedded link.
- Place New Jersey's 2020 Census promotional logo on our Department/Agency intranet site with an embedded link. The purpose of this link is to allow staff to access information about upcoming 2020 Census.
- Place Census articles in Department/Agency newsletters either in paper or electronic form to keep staff informed about the upcoming 2020 Census.
- Place NJ Census Logo on electronic letterhead, memos or e-mail signatures that are distributed internally within our agency and externally to the public
- Place Census Posters in high traffic areas of Department/Agency main office and satellite offices. Examples include Lobby, Bulletin Boards, Employee Break rooms, Conference rooms etc.

We estimate that we will need \_\_\_\_\_ Census posters to accomplish this.

- Place Census Pamphlets in areas where our Department/Agency provide information for public access.

We estimate that we have \_\_\_\_\_ locations that will require \_\_\_\_\_ Census pamphlets at each location.

- To generate awareness internally among staff and externally among businesses and the public, place Census logo on Department/Agency letterhead and memos.

Discuss the upcoming 2020 Census in Meetings and Conferences. Discuss and inform attendees about the importance of a complete and accurate count in 2020. Incorporate NJ Census Logos on handouts.

Invite NJ Staff to give presentations on 2020 Census at Meetings or Conferences.

Meeting: \_\_\_\_\_  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
Location: \_\_\_\_\_

Add sheet for additional meeting information.

Between January 1, 2020 and April 1, 2020 will reach out to Department/Agency staff using the following techniques.

- E-mail from Commissioner to all Department/Agency personnel reminding staff that the Census is coming.

Use New Jersey Census mail inserts in targeted mailings.  
We estimate that we will need \_\_\_\_\_ Census inserts to accomplish this.

Are there any special abilities that your Department/Agency has to reach out to the public to create awareness about the 2020 Census that we may not be aware of? Please describe. (Add sheets if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Does your Department/Agency have the ability to reach a targeted section of NJ residents (Senior Citizens, Veterans, Health Clinics, Parks, etc.) (Add sheets if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ADVISORY COMMITTEES MEMBERS

### **Community Advocacy**

Chair, Sara Z. Cullinane

Reverend Kenneth Clayton

Eileen De-Freece Wilson

Reva Foster

Michael Greene

The Honorable Verlina Reynolds -Jackson

Stacy A. Johnson

The Honorable Nilsa Cruz Perez

The Honorable Gabriela Mosquera

### **Public-Private Partnerships (P3)**

Chair, Laura Matos

Theodore Conrad

Maria Bonita Duncan

George Gore

Matthew Gould

The Honorable Yvonne Lopez

Gualberto Medina

Michelle N. Siekerka, Esq

### **Education & Intergovernmental Affairs**

Chair, Len Preston

The Honorable Douglas R. Cabana

The Honorable James L. Cassella

The Honorable Maura R. DeNicola

The Honorable Nia Gill

Gail B. Gordon

The Honorable Nellie Pou

Mary L. Rivera

Terry Tucker

This page intentionally left blank.

**Philip D. Murphy**, *Governor*

**Sheila Y. Oliver**, *Lieutenant Governor*

**Tahesha L. Way**, *Secretary of State*

**New Jersey  
Complete Count Commission**  
PO Box 300  
Trenton, NJ 08625