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# New Jersey Counts 2020



# Topics for Today:

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

# Census 101



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

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# What is the Census?

- The U.S. Census is a national survey conducted every ten years by the U.S. Census Bureau to count EVERY living person in the United States
  - People of all ages, races, and ethnic groups including citizens and non-citizens must be counted.

# Why is the Census Important?

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

- Distribution of more than **\$22.7 billion** in federal funds within NJ annually to support important programs and services like Medicaid, Head Start, schools, hospitals, roads, and more.
- Helps determine New Jersey's **number of seats** in the house of representatives, its **number of votes in the electoral college**, and our **voting district boundaries.**

# Annual Federal Funding Received by NJ:

NJ FamilyCare\*: \$9.6B

SNAP: \$1.2B

Section 8 Housing Vouchers: \$741M

Special Education Grants: \$370M

National School Lunch Program: \$261M

Head Start: \$164M

WIC: \$151M

Child Care: \$120M

+ many more federal programs

**\$22.7  
Billion**

# Census Operations



**What questions  
will be asked?**

**When will I receive  
my questionnaire?**

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# How Do I Complete My Questionnaire?

There will be three ways to complete the Census:

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

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.



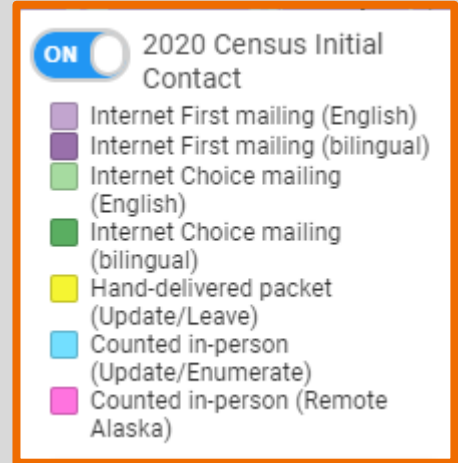
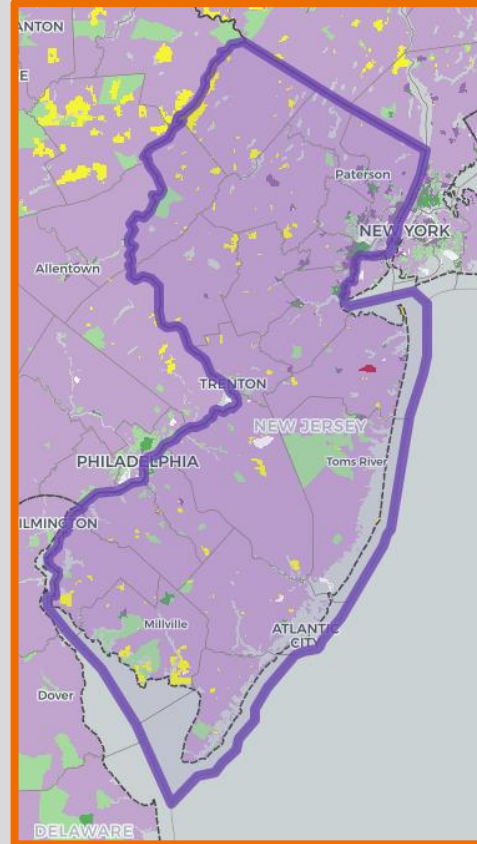
# 2020 Census Initial Contact

Visit

[www.censushardtcountmaps2020.us](http://www.censushardtcountmaps2020.us)

to view how the Census  
will reach out to  
households in March  
2020.

[www.census2020nj.org](http://www.census2020nj.org)



# Census Operations Timeline

March 2020

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

April 2020

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

May 2020

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

June 2020

The Census Bureau **continues to visit** homes who haven't responded.

July 2020

**July 31, 2020** concludes Census field operations.

This period is known as **self-response.**

[www.census2020nj.org](http://www.census2020nj.org)

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



# Door to Door Census Enumerators

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

## How can you recognize a Census worker?

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

# What Will The Census Ask?

Filling out the 2020 Census will be fast and easy!

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

For each household member:

- Name
- Age/Date of birth
- Gender
- Racial/ethnic background
- Relationship to head of household

Other questions:

- Owner/Renter questions

# What WON'T the Census ask?

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

## **Beware of Scams!**

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

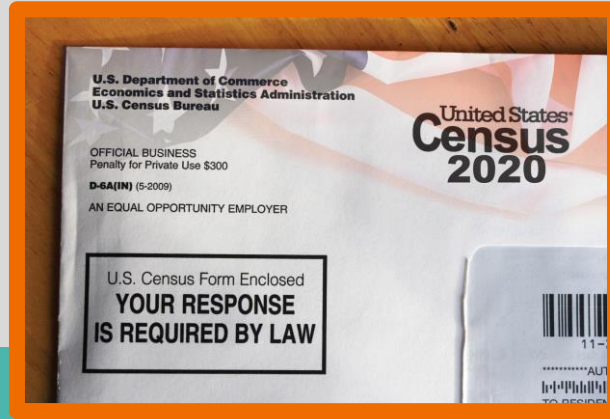
# Language Support

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

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

The paper form will be available in English and Spanish.

# Questions?



## What we have covered so far:

- Census 101
- Census Operations

# Challenges to a Complete Count in NJ



**What is a hard-to-count (HTC) group?**

**Where are HTC groups concentrated?**

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# Specific Challenges for 2020 Census

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

# NJ Hard-To-Count Groups

- A **Hard-To-Count (HTC)** population refers to areas where a low percentage of households returned their 2010 Census forms.
- Some populations are harder to count than others...
  - Children under 5
  - People of color (African Americans, Latinx, Asian Americans)
  - Non-English speakers
  - Immigrants
  - Renters

# What are the barriers to a complete count?

**Some reasons people are missed in the count are:**

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

# What is a Complex Household?

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

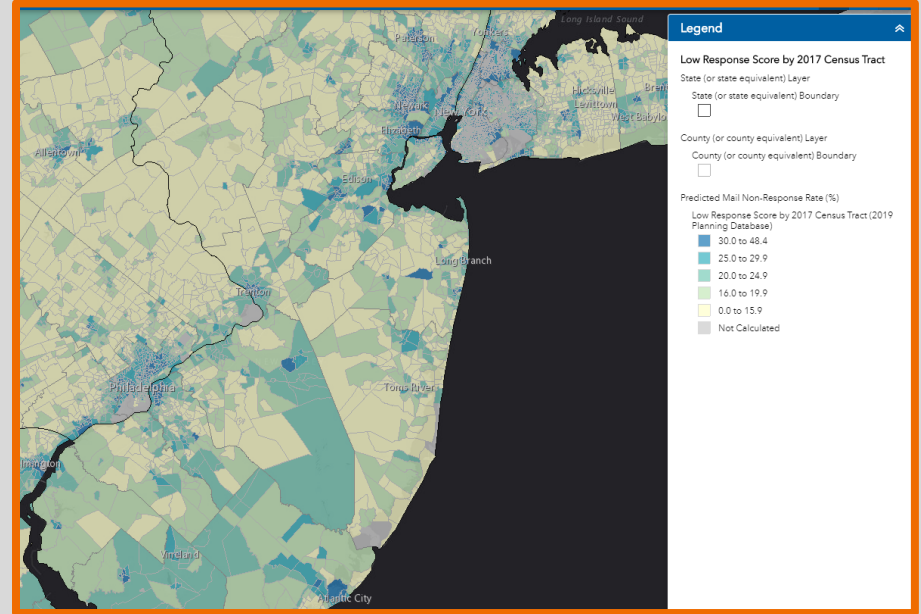
## Complex Households:

- Multi-generational households
- Households with multiple unrelated families
- Children living in foster care placements

# HTC areas where you live

To view interactive maps  
of your local hard-to-  
count areas, visit:

[www.census.gov/roam](http://www.census.gov/roam)



# Tips for Community Leaders



**Who counts  
where?**

**Can I assist with  
responses?**

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# Reassure Community Members:

- The Census can be completed **on your own schedule** and should take about 10 minutes.
  
- The Census is **safe, confidential, and protected by federal law.**

# Who Counts Where? Rule of Thumb:

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



# Who Counts Where? Important Tips

- Newborn still in the hospital on April 1?
  - **Count them!**
- Living with unrelated individuals?
  - **Count them!**
- Does a foster child live with you?
  - **Count them!**
- Is your relative without a home and temporarily living with you on April 1, 2020?
  - **Count them!**
- Group quarters enumeration
  - College dormitories
  - Correctional facilities
  - Nursing homes
  - Group homes
  - Residential treatment facilities
- **Residents counted by the facility**

# Forgot to Include Someone?



- You can complete the questionnaire a second time, the same as before, but this time you will add individuals who were missed.
  - The Census Bureau will later remove any duplicates.
  - Submit your corrected response online or over the phone using your address or the original code mailed to you by the Census Bureau.

# Don't forget the baby!



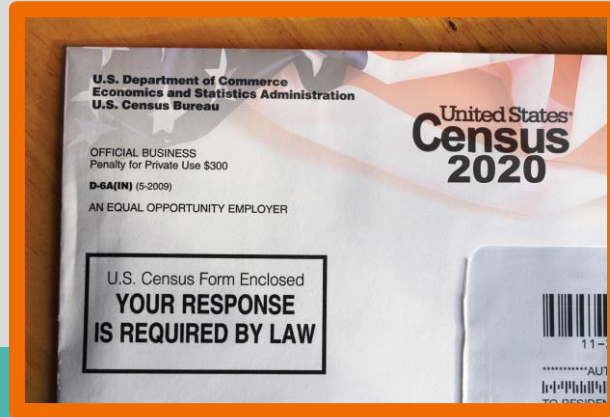
# Can I Assist with Questionnaire Responses?

- Yes, but...
- You should not enter responses for individuals.
- Only Census Bureau employees can offer confidentiality that is protected by federal law.

## Can you assist people with their response?

- Only Census Bureau employees may collect responses directly from individuals. If you are providing devices for individuals to provide their own responses online, do not enter that individual's responses for them or watch them enter their responses. In other words, devices should not be "staffed."
- Stakeholders should create an environment where individuals can respond without interference. This environment should ensure that someone's responses cannot be seen by anyone unless they are a sworn Census Bureau employee. Census Bureau employees are sworn for life under the law to keep an individual's responses confidential.
- If a member of the public requests assistance in completing their form, please direct them to the response option (online, phone, mail/paper, census taker visit to the home) that best suits their needs. For example, if an individual is responding online and needs language assistance, or if a person who is blind requests help with the online response Web site, please encourage them to respond through the phone response option, instead of the online response option.
- If they still request your assistance with online response, you can provide this assistance but please inform them that you are not a Census Bureau employee and therefore their answers are not protected by law with you. Their response is only protected by the Census Bureau once their response is received.

# Questions?



## What we have covered so far:

- Challenges to a Complete Count in NJ
- Tips for Community Leaders

# How to Get Involved



[www.census2020nj.org](http://www.census2020nj.org)

**Timeline**

**Outreach Activities**

**Groups to Engage**

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# Action Timeline

**Time is of the essence...**



**...so we've created a schedule of events for you!**



# Snapshot of Outreach Activities

Dec. '19

Invite Census Bureau to any community events you are involved in, especially around the holidays (pageants, fairs, toy drives, etc).

Jan. '20

Use at least one Census Statistics in Schools activity in classrooms (if appropriate)

Feb. '20

Add Census scripts to routine phone messages and mailings.

Mar. '20

Host a Census Action Day!

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



# How Can You Help?

Let's brainstorm your action plan for Census 2020.



# Wrap-Up

**Questions**

**Resources**

**Exit Surveys**

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# Resources

- ACNJ Census Page (contains toolkit): [www.census2020nj.org](http://www.census2020nj.org)
- Interactive maps:
  - CUNY Hard-to-Count Maps: [www.censushardtcountmaps2020.us](http://www.censushardtcountmaps2020.us)
  - Census ROAM: [www.census.gov/roam](http://www.census.gov/roam)
- Apply for Census jobs: <https://2020census.gov/en/jobs.html>
- Census Bureau Outreach Resources:  
<https://2020census.gov/en/partners/outreach-materials.html>
- Statistics in Schools: <https://www.census.gov/schools/>

# 10 years...

...is a long time. A two-year-old child missed in 2020 won't have another chance at being counted until they are 12!

# Complete Your Exit Surveys

Your feedback is important.

Contact Us:

- Peter Chen, Policy Counsel:  
[pchen@acnj.org](mailto:pchen@acnj.org)
- Alana Vega, Kids Count  
Coordinator,  
[avega@acnj.org](mailto:avega@acnj.org)