

# CENSUS 2020 NEW JERSEY

## STATE CONTEXT

A fair and accurate count in the 2020 Census is essential to ensure that communities across New Jersey 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.

Regrettably, the 2020 Census will be conducted with inadequate funding and staffing. The last-minute inclusion of a citizenship question and a less than robust communications plan could result in a serious census undercount, particularly among immigrant, lower-income, and of color communities. Lastly, the Census Bureau will for the first time distribute the decennial census questionnaires via Internet in 2020. The digitization of the census may produce challenges for seniors or others who may not have access or comfort with using the Internet. The Census 2020 New Jersey coalition is committed to overcoming these hurdles and ensuring that every state resident is counted in 2020.

### *Representation*

The most immediate result of an underfunded census field operation will be an undercount of the U.S. population. The danger is highest among traditionally hard-to-count (HTC) individuals, including racial and ethnic minorities, young children, lower income persons, those with limited English proficiency, immigrants, homeless persons, and those with severe distrust of the government. Because 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 child education. 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 private sector also relies on the Census Bureau’s population counts in determining where to build new facilities and expand business services. A 2020 census undercount could depress economic development and job creation in New Jersey.

### **CENSUS 2020 NEW JERSEY’S ROLE IN THE 2020 CENSUS**

The Census 2020 NJ coalition brings together key stakeholder groups committed to an accurate census count, particularly as regards to [hard-to-count](#) (HTC) neighborhoods -- i.e., census tracts where almost a quarter or more households did not mail back their census questionnaires in 2010. 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%).

Given these aforementioned challenges, collaboration is essential between New Jersey’s state and local governmental agencies, its non-profit sector, its business community, and its community-based organizations (CBO). All must work together to raise funds, develop, and carry out a robust public education and community outreach campaign over the next two years.

### **CENSUS 2020 NEW JERSEY’S GOALS AND STRATEGIC OBJECTIVES**

#### ***Funding for the 2020 Census (2018-2019)***

The Census Bureau is expected to have fewer resources for census outreach in 2020. Dedicated funds will be needed for public education, materials development, community outreach, coalition building, and communications. Additional funds will need to be raised in New Jersey to ensure an accurate population count in the state. The New York 2020 census coalition has estimated that community-based organizations alone will need \$40 million to conduct census outreach efforts (\$5.61/HTC); New Jersey will need comparable resources.

#### **CBO Budget, Census Outreach/GOTC Activities to HTC Communities**

<b>Census Outreach Activity</b>	<b>Cost</b>	<b>Percentage</b>
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>	100%
HTC count (NJ)	1,957,416	
Cost/HTC	\$4.62/HTC	

Census 2020 New Jersey is committed to pursuing those resources from the state legislature, private philanthropy, and the corporate sector. Advocacy for Census Bureau funding may also be pursued at the national level.

*Goal #1: Raise 2020 Census funding from in-state donors*

- Identify New Jersey foundations whose missions and program areas align with an accurate census count.
- Draft funding proposals (Philip Webb, COO, and Lynda Seward, Director of Development, NJISJ).

*Goal #2: Obtain 2020 Census funding through the state legislature [State budget cycle target dates December 2018 – June 2019]*

- **Have two (2)** meeting(s) with the Governor’s office regarding state census funding
  - Patricia Williamson for NJ Chapters of Delta Sigma Theta Sorority, Inc. (Aug. 9, 2018, meeting)
  - NJISJ (December 4, 2018)
- **Have Six to ten (6-10)** meetings(s) with the Secretary of State’s office regarding submission of census outreach budget request.
  - NJISJ (Aug. 23, 2018, meeting with Secretary Way)
  - NJ Chapters of Delta Sigma Theta Sorority, Inc., Patricia Williamson, NJ Social Action Coordinator (Oct. 29, 2018, meeting with Secretary of State Chief of Staff Jay Boone and Director of Intergovernmental Affairs, Lauren Zyriek)
  - Advocates for Children of NJ (November 2018?)
  - The Fund for NJ (December 17, 2018, meeting with Jay Boone, Lauren Zyriek, Communications representative Michael Chang, and Manager, Constituent Relations Eric Kipnis)
- **Have 12 (one per month)** in-person visits to educate state legislators about the federal funding tied to the decennial census.
  - Identify a core group of census champions in the state legislature that will co-sponsor census funding request.
    - Sen. Rice (Essex Co.), Chair NJ Legislative Black Caucus. **12/2018 phone**
    - **Commissioner:** Senator Nia Gill (Essex Co.)
    - **Commissioner:** Asw. Verlina Reynolds-Jackson (Mercer Co.), **1/30/19 meeting**
    - **Commissioner:** Asw. Yvonne Lopez (Middlesex Co.),

- Asw. Shavonda Sumter (Bergen, Passaic Co.), 1/15/19 phone
- Asw. Annette Quijano (Union Co.)
- Commissioner: Senator Nellie Pou (Paterson), pending 1/2019
- Commissioner: Asw. Cruz-Perez
- Organize 2019 census funding Lobby Day (Trenton).

### **2020 Complete Count Committees (CCC) (2018-2020)**

Local governments, community organizations, and other stakeholder groups should organize “Complete Count Committees” (CCCs) to plan 2020 Census outreach, encourage public participation, and facilitate online completion of the 2020 census questionnaire. The establishment of CCCs will allow for broad collaboration and increased communication across the state. Once established, these CCCs can develop a media and communications plan, promotional materials, strategic partnerships within communities, and direct community outreach. CCCs in New Jersey will be formed in 2018-2019 and play a vital role during the subsequent Get-Out-The-Count (GOTC) phase of the 2020 census.

- Goal #1: *Establish a statewide HTC coalition and encourage the creation of local CCCs, with an emphasis on HTC areas of the state.*
  - Work with the Governor’s office to establish a state Complete Count Commission and provide recommendations of committee members and strategies. (*Secretary of State will convene the State CCC.*)
  - Build and maintain relationships with census partnership specialists at the Census Bureau (New York Regional Office) and involve them in CCC conversations and training.
  - Identify and recruit stakeholder constituencies in HTC areas of the state to form or join local CCCs.
  - Organize/facilitate 18 (one in each county with HTC communities) trainings and workshops (e.g., communications/messaging, field/outreach) leading up to 2020

### **Get out the Count Planning and Execution (2019-2020)**

The GOTC phase of the 2020 Census will emphasize public participation in the census in Hard-to-Count communities, with a goal of exceeding 2010 Census participation rates. Census 2020 NJ will facilitate, coordinate and/or conduct outreach, education, and media campaigns within HTC communities.

- Goal #1: *Organize field GOTC campaign in 2020 among coalition members; encourage parallel efforts by LCCCs and other stakeholder groups*

1. Areas of geography merit most attention and resources (Red text = 0-65% 2010 Census questionnaire mail-in rate. Orange text = 65-70%. Black text = 70-73%, *Italics* represent the fastest growing cities since 2010).

County	Response Rate	HTC Cities/Communities (Fastest Growing in <i>italics</i> )	Schedule	Status
Atlantic	77.2%	<i>Atlantic City, Galloway Township</i> , Pleasantville	2Q19	
Bergen	78.4%	Hackensack, Fair Lawn, Lodi, <i>Palisades Park</i> , Englewood, Mahwah, Ridgewood Park, Little Ferry	2Q19	
Burlington	82.1%	<i>Riverside, Moorestown</i> , Lumberton, Mt. Holly, Wrightstown, Maple Shade	2Q19	
Camden	78.9%	<i>Camden, Lindenwold</i> , Pine Hill	1Q19	
Cape May	84.1%	Woodbine, Wildwood, West Wildwood		
Cumberland	76.7%	<i>Bridgeton</i> , Vineland, Lawrence Township	2Q19	
<b>Essex</b>	<b>70.6%</b>	<b><i>Newark, E. Orange, Bloomfield, Irvington, Kearney, Orange, Montclair, W. Orange, Bellville, Maplewood</i></b>	<b>1Q19</b>	
Gloucester	81.1%	<i>Glassboro</i> , Woodbury	3Q19	
<b>Hudson</b>	<b>72.2%</b>	<b><i>Jersey City, Hoboken, Bayonne, N. Bergen, Secaucus, Kearny, West New York, Union City, Harrison, East Newark</i></b>	<b>1Q19</b>	Met 11/2018 – Hudson County
Hunterdon	84.2%	no HTC areas	NA	NA
Mercer	77.6%	<i>Trenton</i> , Ewing, Hamilton	1Q19	Met 11/2018 - Trenton
Middlesex	77.5%	<b><i>New Brunswick, Menlo Park</i></b> , Highland Park, Woodbridge, Carteret, Edison, <i>Monroe</i> , North Brunswick, Old Bridge, Plainsboro, Sayreville, South Amboy, <i>South River, South Brunswick</i> , Princeton Meadows, Perth Amboy	<b>2Q19</b>	
Monmouth	80.5%	<i>Neptune</i> , Freehold, Red Bank, Long Branch, Keansburg, Ocean Township	2Q19	
Morris	82.4%	Morristown, Parsippany-Troy Hills, Dover	2Q19	
Ocean	82.9%	<i>Lakewood</i> , Brick, Jackson, Toms River	2Q19	

Passaic	75.2%	<i>Paterson, Passaic</i> , Wayne, Clifton, Haledon, Hawthorne	1Q19	Met 10/2018 - Paterson
Salem	80.1%	Penns Grove, Salem	3Q19	
Somerset	81.5%	North Plainfield, Bound Brook, Somerville, Franklin Township (Somerset)	3Q19	
Sussex	81.4%	no HTC areas	NA	NA
Union	76.6%	<i>Elizabeth, Plainfield</i> , Linden, Rahway, Hillside, Roselle, Millburn/Vauxhall, Union	1Q19	
Warren	80.7%	no HTC areas	NA	

2. Demographic targets, highest resource needs – African-American, Latin-x, immigrants, renters, children under 5 years old, people without Broadband Internet access
3. Note organizations or networks as potential or confirmed partners for specific geographies and demographic groups
  - In 2020, contact [Add number] people about the 2020 Census through phone calls, SMS, and canvassing. Encourage each coalition member to adopt numerical contact targets.
    - E.g., We will contact XX in the immigrant communities in YY locations by 5,000 phone calls, 2,000 door contacts
  - Organize April 1, 2019, public event(s) to raise awareness of 2020 Census Day, 1 year in advance.
  - Organize 2020 Census Day to accelerate public education and mobilization
    - Phone call, door canvassing, social media, town halls, print media stories/editorial
  - Provide census updates, education, and community events on a XX basis (monthly, bi-monthly, quarterly, weekly, etc.) via email
  - Grow coalition email list
- Goal #2: *Create a statewide 2020 Census media and communications campaign*
  - Organize a communications committee within the Census Coalition. Encourage State Commission to develop a statewide media and communications strategy, prioritizing HTC communities
  - Identify and utilize the media sources that will best reach HTC communities
  - Develop and distribute [add number] 2020 Census promotional materials
  - Develop and roll out other likely elements and target numbers of a communications strategy – e.g., social media campaign components, op-ed placements, editorial board meetings, etc.

## 2018

### *State Activities*

- Establish a statewide census coalition and encourage formation of local CCCs
- Begin regular census meetings and recruit key stakeholders (CBOs, community leaders, influencers for HTC).
  - Community leaders - African American:
    - NJ Black Issues Convention (NJBIC) (Reva Foster, Chair)
    - Delta Sigma Theta Sorority, Inc. – 1500 in NJ (Patricia = NJ Social Action Coord.) Alumnae, college students. May participate in an Eastern Regional Day of Service focused on Census 2020 in autumn 2019.
    - National Pan-Hellenic Council (includes nine AA fraternities and sororities)
    - NAACP, NJ State Conf. (Richard Smith – George Gore, representative)
    - National Urban League – NJ Chapters
    - Alliance of Black Women Lawyers NJ
    - Nat'l Bar Assn
    - ABA (Paulette Brown, former Pres.)
  - Community leaders – Latino:
    - Mahonrry Hidalgo, LANF
    - Monica Vargas-Huertas, NALEO
    - Jorge Vazquez, Latino Justice/PRLDEF
    - Jose Sanchez, Chair, National Institute of Latino Politics
  - Community leaders - Asian American:
    - Jerry Vattamala, AALDEF
    - Almas Haider, SAALT
    - Manavi
    - South Asian Bar Ass'n of NJ
    - Asian American Bar Ass'n of NJ
    - Asian American Legal Students Ass'n
    - Princeton Asian American Studies Ass'n
  - Community leaders - Immigrant
    - Brian Lozano, Wind of the Spirit

- Sara Cullinane, Rosa Lopez Huitzitzilin, Make the Road NJ
  - Other NJ immigrant rights coalition members? Afro-Caribbean? African immigrant?
- Community leaders – General
  - RISE - Leslie Koppel, Executive Director (Hightstown)
- Good government/policy groups:
  - Jesse Burns, LWV NJ
  - Common Cause NJ
  - ACLU NJ
  - New Jersey Citizen Action
  - Renee Steinhagen, NJ Appleseed
- Faith leaders
  - **Pastor Sammy Arroyo, United Methodist Church, Hightstown**
  - **Rev. Lesley Deveraux, Trinity AME, Long Branch**
  - **Rev. Dr. Deforest Soaries, First Baptist Church of Lincoln Gardens, Somerset**
  - Bishop Donald Hilliard, Cathedral International, Perth Amboy
  - Rev. Ronald Slaughter, St. James AME, Newark
  - Rev. Melvin Wilson, St. Mathews AME, Orange
  - Rev. Timothy Levi Atkins-Jones, Bethany Baptist Church, Newark
  - **Rev. Dr. Charles Boyer, Bethel AME, Woodbury**
  - Rob Gregson – Exec. Director Unitarian Universalists, Faith Action
  - Rabbi Ethan Prosnit – co-leader of Reform Jewish Voice of New Jersey
  - Liz Cohen – co-leader of Reform Jewish Voice
  - Rabbi Matthew Gewirtz
  - Bishop William “Chip” Stokes, Episcopal Diocese of New Jersey
  - American Baptist Ass’n?
  - National Baptist Ass’n?
  - Black pastors ass’n?
  - Muslim faith leaders?
  - Other Protestant congregations?
  - Catholic Church?



- Other religious communities, esp. Re Asian American community?
- Labor Unions
  - NJEA
  - AFT NJ
  - SEIU
  - CWA
  - NJ State AFL-CIO
- Business Comm'ty
  - Commissioner: NJ Business and Industry Ass'n, Trenton (small businesses)
  - African American Chamber of Commerce
  - Chamber of Commerce
  - Prudential, Newark
  - AT&T?
  - Johnson & Johnson
  - PSE&G, Newark
  - JCP&L
  - Altice (Cable Vision)
  - Amazon
  - Blue Cross-Blue Shield
  - Bristol Meyers-Squibb
  - Ready Nation – Council for a Strong America: Jeff Connor-Naylor
- Colleges & Universities
  - Rich Levao (Retiring), President, Bloomfield College
  - Barbara George Johnson, John S. Walton Institute for Public Policy, Thomas Edison State University
  - Deborah Walsh, Center of American Woman and Politics, Eagleton Institute of Politics, Rutgers
- Elected Officials - *What's the ask?* (e.g., state funding, organize & support local CCCs)
  - Gov. Phil Murphy
  - Lt. Gov. Sheila Oliver
  - Secretary of State Tahesha Way, Chair, NJ Complete Count Commission
  - Sen. Ronald Rice – A4208 sponsor

- Asw. Mila Jasey, Yvonne Lopez, Shavonda Sumter – other lead sponsors A4208
- Leg. Black Caucus (Rice, Jasey, Reynolds-Jackson, Gill, Sumter)
- Leg. Latino Caucus (Yvonne Lopez, Cruz-Nilson, Pou)
- Mayor Andre Sayegh, Paterson (Chief of Staff: Kathleen Long)
- Mayor Ras Baraka, Newark (Deputy Mayor Jacqueline Quiles)
- Mayor Reed Gusciora, Trenton (Advisor: Andrew Bobbitt)
- Mayor Francisco “Frank” Moran, Camden
- Mayor James Cahill, New Brunswick
- Asian American elected officials [to be identified by New American Leaders]
- NJ Council of Mayors? African American mayors association? Latino mayors associations?
- County (Freeholders) officials?
- Federal members of Congress (US Sen. Booker, US Sen. Menendez, US Rep. Payne, Jr. (CD-10), US Rep. Bonnie Watson Coleman (CD-12), US Rep. Pallone (CD-6), Other Members of Congress? (ALL should be approached)
- Determine the state’s hard-to-count target regions that organizations will prioritize leading up to (and after) 2020.
  - NJISJ’s urban targets: Essex, Hudson, and Camden Counties; Paterson, Trenton, New Brunswick
- Begin to develop relationships with Census Bureau partnership specialists and state staff ahead of GOTC
- Advocacy
  - pushback on citizenship question; request for federal funding
  - increased state funding - \$9 million for FY20
- Potential community outreach: activities: ‘Census 101’ sessions with organization partners

#### *Funding Timeline*

- Start educating in-state funders about the importance investing ahead the 2020 Census – 2Q18
- Determine state funding needs, ID legislative champions, prepare FY 2019 funding request – 1Q19
- Encourage municipal CCCs to appropriate local \$\$ for CBO outreach to HTCs – 1Q19

#### 2019

#### *State Activities*

- Continue advocacy and community outreach from 2018.
- Collaborate with the Census Bureau to ensure local hiring of temporary census workforce (Spring-Summer)
  - Job Fair – Newark 1/22/19
  - Middlesex/Somerset County – End of February 2019?
- Begin large GOTC trainings (Summer)
- Printing of GOTC materials (Fall)

## 2020

### *State Activities*

- Launch GOTC campaign (January-June)

Census 2020 Coalition Strategic Strawman Plan

Phase	Timing	Activities/Tactics	Status
<p>1. <b>Preparation:</b> Focus on developing and preparing to execute field outreach plans</p>	<p>September 2018 – March 2019 4Q18 – 1Q19</p>	<ul style="list-style-type: none"> <li>• Funders: Develop funding strategy; provide grants for outreach planning and research; establish spaces for coordination among funders and, separately, among community-based organizations (CBOs)/nonprofit organizations (NPOs)</li> <li>• Census 2020 Coalition (CMOs/NPOs/Intermediaries): Develop organizational outreach plans; build organizational capacity; identify and secure resources; Intermediaries support CBOs/NPOs in developing outreach plans</li> <li>• Media: Develop media outreach plans; build organizational capacity; identify and secure resources</li> </ul>	<p>In-Progress</p>
<p>2. <b>Education:</b> Focus on education and consciousness raising about the census.</p>	<p>February 2019- June 2019 1/2Q19 – 3Q19</p>	<p><b>Funders:</b> Provide grants for outreach and maintain spaces for coordination</p> <p><b>Census 2020 Coalition:</b></p> <ul style="list-style-type: none"> <li>• Conduct educational workshops/presentations for CBOs/NPOs/Counties/Municipalities; <i>Invite elected officials for comments</i> <ul style="list-style-type: none"> <li>○ Census 101 Panel Discussions for groups of African-Americans                             <ul style="list-style-type: none"> <li>▪ <i>Panelists: US Census Bureau, Reva Foster, Chairwoman of NJBIC and Commissioner, NJ CCC, rep for children, librarian.</i></li> <li>▪ Locations: Essex, Hudson, Camden, and Atlantic Counties; then drill down into municipalities. Include Elizabeth, New Brunswick,</li> </ul> </li> </ul> </li> </ul>	<p>Hudson had its presentation and has a county working group. Paterson and Newark have CCCs.</p>

		<p>Plainfield.</p> <ul style="list-style-type: none"> <li>○ Census 101 Panel Discussions for groups of Asian/Asian-Americans <ul style="list-style-type: none"> <li>▪ <i>Panelists: US Census Bureau, Asian-American Data Expert, rep for children, librarian</i></li> <li>▪ Locations: municipalities of Edison, New Brunswick, Plainfield.</li> </ul> </li> <li>○ Census 101 Panel Discussions for groups of Latinos <ul style="list-style-type: none"> <li>▪ <i>Panelists: US Census Bureau, Latino Data Expert, rep for children</i></li> <li>▪ Locations: Essex, Hudson, Camden, and Atlantic Counties; then drill down into municipalities. Include Elizabeth, New Brunswick, Plainfield.</li> </ul> </li> <li>○ Census 101 Panel Discussions for groups of Children under 5 <ul style="list-style-type: none"> <li>▪ <i>Panelists: US Census Bureau, ACNJ, rep for children</i></li> <li>▪ Locations: Essex, Hudson, Camden, and Atlantic Counties; then drill down into municipalities. Include Elizabeth, New Brunswick, Plainfield. (Completed in January)</li> </ul> </li> <li>○ Census 101 Panel Discussions for groups of Immigrants <ul style="list-style-type: none"> <li>▪ <i>Panelists: US Census</i></li> </ul> </li> </ul>	
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		<p><i>Bureau, Immigrant Data Expert, rep for children</i></p> <ul style="list-style-type: none"> <li>▪ Locations: Essex, Hudson, Camden, and Atlantic Counties; then drill down into municipalities. Include Elizabeth, New Brunswick, Plainfield.</li> <li>○ <b>See list and schedule</b></li> <li>• conduct train-the-trainer sessions for CBOs/NPOs; <ul style="list-style-type: none"> <li>○ Local Complete Count Committee training – US Census Bureau</li> </ul> </li> <li>• coordinate coalition activities for CBOs/NPOs; <ul style="list-style-type: none"> <li>○ April 1, 2019 Awareness Day</li> <li>○ County/Municipal Resolutions</li> </ul> </li> <li>• develop materials for CBOs/NPOs;</li> <li>• launch media messaging.</li> </ul> <p><b>CBOs/NPOs:</b></p> <ul style="list-style-type: none"> <li>• Receive education and train-the-trainer sessions;</li> <li>• request materials from Census 2020 Coalition;</li> <li>• launch media messaging;</li> </ul> <p><b>Media:</b> Launch media messaging</p>	
<p>Focus on <b>public</b> education and consciousness raising about the census.</p>	<p>July 2019 – December 2019 3Q19 – 4Q19</p>	<p><b>Funders:</b> Provide grants for outreach and maintain spaces for coordination</p> <p><b>Census 2020 Coalition:</b> Complete educational workshops/presentations for CBOs/NPOs/Counties/Municipalities</p> <p><b>CBOs/NPOs:</b></p> <ul style="list-style-type: none"> <li>• Conduct public education workshops/presentation <ul style="list-style-type: none"> <li>○ See list and schedule</li> </ul> </li> <li>• conduct train-the-trainer sessions for</li> </ul>	

		<p>anyone who will engage with residents during the activation phase;</p> <ul style="list-style-type: none"> <li>• launch media messaging;</li> <li>• distribute educational materials.</li> </ul> <p><b>Media:</b> Launch media messaging</p>	
<p>3. <b>Activation:</b> Focus on ramping up the intensity of outreach and providing direct support to community residents</p>	<p>January 2020 – April 2020 1Q20</p>	<p><b>Funders:</b> Continue to provide grants for outreach; continue to maintain spaces for coordination; prepare to provide grants for evaluation</p> <p><b>CBOs/NPOs:</b> Continue public education workshops/presentations; continue media messaging; continue distributing materials; engage in direct contact via neighborhood canvassing and phone banking; provide technical assistance by hosting Census Action Kiosks (CAKs)</p> <p><b>Intermediaries:</b> Continue educational workshops/presentations for CBOs/NPOs; conduct train-the-trainer sessions for CBOs/NPOs; coordinate coalition activities for CBOs/NPOs; develop materials for CBOs/NPOs; continue media messaging</p> <p><b>Media:</b> Continue media messaging •</p>	<ul style="list-style-type: none"> <li>•</li> </ul>
<p>4. <b>Follow-Up:</b> Focus on educating residents about the Census Bureau’s Nonresponse Followup Operation (NRFU) and providing targeted outreach to geographies with low response rates.</p>	<p>April 2020 – July 2020 2Q20</p>	<p><b>Funders:</b> Funders: Continue to provide grants for outreach; continue to maintain spaces for coordination; prepare to provide grants for evaluation</p> <p><b>CBOs/NPOs:</b> Continue public education workshops/presentations; continue media messaging; continue distributing materials; engage in direct contact via neighborhood canvassing and phone banking; provide technical assistance by hosting CAKs</p> <p><b>Intermediaries:</b> Continue educational workshops/presentations for CBOs/NPOs; conduct train-the-trainer sessions for CBOs/NPOs; coordinate coalition activities for CBOs/NPOs; develop materials for CBOs/NPOs; continue media</p>	<ul style="list-style-type: none"> <li>•</li> </ul>

		messaging <b>Media:</b> Continue media messaging	
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We do not have researchers to conduct waves of research on barriers for and effective messaging to hard-to-count populations, provide data and mapping support for CBO/NPO planning efforts, or develop and launch plans for post-outreach evaluation. We do have limited assistance with this from State Counts and some resources at the Institute.